

# Stafford and Surrounds' Health and Wellbeing Strategy 2015-20 Summary page



**“Building Stafford and Surrounds’ Healthy Future by working together to support residents and communities take control of their own health and wellbeing.”**

“The Stafford and Surrounds’ Health and Wellbeing Group believe their vision can be achieved by using a prevention model that focuses on partnership work and the use of assets to build capacity and strengthen communities. They believe that by building on the knowledge, and experience gained through delivery of the first Health and Wellbeing Strategy, efficient, and effective services which are targeted at those in most need can be developed.” (Andrew Donald, Councillor F.A. Finlay)

## Our focus areas

### START WELL

**To give children the best start in life through safe and supportive environments**

- We will target families with young children
- We will work with families in deprived areas to raise aspirations and improve knowledge of responsive parenting
- We will raise awareness of how to prevent unintentional injuries and improve understanding of minor illnesses
- We will raise awareness and understanding around key public health issues such as smoking and breastfeeding

### LIVE WELL

**To reduce sedentary behaviour and improve accessibility and knowledge of healthy balanced diets**

- We will target adults and families who are inactive
- We will support unemployed adults and lone parents
- We will work in the lower super output areas of the Borough to tackle food poverty
- We will improve knowledge and accessibility of healthy foods

### AGE WELL

**To support older people to remain healthy and independent**

- We will target isolated older adults aged 65+
- We will work to identify those at risk of emergency admissions
- We will improve the accessibility of support and services for older people
- We will improve communication between providers and enable collaborative working
- We will ensure living environments are healthy and safe for older people

**Mental Health and Emotional Wellbeing affects everyone at all stages of life. Therefore it will be embedded across all three of the focus areas – Start Well - Live Well - Age Well.**

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## how will we deliver?

This work will be delivered through Focus Area Steering Groups and Task and Finish Delivery Groups.

The below lead indicators are Minimum Standards which need to be in place to support achievement of the outcomes. These will be used to monitor the added value and progress of the Steering Groups who will develop the action plans:

- To raise awareness and understanding of local assets and support services available within communities.
- To add value to service delivery through enabling and facilitating joint work between organisations.
- To enable effective delivery by working with providers to review and shape services.
- To build capacity in communities through supporting individuals, and/or groups to develop the confidence, understanding, and skills required to engage with providers and influence service provision and delivery.
- People of all ages suffering from low level mental health problems are enabled to manage their condition through supportive community environments.

The Task and Finish Groups will deliver key projects within the action plans. The Stafford and Surrounds Health and Wellbeing Group, and Stafford Borough Health Scrutiny Committee will monitor progress.

## what will we achieve?

We will take a 'person-centred' approach focusing on improving overall wellbeing and addressing the root causes of poor health.

## expected outcomes

Over the next five years we expect to demonstrate outcomes against the areas of; experience and satisfaction, difference made and impact, added value and effectiveness.

We expect individuals and communities will report:

- Improved wellbeing
- Increased knowledge and understanding
- Improved confidence and self esteem
- Reduced levels of stress, anxiety or depression
- Increased activity
- Improved community engagement
- Reduced levels of stigma and discrimination
- Improved levels of strength and resilience

We expect providers and partners will report:

- Increased knowledge and understanding
- Increased referrals between services
- Improved communication pathways
- Increased joint working



For further information visit our webpage  
[www.staffordbc.gov.uk/healthandwellbeingstrategy](http://www.staffordbc.gov.uk/healthandwellbeingstrategy)