

Reducing air  
pollution

Being able to  
visit groups so  
you can  
socialise

I could take  
more exercise

# Thurrock Health and Wellbeing Strategy 2016 - 2021

More  
information  
for people  
about healthy  
lifestyles

## Engagement Report

More joined  
up working

Easier access  
to my GP  
surgery

## Background



From 2013, all areas have had a Health and Wellbeing Strategy in place. The purpose of the Strategy is to improve the health and wellbeing of the local population and reduce health inequalities. Thurrock's first Health and Wellbeing Strategy expires in March 2016 and work has taken place to develop its replacement.

Why?



As part of developing the new Strategy, we wanted to know what people felt about the proposed priority areas, whether we'd missed anything, and what they felt would improve health and wellbeing in Thurrock. This would help us to identify if our Strategy reflected local views.

## How?



We developed a survey which we put on the Council's website. More importantly, facilitated through Thurrock CVS, Healthwatch Thurrock and Ngage, we spoke to people about their views.

We gathered 539 completed surveys between 23<sup>rd</sup> November 2015 and 22<sup>nd</sup> January 2016.

## What did we ask?



Firstly, we asked people what they thought of our five draft priority areas:

1. Preventing ill-health and taking early action;
2. Ensuring all agencies work together to deliver services that collectively improve the lives of all children and young people, ensuring that every child in Thurrock regardless of their circumstances has access to the best services and outcomes;
3. Building strong and resilient communities;
4. Strengthening the mental health and emotional wellbeing of Thurrock people; and
5. Transforming services and solutions to focus on preventing ill-health and taking early action

## What did we ask?



We also asked people:

- If they'd disagreed with any of the priorities, why that was;
- If we'd missed anything as a priority;
- To name one thing they could change that would improve their health and wellbeing;
- One thing that could have the biggest impact on the health and wellbeing of people living in Thurrock; and
- Name up to three actions the Health and Wellbeing Board could take.

## Who did we ask?



- 52 people completed the survey on-line.
- 487 paper copies were received – mostly from members of the public through Healthwatch and Ngage.
- Written responses were also received from Thurrock Coalition and SERICC.
- We tried to reach as many people as possible in as many areas as possible including the young and old, service users and non-service users.
- A full breakdown is available.

## Where did we go to get views?

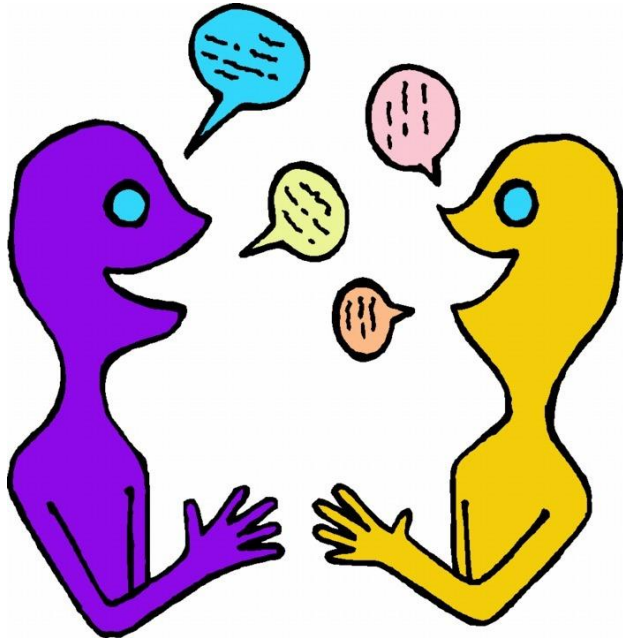
We tried to reach as many people as possible. This included through:

- Community Forums and Community Groups
- Sheltered Accommodation
- Faith groups
- Youth Cabinet
- Children's Centres
- Supermarkets
- Community Hubs
- Train Stations
- Commissioning Reference Group
- Thurrock Diversity Network meeting
- Advertising in the press
- GP Surgeries





What did people say?



On the draft priority areas....

- Most people agreed with the priority areas
- The most common feedback was that priority 1 and 5 were very similar so were both needed?
- A number of people commented on the length of priority 2 and the need to use plain English
- Some people commented on the need to turn words in to action

## Any priority areas missed?



We asked people if they thought we'd missed any priority areas. Common themes were:

- Access to healthcare (mostly GPs, but mental health and hospitals also mentioned) – this included time to get appointments, availability and quality of services;
- Pollutants and air quality;
- Access to good quality (including clean) open space;
- Sufficient provision for older people – including maintaining independence;
- Controlling the impact of new development on health and wellbeing of Thurrock people;
- Too many agencies – the need for better coordination;
- Educating the population – on how to stay healthy but also how and when to use services;
- Support for carers; and
- Good quality housing.

What could you personally change?



We asked people to name one thing they could change to improve their health and wellbeing. Common themes were:

- Access to healthcare – mostly GP appointments;
- Healthy living – diet, weight, healthy eating, smoking, drinking all received numerous mentions;
- Stress and achieving a work/life balance;
- Good information and advice available;
- Affordability – both of exercise facilities and ability to eat well on a low income; and
- Isolation and loneliness.

## What could impact on someone's health and wellbeing?

We asked people what they thought could have the biggest health and wellbeing impact on Thurrock people. Common themes were:

- More and accessible health facilities – GPs, hospital, mental health;
- Air quality – including concern about impact of second crossing;
- Ability to take action on factors causing poor health – take-aways, cheap alcohol, sugar;
- Availability of good information on what's available and healthy living;
- Taking exercise and encouraging exercise;
- Coordinated services;
- Creating a welcoming, clean environment – litter mentioned frequently;
- Good quality housing;
- Accessible open space – including cycle paths;
- Ability to access activities and facilities locally

## What should the Health and Wellbeing Board do?



We asked people to name three actions that Health and Wellbeing Board should take to improve health and wellbeing in Thurrock. The most common themes were:

- Ensure sufficient health services and that they are accessible and timely – mostly GPs, but also mention of mental health and hospital;
- Coordination of services including close to home;
- Lobbying the Government on key issues;
- Educate the public and ensure they can take ownership of their own health and wellbeing;
- Health activities that are affordable;
- Ensure there is good information and advice it is communicated well;
- Promote civic pride;
- Isolation and loneliness and ability of people to get involved in their communities;
- Prevention;
- Accessible and good quality open space.

## **Our response**

Our Health and Wellbeing Goals for Thurrock:

- Opportunity for all
- Healthy environments
- Better emotional health and wellbeing
- Quality care centred around the person
- Healthier for longer

We have developed five clear goals which are supported by a number of objectives. These goals and objectives make clear what we will focus on to improve the health and wellbeing of Thurrock people. We are confident that our goals and objectives reflect the themes that emerged from public engagement.

## What's changed as a result of engagement?

Engagement has allowed us to check our understanding of what the priorities are for improving health and wellbeing in Thurrock. People told us clearly what those priorities were, as several key themes emerged:

- Accessibility to and quality of health services;
- Air quality;
- Access to good quality open space;
- Loneliness and isolation;
- Good information and advice; and
- Educating people to take care of their own health and wellbeing.

The themes arising from the engagement exercise led us to strengthen and change some of our goals and objectives. This includes:

- An objective on air quality – ‘improve air quality in Thurrock’
- An objective on health care – ‘provide high quality GP and hospital care in Thurrock
- We have also made the ‘priority areas’ (now goals) far clearer and removed duplication as a result of feedback received

## What about the things we didn't include

Just because we didn't include certain topics in our Strategy, doesn't mean they are not being progressed.

We will continue to review the Strategy, its goals and its objectives, to ensure that it is focused correctly and making an impact.

We will also be developing detailed action plans that support the delivery of each of the five goals.

Whilst we were pleased that many of the themes from the engagement exercise matched what we thought the key areas of focus should be, and have also led to us adding or strengthening parts of the Strategy, we haven't included everything. For example:

- We wanted the goals and objectives to impact on the health and wellbeing of everyone, so we have not included at this level a focus on specific groups;
- We have not included reducing domestic abuse as an objective as discussions are taking place as to where the agenda is best placed to have the greatest impact; and
- Some of the comments made will influence action planning as they were too specific for the strategy, or should be 'business as usual' for key organisations.

There are a number of other strategies and plans that contain activity mentioned in the engagement exercise, but not included within the Health and Wellbeing Strategy.



## What's next?

We will be working with Healthwatch Thurrock, Thurrock CVS, and Thurrock Coalition to ensure we design a process that enables Thurrock people to be involved in developing our action plans and also measuring success.

The logo for Healthwatch, featuring the word "healthwatch" in a bold, sans-serif font. The "h" is pink, "ealth" is blue, "wat" is green, and "ch" is blue.The logo for Thurrock CVS, featuring the word "Thurrock" in orange and "CVS" in blue, with a horizontal line and vertical bars on either side.

Once the Strategy has been agreed, we will be developing five action plans to support each of the Strategy's five goals.

We want to make sure that the action plans are developed with input from Thurrock people.

We also want to make sure that Thurrock people are involved in helping us to find out if the Strategy is making a difference.

## What happened to the last Strategy?

Our first Strategy was agreed in 2013. It has achieved the following:

### Adult Health and Wellbeing

- Development of Local Area Coordination Service;
- Development of Derry Avenue (Bruyn's Court) housing scheme for older people;
- Four GP hubs with extended opening and walk-in appointments;
- Basildon Hospital out of special measures;
- Development of Thurrock's first Better Care Fund Plan between the Council and Thurrock Clinical Commissioning Group
- Delivery of Elizabeth House Extra Care facility

### Children and Young People's Health and Wellbeing

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

# Where can I find more information?

Many people told us that they didn't know where to go to find out information – particularly about health and care services or about how to live a healthy life.

We launched our Information and Advice Portal last year to help people who wanted to know more about health and care services, and also useful references to help groups and resources available in the community.

[www.mycare.thurrock.gov.uk](http://www.mycare.thurrock.gov.uk)



back

## I would like to find out about...

Click on image to select...

<p>living at home</p>	<p>getting out and about</p>	<p>care homes and housing options</p>	<p>autism, disabilities and sensory loss</p>	<p>health, recovery and wellbeing</p>
<p>being a carer</p>	<p>keeping people safe</p>	<p>getting in touch or getting involved</p>	<p>information, legal and financial issues</p>	

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[Tell us what you think](#)

Have any comments or  
what to get involved?

**GET  
INVOLVED**

If you have any comments on the report or would like to be involved in future Health and Wellbeing Strategy work, then please contact us:



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