



Better chances for
healthy living in Caerphilly
County Borough



Health, Social Care & Well-Being Strategy **Summary** **2008 - 2011**



Introduction

This Summary provides an overview of the Health, Social Care & Well Being Strategy 2008 – 2011. The Strategy sets out how partners, comprising Caerphilly County Borough Council, Caerphilly Teaching Local Health Board, Gwent Healthcare Trust, Voluntary Organisations and communities will work together to meet the health, social care and well being needs of all ages within the County Borough.

The Strategy sets out how, through working effectively together, we can improve the health and well-being of people living and working within the County Borough. The full Strategy can be accessed from www.caerphilly.gov.uk & www.caerphillyhwb.wales.nhs.uk

The Health, Social Care & Well-Being Strategy outlines the continued development of health, social care and well-being services within the borough. It concentrates on key actions needed to enable sustained service improvements. It focuses on specific areas of action, where partners will work together to better use joint resources and to make a difference to the quality of life and health outcomes of local residents. The Strategy focuses on services provided by:

- The Local Authority including social care, education, leisure and housing
- The NHS including hospital, community and primary care-based services e.g. those provided by GP's, pharmacists, opticians and dentists.
- The voluntary sector and community organisations including Housing Associations and other registered charities
- The independent sector such as domiciliary care, nursing and residential care homes, looked after children and support services for children and families.

All the above services provide vital support to local people helping them stay healthy, to manage illness or long-term conditions and to be as independent as possible.

How we developed the strategy

Partnership working and public involvement has been key to developing the Strategy. All stages of creating the Strategy have been supported by public, staff and partner involvement through:

- **A Multi-Agency Needs Assessment Group**, co-ordinated by Caerphilly Local Public Health Team, which gathered data in order to understand the current health status of residents of Caerphilly County Borough.
- **Prioritisation Event** where partners identified the key priorities to be addressed by the Strategy.
- **12 week Public Consultation.**
- Endorsement of the Strategy through the partner agencies.

What the needs assessment told us

In order to ensure that efforts are focused where they will make the most impact a needs assessment was carried out. This helped inform the priority areas of the Strategy. The needs assessment identified a number of specific facts about the health, social care and well-being needs of our local population. It showed:

- There is a high death rate from chronic obstructive pulmonary disease
- The number of people admitted to hospital for Coronary Heart Disease (CHD) is significantly higher than the Welsh average, while premature deaths due to CHD are the worst in Wales.
- Many young people report having a poor diet and adult residents have one of the lowest consumption levels of fruit and vegetables in Wales.
- Dental health for 5 year-olds is poor and has deteriorated since the last needs assessment in 2003.
- Self reported limiting long-term illness, physical and mental health are amongst the worst in Wales.
- The County Borough has one of the highest adult obesity levels in Wales.
- Consumption of alcohol is high and binge drinking in the young is of concern.
- The adult smoking rate is the highest in Wales.
- There are high levels of economic inactivity, high levels of claiming Incapacity Benefit of which a third are due to mental health reasons.
- In terms of areas of deprivation Caerphilly County Borough is positioned as the 8th highest county in Wales.
- A rising trend in numbers of eligible homeless people, particularly in relation to domestic abuse.
- The majority of children entering the care system are as a result of problems experienced by those taking care of them.
- There is a need to develop a multi-agency strategy for children with disabilities to reduce carer stress and improve outcomes for children.



Key issues highlighted through consultation

The consultation responses identified a number of key local issues that have been reflected in the Strategy. The following reflects those issues most commonly raised:

- People who expressed a preference preferred having access to **services as locally as possible**. Local to most people is within their own neighbourhood.
- **Housing supply and housing support services** were seen as a major priority.
- The need to build **partnerships** within large organisations and across different agencies was seen as needing to be maintained and strengthened.
- The need to ensure there is a **balance across health, social care and well-being** throughout the Strategy.
- Health promotion should also include **mental well-being**.
- Removing people from **poverty**, addressing **basic skills** and **regenerating town centres** was identified as being important in reducing health inequalities by tackling deprivation and the wider determinants of health.
- **Increased access** to NHS Dentists, enhancing the roles of Pharmacists and more flexible opening hours of General Practitioners was highlighted.
- **Joint commissioning** and the use of **flexibility mechanisms** as an enabler to greater integration of services.
- People need to be **better informed about what services** do and when they should use them.
- More co-ordination of services for people who have **become socially isolated and excluded**.

All of these points have been taken into account and have helped to shape the Strategy document and the three-year action plan.



Our vision for the future

“Caerphilly County Borough is a place where people live longer and healthier lives; when people are unwell they are able to access the services they need as locally as possible within a reasonable timescale and at these times treatment and care is provided seamlessly between organisations. Services in the area reflect current and future need particularly in respect of an ageing population and work with communities and individuals to foster and enable personal responsibility for health and well-being.”

Partners in the County Borough have agreed the local vision in order to focus on improving life chances for Borough residents with organisations and individuals working together to maximise the opportunities to put people and their quality of life at the heart of what we do by:

- Ensuring that all sections of the community experience better health and longer lives, have quicker access to services and are supported when they need care.
- Putting an emphasis on prevention and improving health and well-being.
- Enabling people to live as active and independent lives as possible.
- Increasing opportunities to promote self care and help people take responsibility for their own lifestyles.
- Responding to individual need, and supporting carers.



Areas for greater focus

The Health Social Care and Well-Being Partnership has recognised that it will take generations to see radical change. However, to ensure change happens in a coordinated and effective way partners have agreed five key themes.

Each theme has specific actions that will take place over the three years of the Strategy (2008-2011).

Theme 1 To improve public health by promoting factors which contribute to healthy lifestyles and well-being.

Purpose of the Theme

This theme will focus on two areas and ensure that appropriate support and programmes are in place in order to:

- Enable people to take increased personal responsibility for their physical and mental well-being and
- Take account of the environmental factors that impact on human health.

Action will focus on

- 1.1** Improving co-ordination of multi-agency health promotion – ensuring messages are managed consistently under the Health Challenge Caerphilly County Borough.
- 1.2** Working with families, dentists, schools, nurseries and others who provide care to young children to create positive habits for good oral health.
- 1.3** Stemming the rise in obesity for all ages through diet, physical activity and education programmes.
- 1.4** Increasing the promotion of mental well-being.
- 1.5** Decreasing the number of people smoking and stop young people from starting to smoke.
- 1.6** Ensuring air quality meets permitted levels as prescribed in the Air Quality (England) (Wales) (Amendment) Regulations 2002.

“It keeps me mobile and mentally I have improved a lot! Which is very important at my age. It has made a huge difference to my life; I have made so many good friends.”

Rosa 71 year old - Healthy Living Centre exercise class participant.

Areas for greater focus

Theme 2 To reduce health inequalities by tackling the effects of deprivation and the wider determinants of health.

Purpose of the Theme

People's health and well-being is affected by several factors and the disadvantages they face will greatly increase the likelihood of them experiencing health inequalities. Factors such as poorer economic circumstances and environment affect health and well-being, education and economic prospects, which in turn affect health.

The links across all the Community Strategy Partnerships will be pivotal to ensuring the promotion and improvement of the economic, social and environmental well-being for the County Borough. The challenge for the Health, Social Care and Well Being Partnership is to work collaboratively with the other Partnerships in order to effectively deliver this Strategy. Every Partnership has a role to play and by working collectively, they can better ensure the necessary changes take place.

Action will focus on

- 2.1** Provision of and access to community services for people who abuse drugs and alcohol.
- 2.2** Bringing mental health services together to improve effectiveness and meet the needs of people with mental health problems.
- 2.3** Increased co-ordination of housing and housing related support.
- 2.4** Improving partnership working between the Strategic Partnerships on issues of economic inactivity, improving basic skills and reducing poverty.

“To maintain a roof over your head is important to being able to access so many services; it adds stability to your life, creates a safe, warm place. People look through you; you're a nobody when you live on the streets. Knowing I have a key in my pocket, to my own front door has made the world of difference.”

Comment by consultation participant.



Areas for greater focus

Theme 3 To expand and develop community based health and social care services to enable people to live safe, fulfilled lives, that are as active as possible.

Purpose of the Theme

Community services are a key contributor in enabling people to live healthy, fulfilled, safe and independent lives. They aim to keep people well and participate in community life while effectively tackling problems when they happen and whenever possible restore people back to as full a life as possible. Services include:

- Primary health care services, including GP's – practice nurses, as well as dentist, pharmacy and optometrists.
- Generic community services such as district nurses, health visitors, community midwives, school nurses and community therapy.
- Voluntary sector support such as advocacy, information and advice, clubs and groups.
- Private residential and nursing care, as well as homecare providers.
- Local Authority services such as social services, housing, health protection, leisure, culture and lifelong learning.

Action will focus on

- 3.1** Expanding the range of services available in the community through GP surgeries, enhancing the role of Pharmacists, provision of local Resource Centres and palliative care.
- 3.2** Increasing collaboration across the voluntary sector in order to ensure consistent services throughout the whole of the County Borough.
- 3.3** Re-focusing domiciliary care into a reablement-led service where support is provided on a time-limited basis to enable and empower people to live as independently as they are able by:
- 3.4** Improving joint working between the NHS and the Local Authority through the development of integrated teams and services to improve health outcomes and continuity of care for vulnerable children and adults.

“I have been a member of Caerphilly First Responders for nearly two years, and as a group; we have attended nearly 800 emergency calls within the Caerphilly Basin area, dealt with mainly by 8 of us. Everyone one of us can recall incidents, where the patient has been attended to within minutes of making the initial 999 call because we live in the community. We have been able to help them, and provide reassurance to family members, until the arrival of a professional ambulance crew. As we are all volunteers, the pride we feel after, is immeasurable. We enjoy helping the residents of Caerphilly and each and every one of us is extremely proud to be part of the Welsh Ambulance Service, and Caerphilly First Responders, whilst making a difference to the community.” *Mike Williams volunteer.*

Areas for greater focus

Theme 4 To enable independent living for families and carers by empowering them to make informed choices and offering opportunities for them to get involved in developing local services.

Purpose of the Theme

The aim of this theme is to enable vulnerable people of all ages to get their voice heard and to ensure appropriate structures are in place to develop good quality services that promote independence.

Involving, listening to and learning from people who use health and social care services is key to creating a successful response. The Health, Social Care and Well-Being (HSCWB) Partnership structure already enables engagement with carers, people who use services, partners and stakeholders. However the HSCWB Partnership is keen to use additional techniques and refine the ways that it engages people in order to achieve continuous improvement and to help achieve the Strategy outcomes.

Action will focus on

- 4.1** Expanding Advocacy Services that represent individuals' needs and preferred choices.
- 4.2** Increased participation in service development and design.
- 4.3** Increasing ways that information is shared across service providers and with the public.
- 4.4** Integrating services for vulnerable children and adults through improved joint commissioning of services. Children's and young people's issues will be progressed through the Children and Young People's Plan.



Areas for greater focus

Theme 5 To develop and strengthen preventative work and service provision for vulnerable children and adults to prevent crisis.

Purpose of the Theme

To ensure that services are available to prevent a crisis and enable people to take greater responsibility for themselves and their families. The key priority areas include people experiencing domestic abuse, children in need and carers. Work to protect people who have experience of domestic abuse is being led through the Community Safety Partnership initiative Safer Caerphilly Multi-Agency Centre (Safer Caerphilly MAC). The centre is a partnership between specialist front-line agencies. It aims to provide improved, more responsive and safe services. It has reduced the number of agencies that victims and children need to approach before getting the help they need. The multi-agency response has proved to be very successful in making victims and their children safer and reducing domestic abuse.

The HSCWB needs assessment 2007 identified the fact that the majority of children come into the care system due to their parents' problems. During the Strategy consultation local people overwhelmingly identified the need to support people who were experiencing problems and required additional assistance to fulfil their parenting role. Throughout the five themes, within this Strategy, actions have been identified which will support adults who are experiencing difficulties such as drug and alcohol abuse and mental health problems. The largest group of people providing support within the community are unpaid carers. They look after a frail or disabled family member, friend or partner. In the 2001 census 20,840 people in the County Borough were identified as carers. They included adults, children and young people who spent substantial amounts of time each day providing support.

Action will focus on

- 5.1** Continued development of preventative measures to reduce domestic abuse.
- 5.2** Increasing preventative measures so that only children in need of care and protection of the Local Authority enter the care system.
- 5.3** Improving the life chances and educational attainment of Looked After Children.
- 5.4** Ensuring appropriate support is in place to assist carers to fulfil their caring role.

“They have been fantastic in the MAC – the Independent Domestic Violence Advisor, the Freedom Programme, all of them. They organised the Bobby Van Scheme to come out to my house, they came to all the meetings with me when I was so afraid. They have given me the strength to get through all of this. I suffered from domestic abuse for 11 years and I was so ashamed I never told anyone. Now I do not feel alone any more. I have really got a lot from the Freedom Programme it gave me tactics to use and support. Meeting with others I realised I wasn't the only one – I have found that so many are affected. Next I want to go onto the Survivors Group and make a difference for others. For years I never spoke, but now you just can't shut me up!”
Leanne December 2007.

Making a difference

By March 2011 local people should begin to see following changes:

- Services will improve through the 'One Service Approach' information only needing to be provided once and care experienced in a seamless way irrespective of the organisation providing the service. User feedback will illustrate higher levels of satisfaction.
- When you need to access services to gain treatment and support, this will be provided more quickly. You will experience better continuity of care, as more services will be joined up. Work will have begun to integrate services for people with learning disabilities, mental health, and children with disabilities.
- Services will be provided more locally through improved community and neighbourhood care services by the most appropriate organisation.
- Discharge from hospital will be at the right time and managed appropriately. This will help to prevent re-admission to hospital. All vulnerable people will be comprehensively assessed and support made available to help them to return home, and wherever possible, maximising their independence.
- Services for Looked After Children will be better co-ordinated. Their life chances will improve in terms of education attainment and achievement thus building stronger foundations for adult life.
- Family breakdown should be reduced. Parents and carers will be more aware of where to get support and advice. Advocacy services will enable vulnerable children and adults to navigate their way through services and also enable better representation of children.



- You will be given the opportunity to take greater responsibility for your own health and well-being.

More information and support will be available in relation to maintaining a healthy lifestyle.

There will be many free and low cost healthy activity options provided throughout the County Borough for residents to participate in.

Ensuring Success

The Health Social Care & Well-Being Partnership has established a set of indicators that will help track changes and determine how well they meet the objectives of the Strategy. Ambitious targets will be set throughout the three years of this Strategy. Each year will be monitored and progress tracked enabling a public report on progress to be produced annually.

The Strategy aims to ensure the strengthening of health and social care services within the community and primary care to reduce reliance on hospital services. To prepare for the opening of the new local General Hospital “Ysbyty Ystrad Fawr,” improvements will be made to the range of health and social care services provided in community and primary care settings, including people’s own homes.

The Strategy provides a focus on prevention and the promotion of independence, including the reduction of social and environmental obstacles by removing the barriers, which prevent some individuals from taking part in everyday life. Greater emphasis will be placed on individuals being better equipped to maintain or improve their own health and ensure more opportunities are available to access local services.

Finding out more

More information is available through contacting Samantha Greenidge, Health, Social Care & Well-Being Partnership Coordinator, Social Services Department, Hawtin House/Ty Hawtin, Unit A, 1 Hawtin PARK, Gellihaf, Pontllanfraith, Blackwood. NP12 2PZ.

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The following supporting documents can be found on the website:

- Caerphilly County Borough Health, Social Care & Well-Being Needs Assessment 2007.
- Caerphilly County Borough Health, Social Care & Well-Being Strategy 2008-2011.
- Consultation Report Caerphilly County Borough Health, Social Care & Well-Being Strategy 2008-2011.
- Summary Caerphilly County Borough Health, Social Care & Well-Being Strategy 2008-2011.