

## Health and Wellbeing Boards Bulletin July 2013

Welcome to the first of our information bulletins on health and wellbeing board support.

We with our national partners want to play our part in supporting and celebrating local delivery and to assist it to move faster and further. Locally there is already an energy and desire to transform the way services are delivered and to put consumers and carers at the heart of all we do.

We want to create an effective way of sharing and learning from each other and to create an effective local voice communicating with the national on the work that is being done and how we collectively can take this further.

These bulletins are just one of the ways that we'll be sharing information about the programme, and sharing the learning that comes from the programme.

*Joyce Redfearn*

*Interim Director for the HWB System Improvement Programme*

### Local focus: Leeds – ‘Best City for Health and Wellbeing’

On page 4 of the bulletin, Leeds describes how they're making their ambition to be the 'Best City for Health and Wellbeing' a reality. They've identified a few challenges – have you identified the same challenges and have you come up with any ideas you can share?

- How do we engage with everyone effectively and fairly?
- How do we 'delivery manage' rather than 'performance manage'?
- How do we demonstrate impact, but maintain buy-in where patience is needed?
- How do we make the health and wellbeing agenda 'come alive' for citizens of every age in Leeds?

Are you interested in sharing your experience and ideas, and having your local work show cased in the next bulletin? Please contact us at

[healthimprovement@local.gov.uk](mailto:healthimprovement@local.gov.uk)

### Peer Challenge

#### We're looking for Health Peers

So that we have a top team that can bring a range of expertise, knowledge and experience into our Peer Challenges, we're recruiting new Peers! We're particularly interested in recruiting Peers from the health profession and CCGs. It's a great opportunity to help health and wellbeing boards grapple with the challenge they face, and to learn more yourself! If you want to know more about becoming a Peer then please email [Vicki.goddard@local.gov.uk](mailto:Vicki.goddard@local.gov.uk).

## Making a HIT

Paul Rideout has joined the team to lead the Healthwatch Implementation Team (HIT). This small, expert team is being deployed in each region to provide 'trouble shooting' capacity and tailored support to local authority commissioners on establishing successful local healthwatch. If you want to know more, contact [paul.rideout@local.gov.uk](mailto:paul.rideout@local.gov.uk) or visit our [Local Healthwatch Webpages](#).

## The Information Highway

Data has been a major discussion point this month with the release of the Public Health England statistics on premature mortality. To view the information visit the longer lives website: <http://longerlives.phe.org.uk/>

## Hot Topic

Do you think that there is an expectation that health and wellbeing boards should be addressing every issue, or do you think you have the freedom to prioritise? Will pressure from national and local press opinion force you to be jack-of-all-trades, and master-of-none? How do you communicate the need to invest your resources in important local issues, where this inevitably won't be able to help everyone? Join us via twitter using #hwblearn or on the [knowledge-hub](#) to share your thoughts, ideas and experiences!

## Knowledge Exchange

Interim Director of the Programme, Joyce Redfearn, was in the Hot seat on the knowledge-hub with members National learning network for health and wellbeing boards of the this month to launch the health and wellbeing system improvement programme.

*Phil Povey-Naylor* asked Joyce "Hi Joyce. How would you frame for the lay-person what the Health and Wellbeing System is to encourage broad engagement? My question is focussing on the 'System' bit of the title in order to demystify..."

*Joyce replied* "Really good question Phil! We would be very interested in how localities are getting round this issue - finding a common language that means something to the public is a real challenge. We tend to use 'System' to cover health, social care, wellbeing, and within that is a complex mix of those providing the service, using the service and those reshaping the service. It may be what we need to do is talk about specific examples so it means something to the public? We'd love your views."

*Louise Matthews* asked "Hi Joyce, How do you see the improvement programme being taken forward in a way that allows for some national consistency yet still allows and encourages local difference?"

*Joyce replied* "Louise, I think this goes to the heart of the issue - it must be locally driven, because that is where the change will happen! As you point out though, some support is best nationally delivered, for example, the sharing learning events in June (25th and 26th), so it's accessible to everyone. We therefore have within the programme the mix of national and regional support, but always with the local needs driving the agenda. With constrained resources we have to try for value for money, so everyone can benefit in some way". To see the rest of the discussion, sign up to the [Knowledge Hub](#) and join our [National Learning Network for Health and Wellbeing Boards](#).

## What's been happening?

On 4<sup>th</sup> June, a very successful event was held to help develop the [self-assessment toolkit](#). We are aiming to launch the toolkit before the end of July, so watch this space!

The NHS confederation held their [annual conference](#) in Liverpool, where NHS Confederation chief executive Mike Farrar urged delegates to be optimistic about the future of the NHS.

[The integrated care and support commitment](#), setting out how local areas can use structures such as Health and Wellbeing Boards to bring together local authorities, the NHS, social care providers, education, housing services, public health and others was launched on 14<sup>th</sup> May.

The programme's first [national learning, leadership and networking events](#) were held on 25<sup>th</sup> June in London and 26<sup>th</sup> June in Leeds, which provided a great opportunity to find out the latest thinking, meet people who are tackling the same issues, and find out how to influence and use the support being made available.

## Coming up next..

[LGA Annual Conference](#) – 2-4<sup>th</sup> July, Manchester: <http://sites.idea.gov.uk/annual-conference/>

[NHS England Assurance Events](#):

9<sup>th</sup> July Northampton; 10<sup>th</sup> July Coventry; 16<sup>th</sup> July York; 17<sup>th</sup> July Manchester

[LGA Public Health Event](#): Immunisation – protection across the life course

[http://www.local.gov.uk/web/guest/events/-/journal\\_content/56/10171/3991593/EVENT-TEMPLATE](http://www.local.gov.uk/web/guest/events/-/journal_content/56/10171/3991593/EVENT-TEMPLATE)

## Welcome to our new Director

A big welcome to our new Director of Health and Wellbeing System Improvement, Caroline Tapster CBE. Caroline was Chief Executive of Hertfordshire County Council until 2012, and prior to that worked in social care. Caroline is diving straight into the role, so we won't be having any lag in leadership. Welcome Caroline!

## HWBs in the Press

Concerns were raised about how HWBs were planning to tackle [diabetes](#)

Local authorities were 'ranked' according to avoidable [death rates](#)

The launch of the Health and Wellbeing Support Programme features in the trade press.

## Leeds: Best City for Health and Wellbeing

### A case study of our Health and Wellbeing Board

Leeds has an ambition - owned and shared by public, private and third sector partners alike – to be the Best City for health and wellbeing. These are **exciting times for the city**, as increasingly professionals are coming together to deliver this ambition, to integrate services, and reimagine what a truly people-centred healthcare system would look like. Fundamental to this vision is the work of the Health and Wellbeing Board: and as it has moved from shadow status to formal establishment in the last months, there is a palpable sense that the city is now **‘doing it for real’**, in the face of a number of challenging health issues for all partners.

### Secure Foundation

Leeds’ Health and Wellbeing Board has a secure foundation: building on good existing partnership working, the shadow board has undertaken **a challenging development programme** (facilitated by the Centre for Innovation in Health Management (CIHM) at Leeds University) in order to ensure working relationships are established, trust is built, and the vision and scope of activity is shared. This is, of course, a journey for all board members, and **trust/openness along the way** has been identified as key.

### Sense of ambition

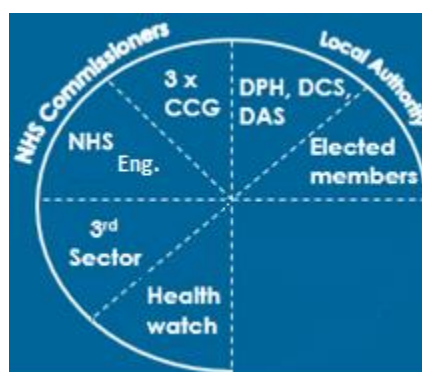
1. People will live longer and have healthier lives
2. People will live full, active and independent lives
3. People's quality of life will be improved by access to quality services
4. People will be involved in decisions made about them
5. People will live in healthy and sustainable communities

The ambition of the board is to influence and oversee 5 key outcomes, (see inset box) with the overarching ambition of improving the health of the poorest fastest. Keeping in mind the principle to focus on **‘doing what only the Health and Wellbeing Board can do’**, consensus is emerging that the Board needs to drive some big ‘set pieces’: the transformation of services, the integration of commissioning, the

innovative use of intelligence, new healthcare technology, and the need to keep partners focussed on the experience and quality of care.

### Early steps

The first formal meeting of the Board took place in May, with membership drawn from a cross-party group of Elected Members, Local Authority Directors, NHS commissioners, the 3<sup>rd</sup> sector, and Healthwatch (see inset box). One of the first actions was to agree the Leeds Joint Health and Wellbeing Strategy 2013-2015. This is an exciting milestone, and as well as agreeing an overall outcome framework, the board made **four ‘commitments’ which we believe will make the most difference** to the lives of people in Leeds in the short to medium term:



- 1) support more people to choose healthy lifestyles;
- 2) ensure everyone will have the best start in life;
- 3) improve people’s mental health and wellbeing;
- 4) and increase the number of people supported to live safely in their own home.

## Key challenges and opportunities

Including all the voices – how do we engage effectively and fairly?

Moving from strategy to delivery – how do we ‘delivery manage’ rather than ‘performance manage’?

Demonstrating short and long-term impact – maintaining buy-in where patience is needed

Responding with swift action to quality and safety issues arising from Francis and Winterbourne View

Harnessing the economic growth potential of Leeds’ unique health economy

Leading a complex commissioner/provider landscape – bringing clarity, integrating where possible

Making the health and wellbeing agenda ‘come alive’ for citizens of every age in Leeds.

For more information on the work of Leeds’ Board, please contact Rob Kenyon at [healthandwellbeingboard@leeds.gov.uk](mailto:healthandwellbeingboard@leeds.gov.uk)

## Top Tweets

- [LGA Peer Support @lgapeers](#) - Confirmed our Sefton health and wellbeing peer challenge pilot team today - our third team confirmed now - onwards and upwards [#hwblearn](#)
- Richard Humphries @RichardatKF - interesting mix of national & local health & wellbeing board news in latest bulletin @kingsfund\_lib <http://ow.ly/lSyac> [#hwblearn](#)
- Amy Galea @amy\_galea - 8 places across the country experimenting with shared leadership- 3 key tips: shared purpose, relationships, trust! #HWBlearn #nhsconfed13
- Nicola King@nicolamking - We're on a critical journey. Lets keep going says John Bewick #ccgdev [#hwblearn](#)
- Ginny Edwards@Edwards1Ginny - “@lgapeers: CCG senior leads - fancy being a peer on a health and wellbeing challenge? <http://tinyurl.com/mz4w7uf> [#hwblearn](#)” @HVCCG
- Paul Ogden@ogden14030 - Co-producing public health in local government, and top reads for cllrs <http://wp.me/p1BSkL-2X> from @jimmcm Manusph @LGAWellbeing [#hwblearn](#)

## The Health and Wellbeing System Improvement Programme

The purpose of this programme is to provide improvement support during the first year of fully functioning Health and Wellbeing Boards, CCGs, local authority public health responsibilities and Local Healthwatch. To find out more visit our [webpages](#) or email [healthimprovement@local.gov.uk](mailto:healthimprovement@local.gov.uk)