

Health and Wellbeing Board

Annual Report 2020 – 2021



Contents

Foreword - Mr Lee Breckon JP CC - Lead Member for Health and Chairman of the Health and Wellbeing Board	3
Introduction	4
Section A	5
Integration And The Better Care Fund	5
Key Achievements	6
Unified Prevention Board	8
Children and families partnership board	9
Section B	11
Coronavirus Pandemic Impact and Response of the Local Care System	11
Suicide and Prevention Strategic Approach	12
Sexual Health Strategy	13
Health and Social Care Sector Growth Plan	13
Report of CAMHS Action plan	14
Primary Care Networks	15
Healthy Weight Strategy	16
Board Development Session	17
JSNA	18
JSNA 2018-21	18
Engagement	19
Communications Campaigns	19
Healthwatch Leicestershire - Reflecting back 2020	21
Section C	23
Technology Enabled Care	23
Integrated Care Systems	24
Air Quality and Health Workstream	25
Pharmaceutical Needs Assessment	26
JSNA Refresh	26
Moving forward	27



Mr Lee Breckon JP CC

Lead Member for Health and Chairman of the Health and Wellbeing Board

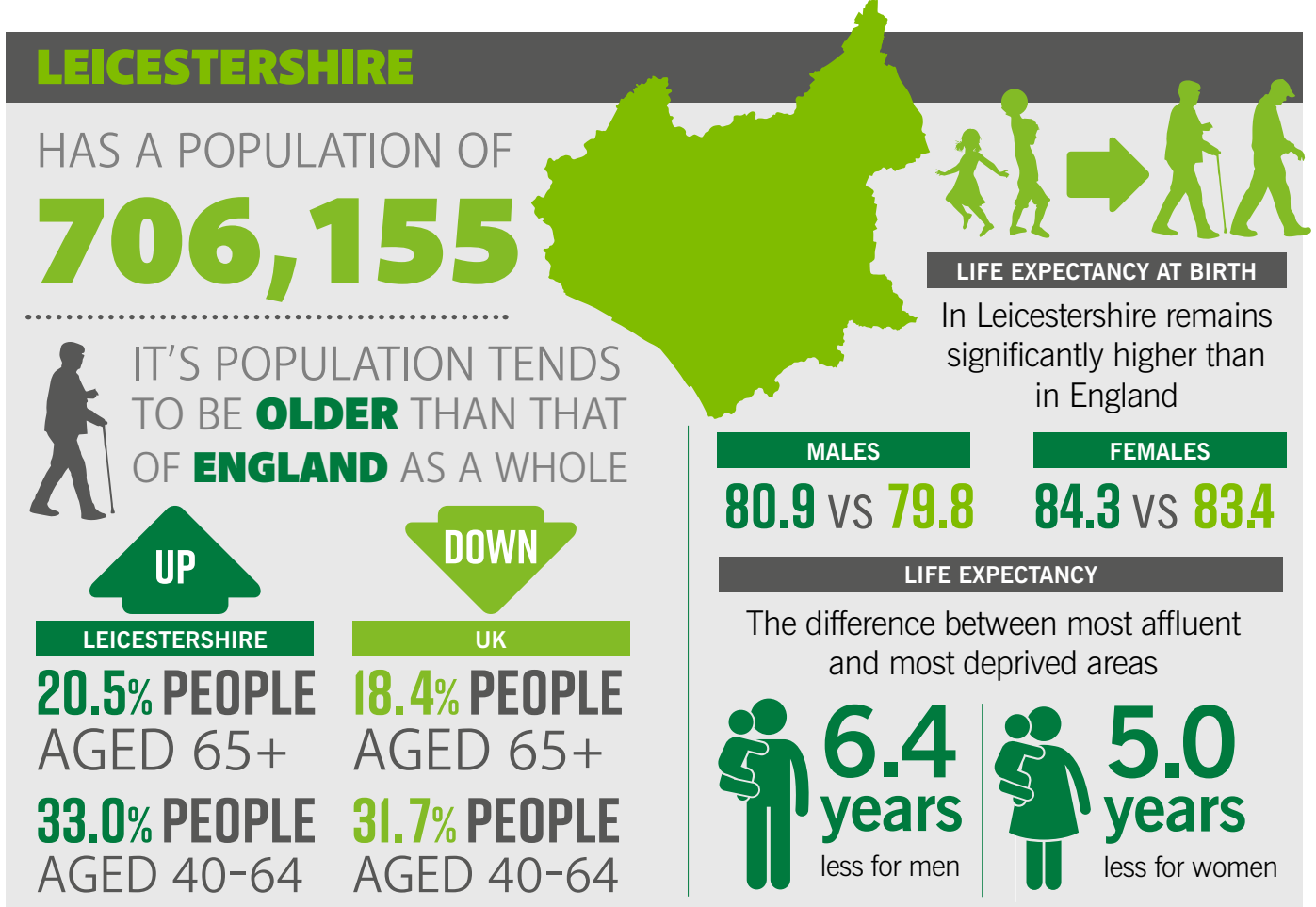
Foreword - Mr Lee Breckon JP CC

Welcome to the annual report of the Leicestershire Health and Wellbeing Board which covers the period April 2020 to March 2021. The report highlights key areas of work that have contributed to delivering our joint Health and Wellbeing Strategy 2017 – 2022, how we have worked together and how we have fulfilled our statutory requirement of continuing to develop our Joint Strategic Needs Assessments.

The report also references plans to produce a refreshed joint Health and Wellbeing Strategy which will be published in 2022.

The annual report provides an ideal opportunity for me to acknowledge the difficulties that residents in Leicestershire have faced during the pandemic along with the incredible and significant work that the various health partners which are represented on the Health and Wellbeing Board have contributed to the response, vaccination programme and recovery phase. The annual report is only a snapshot of the work covered during the period which has obviously been impacted by partner organisations involvement with the pandemic.

I would like to take this opportunity to thank Health and Wellbeing Board members for their hard work and commitment to improving the health and wellbeing of Leicestershire's residents, and to remind everyone that the Board's meetings are open to the public to attend and you can also watch back at your convenience via the [County Council's Youtube channel](#).



Introduction

The Leicestershire Health and Wellbeing Board Annual Report details the work of the Leicestershire Health and Wellbeing Board from April 2020 to March 2021. The focus throughout the report is the progress that has been made across the partnership to improve the health and wellbeing of the population of Leicestershire as well as providing an opportunity to look forward.

Health and Wellbeing Boards act as a forum in which key leaders from the local health and care system, work together to improve the health and wellbeing of the local population and plan how to tackle inequalities in health. This is best achieved by a range of organisations working together and as a result, the Leicestershire Health and Wellbeing Board brings together key organisations:

- Leicestershire County Council
- West Leicestershire Clinical Commissioning Group
- East Leicestershire Clinical Commissioning Group
- District and Borough Council Representatives
- Healthwatch Leicestershire
- NHS England
- University Hospitals of Leicester NHS Trust
- Leicestershire Partnership NHS Trust
- Leicestershire Police
- Office of the Police and Crime Commissioner

In Leicestershire, we have increased the membership beyond the statutory requirement to allow us to engage with a greater range of partners.

The current health and care landscape will soon be changing, as shortly every area of the Country will be operating as Integrated Care Systems (ICSs) achieving a major milestone in the NHS Long Term Plan. The ICSs will encourage collaboration between GPs and linked services as 'Primary Care Networks' that are explained further within this annual report, along with an increase focus on NHS organisations working with local partners to plan and deliver services as Integrated Care Systems.

It is clear the Health and Wellbeing Board will remain in place and will continue to have an important responsibility at place level to bring local partners together, as well as developing the Joint Strategic Needs Assessment and Joint Health and Wellbeing Strategy, which Health and Wellbeing Boards and ICSs will have regard to. The Government has committed to support Health and Wellbeing Boards and ICSs, to work together closely to complement each other's roles, and to share learning and expertise to improve the health and wellbeing of the local population.

Sub-Group Updates

Integration And The Better Care Fund

The Better Care Fund (BCF) is a pooled budget between the Clinical Commissioning Groups (CCGs) and the County Council. The BCF for 2020/21 was set at £62,967,000 targeted at improving the integration of health and care within Leicestershire.

The Health and Wellbeing Board has responsibility for approving the BCF for submission to NHS England and the implementation of plans arising from this. As in previous years, the BCF plan supports the joining up of health and care services so that people can manage their own health and wellbeing whilst maintaining their independence. This is supported by all providers and commissioners of health, care and housing services, working collectively in partnership, to plan and deliver services effectively.

The Integration Executive is a subgroup of the Health and Wellbeing Board with responsibility for overseeing day to day delivery of the BCF Plan.

The BCF plan for 2020/21 is available [here](#) (item 7 Appendix A)

As in previous years, regular updates on the implementation of the BCF Plan have been submitted throughout the year.

The formal planning process took place at the beginning of the year and an interim refreshed plan was reported to members of the Board in April 2020, seeking support for its inclusion into the County Council's and respective CCG's financial plans.

As has been well documented, the Covid-19 pandemic caused considerable disruption to the BCF timetable. Plans were subject to several delays and revisions, throughout the year, before the policy statement was finally published on 3 December 2020. The normal requirement for plans to be submitted to NHS England for approval, were suspended. Instead, plans had to be agreed by local Health and Wellbeing Boards with the final actual spend being submitted at year-end.

The published national conditions for the BCF in 2020/21 were listed as:

- Plans covering all mandatory funding contributions have been agreed by Health and Wellbeing Board areas and minimum contributions are pooled in a Section 75 agreement (an agreement made under Section 75 of the NHS Act 2006)
- The contribution to social care from the CCG via the BCF is agreed and meets or exceeds the minimum expectation
- Spend on CCG commissioned out of hospital services meets or exceeds the minimum ringfence
- CCGs and local authorities confirm compliance with the above conditions to their Health and Wellbeing Boards.

Submissions were not required to support the BCF national metrics for 2020/21, but Health and Wellbeing Board areas were asked to continue to work as a system to make progress against them. National reporting of Delayed Transfers of Care was suspended from 19 March 2020 with local areas reporting on a new set of metrics under the Hospital Discharge Service Policy.

This final plan for Leicestershire, was submitted to the Board for approval on 28 January 2021.

The investment schemes for this year covered: Integrated Community Services; Adult Social Care Sustainability; Workforce and Market Development; Integrated Commissioning, Mental Health, Urgent Care and Data Integration. In addition, the plan also included the Disabled Facilities Grant which was distributed to the District Councils in accordance with the funding rules.

Whilst the plans for 2020 were severely disrupted due to the pandemic, progress was made in a number of areas with the key achievements are set out below.

Key Achievements

County Wide Home First and Discharge Pathways

Much of the focus for this year has been on developing a seamless end-to-end approach, to deliver the Discharge to Assess (D2A) guidance joining the Home First activity with discharge activity. This meets national objectives around ensuring people are supported to stay at home for as long as possible and to return there after any spells in acute care. This includes pathway design work and is being co-ordinated in conjunction with the Ageing Well agenda. Targets to discharge patients and assessing them in the community within two hours and provide reablement/intermediate care within two days also need to be met by services redesigned to meet this, including recruiting additional resources to meet this need. This work also takes into consideration, the requirements for the Home Care for Leicestershire service (see below) to ensure seamless onward referral.

Home Care for Leicestershire (Integrated Domiciliary Care)

Plans for the new home care service were severely impacted by the pandemic with the planned re-procurement postponed for 12 months to enable a full impact assessment to be carried out and plans modified if required. During this period, further market research was undertaken to ensure that the previously approved, pricing and delivery models were still fit for purpose. Procurement activities are expected to begin in April 2021 subject to market readiness following further Covid-19 disruption over the winter period. Subject to a satisfactory outcome, implementation is planned for early November.

Place-Based Models of Care

Community Care Offer

This work has been looking at the wrap-around care offer and what it needs to consist of, focusing on both 'step up' and 'step down' offers and how they differ. It has also looked at the interfaces with the Primary Care Network (PCN) development (see below) and the services within the Integrated Neighbourhood Teams along with other relevant sectors such as housing, which will be needed to support the model. This will include aligning Leicestershire's care co-ordination models to work with health partners and their communities.

Working through the Integrated Delivery Group an integrated vision of place-based activity is being developed. A Place Based Model for the Function of Care-Co-ordination within PCN/Neighbourhood Teams has been designed. This covers different patient groups:

- Most complex, top 5% of population;
- Stable complex/high risk, top 30% of population;
- Whole Population;
- Reducing Health Inequalities.

The model sets out the offer for each group, the level of joint input needed (multi-disciplinary team involvement) and the target outcomes. This will be designed as a community delivery model and will link to PCN delivery and work with local voluntary sector and District Council partners to build a holistic community response.

Population Health Management

An over-arching view of Population Health Management Data is being developed. This is being used to develop an Outcomes Framework and determine which groups will take ownership of which outcomes. Overall patient health will be the key measure of success in reducing health inequalities.

The five overall aims of Population Health Management are to;

- Enhance Experience of Care;
- Improve the health and well-being of the population;
- Address health and care inequalities;
- Reduce per capita cost of health care and improve productivity;
- Increase the well-being and engagement of the workforce.

Demand and capacity modelling is underway, which will inform on the level of reorganisation needed to ensure that Adult Social Care localities are aligned with the Leicestershire Partnership NHS hubs, PCN's and Districts.

Unified Prevention Board

The Unified Prevention Board (UPB) is the sub-group of the Leicestershire Health and Wellbeing Board which was established to oversee and monitor the development and delivery of the Better Care Fund programmes underpinning the joint health and wellbeing strategy for Leicestershire. The Unified Prevention model has focused on the asset-based offer in localities as well as a broader agenda across the system, including a Social Prescribing Offer which includes First Contact Plus and Local Area Coordination.

During the time period this report covers, the UPB stood down as many cells within the Leicestershire Resilience Forum Covid-19 response structure were attended by UPB members, for example the vulnerable persons cell and a social welfare cell. The cells have resulted in high levels of productivity, and the working groups offered a response to Government requirements and place initiatives by feeding into the Incident Management Team (IMT), the Tactical Coordinating Group (TCG) and elsewhere as required.

As work now begins on the refreshed joint health and wellbeing strategy, it is timely to explore with partners and colleagues the future of the UPB and, any future iteration of the Board should consider activities linked with the strategy including broader health improvement areas and the wider determinants and health inequalities agenda – the focus of the Health and Wellbeing Board's development session in March 2021.



Children and families partnership board

In September 2018 the Children and Families Partnership launched the Leicestershire Children and Families Partnership Plan 2018 – 2021 which is a strategic document setting out the shared vision for children, young people and their families and the priority outcomes that need to be improved. The Partnership agreed that the current five priority areas and key actions were still relevant for 2021-23, and the focus of actions should remain on identifying where improved partnership working would add value. The refreshed action plan was shared with and approved by the Partnership Board and Health and Wellbeing Board in November 2020.

Priority leads for each of the Plan's five priorities nominated have continued to work with partners and other key stakeholders to progress agreed actions over the past year (2020-21) and during this period Mrs Taylor CC was appointed Chair of the Children and Families Partnership in July 2020. Mrs Taylor met with priority leads in September 2020 to request a review of current action plans in readiness for the refresh of the Partnership Plan. Priority leads were asked to consider any action required in response to the Covid-19 pandemic as part of their updates.

Progress reports were provided to the Health and Wellbeing Board in July and November 2020 highlighting key achievements summarised below, the full November update can be viewed [here](#) - (item 247):

CHILDREN'S HEALTH IN LEICESTERSHIRE

Under 18 conception rate for Leicestershire has been significantly lower than the England rate since 1998

LEICESTERSHIRE 2018

12.2 
PER 1,000

UK 2018

16.7 
PER 1,000



30.6% YEAR 6 PUPILS OVERWEIGHT

(including obesity), this is significantly lower than the national average of 35.2%

WIDER DETERMINANTS OF HEALTH



9.9%

(12,379) of children aged under 16 in Leicestershire were living in the area in families in low income, this is significantly better than the national average of 15.3% (2018/19)



72.1%

(5,539) of children achieved a good level of development at the end of Reception year, this is similar to the national average of 71.8% (2018/19)

Priority 1 - Ensure the best start in life:

Over the past year importance has been placed on understanding the impact that the pandemic has had on children's development which will be further developed during 2021/2022, along with promoting the school readiness video and campaign, together with raising awareness and sharing key messages on the 1001 critical days.

Priority 2 - Keep children safe and free from harm:

The partnership delivery plan for Child Criminal Exploitation (CCE) is in place and being monitored by the Child Vulnerability Ops groups. Violent Crime surge funding has been secured to fund staff to deliver work on the delivery plan and during the next year there will be a focus on integration with the multi-agency team and existing governance arrangements.

The Intensification week during September 2020 produced a positive response, with vulnerable people being identified, virtual workshops held targeting young people and professionals and in October 2020 there followed the launch of a short video briefing GPs across Leicestershire, Leicester and Rutland (LLR) and a social media campaign.

Moving forward there will be further development of the regional standards into key performance indicators and adoption of the standards to formulate the action plan, focussing on targeted groups such as BAME, LGBTQ, prevention of missing and commissioning arrangements amongst others.

Priority 3 - Support children and families to be resilient:

During the last year, Julia Smith, Chief Officer, Communities and Wellbeing, Harborough District Council has joined as the new lead for this priority. Work across the Early Help Partnership has developed a refreshed action plan, focussed on the effective partnership delivery of early help services. Workshops were held in July and December 2020 to agree new terms of reference and governance processes and also to confirm shared priorities for action with an online training event being considered for the next year to promote widespread, consistent and joined up understanding in regard to Early Help.

Priority 4 - Ensure vulnerable families receive personalised, integrated care and support:

The previous year has seen the development of a LLR SEND Joint Commissioning Strategy, received approval from LCC Cabinet in September 2020 for the SEND Inclusion Strategy, launched the Inclusion Service website: www.leicestershire.gov.uk/education-and-children/schools-colleges-and-academies/inclusion-service and the new Assessment and Resource Team (ART) service in January 2021, to provide therapeutic services that support step-downs from residential care.

Priority 5 - Enable children to have good physical and mental health:

There has been a focus on Adverse Childhood Experiences/Trauma Informed Practice over the past year with a significant number of activities and events aimed at promoting and training in this area. Events have been organised and delivered by the new Trauma-Informed schools network, virtual workshops commissioned by the Violence Reduction Network and the ACEs Project, delivered by Leicestershire Partnership Trust, has continued to offer consultancy and workforce development to youth justice teams and is planning to extend their offer subject to funding. Over the next year further alignment is planned with the Strategic Partnership Board to become a trauma-informed system

Eight practitioners (four in Rutland and Melton and four in North West Leicestershire) have been appointed and commenced their training to provide mental health support in schools, with the intention that they will be operational by January 2022.

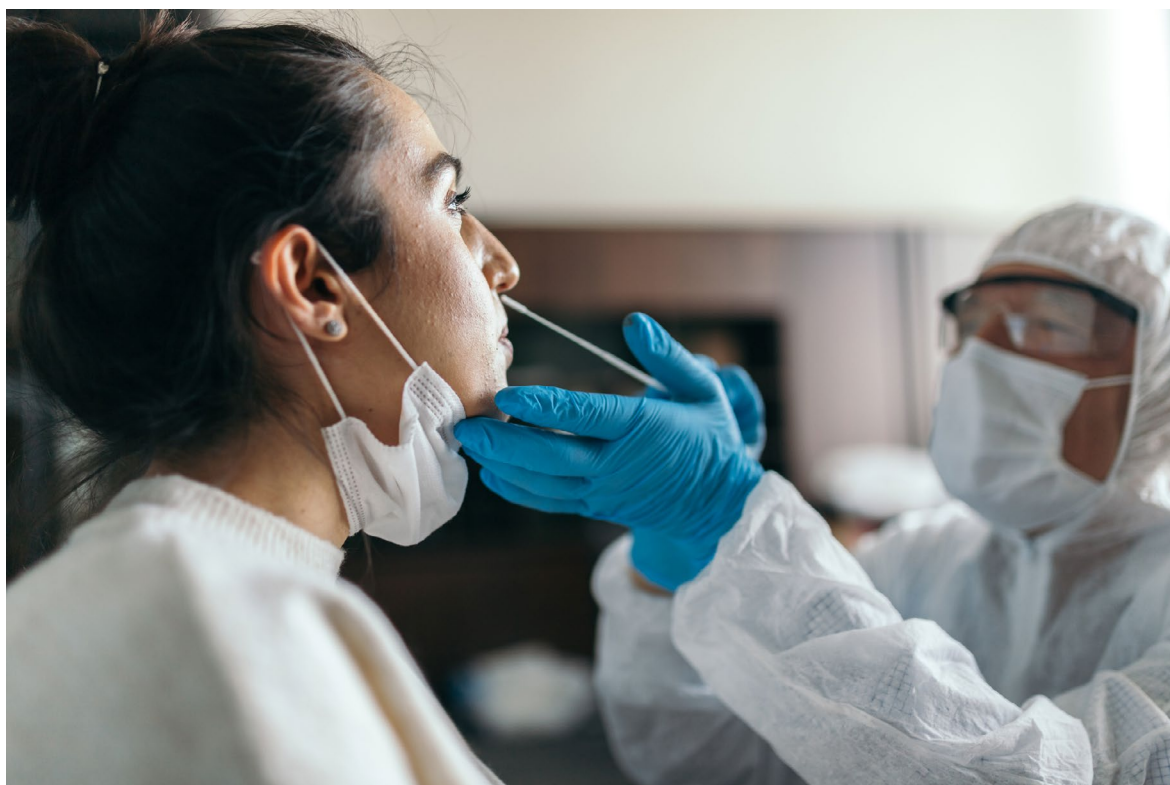
Health and Wellbeing Board Progress and Achievements

Coronavirus Pandemic Impact and Response of the Local Care System

Since the beginning of the pandemic in early 2020, the Board has received regular updates concerning the impact of the coronavirus within the County and the initial response of the County Council and the local care system.

The updates, which were jointly produced by partners, provided members with information concerning local infection rates, testing, impact on the NHS and social care systems and more recently the roll out of the vaccination programme and the recovery work to protect residents, local services, and in particular our most vulnerable groups.

The Board praised the way in which health, social care and community partners had been working collectively together to minimise the spread of the virus, to effectively treat and support people who contract the virus and to maintain services for patients and service users.



Suicide and Prevention Strategic Approach

As a result of the coronavirus pandemic, meetings of the Health and Wellbeing Board in March, April and May were cancelled in order to ensure partners had maximum capacity to manage and deliver the necessary resilience response.

Whilst the Board's work was minimised during this period, there were several previously scheduled items which required Board member's consideration. These reports were circulated to members electronically who were asked to note/comment on the information contained.

One such report concerned the revised Suicide Prevention Strategy (Strategic Approach). The report sought member's views on the draft Suicide Prevention Strategy and Action Plan for Leicestershire 2020-2023 which had been developed by the LLR Suicide Audit and Prevention Group.

The report also provided an overview of what is known about suicide locally, including factors that impact on levels of suicide, identification of those who may be at higher risk, and the evidence for effective prevention.

The Strategy and Action Plan set out nine strategic priorities, each with an accompanying action that form the overall Action Plan. The priorities reflected areas where significant gaps and opportunities had been highlighted locally. Progress against the nine strategic priorities will be monitored quarterly by the LLR Suicide Audit and Prevention Group and will be reported annually and periodically to the three Health and Wellbeing Boards in the area.

Those who responded supported the Strategy and Action Plan which was subsequently approved by the County Council's Cabinet on the 23 June.

the **2017-19 suicide rate** in Leicestershire is significantly better than the national rate

LEICESTERSHIRE 2017/19
7.8 
 PER 100,000



UK 2017/19
10.1 
 PER 100,000

Sexual Health Strategy

A report concerning the Council's revised Sexual Health Strategy was also considered by members outside of the formal meeting process.

The report sought members views on the Sexual Health Strategy for 2020- 2023 and also included an overview of sexual health locally as evidenced in the Joint Strategic Needs Assessment chapter on sexual health.

The 2020-23 Strategy recognised the changing commissioning landscape, development of the Integrated Care System and its impact on partners. It built on the work of the 2016-19 Sexual Health Strategy, which made significant progress in aligning a fragmented system across organisational boundaries. The 2020-23 Strategy focused on sexual health improvement, leadership and policy in Leicestershire.

The revised Strategy will look to address the changes in people's circumstances as a result of the coronavirus and also to promote digital and self-service methods of delivery which have worked well during the pandemic.

Those Board members who responded supported the Strategy which was subsequently approved by the County Council's Cabinet on the 23 June.

Health and Social Care Sector Growth Plan

At the Board's meeting in September 2020, members considered a report which provided an annual progress update on the LLR Health and Social Care Sector Growth Plan published in 2017.

In 2016, Leicestershire County Council, Leicester City Council and Rutland County Council commissioned the development of a three-year sector growth plan for health and social care in LLR, supplementing the earlier activity led by the Leicester and Leicestershire Enterprise Partnership (LLEP) that had focussed on other key sectors. This was in recognition not only of the scale of the health and social care sector and its importance to a vibrant LLR economy, but also of the opportunity it presented for key partners to work together on well-recognised challenges.

In reference to the Covid-19 response, it was noted that there is no doubt that the Covid-19 period had been exceptionally challenging for and across the sector and as a result a number of cross-sector initiatives and working arrangements had been put into place at very short notice.

The Director of Adult and Communities explained that the County Council had engaged extensively with adult social care providers throughout the coronavirus pandemic in order to understand the challenges they faced and the additional support they required.

It was noted that the current Plan, which covered the period 2017-2020, was coming to an end. A new Plan will be developed in line with the Leicester and Leicestershire Enterprise Partnership's Economic Recovery Plan, recognising the importance of the health and social care sector to the local economy.

The Board thanked those who had developed and delivered the Plan over the past three years which had highlighted the importance of the sector across LLR and the need for its continued support to promote further growth and development.

Report of CAMHS Action plan

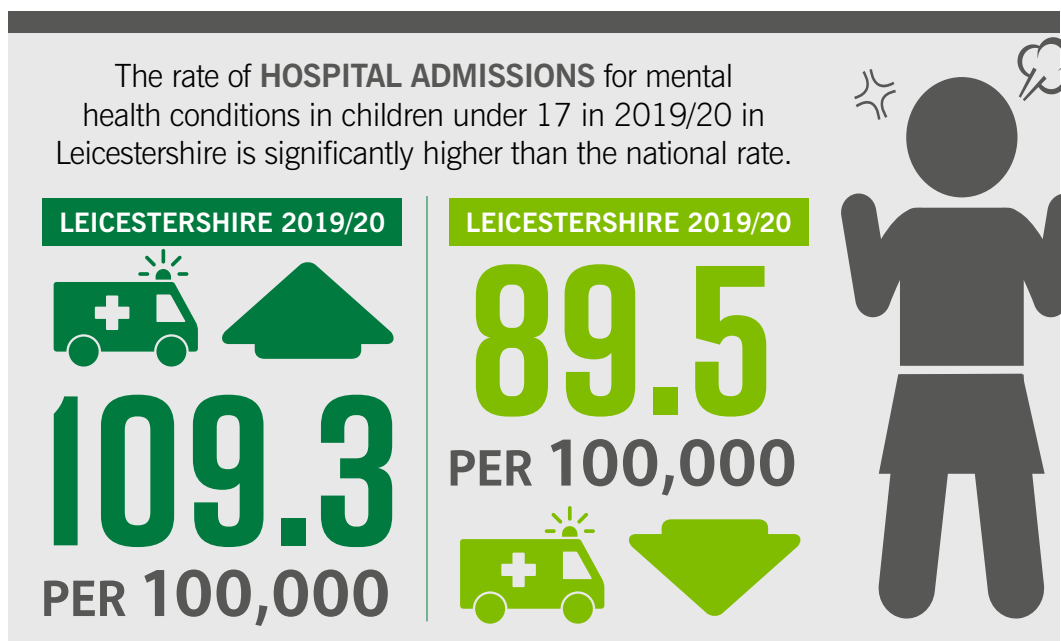
The Board considered a report in September 2020 from Healthwatch Leicestershire detailing the findings of a special project focussing on experiences of using Child and Adolescent Mental Health Services (CAMHS) in Leicestershire

The report highlighted the experiences of CAMHS service users and noted that the analysis of the responses indicated that the majority of service users felt listened to and the treatment they received met their needs.

The Director of Families, Young People and Children's Services at Leicestershire Partnership Trust (LPT) valued the opportunity to understand lived experience of the CAMHS service explaining that in light of the experience of service users highlighted in the Healthwatch report, an improvement plan had been developed and a 24/7 mental health helpline had been established.

At the January 2021 Health and Wellbeing Board meeting, the LPT Head of Service introduced the improvement plan responding to the recommendations in the Healthwatch report. It was noted that the key performance indicators for routine and urgent assessments have been maintained, however there have not been significant reductions in waiting times for treatment post assessment due to Covid-19 and the diversion of resources. Since September 2020 there has also been a 25% increase of referrals particularly high-risk complex children, along with increases in children with eating disorders and CAMHS crisis referrals which has presented challenges.

LPT is taking a leading role in system transformation that is reporting into the Children and Families Partnership Board, and as an organisation is working with partners to learn how to best deliver a pathway and ensure children can access services. Board members were actively involved with this item and requested that progress against the improvement plan be brought to a future meeting of the Health and Wellbeing Board.



Primary Care Networks

At its meeting in November, the Board considered a joint report of East Leicestershire and Rutland CCG and West Leicestershire CCG which provided an update concerning the progress of Primary Care Networks (PCN) across LLR since their implementation in the summer of 2019.

The Board noted that the introduction of PCNs enabled groups of GP practices to work together to improve the provision of care within their local footprint. Each PCN received funding in order to provide roles such as a clinical pharmacist, a social prescribing link worker and a physiotherapist.

PCNs had developed additional roles as a result of the coronavirus pandemic, which had seen them provide operational resilience across practices, delivery vehicles for the coronavirus vaccine and hot hubs, which would enable patients suffering from coronavirus symptoms to be seen safely.

Members recognised the importance of collaborative working between the PCNs and district councils and work to further establish these relationships, along with other stakeholders such as the police, would continue.



Healthy Weight Strategy

The November 2020 Health and Wellbeing Board considered a report of the Director of Public Health which sought views as part of the consultation process on the Draft 2021 – 2026 Healthy Weight Strategy.

The 5-year Leicestershire wide strategy highlighted partnership priorities and the approach to promoting a healthy weight and to tackle obesity in Leicestershire. The three themes of the Strategy covered promoting a healthy weight environment, support for people to achieve and maintain a healthy weight and prioritising a healthy weight through systems leadership.

It was noted that the strategy was a response to a recommendation in the 2019 Joint Strategic Needs Assessment chapter on Obesity: Physical Activity, Healthy Weight and Nutrition and forms part of Leicestershire's prevention programme and highlights that obesity is a complex issue requiring a complex system response. This is Leicestershire's 'whole systems approach'.

The Board fed comments into the consultation process and noted that the Strategy would need to take account of the impacts arising from the coronavirus pandemic, including the difficulties faced by certain groups, particularly carers, to find time to exercise as they took on additional responsibilities.

Following the Board's consideration, the Healthy Weight Strategy was approved by the County Council's Cabinet in March 2021.



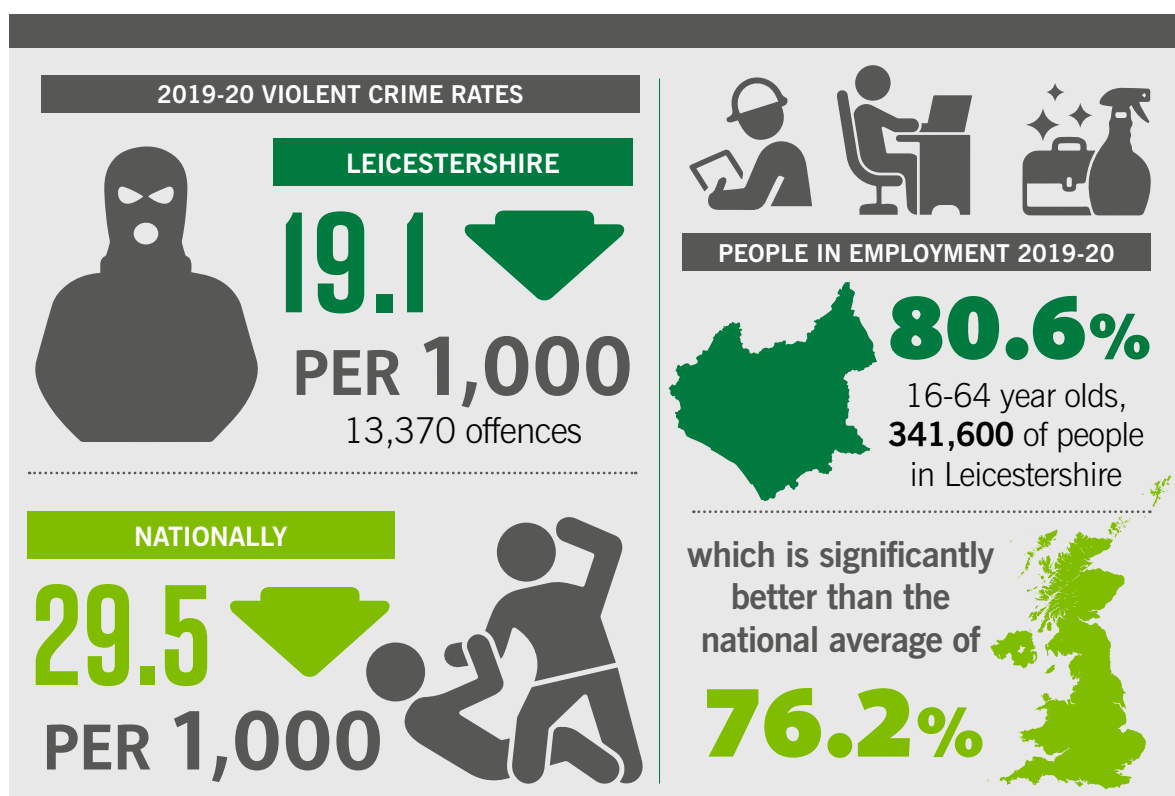
Board Development Session

The Board's first virtual development session was held in March 2021 with the focus on the wider determinants of health along with the draft LLR Health Inequalities Framework that will be a key driving force to embed reducing health inequalities in all we do, in the Covid-19 recovery landscape and shape the shortly to be refreshed Joint Health and Wellbeing Board Strategy.

The Public Health Consultant with a lead for the wider determinants agenda, offered attendees an introduction and background to where we are now and where we need to be in Leicestershire, along with highlighting the importance of focussing on wider determinants of health which have a significant impact on health outcomes.

A presentation on the LLR Health Inequalities Framework and translation to place, gave attendees an introduction into the partnership process undertaken so far, the golden thread from system to place to neighbourhood and an outline of how health inequalities fit into place-based plans.

Focussed breakout groups on housing and homelessness, communities, skills and work and the natural and built environment allowed attendees broader discussion on these areas supported by expert facilitators and business intelligence led data. Attendees were invited to make a pledge and commitment to reducing health inequalities and the Director of Public Health proposed the next steps linking in the Joint Health and Wellbeing Board Strategy, the creation of a wider determinants action plan and recommendations from the session will be further considered at a future Health and Wellbeing Board meeting.



JSNA

The local authority and Clinical Commissioning Groups have equal and joint statutory responsibility to prepare a Joint Strategic Needs Assessment (JSNA) for Leicestershire, through the Health and Wellbeing Board.

The purpose of the JSNA is to improve the health and wellbeing of the local community and reduce inequalities for all ages. It is viewed as a continuous process of strategic assessment and planning with the aim to develop local evidence-based priorities for commissioning which will improve the public's health and reduce inequalities.

Each chapter reviews the population health needs of the people in Leicestershire in relation to the subject matter and sets out the unmet needs and recommendations arising from the needs assessment so that these can be taken forward by commissioners.

JSNA 2018-21

The three-year time period (2018-21) for the JSNA cycle came to an end in March 2021. The following JSNA chapters were published throughout the three-year period and can be found at the following link: www.lsr-online.org/leicestershire-2018-2021-jsna.html

- Demography Report
- Economy Report
- Housing Report
- Oral Health of Children and Young People
- Oral Health of Adults
- Mental Health of Children and Young People
- Mental Health of Adults
- Best Start in life (0-5s)
- Alcohol Misuse in Adults
- Substance Misuse in Adults
- Air Quality and Health
- Obesity: Physical Activity, Healthy Weight and Nutrition
- Multimorbidity and Frailty
- Sexual Health
- Loneliness
- Tobacco Control
- Children and Young People's Physical Health (5-19)
- Children and Young People with Special Educational Needs and Disabilities (SEND)

Engagement

It is important that the findings from the JSNA are used and promoted as the key evidence base in commissioning and strategic planning within the health and care system. To help with this, the findings of a couple of chapters were presented to the Health and Wellbeing Board during 2020. The SEND JSNA chapter was also presented to the SEND board in November 2020.

Communications Campaigns

The past year has been like no other for health and wellbeing communications following the announcement of the first coronavirus case in Leicestershire on Friday 6th March 2020.

Coronavirus has been at the forefront of partners' communications for the last year. Communications played a vital, early role in unpicking how the national lockdown would affect services and staff – and how messages could get out quickly to help protect residents. Websites and intranets were updated, briefing notes were written and messages were sent to staff, partners, media and residents.

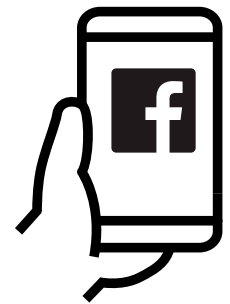
Throughout the year a rolling communications campaign of preventative messages has been delivered to encourage residents to follow national and local lockdowns. These included get tested, stay home to stay safe, follow the hands, face, space guidance and get a vaccination when offered. All available channels were used – from social media, to local media, to iVans with static and animated billboards on the side, to LED signs by the side of roads and leaflets posted through doors, to name a few.

There was a break from these messages in the form of 'thank you Thursdays' and front line staff celebrated on social media each Thursday, as the nation joined in a shared clap on their front doorsteps for key workers.

Since Christmas, lateral flow testing has been a communication priority. Marketing was focussed on targeted Facebook advertising, alongside a media campaign and over 30,000 people have visited the sites since early January, booking through the County Council's website. The **Facebook campaign** reached over **700,000** people and nearly **4,500** clicked through to book.

Alongside the coronavirus work, partners across the Health and Wellbeing Board have also worked to deliver joined-up communications campaigns targeted to the health and wellbeing outcomes in our Joint Health and Wellbeing Strategy 2017-2022.

Mental health and wellbeing have been at the forefront of these campaigns linked to the impacts of the pandemic. Two mental health resource packs – one for adults and one for young people – were developed as part of the Start a Conversation campaign. These were shared across partners and regularly signposted to on social channels. The resource packs highlight specific services aimed at certain age groups, including younger children, older children, working age adults and over-55s and include self-help, wellbeing and physical activity advice, alongside who to contact for immediate crisis support.



**OVER
700k
PEOPLE
REACHED**

**NEARLY
4,500
CLICKED
THROUGH
TO BOOK**



Encouraging people to take control of their own health and wellbeing and the self-care options available was also a focus of communications. Lifestyles services – stop smoking and weight management – continued to be promoted, including a new year social media campaign and communications to support the launch of the new weight management in pregnancy programme. Social media, press releases and articles in Leicestershire County Council’s residents’ newsletter – Leicestershire Matters were used to highlight stop smoking and weight management case studies.

The annual flu vaccination campaign began in late summer and partners promoted this through a range of communications. Just before Christmas the first coronavirus vaccinations were given in Leicester, Leicestershire and Rutland. The coronavirus vaccination programme – the biggest in NHS history – started strongly. Communications were targeted to priority eligible groups based on advice from the Joint Committee on Vaccination and Immunisation (JCVI) to encourage uptake and challenge myths and disinformation.

The Leicestershire Warm Homes Fund Project and the Warm Homes Service (delivered via First Contact Plus) have enabled eligible residents to have fully funded gas connections and central heating installed, which have been promoted steadily with organic and paid social media campaigns, Leicestershire Matters articles, comms toolkits shared with partners and parish councils and press releases. There was also a paid-for Facebook campaign which reached **over 40,000 people**, with **1,352 click-throughs** to find out more. It was particularly popular with over-65s.

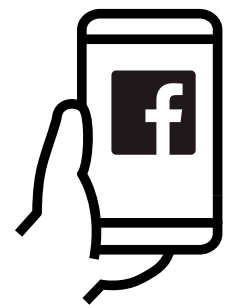
The work of the Falls Prevention Steering Group has continued to be promoted by expanding and promoting the falls prevention leaflets.

Alongside the children and young people mental health work, healthier eating and exercise resources to families have also been promoted. Two animated videos were created with the children’s weight management service focussing on different aspects of healthy eating. The first, “[Why you should eat your five a day](#)”, is aimed at a younger audience and explains the benefits of fruits and vegetables, what counts as a portion, and why we should “eat the rainbow”. The second, “[What’s the connection between food and mood?](#)”, is aimed at an audience of older children. It contains five tips for improving mood through the food we eat, covering the importance of regular meals for maintaining blood sugar levels, as well as the effects of protein, good fats, vitamins and minerals, and water on our mood.

A webpage was also developed on Leicestershire County Council’s website bringing together information on mental health support and healthier eating / exercise resources for young people and their families – this was promoted via social media and a press release ahead of children returning to school following lockdown restrictions being lifted.

The Health and Wellbeing Board’s Twitter account has continued to share messages alongside partners social media. The **Twitter** account now has over **1,100 followers** and during the last year the pages tweets have had over **42,000** impressions.

To plan for the coming year, it is anticipated that the evolving coronavirus situation locally, nationally and even globally will continue to play a major role in communications throughout 2021 and into 2022. As recovery continues and health and wellbeing services across Leicestershire adapt to the “new normal”, one of the main priorities will be to balance coronavirus communications with promoting other key health and wellbeing messages as services resume.



**OVER
40,000
PEOPLE
REACHED**

**1,352
CLICKED
THROUGH
TO FIND
OUT MORE**

Healthwatch Leicestershire - Reflecting back-2020

2020 was set to be a promising year as the organisation looked to extend the quality and quantity of connection and involvement of patients, public and stakeholders across Leicester and Leicestershire. Healthwatch information stalls were held within “Local Offer” events at the Morningside Arena in Leicester as well as the Loughborough Town Hall. Staff liaised with voluntary and community groups and support organisations to organise presentations on Social Prescription at Thurnby Lodge Community Centre and The Wolsey Building, the latter being a presentation to a group of pre-dominantly South Asian Women supported by Vista.

Healthwatch were fortunate enough to carry out CAMHS survey activity at Westcoates Centre and The Valentine Centre at Gorse Hill before the pandemic struck.

The impact of Covid-19 was not only unexpected, it was also unprecedented. Healthwatch Leicester and Healthwatch Leicestershire acted quickly to maintain services through remote working and rapid adjustment to online meetings, increased use of social media and new ways of working. The organisation connected with Leicester Community Radio to reach a wider range of people through radio despite the lockdown, staff and volunteers volunteered to support community support initiatives such as foodbanks and supporting isolated people to participate in virtual coffee mornings.

Healthwatch Leicester and Healthwatch Leicestershire were shortlisted for a national award for its “Enter & View” Discharge Lounge Report but all “Enter & View” activity stopped as the reality of the pandemic became clear. Not being able to deliver traditional models of community outreach work and volunteering opportunities affected staff as well as volunteer morale and motivation.

Despite staff turnover, including a change in management, Healthwatch Leicester and Healthwatch Leicestershire continued to play an effective role championing the patient voice, especially influencing health service engagement priorities in areas such as inclusive and accessible marketing and effective communications. Throughout the various phases of lockdown, the views of the public have continued to be championed and concerns raised including reconfiguration and consultation activities.

The impact of Covid-19 was not only unexpected, it was also unprecedented.

The pandemic and resulting lockdowns also affected user participation leading to reduced number of respondents to surveys and participation in online meetings. The BAME Connect initiative gained momentum attracting the interest and involvement of De Montfort University, and continues to be supported by voluntary and community groups and individuals as well as health services. Disability continues to be championed ensuring access to information and services.

The new management team and staff have worked hard to overcome initial challenges along with completing outstanding projects and work priorities. Closer relationships and partnerships have been forged across health and social care and Healthwatch Leicestershire continues to work closely with colleagues at Healthwatch Rutland. Volunteers remain involved in scoping activity to review for example GP websites for information on how to complain, accessibility or participation in the armed forces veteran's covenant.

Healthwatch priorities for 2021 have been established and agreed by the Health Advisory Board following public consultation events, and the new programme of activities will see increased patient and community empowerment and engagement, work with Children and Young people, work with Homeless and Rough Sleepers, Male suicides as well as continuation of work on Covid-19 and Safeguarding. Healthwatch Leicestershire will also be working more closely with the Health and Wellbeing Board and other committees to represent the patient and public voice.



Looking Forward

Technology Enabled Care

In January 2021, The Health and Wellbeing Board considered a report concerning the diagnostic work undertaken to explore opportunities to maximise the use of technology enabled care (TEC) across the adult social care pathway which would support people to continue to live independently.

It was noted that based on the diagnostic work undertaken, the County Council's Cabinet would be asked to approve the proposal to commission a Leicestershire wide transformation approach - establishing a new service with the responsibility for providing TEC to those people who were eligible for adult social care. The Cabinet approved this approach in February 2021.

Later in 2021 the Board will be provided with an update on the new service, which will be commissioned through a strategic partnership with Hampshire County Council. The update will detail how the strategic partner has worked alongside the Adult Social Care Pathway to establish care technology and help the Council to develop a programme of cultural change and engagement which drives high quality referrals, better understanding of care technology amongst practitioners and better outcomes for service users.



Integrated Care Systems

In February 2021, the Department of Health and Social Care (DHSC) published proposals through a white paper to develop the NHS long term plan, along with proposing primary legislation relating to public health, social care and quality and safety matters.

One of the key changes within the NHS long term plan is to establish Integrated Care Systems (ICSs) as statutory bodies. ICSs are made up of two parts: the ICS NHS body responsible for the day to day running of the ICS and the ICS Health and Care Partnership that will be established with partners from across the NHS, social care, public health and wider stakeholders including the voice of the public. The partnership will have responsibility for developing a plan to address the system's health, public health and social care needs.

The Health and Wellbeing Board and the LLR ICS Health and Care Partnership will work together and have joint regard to ensure that developing plans and strategies compliment and support each other.

One of the key changes within the NHS long term plan is to establish Integrated Care Systems (ICSs) as statutory bodies.

Joint Health and Wellbeing Strategy Refresh

The Health and Wellbeing Board will continue to have a place-based leadership role in driving partnerships along with a statutory requirement to produce the JSNA and a joint Health and Wellbeing Strategy. The JSNA as introduced earlier in the annual report is the overarching assessment of the health and wellbeing needs of our population across the wider health and social care economy, and the joint Health and Wellbeing Strategy is the plan driven by the JSNA to improve the health and wellbeing of residents and reduce health inequalities.

The strategy is due to expire in 2022 and the focus of the coming year for Board members will be to seek approval to consult residents of Leicestershire and begin to develop a new partnership strategy to guide the work of the Board and as previously raised, the work of the sub-groups and wider place led groups. We are hopeful as a partnership to be in a position to explore priorities to underpin our strategy that reflect the residents of Leicestershire.

Air Quality and Health Workstream

The Leicestershire ‘Air Quality and Health Joint Strategic Needs Assessment’ was published in May 2019. It contained a ‘next steps’ recommendation around the need for the development and co-ordination of interventions that improve local air quality for everyone, not just based around pollution hotspots and Air Quality Management Areas that are identified and monitored by our District or Borough Councils.

This approach was identified as giving potential for greatest impact on improving health, as air quality can affect the health of our population throughout the life course at any age, and disproportionately affect the most vulnerable contributing to health inequalities. Air pollution is the biggest environmental hazard in terms of mortality and preventable deaths due to particulate matter PM2.5 and is the third leading cause of preventable deaths in Leicestershire, with approximately 88 attributable deaths in 2018.

To underpin this work, the JSNA recommended a partnership approach to create improvements in how we understand air pollution, reduce our contribution to it and mitigate against its risks to health. A cross organisational Air Quality and Health Partnership and associated action plan have been created, led by Public Health and Environment and Transport, to deliver against these recommendations. The joint action plan was approved by Leicestershire County Council Cabinet in October 2020, with the responsibility given to the Leicestershire Health and Wellbeing Board to monitor the progress against the action plan. The overarching partnership commitments include;

- Active and sustainable travel: This work should act as a catalyst for behaviour change and modal shift to green travel. Each authority with support from the Counties active and sustainable travel team will be expected to promote active travel to their residents and workforce.
- Planning and development strategies and proposals: Guidance and frameworks should be developed with and for planners to support measures to improve air quality and identify and address developments which may worsen air quality. Each authority will be expected to contribute to the healthy design guide programme of work.
- Information sharing and campaigns: It is important that steps are taken to understand the public's views, knowledge, attitudes and motivations, in order that they can be engaged in developing actions which are aligned with their priorities. Each authority will be expected to promote county-wide campaigns.

A number of cross-organisation partners attend the partnership meetings, including representatives from numerous LCC departments, district partners working within both Environmental Health and community-based roles, Public Health England and the CCG, working collectively towards the action plan. The group meets every 6 weeks, has a set Terms of Reference and the action plan has clear accountability around which organisations are responsible for achieving each action and associated timeframes.

Whilst work has been completed as a group (led by monitoring officers) around increasing the understanding of the state of air pollution in Leicestershire, the impact of measures to improve air quality and statutory obligations and national targets on air quality, next steps are to engage with the public to consult and raise awareness of air pollution, its impact on health and personal protection measures to promote sustainable behaviour change.

Pharmaceutical Needs Assessment

The Health and Wellbeing Board has a statutory responsibility to prepare a Pharmaceutical Needs Assessment (PNA) for Leicestershire. The PNA:-

- Identifies the pharmaceutical services currently available and assesses the need for pharmaceutical services in the future;
- Will be used to help inform the planning and commissioning of pharmacy services by identifying which services should be commissioned for local people, within available resources, and where these services should be located;
- Will be used to help inform decision making in response to applications made to NHS England by pharmacists and dispensing doctors to provide any additional pharmacy provision.

Due to the ongoing pressures across all sectors in response to the Covid-19 pandemic, the Pharmaceutical Needs Assessment has been postponed. The next assessment will be published in October 2022 in line with national guidance.

JSNA Refresh

Due to capacity being shifted in response to the Covid-19 pandemic in 2020, there were two chapters on the JSNA work programme that were postponed and are due to be published in late 2021, these are:

- Dementia
- Carer's

Recognising the important role that the JSNA plays in illustrating the health and wellbeing of the population of Leicestershire, the recommendations of each chapter will be looked at proactively. This will help to build up a picture of the further actions needed to improve health and wellbeing, and will help to inform future commissioning intentions. The next cycle of the JSNA will commence in March 2022. It will be helpful to seek views from the Health and Wellbeing Board later this year about the prioritisation of work in the next JSNA cycle so that the production of chapters can be scheduled appropriately to inform the Boards' strategic thinking and the commissioning of services across Leicester, Leicestershire and Rutland. There may be new topics that are emerging for consideration and new approaches to the presentation of data that the Health and Wellbeing Board wishes to explore.

Moving forward

The year that this annual report covers has been difficult and unprecedented for our residents and those in the health and care professions that have worked tirelessly through Covid-19 and the pandemic. The Health and Wellbeing Board has received updates on infection rates, testing and the roll out of the vaccination programme, along with regular updates on the planned phased recovery during what will be a challenging year to come. The learning from the previous year will re-shape our services and priorities along with continuing to model values of collaboration and partnership working.

A refreshed joint Health and Wellbeing Strategy will take this learning and create new areas of focus for the Board, with the recent development session highlighting some of the key challenges facing Leicestershire considering the wider determinants of health and the impact and importance of continuing to consider health inequalities.



