



# Thurrock Health and Wellbeing Strategy 2016 - 2021

Annual Report  
2016 - 2017

*Adding years to life and life to years*

# Foreword



**Cllr James Halden**  
**Chair of Thurrock Health**  
**and Wellbeing Board**

I am pleased to welcome you to the 2016-17 annual report on Thurrock's Health and Wellbeing Strategy. The five year Health and Wellbeing Strategy was launched in July 2016 and was the result of a genuine partnership approach, driven forward by Thurrock's Health and Wellbeing Board.

I have been Chair of Thurrock's Health and Wellbeing Board since 2016 and it's my strong belief that the Board and Health and Wellbeing Strategy's primary purpose is to reduce health inequalities across our borough and improve outcomes for local people. We want to make sure that people remain healthier for longer and can remain in their own homes, in their own communities for as long as possible. We want the people of Thurrock to be able to live a good life, regardless of who they are or where they live.

The Board recognises that improving health and wellbeing requires action that affects all parts of people's lives. We know for example, that improved educational outcomes increases the likelihood of gaining employment which in turn helps to address child poverty in the future. That is why our Strategy identifies five strategic goals that focus on the areas within which we can make the most difference to the health and wellbeing of the people of Thurrock.

I am confident that we can make the resource we have go further by increasing the number of us who stay well and by intervening at the earliest opportunity. This means continuing to change the way some of our services operate. It also means we must utilise the strength of our communities and the individuals living in those communities as part of building alternatives to the traditional service response. The Health and Wellbeing Strategy is one of the key drivers for stimulating those changes and continuing to improve health outcomes for Thurrock's residents.

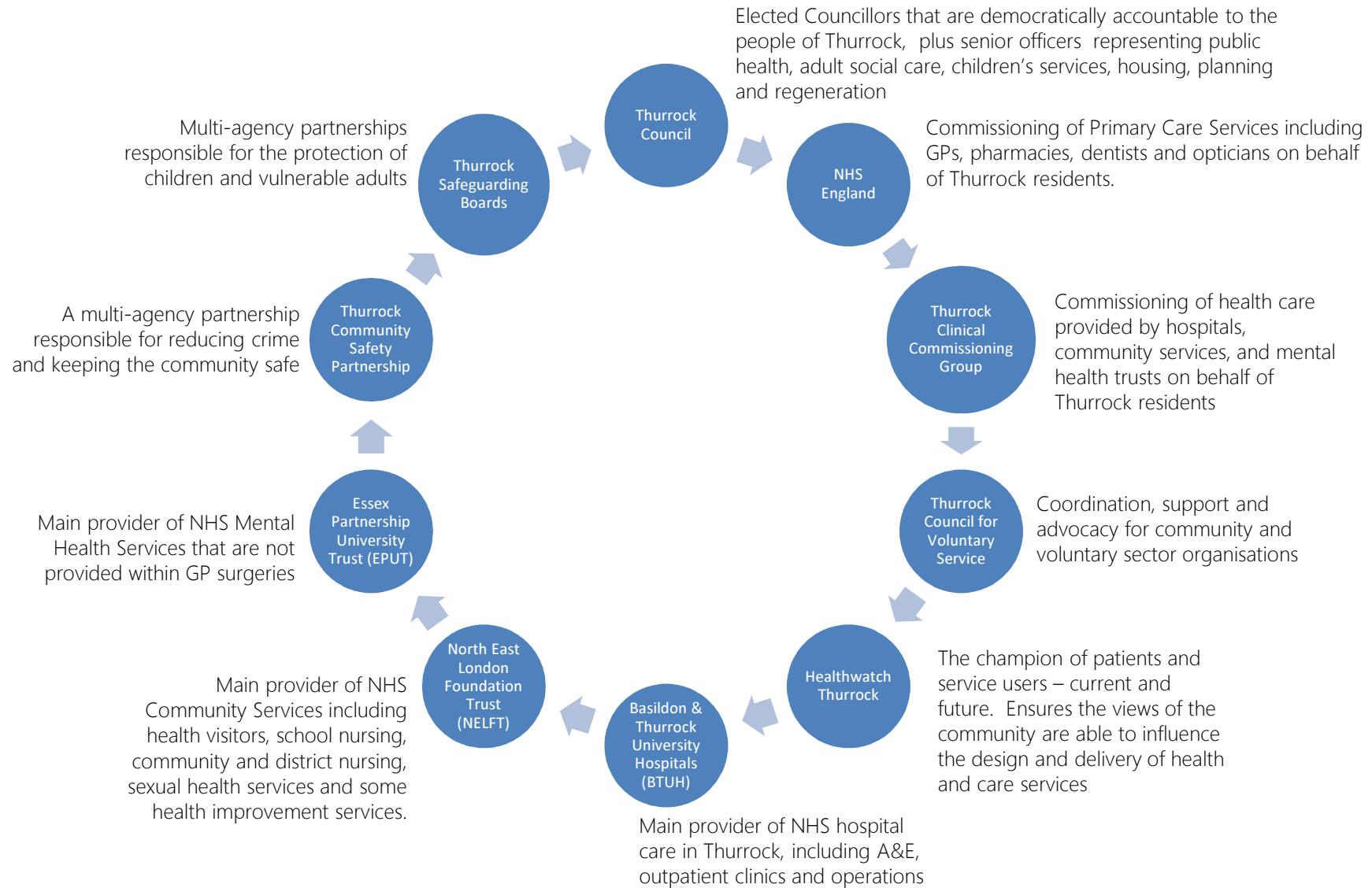
This report:

- Describes the range of strategic partners who are members of the Health and Wellbeing Board
- Sets out our jointly agreed vision and key principles for the strategy
- Provides a snapshot of the strategy's five strategic goals and explains why they have been prioritised
- Sets out some key achievements for the first year of the strategy
- Shows how the views of the public continue to inform action that we are taking



## Thurrock Health and Wellbeing Board are responsible for our Health and Wellbeing Strategy

### Who we are and what we do



# Thurrock's Health and Wellbeing Strategy Vision and Principles

## Our Vision

Our vision for improving the health and wellbeing of Thurrock people is to:

***Add years to life and life to years***

We want Thurrock to be a place where people live long lives which are full of opportunity, allowing everyone to achieve their potential. To achieve this, we have set five goals, which we are all committed to achieving. The goals are ambitious and will require a lot of hard work from Thurrock Council, the NHS, voluntary organisations and communities themselves but we think that by working together, we can achieve these goals and make a real difference to the people of Thurrock.

## Our Principles

### **Reducing inequality in health and wellbeing**

We want things to get better for everyone but we are also committed to ensuring that the poorest communities enjoy the same levels of opportunity, health and wellbeing as the most affluent.

### **Prevention is better than cure**

Rather than waiting for people to need help, we want Thurrock to be a place where people stay well for as long as possible.

### **Empowering people and communities**

We don't just want to do things to people, but give people the opportunity to find their own solutions and make healthy choices.

### **Connected services**

Good health and care services should be organised around the needs of people, not around the needs of organisations.

# The Health and Wellbeing Strategy: An Introduction



## How the Health and Wellbeing Strategy is structured

The Health and Wellbeing Strategy comprises 5 high level, strategic goals and to ensure that they are clearly defined and action taken focusses on the right areas, each of them are supported by four key objectives that have been agreed by the Health and Wellbeing Board.

## How we will achieve our goals and improve outcomes

The goals we have set out are ambitious. They cannot be achieved by a single organisation or group of people but require the transformation of systems and communities. That means that everyone has a part to play. Shared goals are now being translated into collective action.

Each of the four objectives that define individual goals are supported by an action plan that set out who is responsible for delivering what. Communities and individuals are an essential part of the 'how' we deliver our Strategy, so we have continued to engage with members of the public to inform actions that are being taken forward.

Good work is already taking place so action plans include new action that has been identified and how existing initiatives contribute to achieving our goals.

## How we know if the strategy is working.

We want to be clear about whether or not our Strategy is working and to hold each other to account for achieving our goals. That's why we are continuing to develop and refresh an Outcomes Framework with measurable targets and trajectories for what we expect to achieve over the next five years. Outcomes specific to individual objectives are incorporated into each of the action plans.

***A snapshot of the strategy's goals and supporting objectives follow overleaf***

## A snapshot of the Health and Wellbeing Strategy Goals and Objectives

*"It's easy for me to be active  
where I live"*

*"Thurrock has great health services  
and it's easy to get to them"*

*"I was able to get a good job, and I  
now feel differently about life"*



*"My children have a great chance of  
getting good exam results and I'm  
optimistic about their future"*

*"There are plenty of activities in my  
community that I can get involved in"*

GOALS	1. OPPORTUNITY FOR ALL	2. HEALTHIER ENVIRONMENTS	3. BETTER EMOTIONAL HEALTH & WELLBEING	4. QUALITY CARE CENTRED AROUND THE PERSON	5. HEALTHIER FOR LONGER
OBJECTIVES	1A. All children in Thurrock making good educational progress	2A. Create outdoor places that make it easy to exercise and to be active	3A. Give parents the support they need	4A. Create four integrated healthy living centres	5A. Reduce obesity
	1B. More Thurrock residents in employment, education or training	2B. Develop homes that keep people well and independent	3B. Improve children's emotional health and wellbeing	4B. When services are required, they are organised around the individual	5B. Reduce the proportion of people who smoke
	1C. Fewer teenage pregnancies in Thurrock	2C. Build strong, well-connected communities	3C. Reduce social isolation and loneliness	4C. Put people in control of their own care	5C. Significantly improve the identification and management of long term conditions
	1D. Fewer children and adults in poverty	2D. Improve air quality in Thurrock	3D. Improve the identification and treatment of depression, particularly in high risk groups	4D. Provide high quality GP and hospital care to Thurrock	5D. Prevent and treat cancer better



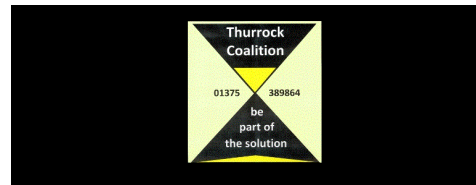
# The Health and Wellbeing Strategy: Goals, achievements and public feedback



Following the Health and Wellbeing Strategy being launched in July 2016 impressive progress has been made. A genuine partnership approach has been adopted in both developing and now implementing the strategy.

Lead officials have been identified across Thurrock Council, Thurrock Clinical Commissioning Group (CCG) and beyond to drive forward the development of action plans for all of the strategy's objectives. Goal sponsors have also now been identified and comprise corporate directors across the council and senior representatives of key partner organisations, including Thurrock CCG.

Goal sponsors are responsible for ensuring that actions are delivered and targets are monitored effectively. Goal sponsors have reported progress with developing action plans to the Health and Wellbeing Board.



Thurrock is committed to meaningful community engagement, providing members of the public with opportunities to influence the design and delivery of services that meet their needs. As part of ensuring that action plans developed to support the achievement of improved outcomes that meet the needs of the people of Thurrock members of the public have been consulted and asked to provide views on the Health and Wellbeing Strategy.

Groups that have been consulted include:

- The general public
- Thurrock Older People's Parliament
- Thurrock's Disability Partnership Board
- Thurrock Mental Health Service User and Carer Forum

Themes have been selected which describe key issues identified by the public for specific objectives within each of the five strategic goals and responses have been included which demonstrate how the public's views have been considered and reflected in our work.

# GOAL 1

## Opportunity for all

### Summary



**We want to achieve better educated children and residents who can access employment opportunities**

The following four objectives have been identified as part of defining this goal and describing what achieving it will look like:

- Objective 1A. All children in Thurrock making good educational progress
- Objective 1B. More Thurrock residents in employment, education and training
- Objective 1C. There will be fewer teenage pregnancies
- Objective 1D. Fewer children and adults will live in poverty

Detailed action plans have been developed during year one that drive forward the achievement of each of the objectives.

#### **Why this goal is a key element of the Health and Wellbeing Strategy**

*'Disadvantage starts before birth and accumulates throughout life'*

The best way to break the cycle of disadvantage and poor health is to take action early. Ensuring that children have a good start in life can lead to life-long improvements in health and wellbeing.

We know that more than one in five Thurrock children live in poverty. That makes it much harder for them to achieve their full potential in life. Our target is to halve this by 2020.

Thurrock is a place of opportunity. The ambitious programme of regeneration in the borough means new jobs are being created – for example through London Gateway (DP World) in the east of the borough. Thurrock people must be able to access these jobs. That means people need to leave school with good qualifications and go on to get the skills they need to secure good jobs.





# GOAL 1: Opportunity for all - Key achievements Year 1

- We have developed strategic programmes to support the recruitment of medical students recognising the need to encourage more of our young people into medicine
  - We have developed a Youth Employment Initiative, which has won accolades from the Deputy Director of the European Union Structural Programme on youth employment following an EU audit
  - Our Inspire – Your Future Programme, through our Grangewaters facility now offers a wide range of outdoor education activities to support the our residents and we are working closely with health partners to develop further programmes to support healthy lifestyles
- 

## Key achievements : Objective 1A - All children in Thurrock making good educational progress

- As part of our plans to integrate our children's centres with health and social care to provide early intervention and support to families in greatest need we have created a single point of access so that every child maximises their early learning to ensure readiness for Reception in their primary school
- 75% of Thurrock children leaving reception and going into Year1 last summer gained a Good Level of Development (GLD). This is an improvement on the previous year and is 6 percentage points higher than the National Average (69%)
- Thurrock now boasts one of the most improved statistics nationally for the provision of schooling for Thurrock families. 96% of all our schools are now good or better, meaning parents can be assured their child receives an education which has the potential to maximise their progress and attainment and so gain higher education and employment locally



### How we have addressed feedback from the public



To facilitate **all children in Thurrock making good educational progress** key themes raised by the public included:

- Improving discipline in schools and ensuring that bullying and intimidation is tackled effectively
- Ensuring children and young people to continue to recognise that their future does not depend only on academic achievement and that there are opportunities for securing high quality employment and gain vocational qualifications through apprenticeship schemes

The public's views have been reflected and addressed in our work through:

- Stronger links are being developed with all our schools and academies to create a partnership of providers to promote joint working across the borough through the effective use of our Teaching Schools Alliance offering in-service training
- Programmes are also being developed in the partnership of providers to work with the Adult College (TACC) to up-skill local residents and improve the likelihood of securing even higher assessment grades for both children and adults

# GOAL 1: Opportunity for all - Key achievements Year 1

## Key achievements : Objective 1B. More Thurrock residents in employment, education and training

- Strategic development of programmes to support the recruitment of medical students. Recognising the need to encourage more young people into medicine given our current recruitment challenges the Director of Public Health and *Inspire – Your Future* have met with a local university and are looking to pilot a programme around a career in medicine
- To support this we have submitted a bid to support a summer school programme around medicine and the career pathways that are available
- Delivery of Youth Employment Initiative and positive feedback around audit and recent visit. Our YEI has recently undergone an EU audit and this received very positive feedback. We have also hosted the Deputy Director of EU Structural programme and she was very positive about the work we are undertaking
- Opportunity Thurrock & Thurrock's Next Top Boss raising the profile around job opportunities. Recent awards evening for TNTB was well received and shows how businesses and school are working together
- Grangewaters – Part of *Inspire – Your future* offer a range of outdoor education activities and looks to address some of the health issues across Thurrock. Exciting opportunities are being developed to support the wellbeing of Thurrock residents and we are working closely with health to explore further programmes to support healthy lifestyles



### How we have addressed feedback from the public



To support more Thurrock residents into employment, education and training key themes raised by the public included providing:

- More opportunities for adult learning and development
- An increased focus on skilled labour and jobs
- Alternative routes that do not rely on achievement of academic qualifications

The public's views have been reflected and addressed in our work through:

- Stronger links being developed with new employers, including Amazon to create pre-employment programmes which will support residents into work.
- Programmes are also being developed in partnership with local Higher Education providers to up skill local residents and improve the likelihood of securing higher skilled based employment.
- Continuing to work with local employers to increase apprentice opportunities at all levels.
- Working with Community and Voluntary Sector organisations to support residents with Learning Disabilities into extended work placements that are pathways into employment

# GOAL 1: Opportunity for all - Key achievements Year 1

## Key achievements : Objective 1C - Fewer teenage pregnancies in Thurrock

- The teenage pregnancy rate in Thurrock has continued to decline and is currently at its lowest level since record began (24.5 per 1,000 females)
- Rolling out an electronic C-Card online, giving young people have easier access to condoms. The electronic C-Card scheme is now also available to Thurrock professionals. This new method has removed barriers to young people and professionals. Young people no longer have to carry a physical card and professionals do not have to complete time consuming paperwork.
- Setting up a specific young person's Sexual Health Clinic accepting both drop-ins and booked appointments, allowing greater flexibility for young people
- Working with the Youth Cabinet to obtain young people's ideas regarding how to improve service delivery. This engagement led to the development of a Teenage boys Pregnancy Programme and improving the content of the Delay and Go Girls programmes, which raise aspirations among young people.



### How we have addressed feedback from the public



To facilitate **fewer teenage pregnancies in Thurrock** key themes raised by the public included providing:

- Education, advice and guidance to young people.
- Services across Thurrock that are accessible to different groups within the community and ensuring that young people know how to access those services.

The public's views have been reflected and addressed in our work to ensure there are **fewer teenage pregnancies in Thurrock** through:

- The commitment to work with Thurrock Careers Service Aspire and relationship sessions in all secondary schools. Education about the consequences of teenage pregnancy is being addressed for girls and boys through the plan to redesign the Delay and Go Girls programme for confidence and aspirations and the creation of a bespoke programme for boys.
- Drop in sessions and booked appointments are available within schools and the young persons sexual health clinic. Our provider NELFT have produced new leaflets, posters and contact cards with the inclusion of an electronic C-Card scheme and have also launched a website in May 2017 to improve accessibility.



# GOAL 1: Opportunity for all - Key achievements Year 1

## Key achievements : Objective 1D - Fewer children and adults in poverty

- Youth Employment Initiative (YEI) funding application success which enables us to provide bespoke programmes to unemployed 16-29 year olds



### How we have addressed feedback from the public



As part of ensuring that **fewer children and adults in poverty** key themes raised by the public included providing:

- better education and health starting pre-school with families
- Intervention - apprentices for local young people – more support for young people to get into university and advice around managing costs
- jobs for parents

The public's views have been reflected and addressed in our work through:

- our links with local academy chains to promote adult learning in schools – and utilising the children centres to support family learning
- we commissioned a Top Achiever programme to support young people in Thurrock to access Russell Group Universities – recruit local young people into apprenticeship opportunities within the council.
- joint work with Economic Development Team has enabled some planning to be undertaken with the new employers in Thurrock to ensure that the work is flexible to support parents across the authority

## GOAL 2

### A healthier environment

#### Summary



#### **We want to achieve places and communities that keep people well and independent**

The following four objectives have been identified as part of defining this goal and describing what achieving it will look like:

- Objective 2A. Outdoor spaces that make it easy to exercise and to be active
- Objective 2B. More homes will be built that keep people well and independent
- Objective 2C. Communities will be stronger and better connected
- Objective 2D. Air quality will be improved

#### **Why this goal is a key part of the Health and Wellbeing Strategy**

We want to keep people well for as long as possible. For this to happen, we need communities that are strong and inclusive. We also need the way Thurrock's neighbourhoods are designed and built to make it easy for people to lead active and healthy lives.

If children and adults are to be more active we need to create environments that encourage them to be more active – either at school or where they live. We also need to ensure that public space is attractive and that people feel safe when they use it.

Much has already been done to empower local communities to be strong and inclusive. The Stronger Together partnership is a ground-breaking initiative which promotes community activities that strengthen connections between people. It also encourages people to have a greater say in what happens in their neighbourhood, taking control over the decisions that affect them. We want to build on that work to build strong, well-connected communities.

## GOAL 2: A healthier environment - Key achievements Year 1

Much has already been done to empower local communities to be strong and inclusive

- The Stronger Together Partnership is a ground-breaking initiative which promotes community activities that strengthen connections between people. It also encourages people to have a greater say in what happens in their neighbourhood, taking control over the decisions that affect them. We want to build on that work to build strong, well-connected communities.
- Officers in the Public Health and Planning and Environment teams organised a joint health and planning summit last year, attracting praise from across the region.
- Our officers across the council continue to work in an integrated way to ensure that the regeneration of Tilbury and Purfleet capitalise on opportunities to create new physical environments that promote wellbeing, such as making it easier to walk and cycle.

---

### Key achievements: Objective 2A - Create outdoor places that make it easy to exercise and to be active

- The following Components of the Active Place Strategy have been completed: Indoor Built Facilities Needs Assessment; Playing Pitch Strategy Needs Assessment and Draft Strategy; Open Space Needs Assessment; Parks, Play and Open Space Improvement Plan.
- Work commenced the Active Travel plan and working group including key strategic partners established.
- A question was included within the residents' survey to assess views on "how easy Thurrock Council makes it easy for residents to exercise in parks and open spaces". This gives a baseline for future comparison.



#### How we have addressed feedback from the public



To **create outdoor spaces that make it easier to exercise and be active** key themes raised by the public included:

- Considering the merits of considering alternative management arrangement and making better use of volunteers
- Providing more facilities that are accessible to all and facilitate exercise and leisure, informed by members of the public

The public's views have been reflected and addressed in our work through:

- The council already had several friends of groups and community forums that work with the council to manage and maintain parks and open spaces. The emerging Active Place Strategy is currently looking at a range of delivery and management options in more detail these will be discussed in the coming months with a decision reached by summer 2017
- Suggestions relating to physical improvements to spaces including outdoor gym equipment and improving accessibility will be considered when determining future projects to be included in the Infrastructure Requirement List and the Active Place Strategy. In addition, a capital bid has been prepared for providing outdoor gyms and related equipment at strategic sites which are to be identified via the Active Place Strategy
- As part of sustaining community engagement specific question has now been built into the residents survey and asks - if the council "makes it easy for residents to exercise and or be active in the parks and open spaces"



## GOAL 2: A healthier environment - Key achievements Year 1

### Key achievements : Objective 2B - Develop homes that keep people well and independent

- The preparatory work to build a HAPPI scheme in Tilbury is well progressed and a planning application has been submitted



#### How we have addressed feedback from the public



To **develop homes that keep people well and independent** key themes raised by the public included:

- Considering the design of the physical structure of home, which may need to be adapted as people's physical health changes
- To supply a list of services, equipment and support networks to those in sheltered accommodation or needing home care. Giving more choice and independence. To consider Put lifts into existing sheltered housing flats to enable easier access in and out of the home and to prevent people from becoming housebound who cannot manage stairs

The public's views have been reflected and addressed in our work through:

- The design of new homes in the social sector are required to incorporate lifetime homes standards which seek to ensure homes remain suitable for people as their needs change over time, or are easily adaptable to meet specific needs. The Council have also adopted 'HAPPI' standards in the development of new social housing for people approaching and beyond retirement age. Due regard is given in the planning and design process to have appropriate space standards, good access to local amenities and outdoor space, good levels of storage space and a requirements to ensure flexibility so that the homes are 'care ready'
- Sheltered housing is in a period of restructuring as a result of the number of schemes that require redevelopment and the changing profile of need amongst our older population. Where schemes are no longer appropriate and there is no value for money case for significant improvements they will be de-commissioned, if there is still a case for maintaining a scheme then investment will be available for improvements; this may include the provision of lifts where required.

## GOAL 2: A healthier environment - Key achievements Year 1

### Key achievements : Objective 2C - Build strong well-connected communities

- Thurrock Giving has now been fully implemented
- Social Prescribing has been introduced with two social prescribers working with interested Primary Care providers
- As set out at objective 3C, four new Local Area Coordinators are being recruited, building on the success of the team over the last 3 years. The new posts will be used to respond to a significant rise in demand for LAC intervention



#### How we have addressed feedback from the public



To **build strong, well connected communities** key themes raised by the public included:

- Providing Trial sessions at Gym and local exercise clubs ‘try before you buy’.
- Maintaining Parks/Recreation Grounds, as reduced mowing and lack of repair mean space cannot be used – reducing the availability of spaces to exercise and increase social inclusion.
- Ensuring community hubs and Local Area Co-Ordinators (LACs) bring communities together more and develop partnerships

The public's views have been reflected and addressed in our work through:

- Providing access to local gyms for people who will benefit most through the social prescribing model. Once evaluation is complete we will seek to extend those areas where there is evidence of success
- The council's key strategic objective and “Clean it, Cut it, Fill it” Campaign we aim to maintain parks and recreation grounds
- There are plans to expand the LAC service and increase the number of Community Hubs which will enhance and extend impact. This will also help to raise awareness of activities that are available for members of the public

## GOAL 2: A healthier environment - Key achievements Year 1

### Key achievements : Objective 2D - Improve air quality in Thurrock

- Thurrock Council has formally approved an Air Quality Strategy, which has a wide-ranging number of measures across the borough to tackle poor air quality and to reduce the number of AQMAs to the agreed 2021 target of eight (8) AQMAs down from the current 18
- Thurrock Council is supporting National Clean Air Day on 15 June 2017 in collaboration with two (2) primary schools to raise awareness of the health impacts of emissions by idling vehicles on the school children



#### How we have addressed feedback from the public



To **improve air quality in Thurrock** key themes raised by the public included:

- Reducing idling engines in cars and public transport
- Ensuring that the Air Quality Strategy covers the whole of Thurrock and not specific areas
- Looking at the current bus routes and where needs are unmet or routes are inadequate e.g. East Tilbury.
- Considering park and ride options in Thurrock to reduce traffic congestion

The public's views have been reflected and addressed in our work through:

- Demonstrating that we are keen to reduce unnecessary engine idling across the borough for all vehicles. For example, we are piloting a scheme to tackle idling as part of National Clean Air Day (15 June 2017)
- The Air Quality and Health Strategy seeks to implement measures that relate to the whole of Thurrock and is not focussed on small areas, with the exception of actions to address air quality issues in the borough's AQMAs
- The council is always keen to improve accessibility to buses across the borough, which is supportive of the council's Transport Strategy to encourage modal shift away from single-occupancy private vehicles. The council currently has no plans to investigate or implement a park and ride scheme within Thurrock. Thurrock's profile does not currently fit with the operating model for a Park & Ride



# GOAL 3

## Better emotional health and wellbeing

### Summary



#### **We want to strengthen mental health and emotional wellbeing**

The following four objectives have been identified as part of defining this goal and describing what achieving it will look like:

- Objective 3A. Parents will be given the support they need when they need it
- Objective 3B. Children will have good emotional health and wellbeing
- Objective 3C. Fewer people will feel socially isolated or lonely
- Objective 3D. Identification and treatment of depression will be improved, particularly for those at greatest risk

#### **Why this goal is an important part of the Health and Wellbeing Strategy**

We know that at least one in four people will experience a mental health problem at some point in their life and that one in six adults will have a mental health problem at any one time. We also know that half of those with lifetime mental health problems first experience symptoms by the age of 14. Depression is the most common mental health problem making it a priority for us.

There are a number of things we can do to lessen the chance of poor mental health from occurring, or to prevent it from worsening. This includes ensuring that parents receive good support when they need it and identifying problems as early as possible. Tackling bullying is also important because it not only affects the mental health of children but can have long-term effects stretching into adulthood.

For people who do require long term medical care, we want to ensure that people are identified before they reach crisis point and that the service they receive is of high quality and tailored to the individual. People with poor mental health often have poor physical health too, and we must ensure that we consider mental, physical and emotional wellbeing together.

We know that within our communities, particularly with Thurrock's older population and those with caring duties, many people will be suffering due to social isolation. Social isolation can have a significant impact on physical health as well as mental and emotional wellbeing.<sup>18</sup> We must give people opportunities to connect.



## GOAL 3: Better emotional health and wellbeing - Key achievements Year 1

- A new IAPT (Increase Access to Psychological Therapies) provider *Inclusion Thurrock* began to offer services to our residents in April 2016 and have quickly settled in Thurrock.
- *Inclusion Thurrock* has received huge levels of positive feedback from patients/service users as well as health and social care colleagues who work with them. *Inclusion Thurrock* are very forward thinking and have built relationships proactively with the public health team as well as various teams in the CCG, council and secondary care.
- *Inclusion* began to work with diabetes and COPD clinics run by NELFT in February 2017, as a way of finding clients who are more likely to require their services (evidence shows that those with long term conditions are more likely to be affected by anxiety and/or depression). In October 2016, a recovery college was opened by *Inclusion* and this will help Thurrock residents improve their mental health, wellbeing and resilience

---

### Key achievements : Objective 3A - Give parents the support they need

- Whilst there have been many achievements across the range of services that support parents perhaps the biggest success has been the development of the Brighter Futures offer through the integration of the Healthy Families Programme, Early Offer of Help Commissioned Services, Children's Centres, Early Offer of Help team and Troubled Families team. This means that for the first time an integrated offer across health, education and social care is available to support families and link with other professionals such as school staff, GP's and Social Workers. The procurement of the commissioned elements of the offer will be delivered from the Autumn onwards with delivery in children's centres, schools and health clinics. This integrated offer will provide families with a single registration for services and access to targeted support when it is needed.



#### How we have addressed feedback from the public



To **give parents the support they need** key themes raised by the public included:

- Increasing the awareness of support for parents with children who have disabilities and make it easier for parents to access this support.
- Providing disability support groups and ensure sessions at the Thurrock Children Centres are suitable and accessible to children with a disability.

The public's views have been reflected and addressed in our work through:

- The redesign of the 0-19 Wellbeing programme including Children's Centres will take into account the need to improve access to support for parents of children with a disability. In addition as a part of the SEND Local Offer the feedback provided will be passed to the Family Information Service to improve awareness of the support available.

# GOAL 3: Better emotional health and wellbeing - Key achievements Year 1

## Key achievements : Objective 3B - Improve children's emotional health and wellbeing

- In 2016-17 the new Emotional Wellbeing and Mental Health service has been mobilised. The service in Thurrock offers one point of contact where families can talk to a qualified clinician directly to receive advice and support while waiting for their assessment. The new service model has improved access for families and professionals who refer to the service with many more children receiving interventions to manage their mental health needs. The waiting times have improved and Thurrock are currently seeing children and young people within 18 week target.
- The last year has also seen the development of a specialist service for children and young people who are presenting with Eating Disorders. This provides specialist support whilst building the capacity and knowledge within local teams. Training has been an identified need to ensure quality and responsiveness of the service. Interventions delivered must be based on what we know works and the service have a plan in place to ensure all staff are trained in IAPT and other specialist courses by 2018. A number of children present in crisis with urgent needs and 100% of these children have been assessed within 4 hours of presenting at A&E by a specialist. Next year plans to review how the crisis model can develop to see children in their homes and prevent escalation of problems.



### How we have addressed feedback from the public



To **improve children's emotional health and wellbeing** a key theme raised by the public included:

- Raising the profile of the help available within schools and colleges to support people experiencing mental-ill health challenges and to promote a culture of asking for help when needed rather than doing nothing. Make it easy for people to seek help, e.g. through use of social media.

The public's views have been reflected and addressed in our work through:

- The Transformation plan , Open up, Reach Out which identifies the need to build resilience within our community. Schools and colleges play an essential role in understanding mental health issues and providing support. There are plans to develop a website for children and young people emotional wellbeing and mental health giving information to schools and online techniques, such as self-help toolkits. Additionally, schools and community leaders we work together with young people to develop a peer mentoring scheme that equips young people themselves to be able to help others.
- The Emotional health and wellbeing service are also co-designing a pilot with schools to develop training and capacity within groups of schools .Covering training, common understanding of emotional wellbeing and mental health and developing links with the new EWM. The school support team will work on four areas including; Self –harm, suicidality, anxiety and bereavement; Regular and specialist consultations on complex cases; Regular supervision for pastoral staff and school leaders; Access to a range of courses for teachers and staff and through links with independent sector partners.



# GOAL 3: Better emotional health and wellbeing - Key achievements Year 1

## Key achievements : Objective 3C - Reduce social isolation and loneliness

- Pilot programme for Living Well in Thurrock has been successfully concluded and the evaluation outcomes used to inform the specification for the domiciliary care contract being tendered later this financial year.
- Detailed work has been undertaken with a wide range of stakeholders to ensure that we have a clear specification for the delivery of Domiciliary care to ensure that new delivery models can be implemented
- The development of wellbeing teams based upon Buurtzorg and Local Area coordination models is nearing completion and will form part of the implementation of a new service model under the Accountable Care Partnership for Tilbury.
- Four new Local Area Coordinators are being recruited, building on the success of the team over the last 3 years. The new posts will be used to respond to a significant rise in demand for LAC intervention.



### How we have addressed feedback from the public



To **reduce social isolation and loneliness** key themes raised by the public included providing:

- Continue to strengthen social relationships and opportunities for community connection for individuals and families, especially those in greatest need e.g. the most vulnerable and isolated. For example through use of the local area coordinators
- Advertise for more volunteers to increase time-banking initiative
- Publication/notification of local community activities. Many people in the community are not aware of everything that is going on

The public's views have been reflected and addressed in our work through:

- Local Area Co-ordinators, social prescribers and Timebanking initiatives, along with a number of other projects are all focused upon strengthening community connections and building social relationships for marginalised groups and individuals. This will continue to be a major objective of their work
- Timebanking continues to go from strength to strength in Thurrock and some impact upon providing transport for vulnerable people has already been a feature. In addition the LACs have some impressive evidence of using volunteers as providers of transport and we have made the use of our day centre transport more available to others in recent months. However there is always more we can do and this will be a focus area for development in future
- The Stronger Together website, particularly the development of Community Asset Maps, should enable improved awareness of what is happening or available within communities

# GOAL 3: Better emotional health and wellbeing - Key achievements Year 1

## Key achievements : Objective 3D

### Improve the identification and treatment of depression, particularly in high risk groups

- A new IAPT provider began to offer services to Thurrock residents in April 2016 and have quickly settled in Thurrock. Inclusion Thurrock have had lots of positive feedback from patients/service users as well as health and social care colleagues who work with them
- Inclusion are very forward thinking and have built relationships proactively with the public health team as well as various teams in the CCG, council and secondary care. Inclusion began to work with diabetes and COPD clinics run by NELFT in February 2017, as a way of finding clients who are more likely to require their services (evidence shows that those with long term conditions are more likely to be affected by anxiety and/or depression)
- In October 2016, a recovery college was opened by Inclusion and this will help Thurrock residents improve their mental health, wellbeing and resilience



### How we have addressed feedback from the public



To **improve the identification and treatment of depression** key themes raised by the public included providing:

- Counselling services should be able to recognise and understand the links between LTCs and mental health. It was suggested (by Stroke Group) that often counsellors do not understand that having a LTC can be the main cause of depression. Living with a LTC greatly impacts on a person's quality of life and can lead to mental health conditions
- Screen early – Doctors/nurses refer to helpline, family members to screen
- Have a 24 hour local helpline for depressed people in crisis, potentially utilising expertise of local people

The public's views have been reflected and addressed in our work through:

- A depression screening pilot was launched in July 2016 where council social care team members are now identifying those aged over 65 with a long term condition. These clients are offered the opportunity to use a depression screening tool to determine if they are appropriate for a referral to Inclusion Thurrock, our local Improving Access to Psychological Therapies (IAPT) service
- Not only do doctors and nurses make referrals, we also have social care colleagues make referrals and clients are made aware that they can self-refer into services
- There are 24 hour local helplines available. There are currently no plans to establish a localised helpline within Thurrock

## GOAL 4

### Quality care, centred around the person

#### Summary



**We want to remodel health and care services so they are more joined up and focus on preventing, reducing and delaying the need for care and support.**

The following four objectives have been identified as part of defining this goal and describing what achieving it will look like:

- Objective 4A. Four new healthy living centres will be built with GPs, nurses, mental health services, wellbeing programmes, community hubs and outpatient clinics under one roof
- Objective 4B. Care will be organised around the individual
- Objective 4C. People will feel in control of their care
- Objective 4D. High quality GP and hospital care will be available to Thurrock residents when they need it

#### **Why this goal is an important part of the Health and Wellbeing Strategy**

There will always be times when people need treatment or care from GPs, hospitals, social care or other services. When they do, we want to ensure that services in Thurrock are joined up and organised around people's needs rather than the needs of organisations. When people are passed from one organisation to another to receive different services they often don't get the best package of care and valuable resources are wasted. That's why we have a vision to create four Integrated Healthy Living Centres in Thurrock which will provide a whole range of health and care services under one roof. This is part of providing holistic solutions, which go beyond treating conditions to supporting people.

Hospitals are under huge pressure but much of that could be avoided if we get better at providing support at an early stage, to stop things progressing. So, instead of waiting for people to develop serious illnesses before we treat them, we want services to act at an early stage to prevent, reduce and delay the need for care and support. When people use health and care services in Thurrock we want to make sure that healthcare is easy to access and that they get the best possible treatment. As far as possible, people should be in control of their own care. That is especially important for people who have long term conditions and we have already begun to develop some of these approaches, but we must work together and with communities to take this further.

## GOAL 4 Quality care, centred around the person - Key Achievements Year 1

- We continue to work closely with our key partners in NHS Thurrock CCG and other NHS Providers to ensure health and care for our residents becomes more joined up. Hospitals are under huge pressure but much of that could be avoided if we get better at providing support at an early stage, to stop things progressing. So, instead of waiting for people to develop serious illnesses before we treat them, we are implementing a range of services to intervene early to act at an early stage to prevent, reduce and delay the need for care and support. We have developed a joint strategic commissioning plan *For Thurrock in Thurrock*, with our CCG partners and are piloting an Accountable Care Partnership in Tilbury. More detail is set out in the Health Programmes section of this report.

### Key achievements : Objective 4A - Create four integrated healthy living centres

- This is an ongoing piece of project. The Clinical Commissioning Group (CCG) and the council have already started work on developing business case for building two new Integrated Medical Centres (IMC) in Tilbury and Purfleet. CCG and the council are working with NELFT to inform the services that will be delivered from the new IMC that will be built in Corringham and Stanford-le hope locality
- A working group has been set up that is reviewing the existing Thurrock Community Hospital estates and how best to reconfigure to deliver integrated services for the Grays locality



#### How we have addressed feedback from the public



To **create four integrated living centres** key themes raised by the public included providing:

- carers support services, advice and guidance should be provided within the integrated living centres
- as part of ensuring accessibility for members of the public it will be important to ensure that centres publicise their services and when they are available
- it will be important for integrated living centres to provide services targeted at various age ranges: young people; disability and older people
- it will be important to ensure that services offered in integrated living centres are accessible, possibly by being open during the evening and at weekends

The public's views have been reflected and addressed in our work through:

- Carers support services, advice and guidance are recognised as an integral part of the service that will be provided from the healthy living centres
- As part of ensuring accessibility to services within centres We aim to develop and publicise a directory of services which will have information on the services being offered from the healthy living centres
- Services provision from the health living centres will align with the Joint Strategic Needs Assessment (JSNA). This will ensure that the services are delivered as per the need of the local population
- Services to be delivered from the centres are being designed on a 7 day working week model to ensure patients are able to access services outside the core working hours



## GOAL 4 Quality care, centred around the person - Key Achievements Year 1

### Key achievements : Objective 4B - When services are required they are organised around the individual

- Frailty Identification and Care Planning – improved care pathway has strengthened pathways between primary and secondary care;
- GPs have identified patients with 'severe' and 'moderate' frailty;
- NELFT have determined if known to community services;
- Patient not known to community services have been added for discussion at Primary Care MDT;
- Specialist nurse attends frailty unit MDT three times per week to discuss and plan discharges;
- Patients discharged from the frailty unit at BTUH and are known to NELFT now have a named accountable community professional (NACP) and a care coordination plan (CCP);
- Patients who are not known to NELFT are now discussed in GP MDTs so that care can be coordinated to meet the patients' needs; and the most appropriate person to coordinate their care is identified to coordinate that care.

Patient feedback has included:

*"I would recommend this service 110% it exceeded my expectations. Mr A.D. Grays".*



### How we have addressed feedback from the public



As part of ensuring that **when services are required they are organised around the individual** key themes raised by the public included providing:

- As part of ensuring care is focussed around the individual it is important for patients to understand their rights and be provided with support to do so. It will also be important for patients to understand their treatment pathway and the process. This could be achieved by ensuring that practitioners proactively advise people about the potential medical services that may be required to address their medical condition.
- As part of providing care centred around the person it will be important that services are available when patients can access them, such as weekends and evenings.

## GOAL 4 Quality care, centred around the person - Key Achievements Year 1

Health and Wellbeing Strategy Objective 4B. When services are required they are organised around the individual



### How we have addressed feedback from the public



The public's views have been reflected and addressed in our work through:

- There is an increasing focus on shared decision making. This forms part of the CCG demand management plan. Patients need to understand their rights but also their responsibilities.
  - There are a number of areas of work focussed on early detection and prevention which aim to empower patients to make better decisions and take more responsibility for their health. These include:
  - A Recovery College model of support and self-help has been implemented for Patients with LTCs and MH to assist recovery. The service went live on 1st October 2016. The recovery college use peer mentors to help support people to understand their condition and empower patients to develop effective self-management techniques.
  - Extending the number of local area co-coordinators. Local area co-ordinators work with local populations to offer third sector support groups specific to their individual needs.
  - Tier 3 adult weight management has been commissioned to support patients to lose weight and avoid the necessity of bariatric surgery by encouraging people to adopt healthier lifestyles and avoid medical complications.
- As part of ensuring services are available when patients can access them there are a number of work streams focussed on this area. For example;
  - The acute contract is focussed on delivering 4 key clinical standards 7 days a week
  - We have developed 4 primary care hubs open at weekend and some evenings
  - The development of a 7 day a week single point of access 'Thurrock first'

## GOAL 4 Quality care, centred around the person - Key Achievements Year 1

### Key achievements : Objective 4C. Put people in control of their own care

- The new advocacy contract is in place supporting choice and control independently from the council
- The pilot for Individual service funds has been established ending a block contract and working in partnership with people who use services, the provider and adult social care. This has been very positively received and is working well
- Transforming care for people with learning disabilities has been very positive regarding ensuring numbers are small for admissions to assessment and treatment units supporting people to return home as quickly as possible. One notable achievement has been supporting one individual who has been in a hospital setting for over 20 years to move into their own house with a support team with very positive outcomes
- The development of a new specification for support at home focused on outcomes and early intervention and prevention and setting the foundations for new ways of working



### How we have addressed feedback from the public



To **put people in control of their own care** key themes raised by the public included providing:

- It would be helpful if a Learning Disability Advocate can support individuals to ask questions when visiting a GP.
- As part of ensuring care is focussed around the individual it is important for patients to understand their rights and be provided with support to do so. It will also be important for patients to understand their treatment pathway and the process

The public's views have been reflected and addressed in our work through:

- Advocates, by the nature of the service, support individuals to take informed decisions about their care. The role of an advocate is to ensure individuals are aware of implications of decisions that they take and can support people to ensure that their wishes are understood. Advocates do not focus on particular groups of individuals who have substantial difficulty in expressing their views.
- As previously explained, there is an increasing focus on shared decision making. This forms part of the CCG demand management plan. Patients need to understand their rights but also their responsibilities.

## GOAL 4 Quality care, centred around the person - Key Achievements Year 1

### Key achievements : Objective 4D - Provide high quality GP and hospital care to Thurrock

- Our GP quality improvement programme is an ongoing piece of work and to date from a base line of only two GP practices out of 32 practices rated as Good by CQC only 18 months ago, we now have 21 Good practices. The aim is to have no inadequate practices by the end of 2017/18.
  - Thurrock residents will benefit from further improved care by the initiatives developed by the CCG to implement the recommendations from GP five year forward view and the creation of 4 IMCs.
- 



#### How we have addressed feedback from the public



To **provide high quality GP and hospital care to Thurrock** key themes raised by the public included:

- Hospitals should be able to refer patients to other hospitals when there is a long waiting list to access specific services, enabling patients to access treatment sooner in another setting that may have more capacity than the original hospital to which they were referred.
- It will be important for patients to be provided with single points of contact who have an overview of their treatment requirements. In some instances patients access different experts who may not be aware of the patient journey and provide advice in isolation-

The public's views have been reflected and addressed in our work through:

- Onward referral is in place and patients do have a Choice under E-referral system to make choice of hospital based on waiting times.
- The new single point of access, known as Thurrock First, commenced in February 2017. This enables people to access one point of contact for community care, mental health and social care. This will enable us to ensure that people get the most appropriate response first time.



## GOAL 5

### Healthier for longer

#### Summary



#### **We want to reduce avoidable ill-health and death**

The following four objectives have been identified as part of defining this goal and describing what achieving it will look like:

- A greater proportion of our population will be a healthy weight
- Fewer people in Thurrock will smoke
- The identification and early treatment of long term conditions such as diabetes or high blood pressure will be significantly improved
- More cancers will be prevented, identified early and treated better

#### **Why this goal is a key element of the Health and Wellbeing Strategy**

Thousands of us will be ill or die each year from diseases which are preventable. Promoting healthy lifestyle choices is vital. Smoking is still by far the most common cause of preventable ill health and death, and obesity is a growing problem which is particularly acute in Thurrock.

These issues affect physical and mental health, they result in shortened lives and poorer quality of life, and they put huge strain on families and health services. Tackling these issues is vital, therefore, if we are to improve health and wellbeing in Thurrock.

To do this, we want to help people make healthy choices. For example, help people maintain a healthy weight we want to make it easy to be active, have a healthy diet and provide people with good information on how to live a healthy life.

Cancer is one common reason for ill health and death. Many cancers are avoidable through lifestyle changes but when people do have cancer we want to ensure that it is identified early through screening programmes and treated effectively when it does happen.

## GOAL 5 Healthier for longer – Key achievements Year 1

- We refreshed our Tobacco Control strategy for Thurrock in 2016 with a focus away from chasing meaningless ‘four week smoking quit targets’ but offering stop smoking support to smokers who are truly motivated to quit. We have also shifted the focus to concentrate on groups who are at most risk and most motivated to quit including those with mental health problems and long term physical health conditions related to smoking including COPD and heart disease.
- We have also commissioned the evidence based ASSIST programme within our schools, to dissuade younger people from becoming addicted to cigarettes in the first place, and delivered a high impact enforcement operation in partnership with our Trading Standards team, that has resulted in thousands of pounds worth of illegal illicit tobacco being removed from sale in our borough.
- Finally we have brought the ground breaking “Daily Mile” to our schools. This simple concept means that every child in the school runs one mile a day during the school day. Evidence shows this has a major impact on childhood obesity. Over 40% of our schools have already adopted the programme, with more coming on line each week.

---

### Key achievements : Objective 5A - Reduce obesity

- Daily Mile target for the year reached and exceeded – 41% of Primary Schools (target 40%)
- Health, Well-being and Planning Summit September 2016 delivered and the subsequent work falling out from the summit
- Brighter Futures Healthy Family Service re-procured which includes NCMP and healthy weight services for 0-19 years
- New single point of contact Healthy Lifestyles Service
- Launch of Weight Management Care Pathway



### How we have addressed feedback from the public



To **increase the number of people in Thurrock who are of a healthy weight** key themes raised by the public included:

- Look at possible ways of making healthier options more accessible and affordable especially in areas where a larger supermarket is not nearby. E.g. a mobile fruit and vegetable stall or small market. Parents given information on lifestyle changes to improve diets of families.
- Reach the families to educate in a fun way – food labelling, food tasting, portion sizes
- More community activities i.e. fun runs/walks – needs to be free or minimal cost.

The public's views have been considered:

- Some excellent, insightful and creative views from the public consultations and these will be taken into account through the strategy and action plan development. We will only tackle obesity and achieve healthy weight with a true partnership with the community in addition to looking at built infrastructure, environments and local support services available at the ‘treatment’ end of this work.

# GOAL 5 Healthier for longer – Key achievements Year 1

## Key achievements : Objective 5B - Reduce the proportion of people who smoke

- The Tobacco Control Strategy was refreshed in 2016 and its action plan will help achieve the related HWBB objectives
- We have a new integrated healthy lifestyles service that will embrace e-cigarettes and the treatment opportunity that they offer
- We have commissioned and implemented ASSIST, which will help fewer young people take up smoking
- We have delivered a high impact but low cost enforcement operation in partnership with Trading Standards to tackle illicit tobacco
- Our drug and alcohol treatment providers now work with helping some of our most vulnerable residents quit smoking
- We are working with BTUH and EPUT to help ensure robust smoke free practices are implemented and maintained in acute settings



### How we have addressed feedback from the public



To **reduce the proportion of people who smoke** key themes raised by the public included providing:

- Consider e-cigarettes as an option for smoking cessation.
- Parents and schools require education on the subject
- Encourage workplaces to have strategies for reducing smoking in their work force.

The public's views have been reflected and addressed in our work through:

- E-cigarettes already feature as an option for smoking cessation in our new service specification from 1<sup>st</sup> April 2017
- Schools have a duty to address healthy lifestyles with pupils, and our Providers are tasked with working in partnership with schools to enhance their core offer within the curriculum. In addition, our sexual health Provider offers programmes to educate girls and young women on self-esteem and body image. This also constitutes preventative work Schools also endeavour to engage parents and carers to help address such matters via home-school liaison, parents' evenings, bespoke training events and such-like.
- Under the old Public Health Responsibility Deal we had a framework to offer strategies to local businesses, which included reducing smoking in their workforce. It will be possible for businesses to work with our healthy lifestyles provider to help promote stop smoking campaigns across their workforce

## GOAL 5 Healthier for longer – Key achievements Year 1

### Key achievements : Objective 5C. Significantly improve the identification management of long term conditions

- Key achievements in year one have been the recruitment of two Health Care Public Health Improvement Managers. These two posts have been instrumental in achieving what has been achieved to date against this action plan and have also taken steps towards improving our links with Primary Care, Pharmacy, and CVS.
- The support and help we have received from GPs, Practice Managers, Pharmacies, and CVS in developing the different streams of the Hypertension detection programme has been extremely helpful to get us to where we are at, and this achievement should result in the implementation of the different streams running smoothly and being successful.
- The Long Term Condition Profile Card has also been developed. The output of this piece of work has far exceeded what we originally set out to achieve. The card is not only easy to read and understand but the indicators included are based on evidence from the 2016 APHR and other sources; indicators included, if improved on really should start to make an impact on the identification and quality of care for LTC patients, thus reducing future demands on Hospital and ASC services. The card will act as a tool to aid discussions in General Practice and help us to identify where support and development is required.
- We have appointed North 51 and who have expressed their support regarding the improved targeting of health checks. We strongly feel that this will make the implementation of this programme easier and more successful.
- The work done to date would not have had an impact on the trajectory yet.; it has mainly been planning work that will lead to interventions having a direct impact. Any reduction that may be observed will be due to other factors or random variation.



### How we have addressed feedback from the public



To **significantly improve the identification and management of long term conditions** key themes raised by the public included providing:

- Thurrock Health Professionals should be provided with the knowledge of local support groups or networks for those with LTCs by use of either a tool or easy to access document.

The public's views have been reflected and addressed in our work through:

- The new Healthcare Public Health Managers have begun undertaking an exercise to map out and engage with our third sector/voluntary groups and incorporate them into the relevant LTC care management pathways, and this will therefore mean we will have accurate information on the types & locations of these groups to share at a later date.



# GOAL 5 Healthier for longer – Key achievements Year 1

## Key achievements : Objective 5D – Prevent and treat cancer better

- A Cancer Implementation Group has been set up between council, CCG and voluntary sector colleagues. This group has been very effective in addressing issues relating to cancer in secondary care, primary care and the community. The action plan created by the group has been updated regularly (every 6 weeks) with many actions successfully completed e.g. emergency presentation audit for cancer.
- Good relationships have been built between colleagues and GP practices therefore ensuring that awareness raising for cancer has been successful through all GP practices in Thurrock. Most of the actions have been achieved for the indicators in the outcome framework. Work has been generated that will continue in year 2 e.g. another emergency presentation audit is being organised for 2017/18.
- One other major achievement has been the new relationships built with St. Luke's hospice, whose health promotion activities help to improve the health and wellbeing of the people of Thurrock



### How we have addressed feedback from the public



To **prevent and treat cancer better** key themes raised by the public included:

- Lots of cancers missed on plan
- Provide written information regarding cancer type and treatment options including possible treatment side effects
- Risk areas comprise smoke, drink, weight

The public's views have been reflected and addressed as follows:

- It is acknowledged that there are very many types of cancers. This plan cannot address them all. Therefore the most common ones that affect Thurrock residents have been addressed and given key performance indicators to monitor the outcomes for people with these specific cancers.
- Written information should be provided by GP practices and this can be addressed in practice visits
- With regards to smoking, drinking and weight, we have lifestyle services that we commission in public health, which address these issues and seek to improve the health of Thurrock people via these services.

# Conclusion

As part of developing the annual report we identified that Goal 3, Better Emotional Health and Wellbeing could be further enhanced by comprising an objective that specifically focusses on mental health.

The Health and Wellbeing Board has agreed that **Objective 3D improve the identification and treatment of depression, particularly in high risk groups** should be amended to **improve the mental health and wellbeing of the residents of Thurrock.**

The amended objective will continue to focus on identifying and treating depression, particularly in high risk groups. It will also capture wider mental health work including the Essex, Southend and Thurrock Dementia Strategy and Thurrock's action plan, developed as part of the Essex, Southend and Thurrock Mental Health Strategy.