

BRENT'S JOINT HEALTH AND WELLBEING STRATEGY

Aim

By 2017 we will narrow the gap in life expectancy at birth between the lowest and highest fifth of Brent wards

Vision

Our vision is to improve the health and well-being of all Brent residents, with a particular focus on vulnerable communities

We will:

- Reduce health inequalities,
- Increase social inclusion
- Secure longer, healthy lives for Brent's residents.

Overall Approach

We will achieve our vision through redirecting resources from expensive interventions in acute care into prevention based activities. We will develop and implement a coherent strategy to improve Community Well being.

This approach will focus resources towards improving the behaviours which influence health and wellbeing and tackling the broader factors which determine health and wellbeing.

Objectives

The Health and Well-being Strategy will be implemented under the following 4 objectives

Objective 1 Redirect resources to Prevention

- Increase the proportion of health funding spent on primary care and community care as opposed to acute care
- Increase the proportion of primary and community care funding that is put towards prevention
- Increase efficiency gains and reduce risk through joint working and efficient use of resources
- Increase the number of vulnerable people receiving direct payments

Objective 2: Reduce the rates of the following health conditions:

- Infant mortality rate
- Cardio-Vascular Disease
- Cancer
- Road accidents
- Workplace and home injuries
- Diabetes
- Tuberculosis
- Obesity
- Tooth decay
- Under-18 conceptions

- Abortions
- Sexually Transmitted Infections, including HIV
- Communicable diseases including MRSA

Objective 3: Improve the health and wellbeing behaviours

- Reduce the rate of smoking
- Reduce the rate of binge drinking
- Reduce the rate of drug use
- Increase the rate of breastfeeding
- Increase the rate of healthy eating
- Increase the rate of physical activity
- Increase the rate of sexually healthy behaviours
- Increase the rate of flu vaccinations
- Increase the rate of childhood vaccinations
- Increase breast, cervical and colo-rectal screening rates
- Increase the rate of positive mental health

Objective 4: Improve the factors that influence health and wellbeing

- Reduce the level of crime and fear of crime
- Reduce the proportion of children living in low income households
- Increase the proportion of those aged 16 who get qualifications equivalent to 5 GCSEs at grades A* to C
- Reduce the number of families living in poor accommodation
- Increase the number of jobseekers entering into employment
- Increase the number of people with disabilities entering into employment
- Improve peoples access to public transport
- Reduce the pollution levels
- Promote independence by helping people to live at home
- Improve the support of people living with long term conditions and their carers
- Increase the levels of community participation through volunteering
- Improve equity of access to health and wellbeing services across Brent