

# Healthy and Happy Communities

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**DEVON'S JOINT HEALTH AND WELLBEING STRATEGY, 2020-25  
FINAL DRAFT FOR BOARD APPROVAL, OCTOBER 2019**



  
**Health & Wellbeing**  
Committed to promoting health equality

**Devon**  
County Council 

# Introduction

## Devon's Health and Wellbeing Board

<http://www.devonhealthandwellbeing.org.uk/board/>

Health and Wellbeing Boards bring leaders from the local health and care system together to work with other partners to improve the health and wellbeing of the local population.

Devon's Health and Wellbeing Board includes councillors and chief officers from Devon County Council and Devon's district councils, along with representatives from Healthwatch Devon, NHS Devon Clinical Commissioning Group, the Joint Engagement Forum, Probation Services, Devon and Cornwall Police, Devon Partnership Trust, the Royal Devon & Exeter NHS Foundation Trust, and Torbay and South Devon NHS Foundation Trust.

The board has a duty to produce a Joint Strategic Needs Assessment or JSNA (an assessment of current and future health and care needs in the local population) and a Joint Health and Wellbeing Strategy (a local strategy for the local population addressing the needs identified in the JSNA).

The NHS Long-Term Plan was published in 2019 and sets a 10-year vision for the health and care system, including developing primary care networks, focusing on prevention, developing the NHS workforce, making better use of digital technology and increasing cost effectiveness.

Sustainability and Transformation Partnerships (STPs), were set up to better coordinate local health and care services and develop integrated care. Devon STP, which covers Devon, Plymouth and Torbay will publish a local five-year long-term plan in Autumn 2019, which will describe how the local health and care system responds to local and national challenges and delivers national standards. This strategy will form part of the local evidence base for the Devon Long-Term Plan. The increasing collaboration between the three health and wellbeing boards in the STP area (Devon, Plymouth and Torbay) will also support STP work.

## Developing this strategy for Devon

This strategy is guided by the principles in the following national and international frameworks for improving public health.

### King's Fund: Four Pillars of Population Health (2018)

<https://www.kingsfund.org.uk/publications/vision-population-health>

This is a framework for action around four areas to focus on to improve population health outcomes:

1. **The wider determinants of health** – the range of social factors such as income, employment, housing and transport which are the most important driver for health
2. **Our health behaviours and lifestyles** – covering behaviours such as smoking, alcohol consumption, diet and exercise which are the second most important driver for health
3. **The places and communities we live in and with** – which influence our health behaviours, social relationships and networks
4. **An integrated health and care system** – to coordinate and tailor services to individual needs rather than to suit organisations.

### World Health Organisation: The Minsk Declaration (life-course approach)

<http://www.euro.who.int/en/publications/policy-documents/the-minsk-declaration>

This declaration sets out a life-course approach which looks at the influence of factors across people's lives. It's three principles are:

1. **Acting early** – as the earliest years of life set the tone for the whole of the lifespan
2. **Acting appropriately during periods of change** – as timely action to protect health during life's changes creates benefits down the line
3. **Acting together** – as no life is lived alone, and all human lives are connected to others in the household, community or nation.

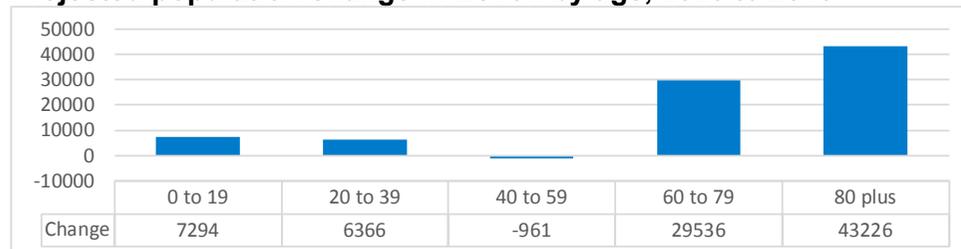
# Health and Wellbeing in Devon

[www.devonhealthandwellbeing.org.uk/jsna](http://www.devonhealthandwellbeing.org.uk/jsna)

## Population and Development

Around 800,000 people live in Devon, which has an older population profile than England and population growth above the national average, influenced by the inward migration of people aged 40 to 75. The population is set to grow by 88,000 (11%) over the next 20 years, with low growth in under 65s (2%), but considerable growth in the older population (94% increase in people aged 85 and over). Over 75,000 dwellings are planned in the next 15-20 years with a greater concentration in the South and East of the county.

### Projected population change in Devon by age, 2020 to 2040



## Community and Economy

Devon has a skilled workforce with higher than average qualifications, but lower than average earnings. Overall crime rates are low but there are increasing risks from drugs, child sexual exploitation, domestic abuse and modern slavery. Fuel poverty and poor housing conditions, particularly in the private rented sector, are a major issue in many areas, especially in rural parts of Northern and Western Devon, which impacts on health and wellbeing. Homelessness is increasing, with more than 15,000 families on the housing register, and average house price more than nine times annual earnings, compared to seven times nationally. There have been recent increases in child poverty and more people are accessing emergency food supplies.

Devon has higher levels of rural deprivation than the national average, particularly in Northern and Western Devon, and pockets of more severe deprivation in some urban areas. Social mobility (the ability of people to advance through education and employment) and access to housing and services are issues in these areas. Considerable inequalities in health are seen with a 15-year gap in life expectancy between Central Ilfracombe (75 years) and Exmouth Liverton (90 years). This gap has not decreased in over a decade.

### Inequalities gap at neighbourhood level

Measure	Worst in Devon	Best in Devon
Life expectancy	75years, Ilfracombe Central	90 years, Liverton
Long-term health issue (16-64)	8.2%, Exeter Sidwell Street	0.8%, Widecombe-in-the-Moor
Child Poverty	33.3%, Forches (Barnstaple)	1.1%, Teignmouth Road (Dawlish)
Fuel Poverty	27.9%, Mount Pleasant (Exeter)	3.6%, Douglas Avenue (Exmouth)

## Devon's health and wellbeing challenges

The following are highlighted as the main current and future health and wellbeing challenges across the Devon Sustainability and Transformation Partnership area:

1. An ageing and growing population
2. Access to services, including socio-economic and cultural barriers
3. Complex patterns of urban and rural deprivation
4. Housing issues (quality and affordability)
5. Earlier onset of health problems in more deprived areas (typically 10-15 years earlier than the least deprived areas)
6. Poor mental health and wellbeing, social isolation and loneliness
7. Poor health outcomes caused by modifiable health-related behaviours
8. Pressures on services (especially unplanned care) caused by increasing long-term conditions, multi-morbidity and frailty
9. Shifting to a prevention focus across the health and care system
10. Unpaid care and associated health outcomes for carers.

# Our Strategy

The priorities identified in this strategy reflect the four pillars of population health, the Minsk Declaration on the life-course approach, and draw on evidence collected in the JSNA, and through board meetings and workshops. Under each priority area, we identify the outcomes we want to achieve and the local community assets and partners we will work with.

## Our Vision

Health outcomes and health equality in Devon will be amongst the best in the world and will be achieved by Devon's communities, businesses and organisations working in partnership.

## Our Principles

1. Prioritise prevention and early intervention across the health, care and wellbeing system
2. Recognise and support the growing contribution and needs of voluntary, community and social enterprise organisations to improving health and wellbeing, and the role of the public in the continuing development of services
3. Recognise the diversity that exists across Devon, and respond to inequalities: those differences in health which are avoidable
4. Seek to ensure that Devon's citizens have access to the information and support they need to stay well, and receive health and care services tailored to their needs when required
5. Adapt for the future by developing relationships and supporting partnerships across the community to support individuals and families with more complex needs
6. Develop the wider health and wellbeing workforce and embrace digital solutions.

## Our Priorities

- 1. Create opportunities for all**  
***inclusive economic growth, education and social mobility***
  - a. Narrow gaps in educational attainment and adult skills
  - b. Reduce levels of child poverty
  - c. Support economic growth in more disadvantaged areas
  - d. Increase social mobility
- 2. Healthy, safe and strong communities**  
***creating conditions for good health and wellbeing where we live, work and learn***
  - a. Improve housing conditions, reduce homelessness, and increase supply of appropriate housing
  - b. Create conditions for good health, physical activity and social interaction
  - c. Support healthy workplaces and schools
  - d. Help keep communities and individuals safe
- 3. Focus on mental health**  
***building good emotional health and wellbeing, happiness and resilience***
  - a. Reduce loneliness in all age groups
  - b. Identify people at risk and intervene to improve poor mental health as soon as possible
  - c. Proactively address the mental health consequences of trauma and adverse childhood experiences
  - d. Promote a positive approach to mental health and wellbeing
- 4. Maintain good health for all**  
***supporting people to stay as healthy as possible for as long as possible***
  - a. Prevent ill health by enabling people to live healthier lives
  - b. Detect disease in the early stages to reduce impact on health
  - c. Support those living with long-term conditions to maintain a good quality of life
  - d. Support carers to improve and maintain their own health and wellbeing

## **Priority 1: Create opportunities for all** *inclusive economic growth, education and social mobility*

Education, employment and income have a considerable impact on health outcomes. People with lower educational attainment, without regular employment and on lower incomes have a much greater likelihood of having poorer physical and mental health. Social mobility, the ability of people to advance through education and employment, is also limited in some areas and groups, creating further inequalities.

### **Why is this important in Devon?**

- There are large gaps in educational attainment in Devon. People living in more deprived communities, boys, and pupils with English as a second language all experience poorer attainment
- Lower employment rates are seen for people in more deprived areas, and people with long-term conditions, learning disabilities and mental health problems
- One in eight children live in poverty in Devon, with a large gap between the highest (33.3% in the Forches area, Barnstaple) and lowest (1.1% in Teignmouth Road, Dawlish) rates
- Areas of the county which have seen less economic growth such as Torridge and North Devon, have lower levels of social mobility, particularly during adulthood.

### **What have people told us?**

Discussion at the 2018 board stakeholder conference and the workshop with board and health scrutiny members called for a much stronger focus on the wider determinants of health, health inequalities and local challenges, along with a focus on earlier intervention, particularly in childhood. Educational attainment, economic development and inclusive economic growth, or economic development that benefits the whole community and not just sectors, were identified as issues to emphasise. 90% of respondents to the consultation on the Joint Health and Wellbeing Strategy conducted in July to September 2019 agreed with this priority.

### **What are the main outcomes we want to achieve?**

- a. Narrow gaps in educational attainment and adult skills
- b. Reduce levels of child poverty
- c. Support economic growth in more disadvantaged areas
- d. Increase social mobility

### **What assets do we have in our communities?**

Many assets exist across our communities which can be drawn upon to increase opportunities for education and employment. These include Learn Devon, and schools, colleges and universities who play a critical role in education across the life course. Outside of the traditional educational sector many opportunities for learning and skill development exist including volunteering, youth groups, clubs, societies and the Duke of Edinburgh Award scheme. Devon has seen considerable economic growth, business relocation and development, so the involvement of businesses is very important. Devon's libraries, provided by Libraries Unlimited, provide further opportunities for lifelong learning within our communities.

### **Who will we be linking with on this priority?**

We will work with the following strategic partnerships on this priority:

- Heart of the South West Local Economic Partnership
- Devon Children's and Families Partnership

We will also link with the following teams through board members and stakeholder networks:

- Devon County Council Economy, Enterprise and Skills team
- Devon County Council Children's Services
- Local Authority District Economic Development teams

### **Who are the local health and wellbeing champions?**

Councillor Andrew Leadbetter will be the local health and wellbeing board champion for this priority. Board champions will advocate for work in this area and provide a link to other partnerships.

## Priority 2: Healthy, safe and strong communities

*creating conditions for good health and wellbeing where we live, work and learn*

Poor housing conditions are associated with poorer health outcomes, increased risk of circulatory and respiratory diseases, and mental ill health. The neighbourhoods in which we live, work and study can have positive and negative effects on our health, influencing health behaviours and opportunities for social interaction. The physical and natural environment, the ability to travel safely, perceptions and levels of crime, and formal and informal community networks all contribute to our ability to live healthy lives.

### Why is this important in Devon?

- The Indices of Deprivation 2015 reveals that the aspects of deprivation where Devon communities have the greatest needs relate to the indoor environment and access to housing and services
- Levels of fuel poverty are above the national average, reflecting lower incomes and higher cost of living, with rural parts of Northern and Western Devon particularly severely affected
- Increasing levels of obesity and physical inactivity, with low levels of active travel, particularly in new housing developments
- Increasing risks from drug networks, child sexual exploitation, domestic and sexual violence and abuse and modern slavery, which disproportionately affect certain communities.

### What have people told us?

Discussion at the 2018 board stakeholder conference and workshop with board and health scrutiny members highlighted the quality and availability of housing as an important issue locally. Feedback also emphasised the critical role local communities can play in improving health and wellbeing, and the relationship between community safety and wellbeing. 95% of consultation respondents agreed with this priority.

### What are the main outcomes we want to achieve?

- a. Improve housing conditions, reduce homelessness, and increase supply of appropriate housing
- b. Create conditions for good health, physical activity and social interaction
- c. Support healthy workplaces and schools
- d. Help keep communities and individuals safe

### What assets do we have in our communities?

Thousands of community organisations, groups and communal facilities exist throughout Devon which support local neighbourhoods and provide opportunities to improve health and wellbeing. Community infrastructure organisations also coordinate and develop community capacity. Neighbourhood Watch, community warden and community speed watch schemes contribute to community safety. Organisations like Sustrans and Devon Wildlife Trust support active travel and environment improvement.

### Who will we be linking with on this priority?

We will work with the following strategic partnerships on this priority and support the development of local strategic collaboration around housing and road safety:

- Safer Devon Partnership and Community Safety Partnerships
- Devon Safeguarding Adults Board
- Devon and Cornwall Housing Options Partnership
- Devon Planning Policy Group
- Devon Strategic Environmental Health Managers Group
- Dartmoor and Exmoor National Park Authorities

We will also link with the local voluntary, community and social enterprise organisations, local authority housing and planning teams and housing providers through board members and stakeholder networks.

### Who are the local health and wellbeing champions?

Councillor Roger Croad, Dr Virginia Pearson and Jeremy Mann will be the health and wellbeing board champions for this priority. Board champions will advocate for work in this area and provide a link to other partnerships.

## Priority 3: Focus on mental health

*building good emotional health and wellbeing, happiness and resilience*

Poor mental health and wellbeing has a considerable impact on quality of life and is a major contributor to premature death. Mental and physical health problems are closely linked. Loneliness is often a precursor for mental health problems and is seen across the life course and most frequently in younger adults. Prevention, coupled with early detection and treatment is vital, and the 'five ways to wellbeing' highlight the importance of being active, taking notice, learning, giving and connecting with others.

### Why is this important in Devon?

- Many communities have a high risk of loneliness, and younger renters with little sense of belonging to their area, unmarried middle-agers with long-term conditions, and widowed older people living alone with long-term conditions are at increased risk
- Poorer mental health outcomes are seen in Devon including suicide rates, social connectedness, and mental health outcomes for vulnerable groups
- Rates of admission for self-harm have increased and are above the national average, with the highest rates in young people aged 10 to 24, females and those living in more deprived areas
- Lower employment rates and higher mortality rates for people with mental health conditions are seen in Devon compared to the England average
- The considerable impact that loneliness and poor mental health has on demand for a wide variety of health and care services.

### What have people told us?

Discussion at the 2018 board stakeholder conference and workshop with board and health scrutiny members revealed that stakeholders want as strong an emphasis for mental health as physical health within the strategy, and consideration of the interaction of the two. 95% of consultation respondents agreed with this priority.

### What main outcomes we want to achieve?

- a. Reduce loneliness in all age groups
- b. Identify people at risk and intervene to improve poor mental health as soon as possible
- c. Proactively address the mental health consequences of trauma and adverse childhood experiences
- d. Promote a positive approach to mental health and wellbeing

### What assets do we have in our communities?

Community organisations and groups can be important for reducing loneliness and exemplifying the five ways to wellbeing. Social prescribing schemes which have emerged across the county, and programmes to support groups at higher risk of loneliness, such as Living Options Devon's 'Time to Talk' project to tackle loneliness in disabled people and deaf people can also be useful. Both specialist support and brief interventions across the health and care system can support early detection and treatment.

### Who will we be linking with on this priority?

We will work with the following strategic partnerships on this priority:

- Devon Sustainability and Transformation Partnership
- Devon Children's and Families Partnership
- Devon Safeguarding Adults Board

We will also link with the following teams through board members and stakeholder networks:

- Mental Health service providers
- Voluntary, Community and Social Enterprise organisations
- Workplaces

### Who are the local health and wellbeing champions?

Councillor Carol Whitton will be the local health and wellbeing board champion for this priority. Board champions will advocate for work in this area and provide a link to other partnerships.

## **Priority 4: Maintain good health for all** *supporting people to stay as healthy as possible for as long as possible*

Poor health can often be prevented through maintaining a healthy lifestyle, and where illness is present, long-term health outcomes can be improved through early detection and treatment. The NHS long-term plan highlights the need for a greater prevention focus across the health and care system with demographic change and financial pressures contributing to the urgent need for this shift. Advancements in medicine and digital technology offer new possibilities for how this could be done.

### **Why is this important in Devon?**

- Health-related behaviours such as smoking, excess alcohol usage, physical inactivity, poor diet, obesity and risk-taking lead to ill health and premature death in Devon, with considerable variation in these risk factors between Devon's communities
- The late detection of disease, influenced by the low take-up of screening, reluctance to seek help and other barriers to using health and care services in certain groups, contributes to poorer health outcomes and health inequalities in Devon
- Over 1,300 premature deaths for causes considered preventable occur each year in Devon, with the highest rates in the most deprived areas, and preventable conditions greatly impacting on demand for health and care services.
- Over 80,000 people providing unpaid care, which can impact on their own health and wellbeing, quality of life and the balance between their caring responsibilities and other aspects of their life.

### **What have people told us?**

Discussion at the 2018 board stakeholder conference and workshop with board and health scrutiny members highlighted that stakeholders wanted a clear emphasis on prevention and early intervention. Health inequalities, health literacy and health related behaviours such as smoking, alcohol use, inactivity and obesity were strongly emphasised. 95% of consultation respondents agreed with this priority.

### **What main outcomes we want to achieve?**

- a. Prevent ill health by enabling people to live healthier lives
- b. Detect the early signs of disease to reduce impact on health
- c. Support those living with long-term conditions to maintain a good quality of life
- d. Support carers to improve and maintain their own health and wellbeing

### **What assets do we have in our communities?**

Health and care organisations across the local system who are increasing shifting their emphasis towards prevention and early intervention. A focus on digital transformation in the long-term plan for health and care services provides further opportunities to prevent illness, improve care and support people in their communities. Public health teams who have responsibility for commissioning certain preventive services and have expertise in relation to prevention and population health. Voluntary, community and social enterprise organisations who have a role in preventing ill-health and providing formal and informal support and improve quality of life for those affected by long-term conditions.

### **Who will we be linking with on this priority?**

We will work with the following strategic partnerships on this priority:

- Devon Sustainability and Transformation Partnership
- Devon Children's and Families Partnership
- Natural Devon: the Local Nature Partnership

We will also link with the following teams through board members and stakeholder networks:

- Devon County Council Public Health team
- Devon Clinical Commissioning Group
- Health and care service providers
- Active Devon

### **Who are the local health and wellbeing champions?**

Dr Paul Johnson and David Rogers will be the health and wellbeing board champions for this priority. Board champions will advocate for work in this area and provide a link to other partnerships.

# How we will work together and monitor progress

## Next Steps for the Board

As the local system develops, Health and Wellbeing Boards will play a vital role in overseeing the system and supporting integration. In 2018 the board set six objectives for development which will guide this work:

1. Establishing alignment with other partnerships focused on the wider determinants of health
2. Establish a wider Health and Wellbeing Network to support, inform and disseminate the work of the Health and Wellbeing Board
3. Utilise a tiered approach to geography with democratic accountability at all levels and a two-way information flow to inform local priority setting
4. Strengthen and formalise the role of the board in providing assurance that the commissioning plans of local organisations reflect boards priorities
5. Establish the board's role in the strategic planning of health, care and wellbeing
6. Increase collaboration between Devon, Plymouth and Torbay Health and Wellbeing Boards.

## Working Together

The dual focus on the wider determinants of health, and the health and care system in this strategy requires increased collaboration and coordination between strategic partnerships in Devon.

Following approval of this strategy, cross-partnership processes for collaboration will be set up to support work on common objectives. The following table describes the main strategic partners the board will link with for each of the four Joint Health and Wellbeing Strategy priorities.

## Partnership alignment for Health and Wellbeing Board priorities

Priority	Strategic Partners
1. Create opportunities for all	Heart of the South West Local Enterprise Partnership, Devon Children's and Families Partnership
2. Sustain healthy neighbourhoods	Housing and Planning Partnerships, Safer Devon Partnership, Devon Safeguarding Adults Board
3. Focus on mental health	Devon STP, Devon Children's and Families Partnership, Devon Safeguarding Adults Board
4. Maintain good health for all	Devon STP, Devon Children's and Families Partnership

## Monitoring Progress

[www.devonhealthandwellbeing.org.uk/jsna](http://www.devonhealthandwellbeing.org.uk/jsna)

Progress will be monitored through an updated Devon Health and Wellbeing Outcomes Report, and emerging issues and challenges during the life of this strategy will be identified through the Devon JSNA. The new outcomes report and JSNA will include the following elements:

### Health and Wellbeing Outcomes Report:

- Updated indicator list to reflect new priorities, with alignment to other partnership outcome frameworks as appropriate
- Breakdowns by local authority district and comparison with peers
- Greater emphasis on inequalities, revealing differences at neighbourhood level, and by area deprivation and type

### Joint Strategic Needs Assessment:

- Refreshed and interactive Devon Overview
- New community profiles tool and topic summaries
- Summaries of needs and priorities by town, network and locality