

**HEALTH AND WELLBEING BOARD: 11 JULY 2019****REPORT OF DIRECTOR OF HEALTH AND CARE INTEGRATION****ACTIONS ARISING FROM THE AGREED OUTCOMES OF THE HEALTH  
AND WELLBEING BOARD DEVELOPMENT SESSION HELD ON 30  
NOVEMBER 2018****Purpose of report**

1. The purpose of this report is to provide the Health and Wellbeing Board with an action log detailing the agreed areas of focus following the Health and Wellbeing Board workshop on mental health and commissioning intentions held on 30 November 2018.

**Link to the local Health and Care System**

2. One of the priorities in the Joint Health and Wellbeing Strategy is that people give equal priority to their mental health and wellbeing and can access the right support through their life course. Delivering the identified actions relating to mental health will support the Board to meet this priority.

**Recommendation**

3. The Health and Wellbeing Board is asked to:
  - (a) Note the action log and the progress made;
  - (b) Agree the proposed approach and strategy of the Leicestershire Mental Health Self-Care Campaign;
  - (c) Agree that the Leicestershire Mental Health Self-Care Campaign becomes a workstream of the Unified Prevention Board;

**Policy Framework and Previous Decisions**

4. Following the Health and Wellbeing Board development session in November, a report was considered by the Health and Wellbeing Board on 24 January which provided a summary of the workshop discussion and a list of proposed recommendations/actions, which the Board subsequently agreed. A further report was considered on 14 March which set out details of the initial progress that had been made.

**Background**

5. On the 30<sup>th</sup> November 2018, members of the Health and Wellbeing Board took part in a development session which focused on the Joint Strategic Needs Assessment (JSNA) and commissioning intentions for 2019/20.

6. In the first part of the development session, attendees received a detailed presentation on the needs analysis relating to Mental Health, one of the first sections of the Leicestershire JSNA to be updated in the new style of rolling chapter updates. Part two of the session provided participants with an overview of commissioning intentions of each partner agency for the forthcoming financial year.
7. Arising from discussion during the development session, a number of action points/recommendations were agreed which were later summarised and presented to the Health and Wellbeing Board at its meeting on the 24 January 2019. Following their consideration and approval, an action plan was developed which summarises each of the agreed actions, identifies the officer/s responsible for the action and details progress made in relation to the completion of the actions. A copy of the action plan is attached as an appendix.
8. The action log splits the agreed actions into a number of topic areas to reflect the varied areas of focus. Those topic areas include 'Parity of Esteem and the Mental Health Investment Standard', 'Improving Access to, and the Outcomes from, Psychological Therapies' and 'Commissioning Intentions for 2019/20 Across the Partnership'.

### **Progressing the actions**

9. Where possible, a brief progress update on the agreed actions has been included within the attached action log. Progress where the update is more detailed is set out in paragraphs 11 – 24 below. It should also be noted that some of the actions have already resulted in reports being presented to the Health and Wellbeing Board, such as the update on the Strategic Growth Plan which was considered by the Board in March, whilst reports on matters including the future commissioning intentions for the Improving Access to Physical Therapies programme and an overview of recent housing developments across Leicestershire will be considered later in 2019. Other actions have/will be completed outside of the meeting process.
10. The action log will continue to be regularly presented to the Board in order for its progress to be continuously monitored.

### **Re-Structure of the LLR Mental Health Partnership Board**

11. Earlier this year, the Leicester, Leicestershire and Rutland (LLR) Sustainability and Transformation Partnership (STP) Mental Health Programmes Delivery Board superseded the LLR Mental Health Partnership Board. Its remit includes:
  - a) Providing strategic direction on the implementation of the mental health priorities identified in local STP plans, in the Five Year Forward View and NHS Long Term Plan across LLR.
  - b) Agreeing priorities with the following work programmes and receive highlight reports on progress:
    - Mental Health and Wellbeing: Prevention
    - Integrating community based Physical and Mental Healthcare
    - Mental Health Crisis, Admission and Flow

- Adult Mental Health Complex Care and rehabilitation pathway
  - Leicestershire Partnership Trust All Age Transformation Programme - *existing programme*
  - Children and Young People's Emotional Health and Wellbeing (Futures in Mind) - *existing programme*.
- c) Reviewing strategic priorities taking into account reports from independent regulator (e.g. Care Quality Commission) and other key bodies.
  - d) Seeking assurance that each work programme is able to evidence communication, engagement and where required consultation and demonstrate impact on changes being made.
  - e) Being a partner wide body considering mental health investment /disinvestment plans and the impact on system strategic priorities.
12. Membership includes the key local partners whose remit involves improving the mental health of local residents. This encompasses representatives from the statutory and voluntary sectors, both from commissioning and provider organisations.
  13. The Board reports directly to the LLR STP Senior Leadership Team and will also take 6 monthly reports to each of the LLR Health and Wellbeing Boards.
  14. One of the Boards key sub-groups/initiatives is '*Mental Health and Wellbeing-Prevention*':
  15. This subgroup is supporting the Leicestershire mental health self-care campaign outlined in paragraphs 19 – 24 below, which is planned for launch in August, 2019.
  16. It will be important to ensure that partners across the system are fully engaged with the campaign and prior to its launch we will be working to recruit 'champions' from the Leicestershire Health and Wellbeing Board and the LLR Mental Health Programme Delivery Board to support and drive this important programme."

### **Mental Health Self-Care Communications Campaign**

17. The Health and Wellbeing Board has a statutory duty to communicate and engage with the public, particularly in respect to the outcomes prioritised within the local Joint Health and Wellbeing Strategy. In delivering the Joint Health and Wellbeing Strategy, one of the communications objectives is to inform and engage with local people about taking responsibility for their own health and wellbeing and achieve the best possible quality of life.
18. At the November 2018 Development Session, the Board identified the need for a more focused communications and engagement campaign relating to mental health self-care.
19. Self-care covers many areas, but overall it is about an individual looking after themselves in a healthy way. It can include getting people to live healthier lives by quitting smoking, drinking sensibly or exercising more. The term is also used to cover taking medications, treating minor ailments and knowing when and how best to seek

help. In addition to supporting the wellbeing of individuals and communities, self-care helps to reduce the demand on healthcare resources across Leicestershire.

20. The proposed objectives for the Leicestershire mental health self-care communications campaign are:
- (i) To drive support and participation in self-care and self-care promotion amongst target audiences, as well as partners and stakeholders.
  - (ii) To encourage behaviour change through self-care actions, and increase awareness and understanding of healthcare navigation – reducing the impact on resources at a local and regional level.
  - (iii) To re-enforce national and local messages that focus on self-care themes throughout the calendar year.
21. The campaign has been developed with input from key partners and a staff focus group and is centred around the ‘5 Ways to Wellbeing’:
- Connect
  - Be Active
  - Take Notice
  - Keep Learning
  - Give



22. The graphics will be simple, thought provoking messages aimed at encouraging people to take steps to enhance wellbeing. Campaign materials will direct people to [www.healthandcareleicestershire.co.uk](http://www.healthandcareleicestershire.co.uk) which will highlight and signpost people to a range of ideas and suggestions for people to enhance their wellbeing, such as volunteering and adult learning courses.



23. The wider communications strategy will focus on four key areas:
- Mental health – we will highlight the five ways to wellbeing, signposting to local groups and information to support behaviour change
  - Healthy living – including staying active, healthy eating, stopping smoking
  - Self-care options – awareness of local healthcare services – pharmacy, GP, walk-in centres, NHS choices and First Contact Plus.
  - Long term conditions – managing health conditions such as asthma and diabetes
24. A range of communications tools will be used to deliver messages in a timely way. Audiences will be reached via established networks where possible, and communications messages will be mapped and planned as much as possible to avoid duplication or inconsistency of messages with other areas.

### **Resource Implications**

25. Staffing resource will be required to design and deliver the communications. This will be managed and delivered from existing resource through the Unified Prevention Board. Partners also working to support and share the promotion of self-care locally include:
- East Leicestershire & Rutland CCG
  - West Leicestershire CCG
  - District and Borough Councils
  - Leicestershire Partnership NHS Trust (LPT)
  - East Midlands Ambulances Services (EMAS)
  - University Hospitals of Leicester (UHL)

### **Background papers**

Report to the Health and Wellbeing Board – Thursday 24 January 2019 – Outcomes from the Health and Wellbeing Board Development Session held on 30 November 2018  
<http://politics.leics.gov.uk/ieListDocuments.aspx?CId=1038&MId=5738&Ver=4>

Report to the Health and Wellbeing Board – Thursday 14 March 2019 - Action log arising from the agreed outcomes of the Health and Wellbeing Board Development Session held on 30 November 2018

**Circulation under the Local Issues Alert Procedure**

None.

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**List of Appendices**

Health and Wellbeing Board Development Session Action Log

**Relevant Impact Assessments****Equality and Human Rights Implications**

The work being undertaken to deliver against the actions identified within the action plan will have a positive impact on the health of the Leicestershire population.