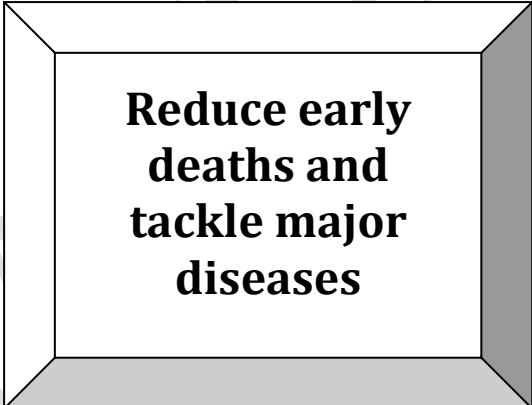


***Milton Keynes
Health and Wellbeing Strategy 2012-2015***



**Improve
Wellbeing**



**Reduce early
deaths and
tackle major
diseases**



**Reduce
Health
Inequalities**

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Glossary

BME	Black and minority ethnic	JSNA	Joint Strategic Needs Assessment
DPHAR	Director of Public Health Annual Report	LA	Local Authority
CHD	Coronary Heart Disease	LINK	Local Involvement Network
COPD	Chronic Obstructive Pulmonary Disease	LGBT	Lesbian, gay, bisexual and transsexual
HIV	Human Immunodeficiency Virus	MKC	Milton Keynes Council
HWB	Health and Wellbeing Board	NHS	National Health Service

1. Introduction & Vision

Welcome to the first Milton Keynes Health and Wellbeing Strategy. The HWB is responsible for ensuring that commissioning decisions are reflected in the priorities outlined in the Health and Wellbeing Strategy. We believe that by focussing on these priorities we can add years to life and add life to years, tackle the issues that are relevant to all people, including young and old and address inequalities in both the short and long term. Overall we want to improve the opportunities for adults and children to enjoy a healthy, safe and fulfilling life.

The Strategic Priorities and Key Principles

Working in partnership, we will improve both the health and wellbeing of individuals and communities across Milton Keynes.

Drawing from the [Joint Strategic Needs Assessment Exec summary 2011/2012](#)¹(JSNA), [Social Atlas 2011](#) and the [Director of Public Health Annual Report 2010](#)² (DPHAR), we have identified three key strategic priorities to focus on during the period 2012-2015.

The three key strategic priorities are:

- 1. To Improve Wellbeing**
- 2. To Reduce Early Deaths and Tackle Major Diseases**
- 3. To Reduce Health Inequalities**

Four key principles underpin this strategy.

We will:

- Invest resources across all our communities in a way which achieves similar outcomes for each. We want to do all that is possible to reduce the unacceptable level of health inequalities between different communities within Milton Keynes ([Fair Society Healthy Lives - The Marmot Review](#)³).
- Actively build on the strengths of communities (the 'asset' approach) and engage people within those communities in taking action ([A Glass Half Full](#)⁴).
- Shift the budget allocation towards primary and secondary prevention and away from reactive, acute health and social care services
- Identify and better respond to the needs of different groups within our population including, for example, the young, black and minority ethnic groups (BME) groups, the hearing and vision impaired, LGBTs (lesbian, gay, bisexual and transsexual), those with learning disability and mental health difficulties, long term conditions and older people.

¹ MK Council: "Joint Strategic Needs Assessment: Executive Summary", February 2012

² Hicks, N: "Public Health Annual Report 2010", NHS Milton Keynes, August 2011

³ Marmot, Prof M: 'Fair Society Health Lives', Department of Health, February 2010.

⁴ Foot, J: 'A Glass Half Full: how an asset approach can improve community health & wellbeing, IDEA, April 2010

2. Priorities for the next 3 Years

Informed by local assessments of need, we now have a clear picture of the significant health and wellbeing priorities affecting the people of Milton Keynes and by working together to tackle these we can maximise the positive impact on the lives of local people.

Strategic Priority 1: Improve Wellbeing

Objective 1	Support and motivate the people of Milton Keynes to engage in healthier lifestyles
Objective 2	Improve access to, and quality of, mental health promotion and services
Objective 3	Engage with communities and work with them to build on their strengths (the 'asset' approach)

Strategic Priority 2: Reduce Early Deaths and Tackle Major Diseases

Objective 4	Reduce early deaths from Coronary Heart Disease, Cancer, Diabetes, Lung Disease and other long term conditions
Objective 5	Reduce accidents in the home and on the roads, for both old (over 65 years) and young (under 5 years)
Objective 6	Reduce unnecessary hospital admissions

Strategic Priority 3: Reduce Health Inequalities

Objective 7	Reduce poverty
Objective 8	Promote equitable employment opportunities
Objective 9	Meet the needs of vulnerable adults and children

Further detail about how we would see these objectives being delivered over the course of the three years is outlined below. In taking action within each strategic priority, we will ensure that we take account of the four key principles of this strategy in our planning and commissioning of services.

We will ensure that within our implementation of this strategy we include action to: reduce health inequalities; increase focus on prevention; harness the strengths of communities; identify and respond to the needs of different groups.

3. Strategic Priority 1: Improve Wellbeing

Together we will realise the benefits of longer and healthier lives. We will work with individuals and communities to create the environment where it is easier to choose to lead healthy and independent lives. Any actions we take collectively now will result in short medium and long term benefits and will positively impact, not only on individuals but on whole communities too.

3.1 Taking Action

Objective 1 To support and motivate people to engage in healthier lifestyles through:

- Undertaking programmes that enable different sections of our population to 'hear and understand' the messages
- Reducing the proportion of people who smoke
- Reducing the proportion of individuals who drink more than the recommended limits of alcohol
- Taking action to reduce childhood obesity
- Investing in active travel (walking and cycling) and promotion of physical activity
- Developing healthy eating initiatives
- Sexual Health promotion, advice and support
- Continuing to reduce the number of conceptions under 18 years
- The development of a Healthy Workplaces strategy working within MKC, NHS and key local businesses

Objective 2 To improve access to, and quality of, mental health promotion and services through:

- Working within schools and other settings to build self esteem in young people
- Improving access to psychological therapies
- Ensuring access to high quality dementia care
- Investing in the promotion of physical activity
- Promoting safe levels of drinking
- Implementing the suicide prevention strategy

Objective 3 To engage with communities and work with them to build on their strengths (the 'asset' approach) through:

- Offering early help to families facing difficulties
- Building connections within communities to develop a stronger sense of wellbeing (eg through regeneration activities)
- Enhancing our support to carers

As we develop action plans to deliver this priority across Milton Keynes, we will ensure that the four underlying principles of this strategy are integrated.

4. Strategic Priority 2: Reduce Early Deaths & Tackle Major Diseases

We aim to reduce early deaths (under 75 years) from accidents and from long term conditions, including Coronary Heart Disease, Diabetes, Cancer and Lung Disease. We will focus on prevention, early diagnosis and the quality of treatment services. The risk factors and causes of many of these diseases are well understood and it is clear that most early deaths can be prevented by not smoking, avoiding too much alcohol, eating a balanced diet and taking regular physical activity. We will improve awareness of the impact of lifestyle choices, the availability of screening programmes and implement new programmes for specific groups where required (e.g. HIV, COPD, specific cancers).

4.1 Taking Action

Objective 4 Reduce early deaths from Coronary Heart Disease, Cancer, Diabetes and Lung Disease and other preventable diseases through addressing lifestyle factors, strengthening models of self care ([Long Term Conditions - Cross Government Strategy](#)), early diagnosis, and provision of excellent screening and health services through:

- Reducing the proportion of people who smoke
- Taking action to reduce childhood obesity focussing on areas of deprivation
- Investing in active travel (walking and cycling) and promotion of physical activity
- Developing healthy eating initiatives
- Providing consistent lifestyle information and advice throughout all partner organisations
- Working with patient groups and providers to improve early identification, diagnosis and treatment of the main cancers
- Using person-centred care planning and support to enable self management of long term conditions
- Enhancing initiatives for the prevention and early identification of HIV infection and the treatment and support of those with HIV
- Improving uptake of childhood immunisation, the seasonal flu vaccine and other vaccines in 'at risk' groups.
- Encouraging active ageing (keeping physically and mentally active as you get older)
- Offering early support to individuals to improve their health and wellbeing

Objective 5 Reduce accidents and injuries in the home and on the roads, for both old (over 65) and young (under 5) through:

- Reducing injury rates from falls in the over 65s
- Reduction in hospital admissions due to injuries in young children
- Tackling the causes of mortality in the 0 - 5 age group due to accidents

Objective 6 Reduce unnecessary hospital admissions and provide general, holistic care with easy access to specialist expertise when needed through:

- Maximising the number of people with health conditions who can self care
- Continuing with the integration of health and social care services
- Identifying those most at risk of hospital admission and targeting health and social care support services to these individuals
- Reducing the number of admissions of the over 65s from care homes
- Improving end of life support within the community

As we develop action plans to deliver this priority across Milton Keynes, we will ensure that the four underlying principles of this strategy are integrated.

FINAL DRAFT

5. Strategic Priority 3: Reducing Health Inequalities

Inequalities in health impact on the whole population, not just those who experience poorer health. Evidence has shown that even those with the best health in a community benefit when these inequalities are reduced.

The most recent publication on health inequalities, "[Fair Society Healthy Lives - The Marmot review](#)" offers a new approach to reducing health inequalities, advising that we invest our resources systematically across all communities in a way which aims to achieve similar outcomes for each. In following this advice, we will ensure that we do all that is possible to reduce the unacceptable level of health inequalities between different communities.

5.1 Taking Action

Objective 7 - To reduce poverty through:

- Improved employment opportunities by raising skill levels
- Accessible, affordable, high quality child care to help parents to work (especially single mothers)
- An increased availability of good affordable housing and reduction in the number of people living in temporary accommodation
- The regeneration of identified estates
- The reduction in the proportion of the population living in fuel poverty
- A focus on reducing the number of children living in poverty

Objective 8 - To promote equitable employment opportunities for

- The 18 – 25 year old group
- Those with disabilities
- The long term unemployed

Objective 9 - To meet the needs of vulnerable adults and children through:

- Ensuring vulnerable adults and children maximise their capabilities and control over their lives
- Ensuring that all children achieve a good level of development at age 5
- Ensuring a high quality integrated approach to safeguarding

As we develop action plans to deliver this priority across Milton Keynes, we will ensure that the four underlying principles of this strategy are integrated.

6. How do we know we are making a difference?

Successful implementation of this strategy will require us all to take practical actions and make commitments to do things differently and make the best possible impact on health and wellbeing.

We will measure our success by monitoring local progress against key indicators or measures from the three recently published national outcomes frameworks for Public Health, The NHS and Adult Social Care

We will link to other key strategies to see we are making progress.

We are committed to reviewing this Health and Wellbeing Strategy in three years time, but will aim to review progress against the Strategic Priorities and their objectives on an annual basis.

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