

HEALTH OVERVIEW AND SCRUTINY COMMITTEE

8 JULY 2022

WORCESTERSHIRE HEALTH AND WELLBEING

STRATEGY CONSULTATION – FEEDBACK

Summary

1. The Health Overview and Scrutiny Committee (HOSC) will receive a Report on initial feedback following the consultation on the Worcestershire Health and Wellbeing Strategy 2022-2023.
2. The Cabinet Member with Responsibility for Health and Wellbeing and Senior Officers from Public Health have been invited to the meeting.

Background

3. This report to Scrutiny follows a request from HOSC to receive early findings from the Health and Wellbeing Strategy Consultation.

Health and Wellbeing Strategy 2022-2023 Consultation

4. Health and Wellbeing Boards were established under the Health and Social Care Act 2012 to act as a forum in which key leaders from the local health and care system could work together to improve the health and wellbeing of their local population. The Health and Wellbeing Strategy supports this collaborative working, outlining plans to improve the health and wellbeing and reduce health inequalities in the local population.
5. The Health and Wellbeing Board has a statutory requirement to carry out a period of public consultation on the proposed strategy. Members of the Board, supported by the Public Health team, planned a detailed and far-reaching consultation to gather the views of residents, partners and stakeholders.
6. Following the annual Joint Strategic Needs Assessment (JSNA) in 2019, a working group was formed in summer 2020 to review identified health needs and considerations. This initial working group was made up of Board members including Elected Members and VCSE (Voluntary Community and Social Enterprise) representatives who ‘championed’ health needs for exploration. Further to this, and discussion at the Health and Wellbeing Board throughout 2021, it was concluded that the overarching priority for its 10-year strategy should be mental health and wellbeing, under the banner of ‘Being Well’ in Worcestershire.
7. At this stage, evidence regarding the impact of the COVID-19 pandemic on mental health and wellbeing was limited, therefore the Health and Wellbeing Board agreed for ongoing conversation to gather further information from communities.

This, and wider engagement, was to ensure that 'Being Well' in Worcestershire is driven by the needs and experiences of those who live and work here.

8. A formal 12-week consultation was put in place to support the development of the Strategy, which launched on 7 February 2022 and closed on 2 May 2022. Throughout this time a survey was conducted using an online form, with paper copies shared via partners and stakeholders and available in local libraries.

9. The survey asked a series of questions to gather views and gauge agreement with the vision, priority and supporting areas demonstrated in the graphic below. The Health and Wellbeing Board wants to focus its new Strategy on good mental health and wellbeing, supported by action on the wider determinants of good mental health. The vision is 'working together for all to be well in Worcestershire'. It also sought to understand what 'being well' means to respondents. A copy of the consultation document is included at appendix 1 with the survey included at appendix 2.



Infographic 1: Visual representation of the priority and sub-priority areas

10. The survey was shared widely via a wide-ranging communications campaign. Primary access was via the online consultation survey through the Council's Snap Survey software. A partner resource pack including social media assets and easy read documentation were also available.

11. The communications campaign included several methods to engage a wide range of audiences. These included:

- Press releases
- Radio interview and call in
- Social media (combined impressions of 107,710)
- 10 videos from Health and Wellbeing Board members, plus Speakeasy and a Worcestershire County Council apprentice
- Advertising at 132 bus shelters
- Newspaper articles and council tax leaflet
- Displays in local libraries.

12. In addition to the survey, thirty focus groups were commissioned from a range of

community groups and organisations. This gathered views from young people through to older adults, care leavers, LGBTQ+ community, carers, people from different ethnicities, unemployed, occupational and business groups. These groups explored in depth what 'being well' means to local people and what has changed since the start of the pandemic. This was supported by community research which aimed to understand the lived experience of a cross section of Worcestershire residents. Further analysis of wider engagement is ongoing but early findings suggest broad agreement with the consultation findings.

13. The results from this wider engagement work will inform the development of action plans which will support the delivery of the Strategy. The Board is committed to ongoing engagement, with findings being used to refine action plans as necessary and support the Strategy as it evolves over the ten-year period.

14. A councillor briefing was held on 31 March 2022 to raise awareness of the consultation, share information leaflets and to support engagement throughout the county. This event included a 'Partners Panel' to seek views and comments from members and discuss these with partners from the NHS and the Health and Care NHS Trust, as well as the Director of Public Health.

Consultation Reach

15. The survey received 1627 responses within the 12-week period. This included several paper copies which were uploaded into the analysis software. This is a high level of response, above previous consultations undertaken by Worcestershire County Council.

16. Residents accounted for 97% of responses with 3% from organisations (including voluntary and community sector, public sector, health, education, leisure, and manufacturing).

17. Generally, the sample is reflective of an older and white British population and that of the Worcestershire County Council Viewpoint Panel to which the consultation was circulated. Proxy demographics also suggest that 77% of respondents were female. The wider engagement work aimed to reach sectors of the population who are not traditionally represented in consultations to ensure their views were captured.

Consultation Analysis

18. Quantitative analysis of the survey results was undertaken via Snap Survey reporting. Qualitative thematic analysis of free text responses was carried out using Quirkos software to review and highlight emerging themes.

19. Respondents reflected both positive and negative sentiments towards the survey questions. Common topic areas across all the comments received were explored further by analysts. Initial themes were identified which highlighted a small number of additional areas which will be explored further by the Board to identify appropriate actions to address these.

Consultation Results

20. Initial quantitative analysis of the responses demonstrates strong agreement with the proposed vision and priority areas as demonstrated in Table 1.

Question posed by survey	% Agree & strongly agree	Strongly Agree	Agree	Don't know	Disagree	Strongly disagree
To what extent do you agree with the vision	88%	635	712	136	83	43
To what extent do you agree with the main priority (mental health & wellbeing)	85%	727	648	80	109	48
Healthy Living at all ages	94%	962	556	47	29	22
Safe, thriving & healthy homes, communities & places	94%	951	564	45	30	23
Quality local jobs & opportunities	91%	867	597	65	56	24

Table 1: Percentage and number of responses to survey question three, four, five, six and seven. (Note: survey questions were not mandated so not all respondents answered all questions, explaining the different totals).

21. Table 1 outlines how strongly respondents agreed with the proposals outlined in the consultation document. However, it should be noted that some respondents disagreed with the proposals.

22. Respondents highlighted key considerations and recommendations in shaping the final strategy. This included the desire for outcomes and measures of the Strategy to be clearly defined to measure progress over the course of the Strategy and ensure it remains flexible to changing needs in the population.

23. Across the responses, respondents stressed the importance of physical health alongside mental health and cited ongoing impacts of the COVID-19 pandemic on the cost of living and mental health and wellbeing.

24. Respondents welcomed a holistic approach to health and wellbeing and reiterated the need for the whole system to work together to be able to reach the Health and Wellbeing Boards desired vision.

25. When responding to a question asking, 'what does 'Being Well' mean to you', respondents were able to tick all suggested topics which applied to them. All responses are shown in Table 2, which suggests that physical health/ability, access to health care and mental health/self-care were the most frequently selected.

Health Topic	Number	Percentage
Physical health / ability	1541	96%
Access to healthcare	1395	87%
Mental health / self-care	1374	85%
Sleeping well	1347	84%
Feeling safe	1273	79%
Healthy eating	1243	77%
Access to green space	1196	74%
Financial security	1158	72%
Spending time with friends and family	1085	67%
Hobbies / meaningful activities	1062	66%
Having quality housing	1005	62%
Being a healthy weight	976	61%

Table 2: Responses to survey question ten, 'What does 'Being well' mean to you?'

26. 80% of people thought COVID-19 had decreased the health and wellbeing of people living and working in Worcestershire. The top 3 things people thought were affected by COVID-19 were:

- Social isolation and relationships (88%)
- Mental health and wellbeing (88%)
- Physical health (66%)

27. A key issue raised by a large proportion of respondents was access to services, information and advice. It was suggested that there is a lack of awareness of local services and opportunities through the community and the workforce, referencing a lack of communication between services and to the public.

28. In addition to the above, the impact of the rising cost of living was of significant concern to respondents. This included reference to the cost of fuel and travel, cost of housing and home costs and cost of healthy lifestyles.

Next Steps

29. Following review by the Health and Wellbeing Board, the consultation responses will be used to develop the Health and Wellbeing Strategy for Worcestershire with associated action plans. These will detail the actions needed to impact on the priorities identified to improve health and wellbeing and reduce inequalities in Worcestershire.

30. HOSC is due to receive a copy of the Strategy at its meeting on September 2022. The final Strategy is due to be agreed at Cabinet in November 2022.

Purpose of the Meeting

31. The HOSC is asked to:

- note the process followed and initial findings from the consultation, along with plans to build these into the new Strategy
- reflect on the Board's commitment to ongoing engagement in its work, including linkages with wider engagement undertaken across Worcestershire

- agree whether any further information or scrutiny is required at this time, and
- agree whether there are any comments to highlight to the Cabinet Member with Responsibility for Health and Wellbeing for consideration by the Health and Wellbeing Board.

Supporting Information

Appendix 1 Consultation document (available electronically):

[Health and Wellbeing Strategy Consultation 2022-2032 | Worcestershire County Council](#)

Download: [Health and Wellbeing Strategy Consultation 2022 – 2032 \(PDF\)](#)

Download: [Consultation Summary \(PDF\)](#)

Download: [Health and Wellbeing Consultation Summary Easy Read \(PDF\)](#)

Appendix 2 Survey

Contact Points

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Background Papers

In the opinion of the proper officer (in this case the Head of Legal and Democratic Services) the following are the background papers relating to the subject matter of this report:

Health and Wellbeing Board

[Health and Wellbeing Board | Worcestershire County Council](#)

Health and Wellbeing Board – Agendas and Papers

[Browse meetings - Health and Well-Being Board - Worcestershire County Council \(moderngov.co.uk\)](#)

[All agendas and minutes are available on the Council's website here.](#)