

Cheshire West and Chester Draft Health and Wellbeing Strategy 2014-2019

The draft Health and Wellbeing Strategy 2014-2019 has been produced jointly by the Council, the local NHS, Healthwatch, and many other contributors. The five year strategy concentrates on areas of health and wellbeing where joint working across health, local government and other partners can make the most improvements to the health and wellbeing of local residents.

The strategy was co-produced with local residents, partner organisations and patients, together with the evidence from the Integrated Strategic Needs Assessment. This approach has enhanced citizen and partner engagement and resulted in a tailored, outcome-focused strategy.

Over the next five years, the Health and Wellbeing Board will monitor progress and receive regular updates on performance at their meetings, enabling a focus to be kept on the issues that matter and to drive improvement.

Paper copies of the strategy will be available in local libraries, children's centres and main Council buildings. Responses from the consultation will be used to inform the final version of the Health and Wellbeing Strategy, which will be launched in August 2014.

Engagement to date

Initially - Cheshire West and Chester residents were invited to give their views through a custom built website – providing an online forum for health and wellbeing discussion. Concurrently a series of community workshops took place across our four localities to identify key health and wellbeing issues. An invitation was mailed to a random sample of 4,000 households across Cheshire West and Chester. This was particularly important to engage residents who may have not been involved in decision making processes in the past and may be disillusioned with 'consultation' activities or may have had a negative previous experience. A report detailing the findings was produced titled "Wellbeing Matters: Community Conversation: Outputs from a process across Cheshire West and Chester designed to enable residents to input into the Health and Wellbeing Strategy". This report is included within the evidence section. Finally a half day summit event enabled local residents and key decision makers to further prioritise issues and jointly discuss the ways in which resulting actions can be delivered together. The draft Health and Wellbeing Strategy was produced using the information from the

summit, data from the Integrated Strategic Needs Assessment (ISNA) and workshops with key partners and stakeholders including the local Youth Parliament.

A detailed communication plan was produced to communicate the draft strategy and consultation both internally and externally. This was distributed by various means and examples include:

- Press release
- Council website, newsflipper, localities website
- Vale Royal Clinical Commissioning Group, West Cheshire Clinical Commissioning Group, Healthwatch, Chester Voluntary Action website
- Partnership bulletin and email distribution list
- Local councils bulletin
- Various email distribution lists
- Community, voluntary and faith sector
- City and Blacon Community Forum
- Various stakeholder meetings, email distributions, newsletters and events
- Facebook, Twitter
 - Council accounts
 - West Cheshire Clinical Commissioning Group, Vale Royal Clinical Commissioning Group, Healthwatch, Age UK Cheshire, Chester Voluntary Action, local Councillors, Director of Public Health
- Targeted promotion
 - Paper copies available in all libraries, children's centres, Healthy Living Centres and main council buildings
 - Targeted promotion – consultation distribution list

A full list of meetings, events and locations can be found in the evidence section.

Evidence based equality analysis

This equality analysis is for the consultation and strategy development of the draft Health and Wellbeing Strategy 2014-2019. This is the second Cheshire West and Chester Health and Wellbeing Strategy, replacing the Altogether Better: interim Partnership Plan (2012).

Success in delivering this strategy can only be achieved by working in partnership with local people. Therefore, throughout the strategy development we have consulted with a wide range of residents across Cheshire West and Chester by way of an extensive engagement process. The views and recommendations raised by those involved have – along with a sound evidence base – driven the principles and priorities of the draft Health and Wellbeing Strategy. We are committed to ensure the consultation is ongoing and we will continue to listen to the views of local people in developing and shaping our action plans

Lead officer: Helen Bromley

Stakeholders: Vale Royal Clinical Commissioning Group, West Cheshire Clinical Commissioning Group and NHS England

Equality analysis is a valuable tool to help embed equality into everything we do

While process is important, equality analysis is essentially about outcomes

Lack of evidence of discrimination is not evidence of a lack of discrimination

It is not acceptable to say that a policy is applied uniformly to all groups and is therefore fair and equal. Applying a policy or procedure consistently may result in differential outcomes for different groups.

For each of the areas below, an assessment needs to be made on whether the policy has a positive, negative or neutral impact, and brief details of why this decision was made and notes of any mitigation should be included. Where the impact is negative, this needs to be given a high, medium or low assessment. It is important to rate the impact of the policy based on the current situation (i.e. disregarding any actions planned to be carried out in future).

High impact – a significant potential impact, risk of exposure, history of complaints, no mitigating measures in place etc.

Medium impact –some potential impact exists, some mitigating measures are in place, poor evidence

Low impact – almost no relevancy to the process, e.g. an area that is very much legislation led and where the Council has very little discretion

	Neutral	Positive	Negative
Target group / area			
Race and ethnicity (including Gypsies and Travellers; migrant workers, asylum seekers etc.)		As part of the Health and Wellbeing Strategy, wide ranging engagement was completed to take into account the needs and aspirations of local people. All Cheshire West and Chester residents were invited to give their views online and a series of community workshops took place across the four localities: Lache Community Centre (Chester), Flatt Lane Community Centre (Ellesmere Port), Barbour Institute (Tattenhall), Winsford Lifestyle Centre (Winsford). Email sent to the Cheshire Gypsy and Traveller Co-ordinator, regarding engaging with Gypsy and Traveller communities Email sent to Chester Voluntary Action regarding engaging with the West Cheshire Inter Faith Forums Email sent to CHAWREC (Cheshire, Halton and Warrington Race and Equality Centre) regarding engaging with diverse local communities	If any groups of people who were underrepresented or could not take part in the online forum for health and wellbeing discussion due to lack of internet access or could not attend a workshop then this should be considered in the next stage of the consultation. Specific consideration to be given to Gypsies and Travellers, and men from Black and Minority Ethnic groups as they tend not to engage so much
Disability (as defined by the Equality Act - a person has a disability if they		The Health and Wellbeing Strategy will ensure that the health needs of disabled people are identified across	

<p>have a physical or mental impairment that has a substantial and long-term adverse effect on their ability to carry out normal day-to-day activities).</p>		<p>the life course of all citizens. The four key priority areas of Starting Well, Substance Misuse, Mental Health and Wellbeing and Ageing Well are inclusive of people with a disability.</p> <p>Consultation promoted via partnership bulletin and Chester Voluntary Action, both have representatives from local disability groups (e.g. Dial House)</p> <p>Members from Dial House have attended focus groups / sessions where the strategy has been promoted.</p>	
<p>Gender</p>		<p>The four key priorities in the Health and Wellbeing Strategy of Starting Well, Substance Misuse, Mental Health and Wellbeing, Ageing Well all support men and women across the life course approach.</p> <p>In terms of consulting with men from Black and Ethnic Minority groups an email has been sent to CHAWREC (Cheshire, Halton and Warrington Race and Equality Centre), re: engaging with diverse local communities.</p>	
<p>Gender reassignment</p>	<p>Strategy is required to consider gender reassignment and promote wellbeing.</p>	<p>Advice sought from LGBT lead within the Public Health team as to groups to target.</p> <p>Consultation and Strategy details promoted on the Cheshire Cheese</p>	<p>Consultation to be held with the Trans community to have their opinions to be taken into consideration to inform the Health and Wellbeing Strategy. There are issues of social</p>

		<p>Website www.cheshirecheese.org.uk</p> <p>Email sent to Unique (Transgender Network for West Cheshire) to promote the consultation that Cheshire West and Chester Council are carrying out for the Health and Wellbeing Strategy amongst the Unique Network in West Cheshire.</p>	isolation in the Trans community.
Religion and belief	<p>Strategy considers awareness of religious and cultural beliefs. A member of staff from the public health team attended the Faith Forum to help inform the Health and Wellbeing Strategy.</p>	<p>Public Health attended the Faith Forum event on 3 June to promote the strategy and consultation to the 160 delegates attending the event. This involved being present with a stand and distributing copies of the draft Health and Wellbeing Strategy and feedback form and promoting the document to attendees verbally.</p>	
Sexual orientation (including heterosexual, lesbian, gay, bisexual)		<p>Advice sought from LGBT lead within the Public Health team as to groups to target.</p> <p>Consultation and Strategy details promoted on the Cheshire Cheese Website www.cheshirecheese.org.uk</p> <p>Email sent to LGF (Lesbian and Gay Foundation) Bulletin with a summary paragraph of the consultation and link to the council website requesting that the information is included in their e-bulletin.</p>	<p>There is an increase in social isolation amongst older people from the Lesbian, Gay and Bisexual (LGB) community with one in five having no one to contact in a time of crisis. Isolation is a significant barrier to seeking health and medical support. Although mental health and wellbeing is a key priority area in the Health and Wellbeing Strategy it would be beneficial for the LGB community to be consulted before the final draft is produced.</p>

<p>Age (children and young people aged 0 – 24, adults aged 25 – 50, younger older people aged 51 – 75/80; older older people 81+. The age categories are for illustration only as overriding consideration should be given to needs)</p>		<p>The four key priorities in the Health and Wellbeing Strategy of Starting Well, Substance Misuse, Mental Health and Wellbeing Ageing Well all focus on reducing health inequalities through a life course approach.</p> <p>Consultation promoted widely to look at all age ranges:</p> <ul style="list-style-type: none"> • Children’s Centres • Schools Bulletin • Schools Forum • West Cheshire Children and Young People Health Strategy Group • Youth Parliament • Partnership Bulletin • Older Peoples Network • Vale Royal Starting Well and Living Well meetings 	
<p>Rural communities</p>	<p>Part of the rural community population attended the consultation workshop in Tattenhall so their views have been taken into account to inform the strategy.</p>	<p>Consultation and strategy promoted at:</p> <ul style="list-style-type: none"> • Chester Area Parish Council meeting • Children’s Centres and libraries within rural communities • Malpas / rural area parish council forum meeting 	
<p>Areas of deprivation</p>		<p>Strategy took into account people living in deprivation and the barriers faced to making changes to lifestyle. The ISNA helps inform the strategy and data from the ISNA highlights the changing needs of populations</p>	

		<p>within deprived areas. Three of the four consultation workshops were held in Lache Community Centre, Flatt Lane Community Centre, Winsford Lifestyle Centre, so they were strategically placed to offer accessible locations for people living in deprived areas.</p> <p>Targeted promotion in areas of deprivation</p> <ul style="list-style-type: none"> • Blacon Community Forum • Avenue Services, Blacon • Lache Health Centre • Lache Health, Community and Wellbeing meeting • Lache Health Centre Patient Participation Group • Chester Healthy Living Centre • Ellesmere Port Healthy Living Centre • Winsford Faith Forum • Children’s Centres and libraries in target areas 	
<p>Human rights</p>	<p>Strategy will take into account the human rights of all people living in the Cheshire West and Chester area. The strategy covers the fundamental aspects of right to life, which covers a number of areas including safeguarding</p>		

	of adults and children and young people, improving the mental wellbeing of individuals. In terms of prevention of discrimination the strategy is across the lifecycle of all individuals.		
Health and wellbeing (consider both the wider determinants of health such as education, housing, employment, environment, crime and transport, as well as the possible impacts on lifestyles and the effect there may be on health and care services)		The intended outcome of the Health and Wellbeing Strategy is to improve the health of all people in Cheshire West and Chester across the life course. To help people make informed choices with regards to their lifestyles. It will have a multi-tiered impact on service users, their families and their communities. Targeting of inequalities is an aspect of the strategy.	
Procurement/partnership (if project due to be carried out by contractors/partners etc, identify steps taken to ensure equality compliance)	Not applicable		

Evidence

Action plan:

Actions required	Key activity	Priority	Outcomes required	Officer responsible	Review date
For the LGB community to be	Consultation should take place with the LGB	High	Consultation to take place with LGB	Helen Bromley	July 2014

consulted before the final draft is produced.	community.		community to have their opinions to be taken into consideration to inform the Health and Wellbeing Strategy. This is a targeted approach by advertising on the Cheshire Cheese Website.		
For the Trans community to be consulted before the final draft is produced.	Consultation should take place with the Trans community.	High	Consultation to take place with Trans community to have their opinions to be taken into consideration to inform the Health and Wellbeing Strategy. This is a targeted approach by advertising on the Cheshire Cheese Website.	Helen Bromley	July 2014
To ensure that ethnic minority groups have been consulted with regards to informing the Health and Wellbeing Strategy, particularly the Gypsy and Traveller community and men from Black	<p>Consultation to take place with the Gypsy and Traveller community and men from Black and Minority Ethnic groups within Cheshire West and Chester.</p> <p>A gap was identified with this and acted upon appropriately by emailing the following people/organisations:</p>	High	Consultation to take place with ethnic minority groups to have their opinions taken into consideration to inform the Health and Wellbeing Strategy.	Helen Bromley	July 2014

and ethnic minority groups.	<p>the Cheshire Gypsy and Traveller Co-ordinator, regarding engaging with Gypsy and Traveller communities</p> <p>Chester Voluntary Action, regarding engaging with the West Cheshire Inter Faith Forums</p> <p>CHAWREC (Cheshire, Halton and Warrington Race and Equality Centre), regarding engaging with diverse local communities</p>				
To ensure that the faith community is consulted in further detail around the Health and Wellbeing Strategy.	Faith community to engage with the consultation process.	High	Members of staff from the public health team to attend the faith event on 3 June in Chester to promote the consultation via a promotional stand.	Helen Bromley	July 2014

Sign off	
Lead officer:	Helen Bromley

Approved by Head of Service:	Caryn Cox
Moderation and/or Scrutiny	
Date:	
Date analysis to be reviewed based on rating (high impact – review in one year, medium impact - review in two years, low impact in three years)	Data from the feedback forms will be analysed by the research team to provide more detailed robust information on participants when the consultation has been completed on 20 July 2014. Once the strategy is published it will be reviewed annually.

Please forward the completed Equality Analysis to the Equality and Diversity Managers for publishing on the Council's website