



HEALTH AND WELLBEING STRATEGY 2022 TO 2026

Levelling the playing field in Thurrock

We want to hear your views on proposals to address health inequality

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1. Introduction



• Purpose of the Health & Wellbeing Strategy

- The Health & Wellbeing Board (HWBB) has a collective statutory duty to produce a Health & Wellbeing Strategy (HWBS)
- It is one of two highest level strategic documents driving Place Making for the local system partners, (alongside the Local Plan), which can engage all partners in the wellbeing agenda
- It is a whole system plan for the HWBB, co-ordinating strategic thinking of all elements of the council and all system partners to deliver quantifiable gains in health and well being of residents
- The statutory status of the document means that NHS partners must have regard to it when planning strategy

• Health & Wellbeing Board Aspirations for the Strategy

- High level and strategic
- Highly ambitious and set out genuinely new plans
- Provide a clear narrative that drives the work of all aspects of the local authority, NHS, third sector and beyond
- Address resident priorities and be co-designed with residents
- Be place and locality based and take a strengths and assets approach

• Vision – “Levelling the Playing Field”

- Intergenerational health inequalities still persist in Thurrock
- Opportunities for every resident to reach their full potential are not shared equally
- There is an unacceptable variation in access, service quality and outcome across health, care and wellbeing services with those with the greatest need often getting the poorest services and outcomes, which is genuinely unfair
- The strategy will drive collective action across every council department, and through the NHS and through other key system partners to address this unfairness
- Only by taking a *whole systems approach* can we hope to “level the playing field” and address this inequality of opportunity as part of our Place Making. Too often services work in isolation and do not support a shared goal, e.g. the impact housing and community can have on recovery from serious mental illness

• Key Milestones

- Engagement Period = 11 October – 3 December 2021
- Final Strategy sign-off by HWBB = March 2022
- Full Council sign-off = June 2022
- Launch = July 2022

HWB Strategy Guidance can be found [here](#)

2. Vision - “Levelling the Playing Field”

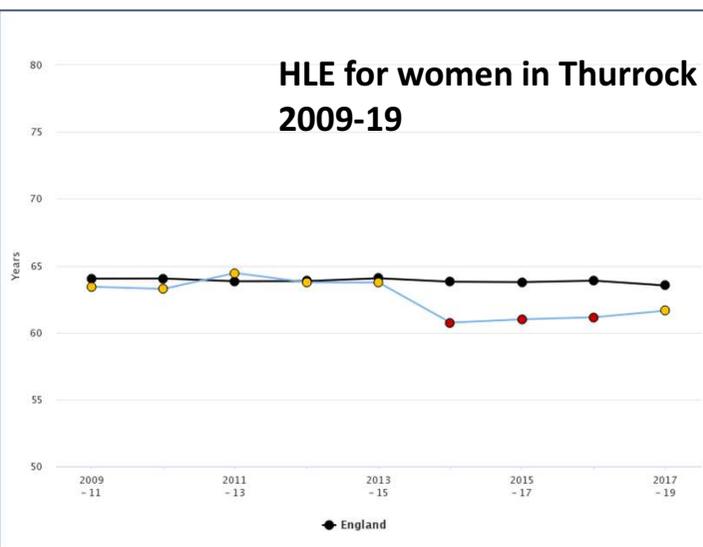
Thurrock experiences inequalities both as a whole when compared to England averages and also within the borough -

Life Expectancy (LE) in Thurrock compared to England

- LE in Thurrock has fallen **below England average** in the past 10 years
- For women, current LE is **significantly lower** than England average

Healthy Life Expectancy

- HLE for women is **significantly lower than England average**:



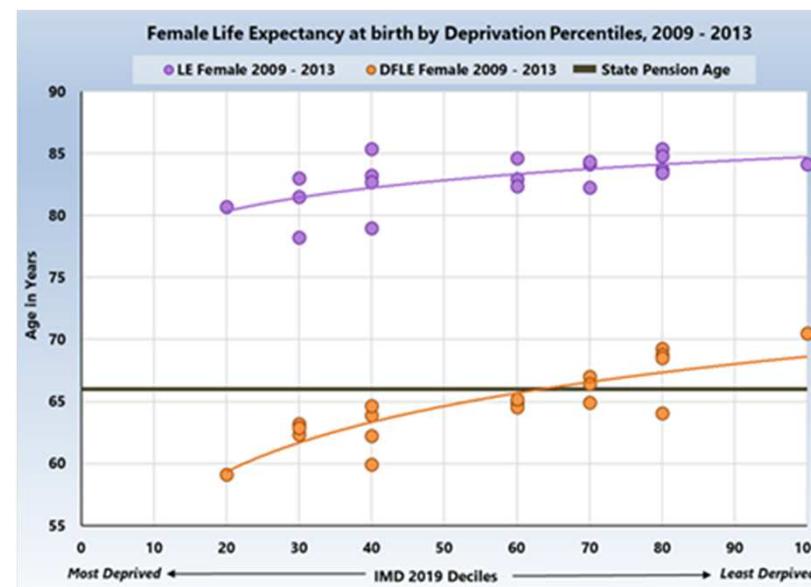
Healthy / Disability-Free Life Expectancy = the average number of years that an individual is expected to live in a state of self-assessed good or very good health ([Health Profile for England, 2017](#))

Life Expectancy within Thurrock

- **9/6 year LE gap** between men/women in most and least affluent communities

Healthy Life Expectancy

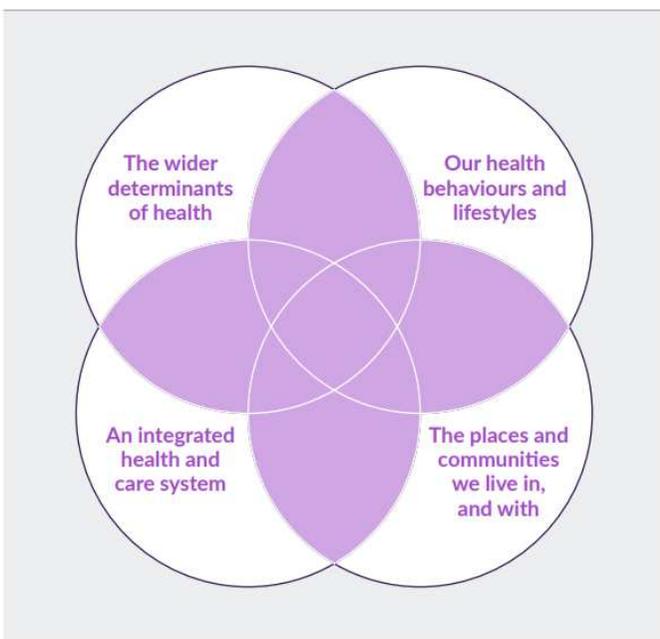
- Women in the most affluent areas of Thurrock experience **8 years more healthy life** than those in the most deprived
- Women in the most deprived areas experience **22 years in poor health**:



2. Vision – How do we Level the Playing Field in Thurrock?



Health & wellbeing status is driven by broad and complex influences –



- The King’s Fund highlight the following wider health determinants:
- Income
 - Housing
 - Education
 - Best Start in Life
 - Spatial planning
 - Strong & Resilient Communities
 - Access to Green Spaces
 - Transport & Active Travel
 - Jobs & Work
 - Environment

To Level the Playing Field, Thurrock HWB Strategy needs to take a broad approach and focus on all these areas as part of Place-Making eg:

National ‘Levelling Up’ agenda opportunities for Thurrock :

- Thames Freeport & Backing Thurrock agenda – secure inclusive growth
- The Towns Fund – creating opportunity in more deprived areas; promoting arts, culture & physical activity
- Skills Fund & Apprenticeships – opportunities for local young people

ASELA Anchor Programme opportunities for Thurrock:

- Infrastructure & Housing – affordable housing, transport & infrastructure
- Technical University – skills development for adults & young people
- South Essex Estuary Park - green & blue spaces, improved air quality

Source: <https://www.kingsfund.org.uk/publications/vision-population-health>

3. 6 Key Domains of Health & Wellbeing in Thurrock



To truly Level the Playing Field, the HWBS needs to take a whole system approach, being a key driver not just of Council Directorate and Service Plans, but across the wider Thurrock system and the NHS Mid & South Essex Integrated Care System as well

To have maximum impact, the HWBS needs to align with and draw on the resources and levers in other key strategies for Thurrock, including the Local Plan, and plans shared with neighbouring boroughs such as the Thames Freeport and ASELA

In order to support delivery of the Council’s Vision, the 6 Domains of the HWB Strategy each relate to one of the Council’s key priorities of People, Place and Prosperity :



PEOPLE	PEOPLE	PEOPLE	PROSPERITY	PLACE	PEOPLE
Proposed Domain 1 Making Healthier for Longer	Proposed Domain 2 <i>Wider Determinants of Health</i> Building Strong and Cohesive Communities	Proposed Domain 3 Person-Led Health and Care	Proposed Domain 4 <i>Wider Determinants of Health</i> Opportunity for All	Proposed Domain 5 <i>Wider Determinants of Health</i> Housing and the Environment	Proposed Domain 6 <i>Wider Determinants of Health</i> Community Safety
"Healthier Thurrock"	"Stronger Together Thurrock"	"Better Care Thurrock"	"A Fairer Thurrock"	"Healthy Places Thurrock"	"Safer Thurrock"

Domain 1 - Staying Healthier for Longer

Aligned with Thurrock Health & Care Case for Change & Brighter Futures Strategy

. Work with communities to reduce smoking and obesity in Thurrock

- Implement a whole system plan for tobacco control and obesity, including focusing on priority groups including children & young people, pregnant women and minority ethnic groups.
- Work in partnership with communities and the voluntary sector to reduce inequalities through reducing smoking, obesity, and lack of physical activity.
- Embed smoking cessation in all relevant health & care pathways, including mental health and maternity pathways.

. Work together to improve prevention of ill health and promotion of good health in all communities to reduce Health Inequalities in Thurrock

- Work in partnership with communities to reduce inequalities through reducing smoking, obesity, and lack of physical activity
- Make prevention of ill health and promotion of good health everybody's business – with system-wide action to promote good physical and mental health for all, and address barriers to staying healthy in all communities including those experiencing multiple deprivation and marginalization
- All Health, Care and Council strategies in Thurrock should identify health inequalities within and caused by the strategy, the communities affected and identify actions to address those
- Ensure that children are able to access the services they need and be healthy, focusing on prevention and early intervention

. Continue to enhance identification and management of Long Term Conditions to improve physical and mental health outcomes for all

- Continue with improvements in identification and management of Long Term Conditions in primary care
- Ensure access to joint clinical and social care to improve health outcomes for individuals with multiple needs, including support for self-care and health coaching, with a focus on individuals living with both physical and mental ill health problems and/or with substance misuse problems
- Innovate beyond traditional models of healthcare planning and delivery such as co-production with Community & Voluntary sector, building community-led approaches to wellbeing, and using preventative data-based approaches such as Population Health Management
- Review and enhance support for transition from young people to adult to older adults services so they are person-centered, holistic and seamless

. Prioritise post-COVID-19 service recovery and reset to meet new and worsening health needs

- Understand and treat new or worsened health needs as a result of the COVID-19 pandemic, including mental ill health and Long Covid
- Ensure a robust Health Protection response to infectious diseases and environmental threats to health, including: outbreak surveillance & management, maximising uptake of immunisations and promoting sexual health
- Cancer pathway delays due to COVID-19 will be addressed as a priority and more cancers will be prevented, identified early and successfully treated by 2026

Domain 2 - Building Strong and Cohesive Communities

Aligned with Stronger Together Thurrock

A. Improve the way we engage with our residents to ensure everyone can have their voice heard

- We will implement a new approach to engaging local communities to understand what matters to them and the types of services and support that they need where they live and across Thurrock.
- Use priorities from community conversations to influence health and care priorities and resource allocation

B. Ensure people have the skills, confidence and ability to contribute as active citizens and are empowered to influence the decisions that affect their lives

- We will commit to a strengths-based approach to how resources are used to support community-led initiatives.
- We will seek to maximise local investment and consider a range of funding opportunities such as grants which enables the voluntary sector to deliver against agreed outcomes
- We will continue to lead work on volunteer recruitment and promoting active citizenship, for example via Our Road
- We will ensure the [Stronger Together directory](#) is used widely across partners as the 'one-stop-shop' for residents to seek information about support in Thurrock
- We will use our Social Value Framework to increase social, environmental and economic outcomes that reflect local priorities

C. Promote opportunities to bring different communities together to enhance shared experience and to embed a sense of belonging

- We will invest in supporting staff from across different agencies to work together within localities, supporting people where they live to help better connect them with local community led support
- We will seek to better embed existing community assets into the heart of community life, seeking opportunities to enhance and improve to enable more local activities that support wellbeing
- We will encourage events that demonstrate our commitment to equality, diversity and inclusion and pursue education and discussion to tackle discrimination, e.g. Holocaust Memorial Day, Pride Month and wider events that support inclusion.

main 3 - Person-Led Health and Care

Delivered with Better Care Together Thurrock

Development of more integrated adult health care services in Thurrock

- Developing new ways of working with flexible solutions delivered close to home and focused on achieving what is most important to the individual, such as locality social work teams who work alongside NHS and Housing colleagues
- Developing and building on innovative and creative approaches that deliver new and varied models of care such as expanding Wellbeing Teams and Micro-Enterprises

Improved Primary Care response that includes easy access, a reduced variation between practices and access to a range of professionals

- Define what the offer looks like i.e. improved telephony, greater use of digital access such as online platforms, remote/video consultations for those that prefer these methods whilst still retaining the traditional face to face consultations where required
- Recruitment of wider health care professionals (eg clinical pharmacists, physiotherapists, mental health practitioners, social prescribers) within the primary care workforce, to add capacity and help make best use of GP time

Delivery of a Single Workforce Locality Model – health & care workforce that works across organisational boundaries to be able to provide a seamless and integrated response

- A new model of community care delivered by local teams based in each of the four Primary Care Networks based in Grays, Tilbury & Chadwell, Stanford-Le-Hope and Aveley, South Ockendon and Purfleet)
- Empower staff to work across organisational boundaries and trial innovative health and care solutions such as multi-skilled professional roles to reduce the number of professionals involved in delivering someone's care

Delivery of a new place-based model of commissioning that makes the best use of available resources to focus on delivering outcomes that are unique to the individual

- Development of four Community Investment Boards and four integrated locality budgets (aligned to Primary Care Networks) that enable local people and users of services to direct how available resource should be used
- Develop a new relationship with health and care providers that enables them to work with others to design and deliver improved solutions and outcomes for those they support

Domain 4 – Opportunity for All

Designed with Backing Thurrock and Brighter Futures Strategies

Through raising aspirations and reducing the disadvantage gap, all Thurrock Children and Young people are able to achieve their potential

- All children in Thurrock will be making good educational progress, with improved educational attainment for all disadvantaged children and young people.
- Increase applications to higher education and apprenticeships from young people from disadvantaged backgrounds.

Raising aspirations and opportunities for Adults to continue learning and developing skills, with a focus on those that can benefit most

- Through identifying what the key skills needed are (e.g. literacy, numeracy, IT and resilience), adults and young people will be supported with developing these skills to increase access to opportunities for further skills development and employment.
- An increased proportion of people in Thurrock are engaged in enterprise including social enterprise and volunteering.

Delivering the Backing Thurrock Plan in a way that supports the economically vulnerable in developing confidence will result in more residents being able to benefit from employment opportunities

- More adults are able to access sustained employment and therefore a reduction in those needing to claim benefits
- Those from vulnerable groups or places in the borough who have lost jobs through the pandemic are supported so they are able to find work and benefit from opportunity to re skill or upskill where this is what they want to do.
- Opportunities will be maximized for residents to find and retain jobs during the construction and operation of the major regeneration projects.

Working in partnership to level up opportunity and reduce the inequality that exists physically and socially for people living in disadvantaged circumstances

- A holistic, joined up approach to levelling up will be taken through early intervention and support through a life course approach, starting with children and young people.
- A holistic approach will be taken to supporting the most vulnerable in the community, tackling inequality and integrating skills and employment projects with for example DWP, NHS, criminal justice, wellbeing support services.

Creating a vibrant local culture & economy, encouraging investment in people and in places across Thurrock to benefit from the enormous opportunities created through the Thames Freeport and other major developments such as SEE Park

- The Council will work with the Business Board and Anchor Institutions to establish new ways of working together by building on our strengths and collaborating to increase local recruitment, develop local supply chains, attract public and private inward investment and make best use of assets. Social Value opportunities will be explored in doing this.
- Enable residents to start and develop new businesses, including social enterprises that will grow and generate wealth and employment in Thurrock

Domain 5 - Housing and the Environment

Aligned with the Local Plan, Housing and Homelessness Strategies

Reduce homelessness in Thurrock

- Identify people at risk of homelessness early and prevent homelessness by adopting a holistic offer across services. This will focus on enabling people to progress to housing that offers more security, stability and is more suitable for their needs than their current situation delivers.
- Provide appropriate and timely support for people experiencing rough sleeping by sharing knowledge between partners to help identify those individuals.

Facilitate and encourage maintenance of quality homes in Thurrock to support the health and wellbeing of residents, protecting them from risks such as cold, damp and mould

- Thurrock Council will ensure properties are of good condition (safe, suitable) in the public sector.
- New homes will be developed that will keep people well and independent, based on recognised quality design standards.

Provide safe, suitable and stable housing options for people who have or who are experiencing domestic abuse / violence and / or sexual abuse / violence

- Deliver expert advice through a single route to support regarding housing, skills, employment and other needs of people experiencing or who have experienced domestic and/ or sexual abuse and / or violence.
- Review and revise the existing joint protocol for supporting those at risk of homelessness because they are fleeing domestic and sexual abuse.
- Implement Thurrock Council's new Housing Domestic Abuse Policy, ensuring all relevant council departments are aware and applying this.

Local Plan Design Principles will improve health and wellbeing through opportunities to increase physical activity, promote mental wellbeing and reduce exposure to air pollution

- Improve accessibility and equity of access through walking and cycling infrastructure and public transport to services; especially to education, employment, healthcare and nature. The priority will be to deliver these accessibility improvements where deprivation is most apparent.
- Reduce car dependency through a well-connected and sustainable transport system, which encourages a modal shift to more sustainable modes of transport such as walking and cycling, particularly in the urban areas.
- Adopt a whole council approach to prioritising park maintenance and improvements, to increase the quality and experience, especially in areas where access is poorest and where health outcomes related to physical inactivity and mental health are worse.

Local Plan Design Principles will improve health and wellbeing through opportunities to increase physical activity, promote mental wellbeing and reduce exposure to air pollution

- A responsive service should be provided to all residents and tenants experiencing anti-social behaviour.
- Local Plan Design Principles, Policy and Strategy, and the design of new neighbourhoods, will focus on opportunities to enhance community resilience and social capital, and reduce antisocial behaviour

Domain 6 - Community Safety

Aligned with Thurrock Community Safety Partnership Priorities

Enable all children to live safely in their Communities

- Facilitate a coordinated strategic approach to tackle Serious Youth Violence and Vulnerability
- Continue to tackle Exploitation by Organised Crime Groups (i.e. gang related activity) including the use of offensive weapons, and support young people and vulnerable people at risk of being exploited by gangs (including cuckooing)
- Ensure a multi-agency approach to tackling Child Sexual Exploitation and ensuring all possible actions are taken to protect victims

Reduce local levels of crime which result in fewer victims of crime and make Thurrock a safer place to live

- Work in partnership to strengthen local approaches to reducing crime including designing out crime
- Strengthen local approaches to reducing crime through early intervention with those displaying harmful behaviours
- Implement a Contextual Safeguarding Approach across the Thurrock Partnership in order to keep children and young people safe and disrupt criminal activity and exploitation
- Implement approaches to reduce perpetrator offending, with a targeted focus on scams, modern slavery, adult sexual exploitation, cuckooing and hate crime
- Consult with residents in order to address locations of concern and increase public perceptions of safety

Improve the local response to supporting victims/survivors of crimes and improve their health and wellbeing

- Work in partnership to enhance holistic approaches to supporting victims/survivors cope and recover from their experiences, including physical and mental health outcomes
- Consult with victims/survivors of crime to understand the barriers and facilitators to accessing support in order to inform local service provision
- Prioritise the identification and offer of support to those who have experienced abuse/exploitation during the COVID-19 pandemic
- Upskill the workforce to identify victims/survivors of crimes and respond appropriately to disclosures

Work in partnership to prevent and reduce serious crime, with a focus on those with increased risk of experiencing crime

- Provide strong local leadership to transform the way we tackle Violence Against Women and Girls, with a key focus on domestic abuse and sexual violence and abuse
- Ensure a dedicated focus on safeguarding vulnerable groups and those with increased likelihood of being the victims of crime and exploitation

4. Outcomes Framework



The outcomes framework will include key metrics with 5 year aspirations of improvement, for each of the priorities in the strategy. The 2016-21 framework was structured as below:

DOMAIN	PRIORITY	Indicators	Baseline	Target %by 2020	Source
A. OPPORTUNITY FOR ALL	A1. All children in Thurrock making good educational progress	% of children achieving GLD at the end of year R	72.5%	80%	SFR36. www.gov.uk.
		Gap between above indicator and % of children on pupil premium achieving GLD at end of year R			
		% of all children achieving National Standard or greater depth	85%		
		% of young people gaining the higher grades in attainment and progress across the 8 subjects making up the National Curriculum (Attainment 8 and Progress 8)	70%		
		% of children achieving 5 good GCSEs at A – C including English and Maths			
	A2. More Thurrock residents in employment, education or training.	% of working age population who are economically active	77.7%		NOMIS
		% of the population of working age claiming Employment Support Allowance and incapacity benefits	5.0		NOMIS
		% of population claiming JSA	1.4%		NOMIS
		% of 16 – 19 year olds Not in Employment, Education or Training	5.3%		
	A3. Fewer teenage pregnancies in Thurrock.	Under 18 conception crude rate per 1000	36.1		PHOF indicator 2.04

5. Stakeholder & Community Engagement

The consultation period for the refreshed Strategy will take place from 13 October – 3 December and comprises:

Have your say online

- You can read our proposals and send us your comments online by going to [Have My Say: Thurrock Health & Wellbeing Strategy](https://consult.thurrock.gov.uk/thurrock-hwb-strategy-refresh) @ <https://consult.thurrock.gov.uk/thurrock-hwb-strategy-refresh>

Have your say face-to-face

- The consultation is being supported by Healthwatch Thurrock and Thurrock CVS (Community & Voluntary Services). People from these independent organisations will attend events across the borough and run community sessions to ask what you think about our proposals.

Have your say at a workshop

- If you would like to discuss ideas by attending a workshop, please let us know by emailing us at the address below. If enough people are interested, we'll organise workshop sessions and contact you with the details.

Invite us to your community meeting

- If your community forum or community group would like us to attend one of your meetings so we can discuss the proposals with you, please let us know by emailing us at the address below. We'll be happy to attend, subject to availability of our staff on the meeting date.

Contact us @ ahh-bmt@thurrock.gov.uk to get involved or invite us to your meeting or event.