

HEALTH AND WELL-BEING BOARD
28 SEPTEMBER 2021**Integrated Well-being Offer and Here2Help**

Board Sponsor

Cllr Karen May, Cabinet Member with Responsibility for Health and Well-being

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Priorities

Mental health & well-being
Being Active
Reducing harm from Alcohol
Other (specify below)

(Please click below
then on down arrow)

Yes

Yes

No

Safeguarding

Impact on Safeguarding Children
If yes please give details

No

Impact on Safeguarding Adults
If yes please give details

No

Item for Decision, Consideration or Information

Information and assurance

Recommendation

The Health and Well-being Board is asked to:

- **note the progress made in developing an Integrated Well-being Offer for Worcestershire;**
- **note the plans for the future development of Here2Help; and**
- **receive a more detailed update on progress in early 2022.**

Background

1. Creating an Integrated Well-being Offer (IWO) for Worcestershire will support the vision of the Health and Well-being Board:

‘People in Worcestershire are healthier, live longer and have a better quality of life, especially those communities and groups with poorest health’.

2. Worcestershire's IWO will empower people to live well, by addressing the factors that influence their health and well-being and building their capability to be independent, resilient and maintain good well-being for themselves and those around them. It will move beyond focusing on single issues and take a holistic and person-centred approach, addressing the psychosocial determinants of health behaviour. It will augment the collective response to early intervention and prevention to meet people's needs across the life course, improve health and well-being and address inequalities.

3. Initial scoping of an IWO for Worcestershire began in late 2018. The initial aim of the programme was to bring together the many assets and services that offered 'lower level' support for well-being and health to form a comprehensive, holistic pathway through services, where residents could access and move between the services and support they need. Learning was taken from other areas that have developed integrated support for well-being, including Wigan and Leeds.

4. The work on developing an IWO progressed through 2019. Achievements included:

- a) development of a social prescribing model;
- b) a review of the 'Well-being Hub' and opportunities for support to manage physical and emotional well-being; and
- c) a commitment to use community spark funding to develop local assets to support health and well-being.

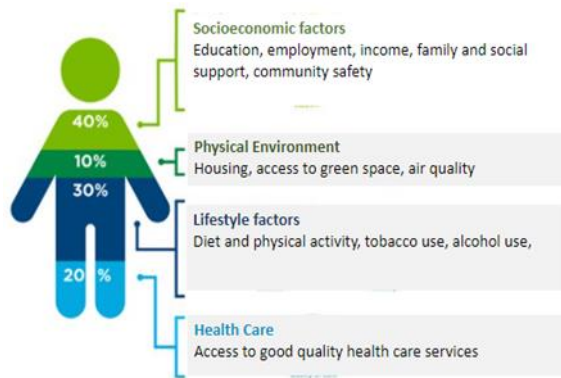
5. In 2020 Worcestershire County Council (WCC) established the Here2Help programme to help those needing support during the COVID-19 pandemic. The service is now being evolved to offer advice, support and help in accessing a range of Council services across the Council and its system partners.

6. In 2021 work to develop the IWO recommenced, with the establishment of a multi-agency steering group composed of partners from across WCC, District Councils, NHS and the voluntary sector. The group is co-chaired by the Director of Public Health and a voluntary sector representative. The steering group considers system wide developments and interdependencies, including those stimulated by the establishment of the new Mental Health Provider Collaborative and Integrated Care System, and identifies opportunities to create a whole system approach. This includes the Integrated Care System ambition building on the NHS Long Term Plan's vision of health and care joined up locally around people's needs, recognising that decisions taken closer to the communities they affect are likely to lead to better outcomes.

Intended outcomes of the Integrated Well-being Offer

7. There is growing evidence which suggests that multiple health-related behaviours and wider determinants of health can be addressed either simultaneously or sequentially by developing IWO models.

8. Having good health and well-being depends on a lot of different factors, as shown in the graphic over the page. Worcestershire's IWO needs to address all the factors that help to create and protect health and well-being, including those at community level, to achieve positive health outcomes for everyone in the county.



Graphic 1: An illustration of the impact of healthcare and non-healthcare factors on a person's health.

Source: Institute for Clinical Systems Improvement Going Beyond Clinical Walls. Solving Complex Problems (October 2014)

9. Worcestershire's IWO will contribute to the following outcomes:

- evidence of tackling health inequalities;
- improved health and well-being at all ages and stages;
- increased community engagement and support using an asset-based approach;
- enhancement of local assets and reduction in gaps in provision;
- development of a whole system approach to well-being in Worcestershire;
- increased proactive support for mental health and well-being;
- reduced loneliness and isolation;
- comprehensive digital platform including signposting to local assets; and
- provision of integrated services and groups to support people to live well at all stages in life.

10. Worcestershire's IWO will therefore help to deliver the new Joint Health and Well-being Strategy (JHWS) currently being developed by the Health and Well-being Board, with the proposed single overarching priority of good mental health and emotional well-being. Findings from the planned consultation to inform the new JHWS (presented in a separate paper to the Health and Well-being Board) will be used to inform further development of the IWO. Specific engagement work is also planned to support communication and potential re-branding of the IWO.

11. An academic evaluation will be undertaken to establish the impact and reach of the IWO and its related workstreams.

Developing the Model for the Integrated Well-being Offer

12. The diagram below shows the current draft model for the IWO. Workstreams are being established to implement the model, drawing on other relevant local work already being progressed.

An Integrated Wellbeing Offer empowers people to live well, by addressing the factors that influence their health and wellbeing and building their capability to be independent, resilient and maintain good wellbeing for themselves and those around them

We can achieve this by;

Supporting communities to thrive utilising local strengths and assets

Empowering individuals with comprehensive and accessible information and advice to self-help

Providing individuals with supported information and advice

Whole system approaches, joining-up and integrating services

Built upon the **principles** of; evidence of need and tackling health inequalities, prevention, co-production, asset-based approaches, and personalisation

System **enablers**; governance and linkages with ICS and LTP, collaborative commissioning, cultural change and new ways of working

Graphic 2: Draft model for the IWO

13. The overall approach is being operationalised initially through the Redditch District Collaborative; taking a life course approach to address their identified priorities. The learning from the work in Redditch will inform further development of the model and other county-wide workstreams.

14. The IWO is working with all District Councils to support the roll out and implementation of an Asset Based Community Development model, with the creation of new Community Builder roles across Worcestershire working in targeted neighbourhoods. This approach will result in individuals and communities that are better connected, and communities that are able to identify and bring about the changes they want to see.

Integrated Well-being Offer and the Future of Here2Help

15. Here2Help has continued to adapt and respond to the changing needs and guidance required to provide appropriate support to residents through the pandemic. Work is underway to build on this experience and success to transform the Here2Help programme into a wider preventative response for the County Council. Here2Help will make a significant contribution to the work of the IWO.

16. The following four values underpin the Here2Help transformation and resonate with the aims of the IWO:

- empower and enable people to make their own choices and find their own solutions;
- connect people with their communities;
- support communities to be strong and resilient; and
- efficient and accessible offering a joined up and transparent experience across all areas of the Council.

17. These values are embedded throughout the Here2Help programme and its future transformation so that it has a strong outcome focused and person-centred foundation to its model. Taking this strength-based community approach Here2Help will build on the connections and partnerships which have evolved throughout the response to COVID-19 and improve the customer journey in how they access information and services, including the transformation of the County Council's 'front door'. The future ambition of

Here2Help is to give individuals clear information to connect to their own community-based solutions and ensure there are clear pathways into other services when required either through self-referrals or Here2Help directly.

18. This will be done in three ways:

- **Digital:** Enhancing the system so that individuals can use it to access the information and support they need. This can include self-referrals, accessing self-help tools and information and online bookings for various community services. The development of a community directory will process residents' access to a range of local organisations and groups who have registered onto Here2Help. Here2Help ambassadors will help to keep this as up to date as accurate as possible.
- **Telephone contact:** The main contact for Here2Help will continue with increased staffing to providing more capacity to respond to the service as it develops. Pathways and processes will also be embedded between Here2Help and the Family Front Door.
- **Face to Face:** Providing the Here2Help community platform, initially using libraries as points where people can access Here2Help in person, making libraries a community asset for residents, community groups and partners. There is also an opportunity to build this support into Family Hubs and services specifically aimed at families with children.

19. A Here2Help ambassador role is being established as part of a community network that will support partners to come together to be the 'eyes and ears' of the Here2Help service, to share ideas, learning and innovation. The role will provide partners an opportunity to co-produce Here2Help developments and work together to find solutions in how to respond to the changing future demands and needs which we all face. This role will demonstrate the community partnership ethos of Here2Help providing challenge and will co-produce ongoing developments.

Legal, Financial and HR Implications

20. Funding has been identified to support the development of the IWO and Here2Help whilst building capacity in communities and across the voluntary sector. A detailed breakdown and profile of spend is currently being prepared and will be included in the next update to Health and Well-being Board.

Privacy Impact Assessment

21. There are no privacy issues to report.

Equality and Diversity Implications

22. An Equality Relevance Screening will be carried out as development of the IWO and Here2Help progresses.

Contact Points

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