Healthy Places for
Healthy People to lead
Healthy Lives
The Isle of Wight Health and Wellbeing Strategy (2022 to 2027)

INTRODUCTION

- The Health and Wellbeing Strategy sets out the strategy for improving the health of the Island population, based on the needs identified in the Joint Strategic Needs Assessment.

- Many things influence our health and wellbeing – the lifestyles we lead, our social contacts, the environment around us, our jobs and homes, as well as the health and care services which support us.

- Everyone on the Island should have the right to enjoy good health and wellbeing and the majority do, however we know that some groups and communities systematically experience poorer health than others. While this strategy aims to improve the health and wellbeing of everyone on the Island, it focuses on making faster improvements for those groups who currently have worse health outcomes. The aim of this strategy is to set out a shared vision in which people live healthy and independent lives, supported by thriving and connected communities with timely and easy access to high-quality and integrated public services.

- In order to deliver improvements in health and wellbeing we need to **change our culture** to focus on prevention of ill health and tackling health inequalities. The Board and members will champion work in this area in response to the needs of the population.

- Our ambition is to create healthy places for healthy people to live healthy lives across the Island, through a focus on three system priorities:
  - Healthy Places focus - healthy homes
  - Healthy People focus - mental health and emotional wellbeing
  - Healthy Lives focus - health inequalities

ALIGNMENT WITH THE HEALTH AND CARE PLAN

- Together, the Health and Wellbeing Strategy and the Health and Care Plan have a joint aim to ensure that people on the Island live healthy and independent lives.

- The new Isle of Wight Health and Care Plan (2022-2025) sets out the strategy to achieve clinical and financial sustainability for the health and care system, enabling the best possible support for people's needs. The Health and Care Plan identifies four pillars of opportunity: prevention, partnerships, productivity and pathways.

- The priorities in the four pillars of the Health and Care Plan align across the areas of focus in the Health and Wellbeing Strategy, underpinning the commitment from all partners on the Island to prevention of ill health and tackling health inequalities.

THE HEALTH OF OUR POPULATION - WHAT DOES OUR DATA TELL US ABOUT US?

- The Isle of Wight has a population of around 142,300 individuals, of which 28.7% are aged 65 years and over. This is **older** than the England average (18.5%).

- It has **high levels of deprivation** with 12 areas in the top 20% most deprived in England.

- **Healthy life expectancy is significantly lower** than the national average and has fallen in recent years, most markedly in women.

- **Inequalities in healthy life expectancy are evident** with those living in most deprived areas of the Isle of Wight living a smaller proportion of their lives in good health.

- The Global Burden of Disease study has identified the highest risk factors driving lower quality of life due to disease on the Isle of Wight as **high body-mass index, tobacco, occupational risks and alcohol use.** The highest causes of years lived with disability in the area are **musculoskeletal disorders (22.8%) and mental disorders (17.0%).**

- Isle of Wight residents reported slightly **lower life satisfaction and lower happiness** than the national average.

- **COVID-19 and the associated restrictions** have both had an impact on the population's mental health.

- **Housing has become less affordable compared to gross median earnings** since 2002. A smaller proportion of homes are available for social renting than in England as a whole

- There are a lower proportion of people living in fuel poverty than in England as a whole (8.9% compared to 13.4%) but there are **small areas with higher fuel poverty, especially within Newport and Ryde.**

TAKING A PLACE AND PEOPLE CENTRED APPROACH

This strategy sets out a shared vision using an approach for improving health and wellbeing on the Island for all ages (the life course). It is based on the principle that a family-centred, all age approach that promotes a holistic view of an individual's total health and wellbeing is an effective means of improving the health in our communities.
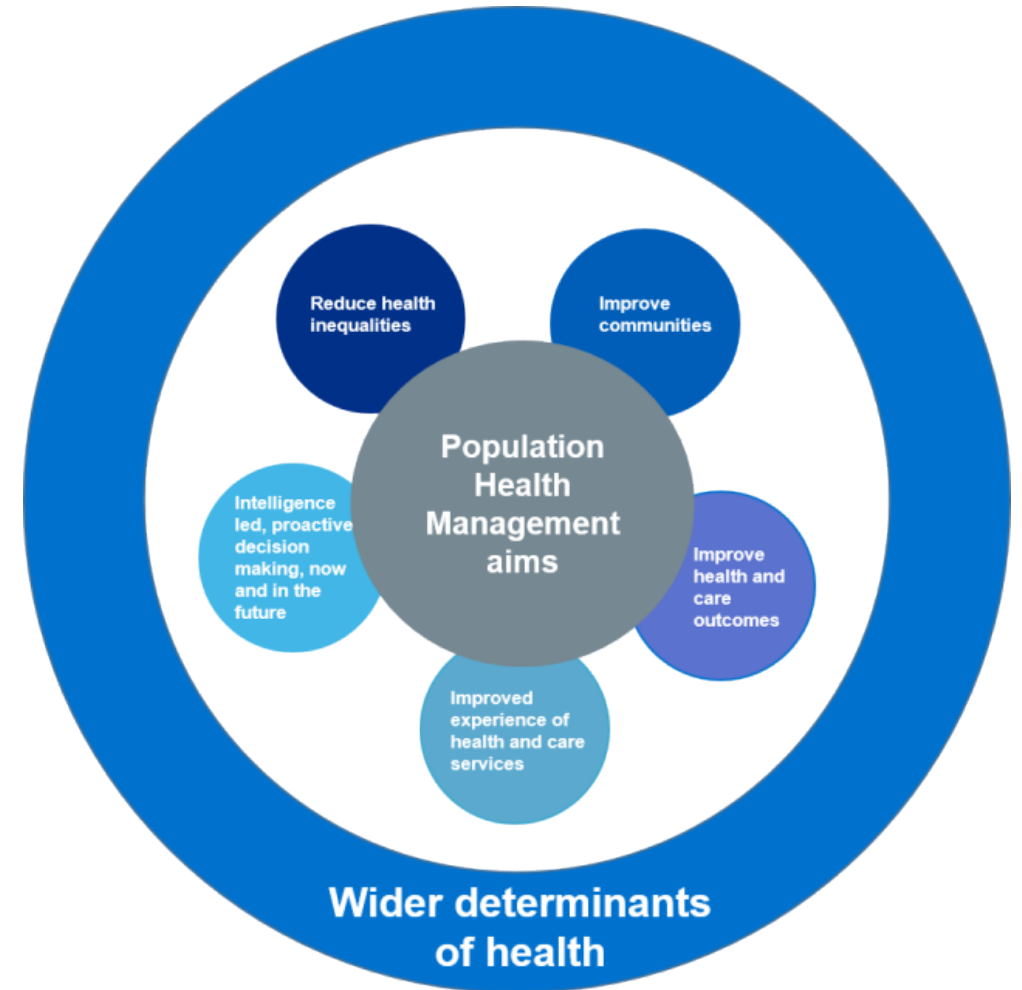
This approach emphasises the social perspective, looking back across an individual's or group's life experiences for clues to current patterns of health and disease, while recognising that both past and present experiences are shaped by the wider social, economic and cultural context.

By agreeing this approach jointly, we can all work together as individuals, groups, communities and organisations to make sure we are all working towards the same vision.

An example of this approach is recognising that many people with significant health needs will have had past trauma and react differently to situations; our services therefore need to understand the impact of past histories and respond in an appropriate way. Through this strategy, we will support a Trauma Informed Approach, working with the Office of the Police and Crime Commissioner and her team.

TAKING A DATA LED APPROACH

- We are adopting a **Population Health Management** approach, using data to improve patient-centred care, reduce health inequalities and plan improvements to services.

- Population Health Management brings together data on health, care and the wider determinants of health (such as housing and the environment) from a number of sources (including the council, police and fire services and the community and voluntary sector) into one place.

- Trends, themes and outcomes from these data enable us to make evidence-based decisions about the way we can collectively improve health and wellbeing - from setting health and care priorities, through to designing new models of care and interventions to improve health outcomes.

- This approach sits alongside valuable insight from the Island population through community conversations and engagement via our services.

Reduce health inequalities

Improve communities

Intelligence led, proactive decision making, now and in the future

Population Health Management aims

Improve health and care outcomes

Improved experience of health and care services

Wider determinants of health

HEALTHY PLACES

Where we live, work and socialise plays an important role in our health. Both the built and natural environment make up part of the wider determinants of health and influence people's physical and mental health.

The effect of the environment around us can be felt across the life course and has an impact on health inequalities. The quality of the environment can influence many aspects of people's lives, for example social connections within a neighbourhood, quality and availability of housing, food outlets, exposure to air and noise pollution or safe transport including opportunities for active travel. Thoughtful planning and management of places can help promote good health, improve access to services and reduce health inequalities.

Our focus for places in this Health and Wellbeing Strategy will be on **healthy homes**, recognising the importance that the places we live have on our health. The programme of work to improve health through homes has strong connections with other strategic priorities identified across the Island, including climate change and regeneration of place.

PRIORITY: HEALTHY HOMES

- The condition and nature of housing can have a big impact on people's lives, influencing their wellbeing and health. In fact, housing has a long partnership with efforts to improve health, such as seeking to improve sanitation and reduce overcrowding to prevent the spread of infectious disease.

- Homelessness and availability of appropriate housing continues to be a challenge for the Island and is attributable to a range of social and personal factors, including a scarcity of affordable housing, welfare system changes, mental ill health and substance misuse, family breakdown and unplanned life events.

- There are four housing themes that particularly impact on health that we will address:
  - affordability
  - quality
  - security
  - homelessness

- We will work together in line with the priority identified by the Administration of the Council to improve housing and the impact it has on the health of our populations.

Source:Understanding Homelessness in Isle of Wight | LG Inform (local.gov.uk)

HEALTHY PLACES – WHAT WE WILL DO

1. System approach

i. Through a 'Health Begins at Home Memorandum of Understanding (MOU)', commit all system partners to work collaboratively to ensure that residents are able to live in a healthy and safe home. This includes signing up to take action against our four main priorities; preventing homelessness through improved partnership working, ensuring everyone can stay safe in their homes, joint strategic decision making and commissioning, and processes to continually learn and improve.

2. Champion excellence

i. Promote and monitor the application of national housing standards which improve health, including Nationally Described Space Standards, Minimum Energy Efficiency Standards, Housing Health and Safety Rating System (HHSRS)

ii. Through workforce development, increase awareness and understanding of the relevant standards

3. Home safety

i. In partnership with Hampshire and Isle of Wight Fire and Rescue Service, take a coordinated approach to reducing ill health and potential fatalities from carbon monoxide, smoking-related fires and second-hand smoke

4. Climate change

i. Consider climate change in all work programmes across this strategy and identify what mitigating actions need to be taken

ii. Monitor and improve air quality across the Island

iii. In partnership with Energise Me, deliver the 'We Can Be Active' strategy on the Island, to inspire and support active lifestyles alongside developing sustainable, active transport options

MEASURING SUCCESS

- Numbers of children and families in temporary accommodation

- Number of new affordable housing unit completions

- % Take up of mental well being support services

- Relative deprivation (IMD)

- % of island covered by a community hub support mechanism

- Youth unemployment

- End rough sleeping on the IOW

- 100% of homeless population to be registered with a GP/ Dentist

- Reducing the number of households in temporary accommodation

- Increased numbers of households will be prevented from becoming homeless

- Public services adopting a no discharge/release into homelessness policy

HEALTHY PEOPLE

- The COVID-19 pandemic has had an unprecedented impact on the health of our population – through the direct impact of illness, disability and death caused by the virus, the disruption to health and care services and support and the significant impact on people's mental health and emotional wellbeing.

- The mental health impact of COVID-19 is far-reaching and will be with us for many years to come. Impacting people differently, the effects of lockdown policy such as shielding, closures and social isolation have been extensive. On the Isle of Wight, the urban populations are more likely than the rural populations to have mental wellbeing which is vulnerable as a result of COVID-19 restrictions. This is evident in Newport, Ryde, Cowes, Sandown and Shanklin and the more rural areas in the South and West of the Island.

- Recognising the importance of mental wellbeing on our overall health, our focus for healthy people in this Health and Wellbeing Strategy will be on **mental health and emotional wellbeing.** As our mental health is affected by our physical health, the strategy recognises that action to tackle mental health must be joined up and coordinated with physical health programmes.

PRIORITY: MENTAL HEALTH AND WELLBEING

- It is estimated that one in four adults will experience mental health problems and mental ill health is the single largest cause of disability in England. There are many factors which can impact on our mental wellbeing during our lives including being bereaved; change of job circumstances or change in life situations. In addition to the impact of the COVID-19 pandemic, we need to consider the usual social changes people experience and how we can support mental wellbeing at these change points.

- Loneliness is increasingly recognised as being an important factor in mental and physical health. This can affect anyone, whatever their age, but older people are particularly vulnerable. Enabling and supporting social connectivity across work programmes can be an effective way of reducing the health impacts of loneliness.

- Groups that are more vulnerable to poor mental wellbeing can be placed into four categories:
  o Demographic (young people and ethnic minorities)
  o Health (people with two or more long term conditions)
  o Economic (low earners, people working in healthcare and sectors likely to be furloughed, self employed)
  o Living situation (lone parents, renters, older people living alone and people living in institutions)

- Through our Mental Health Alliance and other partnerships, we will coordinate action to improve mental health and wellbeing across the Island, with a focus on the most vulnerable groups, and at the most important times in people's lives

HEALTHY PEOPLE – WHAT WE WILL DO

1. Partnership approach

i. Through our Mental Health Alliance we will focus on prevention and early intervention to:

- Build community resilience including: identifying and mapping support needs and available services; developing network of mental health champions
- Training and upskilling in mental health first aid, debt and anxiety
- Coordinated communications and signposting of the partnership campaign: 'It's OK to not be OK'

ii. We will support a Trauma Informed Approach, working with the Office of the Police and Crime Commissioner and her team to ensure that our services understand the impact of people's past histories and respond in an appropriate way.

iii. Our aim is to ensure that each person who dies, each person who is bereaved, and every member of our community who has thoughts and anxieties about death, dying and bereavement is supported in an appropriate way.

2. Service improvements

i. Implement the Isle of Wight mental health strategy, '*No Wrong Door'* which has been coproduced with people who use services, staff and wider stakeholders. The strategy aims to open up access to mental health services that work together across the island system, providing holistic person-centred care. There is a particular focus on mental health crisis care, and strengthening the provision of services to people with complex needs across the life course.

ii. Work together with services that support the mental health of children and young people to improve mental health and emotional wellbeing outcomes.

3. Mental healthy workforce

i. Improve mental health and wellbeing in our workforces through policy and workforce development. For the Isle of Wight Council, this will be through the Health and Wellbeing Framework which has been designed to help staff feel well, healthy and happy at work and provides support such as Employee Assistance Programmes and Mental Health First Aiders (MHFA).

MEASURING SUCCESS

- Improved self-reported wellbeing – fewer people with low satisfaction/ happiness/anxiety

- Reduced stigma and improved awareness and conversations around mental health, suicide prevention and available support services

- Suicide, mental health and financial anxiety awareness training for communities and frontline workers

- Reduced sickness absence

- Staff feel supported with regard to mental health and wellbeing and understand how to access additional help should they need it

- Improved access to appropriate services, including for people with co-occurring mental health and substance misuse needs

- Improved physical health outcomes for people with mental health problems

- Reduced loneliness and social isolation

HEALTHY LIVES

Everyone on the Island should have the opportunity to live what they feel to be a healthy life. Unfortunately, we know that across England, some groups consistently experience poorer health than others. This is a longstanding issue which has been highlighted by the impact of the COVID-19 pandemic, the effects of which will continue to emerge for some time.

Our focus for healthy lives is **health inequalities** which are ultimately about differences in the status of people's health. But the term is also commonly used to refer to differences in the care that people receive and the opportunities that they have to lead healthy lives, both of which can contribute to their health status. Health inequalities can therefore involve differences in:

- health status, for example, life expectancy and prevalence of health conditions
- access to care, for example, availability of treatments
- quality and experience of care, for example, levels of patient satisfaction
- behavioural risks to health, for example, smoking rates
- wider determinants of health, for example, quality of housing

PRIORITY: TACKLING HEALTH INEQUALITIES

Our data show many factors contribute to health inequalities on the Island. The [Institute for Fiscal Studies reports](#) that the Isle of Wight is highly vulnerable to both the health and the economic impacts of the COVID-19 pandemic. This reflects the elderly population of the Island, its reliance on tourism and hospitality, and pockets of pre-existing socio-economic disadvantage which may be exacerbated. The Island's COVID-19 recovery plan sets out the commitment of partners to addressing inequalities, with key areas of focus on housing, mental wellbeing and poverty.

The economic climate (for example unemployment, low-paid jobs or high cost of living) has an important influence on health and health inequalities. People living in poverty will experience poorer health than people who are able to afford a decent standard of living. For example, inability to heat homes (fuel poverty) or afford sufficient, nutritious food (food poverty) will directly affect people's health. The Island as a whole has 8.9% of households living in fuel poverty, with small areas where a higher proportion of households are living in fuel poverty, especially within Newport and Ryde. There are also significant parts of the population at higher risk of food insecurity, with some areas in Ryde South, Ryde Central, Shanklin Central and Lake and Newport Central and Parkhurst West at particular risk.

Differences in the distribution of risk factors (such as smoking, weight, alcohol and physical inactivity) across the population contribute to health inequalities. Having a consistent approach to reducing these risk factors, particularly in those groups who experience poorer health, is a priority for the Board.

HEALTHY LIVES – WHAT WE WILL DO

1. Place based approach

Work with community groups on key workstreams to reduce inequalities in health:

i. Take coordinated action on food insecurity through the Holiday Activity and Food Programme (HAFP), supporting families in receipt of free school meals

ii. Implement the Healthy Hearts programme to improve the cardiovascular health of the population through primary and secondary prevention, with a focus on those most at risk

iii. Review healthcare provision in line with the NHS programme of CORE 20 plus 5

2. Tackling poverty

i. Take an Island-wide approach to identifying need in relation to poverty and ensure mitigating actions are evidence-based and joined up

ii. Halve fuel poverty across the Island by 2030 through promotion of cheapest energy tariffs, improvements in energy efficiency and proactively identifying households for Housing Health and Safety Rating System

3. Support healthy lifestyles

i. Implement a lifestyle plan (smoking, healthy weight, physical activity, alcohol) that supports and enables people to improve their health through preventive action and adopt healthy lifestyles; changing our environments so they are health promoting; and ensuring we focus on those most at risk from experiencing poor outcomes.

MEASURING SUCCESS

- Healthy life expectancy

- Each partner to demonstrate how they monitor action on inequalities in their own metrics

IMPLEMENTATION

- The Board recognises the importance of health and care services but at the same time acknowledges that as little as 10 per cent of people's health and wellbeing is linked to access to health and care services.

- Therefore our measures for success need to be wider than just the health and care metric that focuses on demand for, quality of and access to health and care services

- The delivery and monitoring of the priorities for health and care services will be through the Local Care Board

- The delivery and monitoring of the priorities for the wider determinants of health and reduction in inequalities will be developed to monitor the strategy

RELATED STRATEGIES

The strategy will cover the themes that are pivotal to the health and wellbeing of the island population. These will feed into other strategies including

- **Isle of Wight Council's Corporate Plan** - This plan sets out the wide range of what the council intends to achieve for our Island community and the values that will sit behind everything we do. Three key areas of activity:
  - Provision of affordable housing for Island residents
  - Responding to climate change and enhancing the biosphere
  - Economic recovery

- **Public Health Strategy** - This strategy sets out the ambition to improve the health and wellbeing of people living on the Isle of Wight. This strategy will focus on everyone living on the Island being able to have the same opportunities to live in good health. The recent pandemic has also highlighted the need for the council to prepare for outbreaks of infectious diseases and public health emergencies. This strategy will create a shared vision for how we can make health improvements happen over the next 5 years (2020-2025).

- **Health and Care Plan -** The plan brings together the council, commissioners, the NHS Trust and the community and voluntary sectors to improve services and make them sustainable. It sets our priorities for the next three years and will deliver much needed improvement, investment and collaboration across health and care.

RELATED STRATEGIES

- **Children and Young People's Plan**

- **ICS plan**

- **CSP Strategic Plan 2020-22 –** Written in conjunction with the Strategic Assessment, The plan focusses on addressing the following priorities:
  - Violent Crime
  - Reduce Reoffending
  - Anti-social Behaviour and Community Cohesion
  - Domestic Violence & Abuse and Serious Sexual Offences
  - Prevent
  - Road Safety

- **IOW homelessness and Rough Sleeping Strategy 2019-2024** - This strategy outlines how we will work together to make:
  - homelessness in all forms a rare occurrence
  - homelessness a brief experience
  - homelessness a one-off experience