

	<b>Brent Health and Wellbeing Board</b> 23 July 2024
	<b>Report from the Director of Public Health</b>
	<b>Lead Cabinet Member for Community Health and Wellbeing</b>
<b>Joint Health and Wellbeing Strategy: Refresh to Tackle Health Inequalities</b>	

<b>Wards Affected:</b>	All
<b>Key or Non-Key Decision:</b>	Non-Key Decision
<b>Open or Part/Fully Exempt:</b> <small>(If exempt, please highlight relevant paragraph of Part 1, Schedule 12A of 1972 Local Government Act)</small>	Open
<b>List of Appendices:</b>	One: Joint Health and Wellbeing Strategy Refresh
<b>Background Papers:</b>	None
<b>Contact Officer(s):</b>	Dr Melanie Smith Director of Public Health <a href="mailto:Melanie.Smith@brent.gov.uk">Melanie.Smith@brent.gov.uk</a>  Agnieszka Spruds Strategy Lead – Policy <a href="mailto:Agnieszka.Spruds@brent.gov.uk">Agnieszka.Spruds@brent.gov.uk</a>

## 1.0 Executive Summary

1.1 The Brent Health and Wellbeing Board (BHWB) approved the Joint Health and Wellbeing Strategy in March 2022. In January 2024, the BHWB reaffirmed their commitment to the initially established priorities and, since most of the initial objectives have been achieved or become standard practice, approved the proposal to refresh the strategy. All partners collaborated to propose new commitments, continuing to focus on addressing health inequalities. This document has been prepared to present these new proposed commitments to the BHWB for approval.

## 2.0 Recommendations

The Health and Wellbeing Board is requested to:

- 2.1 Review and provide feedback on the proposed commitments which refresh the Joint Health and Wellbeing Strategy.
- 2.2 Endorse the commitments to ensure alignment and support across all relevant departments and stakeholders.
- 2.3 Approve the Strategy refresh for publication.

### **3.0 Background**

#### **3.1 Contribution to Borough Plan Priorities & Strategic Context**

- 3.1.1 This report relates to Borough Plan Priority – Healthy Lives.
- 3.1.2 Every Health and Wellbeing Board is required to produce a Joint Health and Wellbeing Strategy (HWS) which reflects local health needs and to which all partners should have regard.
- 3.1.3 The global pandemic exposed and highlighted health inequalities, prompting Brent to redefine its approach to developing a new Joint Health and Wellbeing Strategy. The current strategy represents a shift from previously health and care-focused objectives to a broader focus on the social determinants of health, adopting a more community-centred approach.
- 3.1.4 In January 2024, the Health and Wellbeing Board reaffirmed their commitment to the five priorities and accepted the proposal to refresh the current Health and Wellbeing Strategy. It was noted that the first set of commitments had been narrative-based, which was appropriate at the time and mostly delivered, but there was no quantitative measure of their impact. Following this meeting, officers worked with the ICP Executive Groups, Brent Children’s Trust, and Council Departmental Leadership teams to provide commitments for the refreshed strategy. It was emphasised that the new commitments must have clear key performance indicators (KPIs), a solid baseline for measurement, and a clear focus on addressing health inequalities.

#### **4.0 Proposed Commitments**

- 4.1 The points below give an overview of the proposed refreshed commitments, divided by the strategy theme they fall under. The full list of commitments, along with their leads, measurement, and a brief narrative on how they address health inequalities, can be found in Appendix 1: Joint Health and Wellbeing Strategy Refresh. These commitments include brand new projects as well as ongoing activities that were not previously included in the main strategy. Capturing this work is essential not only for measuring its health impact but also for receiving the Health and Wellbeing Board’s approval and spotlight as this visibility may allow some of these activities to be expanded and further benefit the community.

#### **4.2 Healthy Lives**

**“I am able to make the healthy choice and live in a healthy way, for myself and the people I care for”**

The new commitments under "Healthy Lives" focus on improving access to healthy food, promoting health and wellbeing through community events, and addressing health inequalities. This includes developing a food strategy, providing diabetes peer support, tackling period poverty, promoting mental health awareness, and implementing initiatives to support vulnerable residents. Efforts are also directed towards improving tobacco cessation support and delivering urgent community care in partnership with local services:

- Co-produce Brent’s first food strategy to improve access to healthy, affordable food.
- Deliver health and wellbeing community events with health checks and health promotion.
- Distribute community grants addressing children's health and development projects.
- Address inequities in access to NHS services through targeted communication activities
- Provide Diabetes peer support and digital inclusion programmes.
- Tackle period poverty with the Period Dignity Brent initiative.
- Address tooth decay in children.
- Increase uptake of Healthy Start Vouchers and vitamins.
- Implement the Brent Health Matters CYP team to address health inequalities in children and young people.
- Improve school pupils' mental health with evidence-based interventions.
- Provide tailored resources to our most vulnerable residents through increasing the accessibility of the Community Hubs.
- Address tobacco-related inequalities via the Smokefree initiative.
- Partner with the London Ambulance Service to deliver urgent community care.
- Appoint two Admiral Nurses for dementia care and support.

#### **4.3 Healthy Places**

**“Near me there are safe, clean places where I, and people I care for, can go to relax, exercise for free, meet with like-minded people, and where we can grow our own food”**

Key commitments under the “Healthy Places” priority include organising social events to address social isolation, developing sports and activity programmes, improving housing quality, and improving community spaces like Ealing Road Library garden. The refresh also focuses on tackling air pollution, promoting active travel, supporting youth organisations, and providing comprehensive climate action guidance in schools:

- Organise regular social events for Ukrainian guests.

- Work with partners to create the Sport England Place Based Expansion programme and Football Foundation Playzones initiative.
- Develop accessible activities in community spaces and parks, such as walks, Our Parks, and outdoor gym support.
- Improve housing quality in Brent through private sector licensing and adaptations for disabled residents.
- Develop Ealing Road Library garden for community use, leisure and wellbeing.
- Review and refresh climate community engagement, encouraging local green action through Together Towards Zero grants.
- Increase sign-ups to the Healthier Catering Commitment.
- Implement The Music Mile: Mental Health Support Programme to improve mental health and revitalise Kilburn as an inclusive music destination.
- Tackle air pollution by recruiting Air Quality Champions, analysing areas with poor air quality, and providing practical advice on reducing exposure.
- Engage with school children about air quality through interactive maps and educational events.
- Increase active travel participation by creating safe environments for walking, cycling, and other active transportation, as per the Active Travel Implementation Plan.
- Equip all Brent schools with the Climate Action Guide and Plan Template, support them through webinars and Climate Champions Network meetings, provide Carbon Literacy Training, and participate in the "Our Schools Our World" programme.
- Distribute the SCIL Youth Provision Grant for improvements to premises used by youth organisations, enhancing facilities and activities for young people.
- Continue providing early multi-agency intervention and support through Family Wellbeing Centres (FWCs), offering holistic services including employment training and housing assistance, and continuously analysing data to meet family needs.

#### 4.4 Staying Healthy

**“I, and the people I care for, understand how to keep ourselves physically and mentally healthy, managing our health conditions using self-care first. We have access to good medical care when we need it.”**

The "Staying Healthy" theme centres on educating and empowering residents to maintain their physical and mental health. This includes providing multilingual mental health services, promoting cancer screening, delivering healthy eating education, and raising mental health awareness. Additionally, there are commitments to improve library services for those with dementia, introduce social prescribing, support informal carers, and reduce hospital admissions through disease education and immediate care pathways:

- Provide mental health services in Ukrainian, Russian, and English for Ukrainian guests and hosts.

- Promote bowel cancer screening in high-risk communities with multilingual awareness presentations and communications.
- Deliver targeted hypertension education in Black communities.
- Conduct healthy eating education and awareness sessions via the Health Educator contract.
- Improve mental health awareness in Brent through co-produced community engagement sessions.
- Assist residents in registering with a Brent GP.
- Provide mental health outreach and raise awareness in neighbourhoods through events and workshops; recruit mental health Community Connectors.
- Improve library service accessibility for Brent residents living with dementia.
- Pilot the introduction of social prescribing in Adult Social Care (ASC).
- Implement the Brent Carers' Strategy to improve information, advice, and guidance for informal carers.
- Develop a Prevention Strategy and implementation plan based on the Care Act principles of preventing, delaying, and reducing the need for care.
- Reduce emergency hospital admissions for Chronic Obstructive Pulmonary Disease (COPD) patients through education and self-management support.
- Reduce hospital admissions via the 'Step-Up Pathway' by providing immediate care accessible directly from community health services or A&E.

#### 4.5 Healthy ways of working

**“The health, care and wellbeing workforce will be happy and strong; and the health and wellbeing system will recover quickly from the impacts of the pandemic.”**

Commitments under the “Healthy ways of working” theme include providing work opportunities through community programmes, improving partnership working to support holistic health needs, and creating employment pathways for individuals. The refresh also aims to support individuals with mental health conditions in securing employment with assistance from partner organisations:

- Provide work opportunities through the Community Champions and Health Educators programmes for local communities.
- Improve partnership working via the new Community Wellbeing Service to help those with health needs access holistic support, addressing the cost of living.
- Create pathways to employment for individuals referred by GPs, social prescribers, self-referrals, and local employment services, integrating diverse referral pathways for comprehensive support.

- Support individuals with mental health conditions in securing employment with assistance from Twinings, Shaw Trust, the Department for Work and Pensions (DWP), and Brent Works.

#### **4.6 Understanding, listening and improving**

**“I, and those I care for, can have our say and contribute better to the way services are run; BHWB data are good quality and give a good picture of health inequalities”**

Key commitments include embedding coproduction in Adult Social Care, improving localised approaches to community priorities, working with service user groups to incorporate their voices in service design, and collecting diverse information to inform health improvements.

- Develop and embed coproduction with residents in Adult Social Care (ASC), ensuring services are accessible and culturally appropriate.
- Increase understanding of Brent communities and implement more localised approaches to address their priorities.
- Continue working with service user groups, such as B3, to further embed the voices of service users in the design and delivery of treatment and recovery services.
- Collect information from a range of groups and individuals in Brent to understand and improve health through the JSNA.

#### **5.0 Financial Considerations**

5.1 None at this stage.

#### **6.0 Legal Considerations**

6.1 There are no direct legal considerations arising from the contents of the report.

#### **7.0 Equality, Diversity & Inclusion (EDI) Considerations**

7.1 In developing new 2024/25 commitments against the five themes, health inequalities are explicitly considered.

#### **8.0 Climate Change and Environmental Considerations**

8.1 In developing new 2024/25 commitments against the five themes, the potential to act to mitigate climate change has been explicitly considered, particularly through commitments aimed at improving air quality or encouraging residents to engage in active travel.

#### **9.0 Human Resources/Property Considerations (if appropriate)**

9.1 None at this stage.

## **10.0 Communication Considerations**

10.1 None at this stage.

**Report sign off:**

***Dr Melanie Smith***

Director of Public Health