

# Gwynedd Health, Social Care and Well-being Strategy 2008/2011



*Delivering a Vision Together*



Bwrdd Iechyd Lleol  
Local Health Board  
Gwynedd



Her Iechyd  
Cymru Health  
Challenge  
Wales



CYNGOR  
GWYNEDD  
COUNCIL

## **Cover illustration**

The artist and educator Maria Hayes lives in Blaenau Ffestiniog. Her work can be seen in private and public collections in the UK, USA, France, Sweden and Japan.

Maria regularly facilitates workshops for a variety of ages and abilities in many settings, including hospitals, community centres and schools. She believes everyone is a potential artist and that creative expression is an essential part of our well-being.

Annually she delivers a special art workshop at the Hafal conference and is best known for her drawings of dance and live performance.

## Foreword

The Gwynedd Health, Social Care and Well-being Partnership recognises that the health and social care needs of our population here in Gwynedd, together with the reduction of health inequalities should be priorities, not only for the Partnership, but for us all.

Three years ago, the Partnership launched its first Strategy (2005–08), ***Better Health - Better Gwynedd***. The implementation of that strategy has supported improved working across the Partnership organisations, particularly in strengthening the role that all of the public sector services have in the prevention of ill health and improving well-being.

This second strategy ***Delivering a Vision Together*** aims to build on the achievements of the first strategy and the Partnership's long term vision remains the same.

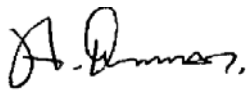
“To aim for a level of health and well-being for the people of Gwynedd which is comparable to the best in Europe”

Achieving this vision requires careful assessment of the current position in comparison with Europe, the development of co-ordinated plans, and the implementation of actions to ensure that the right services are available to meet the health and care needs of our population now and in the future. It is recognised that substantial improvement needs to be made to compare with the best in Europe.

A draft copy of this strategy was launched in September 2007 for consultation. Over 1000 copies were circulated to both statutory and voluntary health and care agencies, elected members, town and community councils and interested individuals. Presentations on the strategy were given to numerous and varied organisations and groups including users of health and care services and community and ethnic groups of all ages. The response was generally positive and very constructive comments were received in the meetings and in the consultation questionnaire responses. Many comments have been included in this final document and others will be fed into action plans. The Health, Social Care and Well-being Partnership is keen to express its gratitude to all those who took part in the consultation process.

The Partnership will now look how to continue this valuable engagement with the community. We believe that health and social care can only be improved by working in partnership and citizens and communities need to be actively involved in the process of improving the health and well-being of the population of Gwynedd. Only together can we deliver our vision for improved health and well-being of the people of Gwynedd “comparable to the best in Europe”.

### Signatures



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# 1. Comparable to the best in Europe

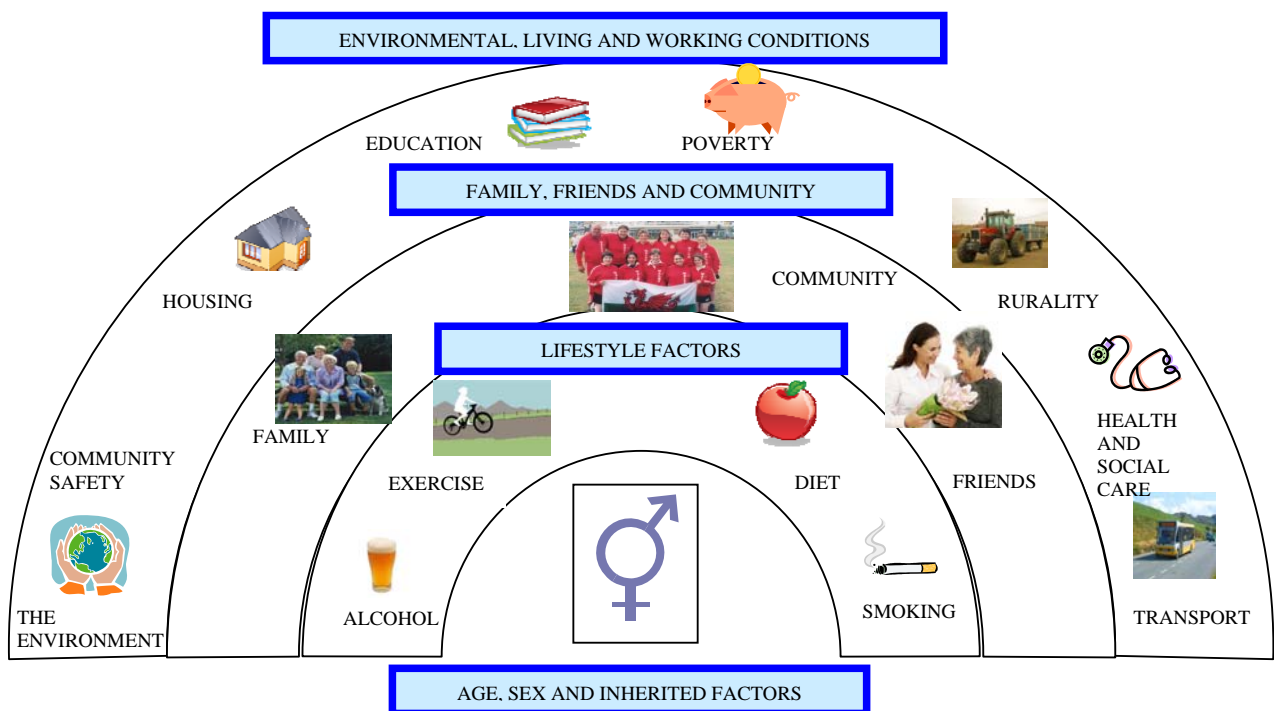
## 1.1 What is health and well-being?

The World Health Organisation defines health as:

‘a state of complete physical, mental and social well-being and not merely the absence of disease.’

Health is therefore much more than not being ill. But it is something most people take for granted. If and when we become ill and in need of care, we expect to receive high quality health and social care services.

The levels of health and well-being experienced by individuals are determined by a complex set of factors. The “health map” illustrated below identifies these factors, and helps to identify some of the key activities the Health, Social Care and Well-Being Partnership will need to continue to address in order to achieve the vision outlined.



Derived from Whitehead, M and Dahlgren, G. *The determinants of health and well-being*. 1991

These factors often combine to have a greater impact on the more deprived and vulnerable groups in our society leading to social inequalities in health and well-being. Coordination of effort across society is required to address both these ‘wider determinants’ and the inequalities in health to which they give rise.

## 1.2 Why do we need a new Health, Social Care & Well-Being Strategy?

This question was asked numerous times during the consultation process. As in 2005, Gwynedd has no shortage of strategic plans. But, the aim of the first strategy was to offer a single all-encompassing strategy document which addressed Gwynedd's health, social care and well-being challenges. It aimed to provide a strategic direction and a focus to the future planning and commissioning of services in Gwynedd. This position has not changed since 2005 and indeed the success and achievements of **Better Health – Better Gwynedd** prove this need. But, it is now time to evaluate progress, to identify success and to address areas of concern.

The priorities for the 2005/2008 Health, Social Care and Well-being Strategy (**HSCWB**) were divided into three parts;

- Tackling the underlying determinants of health and health inequalities, by identifying, managing and preventing current and future risks
- Development of coordinated preventative programmes to address priority health and social care issues
- Re-orientating service provision, creating and developing new ways of working

Within those priorities, specific underlying determinants of health and health inequalities were identified, together with target groups and actions.

Many of the targets set for that Strategy were achieved and they include:

- Developing an Assessment Tool to measure the impact on health of various strategies, policies and initiatives e.g. the Plas Pawb Integrated Children's Centre, the Here to Help Affordable Warmth Scheme and the Food and Nutrition Strategy for Primary Schools.
- Re-establishing the Gwynedd Health Improvement Alliance who co-ordinate and deliver preventative programmes such as the Tobacco Control initiatives, breastfeeding promotion and setting up a Physical Activity Network.
- Tackling national priorities through the various National Service Frameworks and being actively involved in contributing towards a number of key standards.
- Engaging staff and partner organisations to develop integrated working such as joint commissioning.
- Mainstreaming 'health' as a cross cutting theme within the Council by supporting the Green Transport Plan, Corporate Health Standard and the Affordable Housing Plan.
- Strengthening the joint planning and delivery of services across the NHS and Social Services and one notable example is the work of the Joint Care Planning Groups.

The Health and Social Care Partnership in developing this second strategy has monitored and evaluated the work of both the Partnership itself and the targets set in the yearly action plans during the three years. An updated Gwynedd Health Needs Assessment and Needs Profile has been compiled and published on both the Gwynedd Local Health Board and Gwynedd Council websites. This process has enabled the Partnership to look again at its priorities for the next three years and to make any necessary changes to better meet the needs.

### **1.3 Delivering a Vision Together 2008/2011**

This new strategy builds on the work and the achievements of the first strategy. It recognises that addressing many of the underlying factors which affect health such as how people live and the wider social and economic influences will take many years to achieve. But new targets have also been identified and are addressed in the new strategy such as a stronger emphasis on community services and integrated care pathways to facilitate joint working with better care outcomes for the citizen.

As stated previously in the **Foreword**, the vision has not changed. It is a long term vision but one which the Partnership is committed to achieving for the people of Gwynedd.

“To aim for a level of health and well-being for the people of Gwynedd which is comparable to the best in Europe”

The new 08-11 Strategy is based on three fundamental priority areas:

1. tackling the social and economic factors which influence health
2. promoting a healthy lifestyle
3. re-designing service provision within the resources available, to better meet the needs of the population

These are underpinned by the need to address and eliminate the inequalities in health across our communities. These priorities are again very similar to those identified in the previous strategy and the actions to implement them will mirror any changes.

#### **1.4 How do we compare with Europe?**

Another frequent question during the consultation on the draft strategy was how do we compare at present with the best in Europe. When developing this final version of the new strategy, it was our intention to present comparable data. Unfortunately, it was far more difficult to access meaningful data for comparison. This work will now be prioritised by the Research and Communication Group to be established and any results will be made available as soon as possible.

#### **1.5 Achieving the vision**

This Strategy endeavors to present a consolidated summary of what the local Partnership expects success to look like by March 2011, as well as provide the commissioning context for the statutory public bodies to use their resources jointly to achieve this vision.

Response to the vision was positive during the consultation process but some people were concerned that it is over ambitious and difficult to deliver without additional resources both finance and staffing. Others commentated that this vision is the minimum standard we should strive for in the future. The Partnership has recognised these concerns and will strive to address them in both this Strategy and its subsequent action plan.

The Partnership will continue to support the necessary changes to ensure the health and well-being of our population improves and appropriate, sustainable, affordable health and social care services are provided to meet future needs. The 'twin-track' approach of ensuring that the right services are available, and the need to recognise and influence the many social and economic factors which impact on health, will ensure that both the availability and quality of services improve but that the causes of ill health are also tackled.

The Partnership must build upon its early successes, focus on the relationship and interdependence of our services, and embrace the opportunities that are apparent in jointly planning, commissioning and delivering services across the care sector. The evolving role of the Partnership will continue to develop and this maturity reflected in this second Strategy.

The implementation of the Health, Social Care & Well-Being Strategy will be led by the Gwynedd Local Health Board and Gwynedd Council in partnership with all other key stakeholders, both statutory and voluntary, as well as the independent sector, service users, carers and the local community. All parties have a role to play and are active participants, utilising their skill, expertise and local knowledge.

This Strategy provides a summary of how, over the next 3 years, we will:

- Improve the health of local people
- Provide safe services as locally as possible
- Ensure speedier access to high quality health and social care services
- Provide more responsive services, in partnership with others
- Continue to build on the preventative and well-being agenda

## 2. What are the health and social care needs of the population?

### 2.1 Assessing Need

A comprehensive Health Needs Assessment and Health Status Profile has been produced in Gwynedd to inform this Strategy. This is a process of measuring the extent and nature of the health needs of the population as a whole as well as targeting particular groups so that services can be planned and delivered to respond to them. This process includes a review of statistical information collected and collated by both health and social care organisations and discussions with individuals and a range of relevant agencies both statutory and voluntary.

Given the relatively short time since the production of the last detailed needs assessment, many aspects of the recorded health status of the people of Gwynedd will have changed very little. Other important sources, from which we gather information, such as the Census, are unchanged. Consequently, the current Needs Assessment builds on the work undertaken in 2005, and should be viewed in conjunction with it.

The Needs Assessment is in 2 parts; the first part uses national and local data sources to produce a snapshot of current patterns of health and illness in Gwynedd, and also highlights those things which we know are likely to influence the health and well-being of individuals within the county. The second part takes a number of key areas identified in a multi agency prioritising workshop (including Chronic Conditions, Alcohol, Carers, and Dementia) and focuses in more detail.

4 key questions are asked

- What is the problem and why is it important?
- What is the current situation in Gwynedd and comparison with other areas?
- What is the evidence for action in addressing the issue?
- What is known about gaps in existing service provision?

Each section then concludes with recommendations for priority action in the strategy and highlights where further work will be required. This process is similar to that used to inform the Children and Young People's Plan.

The 2007 Needs Assessment demonstrates that Gwynedd compares favorably with other areas of Wales on many health status indicators:

- Overall death rate significantly lower than the average for Wales, and marginally lower than overall death rate for England;
- Coronary Heart Disease death rates significantly below the Welsh average, with a 30% decrease in death rates between 1996 and 2005;
- Stroke death rates lower than the Welsh average;
- Respiratory death rates significantly lower than Welsh average;
- Relatively low numbers of babies born weighing less than 2500g;
- Higher proportion of the population reporting that they have 'good health' than the Wales average;
- Highest proportion of population in Wales taking regular physical exercise but below the recommended average;
- Relatively low proportion of the population living in the "most deprived" areas in Wales

These features are a cause for celebration and bear witness to the relatively good quality of life experienced by Gwynedd residents as a whole.

However, the following features are a cause for concern.

## **2.2 Demography**

The total population for Gwynedd is expected to increase only slightly over the next 20 years, but a 40% increase in the number of people between retirement age and 84, and a 75% increase in the number of people over 85 are also predicted. This is alongside a probable fall in the numbers of younger people available to meet the increased need for health and social care services. This is likely to result in an increased reliance on older people themselves and in multiple caring roles.

## **2.3 Behaviour and Lifestyles**

A number of key concerns have been identified and include:

- Lack of physical exercise
- Poor diet
- Alcohol misuse
- High percentage of smokers
- Increase in sexually transmitted disease

## **2.4 Chronic Conditions**

The greatest burden of ill-health in the population now relates to chronic conditions long term conditions, including heart disease, diabetes, arthritis, respiratory disease, neurological conditions such as epilepsy and Parkinson's Disease, and chronic pain. Not only do these conditions limit the quality of life for those who suffer them, but, if poorly managed, lead to unnecessary hospital admissions, depression and anxiety, isolation, multiple drug treatments, and increased demand for daily care from health and social care providers, voluntary organisations or from informal carers such as family and friends.

## **2.5 Cancer**

The number of cancer cases in Gwynedd and the death rates from many cancers are higher than average for Wales. There has been a similar pattern for a number of years, and as yet, despite improvements in education and information regarding cancer, and improvements in access to cancer treatment, the trends have not changed.

## **2.6 Identifying the Priorities**

Due to the changes in the demographics of the population it is anticipated that there will be a growing increase in age-related diseases and long-term conditions. Whilst the premature mortality rates from cancers and heart diseases continue to fall (with improvements in prevention and treatment), the poor lifestyle choices made (illustrated by the increase in obesity rates and the proportion of the population who continue to smoke), but longer life expectancy, will see a higher proportion of our population with long term, chronic conditions such as Diabetes, respiratory conditions, Stroke and Dementia.

The changes in demography will not only increase the need for services, but fewer young people will be available to support and care for older people both formally and informally. These support networks enable older people to retain their independence. Out-migration amongst young people in Gwynedd between 1997-2001 increased from 12% to 14%. This figure emphasizes the need to ensure a vibrant economy and the success of regeneration projects to keep young people in Gwynedd and offering them better employment choices.

Key local priorities have been identified with a more in depth analysis as noted in the 2007 Gwynedd Health Needs Assessment. Inevitably this has resulted in some areas being omitted as priority areas and during the consultation process some concern was expressed by voluntary support groups and charities representing those vulnerable groups that their situation and interests had not been addressed. However while not specifically naming those groups, a contribution to addressing their needs through the key priorities particularly will be made.

Key areas for attention in this strategy:

- Carers Services (including young carers)
- Dementia Services
- Learning Disability Services
- Mental Health
- Alcohol Dependency
- Long-term, chronic conditions, such as Diabetes, Chronic Obstructive Pulmonary Disorder (COPD), Stroke and Coronary Heart Disease

Ongoing needs assessment will be a key feature of this new Strategy. All members of the Partnership will commit to an approach which ensures that patient and public perspectives are incorporated at the earliest stages of planning services. This process will also help us to ensure equality and equity in the availability and quality of services, and the standards and outcomes which can be expected by everyone living in Gwynedd. More localised assessments of need will also be developed with the communities themselves taking an active part in the process.

### **3. Strategic Considerations**

During the development of this Strategy, the Partnership has reflected upon many national and local strategies, local strategic partnership priorities and consultation responses some of which are outlined below.

#### **3.1 Statutory Requirements**

Section 40 of the National Health Service (Wales) Act 2006 requires local health boards and local authorities in Wales to jointly develop and implement a strategy for the health and well-being of its local population and to consider the strategy when exercising their functions. The new regulations known as the ***Health, Social Care and Well-being Strategies (Wales) (amendment) Regulations 2007*** came into force on the 1<sup>st</sup> of April 2007 set out the procedure for developing local strategies.

This Strategy is therefore a statutory document aiming to respond to the health, social care and well-being issues in a strategic manner. The second round of Health, Social Care and Well-being strategies are seen as an opportunity to further collaboration and joint partnership working resulting in improved health and well-being. The strategies are expected to focus on high quality service citizen-focused services, built on open engagement with users, carers, staff and the general public.

#### **3.2 Plan Rationalisation**

In 2005 the Welsh Assembly Government agreed plan rationalisation proposals which means that ultimately the number of plans local authorities have to submit to the Welsh Assembly Government will reduce significantly from 32 to 4. The four plans to be submitted are: the Community Strategy; the Health, Social Care and Well-being Strategy; the Children and Young People's Plan; and the Local Development Plan (planning document). It is also proposed that these 4 major documents should be interlinked and cross-refer to one another.

#### **3.3 Children and Young People's Plan**

As previously stated, the Health, Social Care and Well-Being Strategy must be coherent with and reflect the priorities of the Gwynedd Children and Young Peoples Strategic Partnership to be published in September 2008.

The Children and Young People's Plan will seek to ensure that all children and young people have a flying start in life and enjoy the best possible health and well-being. Indeed, health is an important resource that enables children and young people to achieve educationally, to participate positively in their communities and to enjoy economic well-being. The Health, Social Care and Well-being Partnership and the Children and Young People's Strategic Partnership will continue to work together, therefore, to enable children and young people to experience good health and positive well-being.

This co-operation and partnership working has been very evident in the development of both this Strategy and the Children and Young People's Plan **(CYPP)**. Both partnerships worked in tandem on the Needs Assessment process for both documents and the consultation work for the CYPP was jointly funded by both partnerships and some of the results are noted in Section Six which addresses lifestyle issues.

As part of the development process of the CYPP, key issues within Strategic Partnership's Strategic Aims for Children and Young People were identified and subsequently prioritised using a risk and influence assessment matrix. Four levels of priority were recognised:

- Critical priorities
- High priorities
- Medium priorities
- Low priorities

Mental health and the emotional well-being of children and young people has been recognised as a **critical** priority as well as the needs of young carers. These priorities will be addressed by the CYPP Partnership in close association with the HSCWB Partnership.

Responsibility for a number of the high priorities identified lies within the remit of The Health Challenge Gwynedd Alliance and the Healthy Schools Project which is led by the National Public Health Service. They include:

- Obesity
- Diet and Nutrition
- Sexually Transmitted Infections
- Smoking
- Alcohol
- Substance Misuse

The Health Challenge Gwynedd Alliance will work closely with the Children and Young People's Partnership to develop actions to address these issues and will monitor and evaluate progress. This is discussed more fully in Section 6 of this Strategy.

### **3.4 The Gwynedd Community Safety Partnership**

The Gwynedd Community Safety Partnership is a statutory partnership required under the Crime and Disorder Act 1998. The Partnership consists of five statutory members, these being the Local Authority, Police, the Police Authority, the Local Health Board and the Fire and Rescue Authority. The Partnership has responsibility for producing two strategies namely the Crime and Disorder Strategy and the Substance Misuse Strategy. The Community Safety Partnership is committed to working with all other services and all other partnerships that have a contribution to make to the Crime and Disorder Agenda. Likewise, the Partnership is committed to working with others towards achieving their outcomes on crosscutting themes such as health.

### **3.5 Modernisation Agenda**

Over the coming years, public service provision will undergo some major changes in response to the Welsh Assembly Government-led modernisation agenda, as well as the local recognition that changes to services are inevitable if we are to deliver the vision we have set ourselves. Services need to be developed which are more responsive to the needs of our population, wherever possible delivered closer to people's homes and in their local communities, and which also support people to live as independently as possible.

### **3.6 National Service Frameworks for Wales (NSFs)**

NSFs were originally developed as a means of addressing variations in standards of care. By setting national standards and defining service models, these frameworks require the development of local implementation plans and establish performance measures aimed at raising standards and ensuring consistency of standard. There are 6 NSFs to date:

- Children, Young People & Maternity Services
- Coronary Heart Disease
- Diabetes
- Adult Mental Health Services
- Older People
- Renal Disease

The implementation of these standards is led and arranged on a local basis by the Gwynedd Local Health Board in partnership with the NWW Trust, Gwynedd Council and other organisations including the voluntary sector.

In addition the Welsh Assembly Government has published 'Improving Health and Management of Chronic Conditions in Wales', May 2007 which outlines the requirements to improve the care of people with long term conditions.

### **3.7 Joint Review of Social Services**

A Joint Review of Social Services in Gwynedd was carried out by the Wales Audit Office and the Care and Social Services Inspectorate Wales during the summer of 2007. The final Report is not expected until the summer of 2008. An improvement plan is currently being developed and the Partnership will support and implement the identified actions and incorporate the plan in the HSCWB Strategy Action Plan.

### **3.8 Fulfilled Lives, Supportive Communities**

This Strategy for Social Services in Wales proposes a vision for social services and social care. It sets out the key themes and the future direction for services. The Strategy argues that services must provide earlier support to improve outcomes and opportunities for prevention. It also recognises the need for local authorities to work closely with local health boards and the NHS as well as the voluntary and independent sectors.

### **3.9 Designed for Life**

Designed for Life, May 2005, provides the current strategic framework of the Welsh Assembly Government for health and social care, which should be considered in the local planning, commissioning and delivery of care services. Within the document there is an emphasis on the need for local government and the NHS, together with other key stakeholders (such as the voluntary sector), to work more closely in strengthening and modernising services.

Of equal importance is the need to tackle the causes of poor health and improve general well-being. This is nationally driven under the banner of 'Health Challenge Wales'.

In addition, the **Annual Operating Framework** for the NHS sets out the Welsh Assembly Government's annual requirements derived from Designed for Life. Although this framework is primarily issued to NHS organisations, a partnership approach to the delivery of the outlined improvements is emphasised.

## 4. Supporting the Strategy

### 4.1 Underlying key principles supporting the Strategy

The Health, Social Care and Well-being Partnership has developed and agreed key principles in support of their work, namely:

**Promoting Health:** Health is an important part of everyday living and is a state of physical, mental and social well-being and not just the absence of illness.

**Eradicating Health Inequalities:** Inequalities in health arise in many ways, but most commonly in Gwynedd inequalities relate to material deprivation and poverty, ethnic origin, physical or learning disability, or rurality.

**Promoting Human Rights and Equality:** The elimination of any inequalities or discrimination on the grounds of race, gender, disability, sexual orientation, age, religion and language that may exist in the context of both employment and service delivery.

Promoting the use of the Welsh language and endeavoring to ensure that services are available bilingually.

**Enhancing Care:** Where possible, the delivery of health and social care services in a primary care and/or community care setting that is locally accessible, promotes equality of access and reduces the burden of demand for hospital and institutionalised care.

**Promoting Independence:** Support people to live as independently as possible in their own homes if they so choose, whilst ensuring they are not lonely and isolated

**Improving Treatment and Care:** The development and implementation of Integrated Care Pathways from prevention to diagnosis, self-care, treatment and rehabilitation, ensuring that the care, health and well-being of the patient is the focus for all service change and improvement.

**Improving Standards:** Strive to constantly improve the quality of care to meet both national guidance and local goals, by maximising skills and competencies across the health and social care workforce, and seeking new, better ways of working.

**Involving Patients and General Public:** Listen to and talk with patients, service users, carers, partners, clinicians, staff and the public and their representatives, and constantly reflect upon their views and opinions.

**Using Resources Efficiently:** The funding available to support the delivery of services must be used efficiently and effectively, demonstrate good value for money and ensure that resources are targeted to support the areas of most need.

**Ensuring Sustainable Development:** Ensure that in the future delivery of services a substantial contribution is made to conserving natural resources, reducing waste, improving the environment and supporting the local economy.

#### **4.2 Working in Partnership**

There are several local strategic partnerships in Gwynedd committed to constantly improving the lives of all the people of Gwynedd. In relation to the work of the Health, Social Care & Well-Being Partnership, there needs to be particular recognition of the priorities and goals set by other Partnerships and an attempt to highlight the impact on health and social care. Partnerships also need a better understanding of each other's priorities.

The development of a Local Service Board in Gwynedd, which includes chief executives, provides a new model of engagement to facilitate speedier integration of services across the local public sector, by pooling resources and removing organisational bureaucracy.

#### **4.3 The Voluntary Sector**

The Health, Social Care and Well-being Partnership recognises the valuable contribution to health, social care and well-being made by voluntary organisations. These numerous national and local organisations in Gwynedd work closely with individuals, families and communities offering services and support based on specialist knowledge and experience in their fields. Representatives from the sector play a valuable and critical role in developing this Strategy, took part and facilitated the consultation process and organisations from the Voluntary Sector will be instrumental in its delivery.

#### **4.4 The Independent Sector Providers**

Valuable care services such as home care, individual support services and residential and nursing care are offered by a number of care organisations in Gwynedd. This provision augments the direct services provided by the Council and over recent years, particularly in home care, the independent providers share of the market has increased.

This independent sector is therefore vital to the success of commissioning and provision of care services in Gwynedd. The care market is often a very fragile market and the recent closure of a local nursing home has highlighted this fragility and the pressure on provision.

Demographic changes will lead to increased pressure on care provision in the future and this partnership with the private sector will play a significant role in addressing care needs in Gwynedd.

#### **4.5 Engaging with the public**

The views of patients and service users are paramount in designing citizen-centered services. Gwynedd Local Health Board undertakes an annual patient satisfaction survey which collects comments regarding health services from people across the County. Gwynedd Council and the LHB are also involved in regular user contact through a range of services and groups.

The consultation process on the draft strategy has been comprehensive in an attempt to engage with as many different groups, organizations and individuals as possible. The Partnership will need to consider how to continue this dialogue and so encourage participation in the implementation and monitoring of the strategy.

Feedback from the consultation process makes it very clear that service users are keen to be included in the development of services at the beginning of any process and not at the end.

## 5. Social and economic factors which influence health

The impact of social and economic factors on the health of individuals is well recognised and understood by the Health, Social Care & Well-Being Partnership, and is considered in the Needs Assessment. Most local authority services impact on health in some way and the first Health, Social Care and Well-being Strategy recognised the role of services such as social care, housing, economic development, education, and transport. But there are many others such as street cleaning, refuse disposal, building regulations which can also affect people's health.

This strategy once again prioritises a number of key influential factors which impact health in a significant way.

### 5.1 Housing

One major impact on the health and well-being of people is where and how they live. Not only is the physical and social environment important, but the home is also the setting within which care is increasingly provided by both family and community based health and social care. Poor housing can affect people's health.

These links between housing and health in supporting the health and well-being of people in their homes are well documented and were highlighted recently in a Welsh Health Circular from the Welsh Assembly Government. They include:

- The need to tackle deprivation as well as improving health care services if health is to improve
- Investment in housing improvements does impact favourably on the mental health of residents
- Respiratory health may be improved through energy efficiency initiatives in the home
- Homeless people and other vulnerable groups are likely to suffer worse health but also have greater difficulty in accessing health services than the rest of the population

There are a number of housing initiatives and policies already contributing to the health, social care and well-being of people in Gwynedd such as:

- The Supporting People Organisational Plan
- The work of Care and Repair locally
- The Home Energy Efficiency Scheme *Here to Help/Yma i Helpu*
- Gwynedd Homelessness Forum
- The Gwynedd Telecare Service
- Proposed Extra Care Housing schemes

- Young People's Housing Strategy – Young People and Housing in Gwynedd Today
- Older People's Housing Strategy

But these policies and projects need to be integrated into Accommodation Strategies for Children and Young People and for Older People thus co-ordinating the prevention agenda and ensuring joint working locally to understand and address the impact of housing on health, social care and well-being.

## **What we aim to do**

### **Target key housing issues which undermine health and well-being**

#### **5.2 Poverty**

Debt and poverty can not only impact on a person's physical health but also on mental health by causing stress, anxiety, depression as well as wider social consequences such as exclusion. As previously stated in the first strategy, the World Health Organisation (WHO) estimates that the main underlying factor that explains the differences in health status between individuals is social disadvantage and poverty.

The European Union defines 'poverty' and the 'poor' as "persons, families and groups of persons whose resources (material, cultural and social) are so limited as to exclude them from the minimum acceptable way of life in the Member State to which they belong". Poverty, therefore, is viewed as both a symptom and cause of low income, poor access to services (such as health and education), facilities (such as leisure centres), work opportunities and good quality housing.

Although Gwynedd has a relatively small proportion of its population living in the most deprived circumstances in comparison to other areas of Wales, there are communities in which we know people will have higher levels of ill-health, greater exposure to risk factors for ill-health, and poorer access to services.

One new project is the **Gwynedd Child Poverty Pilot Project**. In February 2005, the Welsh Assembly Government published its strategy for tackling child poverty in Wales – 'A Fair Future for Our Children'. The aim of the strategy is to eradicate child poverty in Wales by 2020. As part of this project, Gwynedd is one of two Local Authority areas invited to run a project to help identify a range of positive actions to tackle poverty as local level. The project will be developed as part of a wider effort to address and alleviate the causes and impacts of child poverty in Gwynedd.

There are a number of other projects working in Gwynedd to maximize the uptake of benefits in an attempt to alleviate poverty. The 'Here to Help'

initiative targets deprived wards and offers a number of services one of which is a benefit check.

Gwynedd Council and the Department of Pensions have signed a Joint Working Agreement committing both organisations to work more closely together for the benefit of older people by making it easier for them to access a number of benefits. Voluntary organisations such as CAB also offer benefit and debt counselling services and the Gwynedd Advice and Information Partnership have developed an Active Signposting Form to facilitate joint working and to improve people's lives by promoting easier access to these services.

### **What we aim to do**

**Support those partnerships and initiatives working to eradicate poverty in Gwynedd**

### **5.3 Community Safety**

The Gwynedd Community Safety Partnership acknowledges that having a safe community within which to live can contribute towards a person's well-being therefore can be considered a significant influence on health. The main aims of the Community Safety Partnership are to reduce incidents of crime and disorder within the community and thereby making the county of Gwynedd a safe place to live. The Partnership also specifically contributes to tackling various aspects of crime and disorder that can have a detrimental affect on the individual. These include tackling domestic violence, youth offending, drug and alcohol misuse and fear of crime.

### **What we aim to do**

**Identify cross cutting themes where both Partnerships can work together to ensure progress**

### **5.4 Public Protection**

The Administration and Public Protection Service is responsible for several environmental services which can have a significant effect on public health. They include occupational health and safety, enforcement of food safety and private housing regulations, health protection and communicable disease control and the control of pollution, including nuisances. Officers have also taken on the role of enforcing the smoking ban regulations which will have a significant impact on health.

The Public Protection Service also carries out educational and promotional work which contributes towards the preventative health agenda

## **What we aim to do**

### **Work with the Public Protection Service to further improve its input into cross cutting health issues**

#### **5.5 Transport**

It is acknowledged that an efficient and sustainable transport system is a requirement for a modern, prosperous and inclusive society. However, transport, in particular road traffic, can also have negative impacts on human health and the environment. Road traffic speed is a major cause of accidents, whilst the severity of injuries is directly linked to higher speeds. Pedestrian road deaths are highest in children and young people in Gwynedd.

Clean air is an essential ingredient of a good quality of life. Transport emissions contribute significantly to climate change and poor local air quality. The strongest evidence for the effects of environmental noise on health relates to annoyance, sleep disturbance, heart disease and performance by school children. There are three types of air pollution released by vehicles: directly poisonous emissions such as benzene, a known carcinogen; greenhouse gases such as carbon dioxide, which promote global warming and lastly small particulates, which can cause photochemical smog (which exacerbates asthma). There is a need to meet air quality standards and reduce water pollution.

Whilst one of the principles of the Partnership is to provide services as locally as possible, it is recognised that there will always be varying levels of need for transport to access social care, health care services and other public services, employment, education, leisure and social activities and a healthy diet [all of which impact on health and well-being].

Gwynedd Council is a statutory transport authority and as such has a legal duty to take the strategic lead in the delivery of a range of transport services within its geographical area. However a lack of transport options amongst some sections in the community and in some parts of the County has long been acknowledged as a problem.

Community transport is a response to the transport needs of individuals and groups which are not met by other defined conventional modes of transport. A draft Gwynedd Community Transport Strategy is currently being consulted upon with the Council and has undergone a Health Impact Assessment as part of that process.

The Transport and Planning Service is currently leading a review to identify all the transport arrangements within the Authority and to recognise those structural and operational steps to be considered for taking forward the option of establishing an Integrated Transport Unit.

This integrated approach of considering all the transport needs of users is likely not only to be more cost effective and make better use of resources but will better serve the diverse needs of the people of Gwynedd.

### **What we aim to do**

**Target transport issues which impact on health and are a barrier to accessing health and care services**

#### **5.6 Rurality**

Gwynedd is second only to Powys in terms of land area in Wales and after Ceredigion and Powys, is one of the most sparsely populated areas in Wales. Much of Gwynedd falls into the Rural classification developed by the Office of National Statistics and only the Bangor and Caernarfon areas fall into the Urban classification.

There are close links between the environment and people's health. A high quality environment enables people to live longer in good health. The Snowdonia National Park Authority works to safeguard the natural environment and promotes opportunities for leisure which promote both mental and physical health. But environmental problems such as pollution and flooding can pose significant risks to our health if not properly assessed and managed.

A report by the Wales Centre for Health "*A profile of rural health in Wales*" (2007) noted that rural health is influenced by many determinants, and the assumption that rural environments are "healthier" is open to challenge. The report found that health status in rural Wales is not uniform, but analysis is complicated by the different indicators which are used to measure quality of life. One factor determining health and well-being in rural areas is access to health services and concerns were raised during the consultation process especially in South Gwynedd about access issues and lack of choice.

More recently, the Welsh Assembly Government announced plans to set up a group to advise on the development of rural health issues. The One Wales document commits the Assembly Government to devise a Rural Health Plan and the HSCWB Partnership welcomes this initiative. The Partnership will work with the group and implement subsequent recommendations.

### **What we aim to do**

**Ensure that rural health issues are considered when reviewing, planning and delivering services**

## **5.7 Breaking the cycle of disadvantage**

There are a number of areas in Gwynedd which have been identified officially as areas of deprivation. These areas are often served by Communities First Partnerships, In the past, these areas have been targeted by a number of agencies and partnerships and have received significant investment both in terms of finance and staffing. Individual initiatives have been evaluated but little work has been undertaken to evaluate the cumulative health impact on the communities. It is recognised that health, social care and well-being problems remain a challenge in these areas and research needs to be carried out to establish how successful past initiatives have been.

### **What we aim to do?**

**Evaluate the effectiveness and efficiency of regeneration initiatives on health for real step change in overcoming disadvantage.**

## **5.8 Misuse of alcohol**

The consumption of alcohol in Wales has almost doubled since the 1960's. During the same period, the price of alcohol, relative to the national income, has more than halved. The consumption of alcohol amongst 11 to 15 year olds has consistently increased during this period, and currently , heavy drinking amongst teenagers in Wales is amongst the worst in Europe.

Alcohol related deaths in Wales have also risen markedly in the last twenty years, and those who are dying, are dying younger than a decade ago. The misuse of alcohol for the individual can lead to a number of associated health problems, including

- Cardiovascular disease
- Gastro-intestinal disease
- Psychiatric disease
- Cancers

Alcohol can also be seen as a contributory factor in unwanted pregnancy and can also cause further health problems for the unborn child, if the drinking continues whilst pregnant.

Alcohol is responsible for a number of accidental deaths in Wales each year, and is a contributing factor in at least half of all violent offences recorded. Each year in Wales, approximately 30,000 bed days (secondary care) are related to alcohol misuse, with 15% of all admissions being due to alcoholic intoxication.

Within Wales, the responsibility for the delivery of the Welsh assembly Governments, Substance Misuse Strategy (including alcohol) lies with the

Community Safety Partnerships. The Community Safety Partnership in Gwynedd recognises the need to combat alcohol misuse on many fronts. The contribution alcohol makes to crime and disorder has to be tackled, but the harm to the individual is also important. The Partnership aims to commission appropriate and sufficient services for those who require treatment for alcohol misuse. It also aims to raise awareness of alcohol issues amongst all age groups, and provide early intervention to those who may be in danger of developing alcohol misuse problems.

### **What we aim to do**

**Support the development of a commissioning framework that re-addresses the differing resources between drug and alcohol services**

## **5.9 Arts in Health and Well-being**

The Arts have a valuable role to play in promoting health and well-being at all levels by encouraging people to participate in and enjoy arts activities both within their local communities and also in a variety of health and social care settings. The benefits are wide ranging, some of which includes the use of art within the built health/social care environment and the use of Arts Therapies to focus on psychological well-being.

The document ***Future of the Arts in Gwynedd*** supports the use of the arts to improve people's health and aims to work closely with the health sector to educate about health issues or to help people to come to terms with health problems.

The NWW NHS Trust has recently initiated its own 'Arts in Health and Wellbeing Programme' and a new residency will form an important strand contributing to the Trust's Strategic Aims and Action Plan, working in partnership with Gwynedd Council and other agencies. Further weight will also be given to the Trust's new Public and Patient Involvement (PPI) partnership, encouraging healthcare venues to open up further to its communities as hosts of events, workshops, exhibitions etc. It is considered that arts in health plays an important role within the PPI agenda and can make significant contributions to the organisations relationship/ interface with patients, visitors, volunteers and staff, through a variety of artistic projects and events.

A recent Artist Residency in Ysbyty Gwynedd 'Creative Contact – Arts interaction in Cancer Care' delivered creative workshops in mosaic and felt making, developed fiddle packs and comfort pockets for use in the waiting area of the Alaw Day Unit. The findings show that patients benefited from the workshop session in a number of ways by boosting self esteem, lessening anxiety and fear and by taking the participants away from the 'patient role'.

## **What we aim to do**

### **Recognise and support the important role of the Arts activities in promoting health and well-being**

#### **5.10 Climate change**

Climate change is predicted to impact on all aspects of life. This is a global problem and has already been identified as a high priority, locally, nationally and beyond.

Climate change projections by the UK Climate Impact Programme (UKCIP), based on estimated future gas emissions predict substantial weather and seasonal changes in Britain. In Gwynedd we can expect higher average temperatures, warmer and drier summers, milder and wetter winters and an increase in extreme weather events such as violent storms and strong winds. These changes will in turn influence the quality of life's essentials such as air and water.

These and a number of other changes will have a direct impact on people's health including:

- An increase in deaths following extreme weather, higher temperatures and skin cancer
- An increase in illnesses, particularly insect- and water- borne diseases.
- More cases of food poisoning
- Changes in people's mental health and welfare

In 2007, the Assembly conducted a consultation on its draft action plan on climate change "Responding to our changing climate". Actions identified within this document will be included in the new Climate Change Strategy likely to be published during 2008. A number of actions were identified in the document such as issues relating to food standards, new diseases and guidelines on responding to hot weather. In addition, it was noted that organisations should be encouraged to assess the impact of climate change on the work environment and to make adjustments in order to ensure a healthy workforce.

Here in Gwynedd, climate change has been identified as one of the seven strategic priorities for Gwynedd as part of the work undertaken by Gwynedd Tomorrow and as a result increasing emphasis will be given on responding to the challenge. A scheme to co-operate in order to reduce the carbon footprint of public organisations in the county has already been developed and is being led by Gwynedd Council Environment Directorate and shadowed by the new Local Services Board. The Health, Social Care and Well-being Partnership will support the project and ensure that health considerations receive appropriate attention.

## What we aim to do

To ensure that the impact on health of any changes in climate is identified and that health interventions are developed in response to this challenge.

### Tackling the Social and economic factors which influence health

| <b>Key areas for action</b>                   | <b>What we aim to do</b>   |
|---|--|
| <b>5.1 Housing</b>                            | Target key housing issues which undermine health and well-being  |
| <b>5.2 Poverty</b>                            | Support those partnerships and initiatives working to eradicate poverty in Gwynedd   |
| <b>5.3 Community Safety</b>                   | Identify cross cutting themes where both Partnerships can work together to ensure progress   |
| <b>5.4 Public Protection</b>                  | Work with the Public Protection Service to further improve its input into cross cutting health issues  |
| <b>5.5 Transport</b>                          | Target transport issues which impact on health and are a barrier to accessing health and care services   |
| <b>5.6 Rurality</b>                           | Ensure that rural health issues are considered when reviewing, planning and delivering services  |
| <b>5.7 Breaking the cycle of disadvantage</b> | Evaluate the effectiveness and efficiency of regeneration initiatives on health for real step change in overcoming disadvantage.                       |
| <b>5.8 Misuse of alcohol</b>                  | Support the development of a commissioning framework that re-addresses the differing resources between drug and alcohol services                       |
| <b>5.9 Arts in Health and Well-being</b>      | Recognise and support the important role of Arts activities in promoting health and well-being   |
| <b>5.10 Climate Change</b>                    | To ensure that the impact on health of any changes in climate is identified and that health interventions are developed in response to this challenge. |

## 6. Lifestyle Factors

Lifestyle factors describe the way people live their lives. These include behavioural and social issues e.g. smoking, food, nutrition, sedentary lifestyle, alcohol and substance misuse. All these factors may contribute to the development of Coronary Heart Diseases and cancer deaths.

Poor nutrition may impact health and well-being in various ways, including overweight and obesity, and malnutrition, which can reduce quality of life and life expectancy. Unsafe sexual behaviour can result in a sexually transmitted infection (STI), or in unplanned pregnancy.

### 6.1 Health Challenge Gwynedd Alliance

The Health Challenge Gwynedd Alliance is a multi-agency group whose main aim is to develop and implement evidence based plans and projects to improve the health of Gwynedd's population by encouraging and enabling them to lead healthier lifestyles.

The Health Challenge Gwynedd Alliance is essentially the health promotion arm of the Health, Social Care and Well-Being Partnership, taking on a large part of the preventative role that contributes to a number of health and well-being factors including tackling the causes of chronic conditions.

The Needs Assessment, identified several key areas for action in relation to health prevention. These are:

- Tobacco Control – 29% of adults in Gwynedd report that they smoke (Welsh Health Survey 2004/06), and 30% of a target group of children and young people consulted with in the 'Our Voice, Your Voice' report 2007 recorded that they smoked. This is a vital area for action as smoking has long been established as a key risk factor for many acute conditions, and almost all chronic conditions. There is also a need to invest in campaigns and initiatives aimed at discouraging children and young people from smoking and forming a habit.

#### What we aim to do:

##### **Decrease the numbers of people who (all ages) in Gwynedd who smoke.**

- Food and nutrition – Only 42% of adults in Gwynedd eat at least 5 fruit and vegetables a day. There is limited data available on the proportion of children and young people that eat 5 portions of fruit and vegetables a day but the 'Our Voice, Your Voice' report tells us that 21% of those questioned ate 5 or more fruit and vegetables the previous day (18% ate 4, 15% ate 3). A worrying 34% of the target group reported that they had not eaten any fruit or vegetables the previous day.

**What we aim to do:**

**Increase the number of people in Gwynedd who eat a balanced and healthy diet.**

- Physical activity - Only 35% of adults in Gwynedd undertake the recommended hours of physical activity a week (30 minutes, 5 times a week). Data on the number of children and young people that undertaking the recommended hours of physical activity a week is also limited however the 'Our Voice. Your Voice' report records that 42% of children and young people questioned undertake more than 4 hours of physical activity per week. In the target group only 18% undertake 4+ hours activity.

**What we aim to do:**

**Increase the amount of daily physical activity undertaken on a daily basis by all age groups.**

- Alcohol and other substance misuse - 38.6 % of Gwynedd adults have reported that their average alcohol consumption was above the recommended guidelines of 21 units for men 14 for women per week. A survey of 2,000 young people in Gwynedd found that experimentation with drugs increases with age throughout the teenage years, and that by the age of 17 more than 40% of adolescents will have tried illegal drugs, with 13-14 is the most common age to first be offered them. The same survey found that around half of young people drink alcohol either once a week or 2-4 times a month, and the frequency and amounts increase steadily as they get older.

**What we aim to do:**

**Increase awareness of the harmful effects of alcohol and binge drinking, and other substance misuse.**

- Sexually Transmitted Infections – Sexually transmitted infections (STIs) numbers are rising. The number of positive tests for Chlamydia in Gwynedd residents in 2006 was 313, having risen sharply in 2005 to almost twice the average rate for Wales. Many of these cases will be in teenagers. The 'Our Voice. Your Voice' report tells us that 64% of the young people (17-25 years old) questioned did not know what a sexually transmitted disease was compared to 33% in the target group. Interestingly 100% of those young people questioned who lived in the north of Gwynedd did not know what an sexually transmitted disease was compared to 64% in the south of the county.

**What we aim to do:**

**Increase awareness of safe sex and aim to reduce the numbers of young people who contract an STI.**

- Mental health and well-being - Good mental health in children and young people, adults and the elderly is a prerequisite for well-being. Preventative action can take numerous forms e.g. improving self esteem, stress reduction, volunteering and other projects which actively aim to boost well-being.

**What we aim to do:**

**Promote good mental health and well-being.**

- Injury prevention - Preventable accidents and injuries in the home and on the road have been identified as an area for action, particularly in deprived areas due to the link between high incidence rates and deprivation.

**What we aim to do:**

**Reduce the numbers of older people and children and young people who are involved in preventable accidents.**

All information relating to Children and Young People derived from the 'Our Voice. Your Voice' consultation with children and young people across Gwynedd conducted by 'Prosiect Clywed' on behalf of the Gwynedd Children and Young People Partnership. For a full copy of the report follow [www.gwynedd.gov.uk](http://www.gwynedd.gov.uk)

### 6.1.1 Evidence based intervention

All actions undertaken will be based on the World Health Organisation's Ottawa Charter for Health Improvement (1987) to help ensure a positive impact on health. The framework consists of the following action areas:

| <b>Building healthy public policy</b> | <b>Creating supportive environments</b> | <b>Strengthening community action</b>                                     | <b>Developing personal skills</b>                 | <b>Re-orienting health services</b>            |
|---------------------------------------|---|---|---|--|
| <b>(Achieve policy change)</b>        | <b>(Achieve environmental change)</b>   | <b>(Build community capacity, community engagement &amp; involvement)</b> | <b>(Increase individual knowledge and skills)</b> | <b>(To promote/support health development)</b> |

There is clear evidence that any health promotion approaches that use these pillars are more effective.

In practical terms by looking at an example for preventing skin cancer you can clearly see that using the Charter ensures a comprehensive and thorough approach.

| <b>Building healthy public policy</b>  | <b>Creating supportive environments</b>  | <b>Strengthening community action</b>   | <b>Developing personal skills</b>  | <b>Re-orienting health services</b>               |
|--|--|---|--|---|
| <p>Sun bed industry to review industry practices</p> <p>Prohibit un staffed coin operated sun beds</p> | <p>Develop Workplace Sun Smart strategy</p> <p>Protection for outdoor workers from the sun</p> <p>Planning for heat waves – Advice for residential and nursing home staff</p> <p>World Health Organisation guidelines for Tour Operators</p> | <p>School sun protection policy</p> <p>Provision of shade in school grounds</p> | <p>Sun protection information for travelers to avoid burning during holiday</p> <p>Information campaign warning parents about the dangers of too much sun</p> <p>Information campaign raising awareness of the dangers of skin cancer and how to detect early signs.</p> | <p>Sun safety information via health visitors</p> |

## **6.2 Education and Health Promotion**

Educational attainment offers people the greatest potential for improved social and economic circumstances and is therefore a key element in reducing poverty, deprivation or exclusion and thus reducing health inequalities and improving public health.

Gwynedd has the lowest overall proportion of people aged 16 – 24 without qualifications – 14.3% compared to the Welsh average of 19.9%. Attainment at each Key Stage in Gwynedd has continuously improved over the past few years, with results consistently exceeding Welsh averages.

Schools in Gwynedd also play a key role in promoting health and fitness both within the curriculum and through extra curricular activities.

100 Gwynedd schools are now part of the **Healthy Schools Project** whose ten core aims include:

- Community involvement
- Healthy eating
- Healthy workplace
- Emotional health and well-being
- Safe environment
- Health and fitness activities
- Smoke-free schools
- Substance Misuse
- Sex and relationships education
- Health promotion

Specific activities developed to address the health eating core aim include fruit shops, lunch structure and guidelines for lunch boxes, milk for the under 7s, healthy food for after school clubs ( jointly with Healthy Schools Menu Project) and student access to drinking water.

Each primary school yard in Gwynedd has been marked with a track in order to implement the 'Clwb Dal i Fynd' Scheme which encourages children to increase the physical activity that they undertake by awarding certificates and/or prizes for each distance milestone reached.

**5 x 60 Scheme:** The Welsh Assembly Government has laid down the fitness gauntlet by setting the target of seeing 90% of young people taking part in regular and frequent activity by 2020. 5 x 60 is rising to that challenge by helping to create the environment necessary for children to take part in extra-curricular sport and physical activity on a regular basis.

It is hoped that all schools will have a 5 x 60 Officer by September 2008. The aim is to raise the fitness level of school children and to target especially those children who do not usually show an interest in sports and exercise.

### **What we aim to do**

**Further support and ensure partnership working with the Healthy Schools Scheme to ensure all schools participate.**

#### **6.3 Healthy School Menu's Project:**

The Gwynedd Healthy School Meals project was authorised jointly as a pilot by the Gwynedd Community Strategy Partnership and the Health, Social Care and Well-being Partnership to develop the school menu and to offer healthy food and drink options to children and young people using a 'Whole School Approach' towards healthy eating.

The pilot project was established in 8 primary schools - Ysgol Manod, Ysgol Bro Tegid, Ysgol Nefyn, Ysgol Llangybi, Ysgol Carmel, Ysgol Glan Cegin, Ysgol Morfa Nefyn and Ysgol Beuno Sant. Three control primary schools were also established - Ysgol Hendre, Ysgol Chwilog and Ysgol O.M. Edwards, Llanuwchllyn. The schools were chosen using an agreed matrix made up of a range of factors in order to get a sample of schools with different characteristics and issues such as school size, rural/ town, eating facilities, schools where food is not prepared on site, and also to gain an equal geographical split.

Numerous approaches were adopted to consult with head teacher, kitchen staff, pupils and their parents throughout the project lifespan.

Overall the results of the pilot to date have been highly satisfactory in terms of outcomes and a full project report is expected in early 2008.

### **What we aim to do**

**Facilitate the implementation of the Gwynedd Food and Nutrition Strategy for primary schools. The strategy is supported by a good practice package to facilitate implementation within schools.**

#### **6.4 Sports and Physical Activity Service**

The work of the Gwynedd Sports and Physical Activity Service and the Health, Social Care and Well-Being Strategy are closely linked and aim to 'improve the health of the County's residents by encouraging them to increase the amount of physical activity that they take'.

The Service will give priority to the preventative aspects of the Health, Social Care and Well-Being Strategy by supporting the Gwynedd Physical Activity Network and provide a comprehensive action plan to the Gwynedd Health Improvement Alliance on an annual basis.

In responding to national physical activity strategies such as ***Climbing Higher: Next Steps*** (2007) and ***Extending Entitlement*** the service will ensure that there will be:

- An annual increase of at least 1% in the number of adults participating in physical activity.
- Annual increase in the percentage of primary school children who take part in sports and physical activity for at least 60 minutes, five times a week.
- Annual increase in the percentage of high school aged boys and girls who take part in sports and physical activity for at least 60 minutes, five times a week.
- That all Gwynedd children will have had experience of outdoor adventure activities before they reach 12 years old, and one other experience of this type before they reach 16 years old.

### **What we aim to do**

**Support the activities undertaken by the Sports and Physical Activity Service ensuring a cohesive approach to improving the health and well-being of Gwynedd residents.**

## **6.5 Corporate Health**

The public sector including Local Authority, NHS and Higher Education is a key source of employment in Gwynedd. Promoting the health and well-being of staff is a priority for these agencies and for the Health, Social Care and Well-being Partnership.

The Corporate Health Standard is the national mark of quality for health and well-being in the workplace. It is a tool to support the development of policies that promote the health and well-being of employees, and is awarded at different levels of attainment, the highest standard being Platinum. At this level employers must demonstrate business excellence, and take full account of their corporate social responsibility.

### **What we aim to do**

**Encourage local organisations, both public and private sector, to achieve the Corporate Health Standard.**

## Promoting a healthy lifestyle

### 6.1 Health Challenge Gwynedd

| <b>Key areas for action</b>                    | <b>What we aim to do</b>  |
|--|---|
| <b>Smoking</b>                                 | Decrease the numbers of people (all ages) in Gwynedd who report that they smoke.                            |
| <b>Food and Nutrition</b>                      | Increase the number of people in Gwynedd who eat a balanced and healthy diet.                               |
| <b>Physical Activity</b>                       | Increase the amount of daily physical activity undertaken on a daily basis by all age groups                |
| <b>Alcohol and other substance misuse</b>      | Increase awareness of the harmful effects of alcohol and binge drinking, and other substance misuse.        |
| <b>Sexually Transmitted Infections (STI's)</b> | Increase awareness of safe sex and aim to reduce the numbers of young people who contract an STI.           |
| <b>Mental Health and Well-being</b>            | Promote good mental health and well-being.  |
| <b>Accidents and injuries</b>                  | Reduce the numbers of older people and children and young people who suffer accidents or injure themselves. |

| <b>Key areas for action</b>                     | <b>What we aim to do</b>  |
|---|---|
| <b>6.2 Education and Health Promotion</b>       | Further support and ensure partnership working with the Healthy Schools Scheme.   |
| <b>6.3 Healthy School Menu's Project</b>        | Facilitate the implementation of the Gwynedd Food and Nutrition Strategy for primary schools. The strategy is supported by a good practice package to facilitate implementation within primary schools. |
| <b>6.4 Sports and Physical Activity Service</b> | Support the activities undertaken by the Sports and Physical Activity Service ensuring a cohesive approach to improving the health and well-being of Gwynedd residents.                                 |
| <b>6.5 Corporate Health</b>                     | Encourage local organisations, both public and private sector, to achieve the Corporate Health Standard.  |

## 7. Re-designing Services

### 7.1 Community Services

The re-modelling of community services is one of the main priorities of the Health, Social Care & Well-Being Strategy

In the first instance the focus will be on the development of services for people with chronic conditions. A Chronic Conditions Management Local Action Plan is under development, and the Action Plan will be jointly implemented by Health, Social Care and Well-Being partners.

The aim of the Local Action Plan will be the development of services integrated around the needs of the individual. The Plan will also reflect the impact these changes have on our workforce, and the workforce development section of the plan will identify ways in which staff can build upon their skills and knowledge to support the delivery of changing models of care.

The Chronic Conditions Local Action Plan will ensure services which:

- Anticipate needs of individuals and carers
- Involve individuals and carers in decisions about care
- Be responsive to changing needs and circumstances
- Be flexible enough to support the needs of individuals to their own requirements
- Prevent unnecessary admissions and readmissions to hospital
- Support planned discharges

Ref: ***Designed to Improve Health and the Management of Chronic Conditions in Wales. Service Improvement Plan*** WAG January 2008

The remodelling of community health and care services has also been identified as one of two priority projects of Gwynedd Local Service Board (LSB) and the implementation of the Local Action Plan will be key to meeting the requirements of the Local Delivery Agreement between the Welsh Assembly Government and the LSB.

The Chronic Conditions Management Local Action Plan will focus on the pathways people follow through primary and secondary care, and long-term in their community, ensuring increasing integration with social care. It is suggested that community services be developed and managed across the existing district profiles of Arfon, Dwyfor and Meirionnydd with a clinical lead focusing on the development of health services in each of these areas, whilst ensuring co-ordination and greater integration with social care. Co-location may assist and facilitate better integration of health and social care services.

The development of shared facilities across localities will also enable services currently focused in acute healthcare settings to be delivered closer to home for many of Gwynedd's residents.

### **What we aim to do**

**To develop and strengthen Community Services, which, in the first place, will prioritise the re-modelling of services for patients with chronic conditions through the implementation of a Chronic Conditions Management Local Action Plan.**

## **7.2 Delivering high quality social services in Gwynedd**

The Wales Audit Office and the Care and Social Services Inspectorate in Wales carried out a Joint Review of social services in Gwynedd during the summer of 2007. The final report is not expected until the summer of 2008 but a detailed improvement plan is currently being prepared in response to the draft recommendations.

A joint review aims to answer 2 key questions:

- How good are the services?
- How well placed is the Council to sustain and improve services?

The draft improvement plan has identified five overarching key themes:

- Vision, Leadership and Culture
- Strategy, Commissioning & Service Development
- Practice
- Resources including staffing
- Performance Management

### **What we aim to do**

**In three years time, Gwynedd Council and the Gwynedd Social Services Department aim to deliver excellent services and to be strongly placed to sustain improvement.**

## **7.3 Residential Services for Older People**

Established in 2007, the Building For The Future – Residential Services for Older People in Gwynedd Project aims to develop residential choices for older people.

- Phase 1 work initially focuses on four areas namely Bala, Bangor, Ffestiniog and Porthmadog and is based on a local housing, health and

social care needs assessment. Extra Care Housing Units will be developed in the 4 areas together with extensions to two existing residential care homes and day care facilities as a response to the needs assessment. Two of the Council's existing residential care homes in Dolgellau and Caernarfon will become registered to offer residential care for people with dementia.

- The Extra Care Housing will facilitate the delivery of integrated health and social care across the four localities. Current discussions with partners include offering a base for other services such as intermediate care, respite care, palliative care and care for people with dementia. It will offer a 'hub and spoke' model and in conjunction with making the best use of telecare and telehealth will offer an integrated health and social care service to meet older people's needs both within the new developments and in the surrounding communities.
- Phase 2 will commence shortly and will identify the remaining areas of the county's future residential needs of older people, with the aim of meeting the needs and aspirations of the older people and their carers.
- Expected outcomes include:
  - Reduction / delays in admissions into residential and / or nursing care
  - Increase in the number of people remaining and being supported in their own homes
  - Enhancing independence and choice of older people by enabling them to develop the skills needed to live independently
  - Making the most efficient use of available resources
  - Increasing economies of scale and supporting a wide range of services and activities together under one roof.

### **What we aim to do**

**To develop residential choices for older people which promotes independence and enable older people to live full and independent lives where this is possible, and according to their wishes.**

### **7.4 Learning Disabilities**

Learning disability does not include all those with a learning difficulty, which is more broadly defined in education legislation. The presence of a low intelligence quotient, for example an IQ below 70, is not of itself, a sufficient reason for deciding whether an individual should be provided with additional health or social care support. An assessment of social functioning and communication skills should also be taken into account when determining need. Many people with learning disabilities also have physical and/or sensory impairments.

## **Why it is a priority**

The population with learning disability is growing, both locally and nationally. There are two main reasons for this:

- ❖ Increasing numbers of children with severe and complex needs surviving beyond the neonatal period
- ❖ Decreasing mortality rate in the older people range.

The rate of increase in the population with learning disabilities will present a challenge to services. A longitudinal study by Emerson and Hatton of one authority over the period 1982-2001 showed that the number of children, aged 5-14, with severe and complex needs had more than doubled during the period. Adult services in Gwynedd are beginning to experience an increasing number of young people with complex needs.

Between 1998 and 2006 there was an increase of 21.26% in the number of adults on the learning disability register in Wales. The number of learning disability clients is estimated to rise by 2% each year until 2020.

## **What we aim to do**

**In Gwynedd we will seek to ensure that all services are person centred enabling people to realise their full potential as citizens within their local communities.**

## **7.5 Dementia**

### **What is dementia?**

Mental health problems are common in older people and can severely affect the independence and quality of life of individuals and their families. The two major mental health conditions affecting older people are dementias and functional disorders such as depression and anxiety.

Dementia is a serious disabling condition mainly affecting older people causing them to lose their independence and require care by others. It is a clinical condition characterised by the widespread and progressive loss of mental function including memory, language and other skills. The most common cause is Alzheimer's Disease which accounts for approximately 60% of all people with dementia. Dementia affects an estimated:

- 1 in 1,000 people aged between 40 and 65
- 1 in 50 people aged between 65 and 70
- 1 in 20 people aged between 70 and 80,
- 1 in 5 people aged over 80.

### **Why it is a priority**

The number of people with dementia in Gwynedd is expected to increase considerably as the proportion of older people in the population rises. On the basis of these prevalence rates and 2001 census data, the estimated number of people with a dementia in Gwynedd is 1,843. Population projections suggest that in ten years time (2016), this figure will increase by 18% to 2,166 i.e. an additional 323 people, predominately aged over 80 years.

Dementia care depends heavily on unpaid informal care by family and friends **but** there is an increasing demand in Gwynedd for residential and nursing care for people with dementia.

### **What we aim to do**

**To develop an innovative high quality service for those people suffering from dementia and for their families and carers.**

### **7.6 Mental Health**

A recent NHS document '*Time and Trouble*' estimates that up to one third (1/3) of all GP consultations and 1 in 10 of the population at any one time will be experiencing a mental health problem. This equates to approximately 17,000 people in Gwynedd. The World Health Organisation has estimated that one person in four will be affected by a mental disorder at some stage of life.

As well as the suffering caused by a mental health problem, mental ill health can have a negative impact on employability, housing and household income, potentially leading to severe economic deprivation and social exclusion. People with or recovering from mental illness, find it extremely difficult to find employment. There is also a recognition that people experiencing mental illness have the same rights and needs as the rest of society.

The agenda for mental health has moved from an institutional to a community focused model of care and mental health services in Gwynedd are constructed around Community Health Teams. These teams are multi-disciplinary and multi-agency in nature and endeavour to provide a comprehensive, individual and flexible service for people who suffer from mental health problems. The Teams focus on providing services to those who have severe mental illness and they provide a broad range of activities, including both one-to-one and group work. They also manage the primary care counsellors.

## **Why it is a priority**

A measure of population perception of mental health is collected in the Welsh Health Survey in which respondents are asked to rate their mental health and the impact it has on their daily lives. A higher score indicates better health and Gwynedd respondents had the highest score in Wales. The Welsh health Survey also asks respondents whether they were currently being treated for certain mental illness. Gwynedd here had the lowest number of people reporting treatment.

But one priority recognised within the Needs Assessment process is the lack of data collected or available to reflect the changes in care services which have been made or which can be used to support any future changes of benefits. Improving the collective knowledge and understanding of the picture in Gwynedd is of crucial importance and it is proposed that the HSCWB Partnership prioritise this for development.

## **What we aim to do**

**Establish detailed baseline information on the demand for services and the capacity of existing services and to reconfigure specialist health and social services to better meet demands**

### **7.7 Carers**

#### **Who is a carer?**

A Carer should not be confused with a paid care worker or a volunteer attached to a voluntary organisation. A Carer is a person who provides regular and substantial amounts of support care to a relative or friend because of age, physical or learning disability or illness, including mental health.

The recently launched ***Gwynedd Carers Strategy*** defines 4 main types of carer:

A **Carer** is defined as someone who looks after a spouse, partner, parent, child, sibling, other relative or friend who is ill or disabled and would not be able to live in the community without their carer's **substantial** help on a **regular** basis.

A **Parent Carer** is a parent or guardian who has additional duties and responsibilities towards his/her child because his/her child has an illness or disability. Parent Carers will often see themselves as parents rather than Carers, but they may require additional services in order to meet or continue to meet the needs of their child.

A **Young Carer** is a child or young person under the age of eighteen who looks after a family member who has an illness or disability. The role and responsibilities undertaken by the child is greater than usually expected, given the child's age, and is therefore likely to impair the child's health, or their personal, social, educational and development opportunities. Young Carers are likely to be children in need.

A **Former Carer** is a person whose caring responsibilities have come to an end.

### **Why it is a priority**

In 2001, 9.6% of the Gwynedd population – just under 1 in 10 reported that they were providing unpaid care. This means that there were as many as 11,216 Carers providing care to some level in Gwynedd. However more recent estimates increase this number to over 14,000 individuals who provide unpaid care (Carers UK 2006). Carers need support in their caring role. Maintaining their health and well-being and giving them access to support such as respite care is critical to the continuity and sustainability of care.

The ***Gwynedd Carers Strategy*** aims to increase the support options available to Carers and establish some elements of choice into their decision to care. The Strategy is not merely a reflection of the commitment and aspirations of Gwynedd Council. It includes statutory and voluntary agencies that provide services to ill and/or disabled children and adults and their carers. The Partnership is fortunate to work closely with many voluntary agencies who deliver carer services.

### **What we aim to do**

**Increase the support options available to Carers and establish elements of choice into their decision to care**

Re-designing service provision within the resources available, to better meet the needs of the population

| <b>Key areas for action</b>                                   | <b>What we aim to do</b>  |
|---|---|
| <b>7.1 Community Services</b>                                 | To develop and strengthen Community Services, which, in the first place, will prioritise the re-modelling of services for patients with chronic conditions through the implementation of a Chronic Conditions Management Local Action Plan. |
| <b>7.2 Delivering high quality social services in Gwynedd</b> | In three years time, Gwynedd Social Services aims to deliver excellent services and to be strongly placed to sustain improvement.   |
| <b>7.3 Residential Services for Older People</b>              | To develop residential choices for older people which promotes independence and enable older people to live full and independent lives where this is possible, and according to their wishes.   |
| <b>7.4 Learning Disabilities</b>                              | In Gwynedd we will seek to ensure that all services are person centred enabling people to realise their full potential as citizens within their local communities.  |
| <b>7.5 Dementia</b>   | To develop an innovative high quality service for those people suffering from dementia and for their families and carers.   |
| <b>7.6 Mental Health</b>                                      | Establish detailed baseline information on the demand for services and the capacity of existing services and to reconfigure specialist health and social services to better meet demands  |
| <b>7.7 Carers</b>   | Increase the support options available to Carers and establish elements of choice into their decision to care   |

## 8. Making it happen!

The aim of this Strategy must ultimately be to deliver positive changes to the current health, social care and well-being of the people of Gwynedd. But, one of the concerns raised during the consultation process was the financial constraints currently being felt by statutory and non-statutory agencies in health and social care. Indeed, the present financial climate emphasises the need for joint working in planning and commissioning services when possible in order to deliver better value and higher standards of care for the citizen. Measuring change is not always easy and this is especially true when considering the success of multi agency prevention measures.

### 8.1 Financial Plan

In order to achieve the aims and priorities of this Strategy a financial plan is required to support the necessary service changes. However it is recognised that funds will, in the main, have to come from existing local sources and that there will be no significant increase to allocated budgets from the Welsh Assembly Government.

The HSCWB Partnership will therefore need to work towards consolidating organisational financial plans that impact upon the priority areas of this Strategy. Such an approach will require greater collaboration between the financial disciplines of the Partnership organisations.

A significant challenge for the Partnership will be its ability to agree high level key principles that can provide a basis within which the individual organisations can accommodate their own risks and opportunities, whilst supporting this joint Strategy.

It will also be essential that financial plans and detail are communicated in a way that leads to more informed decision making, by presenting financial information in ways which better support the redirection of resources, (e.g. mapping expenditure for services to a series of different localities in Gwynedd).

The Partnership will therefore be consolidating organisational financial plans in addressing the following aims:

- To better align the inequalities in spend on services across Gwynedd
- To develop pooled budgets between the NHS and Council departments, where there are service and/or financial benefits ('Section 33' agreements)

- To identify services to be de-commissioned which do not meet the needs of the population or demonstrate an efficient use of resources in order to release funds to invest in service modernisation for our priority areas.

### **What we aim to do**

**Develop greater collaboration between the financial disciplines of the Partnership organisations and explore the opportunities for consolidating financial plans, to support service and/or financial benefits.**

### **8.2 Promoting Equality**

Under the Race Relations (Amendment) Act 2000 and the Disability Discrimination Act (2005), both the Gwynedd Local Health Board and Gwynedd Council have a statutory duty to eliminate unlawful discrimination and to promote equality.

As part of the consultation process, the Black Environment Network (BEN) was commissioned by the Health, Social Care and Well-being Partnership Board to reach out to three ethnic minority communities to gain insight into their response to the draft HSCWB strategy. This initiative was welcomed by those who took part in the consultation and the Report by BEN *Consultation Report for Health, Social Care and Well-being Partnership Board* highlights the aspects of health and social care services to ethnic minorities which need attention.

The North Wales Advice and Advocacy Association was also commissioned to consult with a number of service user groups. They held three consultation events with three service user groups. One consultation was held for older people at a day centre, another in a leisure centre where individuals with physical disabilities and sensory impairments were invited to attend and the last took place in Antur Waunfawr where service users with learning disabilities took part. The Report states that the response to the Strategy was generally positive with questions and concerns being raised about implementation and monitoring rather than the principles.

An equality impact assessment is currently being undertaken on this strategy. This includes assessing the role of the Strategy in relation to eliminating discrimination on the grounds of race, gender, disability, sexual orientation, age, religion and language and promoting equality of opportunity and good relations between different groups.

As a result of the impact equality process, the services provided should be improved and meet the needs of those using them. The assessment process can also be used to identify actual and potential inequalities.

### **What we aim to do**

**Promote the use of Equality Impact Assessment in Gwynedd as a means of considering the effects of health and care strategies, policies and services on different communities, individuals or groups and reducing inequalities.**

### **8.3 Health Impact Assessment Tool**

As part of the implementation of the previous Health, Social Care and Well-Being Strategy, a **local health impact assessment tool** was developed to assess the possible impact on the health and well-being of our population, of all strategies, policies, plans, projects, service changes or developments, across public sector services. The use of this tool has raised awareness of the social factors influencing health and health inequalities, and will be further promoted over the next 3 years.

### **What we aim to do**

**Further the use of the health impact assessment tool as a means of identifying and measuring the impact of social and economic influences on health**

### **8.4 Mainstreaming health**

Health as a theme is also being mainstreamed into the Gwynedd Council agenda using the **Route to Health** Improvement Framework and the Council through its community leadership role is driving the vision for health improvement via a number of key strategies, initiatives and services

### **What we aim to do?**

**Raise awareness of health issues amongst all heads of services within the Council and officers in other organisations.**

## **8.5 Workforce Planning**

Any strategy must be implemented and delivered by a range of multi skilled workers if it is to impact positively on services. Another key concern raised during the consultation process was the availability and future sustainability of a highly trained workforce to deliver the highest level of care expected by the people of Gwynedd.

One result of an ageing population is the greater number of older people in the workforce. A significant number of those might also be offering informal care. The ageing population will also lead to significant pressure on local health and other care services.

In order to address these issues, work must be undertaken to better understand the future care workforce needs of Gwynedd. This can be done in a number of ways such as identifying the present workforce and their future needs, recognising gaps in service provision, developing recruitment and training opportunities. Care workforce planning is crucial to the successful implementation of this strategy.

### **What we aim to do**

**Develop workforce strategies which will continue to improve care services in Gwynedd and address pressures as a result of demographic changes.**

## **8.6 Commissioning Services**

Services must be commissioned to meet the needs of the population and they also need to be affordable, to an agreed quality and promote equality. Commissioning, although challenging, is the key to the future delivery of affordable and effective health and social care services.

There is also a growing recognition of the benefits of ensuring 'seamless' or 'joined-up' access to services, irrespective of which organisation is providing the care. Work has already started in Gwynedd to promote this joint approach, such as the development of a Joint Commissioning Strategy for Older People. Joint working can also be promoted and supported by using "Increased Flexibilities" arrangements under Section 33 (National Health Service Wales) Act 2006.

This procedure formalizes the better integration of services and delivers better value for money.

### **What we aim to do**

**Commission affordable and high quality services which best meet the needs of the population, recognising the benefits of joint commissioning across public bodies.**

### **8.7 Measuring success**

The Gwynedd Health, Social Care and Well-being Partnership Board are committed to supporting and monitoring the implementation of this Strategy. The development of a detailed Action Plan for all the key prioritised areas for will facilitate this process. But, the Partnership must be able to recognise and demonstrate areas of success as well as those which require further work and effort. Performance needs to be measured and impact evaluated. To achieve this aim, the high level indicators identified for the first Strategy will be further developed to give clear outcome measures to highlight progress in improving the health and care of the people of Gwynedd. An annual report outlining progress and key achievements will be produced and distributed.

### **What we aim to do**

**Develop a performance management framework and a set of high level indicators to highlight progress in achieving the Partnership's vision linked to Annual Action Plans**

### **8.8 Communication**

Effective communication will be vital if this Strategy is to be implemented successfully. Many of those who took part in the consultation process on the draft strategy, responding either independently or on behalf of health and social care organisations in Gwynedd, expressed a wish to be informed and involved in future developments.

An important new tool in the communication of key health and care messages to individuals and communities will be the launch of the new Health Challenge Gwynedd website in the Spring. The website will provide local information on the key Health Challenge Gwynedd themes and links to relevant resources. This new initiative will compliment the Partnership Newsletter published twice a year in the Gwynedd Newsletter which highlights new initiatives and important messages.

If the Partnership is to achieve its vision of “a level of health and well-being for the people of Gwynedd which is comparable to the best in Europe”, support must be given to people to improve their lifestyles, to empower them to take increasing personal responsibility for and make informed decision about their own health and well-being. Communication is an important tool in this drive and organisations and strategic partnerships must work together to achieve this ambitious vision.

### **What we aim to do**

**Improve the use of communication methods as a tool in delivering the vision of this strategy.**

## Making it happen!

| <b>Key areas for action</b>              | <b>What we aim to do</b>  |
|--|---|
| <b>8.1 Financial Strategy</b>            | Develop greater collaboration between the financial disciplines of the Partnership organisations and explore the opportunities for consolidating financial plans, to support service and/or financial benefits.               |
| <b>8.2 Promoting Equality</b>            | Promote the use of Equality Impact Assessment in Gwynedd as a means of considering the effects of health and care strategies, policies and services on different communities, individuals or groups and reducing inequalities |
| <b>8.3 Health Impact Assessment Tool</b> | Further the use of the health impact assessment tool as a means of identifying and measuring the impact of social and economic influences on health   |
| <b>8.4 Mainstreaming Health</b>          | Raise awareness of health issues amongst all heads of services within the Council.  |
| <b>8.5 Workforce Planning</b>            | Develop workforce strategies which will continue to improve care services in Gwynedd and address pressures as a result of demographic changes.  |
| <b>8.6 Commissioning Services</b>        | Commission affordable and high quality services which best meet the needs of the population, recognising the benefits of joint commissioning across public bodies.  |
| <b>8.7 Measuring success</b>             | Develop a performance management framework and a set of high level indicators to highlight progress in achieving the Partnership's vision linked to Annual Action Plans   |
| <b>8.8 Communication</b>                 | Improve the use of communication methods as a tool in delivering the vision of this strategy.   |

## Glossary of Terms

**Commissioning** - the review, planning and purchasing of health and social services

**Determinants of Health** – These are the factors which have been found to have the most significant influence – for better or worse on health. These factors may not directly cause illness, disability or death, but represent the risk of future disease. These include individual risks (e.g. genetic inheritance and lifestyle behaviour such as smoking) social determinants (e.g. income, education, employment, housing, healthy environments), and service related factors (e.g. access to effective health services)

**Health Impact Assessment Tool** – A combination of procedures, methods and tools by which a policy, programme or project may be judged as to its potential effects on the health of a population, and the distribution of those effects within the population

**Health Inequalities** – The outcome of socio-economic inequalities in living standards and life chances and in the risk factors and exposures with which they are associated. In general, poorer health is associated with populations or groups who in terms of their socio-economic status, gender, race, or ethnicity are less well off than the average in that they have lower income, lower educational attainment etc. It is increasingly recognised that it is the distribution of the wider determinants of health that determine health inequality.

**Incidence rate** - Rate of new cases diagnosed and registered per year

**Integrated Care Pathway** – (ICP) is a multidisciplinary outline of anticipated care, placed in an appropriate timeframe, to help a patient with a specific condition or set of symptoms move progressively through a clinical experience to positive outcomes.

**Health Needs Assessment** - the process by which information is used to judge the health of a population and determine what services are necessary to meet that need.

**Local Authority [LA]** - There are 22 Local Authorities in Wales, which were established in 1996. Local Authorities are responsible for delivering a wide range of services and functions.

**Local Health Improvement Alliance** - Local Health Improvement Alliances bring together all those who have a part to play in influencing the health of communities in Wales. By convening a partnership of local interests, Local Health Improvement Alliances ensure that all factors that have an impact upon

health and inequalities in health are considered together and not as separate policies. Local Health Improvement Alliances provide a focus for addressing broader social, economic and environmental determinants of health, and aim to lead and co-ordinate strategic developments/activities to promote better health, thus preventing people from becoming patients.

**Local Health Board [LHB]** – Local Health Boards became operational in April 2003, and correspond to the 22 Unitary Authority areas in Wales. Local Health Boards are NHS organisations with responsibilities for commissioning, securing and delivering healthcare.

**Local Service Board** - Partnerships comprised of the main public sector organisations working within a local authority area, with a specific remit to work beyond and across traditional boundaries to achieve efficient, value for money, citizen centred services.

**Mortality** - the number of deaths in a population

**National Service Framework [NSF]** - a range of documents (frameworks) have been issued which set out national standards and define service models for a defined service or care groups. Examples include Cancer, Diabetes and Mental Health

**Over-weight** – Body mass index of 25 or more (males), 24 or more (females)

**Primary Care Services** - the part of the NHS where GP'S, community nurses, dentists, opticians and other healthcare professionals work to provide a first point of contact for patients, e.g., at GP practices, health centres

**Secondary Care Services** – services for or in connection with the prevention, diagnosis or treatment of illness which are mainly provided at or from a district hospital

**Stakeholder** - any individual or organisation with an interest in health, health policies and decision-making.

**WAG** – Welsh Assembly Government

**Links to Welsh Assembly Government Strategies & Guidance:**

Designed for Life (2005) - Creating a World Class Health for Wales in the 21<sup>st</sup> Century. (Welsh Assembly Government, NHS Wales, 2005).

Available on:

<http://www.wales.nhs.uk/sites3/page.cfm?orgid=452&pid=11608>

Fulfilled Lives, Supportive Communities (2007) Welsh Assembly Government

Available on:

<http://www.allwalesunit.gov.uk/index.cfm?articleid=2535>

Making the Connections: Delivering Beyond Boundaries (Welsh Assembly Government, 2006)

Available on:

<http://wales.gov.uk/about/strategy/makingtheconnections/bee-chamreview/bee-chamrep?lang=en>

The Community Services Framework (2007)

Available on:

[http://wales.gov.uk/topics/health/publications/health\\_social\\_care\\_strategies/communityservicesframework?lang=en](http://wales.gov.uk/topics/health/publications/health_social_care_strategies/communityservicesframework?lang=en)

Health, Social Care and Well-Being Strategies (Wales) (amendment) Regulations (2007)

Available on:

<http://www.opsi.gov.uk/legislation/wales/wsi2007/20071042e.htm>

Welsh Health Circular WHC (2007) 023 NHS Commissioning Guidance

Available on:

[http://assembly/health/Key-Publications/key\\_e.htm](http://assembly/health/Key-Publications/key_e.htm)

**Other Guidance:**

Route to Health Improvement - An Organisational Development Package to Build Capacity for Local Authorities– Welsh Local Government Association.

Available on:

<http://www.wlga.gov.uk/content.php?pid=673;iid=1>

National Service Frameworks for Wales (2004) – to include Coronary Heart Disease, Diabetes, Older People, Renal, Mental Health and Children; Welsh Assembly Government.

All editions available on:

<http://www.wales.nhs.uk/sites3/home.cfm?OrgID=334>

**Links to Local Documents, Strategies and Partnerships:**

Gwynedd Health Needs Assessment (2007) Health Social Care & Well-being

Partnership  
Available on:  
[www.gwyneddlhb.wales.nhs.uk](http://www.gwyneddlhb.wales.nhs.uk)

Children & Young People's Strategic Partnership

Contact:  
Strategic Coordinator, Gwynedd Council; [cypplan@gwynedd.gov.uk](mailto:cypplan@gwynedd.gov.uk)

Community Services Plan – Gwynedd Local Health Board

Contact:  
[Gwynedd.LHB@GwyneddLHB.wales.nhs.uk](mailto:Gwynedd.LHB@GwyneddLHB.wales.nhs.uk)

Community Strategy – Gwynedd Together

Available on:  
<http://www.gwyneddarycyd.org.uk/>

Community Safety Partnership & its plans

Available on:  
[http://www.gwyneddarycyd.org.uk/prwggwyneddarycyd/gcyd\\_dogfen.asp?cat=5090&doc=18159](http://www.gwyneddarycyd.org.uk/prwggwyneddarycyd/gcyd_dogfen.asp?cat=5090&doc=18159)

Gwynedd Health Social Care & Well-Being Strategy 2005-2008.

Available on:  
[http://www.gwynedd.gov.uk/gwy\\_doc.asp?cat=5061&doc=17861](http://www.gwynedd.gov.uk/gwy_doc.asp?cat=5061&doc=17861)

Gwynedd Health Social Care & Well-being Strategy 2008-2009 Operational Plan.

Available on:  
<http://www.wales.nhs.uk/sites3/Documents/273/Gwynedd%20Health%2C%20Social%20Care%20%26%20Well%20Being%20Strategy%20Operational%20Plan%202007%2D2008.pdf>

Gwynedd Older People Joint Commissioning Strategy

Contact:  
Joint Care Planning Manager, Care Directorate, Gwynedd Council

Intermediate Care Strategy (Draft 2007)

Contact:  
Deputy Director of Nursing, Gwynedd Local Health Board

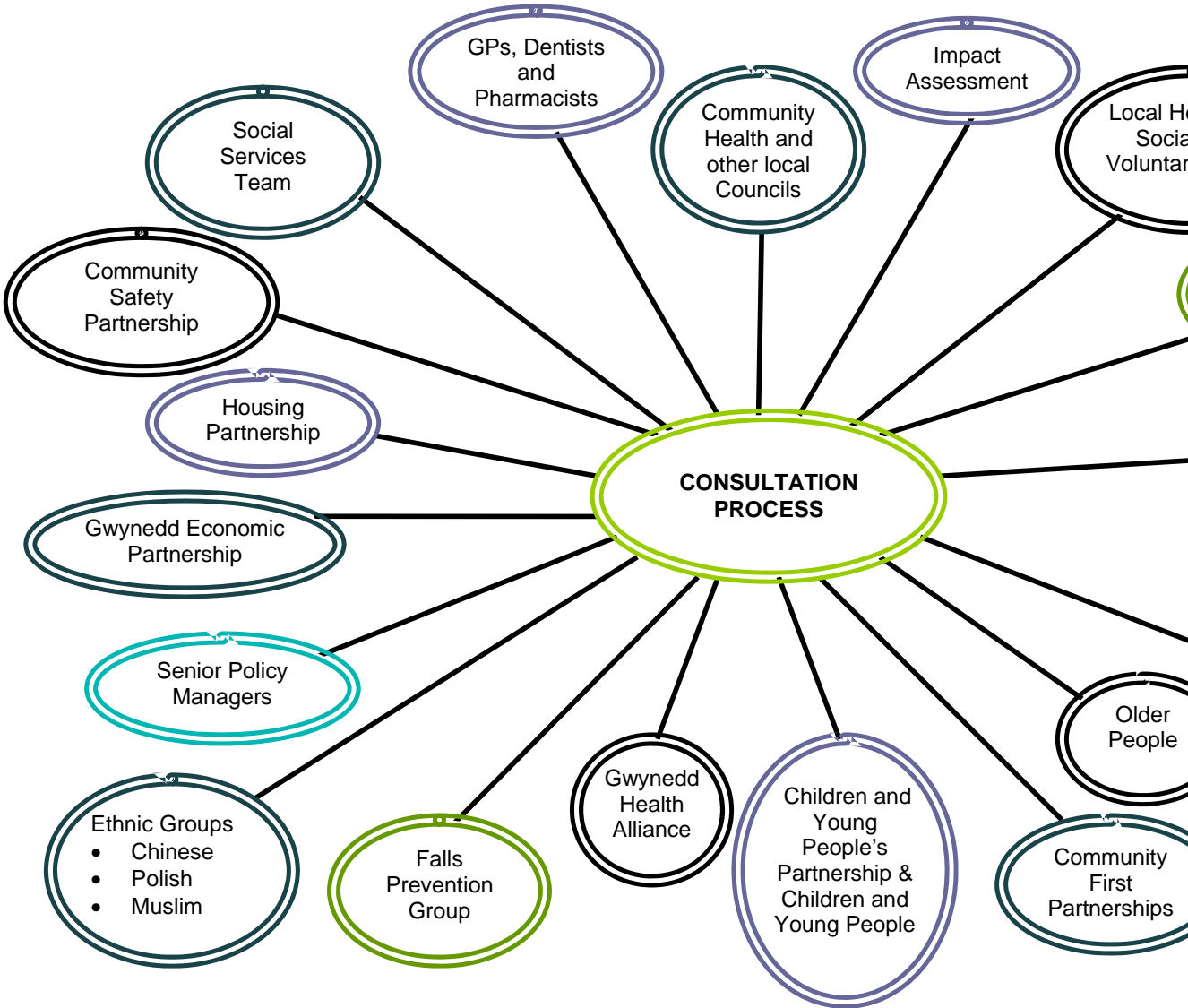
### Appendix 3

#### Representatives on the Gwynedd Health Social Care and Well-being Partnership Board

| <b>Name</b>                     | <b>Representing</b>   |
|---------------------------------|---|
| Craig Barton                    | Executive Director of Operations and Service Improvement NWW NHS Trust                          |
| Patricia Billingham             | Chief Officer Meirionnydd Community Health Council  |
| Sandra Cairney                  | Associate Director of Public Health – Gwynedd & Mon   |
| Gwen Carrington                 | Head of Social Services Gwynedd Council   |
| Councillor Richard Parry Hughes | Leader of Gwynedd Council   |
| Clare Jones                     | Director of Development and Performance Management, Local Health Board                          |
| Councillor John Wyn Jones       | Gwynedd Council   |
| Barry Latham                    | Chief Executive NWNRHA (North Wales Nursing and Residential Homes Association)                  |
| Dafydd P Lewis                  | Strategic Director, Care Directorate, Gwynedd Council   |
| Lyndon Miles                    | Chair of HSCWB Partnership Board and Chair of Gwynedd Local Health Board                        |
| Councillor Godfrey D Northam    | Gwynedd Council   |
| Dafydd Owen                     | Joint Care Planning Manager, Gwynedd Council  |
| Glanville Owen                  | Chief Officer North Of Gwynedd Community Health Council   |
| Grace Lewis Parry               | Chief Executive Gwynedd Local Health Board  |
| Janet Roberts                   | Health, Social Care and Well-being Lead Officer, Gwynedd Council and Gwynedd Local Health Board |
| Alwyn Rowlands                  | Area Manager for NWW Alzheimer's Society  |
| Harry Thomas                    | Chief Executive Gwynedd Council   |

## **Representatives of Health Social Care and Well-being Planning and Commissioning Group**

| <b>Name</b>       | <b>Representing</b>   |
|-------------------|---|
| Gwen Carrington   | Head of Social Services, Gwynedd Council  |
| Jo Charles        | Re-modelling Community Health and Social Care Services Project Director                         |
| Sandra Cairney    | Associate Director of Public Health – Gwynedd & Mon   |
| Martin Davidson   | Assistant Director, Vulnerable Groups, Gwynedd Local Health Board                               |
| Nia Elis-Williams | Care Directorate policy and Performance, Senior Manager, Gwynedd Council                        |
| Darren Griffiths  | Children and Young People's Strategic Co-ordinator  |
| Ann Lloyd Jones   | Senior Manager Adult Services, Gwynedd Social Services  |
| Clare Jones       | Director of Development and Performance Management, Local Health Board                          |
| Sioned Larsen     | HSCWB Voluntary Sector Co-ordinator   |
| Rob Lewis         | District General Manager Community Services, NWW NHS Trust                                      |
| Dafydd Owen       | Joint Care Planning Manager, Gwynedd Council  |
| Llinos Ann Owen   | Health and Well-being Facilitator   |
| Glynne Roberts    | District General Manager Women and Families Directorate   |
| Janet Roberts     | Health, Social Care and Well-being Lead Officer, Gwynedd Council and Gwynedd Local Health Board |
| Sharon Warnes     | Chair of Health Challenge Gwynedd   |
| Medwyn Williams   | District General Manager Mental Health/ Learning Disability Directorate                         |



Copies of this document and / or summary will be available in Braille, on audio tape, on disk or video (Sign Language) if required,

please contact:

Care Directorate, Gwynedd Council, Council Offices,  
Caernarfon, Gwynedd. LL55 1SH.  
Telephone Number : 01286 679873

Or

Gwynedd Local Health Board, Eryldon, Campbell Road,  
Caernarfon, Gwynedd. LL55 1HU.  
Telephone Number : 01286 672451

It is also possible to view a copy on Gwynedd Council and Gwynedd Local Health Board's websites.

[www.gwynedd.gov.uk](http://www.gwynedd.gov.uk)  
[www.gwyneddhealth.org](http://www.gwyneddhealth.org)  
[www.iechydgwynedd.org](http://www.iechydgwynedd.org)

**Please contact:**

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