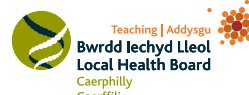




Better chances for
healthy living in Caerphilly
County Borough



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



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Caerphilly County Borough

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

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For additional supporting documents go to www.caerphilly.gov.uk

Community planning pages www.caerphillylhb.wales.nhs.uk

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Caerphilly County Borough
Health, Social Care & Well-Being Strategy **2008 - 2011**
Second Edition

Foreword

This second strategy aims to build upon the positive and effective partnership working across organisations in the County Borough, which has created a firm foundation for future years.

Its development has been led by Caerphilly County Borough Council (CCBC) and Caerphilly Teaching Local Health Board (tLHB) in their joint statutory duty – with the engagement of partners across the health, social care and well-being sector.

The Strategy sets out how the identified health, social care and well-being needs of the County Borough residents will be addressed through joint working across organisations and effective targeting of resources, based on integrated service delivery.

Health, Social Care and Well-Being is one of four key themes within the Caerphilly County Borough Community Strategy. Together with Regeneration, Education for Life and the Living Environment themes progress is being made to improve the quality of life of residents. The health, social care and well-being theme enables more effective interventions to tackle the determinants of health and well-being and provides individuals with the necessary support to better manage their own health. Alongside greater emphasis on individuals taking more responsibility for their own health and well-being, the Strategy sets out plans and progress being made to remodel health and social care services to ensure they are better able to respond to the needs of County Borough residents at a local level.

The Strategy details, which follow, set out the vision for tackling the social determinants of health and the future shape of services. It highlights key areas for development and priority action over the coming three years. The agenda is challenging, so it has been necessary to go through an inclusive process of prioritisation to determine specific areas to be tackled by partners over the life of the Strategy. By working together on these key areas it is anticipated that tangible benefits will be achieved and improved outcomes delivered for local people improving their health, social care and well-being.

Executive Summary

Presenting a Programme of Continual Development

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

The Strategy covers all ages within the population and will focus on services provided by:

- The Local Authority including social care, education, leisure and housing.
- NHS such as community and primary care services (including GP's, pharmacists, opticians and dentists).
- Voluntary sector and community organisations including Housing Associations and other registered charities.
- The independent sector such as domiciliary care, nursing and residential care homes, Looked After Children and support services for children and families.

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

The Partnership recognises that the work needed to make the necessary range of improvements will take time to achieve. Our focus is on strengthening health and social care services within the community and primary care so reducing reliance on hospital services. To prepare for the opening of the new local General Hospital "Ysbyty Ystrad Fawr," work is underway to improve the range of health and social care services provided in community and primary care settings, including people's own homes. There will be greater emphasis placed on individuals to better manage their own health and greater local access to services.

The Strategy provides a focus on prevention and promoting independence and reducing social and environmental obstacles by removing the barriers, which prevent everyone from taking part in everyday life. Local Authority services will lead the way in promoting and delivering mainstream services to all. The modernisation of day care opportunities will provide greater opportunities beyond traditional day centres towards developing an ethos that enables everyone to play as full a part in society as they can.

The Strategy has been informed by an assessment of need and through extensive consultation with the public, staff and partners. The following five themes of the Strategy have been set as a framework. Each theme has been considered within the national and local context and key areas where action will focus have been identified.

Executive Summary

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

This theme will focus on enabling people to take increased personal responsibility for their physical and mental well-being and will also take account of the environmental factors that impact on human health.

Action will focus on:

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



Projects such as Mentro Allan, will contribute to helping local people to be more physically active. It has been awarded £440,904 for 2007 – 2011 by the Big Lottery to increase physical activity levels and make the best use of the local natural outdoor environment, close to where people live. Covering Greater Bargoed and Gilfach BAG Active, Healthy and Happy targets people on a low income to get out and about more, enjoying physical activities on their doorsteps.

Executive Summary

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

This theme will make an impact on socio-economic, cultural and environmental issues that negatively impact on health and well-being such as:

- Economy, culture and the environment.
- Living conditions and the support available from family and friends.
- Developing personal capacity through personal skills, knowledge and lifestyle.

Action will focus on:

- 2.1 Enhancing community services for people who abuse drugs and alcohol.
- 2.2 Integrating mental health services to improve collaborative approaches to effectively meet the needs of people with mental health problems and develop an appropriate workforce to limit the requirement of therapeutic placements.
- 2.3 Increasing co-ordination of housing and housing related support.
- 2.4 Improving partnership working between the Strategic Partnerships on issues of economic inactivity, improving basic skills and reducing poverty.

The Supporting People budget of £6.1 million for 2007/2008 makes a big contribution to ensuring support services are in place to help vulnerable people with their daily living tasks, budgeting and managing their finances. Over thirty schemes provide supported accommodation, floating support and ensure people can stay safe in their own home. The services are provided through a variety of agencies including social services, housing associations and a wide range of voluntary sector agencies such as Women's Aid and Age Concern.

Executive Summary

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

This theme will support the work needed to get community services ready for the opening of the new local General Hospital 'Ysbyty Ystrad Fawr.'

Action will focus on:

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

Wanless funding has greatly supported the development of community support services. The County Borough has an annual Wanless budget of £5.6 million. This is spread across fifty projects within the voluntary and statutory sector. £150,000 per year specifically funds voluntary sector schemes.

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

This theme will enable vulnerable people of all ages to get their voice heard and to ensure appropriate structures are in place to develop good quality services that promote independence. The services support element of this theme will be delivered across all themes, especially within action in theme 3 to expand community services. The focused action for theme 4 will be on enabling people to make informed choices and help shape service developments.

Executive Summary

Action will focus on:

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

Cymorth funding will greatly assist in supporting the delivery of this Strategy through services for children and young people. The overall aim of Cymorth is to use partnership working and targeted investment to impact positively on the well-being of all children and young people. Cymorth is revenue funding provided to help deliver Welsh Assembly Government's 7 Core Aims for Children and Young People. During 2007/08 forty-six projects were funded from the £3,869,717.



Executive Summary

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

This theme will ensure that services are available to prevent a crisis and enable people to take greater responsibility for themselves and their families. The key priority areas include people experiencing domestic abuse, children in need and carers.

Action will focus on:

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

To ensure the Strategy is fully implemented, specific goals will be identified over the three-year period. These will include annual measurable targets. It will also include continuation of medium to long-term goals that require more than three years to deliver - such as where we promised to develop major facilities and programmes, particularly the new hospital 'Ysbyty Ystrad Fawr' and the Integrated Resource Centre in the north of the County Borough. The Strategy Action Plan will clearly state what we expect to achieve in years one, two and three. This will help track how well we are doing. The Action Plan will detail services that are locality based or county-wide as well as those that span beyond the County Borough such as Gwent, Heads of the Valleys and the South-East Wales Region.

The use of the Carers Grant has offered opportunities for local partners to develop responsive services to carers' needs offering flexible breaks or direct services to carers to support them in their caring role. During 2007/08 the budget allocation was £327,374, with £284,954 being spent within the voluntary sector. There were twenty-one different initiatives for children, people with learning disabilities, physical disability and mental health problems and older people.

Part 1 Developing the Strategy

1.1 VISION 2011

Partners within the County Borough have agreed the local vision which is:

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

The focus will be on improving life chances for Borough residents with organisations and individuals working together to maximise the opportunities to put people and their quality of life at the heart of what we do by:

- Ensuring that all sections of the community experience better health and longer lives, have quicker access to services and are supported when they need care.
- Putting an emphasis on improving health and well-being.
- Enabling people to live as active and independent lives as possible. Create maximum opportunity to promote self care and help people take responsibility for their own lifestyles so that they can make positive choices and fully participate in their community.
- Responding to individual need, and supporting carers.

In order to make the necessary changes consideration has been given to the long-term consequences. To achieve this partners will develop and deliver services so that they achieve changes that:

- **Focus on preventing ill health or institutional care**, ensuring early intervention, promoting independence and personal responsibility.
- **Meet the diverse needs of all people** by reducing health gaps and inequalities so that there is less difference in health outcomes between different communities. Improvements will make a difference to communities' health and well-being so that services deliver increased benefits for local people.
- Do more to **support people to live in their own homes**. Support carers to care and enabling families to look after themselves.

Part 1

- Continue to **develop partnership** working to ensure and enable agencies to work better together, reduce duplication and work to improve health and well-being in a co-ordinated way. Seek opportunities where possible to share buildings, processes, information and training. Move beyond co-location, to having single points of entry, align working practices and joint management.
- **Work with a wide range of partners** to utilise the wealth of knowledge, expertise and resources. Actively engage with all sectors, organisations and communities. Recognising the roles and contributions that can be made by voluntary and community groups.
- **Balance the way we make improvements** to ensure social and economic development is balanced and is sustainable.
- **Promote good governance** that protects the vulnerable as well as balancing risk.
- Take an **evidence-based approach** to decision making and recognise that by pushing the boundaries not all developments will deliver the expected outcomes. The focus will be on continuous improvement and examination of what works, what doesn't work and why. Existing models of service provision will be examined. This will ensure that a disciplined approach to developing, testing and refining new services is adopted.

1.2 PURPOSE AND SCOPE OF THE STRATEGY

The Health, Social Care and Well-Being (HSCWB) Strategy outlines the key areas where partners will work together to implement improvements. It sets out an ambitious programme for services across the council, local NHS, voluntary and business sectors to ensure tangible improvements for the health, social care and well-being of local residents. It builds upon the aims of the Caerphilly County Borough Community Strategy, the evidence from the Needs Assessment and the comments of local people and organisations during consultation on the draft Strategy and priorities.

The 2008-2011 Strategy will be the second for the County Borough and builds upon the work of the first Strategy. It continues to progress the programme of developing public services across the NHS and the Council, working with partners to deliver innovative services that respond to local need within health, social care and well-being. The first Strategy has already been building upon the benefits of organisations working together to more effectively meet the needs of Caerphilly county borough residents.

The 2003 extensive consultation provided us with the five long-term Health Social Care and Well-Being themes;

Part 1

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

This will focus attention on making sure that the appropriate support is available to help people take greater responsibility for their physical and mental well-being.

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

This will look at the disadvantages people face and how locally these issues increase the likelihood of them experiencing health inequalities. It will give an opportunity for the Health, Social Care and Well-Being Partnership to work better with other Partnerships such as Community Safety and Regeneration.

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

Community services are those that help people live healthy, fulfilled, safe and independent lives. Theme 3 will give an opportunity to focus attention on how we strengthen these services to effectively tackle problems when they happen and whenever possible restore people back to as full a life as possible.

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

This theme will focus on people having a greater influence on how services will be developed as well as ensuring increased knowledge of services. This will ensure services are developed by and for people who use them. It will also help to increase public understanding of what services do and when they can be used. It will focus on developing robust planning structures to support the development of good quality services that promote independence.

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

A focus on preventative services will help provide a shift away from providing support when a crisis happens. It will require agencies to work better together to identify early signs that a problem may be starting.

Part 1

1.3 CONSULTING WITH PARTNERS

A multi-agency approach has been used to develop the Strategy. This has involved a variety of formal and informal events with partners and the public. The aim was to create a process that was as inclusive as possible. A variety of methods were used to ensure both people who lived as well as worked within the Borough were involved. Engagement was sought throughout the whole process, not just through the twelve-week public consultation period. Caerphilly County Borough is fortunate in already having a strong foundation of involvement. The current planning process involves a variety of agencies and actively engages carers and service users within Partnership sub-groups.

In order to develop the Strategy partners came together to ensure that a number of actions were achieved. These included;

- The development of a multi-agency Needs Assessment Task and Finish Group. Starting in October 2006 it was tasked with developing the evidence base and identifying the current state of health, social care and well-being within the county borough. The group, facilitated by National Public Health Service (NPHS), enabled a comprehensive amount of data to be collected to inform the prioritisation stage of the Strategy. Information was gathered from all Council departments, national sources, tLHB, Gwent Healthcare Trust, NPHS, voluntary and community sectors.
- In April 2007 a Strategy Task and Finish Group was created which involved statutory and community sector colleagues and reported directly to the Health, Social Care & Well-Being Partnership. It was tasked with creating the Strategy document and ensuring engagement of partners throughout the development process.
- Once the Welsh Assembly Government guidance of the Health, Social Care and Well-being Strategy and Children and Young People's Plan were published the two Partnerships had a joint event to highlight to partners actions required and set out a timetable for action. This took place in May 2007.
- In August 2007 the Needs Assessment findings were presented to partners and a prioritisation event took place. The event enabled the concentration of issues into the key priority areas. Following consultation with partnerships, a consultation document was produced and the twelve-week consultation period was launched in September 2007.

Part 1

EQUALITY IMPACT ASSESSMENT

The process to develop this Strategy has been mindful of equality issues. The Needs Assessment presented evidence of health outcomes and provided data in relation to groups which can often be marginalised or disadvantaged. Throughout the consultation process seldom heard groups were invited to participate and specific events were organised to ensure their inclusion.

In order to ensure that this Strategy has taken account of the diverse needs, concerns and circumstances of all communities regardless of age, race, sexuality, language preference, faith and disability a full equality impact assessment will be carried out. This will be scheduled at regular intervals throughout the implementation of the Strategy to ensure that no group of people is being disproportionately affected.

1.4 ENGAGEMENT IN THE CONSULTATION

Over eight hundred people took part in the twelve-week consultation. A list of organisations who participated can be found within the consultation report which is available from www.caerphilly.gov.uk on the Community Strategy Health, Social Care & Well-Being page.

One thousand five hundred consultation documents and feedback sheets were printed and distributed. People were also encouraged to take part through a variety of different ways. Over thirty different consultation events took place across the County Borough hosted by a variety of different partners. These included multi-agency events, 50+ Engagement Project facilitated a video consultation and Gwent Voluntary Association Organisations ran a series of events with community and voluntary groups.

People were offered the opportunity to respond in a variety of different ways either through having their comments noted at local events, returning the feedback sheets, emailing comments, telephone contact or in person. This enabled all views to be noted and fed into the development of the Strategy.

1.5 KEY ISSUES RAISED FROM THE CONSULTATION

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

- People who expressed a preference preferred having access to **services as locally as possible**. Local to most people is within their own neighbourhood.
- **Housing supply and housing support** services were seen as a major priority.

Part 1

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

All of these points have been taken into account and have helped to shape the Strategy and the three-year Action Plan.



Part 2 Responding to local need

Caerphilly County Borough covers an area of 280km and three quarters of the borough has been designated as rural. The County Borough has a population of 170,200 with the numbers of older people increasing whilst the number of young people is decreasing.

The County Borough has an average ecological footprint of 4.92Ha, which is the third lowest in the UK. This still means that if everyone on earth consumed at the same rate it would require two and a half planet earths to sustain.

Overall the population is deprived in comparison with other parts of Wales. This means lower than average household income and more unemployment, higher incidents of disease and reduced life expectancy, particularly in terms of coronary heart disease and chronic obstructive pulmonary disease.

2.1 WHERE ARE WE NOW ?

In order to understand the current health status of Caerphilly County Borough a comprehensive health, social care and well-being Needs Assessment has taken place. It took almost a year to complete and was co-ordinated by Caerphilly Local Public Health Team.

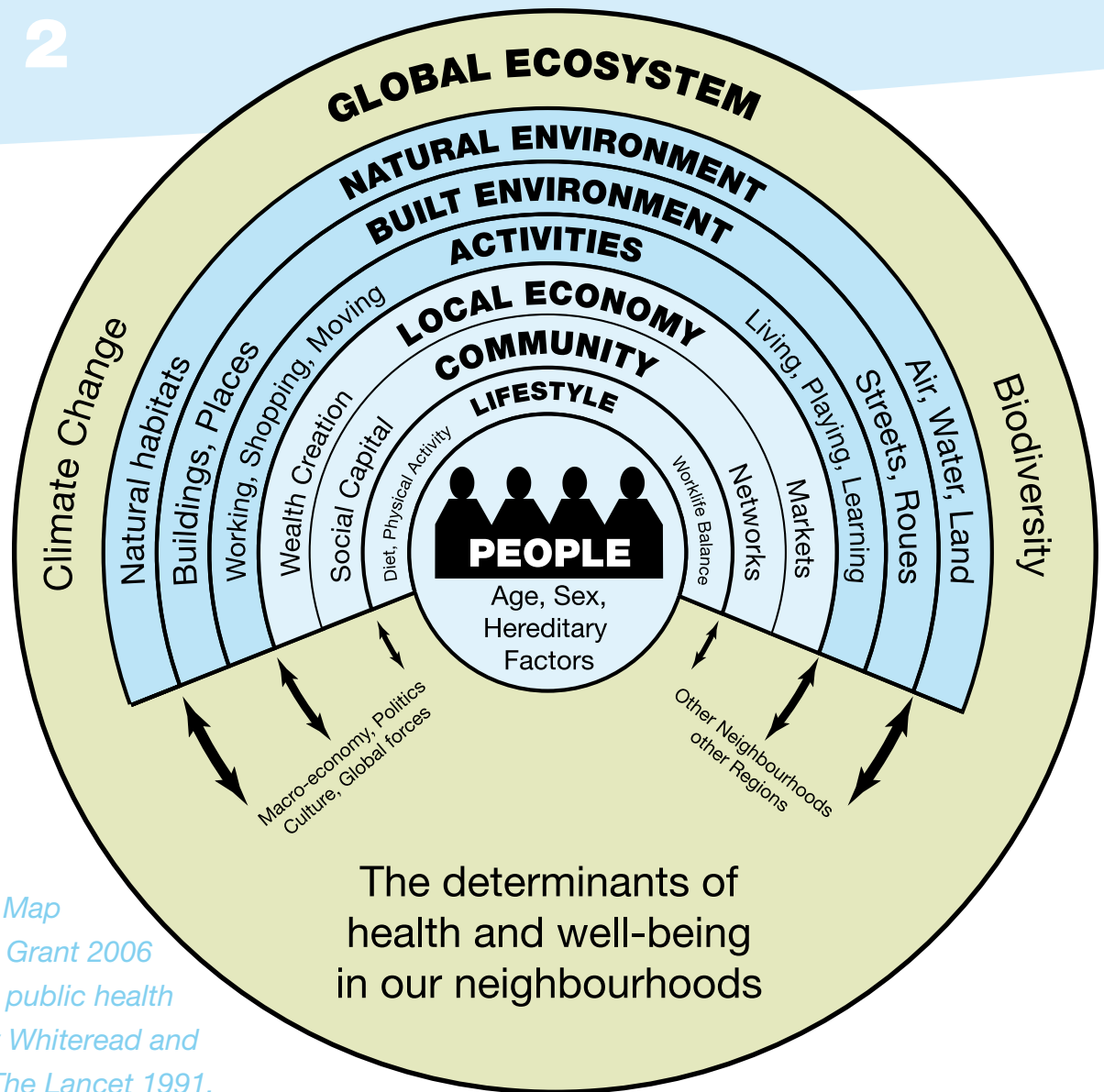
It illustrates key areas of need within the local population, the services that are available and the factors that contribute to health and well-being. It also highlights the services currently being delivered.

The Needs Assessment has helped highlight the full range of issues that affect the local populations health by exploring broader issues such as employment, housing and nutrition. It provides an evidence base to focus attention on where efforts will be needed to avoid poor health and harness the contributions across agencies such as health promotion, community safety, environmental protection and improvement, as well as enhancing the contribution to the preventative agenda from the NHS.

The health map diagram 1 illustrates the complex relationship between social, economic and environmental issues identified within the Needs Assessment. It places people at the heart of the map and shows how the different elements affect well-being. The sense of well-being and the chances of a longer disease-free life, are influenced by a variety of factors. Some of these factors individuals have little or no control over and require the wider efforts of society to improve – these factors are referred to as the determinants of health. The diagram recognises that age, gender and hereditary factors, as well as lifestyle choices which have an impact. It highlights the variety of impacts from living and working conditions, as well as wider issues such as the natural and built environment.

Part 2

Diagram 1



*The Health Map
Barton and Grant 2006
based on a public health
concept by Whiteread and
Dahlgren, The Lancet 1991.*

The determinants of
health and well-being
in our neighbourhoods

2.2 KEY FINDINGS OF THE NEEDS ASSESSMENT 2007

The Needs Assessment identified a number of specific facts about the health, social care and well-being needs of our local population which illustrate;

- There is a high death rate from chronic obstructive pulmonary disease.
- The number of people admitted to hospital for Coronary Heart Disease (CHD) is significantly higher than the Welsh average, while premature deaths due to CHD are the worst in Wales.
- Many young people report having a poor diet and adult residents have one of the lowest consumption levels of fruit and vegetables in Wales.
- Dental health for the under 5's is poor and has deteriorated since the last Needs Assessment.
- Self-reported limiting long-term illness, physical and mental health are amongst the worst in Wales.
- The County Borough has one of the highest adult obesity levels in Wales.
- Consumption of alcohol is high and binge drinking in the young is of concern.
- The adult smoking rate is the highest in Wales.

Part 2

- There are high levels of economic inactivity, high levels of claiming Incapacity Benefit of which a third are due to mental health reasons.
- In terms of areas of deprivation Caerphilly County Borough is positioned as the 8th highest county in Wales.
- A rising trend in numbers of eligible homeless people, particularly in relation to domestic abuse, single and young people.
- The majority of children entering the care system are as a result of problems experienced by those taking care of them.
- There is a need to develop a multi-agency strategy for children with disabilities to reduce carer stress and improve outcomes for children.

The complete Needs Assessment can be downloaded from Caerphilly County Borough Council www.caerphilly.gov.uk and Caerphilly Teaching Local Health Board www.caerphillylhb.wales.nhs.uk

The Needs Assessment identified the current services available throughout the County Borough. This work will be further developed and each priority area will carry out detailed work to understand the impact of current services and identify gaps in provision. It has been identified that more specific work is required in relation to the voluntary sector.

Gwent Association of Voluntary Organisations has commissioned Wales Council for Voluntary Action to map out the variety of voluntary and community groups. This will provide a clear picture as to the variety of support on offer, identify the impact of the sector and begin to highlight areas where more work is needed.

2.3 CURRENT SERVICE PRESSURES WITHIN THE COUNTY BOROUGH

The Needs Assessment identified a number of service pressures being experienced within the County Borough. These included:

- The demand for health and social care services continues to increase, particularly in terms of the population growth of older people who are disproportionately high users of health and social care services, as well people with long-term conditions. Requests for support are increasing for children and young people with challenging behaviours.
- The health, social care and well-being sector has some areas where there is an ageing workforce and high levels of vacancies, making the recruitment and retention of qualified staff across many disciplines a challenge. Some services are provided in buildings that require upgrading to meet modern standards.
- Support to informal carers is essential to maintain people within their own communities. Identification, assessment and respite options are needed to enable unpaid carers to fulfil their caring responsibilities.

Part 2

- There is a lack of availability of local placements for Looked After Children (children who are under the care of the Local Authority). There is a pressing need to increase availability of family support options to prevent children coming into the care of the Local Authority and provide cost effective, good quality facilities for children with complex needs within the County Borough.
- Work opportunities and mainstream community facilities including leisure, culture, housing and personal development should be more open and accessible to people with long-term conditions, including those with learning disabilities, people with mental health problems and people with physical disabilities and sensory impairments.
- Services need to continue to work together to increase responsiveness that improves the service experience of those that they serve.
- Continuing Health Care and Delayed Transfers of Care put added pressure on partnership working, but require joint solutions to give real benefit for local people.
- There is a need to balance supporting people in crisis while developing earlier responses that prevent family breakdown, ill-health and enable individuals to take more responsibility for their care and well-being.
- Rapidly increasing house and land prices, lower than average incomes and the reduction in the number of available social houses for rent has led to affordability issues within the County Borough.
- There is a significant lack of single person housing, particularly for those under 25 years of age, which results in young single people being housed in hostels outside of the Borough.
- There is a need to maintain and grow capacity within residential and nursing home placements, particularly for people who have dementia. A steady growth is also required within schemes that enable people to have their own front door and access personal care and support.

Part 2

2.4 KEY CONCLUSIONS OF THE NEEDS ASSESSMENT

Health Challenge Caerphilly County Borough (formally the Health Alliance) has championed the preventative health and well-being agenda for the county borough by acting as a catalyst for the joint effort of all agencies involved. The renewed commitment of many partners through the Health Alliance review in 2007 will result in a focused, co-ordinated body, maximising the local opportunities of Health Challenge Wales. Sub groups will focus on such issues as food and fitness and tobacco control. They will link with the Chief Medical Officer, Public Health Strategic Framework when launched. This will ensure an evidence-based approach to health promotion delivery.

The successful Nutrition and Physical Action Plan should be reviewed and a new Food and Fitness Strategy launched in 2008. This will tackle many of the factors that contribute to obesity, from school meals to sedentary lives in adults. Tackling obesity will have a positive effect on the heart disease, diabetes, and cancer programmes aimed at the local population. The Tobacco Control Action Plan will also focus on initiatives to target take up of smoking in young people and adolescent smoking cessation. This will also impact on cancer, heart disease, and respiratory health. A local dental health promotion 'Oral Health Action Plan' will be reviewed and local fluoridisation investigated to tackle increasing levels of children tooth decay. The Healthy Schools programme will continue to be integral to health promotion delivery in children and young people and will be key in delivering the action plan.

Health inequalities work should straddle all the partnerships and the Local Service Board and include measures to increase life opportunities in housing, education and employment for those in deprived areas or populations e.g. looked after children and people with mental health problems. In addition targeting heart disease by focused screening for risk factors in deprived areas and improving management of heart and respiratory disease will contribute to equalising health and life expectancy in the Borough.

Many factors influence health potential. Income, culture, environment, education and self-esteem all influence personal lifestyle choices. The Health Social Care and Well-Being Partnership will continue to work to make the healthy choices the easy choices and encourage those choices to be informed. This will enable people to take increased personal responsibility and action to safeguard their health and that of their families and communities.

Part 3 Planning in Partnership

3.1 Working Across Partnerships

This strategy is firmly rooted within the Caerphilly County Borough Community Strategy and illustrates the overarching principle to.

Develop and maintain partnership-based planning and delivery of services to achieve sustainable social, economic and environmental well-being.

The Community Strategy takes a long-term view, looking to create a change by 2020 and deliver improved quality of life to County Borough residents in a way that does not compromise the quality of life of future generations through the four themes: Regeneration, Living Environment, Health, Social Care and Well-being and Education for Life. It sets out how we will work together to make the County Borough a place where we:

- Like to live and want to stay and make a home – **Living Environment** theme.
- Can find opportunities for (paid and unpaid) work that we find rewarding – **Regeneration** theme.
- Can develop our range of interests, knowledge and activities – **Education for Life** theme.
- Can lead a full, healthy life and get treatment, support and care as and when required – **Health Social Care and Well-Being** theme.

The Health Social Care and Well-Being Partnership is responsible for developing and implementing the health, social care and well-being theme of the Community Strategy. To achieve this there is a clear process of involvement of patients, service users, carers, NHS, Council and Voluntary Sector stakeholders. The diagram 'Our Approach to Planning (Appendix 1) maps out the various groups that are involved in the inclusive process. This structure enables greater co-ordination and involvement of partner agencies and balances service providers views, commissioners (people who plan and purchase services) alongside those who use and benefit from the services provided.

The Community Strategy process has been strengthened through the creation of the Local Service Board. The role of the Board is to achieve better outcomes for local citizens through ambitious joint planning and delivery of services. The Board provides senior level strategic partnership between the major local service organisations - Police, Local Authority, NHS, Voluntary Sector and the Welsh Assembly. It has identified the key local priority areas and developed a Local Delivery Agreement which spotlights a small number of issues that require the commitment of a variety of organisations to come together and join up services. The links with this Strategy can be seen in appendix 2 – Partnership Matrix.

Part 3

The Local Service Board will greatly enhance the delivery of the Health, Social Care and Well-Being Strategy by proving support and challenge to its implementation. This can take the form of tackling the barriers to co-operation and delivery, taking action to enhance capacity and expertise within the HSCWB Partnership.

The Community Strategy provides an overarching statement covering a 10 – 15 year period. Upon it's review by 2010 it will be informed by and reflect the strategic priorities set out in the Children and Young People's Plan and Health, Social Care & Well Being Strategy.

The Children and Young People's Plan will be the defining statement of the strategic planning intent and priorities for all children and young people's services within the County Borough. It will act as the reference point for the Health, Social Care and Well-Being Strategy and the joint priorities are referred to and set out within this Strategy. This document seeks to address both the fact that children will use some of the services and will be major beneficiary where adults are supported to better fulfil their parental responsibilities.

The seven core aims of the Children and Young People's Plan cut across all aspects of this Strategy. The Partnership Matrix in Appendix 2 illustrates which Core Aim will contribute most to the five themes of this Strategy. There is a clear cross over between the seven core aims of the Children and Young People's Plan and the five themes of this Strategy.

Core Aim 1 Early Years gives a focus on every child should have a flying start in life as the best possible basis for their future growth and development. This relates to the need for healthcare before, during birth and through the early years of a child's life. This will be reflected majorly within Theme 3 which addresses community services, but will also be seen throughout all the remaining four themes.

Core Aim 2 Education and Learning Opportunities requires every child and young person to have access to a comprehensive range of education, training and learning opportunities. This can be seen within the Strategy's Theme 3 and actions to improve educational attainment, the Healthy Schools and Colleges Initiative.

Core Aim 3 Health, Freedom from Abuse and Exploitation seeks to enable every child and young person to enjoy the best possible physical and mental, social and emotional health. The focus of Theme 5 on prevention and harm reduction will offer a clear overlap for focused action, however the health element of this core aim will also be present throughout all themes of the Strategy.

Core Aim 4 Play, Sport, Leisure and Culture aims to secure optimum health and well-being through access to recreational activities. The healthy living focus of Theme 1 will greatly contribute to creating a local environment where children and young people can have access to stimulating local provision and improved safe access to local natural open spaces.

Part 3

Core Aim 5 Participation in decision-making requires all children and young people to be listened to and treated with respect. It has strong links with Theme 4 to promote independence through enabling increased involvement of children and young people in development and improvement of services and increased access to advocacy services.

Core aim 6 A Safe Home and Community states that all children should have a safe home and community which supports physical and emotional well-being. The emphasis of Theme 5, specifically around domestic abuse and supporting parents with problems, such as substance misuse will help focus actions to work towards delivering on this core aim.

Core Aim 7 Freedom from Poverty requires that no child should be disadvantaged by poverty. This will be progressed through Theme 2, which seeks to address the wider determinants of health through linking with other Partnerships to tackling issues of low income households such as fuel poverty.

The clear connections with the Children and Young People’s Plan highlight the need for the strategic links to be made across the four Community Strategy strategic themes. This Strategy seeks to integrate the work of all the strategic partnerships to ensure that together work is progressed to achieve the strategic aims. The relationship between the strategic objectives within each partnership are illustrated in Appendix 2.

Underpinning the work of the Community Strategy is the document ‘Working better with the voluntary and community sector’ – A Compact between voluntary and community organisations, the Council, the Teaching Local Health Board, Gwent Police and Gwent Police Authority within the Caerphilly County Borough. It aims to strengthen relationships in order to support the delivery of the Community Strategy.



Part 3

3.2 DELIVERING ON OUR PROMISES

BUILDING UPON OUR SUCCESSES

During 2005-2008 the first Strategy made a lot of progress. This can be seen in the following examples:

- School-based activities to tackle smoking in young people through Smoke Bugs, Smoke Signals and Burning Issues as well as the Healthy Schools initiative, helping pupils and their families to create the habit of healthy lifestyles. The local Healthy School Scheme has recruited 94% of schools who are engaged with the scheme.
- Numerous local projects involving residents in 11 Food Co-operatives, 2,000 people participating in Healthy Living Centres activities, 7 Expert Patient Programmes with 100 people developing self-management skills and greater insight into their health condition.
- Enhanced services in primary care where people can now access more specialist services such as rheumatology and dermatology directly from their General Practitioner with special interest and community pharmacists offering additional services such as Emergency Hormonal Contraception.
- A variety of housing-related support services offering a comprehensive range of flexible support services to promote independence and choice. Programmes such as the Supporting People, working with 33 different agencies to provide schemes that help with life and social skills, daily living, form filling, budgeting and debt. Support is provided through sheltered schemes, hostels, supported accommodation: community alarms and support delivered in people's own homes.
- Developments in domiciliary care to create a reablement-based model of service delivery that helps people maintain and develop skills for independent living.
- Delivery of 54 Wanless Schemes, including 12 voluntary sector schemes helping to manage demand for services and prevent people's hospital discharge being delayed.
- Coed-Y-Cwm Resource Centre which is tailor-made to meet the needs of people with learning disabilities, autism and complex needs. It is the result of an on-going partnership between Caerphilly CBC and United Welsh Housing Association. It is a state of the art purpose-built facility supported by the 'LINKS' project who work from the centre to give service users direct access to community services and help their carers to access respite, support and assistance.

The key principle behind all these developments has been to provide services that fit within the diverse needs of the communities within the County Borough and the need to create responsive services that are appropriate and acceptable to the people who use them.

Part 3

3.3 LONGER TERM AIMS

The first HSCWB Strategy set out an ambitious programme for change. Some of the work required long-term action beyond the life of the first three-year Strategy. These will be continued and further action will be carried out to ensure that the original aspirations will be fulfilled. The work already started will continue in order to deliver the changes required.

NEW GENERAL HOSPITAL - Ysbyty Ystrad Fawr

The context to the development of the new Local General Hospital in the Borough is the South-East Wales Regional Plan. The Plan highlights the service redesign Programmes across the Region which comprise Gwent Clinical Futures Programme, the Cardiff and Vale Health Services Improvement Programme and the Merthyr and Rhondda Cynon Taf-Building Healthy Communities Programme. All three Programmes should ensure partners work more effectively together in coordinating services across primary care, the community and hospital-based services as well as strengthen health promotion and disease prevention measures to support Borough residents in keeping themselves fit and healthy.

As part of the Gwent Clinical Future Programme, significant progress has been made within the County Borough. The new Local General Hospital is called 'Ysbyty Ystrad Fawr' denoting its location in the Borough. The design and planning of the hospital site will incorporate some of the original features such as the Cenotaph and Victorian fire station as well as offering modern hospital facilities. All the bedrooms will be single occupancy with en-suite facilities and will provide patients with views of the grounds as well as give lots of natural light.



Part 3

NORTH RESOURCE CENTRE

The tLHB Primary Care Estates Strategy sets out the development of three resource centres for the County Borough. Each centre will be developed according to local need. The distance of the North of the County Borough to Ysbyty Ystrad Fawr Local General Hospital will dictate the range of services and facilities to be provided in the North resource centre. To date partners have been working together to develop an Integrated Health and Social Care Resource Centre for the North of the County Borough. The North Resource Centre will act as a focus for local health and social care community services for the north of the County Borough communities and be situated at the very North of the Upper Rhymney Valley.

The Resource Centre aims to provide a focal point for the community to gain information and access to appropriate services. Agencies will work together to provide the following benefits for the local community;

- Increased availability of services provided in the locality.
- Greater co-ordination between services.
- The development of a community resource which will improve the social economic and environmental well-being of the local area.
- Health and social care services that are integrated with the wider regeneration of the Rhymney area.

Particular benefits for professions are anticipated as:

- Enhanced relationships and integration between health and social care professions.
- More autonomy over managing cohorts of patients within the community.
- Improved access to health and social care teams.

MODERNISING DAY OPPORTUNITIES

The first Strategy highlighted some of the major developments to enable the shift away from institutional care to a wider range of community- based services. The challenge for Social Services is to work with stakeholders to further develop new opportunities which have a strong emphasis on individuals needs, have flexibility and actively involved service users.

The challenge is to do more than just provide care but to offer appropriate support within local communities that provide individually tailored support that maximises independence and personal potential. One such area of on-going work is within the modernisation of day centres to develop a wider range of non building based opportunities for vulnerable adults. There has been much progress on;

Part 3

- Improving the way staff work with service users through person-centred planning, with the full involvement of the service user together enabling vulnerable people with learning disabilities and mental health problems to develop and take greater control of their lives.
- Widening access to a variety of activities which will enable people to develop their skills and potential.
- Focus on genuinely inclusive and integrated activities based in the community.
- Development of a network of small resource bases.
- Improved partnership between social services and other local agencies, such as supported employment and education.
- Increased work and employment opportunities.
- More partnership working with voluntary organisations and leisure providers to support people to pursue their own leisure interests.

All of the long-term community based health and social care services developments provide a local response to the national strategic direction as contained within documents such as the Welsh Assembly Government's Making the Connections Delivering Beyond Boundaries, NHS Designed for Life and the strategy for social services in Wales over the next decade - Fulfilled Lives, Supportive Communities. They all acknowledge that no one agency can deliver services alone and there is a need to respond to bringing public services together. Delivery of health and social care services should be improved and provided, where appropriately locally. People using services should shape the way services are developed in order for services to be rebalanced towards improvements in the health, social care and well-being of the local community.

The Stepping Out Mentro Allan Project has been funded £550,000 for four years until March 2011 by the Big Lottery. The project aims to promote low-moderate outdoor physical activities for people on low income in Caerphilly and Torfaen. The secondary target groups are older people, young people at risk of disengagement and people suffering from low-level mental health issues. The overall aim is to achieve behavioural change and to build sustainable activities through projects that are close to where participants live, accessible and of low cost. Activities have included walks, community picnics, cycling, gardening and family tree planting.

Part 4 Resources

4.1 HEALTH AND SOCIAL CARE ECONOMY

Health and social care organisations have a significant role as an employer. Their role as a purchaser of goods and services also has a significant impact on the local economy. The Statutory sector through the Local Authority and NHS, plus the voluntary and business sector offers opportunities to work with other partners to assist in the regeneration of the local area. This can be achieved through focusing on skills development and work opportunities.

The Regeneration Partnership Strategy 'The Smart Alternative' already highlights specific areas for action and this Strategy aims to make the connections by linking with:

- Maximising the impact of the health and social care sector as an economic force through initiatives such as Ysbyty Ystrad Fawr Local General Hospital and the development of the North Resource Centre.
- Volunteering as a means to develop confidence, basic skills and a gateway into employment.

All the Strategy developments have a social, economic and environmental impact. This Strategy seeks to balance the goal of enabling County Borough residents to live longer, healthier, more fulfilled lives by making the best use of resources and fulfilling our social responsibility. Caerphilly County Borough Council sustainability strategy – Living Well, Using Less and the NHS Healthy Sustainable Wales provide a clear steer for partners.

This Strategy and the associated actions by partners aims to maximise health, social care and well-being. There is complex interaction between achieving this and the use of resources and longer-term responsibility.

This is clearly shown in the following equation:

$$\text{Living better, using less} = \frac{\text{Long, Healthy Lives X Satisfied Lives}}{\text{Resources Consumed}}$$

Whilst we need to improve the well-being and quality of life (top of the equation) we must do it in a way that reduces the amount of resources used in doing this (bottom of the equation). This will reduce the demands that we put on the environment and natural resources. This Strategy works specifically to make improvements to increase life expectancy and improve health and well-being. The processes to achieve this will be mindful of fulfilling our responsibilities to the future and being careful to ensure that options are sustainable.

Thought will be given to:

- **Achieving value for money** by eliminating unnecessary consumption, reducing waste and duplication through more efficient and effective use of resources.

Part 4

- **Better use of the built environment** by bringing care closer to home, reducing the need to travel. The focus will be on improving local access to services and increased use of renewable materials.
- Gaining a better understanding of the impact of **Climate Change** on health and well-being.
- **Reducing negative impact on the natural environment** by being more energy efficient, better location of services, appropriate use of construction materials that ensure that resources are used efficiently and that demands on energy, water and transportation are minimised.
- All service developments will be mindful of the need to stay within restricted budgets in order to enable organisations to fulfil their statutory obligations and **ensuring financial balance**.
- **Realising the economic benefits of the health and social care sector** in order to reduce local unemployment and develop skills.

4.2 CAPITALISING ON OUR RESOURCES

Partners have recognised that there are a variety of opportunities for services to work closer together. The ability for partner agencies to create a 'One Service Approach' would greatly benefit the service experience of people who use services, particularly people who have support from a variety of agencies. To achieve this partners will use the opportunities found within Section 33 of the National Health Service (Wales) Act 2006.

These provide an enabling framework so that money can be pooled between health bodies and health-related Local Authority services, and resources and management structures can be integrated. Increased use of Section 33's will allow joined-up commissioning for existing as well as new services. These arrangements will include lead commissioning, integrated provision and pooled budgets.

Partners have a variety of funding streams to support the delivery of the Strategy. The majority of public funding resource is allocated to the Local Authority and Teaching Local Health Board. Funding is allocated by the Welsh Assembly Government to enable the tLHB and Local Authority to deliver improved services for citizens. Key targets are set, which must be achieved in order to demonstrate that they have made the necessary improvements.

The majority of the funding is directed to meet these targets, leaving limited flexibility. The budget for Caerphilly County Borough Social Services Department 2007/08 is £65.781 million. The total expenditure for 2006/07 for the Social Services Department was £61 million. The budget for Caerphilly Teaching Local Health Board (tLHB) 2007/08 is £239 million. The total expenditure for 2006/07 was just over £224 million.

The voluntary sector continues to need to source long-term funding to sustain core activities. The cycle of short-term funding opportunities has had a significant impact in

Part 4

terms of service continuity. This has an impact on staff retention and the ability to ensure a consistent level of service. The nature and criteria of financial support available requires voluntary organisations to constantly innovate to attract funding. The lack of available resources to cover staff salaries lessens the sector's ability to maintain and grow capacity. The COMPACT identifies the need for full cost. All partners have signed up to this and will be working together to develop specific funding guidance during 2008/09. This will help clarify the issues of procurement, the differences between grant aid and contracts in the form of service level agreements.

Over the three years of the Strategy partners will work to create a shift of resources from secondary care into community-based services in order to move care closer to home. As resources are released for investment in primary care services there will be a reduced demand for hospital care. To achieve this in a systematic way, across the whole system, the Partnership will work strategically using flexibility mechanisms to develop a more integrated health and social care system.

4.3 HEALTH & SOCIAL CARE WORKFORCE DEVELOPMENT AND REDESIGN

The local labour market

The percentage of people of working age who are economically inactive is 5.8%, this is slightly above the Welsh average of 5.2%. There is a gap between the skills of the unemployed residents of the County Borough and the higher skill requirements of many of the occupations of the sector. In some instances there are difficulties in accessing lower level entry jobs due to lack of basic literacy and numeracy.

The health and social care sector is one of the largest employers in the County Borough. The ability to attract and retain appropriate staff is at the heart of ensuring sustained high quality services. To achieve this it is essential to improve access to work opportunities as well as strengthen the relevance of training and development to meet the requirements of the sector.

Organisational structures differ across the sector. Small and medium-sized enterprises, such as voluntary organisations and sole traders have specific issues that differ from larger statutory providers. This causes significant variations in salary levels, limited access to permanent contracts, reduced career structure and lower employee benefits.

In order to maintain and grow the current workforce across different provider agencies specific measures will need to be put in place to ensure adequate workforce planning. Key areas of ongoing action include;

Developing a skilled workforce

The development of new and evolving services will require action takes place to adequately develop a skilled workforce. Sufficient development opportunities will be required to ensure staff have the necessary competencies to fulfil their roles.

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Action will be required to develop skills and ensure the right level of qualifications are achieved. In addition the changing ways services will be delivered and the new focus of services will require specific programmes focusing on changing professional behaviours.

Workforce redesign

This will seek to modernise skills and create a flexible, integrated workforce. It will involve testing and putting in place new ways of delivering health and social care services which improve the care and experience of those who use the services.

Ensuring sufficient supply of quality workers

Ensuring and sustaining supply of quality workers is required to maintain and improve quality services. More work is needed nationally to change the external view of the sector by improving the image of the health and social care jobs. Partners have already focused efforts on reducing vacancies and have had some success in targeted recruitment campaigns. More work is needed to sustain recruitment, particularly in areas where there are national skill shortages. The ability to demonstrate the value of working within the Borough and offer additional incentives such as professional development, and succession planning will be critical.

Developing workforce capacity

This will focus on ensuring we recruit and retain the highest calibre workforce across the primary, secondary and social care. We will need to have in place a robust and integrated approach to workforce planning and development to ensure we have the capacity to deliver a modern health and social care service.

Supporting learning

To ensure that the best possible services are provided there is a need to tap in to the talent, individual skills and experiences of all staff. There is a need to ensure that knowledge is shared across the health and social care sector.

Making the sector a place where people want to work

Ensuring employers seek to improve the working lives of those that they employ and providing the appropriate support is very important to retain staff. One way that partners have demonstrated this locally has been through achieving the Gold Corporate Health Standard. This standard enables organisations to demonstrate that they are fully committed to ensuring that staff welfare is central to the way in which they work. Such programmes put in place actions that help minimise sickness absence as well as maintain and improve morale.

Workforce development is fundamental to ensuring the strategic changes are realised and services are delivered differently. Active engagement with staff to shape developments is

Part 4

critical to achieving the desired outcomes for people using services. This will be achieved through working with staff to enhance their existing skills. The teaching status of the Local Health Board will help to support learning and development.

The Teaching Local Health Board is a partnership between Caerphilly and Rhondda Cynon Taff. Its vision is to create a teaching and learning environment encouraging innovation everywhere. The partnership reaches beyond the two tLHB's to encompass Local Authority and health and social care voluntary sector partners to raise standards, development of sustainable solutions, and allow innovation and empowerment of health and social care professionals in an environment supported by a sophisticated organisational development structure.

To achieve this there is a focus on two things. Firstly developing stronger partnerships so that together better things can be achieved. And secondly, to encourage and stimulate learning in everything that is done. This will involve the identification and sharing of good practice to help professionals to develop skills in order to better support local communities to improve their health and well-being, whilst caring for those who need support and treatment. This will be carried out through four areas of work: workforce redesign; developing workforce capacity; developing the evidence base; and supporting learning.



Part 5 Areas For Greater Focus

The Health Social Care and Well-Being Partnership has recognised that it will take generations to see radical change. However, to ensure action is taken in a co-ordinated and effective way clarity is needed as to which actions are needed and when. The Strategy covers three years (2008-2011), so it is important to set out within the Strategy the key areas for focused attention. Using the findings of the Needs Assessment and consultation with partners, the following areas have been identified as needing specific action across the statutory, voluntary and business sector. Delivery of the actions will be dependent on work across the Strategic Partnership and partner agencies.

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

Purpose of the Theme

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

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

It takes a targeted approach to responding to Health Challenge Wales and the Chief Medical Officer's Public Health Strategic Framework by focusing on areas, which require the most urgent attention. It recognises that partners need to work together effectively, in a co-ordinated way to address the issues.

Theme one seeks to create a balance between promoting physical and mental well-being. It makes the links with 'Climbing Higher' through the Local Authority Partnership Agreement. The Agreement is being piloted in the county borough and aims to provide a long-term strategic vision for sport and physical activity. In addition the Mental Well-Being Action Plan will detail activities to enable local residents to gain better understanding of stress, depression and anxiety and what action they can take to maintain their mental well-being.

The Theme also gives an opportunity to prioritise environmental health and concentrate efforts to ensure all areas of the County Borough meet required standards.

Action will focus on:

1.1 Improved coordination of multi-agency health promotion – ensuring messages are managed consistently under the Health Challenge Caerphilly County Borough banner through;

- Reorganisation and rebranding of the Health Alliance to Health Challenge Caerphilly County Borough in order to provide a vehicle for partners, from across the statutory and voluntary sector, to come together to deliver this theme and the healthy living agenda across the County Borough.

Part 5

- 1.2 Working with families, dentists, schools, nurseries and others who provide care to young children to create positive habits for good oral health. This will require:**
- Implementation of the Oral Health Promotion Programme for 0-5 year olds which will also explore local fluoridation delivery in educational settings.
- 1.3 Stemming the rise in obesity for all ages through diet, physical activity and education programmes. This will be through;**
- Revision and implementation of Multi-Agency Action Plans for Nutrition, Physical Activity and develop a Food and Fitness Action Plan in Caerphilly County Borough.
 - Implementation of the Local Authority Partnership Agreement to provide a framework for future involvement between organisations.
 - Joint working with the Living Environment Partnership to deliver the Great Outdoors Beacon in increasing access to the countryside as a means of keeping local people fit and active.
- 1.4 Increasing the promotion of mental well-being by;**
- Launching and implementing the Caerphilly County Borough Mental Well-Being Action Plan.
- 1.5 Decreasing the number of people smoking and stop young people from starting to smoke by;**
- Developing and implementing the Multi-Agency Tobacco Control Action Plan and Strategy.
 - Continuing to work with the NPHS and the Stop Smoking Wales Service to support adults in quitting smoking.
 - Working through Healthy Schools to implement an education programme to prevent young people from starting to smoking and continue to implement the NPHS Adolescent Smoking Cessation Service.
- 1.6 Ensuring air quality meets permitted levels as prescribed in the Air Quality (England) (Wales) (Amendment) Regulations 2002 by;**
- Implementing an Air Quality Action Plan for Caerphilly town centre in order that this area of the County Borough complies with prescribed limits.

‘It keeps me mobile and mentally I have improved a lot! Which is very important at my age!’ It has made a huge difference to my life; I would never ever give this up. I have made so many good friends.” Rosa 71 year old Healthy Living Centre exercise class participant for the last 2 and a half years.

Part 5

Theme 2

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

Purpose of the Theme

To make an impact on socio-economic, cultural and environmental issues that negatively impact on health and well-being.

People's health and well-being is affected by several factors and the disadvantage they face will greatly increase the likelihood of them experiencing health inequalities. These factors such as poorer economic circumstances and environment affect health and well-being, education and economic prospects, which in turn affect health. A co-ordinated effort across Strategic Partnerships is required to address issues such as;

- Economy, culture and the environment.
- Living conditions and the support available from family and friends.
- Developing personal capacity through personal skills, knowledge and lifestyle.

The links across all the Community Strategy Partnerships will be pivotal to ensuring the promotion and improvement of the economic, social and environmental well-being for the area. The Partnership Matrix (Appendix 2) highlights the varied contribution of partnerships to this agenda. The challenge for the Health, Social Care and Well-Being Partnership is to work collaboratively with the other Partnerships in order to effectively deliver this Strategy. Every Partnership has a role to play and by working collectively, they can better ensure the necessary changes take place.

Action will focus on:

2.1 Provision of and access to community services for people who abuse drugs and alcohol by:

- Developing stronger links with the Community Safety Partnership and strengthen community based services to support people who misuse drugs and alcohol. This will include the Community Prescribing Service, Drugs Intervention Programme and Open Access Service.
- Making the appropriate links with Health Challenge Caerphilly County Borough to ensure appropriate health messages are shared about alcohol to the wider population.

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2.2 Integrating mental health services to improve collaborative approaches to effectively meet the needs of people with mental health problems and develop an appropriate work force by continuing to:

- Develop the services provided by Gwent Healthcare NHS Trust and Caerphilly County Borough Council Social Services to reshape the Community Mental Health Teams in to better integrated teams.
- Implement the Mental Health Service Action Plan that was developed in response to the Research and Development Mental Health Review.
- Further develop Child and Adolescent Mental Health Services to support children, young people and their families to prevent family breakdown and limit the requirement of therapeutic placements.

2.3 Increased co-ordination of housing and housing related support by:

- Ensuring integration of housing and housing-related support services within the HSCWB Partnership planning structure.
- Devising and implementing the Housing Strategy for Caerphilly County Borough and an accommodation strategy for vulnerable groups.
- Establishing a multi-agency commissioning group to develop and deliver a county-wide strategic approach to housing related support.
- Implementing the Telecare Strategy and exploration of a comprehensive response service.
- Putting in place increased measures to improve access to healthcare for homeless people.

2.4 Improve partnership working between the Strategic Partnerships on Issues of economic inactivity, improving basic skills and reducing Poverty by:

- Ensuring the revised Community Strategy integrates health, social care and well-being throughout the document.
- Greater alignment of Strategic Partnership action plans to enable shared priorities to be delivered as illustrated in Appendix 2.

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

Part 5

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

Purpose of the Theme

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

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

The Welsh Assembly Government has issued advice on the Community Service Framework to influence the way in which future changes are delivered, by achieving an appropriate balance between secondary care (hospital based services) and primary and community care. Together local partners have identified what local services they need and are seeking to take action to create more effective services in the community through;

- Better, and more innovative use of primary care contracts to further develop local enhanced services.
- Improved co-ordination and targeting of community services.
- A deliberate effort to anticipate and prevent problems, tackling them earlier so reducing demand within the health and social care system.
- Developing an environment that has the appropriate structures in place to facilitate joint commissioning and allocation of resources to make the greatest health impact.

Part 5

This Strategy clearly identifies how partners will work together across the five themes to meet the expectations of the Community Services Framework guidance in order to:

- Promote and protect health.
- Protect and maintain independence.
- Support self care and carers.
- Manage care as close to home as possible.
- Work together to fill the gaps and make the right connections between and across services.
- Develop community services which is being taken forward on a partnership basis through the formal statutory Community Service Agreement. The Agreement aims to ensure better planning and coordination of services, to strengthen integrated working across primary, community, social care and local authority functions.

Theme 3 specifically addresses how partners will work together to move care closer to home. It has been developed within the context of Gwent NHS Trusts' Clinical Futures Programme and the new Local General Hospital Ysbyty Ystrad Fawr, in order to anticipate future need within community services (outside of hospital care).

It has a strong link with all of the themes and will contribute to ensuring support is available to enable people to live as independently as possible. It will focus on community and home-based services, including supporting terminally ill people to die at home, if that is their wish.

Action will focus on:

3.1 Expanding the range of services available in the community through GP surgeries, enhancing the role of Pharmacists, provision of local Resource Centres and palliative care through:

- Implementation of the Primary Care Estate Strategy.
- Development of a network approach across the north of the County Borough bringing together community service provision, facilitated through an Integrated Resource Centre.
- Building upon the current palliative care support services to patients, families and carers through offering a choice in service access including hospice at home, day hospice and hospital-based outpatient and inpatient services.

3.2 Increased collaboration across the voluntary sector in order to ensure consistent services across the whole of the county borough by:

- Using the Wales Council for Voluntary Action findings to carry out a gap analysis to identify areas which would benefit from increased voluntary action.

Part 5

- Encouraging closer working within the voluntary sector to pilot ways to enable greater co-operation and collaboration across a variety of community groups within the same geographic area.

3.3 Re-focusing domiciliary care into a reablement-led service where support is provided on a time limited basis to enable and empower people to live as independently as they are able by:

- Implementing the Local Authority Domiciliary Care Strategy.

3.4 Improve joint working between the NHS and the Local Authority through the development of integrated teams and services to improve health outcomes and continuity of care for vulnerable children and adults by:

- Implementing the Unified Assessment Process and Common Assessment Framework as standard across partner agencies.
- Responding to the Local Service Board direction on an Information Sharing project to ensure the implementation of information protocols, shared systems and processes across partner agencies.
- Establishing a Joint Discharge Team to improve the experience of vulnerable people being discharged from hospital and prevent unnecessary lengthy stays in hospital.
- Creating a Multi-Agency Integrated Strategy for Children with Disabilities.

“I have been a member of Caerphilly First Responders for nearly two years, and as a group; we have attended nearly 800 emergency calls within the Caerphilly Basin area, dealt with mainly by 8 of us.

Everyone one of us can recall incidents, where the patient has been attended to within minutes of making the initial 999 call because we live in the community. We have been able to help them, and provide reassurance to family members, until the arrival of a professional ambulance crew. On many occasions, the gratitude shown to us has been overwhelming. As we are all volunteers, the pride we feel after, is immeasurable.

We enjoy helping the residents of Caerphilly and each and every one of us is extremely proud to be part of the Welsh Ambulance Service, and Caerphilly First Responders, whilst making a difference to the community.” Mike Williams volunteer.

Part 5

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

Purpose of the Theme

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

Involving, listening to and learning from people who use health and social care services is key to creating a successful response. The Health, Social Care and Well-Being Partnership structure (Appendix 1) already enables engagement with carers, people who use services, partners and stakeholders. However the Partnership is keen to use additional techniques and refine the ways that it engages people in order to achieve continuous improvement and to help achieve the Strategy outcomes.

The Local Authority and Teaching Local Health Board have a statutory duty to consult with the local community. Consultation and involvement will play a vital role in supporting the delivery of this Strategy by;

- Testing views on conflicting priorities, choices and resource decisions.
- Improving service delivery and increasing take up.
- Gaining a better understanding of user experience and satisfaction.
- Testing options for service change.
- Targeting services at what people value and need.
- Enabling the contribution of all partners.

To ensure that the Health, Social Care and Well-Being Partnership can make the most of partner contribution and enable people who use services to get their voice heard there will be a need to ensure that the right structures and systems are in place.

Part 5

Action will focus on:

4.1 Expanding Advocacy Services that represent individuals' needs and preferred choices by:

- Making improvements so people have access to professional, independent advocacy services that speak up for, or act on their behalf. Advocacy Services will assist with supporting individuals to make informed choices, do more for themselves and lessen dependency.
- Mapping current advocacy and carrying out a gap analysis in order to identify where services may need to be developed.
- Developing effective transitional planning and reviews for vulnerable young people as they enter early adulthood.

4.2 Increased participation in service development and design by:

- Developing the Voluntary Sector Health and Social Care Network and putting support structures in place to improve the contribution of voluntary sector representatives.
- Continuing to develop the Social Services Consultation and Participation Executive Group. This will give greater opportunities to carry out service user satisfaction audits to better understand the impact of service changes and ensure the desired outcomes are being achieved.
- Reviewing service user and patient involvement activity throughout Health, Social Care and Well-Being Partnership structure. Develop and implement systems and processes to support involvement.

4.3 Increasing ways that information is shared across services providers and with the public through:

- Identification of information banks and directories to ensure staff are aware of existing resources. Explore methods to bringing information together so that staff can increase their awareness of other service provision and share appropriate information with the public.
- Improving the links between service providers and Health Challenge Caerphilly County Borough so that staff who have face-to-face contact with the public can be involved in well-being activities.

Part 5

4.4 Integrating services for vulnerable children and adults through improved joint commissioning of services. For children and young people this will be progressed through the Children and Young People's Plan and by:

- Integration of Gwent Community Equipment Service.
- Development of a multi-agency commissioning strategy for adults with physical disabilities and sensory impairment.
- Further development of the Adult Joint Strategic Planning Group to create a framework to strengthen commissioning processes and facilitate the shift towards increased service integration.
- Implementing a Learning Disability Action Plan in response to Health Inspectorate Wales' recommendations.



Part 5

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

Purpose of the theme

To ensure that services are available to prevent a crisis and enable people to take greater responsibility for themselves and their families. The key priority areas include people experiencing domestic abuse, children in need and carers.

Work to protect people who have experience of domestic abuse is being led through the Community Safety Partnership initiative Safer Caerphilly Multi-Agency Centre (Safer Caerphilly MAC). The centre is a partnership between specialist front line agencies. It aims to provide improved, more responsive and safe services. It has reduced the number of agencies that victims and children need to approach before getting the help they need. The multi-agency response has proved to be very successful in making victims and their children safer and reducing domestic abuse.

The HSCWB Needs Assessment 2007 identified the fact that the majority of children come into the care system due to their parents' problems. During the Strategy consultation local people overwhelmingly identified the need to support people who were experiencing problems and required additional assistance to fulfil their parenting role. Throughout the five themes, within this Strategy, actions have been identified which will support adults who are experiencing difficulties such as drug and alcohol abuse and mental health problems.

The largest group of people providing support within the community are unpaid carers. They look after a frail or disabled family member, friend or partner. In the 2001 census 20,840 people in the Caerphilly County Borough were identified as carers. They included adults, children and young people who spent substantial amounts of time each day providing support.

Action will focus on:

5.1 Continuing to develop preventative measures to reduce domestic abuse by:

- Developing stronger links with the Community Safety Partnership and their Safer Caerphilly Multi-Agency Centre (MAC) one-stop shop provision for victims and their children affected by domestic abuse.
- Further development of accommodation options for people fleeing from domestic abuse.
- Ensuring all agencies understand their responsibility to protect vulnerable people.

Part 5

5.2 Increasing preventative measures so that only children in need of care and protection of the Local Authority enter the care system by:

- Increasing the range of family support services, which will help them to remain living at home with parents.
- Supporting parents and working with them to improve their parenting skills.
- Development of a range of foster care placements within the Caerphilly County Borough Council including respite and short breaks to allow children in need to remain in their home communities.
- Supporting initiatives for people with learning disabilities who are parents.

5.3 Improving the life chances and educational attainment of looked after children by:

- Working within the Children & Young People's Plan to ensure children looked after by the local authority do not experience additional disadvantages and have the same educational and health outcomes as other children and young people within the County Borough.

5.4 Ensuring appropriate support is in place to assist carers to fulfil their caring role by:

- Reviewing the Carers' Strategy in consultation with carers.
- Ensuring earlier identification of carers and increasing the numbers of carers' assessments carried out by social services.
- Developing a multi-agency respite care strategy which gives high priority to the provision of adequate age appropriate respite options.

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

Part 6 Delivering the Strategy

6.1 OUR ASPIRATIONS - Our Strategic Outcomes

This Strategy has a focus on making a difference to the lives of local people in terms of their health, social care and well-being. The 'outcomes' are highlighted below. The specific goals are identified in the strategic priority matrix (Appendix 3) which describes the incremental changes and how we will measure our progress over the three years.

By March 2011 local people should begin to experience the following changes:

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

Part 6

6.2 FRAMEWORK FOR ACTION

QUALITY AND PERFORMANCE IMPROVEMENT

One of the key roles of the Health, Social Care and Well-Being Partnership is to ensure that our strategic priorities are achieved. This will be done through using the partnership structure as illustrated in Appendix 1 'Our Approach to Planning' to monitor progress. The strategic overview will be provided through the Strategic Priority Matrix (Appendix 3). The matrix shows each strategic priority in terms of the five key themes along with:

- Local and National Priorities.
- Aim – the purpose of the priority.
- Objectives – what we aim to achieve in terms of key targets.
- Performance – what will be used to monitor and track action.
- Results – changes that will be happening.

The Partnership will take a strict approach to monitoring by using the existing mechanisms in place to track and report progress. There will be clearly defined roles of partnership groups, public reporting and citizen engagement.

Partnership Sub - Groups

Health Challenge Caerphilly County Borough sub-groups; Children and Young People's Framework Partnership Theme Groups, along with the Adult Joint Strategic Planning Group Sub-Groups will act as the delivery focus of the strategy. This will be supported by partner agency operational plans, each sub-group will have a specific action plan which will relate directly to the strategy priority matrix.

Health Challenge Caerphilly County Borough, Children and Young People's Framework and Adult Joint Strategic Planning Group will have the overview on progress and report directly to the Partnership. They will act as a means to ensure that actions are being taken forward and on track. They will be required to identify barriers to delivery and present exception reports to the Partnership.

Health, Social Care and Well-being Partnership

The Partnership will act as the interface between the Health Challenge Caerphilly County Borough, Children and Young People's Framework and Adult Joint Strategic Planning Group and other Partnerships who are working to achieve the goals of this Strategy. The HSCWB Partnership will provide the overarching strategic leadership, direction and management of the development of the health, social care and well-being agenda within the Caerphilly County Borough. The partnership will pay particular attention to the emerging issues, resolving blockages and keeping the strategic links across the variety of Partnerships delivering on the Strategy.

Part 6

Internal monitoring and review

The actions required to achieve the aspirations of this Strategy will be reviewed within each partner agency. The Local Authority will follow progress through the Council Improvement Plan and the Teaching Local Health Board progress will be tracked through the delivery plan of the Healthcare Standards 2 and 24. These standard focus on healthcare organisations working together with partners to improve the health needs of the local population.

Community Strategy

Progress towards achieving objectives will be reported through the Community Strategy Annual Report. This will give an overview across the four strategic themes. The annual report will be widely circulated and shared with local residents giving an opportunity to provide up-dated information on developments.

Local Service Board

The Board will take a wider view of the impact of the Strategy and provide high level support when needed. It will receive quarterly up-dates on progress and work with the Partnership to unblock barriers at a senior level. Over the duration of the Strategy it is hoped that key priority areas will be include within the Local Area Agreement.

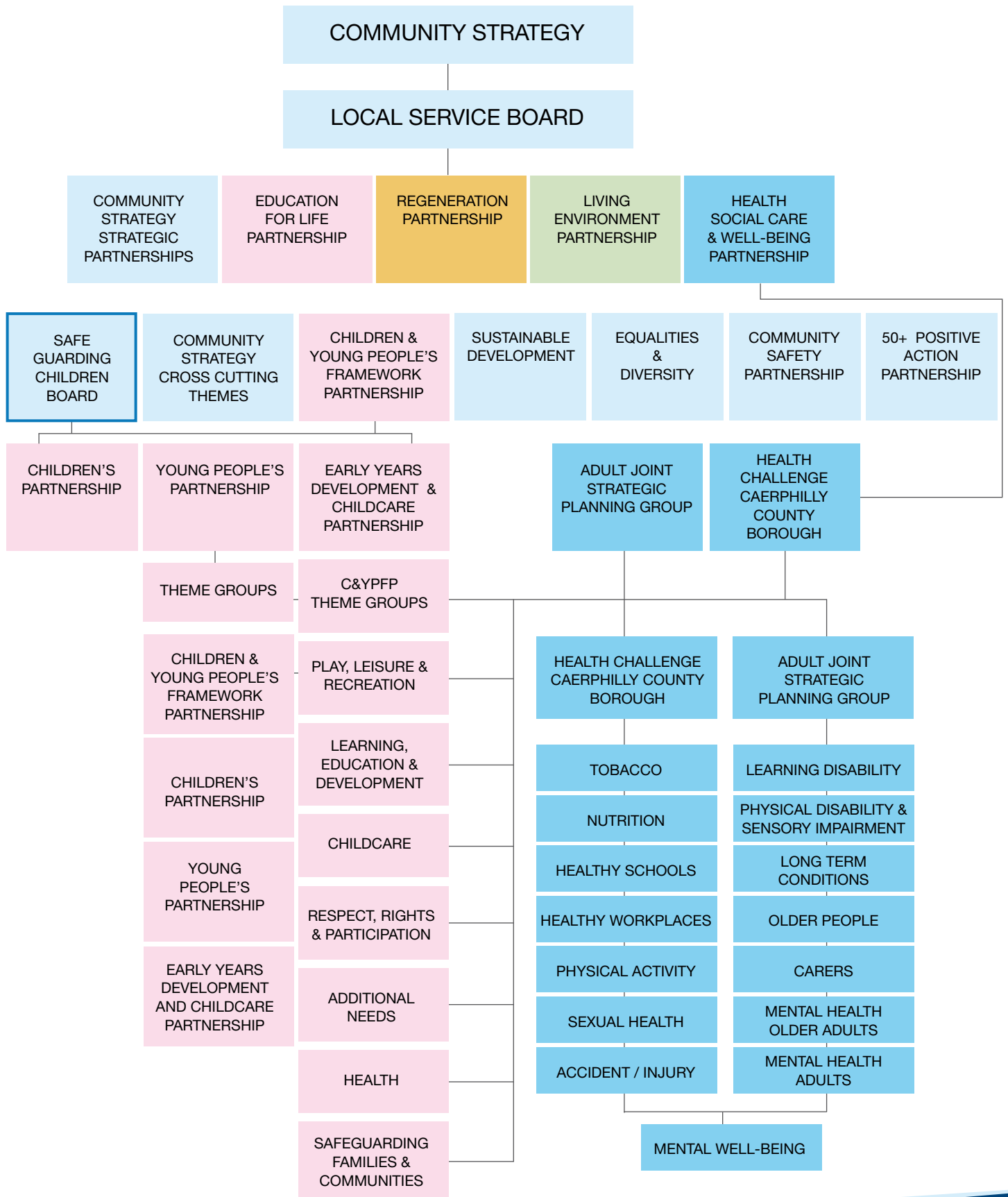
Engaging with Citizens

Local people will continue to be involved in the work of the Partnership. This will include being members of sub-groups and having an active role in service developments. Reports will be provided twice a year to the County Borough Council Health, Social Care & Well-Being Scrutiny Committee and an annual report for the Welsh Assembly Government will be made available to the public. The monthly Core Brief, detailing partnership activity will be distributed widely and additional progress reports will be provided throughout the year to local groups such as Health Watch, Community First Partnerships, Community Health Council and other voluntary, statutory and business sector partners.

Strategic Priority Matrix

The Matrix will replace the existing Smart Plan which helped track progress towards achieving targets within the 2005-2008 Strategy. The matrix will provide a high-level overview of progress and be aligned to the sub-group action plans. These action plans will show the detail behind each action and provide a timetable over the three-year period.

Community Strategy Approach To Planning (Appendix 1)



Appendix 2

Partnership Contribution Matrix

Health social care & well-being	STRATEGIC AIM 1 Improve public health	STRATEGIC AIM 2 Inequalities in health	STRATEGIC AIM 3 Community services	STRATEGIC AIM 4 Promote independence	STRATEGIC AIM 5 Strengthen prevention
Local Service Board Local Delivery Agreement		Mental Health.	Information Sharing. Integrated Centre for the North.		Children with Disabilities.
Welsh Language				Accessible public information in Welsh.	
50+ (OLDER PEOPLE'S STRATEGY)	Distribution of health promotion information.	Maximise incomes & reducing fuel poverty. Support those aged 50 and over who are economically inactive. Encourage lifelong learning.	Piloting innovative services.	Advocacy Review. Provide quality information. Increase engagement and involvement. Increase the focus on the positive contributions of older people.	Falls prevention.
CHILDREN & YOUNG PEOPLE Framework (Single Plan)	Core Aim 4: Play, Sport, Leisure & Culture.	Core Aim 2: Education & Learning Opportunities. Core Aim 7: Freedom from Poverty.	Core Aim 1: The early years.	Core Aim 5: Respect.	Core Aim 3 Health, Freedom from Abuse & Exploitation. Core Aim 6: A Safe Home & Community (may move to aim 5).

Appendix 2 (cont)

Partnership Contribution Matrix

Health social care & well-being	STRATEGIC AIM 1 Improve public health	STRATEGIC AIM 2 Inequalities in health	STRATEGIC AIM 3 Community services	STRATEGIC AIM 4 Promote independence	STRATEGIC AIM 5 Strengthen prevention
COMMUNITY SAFETY	Reduce the fear of crime. Reduction of anti-social behaviour.	Substance misuse and alcohol abuse.	Local services developed to tackle Substance Misuse including Open Access and Community Prescribing Service.	Bobby Van Scheme. Domestic abuse advocate.	Crime Reduction – Domestic Abuse. Parenting Project Mentoring Scheme Summer Schemes Youth participation workers/Youth Inclusion Support.
LIVING ENVIRONMENT	Great Outdoors Beacon.	Developing and maintaining high quality homes. Improving town and village centres	Developing community - based services and activities.	Promoting strong communities.	
EDUCATION FOR LIFE	Giving children and young people a good foundation for life. Giving people a chance to take part in sport, leisure, cultural and arts activities.	Developing learning opportunities for people of all ages and abilities, especially local opportunities. Improving education and training for 14-19 year olds.		Providing information about public and voluntary services.	

Appendix 2 (cont)

Partnership Contribution Matrix

Health social care & well-being	STRATEGIC AIM 1 Improve public health	STRATEGIC AIM 2 Inequalities in health	STRATEGIC AIM 3 Community services	STRATEGIC AIM 4 Promote independence	STRATEGIC AIM 5 Strengthen prevention
REGENERATION	<p>Helping to improve the environment within communities through working with Groundwork to improve individuals' view of their community leading to improved mental health and increased physical activity etc Sell the concept that work is good for you – people who are in work are, statistically healthier and have a greater sense of well-being than those deemed inactive.</p>	<p>Regeneration of town and village centres.</p> <p>Liaise and promote Pathways to Work and condition - management element Providing local opportunities for employment.</p> <p>Developing efficient transport systems including public and community transport, cycling and walking networks.</p>	<p>Hospital Economic Impact Assessment.</p> <p>Development of social enterprise and community initiatives.</p> <p>JobMatch programme supporting and addressing worklessness and benefit dependency largely as a result of poor health through outreach.</p>	<p>Address levels of inactivity amongst individuals with poor mental health / physical disabilities through programmes designed to empower individuals (Economic Inactivity Beacon).</p>	

Strategic Priority Matrix – Appendix 3

Strategic Theme 1	To improve public health by promoting factors that contribute to healthy lifestyles and well-being.	
Purpose of the theme	<ul style="list-style-type: none"> • Take action to put support structures and programmes in place to help local people to take increased personal responsibility for their health and take positive lifestyle choices. • To take account of environmental factors that impact on human health. 	
Local Priority	National Priority	Needs Assessment
Nutrition Action Plan Physical Activity Action Plan Food & Fitness Sub – Group Tobacco Control Air Quality Action Plan Commissioning Strategy for Dental Services Local Authority Partnership Agreement	Climbing Higher Public Health Strategic Framework Health Challenge Wales NSF Children, Young People & Maternity Services, Food & Fitness National Air Quality Strategy Oral Health Strategy Children & Young Peoples Plan	Caerphilly has exceeded the annual mean air quality objective for nitrogen dioxide. Caerphilly baseline figures: 26% of adults taking part in physical activity 2004/06 Adults smoking 29% 2004/05 Mean number of decayed, missing and filled teeth in 5 year olds 3.2) Percentage of 5 year olds with caries 68% 37% of adults are eating five or more portions of fruit and vegetables daily
What we want to achieve	<p>SPM 1.To increase the percentage of adults taking part in physical activity of at least 30 minutes for 5 days per week to 30% by 2010 (Climbing Higher target is to increase physical activity levels by 1% per year.</p> <p>SPM2.To ensure the percentage of adults smoking daily or occasionally does not exceed 29% by 2010 (Caerphilly baseline is 29% 04/06).</p> <p>SPM3.To reduce the mean number of decayed, missing and filled teeth in 5 year olds to 2.9 by 2010 (WAG oral health target (Caerphilly baseline 3.2 2003/2004).</p> <p>SPM4.To reduce the percentage of 5 year olds with caries to 59% by 2010 (WAG oral health target).</p>	

Strategic Priority Matrix – Appendix 3

<p>What we want to achieve</p>	<p>SPM5.To increase the number of people eating five or more portions of fruit and vegetables per day.</p> <p>SPM6. The air quality objectives for nitrogen dioxide are an annual mean of 40 ug/m³ and a one hour mean of 200um/m³ (not to be exceeded for more than 18 times per year).</p> <p>SPM7.To increase the number of schools participating in the Healthy School Scheme from 94% to 100% by 2010.</p> <p>SPM8.To continue Healthy Colleges Pilot in 2008.</p> <p>SPM9.To expand Healthy Schools into Nursery and Early Years setting in 2008/9.</p>	
<p>Performance Measures What information we use to measure performance</p>	<p>Welsh Health Survey (Adults)LS1Smoking, LS5a Five a day, LS5b Obesity, LS2 physical activity, LS2b no activity.</p> <p>Dental Health Survey (Children) & WOHIU Decayed, missing or filled teeth.</p>	<p>Statutory Performance Measures</p> <p>Targets All-Wales Smoking Cessation BMI 25+</p> <p>No of programmes and participants in expert patient programmes.</p> <p>Specialist service under elective.</p> <p>The air quality objectives for nitrogen dioxide are an annual mean of 40 ug/m³ and a one hour mean of 200um/m³ (not to be exceeded for more than 18 times per year).</p>
<p>ACTIONS</p>	<p>Coordinated approach to Health Challenge Wales facilitated through Health Challenge Caerphilly County Borough and the Local Public Health Team.</p> <p>Oral health Promotion Programme 0-5. Implement the Air Quality Action Plan for Caerphilly Town Centre. Variety of formal and informal evidence based programmes delivered through Leisure Services, Health Alliance and Smoking Cessation Service.</p> <p>Deliver Mental Well Being Action Plan to enhance the mental well being of individuals, families, organisations and communities. Implementation of the Local Authority Partnership Agreement. Nutrition Action Plan – revised plan by September 2008</p> <p>Physical Activity Action Plan – revised plan by September 2008. Food & Fitness Plan – plan to be completed by April 2008. Tobacco Control – Planned for September 2008. Great Outdoors Beacon.</p>	

Strategic Priority Matrix – Appendix 3

Strategic Theme 2		To reduce health inequalities by tackling deprivation and the wider determinants of health.	
Purpose of the theme		<ul style="list-style-type: none"> To make an impact on socio-economic, cultural and environmental issues that negatively impact on health and well being. 	
Local Priority	National Priority	Needs Assessment	
Local Delivery Agreement Community Strategy Community Safety Strategy, Substance Misuse Action Plan RDMH Review Action Plan. Children & Young People’s Plan Domestic Abuse Forum Strategy	NSF “Raising Standards” Mental Health Everybody’s Business & NSF Children, Young People & Maternity Services Substance Misuse Treatment Framework. National Drugs Strategy NSF for older people – mental health standard Children & Young People’s Plan	Self reported mental health is amongst the worse in Wales. Third of Incapacity Benefit claims due to mental health reasons. Consumption of Alcohol is high and binge drinking in the young is of concern. 57% of people seeking accommodation due to domestic abuse are children.	
What we want to achieve		SPM10 Better community services for people who abuse drugs and alcohol. SPM11 Integrated Mental Health Services. SPM12 Increased co-ordination of housing and housing support. SPM13 500 additional people using Telecare. SPM14 Improved working across Strategic Partnerships.	
Performance Measures		Statutory Performance Measures	
What information we use to measure performance		SCA/010 clients provided with assistive technology SaFF implement milestones of the Local Mental Health Action Plan.	
Actions	To implement the Mental Health NSF and Mental Health Action Plan. Further develop the dispersed model for substance misuse and implement the Substance Misuse Action Plan. Revision and implementation of the Community Strategy. Implementation of the Caerphilly County Borough Council. Housing Strategy and Vulnerable Adults Accommodation Strategies. Implementation of the Telecare Strategy.		

Strategic Priority Matrix – Appendix 3

Strategic Theme 3	To expand and develop community based health and social care services to enable people to live safe, fulfilled lives, that are as active as possible.	
Purpose of the theme	<ul style="list-style-type: none"> • Develop improved community services, close to home. 	
Local Priority	National Priority	Needs Assessment
<p>Needs Assessment Community Services Framework Community Partnership Agreement Domiciliary Care Strategy Local Service Board / Local Service Agreement North Project - Beacon II Project Wanless Action Plan Gwent Clinical Futures (Level 1) Building Stronger Bridges Local Action Plan COMPACT Local Housing Strategy</p>	<p>NSF Older People Stage 2 and WAG Older People’s Strategy. Designed to Improve Health and the Management of Chronic Conditions in Wales NHS Commissioning Guidance Health Act 2006 Section 33 Building Stronger Bridges Continuing Care Guidance Better Homes for People in Wales</p>	<p>The number of older people is increasing. Premature death rates are high in comparison to Wales Rate. Assessments of people over 65+ is higher than the Welsh average and third highest in the region. Fourth highest percentage rate of people who are supported (aged 65+) in Wales. Rate of older people helped to live at home per 1,000 second highest in Wales. Rate of people cared for in care home is the lowest in the region, 8th lowest in Wales, gross cost for adults in residential and nursing care exceeds Welsh average.</p>
What we want to achieve	<p>SPM15 Expand the range of community services. SPM16 Increase collaboration of voluntary sector services. SPM17 Develop Reablement services. SPM18 Improve joint working.</p>	

Strategic Priority Matrix – Appendix 3

Performance Measures What information we use to measure performance.	WAG National Service Framework for Older People Long-Term Conditions Action Plan Adult Services Improvement Plan Wanless Action Plan	Statutory Performance Measures SaFF/ NSI SCA/001 (NS1) To reduce the number of delayed transfers of care. SCA/002 (NS2) Helped to live at home. SCA/003 Clients supported in the Community.
ACTIONS	Piloting greater co-ordination within the voluntary sector. Increase the use of Reablement. More enhanced services provided by GP's and Pharmacists. Establishment of the North Resource Centre, Joint Discharge Scheme and increase role of Reablement. Increased integration of services through implementation of Unified Assessment Process/Common Assessment Framework. Implementation of a Multi-Agency Strategy for Children with Disabilities. Implement the Community Partnership Agreement.	

Strategic Theme 4	To enable independent living for individuals, families and carers by empowering them to make informed choices and offer opportunities for them to get involved in developing local services.	
Purpose of the theme	<ul style="list-style-type: none"> Enabling vulnerable people of all ages to get their voice heard and to ensure appropriate structures are in place to develop good quality services that promote independence. 	
Local Priority (LINKS TO STRATEGY)	National Priority	Needs Assessment
Telecare Strategy. Integrated provision and Equipment Store. Public and Patient Involvement Strategy. Carers Strategy. Adult Services Improvement Plan. Supporting People Operational Plan.	NSF Older People. Learning Disability Strategy WAG 2005. Service Principles and Service Responses WAG 2004. Children & Young People's Plan.	1% of clients are utilising Direct Payments. 26% of people in households have a limiting long-term illness, this is fifth worse for Wales. There are a number of Advocacy options however this is not consistent across all client groups. 16.5% of population, 20,856 have significant caring role.
Children's & Young People's Plan.		Caring role.

Strategic Priority Matrix – Appendix 3

What we want to achieve	SPM19 Expand Advocacy Services. SPM20 More user/patient engagement in service design, quality monitoring and service development. SPM21 Increase the quality and accessibility of information. SPM22 Integrate services for vulnerable adults and children.	
Performance Measures What information we use to measure performance	User satisfaction surveys, Partnership Sub-group membership. Numbers of teams and services integrated. Numbers of pooled budgets. Numbers of joint commissioning initiatives.	Statutory Performance Measures SaFF Section 33 pooled budget aids and equipment. SaFF Increase number of Expert Patient Programme courses and number of participants. SCC/031-SCA/009 percentage of direct payments.
ACTIONS	All Partnership sub-groups to have user and carer representation. Development of an advocacy network providing appropriate, high quality services. Establishment of an Integrated Equipment Service. Involvement review and implementation of findings. Identification of information sources and development of a mechanism to share details of services. Development of a multi-agency strategy for adults with physical disabilities and sensory impairment. Further development of the Adult Joint Strategic Planning Group. Implementation of the Learning Disability Action Plan.	

Strategic Theme 5	To develop and strengthen preventative work and service provision for vulnerable children and adults to prevent crisis.
Purpose of the theme	<ul style="list-style-type: none"> • Creating a shift towards prevention by ensuring services are available to prevent crisis and enable people to take greater responsibility for themselves and their families.

Strategic Priority Matrix – Appendix 3

Local Priority (LINKS TO STRATEGY)	National Priority	Needs Assessment
<p>Flying Start. Domestic Abuse Action Plan. CCBC Service Improvement Plans. Family Support Strategy. CCBC Children’s Service Commissioning Strategy. Children & Young People’s Plan. Local Service Board/Local Delivery Agreement.</p>	<p>Tackling Domestic Abuse: The All Wales National Strategy ‘In Safe Hands’ – protection of vulnerable adults. Children Act 2004 Safeguarding Children Boards, Keeping us Safe. National Service Frameworks WAG Children’s First Programme. Fulfilled Lives, Supportive Communities. Children & Young People’s Plan.</p>	<p>Increasing Protection of vulnerable Adults cases. Children on child protection register above the national average. Service for Children with Disabilities would benefit from much closer integration. Most children come into the care system due to the problems of the adults responsible for them. Educational attainment of children within the care system is significantly lower than average.</p>
<p>What we want to achieve</p>	<p>SPM23 Measures to reduce domestic abuse. SPM24 Increase measures so that only children in need of care and protection of the Local Authority enter the care system. SPM25 Improve life chances and educational attainment of Looked After Children. SPM26 Ensure appropriate support is in place to assist carers. SPM27 Protection of Vulnerable Adults.</p>	
<p>Performance Measures What information we use to measure performance</p>	<p>Community Safety - Domestic Abuse Action Plan. Family Support Strategy. Action Plan. Multi-agency strategy for an integrated service for children with disabilities. Integrated multi-agency service milestones for children with disabilities. Adult Protection Committee data. Increased numbers of carers’ assessments.</p>	<p>SCA/008a-008b Adult protection referrals, investigations, admitted or proven. SCC/032 Looked After Children Percentage attendance of looked after pupils whilst in school. Percentage of excluded Looked After Children. Percentage of Looked After Children registered with GP Educational qualification of Looked After Children.</p>
<p>ACTIONS</p>	<p>Further development of accommodation options for people fleeing from domestic violence. Implementation of the Children & Young People’s Plan - Range of Family Support, Foster care and educational attainment Review Carers’ Strategy, earlier identification of carers and development of a Multi-Agency Respite Strategy. Implementation of the Adult Protection Committee Action Plan.</p>	

Jargon Buster Appendix 4

Adult Joint Strategic Planning Group	Multi agency partnership group, dealing with cross-cutting issues in order to create more joined-up health and social care responses.
Big Lottery Fund	Gives out the lottery money to good causes.
Carer	Can be someone, regardless of age, who gives unpaid care in the home of a friend, partner or relative.
Climbing Higher Local Authority Partnership agreement	The Welsh Assembly Government's 2005 to 2025 Welsh Assembly vision for physical activity and sport. The agreement will be the strategy for action and deliver the vision locally.
Commissioning	The way Local Authorities and Local Health Boards plan, organise and deliver services.
Community Health Council	This statutory body monitors the quality of NHS services on behalf of local people and represents their health interests.
Community Partnership Agreement	Partnership agreement, led by the Teaching Local Health Board identifying the future direction for community services.
Community Safety Partnership	The coming together of different agencies working to reduce crime and the fear of crime and make the County Borough safer.
Community Strategy	This sets out the partnership vision for the County Borough and brings together the four strategic themes: Living Environment, Education for Life, Regeneration and Health, Social Care and Well-Being.
Day Care / Day Opportunities	Support provided away from home, during the day. It can be provided at a centre or through outreach services helping people to access their local communities' services such as Leisure Centres.
Delayed Transfers of Care	When a patient is fit enough to leave hospital, but it is not able to do so. This can be because they may be waiting to transfer to a new facility such as a residential home or the support to help return to their own home is not yet ready.
Domiciliary Care	Care provided in the home, to help people live as independently as possible. Previously known as Home Care.
Flying Start	A programme providing funding for disadvantaged children 0-3.
General Practitioner (GP)	Local family doctor, providing medical advice and treatment to their registered patients.
Health Challenge Wales	Welsh Assembly Government national campaign to help people take greater responsibility for their own health and well-being focusing on physical activity and nutrition.
Health Challenge Caerphilly County Borough	The local response to Health Challenge Wales. It is the key multi-agency strategic partnership providing a focus for voluntary and statutory sector partners to work together to improve the well-being of local people.

Jargon Buster Appendix 4

Healthy Living Centres	Programme targeting disadvantaged communities to work with them to improve their health and well-being.
Health Social Care & Well Being (HSCWB) Partnership	The Partnership responsible for delivering the HSCWB Strategy and working to improve the HSCWB outcomes of Caerphilly County Borough residents.
Implementation	To carry out a plan.
Integrated Health and Social Care	Jointly planned and delivered health and social care services.
Integrated Services	Bringing one or more services together from a number of service providers.
Local Authority	The Council, elected by local people, provides a variety of services.
Caerphilly Teaching Local Health Board	Part of the National Health Service responsible for commissioning local health services for Caerphilly County Borough residents.
Palliative Care	Care provided at the end of someone's life.
Primary Care	The part of the health service which is the patient's first point of contact such as doctors, dentists and pharmacists.
(POVA) Protection of Vulnerable Adults	Multi-agency approach to safeguarding adults who need protection from physical or emotional abuse.
Providers	A person or organisation who runs and delivers a service.
Reablement	Support to enable people to maximise their independence through providing alternative ways to carry out daily tasks such as washing, dressing and cooking.
Respite	Support to enable a carer to take time off from their caring role.
Service User	Someone who uses services, such as a patient or client.
Stakeholder	An interested person or organisation.
Statutory	Required by law.
Statutory Duty	Legal function or responsibility.
Substance misuse	Harmful use of drugs, alcohol or prescribed medication.
Supporting People	Housing Support Programme to enable people to stay in their own homes or maintain a tenancy.
Telecare	Use of technology, such as sensors and alarms, to enable people to live safely.
Transition	Support to enable vulnerable people to move through childhood to adulthood.
Voluntary Sector	All the organisations providing non-profit support to people in need for the benefit of the community within the County Borough.
Wanless Review	The 2003 review carried out by Sir Derek Wanless into the sustainability of existing services.
Welsh Assembly Government (WAG)	The devolved government for Wales responsible for health and social care.

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