



# Bracknell Forest Health and Wellbeing Board

Refreshing our Integrated Care System Strategy

1<sup>st</sup> December 2022

Creating healthier communities with everyone



# Strategy Refresh Timescales



## Engagement Output Generation

22nd November:  
ICP Workshop takes place

25th November:  
Review contributions from those unable to attend ICP

## Refresh Strategy Content

By 8th December:  
Strategy refresh is drafted

9th December:  
Circulate for ICP review

15th December:  
Follow on amendments made and shared

## Finalise and submit Draft Interim Strategy

20th December:  
Final deadline for comments

23rd December:  
Submit to DHSC/  
NHS England

## Next Steps

December–March  
Further engagement on interim Strategy

March 2023  
ICP sign off of final interim strategy



# The journey so far

"Creating Healthier Communities" was published in 2019 as the first Frimley Health and Care ICS Strategy. The strategy was designed following significant co-production between partner organisations, the third sector, our workforce, patients and the public.

The strategy was heavily informed by the data and insight available from the Connected Care platform and led to the formation of six Strategic Ambitions which have comprised the programme architecture for strategy delivery between 2020 and 2022.

The two Objectives of the Strategy are:

- Improving Healthy Life Expectancy
- Reducing Health Inequalities

All of our strategic intent should be aligned to these objectives.





# Our strategic ambitions

4



Creating healthier communities with everyone



# November Integrated Care Partnership (ICP)

## The ambition stations

Opportunity to familiarise and comment on the ambitions.

Each station will share information relating to the ambition around the following:

- Background to the ambition
- What have been the achievements to date
- What next for the ambition?

There will be then be the opportunity to discuss the following:

- Does the ambition still reflect what we want to achieve as a system?
- What has changed for this ambition?
- What three areas of focus would you like to see reflected in the refresh?



# What next?

## Insight & Involvement Portal

We will keep you updated as this work develops via our Insight and Involvement Portal:

[insight.frimleyhealthandcare.org.uk](https://insight.frimleyhealthandcare.org.uk)





# Insight and involvement Portal

## Downloadable resources

- ICP Assembly pre-reading & slide pack
- Strategy refresh ambitions boards
- 2019 strategy

## Links to provide feedback on each ambition

- Does the ambition still reflect what we want to achieve as a system
- What has changed since 2019
- What three areas of focus would you like to see reflected in the strategy refresh





# Starting well

The purpose of Starting Well is to work towards improving outcomes for children and families, working closely with communities across our population by engaging effectively with community groups, voluntary sector organisations and families. Our aim is to better understand the driving factors behind differing health outcomes and particularly barriers to opportunity and healthier choices. Our overall aim is to improve equity across Frimley. Taking a co-produced, asset-based approach to make a positive impact.

Our stakeholder events highlighted a number of areas of focus particularly the pre-conception and early years and our agreed priorities were vulnerable children and families and childhood obesity.

By promoting the habits of a healthy family we aimed to maximise the many opportunities that health, education and care professionals have to interact with families and influence behaviour including diet, oral health, supporting breast feeding and reducing smoking particularly smoking in pregnancy.

We wanted to build on the existing resources that families and children have available reducing confusion by having a 'single front door' and developing an accessible suite of tools, translated and available for all our families. We wanted to work with places who understand their population and build on existing local initiatives.





## Starting well - Achievements



The Equity Plan is a key foundation for Starting Well. The detailed analysis of population and workforce highlighted differences relating to ethnicity and deprivation, for example women in Slough are half as likely to be taking folic acid as women in Bracknell. We worked collaboratively with our Maternity Voices Partnership holding focus groups with local women in Slough and Rushmoor to co-produce the Equity Plan and we are now starting to implement by:

- promoting cultural awareness, allyship and being an active bystander.
- planning a series of communication & engagement events for women and families in Slough.
- reviewing and improving resources and use of translators.

The development of the Frimley Healthier Together website has created a single digital front door for families and professionals.

Alongside the Maternity Website we now have a comprehensive library of information which is also verbally translatable through 'Recite Me'. In addition successful campaigns and resources have included:

- Ready for Pregnancy and Parenthood – started in Frimley and expanded across the South East. Physical translated resources developed and shared through community venues.
- Solihull parenting modules, translated in a variety of languages—over 2000 registered learners.
- Maternity personalised care app launched in October has over 900 downloads. Enables personal decision making and signposting to wider resources.

The focus on Healthy Behaviours has included

- Development of a Frimley wide 'Healthy Weight' group bringing together places to share their initiatives and map existing assets.
- National Child Measurement Programme data has shown high levels of over-weight and obese children, particularly in Slough and Rushmoor. We are delivering 'This Mum Moves' training across our 5 Health Visiting and maternity teams with a focus on Gestational Diabetes.
- Our Smoke-free pregnancy initiatives have resulted in the lowest smoking in pregnancy rates in the South-East. We work closely with the specialist stop smoking services and are implementing a hospital-based offer for women.
- During COVID we know that women often felt isolated after pregnancy. We continue to work across Public Health, Health Visiting and Midwifery teams and closely with our Maternity Voices Partnership to develop antenatal and breast feeding peer support.

Working with the successful Innovation Fund we developed a bespoke Children and Young People funding stream for community groups and voluntary sector organisations who work with children, young people and families. The programme has provided an opportunity to share insight and learning with this cohort of community groups. The 17 projects funded include:

- Chalvey Action, Food and Fun family events.
- Thames Hospice family days for bereaved children and families.
- Several projects creating green spaces, wildflower and vegetable gardens.



## Starting well - What next?



There is a clear case for greater and faster transformation of CYP care and services:

- A quarter of our population are CYP.
- We know that there is variation in the care of CYP and their outcomes that we must tackle
- The pandemic has widened existing health inequalities and worsened the health of our CYP, particularly their mental health.
- The cost-of-living crisis will affect low-income households more, predicted to bring half a million for children into absolute poverty this year, and this is set to get worse in coming years.
- The health and care services that we provide to CYP are struggling to meet demand.

We have an ambitious programme, shaped and agreed by the Place and CYP leads from across the system with the support of colleagues in neighbouring IC5s. Their commitment is to work together to deliver this programme, alongside their day-to-day responsibilities for managing and leading CYP services across the IC5.

Within Starting Well we will continue close working with the maternity and neonatal teams as a critical component of the programme. Priorities could include:

- **Addressing health inequalities through a focussed approach to meeting the needs of vulnerable children who experience deprivation and poverty across our communities focusing on some key areas of inequality, such as childhood obesity, school readiness and exposure to adverse childhood experiences.**
- **Babies and children and the first 1001 days.**
- **Working together with Public Health, strengthening partnerships around health visiting and school nursing.**
- **Progression with delivering our 5-year Equity Plan focusing on resources, service delivery and workforce.**
- **Build on the existing forums bringing together Public Health, Health Visiting and School Nursing leads including Healthy Weight, Infant Feeding and 0-19 Public Health Leads groups to share learning and initiatives and create a Frimley approach.**
- **Continue to signpost to local community groups and assets, working with places to understand how best to collate, manage and share information.**

