

# East Lindsey Health & Wellbeing Partnership

## Quality Of Life Health & Wellbeing Strategy 2017/18



East Lindsey residents enjoy a superb natural environment, relaxed pace of life and low crime rates. But some also experience health and wellbeing challenges arising from lifestyle choices, physical inactivity and low income. We have an ageing population with specific needs and our rural geography mean some residents experience isolation and limited access to services.

*East Lindsey Health and Wellbeing Partnership are a group of local organisations exploring ways of working together to improve the health and wellbeing of residents.*

## Who are we?

- East Lindsey District Council
- Lincolnshire County Council
- Lincolnshire East Clinical Commissioning Group

To support Lincolnshire's Joint Health & Wellbeing Strategy and our corporate priorities, we aim to:

- Identify key priorities for improving health and wellbeing
- Encourage everyone in the sector to collaborate, be creative and ensure services meet local needs
- Support residents to be active in understanding and managing their own health, wellbeing and care
- Develop and oversee an annual delivery plan

*Working together, we can promote wellbeing, prevent ill-health and support people to achieve a better Quality of Life.*

## Our Strategy...

Initially, this is a one year strategy that will be reviewed and updated to align with the renewed Lincolnshire Joint Health and Wellbeing Strategy due in 2018.

## Our Action Plan...

An outline of aims and activities we hope to achieve in the first year. To target delivery, our initial focus will be on the East Coast as this is the area of greatest need.

## Measuring success...

Milestones and measures of success will be considered and updated annually. Activities aim to improve local health indicators or add social and economic value.

## Getting involved...

We welcome organisations with an interest in the health, wellbeing and economic growth to support us. If you are working towards a better quality of life for residents, get in touch at:  
*[eastlindseyqualityoflife@lincolnshire.gov.uk](mailto:eastlindseyqualityoflife@lincolnshire.gov.uk)*

# Quality of life in East Lindsey



700  
square miles



137,900  
population



Intense pockets of  
deprivation. Ranked  
33 most deprived  
district out of 326 in  
England



Almost a quarter  
of children live in  
poverty (24%)



21% of children are  
obese by aged 11



Average salary is  
£23,873; £4258 lower  
than the national  
average



18%  
of adults smoke



1 in 10 working aged  
adults claim benefits  
due to physical  
or mental health  
condition (9%)



45% of adults  
physically inactive



Highest rate of  
diabetes in the  
country with 11,252  
adults living with the  
condition (9.2%)



Citizens Advice East  
Lindsey help with £2.5  
million of problem  
debt annually



71% of adults are  
overweight or obese



39,800 of population  
over 65 years old  
(29%)



17,704  
unpaid carers (13%)



Estimated 4,100  
adults living with  
dementia



Life expectancy is 79  
years for men and  
82 years for women,  
both lower than the  
national average

# Priority 1: Working Together

We aim to help local people improve their wellbeing and resilience and enable communities and organisations to respond to needs and opportunities.

## *Themes:*

- Evidence & Needs
- Gaps & Opportunities
- Networks & Partnerships
- Workforce Development

## Why is this important?

- We believe that organisations can work together better and that with the right information and support, residents can do more to improve their own health and wellbeing
- We recognise the constraints of limited resources and capacity within the public, community and voluntary sectors, but welcome all those interested in health and wellbeing to help deliver this Strategy
- Issues cannot be addressed unless partners work together
- The impact will be greater if we add value to the work of others



## Priority 2: Promoting Healthy Lifestyles

We aim to help local people improve wellbeing by leading healthier, happier lifestyles and supporting them to address causes of poor health.

### *Themes:*

- Starting Well
- Living Well
- Ageing Well
- Feeling Well

### Why is this important?

- Physical inactivity is responsible for 1 in 6 UK deaths. It is the fourth greatest risk factor for premature death and has a bigger impact than obesity
- Meeting the recommended physical activity levels can help prevent type 2 diabetes, colon cancer, coronary heart disease, stroke, falls and hypertension
- Being active reduces the risk of developing Alzheimer's, osteoarthritis, hip fractures and depression
- Physical inactivity currently costs the NHS and wider society £7.4 billion annually



# Priority 3: Tackling Social & Economic Determinants

To help local people improve resilience and security, improving access to information and services.

## *Themes:*

- Accessible Services
- Digital & Financial Inclusion
- Safe & Secure Housing
- Economic Wellbeing
- Neglect & Abuse

## Why is this important?

- Health and wellbeing are determined by complex relationships between the individual, lifestyle choices and the physical, social and economic environment
- Health inequalities result from social inequalities
- Low household income and debt are often two of the main drivers behind poor physical and mental health
- People living in poor quality housing are at greater risk of respiratory conditions and mental ill-health



# Who's who in East Lindsey Heath & Wellbeing?

**Lincolnshire Health and Wellbeing Board** is an executive committee of Lincolnshire County Council with representatives from Districts, Clinical Commissioning Groups and Healthwatch. They produce the Joint Health and Wellbeing Strategy to direct local commissioning and action.

**Lincolnshire County Council Public Health Directorate** supports activity across the county to prevent ill-health and to improve health outcomes.

**Lincolnshire East Clinical Commissioning Group** hold budgets to buy local health services from providers. There are four groups across Lincolnshire.

**East Lindsey Quality of Life Group** is an information sharing network which meets quarterly and is open to any organisation in the District.

**East Lindsey District Council** value the health and wellbeing of residents and support improvements through delivery of services and partnerships.

**Care Quality Commission** is the national body overseeing and inspection the performance of health service providers.

**Public Health England** is a national agency whose role includes providing information and advice to the public and to professionals. They produce an annual snapshot Health Profile for each District.

**Lincolnshire Joint Strategic Needs Assessment** is a shared evidence base made up of commentaries and data sources which reports on the key areas of health and wellbeing in Lincolnshire.



# 2017/18 Delivery Plan

AREA	AIM	ACTIVITY	MILESTONES & MEASURES
<b>PRIORITY 1: WORKING TOGETHER</b>			
Dementia Friendly Communities	To support Skegness to become the country's first dementia friendly seaside town.	To raise awareness of and reduce the barriers affecting those living with dementia, encouraging businesses and service providers to adapt their current provision.	<ul style="list-style-type: none"> <li>• Becoming recognised as a Dementia Friendly community</li> </ul>
Understanding Hospital Discharge	To understand the process and causes for delays in hospital discharge and to plan to reduce these.	To deliver a pilot hospital housing link project to understand current needs and gaps. Convene a workshop based on the outcomes to explore potential improvements.	<ul style="list-style-type: none"> <li>• Appointment of Hospital Housing Link Worker (Sept 2017)</li> <li>• Deliver workshop for housing partners (March 2018)</li> </ul>
Understanding Housing Services	To understand the scope for greater collaboration between housing, health and care services.	To convene a workshop for partners and colleagues to understand current services, requirements of new legislation and future collaboration.	<ul style="list-style-type: none"> <li>• Report on gaps in provision (Jan 2018)</li> <li>• Deliver workshop to explore solutions (March 2018)</li> </ul>
Understanding the Planning System	To understand and plan to meet the future needs and opportunities for healthcare services.	To convene a workshop for partners and colleagues to understand the planning process to ensure future health needs are considered.	<ul style="list-style-type: none"> <li>• Deliver workshop to partners to identify actions (July 2018)</li> </ul>
Ageing Better	To reduce loneliness and social exclusion amongst the over 50's	To commission services that reduce social isolation, support volunteering and befriending and develop networks. Increase number of Age Friendly Businesses.	<ul style="list-style-type: none"> <li>• Continue to expand networks and opportunities for the over 50's</li> <li>• No. of Age Friendly Businesses</li> </ul>
<b>PRIORITY 2: PROMOTING HEALTHIER LIFESTYLES</b>			
Living Well with Dementia	To support the Skegness Dementia Action Alliance to help people live well with dementia.	To ensure those living with or caring for those with dementia have support, advice and care.	<ul style="list-style-type: none"> <li>• No. of organisations engaged</li> <li>• No. of Dementia Friends</li> <li>• No. of Dementia Champions</li> </ul>

AREA	AIM	ACTIVITY	MILESTONES & MEASURES
Community Referral & Social Prescribing	To ensure appropriate pathways to advice and support, providing confidence to individuals and referral partners.	To ensure residents with needs are recognised and people are supported to find the right information and activities to improve their own outcomes.	<ul style="list-style-type: none"> <li>• Social Prescribing Pilot in place</li> <li>• Formalise referrals from primary care services (Dec 2017)</li> </ul>
One You Lincolnshire	To support people to make simple changes towards a longer and happier life.	One You provides tools, support and encouragement every step of the way, to help people make better choices today. To improve their health right away and prevent risks in later life.	<ul style="list-style-type: none"> <li>• Promote &amp; present One You and other national campaigns</li> <li>• Provide partners with access to campaign resources</li> </ul>
Making Every Contact Count	To ensure the appropriate promotion materials and training are available to partner organisations.	To utilise day to day interactions that organisations have with people to encourage changes in behaviour that have a positive effect on the health and wellbeing of individuals, communities and populations.	<ul style="list-style-type: none"> <li>• Relationship building and promotion to encourage engagement with MECC</li> <li>• No. of MECC training courses delivered</li> </ul>
PRIORITY 3: TACKLING SOCIAL & ECONOMIC DETERMINANTS			
Reduce the disability employment gap	To reduce the local disability employment gap by identifying and overcoming barriers to employment.	To ensure those with disabilities have equal opportunities to apply for and secure work with appropriate support to meet their needs.	<ul style="list-style-type: none"> <li>• Reduced number of disabled adults out of work (Census 2021)</li> <li>• No. of Employers registered as disability confident</li> </ul>
Preparing for Universal Credit	To understand welfare reforms, economic impact and support transition to local full service.	To ensure residents moving onto Universal Credit make and manage their claims, understand the incentive to work and secure their economic wellbeing.	<ul style="list-style-type: none"> <li>• Prepare residents for digital full service (March 2018)</li> <li>• No. of residents budgeting support offered to</li> </ul>