

# Thurrock Health and Wellbeing Strategy 2016 - 2021



*Adding years to life and life to years*

# Foreword



**Councillor Barbara Rice**  
**Chair - Thurrock Health**  
**and Wellbeing Board**

I'm pleased to welcome you to Thurrock's Health and Wellbeing Strategy for 2016 to 2021.

Our strategy looks at the areas we think can make the most difference to the health and wellbeing of Thurrock people. This means the things that can ensure we are all able to live a good life regardless of who we are or where we live. This can be ensuring our children are able to get good qualifications or that people can get GP appointments when they need them. It can also mean arming people with the information they need to make good choices about their life or simply to ensure that people who feel isolated can meet others and feel more connected where they live. I know 'wellbeing' will mean different things to each and every one of us.

There are huge opportunities in Thurrock and Thurrock people must be able to access them - for example the job opportunities created by the council's regeneration programme. There are numerous plans and initiatives in train which will generate even more opportunities and possibilities – but we need to ensure those plans and initiatives are joined up.

I am all too aware that many of us live in poor health or do not achieve a good life, and I know that there are many reasons for this – not all of them easy to solve. Whilst the resources available to be spent on Thurrock people have diminished significantly over the years, I am confident that we can make the resource we do have go further by increasing the number of us who stay well and by intervening at the earliest opportunity to stop people reaching crisis point. This means changing the way some of our services operate and how they are focused. It also means recognising the strength of our communities and the individuals living in those communities and building alternatives to the traditional service response.

I have been Chair of Thurrock's Health and Wellbeing Board since its establishment in 2013 and it's my strong belief that the Board and strategy's primary purpose is to reduce health inequalities across our Borough. We know that people living in some parts of the Thurrock will live a number of years fewer than people living in other parts of the borough. This is not acceptable and something the strategy must seek to address.

I am pleased therefore that this strategy focuses on prevention and early intervention. This is the main way we will reduce health inequalities and everyone needs to play their part – including the people of Thurrock.

Finally, it goes without saying that the people of Thurrock and the communities they live in are the backbone of the borough. It is essential that we recognise the role they play and ensure that they can be as strong as possible. We also need to ensure that they recognise the strategy and their part in it. I am committed to ensuring that we continue conversations with Thurrock people about how we can reduce inequalities together.

# Overview of Thurrock's Health and Wellbeing Strategy 2016-2021

## Our Vision

Our vision for improving the health and wellbeing of Thurrock people is to:

***Add years to life and life to years***

We want Thurrock to be a place where people live long lives which are full of opportunity, allowing everyone to achieve their potential. To achieve this, we have set five goals, which we are all committed to achieving. The goals are ambitious and will require a lot of hard work from Thurrock Council, the NHS, voluntary organisations and communities themselves but we think that by working together, we can achieve these goals and make a real difference to the people of Thurrock.

**Thurrock Health and Wellbeing Board**

## Our Principles

### **Reducing inequality in health and wellbeing**

We want things to get better for everyone but we are also committed to ensuring that the poorest communities enjoy the same levels of opportunity, health and wellbeing as the most affluent.

### **Prevention is better than cure**

Rather than waiting for people to need help, we want Thurrock to be a place where people stay well for as long as possible.

### **Empowering people and communities**

We don't just want to do things to people, but give people the opportunity to find their own solutions and make healthy choices.

### **Connected services**

Good health and care services should be organised around the needs of people, not around the needs of organisations.



*"It's easy for me to be active  
where I live"*

*"Thurrock has great health services  
and it's easy to get to them"*

*"I was able to get a good job, and I  
now feel differently about life"*



*"My children have a great chance of  
getting good exam results and I'm  
optimistic about their future"*

*"There are plenty of activities in my  
community that I can get involved in"*

| GOALS      | A. OPPORTUNITY FOR ALL   | B. HEALTHIER ENVIRONMENTS  | C. BETTER EMOTIONAL HEALTH & WELLBEING   | D. QUALITY CARE CENTRED AROUND THE PERSON                                | E. HEALTHIER FOR LONGER   |
|------------|--|--|--|--|---|
| OBJECTIVES | A1. All children in Thurrock making good educational progress    | B1. Create outdoor places that make it easy to exercise and to be active | C1. Give parents the support they need   | D1. Create four integrated healthy living centres                        | E1. Reduce obesity  |
|            | A2. More Thurrock residents in employment, education or training | B2. Develop homes that keep people well and independent                  | C2. Improve children's emotional health and wellbeing  | D2. When services are required, they are organised around the individual | E2. Reduce the proportion of people who smoke                                       |
|            | A3. Fewer teenage pregnancies in Thurrock                        | B3. Build strong, well-connected communities                             | C3. Reduce social isolation and loneliness   | D3. Put people in control of their own care                              | E3. Significantly improve the identification and management of long term conditions |
|            | A4. Fewer children and adults in poverty                         | B4. Improve air quality in Thurrock                                      | C4. Improve the identification and treatment of depression, particularly in high risk groups | D4. Provide high quality GP and hospital care to Thurrock                | E4. Prevent and treat cancer better   |



# Thurrock's **Golden Thread**

Thurrock Community Strategy's vision is:

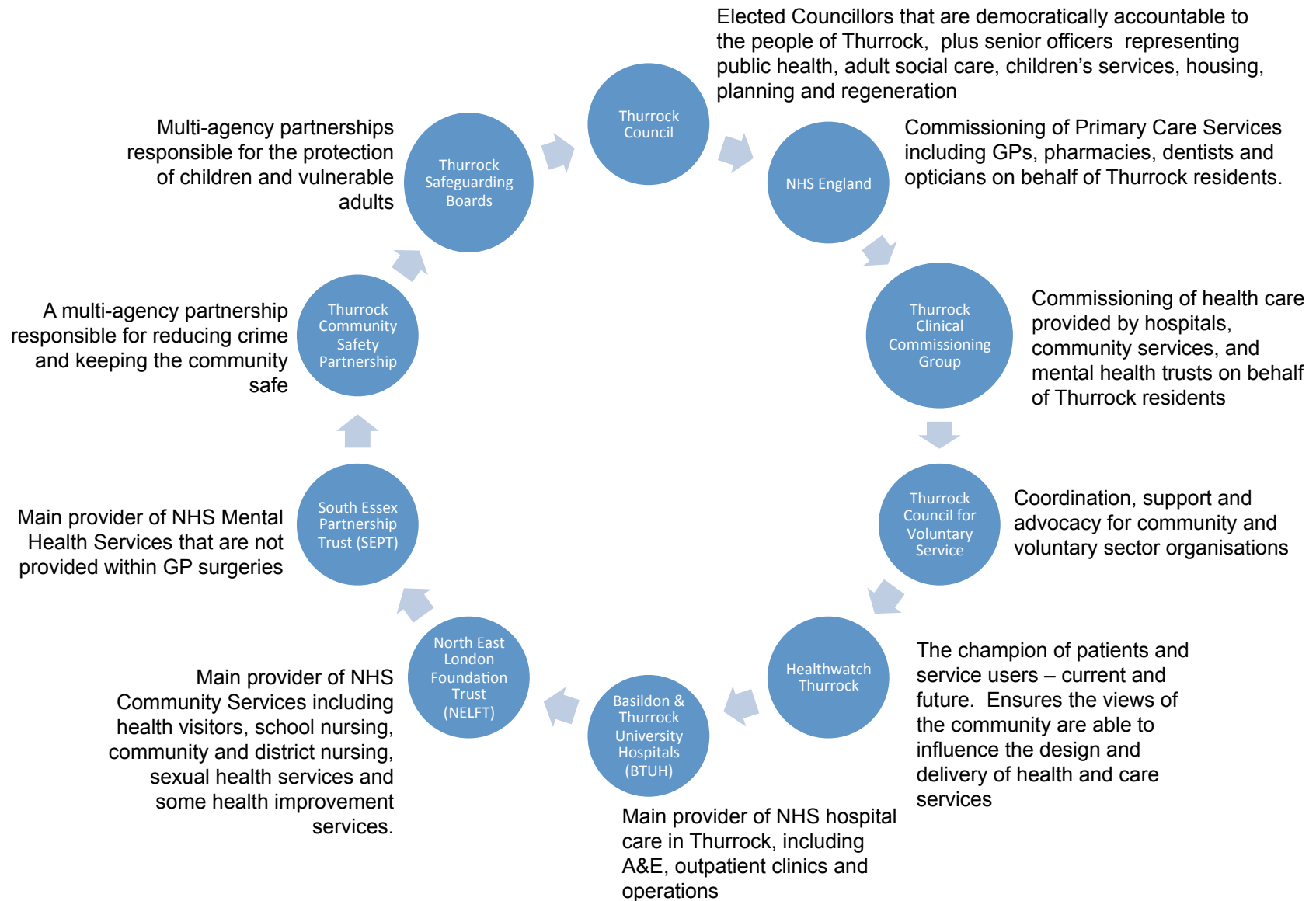
**Thurrock**

**a place of opportunity, enterprise and excellence, where  
individuals, communities and businesses flourish**

The Community Strategy has five priorities,  
of which the Health and Wellbeing Strategy is responsible  
for defining and delivering

**'Improve health and wellbeing'**

# Thurrock Health and Wellbeing Board – Who we are and what we do



# Key facts about health and wellbeing in Thurrock



## What our Joint Strategic Needs Assessment (JSNA) and our communities are telling us

- Many people in Thurrock enjoy good health and wellbeing, but there are large differences in the health and wellbeing of different communities. A boy born in Tilbury today is predicted to live for ten years fewer than a boy born in Orsett.
- We have a relatively young population compared to England, but as people live longer, the proportion of our population aged over 65 is predicted to grow faster than the general population.
- We have a thriving community and voluntary sector but links with the council and NHS could be strengthened.
- Thurrock is undergoing a major programme of regeneration which includes Tilbury, Purfleet, Grays and our waterfront. This presents huge opportunities for us to create healthy environments.
- Thurrock has gained national recognition for its programmes to strengthen communities. We want to further build on this success by encouraging community and volunteering activities.
- Air quality in some parts of the borough needs to be improved.
- There are too few GPs and GP practice nurses serving too many patients. We need to transform our primary care to increase the number of front line clinicians and help them deliver quality care.
- Health, housing and social care services are not as joined up as they could be. We need to ensure that services are coordinated around the needs of the person, and not the needs of individual organisations.
- Too many people in Thurrock die before they reach their 75<sup>th</sup> birthday. The biggest killers are cancer, heart attacks, strokes and lung disease.



# Key facts about health and wellbeing in Thurrock

What our Joint Strategic Needs Assessment (JSNA) and our communities are telling us



22 out of every 100 children grow up in poverty. This is a higher proportion than England overall. Poverty and low aspiration is a very strong predictor of poor health and wellbeing.



7 out of 10 children achieve a 'Good Level of Development' after their first year at school, but we need to work with parents and teachers to help the remaining three get the best start in life.



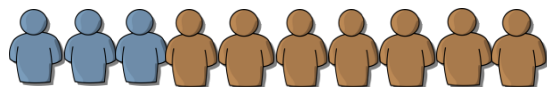
A good education is a very strong predictor of good health in later life. Almost 6 in 10 young people in Thurrock achieve 5 good GCSEs. This is better than the average for England but there is more to do.



Being employed is one of the single biggest factors shown to improve and protect health and wellbeing. Almost 8 out of 10 adults in Thurrock are economically active, but we want to grow our local economy to give more employment opportunities to our residents.



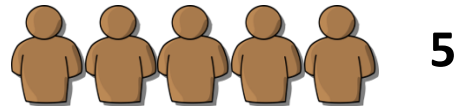
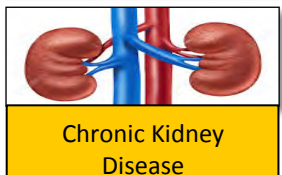
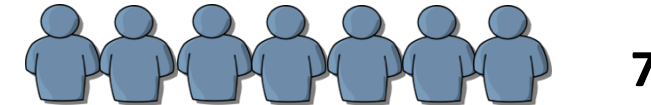
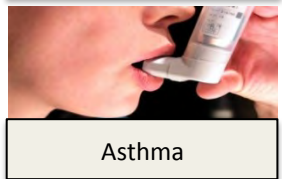
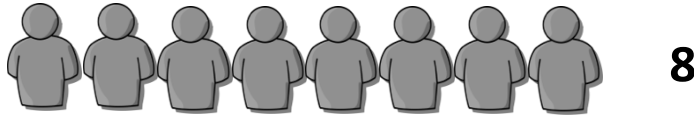
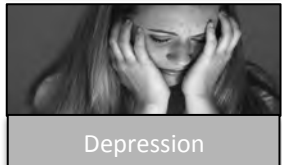
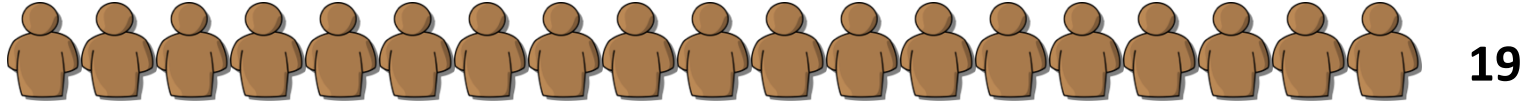
More than 1 in 5 adults smoke and are at increased risk of cancer, lung disease and cardio-vascular disease. We want to reduce our smoking prevalence by helping people quit and discouraging young people from becoming addicted.



More than 7 out of 10 adults in Thurrock are either overweight or obese and at risk of developing serious health problems as a result. This is significantly higher than the average in England. We need to tackle our local obesity crisis.

# Too many people in Thurrock are living with long term health problems

We need to get better at preventing, identifying and treating these to help people stay healthier for longer  
Out of every 100 adults who live in Thurrock, our local GPs will be treating:



# GOAL 1

## Opportunity for all



### ***What do we want to achieve?***

**Better educated children and residents who can access employment opportunities**

### ***What will achieving this goal look like?***

- All children in Thurrock making good educational progress
- More Thurrock residents in employment, education and training
- There will be fewer teenage pregnancies
- Fewer children and adults will live in poverty

### ***Why?***

*'Disadvantage starts before birth and accumulates throughout life'*

The best way to break the cycle of disadvantage and poor health is to take action early. Ensuring that children have a good start in life can lead to life-long improvements in health and wellbeing.

We know that more than one in five Thurrock children live in poverty. That makes it much harder for them to achieve their full potential in life. Our target is to halve this by 2020.

Thurrock is a place of opportunity. The ambitious programme of regeneration in the borough means new jobs are being created – for example through the London Gateway (DP World) in the east of the borough. Thurrock people must be able to access these jobs. That means people need to leave school with good qualifications and go on to get the skills they need to secure good jobs.



# GOAL 2

## A healthier environment



### ***What do we want to achieve?***

**Places and communities that keep people well and independent**

### ***What will achieving this goal look like?***

- Outdoor spaces that make it easy to exercise and to be active
- More homes will be built that keep people well and independent
- Communities will be stronger and better connected
- Air quality will be improved

### ***Why?***

We want to keep people well for as long as possible. For this to happen, we need communities that are strong and inclusive. We also need the way Thurrock's neighbourhoods are designed and built to make it easy for people to lead active and healthy lives.

If children and adults are to be more active we need to create environments that encourage them to be more active – either at school or where they live. We also need to ensure that public space is attractive and that people feel safe when they use it.

Much has already been done to empower local communities to be strong and inclusive. The Stronger Together partnership is a ground-breaking initiative which promotes community activities that strengthen connections between people. It also encourages people to have a greater say in what happens in their neighbourhood, taking control over the decisions that affect them. We want to build on that work to build strong, well-connected communities.



# GOAL 3

## Better emotional health and wellbeing



***What do we want to achieve?***

**Strengthen mental health and emotional wellbeing**

***What will achieving this goal look like?***

- Parents will be given the support they need when they need it
- Children will have good emotional health and wellbeing
- Fewer people will feel socially isolated or lonely
- Identification and treatment of depression will be improved, particularly for those at greatest risk

***Why?***

We know that at least one in four people will experience a mental health problem at some point in their life and that one in six adults will have a mental health problem at any one time. We also know that half of those with lifetime mental health problems first experience symptoms by the age of 14. Depression is the most common mental health problem making it a priority for us.

There are a number of things we can do to lessen the chance of poor mental health from occurring, or to prevent it from worsening. This includes ensuring that parents receive good support when they need it and identifying problems as early as possible. Tackling bullying is also important because it not only affects the mental health of children but can have long-term effects stretching into adulthood.

For people who do require long term medical care, we want to ensure that people are identified before they reach crisis point and that the service they receive is of high quality and tailored to the individual.

People with poor mental health often have poor physical health too, and we must ensure that we consider mental, physical and emotional wellbeing together.

We know that within our communities, particularly with Thurrock's older population and those with caring duties, many people will be suffering due to social isolation. Social isolation can have a significant impact on physical health as well as mental and emotional wellbeing. We must give people opportunities to connect.





# GOAL 4

## Quality care, centred around the person



### ***What do we want to achieve?***

**Remodel health and care services so they are more joined up and focus on preventing, reducing and delaying the need for care and support.**

### ***What will achieving this goal look like?***

- Four new healthy living centres will be built with GPs, nurses, mental health services, wellbeing programmes, community hubs and outpatient clinics under one roof
- Care will be organised around the individual
- People will feel in control of their care
- High quality GP and hospital care will be available to Thurrock residents when they need it

### ***Why?***

There will always be times when people need treatment or care from GPs, hospitals, social care or other services. When they do, we want to ensure that services in Thurrock are joined up and organised around people's needs rather than the needs of organisations. When people are passed from one organisation to another to receive different services they often don't get the best package of care and valuable resources are wasted. That's why we have a vision to create four Integrated Healthy Living Centres in Thurrock which will provide a whole range of health and care services under one roof. This is part of providing holistic solutions, which go beyond treating conditions to supporting people.

Hospitals are under huge pressure but much of that could be avoided if we get better at providing support at an early stage, to stop things progressing. So, instead of waiting for people to develop serious illnesses before we treat them, we want services to act at an early stage to prevent, reduce and delay the need for care and support.

When people use health and care services in Thurrock we want to make sure that healthcare is easy to access and that they get the best possible treatment. As far as possible, people should be in control of their own care. That is especially important for people who have long term conditions and we have already begun to develop some of these approaches, but we must work together and with communities to take this further.



# GOAL 5

## Healthier for longer



***What do we want to achieve?***

**Reduce avoidable ill-health and death**

***What will achieving this goal look like?***

- A greater proportion of our population will be a healthy weight
- Fewer people in Thurrock will smoke
- The identification and early treatment of long term conditions such as diabetes or high blood pressure will be significantly improved
- More cancers will be prevented, identified early and treated better

***Why?***

Thousands of us will be ill or die each year from diseases which are preventable. Promoting healthy lifestyle choices is vital. Smoking is still by far the most common cause of preventable ill health and death, and obesity is a growing problem which is particularly acute in Thurrock.

These issues affect physical and mental health, they result in shortened lives and poorer quality of life, and they put huge strain on families and health services. Tackling these issues is vital, therefore, if we are to improve health and wellbeing in Thurrock.

To do this, we want to help people make healthy choices. For example, help people maintain a healthy weight we want to make it easy to be active, have a healthy diet and provide people with good information on how to live a healthy life.

Cancer is one common reason for ill health and death. Many cancers are avoidable through lifestyle changes but when people do have cancer we want to ensure that it is identified early through screening programmes and treated effectively when it does happen.



# How did we develop this strategy?

## Community engagement

We want Thurrock residents to recognise the priorities in this strategy and to play their part in delivering them. That's why, as part of developing the strategy we asked people their views on

- what our priorities should be;
- what they could do personally to contribute;
- one thing that would have the biggest impact on the health and wellbeing of Thurrock people and;
- three actions the Health and Wellbeing Board should take.

The results are set out in a detailed report that can be accessed through the Council's website.

Key themes to emerge from the engagement exercise include:

- air quality and pollutants created by traffic (including congestion);
- access to services – particularly in relation to GP appointments;
- access to open and green space;
- affordability of exercise facilities;
- good signposting of what's already available; and
- mental health support.

The themes identified above have either been captured within our five goals, Outcomes Framework or related action plans. If they haven't been included, we will be clear about why this is.

Ongoing conversations will take place with Thurrock residents to ensure that action plans and future strategy development are co-produced. It is also important that residents are involved in how the Health and Wellbeing Board measures how successful the strategy is and whether it is achieving its goals and outcomes.



# Building on our strengths

We also know that there are important strengths in Thurrock which we want to build on. These include:

**Strong neighbourhood associations and networks** - can have a very positive impact on someone's health and wellbeing.

**Citizen-led** - recognising that things work best when local people are given the chance to be in the driving seat and that citizen action is more durable and sustainable than any short-term programme.

**Relationship building** – isolation and loneliness is one of the biggest problems facing our society. We thrive when we are connected with our neighbours. We can all help each other to stay connected.

**Social justice** – celebrating the contribution that older people and people who have disabilities and health challenges can make to community life. An inclusive approach is at the heart of a strong community.

**Dynamic regeneration** – Thurrock has been built upon employment-led migration of people into the borough. As such, we have a proud history of growth and dynamic change. Using the opportunities created by our ambitious regeneration programme to improve the health and wellbeing of existing and new communities will be a key feature of this strategy.

**Acts of random kindness** - we have found through the development of our Stronger Together programme that Thurrock people care for each other but do not necessarily want to become involved in associations. This strategy acknowledges that these informal and spontaneous acts of random kindness play a crucial role in supporting people and building safe and supportive communities. As such we will support small neighbourhood level initiatives as well as larger, more formal programmes of community development.





# Making it happen



## How will we achieve our goals?

The goals we have set out are ambitious. They cannot be achieved by a single organisation or group of people but require the transformation of systems and communities. That means that everyone has a part to play. Shared goals need to be translated into collective action. By agreeing to shared goals the organisations which sit on the Health and Wellbeing Board are making a public commitment to be held accountable for achieving them.

The Strategy is supported by a number of action plans that set out who is responsible for delivering what. Communities and individuals are an essential part of the 'how' we deliver our Strategy, so we want our action plans to be co-produced with the people of Thurrock.

Good work is already taking place so action plans will show how existing initiatives contribute to achieving our goals. It will also be important to influence existing plans and strategies.

## How will we know if the strategy is working?

We want to be clear about whether or not our Strategy is working and to hold each other to account for achieving our goals. That's why we have developed an Outcomes Framework with measurable targets and trajectories for what we expect to achieve over the next five years. Thurrock Health and Wellbeing Board will be responsible for monitoring progress against the targets in our Outcomes Framework which is available on the Council's website and we will publish annual updates showing our progress against the targets we have set.

We will also want to ensure that Thurrock residents are noticing a difference and therefore we are committed to having an ongoing conversation with residents to find out what they think about the action we have taken and whether they think it's having an impact.

# Looking Back.....

## Our strategy 2013-2016...What did we achieve?

### Adult's Health and Wellbeing

- Development of Local Area Coordination service
- Development of Derry Avenue housing scheme for older people
- Four GP hubs with extended opening and walk-in appointments
- Basildon Hospital out of special measures
- Development of Thurrock's first Better Care Fund Plan between the council and Clinical Commissioning Group
- Further development of strength-based approaches
- Delivery of Elizabeth House Extra Care Facility

### Children's Health and Wellbeing

- Thurrock performing above the national/comparator average for children with good level development (GLD)
- Improvement in the number of children achieving grades A-C at GCSE level
- Improved rate of young people achieving at least a level 3 qualification by the age of 19
- Launch of Thurrock's Multi-Agency Safeguarding Hub
- Strong performance on the number of young people not in employment, education or training
- Improved number of looked after children living in suitable accommodation

...and finally



We don't want this strategy to be a document that gets agreed and then forgotten about. It must drive change and it must do so in partnership with local people.

We want to continue the dialogue with local people about how we make this strategy a reality. We also want to ensure local people are part of how we measure if this strategy is making a difference.

This is **your** strategy and needs to make a difference to **your** life.

If you have any questions about the strategy or would like to be involved in future discussions about how we make it real for Thurrock people, then please contact us:

Email: [hwb@thurrock.gov.uk](mailto:hwb@thurrock.gov.uk)

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