



Dudley Health & Wellbeing

Longer, safer, healthier lives for all



Strategy 2017-22

Dudley Health & Wellbeing Board

FOREWARD

A commitment from Dudley's Health and Wellbeing Board

Our health and wellbeing strategy is about how we (individuals, families, communities, organisations and local politicians) can make Dudley a place where people live:



'longer, safer, healthier lives'

Improving people's wellbeing is a really important part of achieving this vision and is about:

- **Us as individuals and our connections with families, friends and community**
- **The way we look after ourselves and others**
- **How we will make Dudley a great place to live**



As a borough we face a number of challenges:

- **Only the wealthiest in the borough can expect to get to 70 years old in good health. Some people in the borough can only expect to reach 55 years before having health problems**
- **People's expectation and demand for services is growing, but the money we have to spend is reducing - so we need to do more with less money**

We know that if we all work together to improve people's health and wellbeing and the quality of the services we offer, there will be more money to go round and we will be able to achieve more.

So...

we need to do things differently



We have identified 4 principles that will inform the way we all work together, what we do and how we report our progress on improving health and wellbeing:

- **A new relationship with communities**

We believe the relationship between organisations and communities needs to change. As organisations we need to focus our limited staff time and money on the things that only we can offer, and support our communities to use their valuable skills and time to do more for themselves and each other. We need to work together to create stronger communities that can cope with and recover from problems well.

- **A shift to prevention** - this offers everyone an opportunity to take an active role in looking after themselves. As organisations we need to make sure it is easier for people to make healthy choices

- **A stronger focus on joining up health and care services** - moving more services from hospitals to community settings, only having to tell your story once, and making it easy to find out what support is there to help you and how to access it

- **A stronger focus on what the strategy has achieved** - are we doing the right things, how people's lives have changed for the better.

There are now 3 Alliances in place to make sure that everyone adopts this new way of working:

- **The Children & Young People's Alliance**
- **The Adult's Alliance**
- **The Safe and Sound Partnership**

Information about people's lives in Dudley tells us that focusing our resources and energy on 3 goals will have the biggest impact on people's health and wellbeing:

- 1. Promoting healthy weight**
- 2. Reducing the impact of poverty**
- 3. Reducing loneliness and isolation**

We all have a role to play in helping to achieve these goals – individuals, families, communities, organisations and local politicians. We are inviting everyone to play an active part in making Dudley borough a place where everyone can live longer, safer and healthier lives This plan sets out:

- **what we will do as organisations**
- **what individuals and communities can do for themselves and each other and**
- **what we can do together**

Councillor Peter Miller

Chair of Health and Wellbeing Board



The challenges

Our vision is for everyone in Dudley to live longer safer and healthier lives.

However in some parts of the borough, people are living shorter lives and more of their lives in poor health. One reason for this is that they live in more disadvantaged circumstances which has a harmful impact on their health. For example they are likely to have less access to good quality housing, a good education, a well paid job and local facilities and live in neighbourhoods with busier roads, that feel less safe, have higher crime levels and have poorer air quality.

People living in these areas can expect to live to 55 in good health, while in other parts of the borough people can expect to live to 71 in good health. This gap is bigger for men than women.



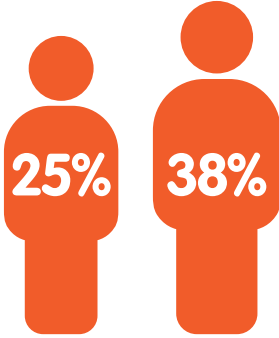
How strong people, families and communities are has a positive impact on health. This is because it can offset the harmful effects of disadvantage. This is known as resilience:



We think we can have the biggest impact on reducing the effects of disadvantage and increasing the strength of our communities by focusing our energies on our 3 goals:

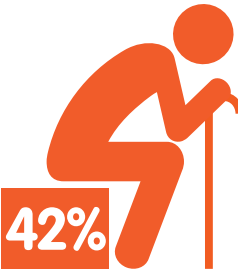
1. Promoting healthy eating
2. Reducing the impact of poverty
3. Reducing loneliness and isolation

These pictures show the reasons why we have chosen our 3 goals:



From ages 5 and 11, **overweight** and **obesity** increases in Dudley. More adults are overweight and obese in Dudley relative to England, and levels are higher in our more disadvantaged areas.

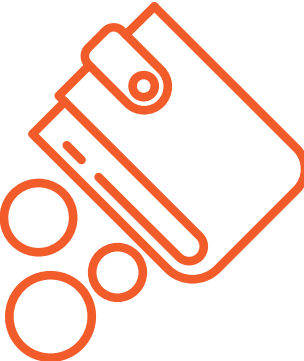
We know that if we establish healthy habits early in life our children and young people are more likely to be a healthy weight as adults. (2016)



of older people in Dudley say they feel **lonely** often or some of the time **compared to 34% in England overall.** (2013)

Feeling lonely and isolated is one of the main reasons people access health and social care services. We need to tackle this to improve people's wellbeing and reduce demand on services.

23% of young people aged under 20 live in **poverty** in Dudley **compared to 20% in England.** (2013)



We know that living in poverty is a key driver of poor health and wellbeing and impacts on the healthy life gap between areas in the borough.

Dudley has **higher unemployment** than England and people stay unemployed for longer. Dudley is also less economically productive.




people in Dudley (16-64) claim long term job seekers allowance **compared to 4/1000 in England overall.**

We know that rewarding work is good for people's health and wellbeing, keeps them connected with others and out of poverty. It underpins our 3 goals. (2016)

1 in 10 children aged 9 - 11 and **4 in 10** young people at college never or rarely feel good about themselves.



We know that emotional wellbeing underpins people's chances of doing well at school, getting a rewarding job, making healthy choices and making friends. It impacts on our 3 goals.



of pupils eligible for free school meals get 5 or more A*-C GCSE **compared to 54% of pupils not eligible for free school meals.** This gap in educational attainment is seen from age 5 through to GCSE.

We know that if people do well at school they're more likely to get a rewarding job, be healthy, have enough money and feel connected. It underpins all 3 of our goals. (2013)

Great things about Dudley

Despite these challenges, Dudley has many strengths. Here are some things that people in Dudley tell us they love about where they live, together with some facts about developments in Dudley. These are the building blocks for our work together.

Dudley has many out-door places where people can be active outside and connect with other people - parks, nature reserves, the canals, the woods, allotments, outdoor gyms and hills. They are great for walking the dog, cycling, spending time with family, and watching wildlife!

Fabulous friendly people, everyone knows each other, people are friendly which helps people to socialise and make friends and also to feel safe, neighbours are helpful, kind and caring, people care about each other and where they live.

Compared to England, Dudley has much lower rates of violent crime and police statistics show that Dudley is the safest borough in the West Midlands.

Activities / clubs for children and young people – e.g. Brownies, children’s centres, activities/ play equipment in the parks, holiday activities, dance schools, provide fun times and memories.

Strong and enduring partnerships. Organisations and communities are working together to set up a new way of providing health, wellbeing and care services called an MCP - multi specialty community provider.

Dudley has a thriving voluntary and community sector, with many volunteers and community groups

The government is passing powers to the west midlands area which could support us to build new homes, create more jobs and improve public transport with a metro.

The area – quiet, near to the city and the countryside, all of the amenities you will wish for, good schools, good transport links and reasonable house prices.

Everyone has a role to play

WHAT WE WILL DO AS ORGANISATIONS

HEALTHY WEIGHT

- Inspire education settings to develop projects that make healthy choices easier for children and young people
- Work with communities to encourage people to make healthy choices
- Change the environment to make it easier for people to eat healthier and be active
- Sponsor a high profile community led campaign to encourage healthy lifestyle choices

HEALTHY WEIGHT

- Create and share local opportunities to get involved
- Connect people together to build confidence
- Develop community projects around growing, cooking, being active

HEALTHY WEIGHT

- Develop and lead your own projects around growing food, cooking, being active
- Set up community gardens to grow fruit and vegetables
- Get together to share your knowledge, skills and ideas around cooking and eating
- Get involved as a health champion or volunteer
- Walk to school and walk more often

REDUCING LONELINESS & ISOLATION

- Expand the role of volunteering
- Develop and implement tools to identify lonely people and refer to support in the community
- Create opportunities for people to connect

REDUCING LONELINESS & ISOLATION

- Make loneliness and isolation everyone's business
- People of all ages doing things together
- Support each other to build confidence and resilience to participate
- Inspire people to get involved

REDUCING LONELINESS & ISOLATION

- Volunteer
- Keep in touch and offer support to family, friends, neighbours and your community
- Share knowledge, information, skills, resources and time to chat

REDUCING THE IMPACT OF POVERTY

- Stimulate the economy, create good quality jobs and employ local people
- Prepare young people to be work ready
- Ensure that people have access to affordable quality housing
- Provide credit advice services for all ages and eradicate financial abuse

REDUCING THE IMPACT OF POVERTY

- Business / social enterprises support by "Pay it Forward" initiatives
- Find out more about managing money
- Promote and support food kitchens and donation points
- Take action against loan sharks and rogue traders

REDUCING THE IMPACT OF POVERTY

- Take opportunities to develop your skills
- Avoid loan sharks
- Organise community meals and food growing
- Swap and share projects
- Communities working together to make money go further eg. Bulk buying, cooking together

WHAT WE CAN DO TOGETHER

WHAT YOU CAN DO

Outcomes

Over time we hope that people's health and wellbeing will improve as a result of us working differently. To check this we will measure a range of factors some of which are listed below.

Promoting healthy weight



- fewer people overweight and obese
- more people more active more often
- more mothers choosing to breast feed their babies
- access to affordable healthy food outside the home

Reducing loneliness and isolation



- fewer people feeling lonely or socially isolated
- more volunteers and health champions supported to work within their communities
- communities where everyone has someone to talk to
- more free spaces where people can meet

Reducing the impact of poverty



- fewer children living in low income households
- more people in rewarding jobs
- more people affording to heat their home
- more quality housing available

These are some of the ways you could help us do this

- Join in with the people's network, or attend your local community forum to share your views or have a say
- Tell us your stories – what's it like for you living in Dudley
- Twitter #LWYL
- If you're a young person in Dudley you can have your say through izeone - <http://izeone.org.uk>
- Find details of these all on the health and wellbeing board website: www.dudleyhealthandwellbeing.org.uk



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