

**REPORT – POLICY & FINANCE COMMITTEE  
MEETING TO BE HELD ON 16<sup>TH</sup> SEPTEMBER 2009**

**Healthier Hampshire**

1. The Health and Wellbeing Partnership Board, made up of County and District Councillors together with representatives of the voluntary sector and the NHS Hampshire is developing its first Health & Wellbeing Strategy. A copy of an e-mail from the Senior Project Manager, together with a copy of the Consultation Paper is attached as Appendix A.
2. Members will note firstly that although Town and Parish Councils are at the first level of service provision in the public sector, these Councils are not represented on the Partnership Board. Members may therefore wish to consider whether it would be appropriate to suggest to the Hampshire Association of Local Councils that it should seek one seat on the Partnership Board in order to represent Town & Parish Councils in this matter.
3. Following discussions with the Chairman of the Committee, a draft response to the Consultation Paper has been prepared and this is shown at Appendix B. In debating the overall responses, the Chairman would particularly wish Members to consider the issue of access/provision of health care, the promotion of a focus on early education and the question of increased funding/provision of facilities for younger people.
4. It is recommended that:-
  - i) the Hampshire Association of Local Councils be invited to consider requesting the Partnership to invite one Member of the Association to serve on its Board; and
  - ii) that the Draft response attached at Appendix B, subject to the further discussion on the issues referred to in paragraph 3 above, be approved for submission to the Partnership Board.

For further information, please contact:

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Ringwood, BH24 1DH

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02.09.09

**Subject:** FW: Healthier Hampshire - Health & Wellbeing Partnership Strategy Consultation  
**Attachments:** HWBP Strategyconsultation 09 pdf.pdf

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**From:** Stevens, Paula [mailto:Paula.Stevens@hants.gov.uk]  
**Sent:** 29 July 2009 16:25  
**Subject:** Healthier Hampshire - Health & Wellbeing Partnership Strategy Consultation

The Health and Wellbeing Partnership Board is keen to hear views in order to develop Hampshire's first Health and Wellbeing Partnership Strategy. The Board is made up of members from each District Council, the County Council, the voluntary sector and NHS Hampshire. Together they provide overarching strategic leadership, direction and management of the health and well being agenda across Hampshire.

Healthier Hampshire the Health and Wellbeing Partnership Strategy will be informed by Hampshire Sustainable Community Strategy, the Local Area Agreement and the Joint Strategic Needs Assessment. It will add value by specifically addressing areas where one or more partners are committed to coming together to work differently to address underlying causes of poor health and wellbeing. The Strategy will be a response to addressing the key health and wellbeing issues facing the people of Hampshire in order to ensure improved health and wellbeing outcomes for all.

Developing a Partnership Strategy that truly addresses the big issues will be a challenge. It will require wide engagement from all partners, not just those directly delivering health and lifestyle related services. The Board is seeking views from all partners who have a stake in delivering the necessary social, economic and environmental changes that impact on health and wellbeing.

People who live and work in Hampshire are invited to have their say on the direction and priorities of the Strategy. A copy of the consultation document is enclosed and you are asked to take part by completing and returning the feedback sheet by 18th September 2009.

If you have any questions in relation to the consultation please do not hesitate to contact me. I look forward to receiving your response.

Regards

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# HEALTHIER HAMPSHIRE

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## Tell us your priorities for your health and wellbeing

The Health and Wellbeing Partnership Board is keen to hear views in order to develop Hampshire's first Health and Well Being Strategy.

The Board is made up of members from each District Council, the County Council, the voluntary sector and NHS Hampshire. Together they provide overarching strategic leadership, direction and management of the health and well being agenda across Hampshire.

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Help us develop a partnership  
strategy to improve everyone's  
health and wellbeing in Hampshire

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## TELL US WHAT YOU THINK

In 2004 the people of Hampshire agreed the following long term vision for health and well being for the county. The ambition is detailed in the Hampshire Sustainable Community Strategy and states

- children had the best possible start in life
- everyone should have a long and healthy life
- there should be facilities for recreation: enjoyment and celebration of local culture
- vulnerable people should be supported and protected
- the independence of older people should be maintained

The new Health and Well Being Strategy seeks to express how together we can work to ensure that these ambitions happen. It aims to make a difference to the way services are delivered and improve the way support is available for local people.

We want to ask you about what you think is important, hear your ideas as to how we can make things better and what would help everyone to be healthier.

## WHY DO WE NEED A HEALTH AND WELLBEING STRATEGY?

Although health and well being in Hampshire is generally considered to be good there are still areas that could be improved. Hampshire still has a range of challenges that affect health and well being. The 2008 Hampshire Joint Strategic Needs Assessment highlighted areas where efforts will be needed to avoid poor health. Key issues that the Assessment highlighted included:

*Overall the life expectancy in Hampshire is above the national average and increasing. By 2012 the number of over 65s will rise by 14%, and people with dementia is set to double over the next 30 years*

*Real health inequalities exist for populations in Hampshire. Gosport, for example, has the lowest life expectancy (falling below the national average), with other populations such as Havant and Rushmoor also experiencing inequalities in life expectancy and other health indicators. Rural deprivation is also a significant issue;*

*The main causes of death in Hampshire are cardiovascular disease (coronary heart disease and stroke) and cancer, together they are responsible for 55% of all deaths. The highest levels of mortality from these conditions are found in Gosport, Havant and Rushmoor;*

*There are growing rates of obesity in adults and children which, if not addressed through prevention, could lead to significantly increased levels of heart disease and diabetes.*

## WHAT WILL THE STRATEGY COVER?

The Strategy aims to provide a focus on the key actions needed to sustain improvements in the way services are delivered and ensure everyone is supported to maintain good health. This will require addressing a variety of factors that affect health including lifestyle issues such as exercise and diet, as well as broader issues including employment, housing and living conditions.

It will focus on support provided by all partners including the community as a whole, the Voluntary Sector, County Council, District Councils and the NHS.

All of these provide vital support to people to better manage their long term condition, enable people to live as independently as possible and support everyone to be active and enjoy a good quality of life.

## PROPOSED AREAS FOR FOCUS

It is proposed that the Strategy focuses on the following areas:

- ***increased opportunities for more people to take greater responsibility for their own lifestyles by promoting healthy living***
- ***ensuring that all sections of the community experience better health***
- ***better coordinated support for people at risk of needing hospital care or entering an institution***
- ***enabling people to make informed choices in order to live as active and independent lives as possible***
- ***maximising the opportunities and meeting the challenges of an ageing population***
- ***building strong, supportive communities***

Q1. What does health and well being mean to you and what are the most important factors that contribute to promoting health and well being?

Q2. Do you agree with the proposed areas of focus of the Strategy or do you think anything is missing?

## MAKING A DIFFERENCE

The purpose of the Strategy is to ensure that partners work together to make a real difference to the lives of the people of Hampshire. Together partners will seek to make significant improvements through focusing on achieving the following strategic outcomes:

- ***improved physical and mental wellbeing***
- ***increased healthy life expectancy***
- ***reduced health inequalities***
- ***earlier identification of people at risk***
- ***more support to enable people to live independently and make informed choices about their own health and well being***
- ***communities are better organised to support one another***

Q3. Do you think that focusing on the proposed Strategic Outcomes will have the biggest impact and make the necessary improvements to everyone's health and well being?

Q4. Are there any strategic outcomes that you think are missing?

## **WHO IS RESPONSIBLE FOR DELIVERING THE STRATEGY?**

We all have a role in helping to make the necessary changes. The Health and Well Being Partnership Board will be the custodian of the Strategy. They will be responsible for monitoring progress and will work with partners to take the necessary action by seeking to eliminate barriers which prevent the Strategy being implemented. In order to track changes the Partnership Board will establish a set of indicators that will help determine if targets are being met. Progress against all targets will be published through an annual report.

Everyone living and working in Hampshire can contribute to making the Strategy a success by taking action to improve their own health and well being. This will ensure that places such as homes, schools and workplaces become healthier places to live, learn and work.

Q5. Do you think that people should take greater responsibility for their health and well being?

Q6. What stops you from living a healthier lifestyle?

Q7 What support would help you and the community in your area to maintain or improve health and wellbeing?

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## **WHAT DO YOU THINK?**

Have your say on the Strategy and how to improve health and well-being by answering the questions posed throughout the booklet and responding by 18<sup>th</sup> September 2009.

We are keen to find out more about your thoughts in order to inform the development of Hampshire's Health and Well Being Partnership Strategy.

Have your say by completing and returning the feedback sheet. All comments will be considered and a consultation report will be published in October 2009. The completed Strategy will be launched in January 2010. You will be able to download copies from [www.hampshire.nhs.uk](http://www.hampshire.nhs.uk) or [www.hants.gov.uk](http://www.hants.gov.uk) Alternatively you can telephone 01962 845605

**FEEDBACK SHEET**

Have your say by answering all or some of the following questions

Q1. What does health and well being mean to you and what are the most important factors that contribute to promoting good health and well being?

The provision of the opportunity for all persons to enjoy good health and well being underpinned by support for those who need assistance in this aim. Factors that contribute to this aim include ensuring a person's self-esteem, the ability to obtain adequate housing and employment, together with rich social opportunities.

Q2. Do you agree with the proposed areas of focus of the Strategy or do you think anything is missing?

No, care must be taken to avoid including too many areas. Any increase in the number will simply mean the resources are spread more thinly over more areas.

Q3. Do you think that focusing on the proposed Strategic Outcomes will have the biggest impact and make the necessary improvements to everyone's health and well being?

Yes. However, none of the strategic outcomes refer to personal responsibilities of the individual. In the Areas for Focus the first priority is increased opportunities for people to take greater responsibility. This should be followed through in strategic outcomes, otherwise there is simply an increase in the 'nanny state' syndrome where individuals rely on the State to provide rather than taking responsibility for themselves. This personal responsibility should be identified as the top priority of the strategic outcomes.

Q4. Are there any strategic outcomes that you think are missing?

Yes, the provision of more affordable facilities.

Q5. Do you think that people should take greater responsibility for their health and well being?

Yes, there has to be a greater realisation that individuals are responsible for their own health and well being. Too greater reliance has been placed on State intervention over recent years, with the public becoming more and more reliant on others taking responsibility.

Q6 What stops you from living a healthier lifestyle?

The increasing State intervention in support for individuals is at the same time removing, through taxation, disposable income of most others. Reduction in taxation will free up monies and disposable income to enable people to make life style choices. This question leads again to the situation of State intervention. The support should be more encouragement of individuals to live healthier life styles and to take up recreational pursuits which involve some form of exercise rather than 'couch potato' activities.

Q7 What support would help you and the community in your area to maintain or improve health and well being?

Provision of additional facilities.

Q8 Please provide any additional comments or observations

The strategy is inclined towards State support and State intervention. The strategy should place responsibility clearly upon individuals to maintain and improve healthier life styles. It is not believed that State handouts will achieve improvements. These will only be achieved and sustained through example and education.

The following request for information is optional but would help us to follow up or seek clarification if needed.

Name	Ringwood Town Council
Address	'Greenways', 71 Christchurch Road, Ringwood, Hants, BH24 1DH

**Please return by 18<sup>th</sup> September 2009 to: Samantha Hudson, EII Court West, The castle, Winchester SO23 8UQ, 01962 845605 or email [samantha.hudson@hants.gov.uk](mailto:samantha.hudson@hants.gov.uk)**