

Breckland Health & Wellbeing Partnership

Strategy 2023-2025



Foreword from our Chair – Cllr Tristan Ashby, Executive Member for Health and Communities



I am delighted to introduce the joint Health and Wellbeing strategy for Breckland, which reflects the aims and priorities of the Breckland Health and Wellbeing Partnership.

Breckland is a place where people can thrive, with strong communities and excellent services working collaboratively to improve health outcomes for our residents and patients. We know, however that there are still complex health needs that need addressing and this strategy outlines our ambition to tackle key issues and remove barriers to improving the health and wellbeing of the people of Breckland.

Introduction

The Norfolk and Waveney integrated care system (ICS) launched in July 2022 bringing together partners from local authority, NHS, and wider partners to improve health and care outcomes. The ICS priorities include driving integration, addressing inequalities, prioritising prevention, and enabling resilient communities.

In addition to the newly formed ICS, health and wellbeing partnerships (HWP) were launched to work at a place level with a prevention led focus to improving health. Aligning priorities place boards and feeding up to the Norfolk and Waveney health and wellbeing board (HWPB) and integrated care partnership (ICP). Breckland HWP is one of eight within the Norfolk and Waveney ICS and covers the same geographical footprint as the district council.

The Breckland health and wellbeing partnership brings together colleagues from district and county and council, health services, wider and local VCSE sector organisations and other partners involved in the improvement to the health and wellbeing of Breckland residents, to make a positive impact to people's lives. The partnership will enhance integrated approaches and collaborative behaviours at every level and promote an ethos of partnership and co-production, working with communities and organisations addressing health and wellbeing challenges that no single organisation can address alone.

The Covid-19 pandemic has had direct and indirect impacts on health across the UK. Prior to the pandemic, indicators in Breckland were poor around mental health, cardiovascular disease, and alcohol consumption. Therefore, the Breckland HWP have already begun to take action to help tackle inequalities created and/or exacerbated by the Covid-19 pandemic in these areas.

Our Vision

Our Vision is to transform the way in which people access the right opportunities to improve their health and wellbeing. Through collaborative working, building resilient communities and by taking an evidence-based approach to the delivery of our priorities.



The Breckland Population



62% of adults are overweight or obese



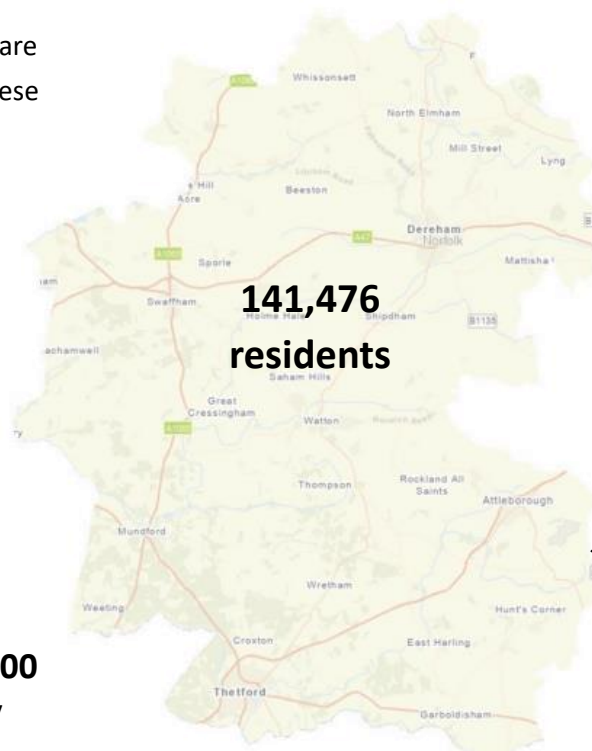
392.3 per 100,000 emergency hospital admissions for alcohol specific conditions



58.9 per 100,000 residents die from cardiovascular



15.1% people smoke



Multiple areas in high levels of deprivation and loneliness compared with Norfolk average

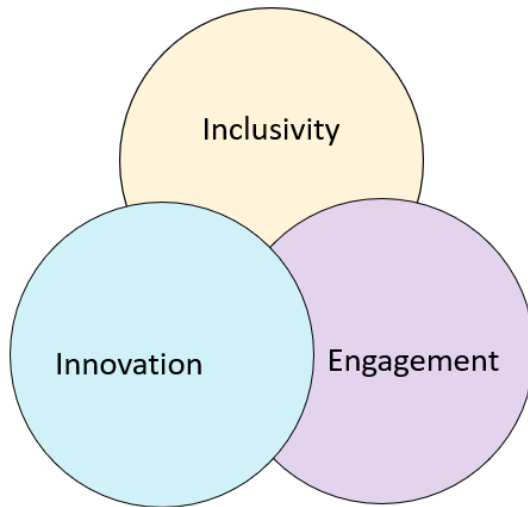


12.9 per 100,000 residents die by suicide.



22.4% residents are lonely, higher than the Norfolk average

Priorities



Inclusion - by ensuring equitable access to services and support

Innovation - by driving innovative approaches to tackling known issues

Engagement – by actively engaging with our communities and other networks

How will we know we have achieved our priorities?

- ✓ Marked improvement in wellbeing, which will be evidenced in funded projects
- ✓ Reduced demand on public services, which will be evidenced through project evaluation
- ✓ All funding awards aligned to strategic priorities and offered on an evidence-based need.
- ✓ To see a significant improvement to workforce issues, including but not limited to quality hires, retention, and wider opportunities.
- ✓ Have an overarching data sharing agreement to enable the swift implementation of all projects delivered by or on behalf of the partnership.
- ✓ Provide appropriate access to the right opportunities in order to improve overall health and wellbeing.
- ✓ Breckland residents will be well informed of relevant self-help tools and resources, which will be evidenced through use of directory services and partnership feedback.

Challenges

- Cost of living - Specifically within cost of living, Breckland is a largely rural district with lots of people using oil as their heating source which could increase risk of hardship with energy prices increasing globally
- Housing – access to and availability of social housing. Due to elderly population, adaptations exceed current government funding
- Rural locality – high prevalence of isolation due to poor transport links, leading to a feeling of loneliness
- Areas of high deprivation – particularly in Thetford, Dereham, Swaffham and Watton
- Low vaccine uptake
- Physical activity – Attleborough has highest number of hip replacements e.g., high risk of falls

Action plan

