



A Happier and
Healthier Berkshire

Reading West Berkshire Wokingham

Berkshire West Health and Wellbeing Strategy

Reading Health and Wellbeing Board

January 2021



Progress so far

Aim	Progress so far
Evaluation of each of the existing JHWB Strategies	<p>Mapping exercise of existing strategies</p> <p>Desktop review of data to evidence impact (PHE Fingertips)</p> <p>Local data and intelligence from Public Health teams and other LA teams</p> <p>Review of delivery reports to HWBs</p>
Creating a long list of potential priorities	<p>Priorities discussion with Public Health teams, Adults services, children's services, Place directorate</p> <p>Alignment with recovery groups</p> <p>Data review to identify population need (PHE fingertips)</p> <p>Small survey of "hard to reach" communities, vulnerable groups and ethnic diverse communities</p> <p>Engagement with Healthwatch and the Voluntary sector</p>
Prioritisation process	<p>Two workshops were held in August and a further two in September. These refined the list of priorities using the following hurdles:</p> <ul style="list-style-type: none"> • System working and whether the potential priority can be addressed by health and social care organisations working in partnership • Would this priority reduce duplication, does it aid recovery from covid-19 and does it align to the whole system's vision
Public engagement	<p>A Task and Finish group has co-produced plans for public engagement</p> <p>This will happen from November 2020 to end of January 2021</p> <p>The aim is to use the public engagement to refine the 11 potential priorities to the final 3-5 priorities</p>

Themes throughout the strategy

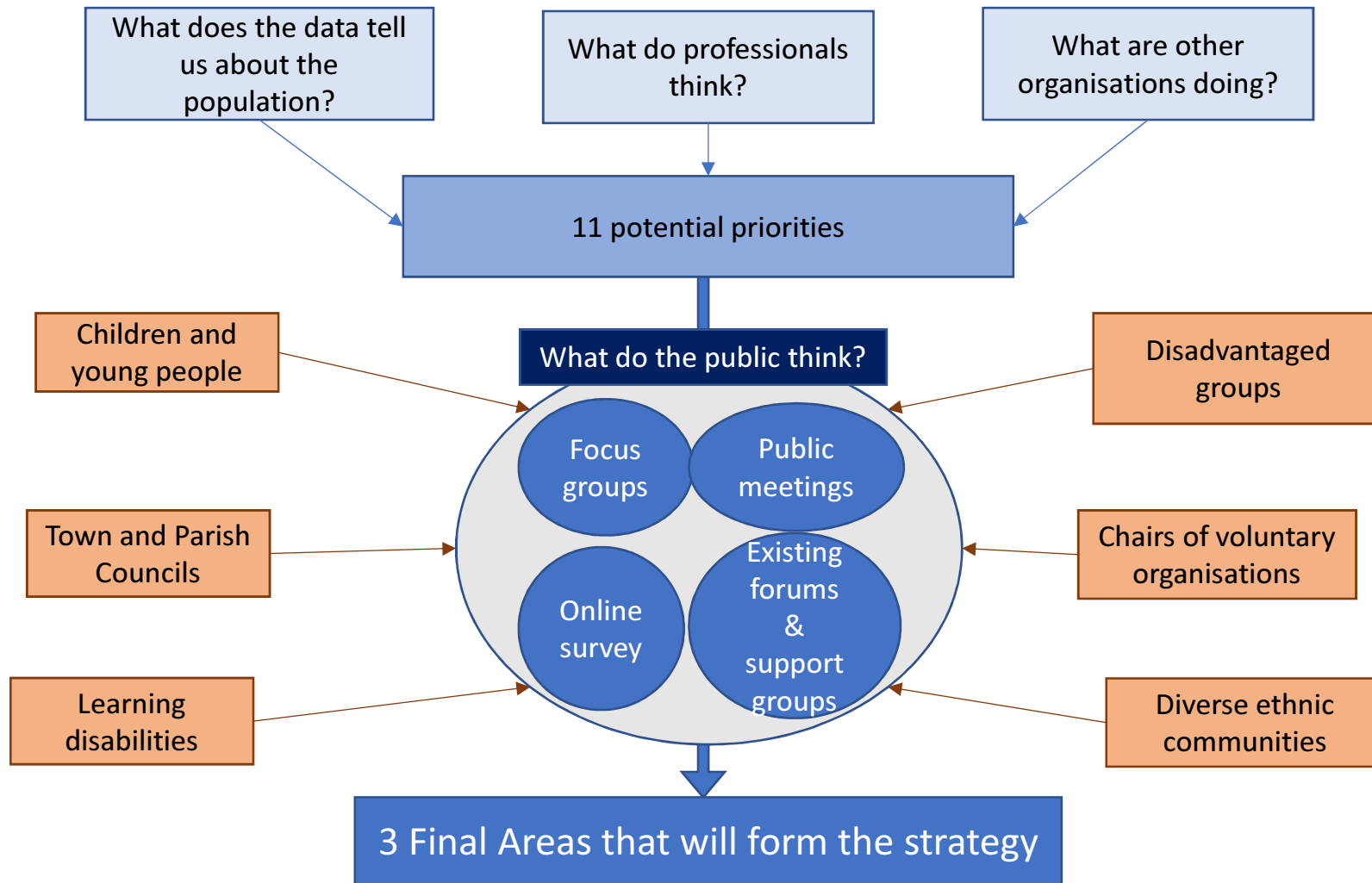
- Empowerment and self care
- Digital enablement
- Integration
- Prevention
- Recovery from Covid-19



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The potential priorities

- Reduce differences in health between different groups of people
- Support vulnerable people to live healthy lives
- Help families and young children in early years
- Reduce the harm caused by addiction to substances (smoking, alcohol or drugs)
- Good health and wellbeing at work
- Physically active communities
- Help households with significant health needs
- Extra support for anyone who has been affected by mental or physical trauma in childhood
- Build strong, resilient and socially connected communities
- Good mental health and wellbeing for all children and young people
- Good mental health and wellbeing for all adults

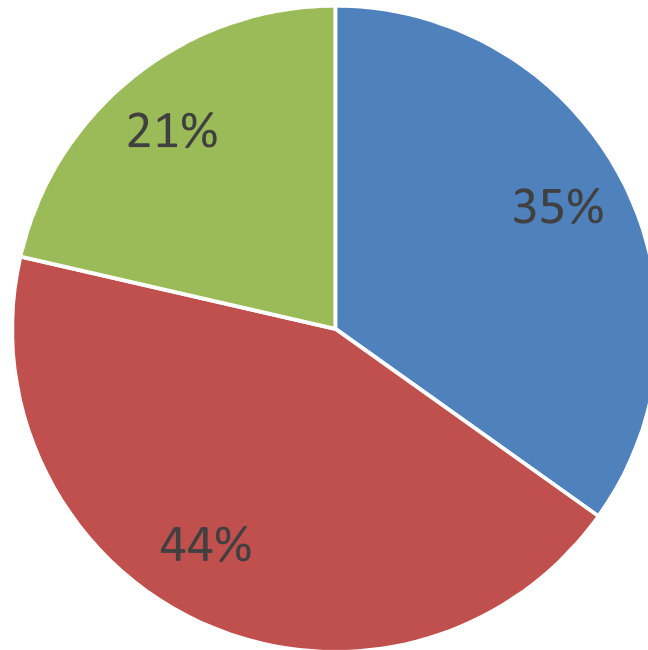


- [Joint Health & Wellbeing Strategy for Berkshire West | Berkshire West Clinical Commissioning Group \(berkshirewestccg.nhs.uk\)](http://berkshirewestccg.nhs.uk)
- Survey: [Berkshire West Joint Health and Wellbeing Strategy Public Engagement Survey \(surveymonkey.co.uk\)](https://surveymonkey.co.uk)
- Twitter: @HHBerks
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Early findings from the survey



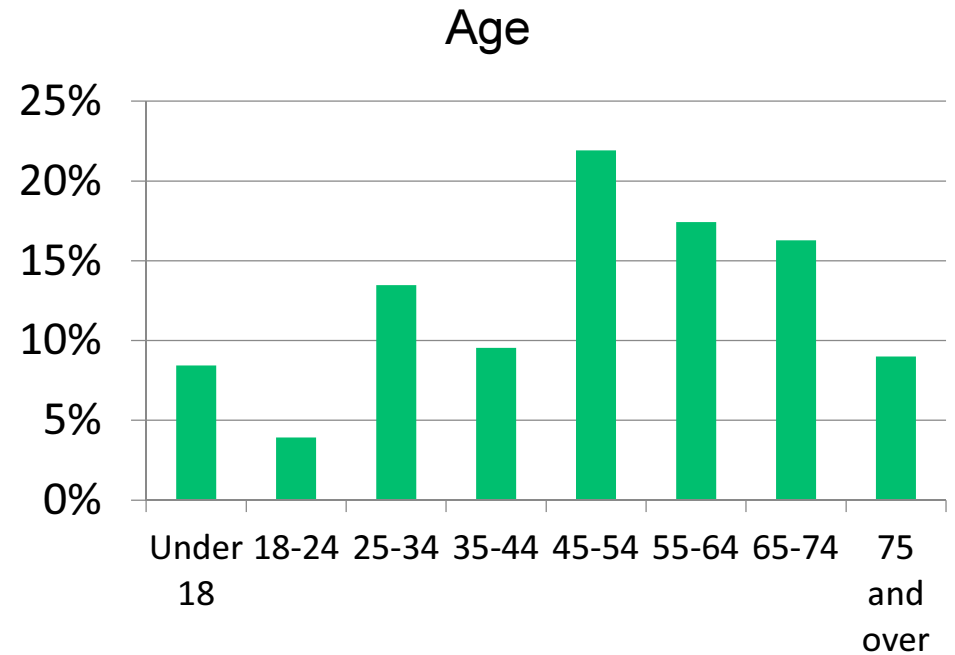
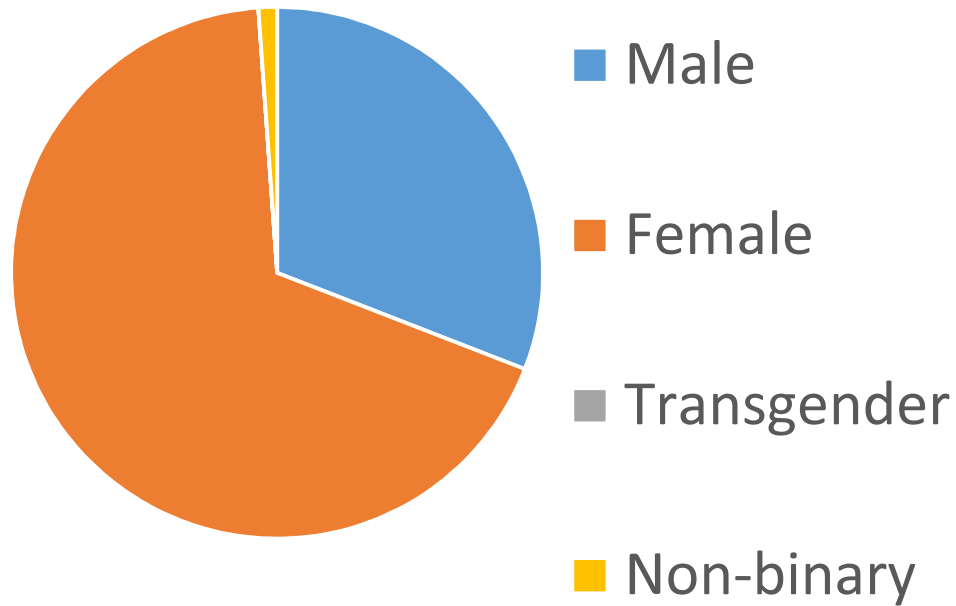
- Total responses (as of 13th January 2021): 1317



West Berkshire:	576
Reading:	459
Wokingham:	282

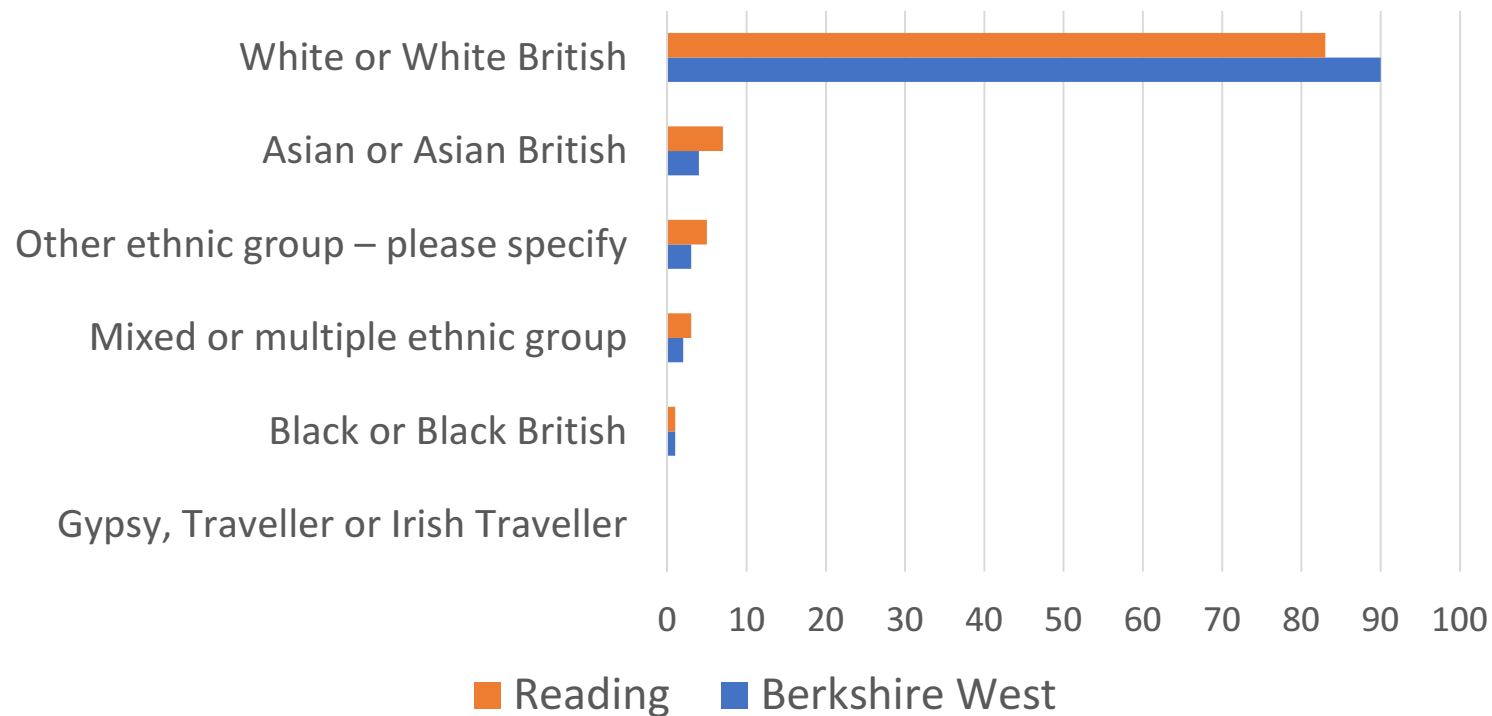
■ Reading ■ West Berkshire ■ Wokingham

Demographics of respondents in Reading



% of respondents for each Ethnic group

568 responses
175 in Reading



“Other”: Oriental, Asian, Nepali, White Irish, White Irish European, Turkish, Welsh, Fillipino, European, British, Black African, Scientologist, white (born overseas, multi-ethnic group), White other

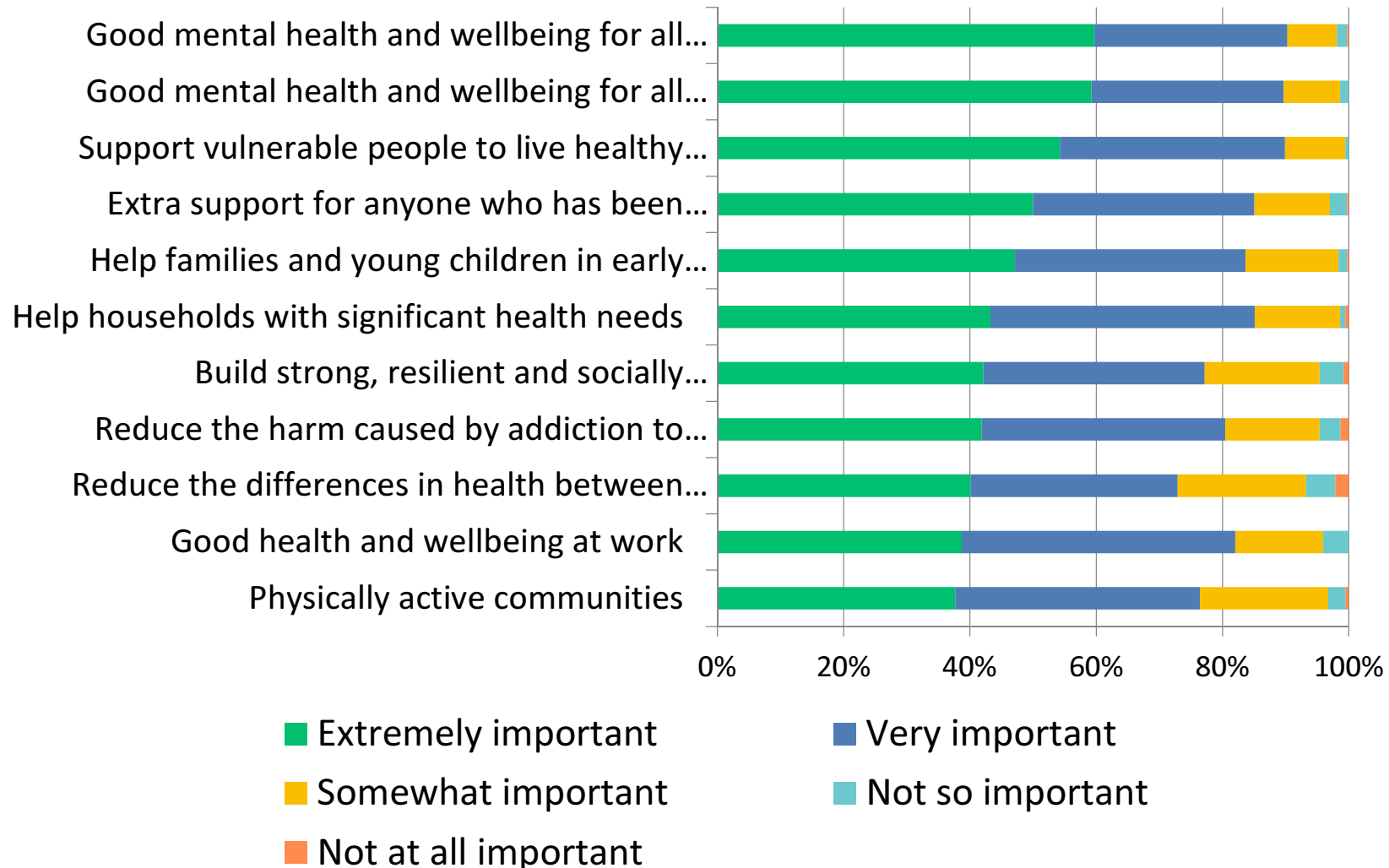
Organisations that have responded in Reading

- Aspire (Reading) CIC
- St. Vincent & The Grenadines and Friends Association (Reading)
- Catalyst Housing
- Reading Association for the Blind
- Reading Railway club
- SVGA Reading
- Reading Borough Council
- Talkback
- Little Heath secondary school
- Berkshire Healthcare Foundation Trust
- Communicare
- CAMHS
- Integrated Research and Development Centre (IRDC) Berkshire, UK CIC
- Reading Caribbean Cultural Group (RCCG)
- Brighter Futures for Children
- Reading Libraries
- Food4Families (RISC)
- The Weller Centre
- Reading Community Learning Centre

Ranking of the potential priorities (Berkshire West)

1. Support vulnerable people to live healthy lives
2. Help families and children in early years
3. Good mental health and wellbeing for all children and young people
4. Reduce the differences in health between different groups of people
5. Good mental health and wellbeing for all adults
6. Help households with significant health needs
7. Extra support for anyone who has been affected by mental or physical trauma in childhood
8. Reduce the harm caused by addiction to substances (smoking alcohol or drugs)
9. Physically active communities
10. Build strong, resilient and socially connected communities
11. Good health and wellbeing at work

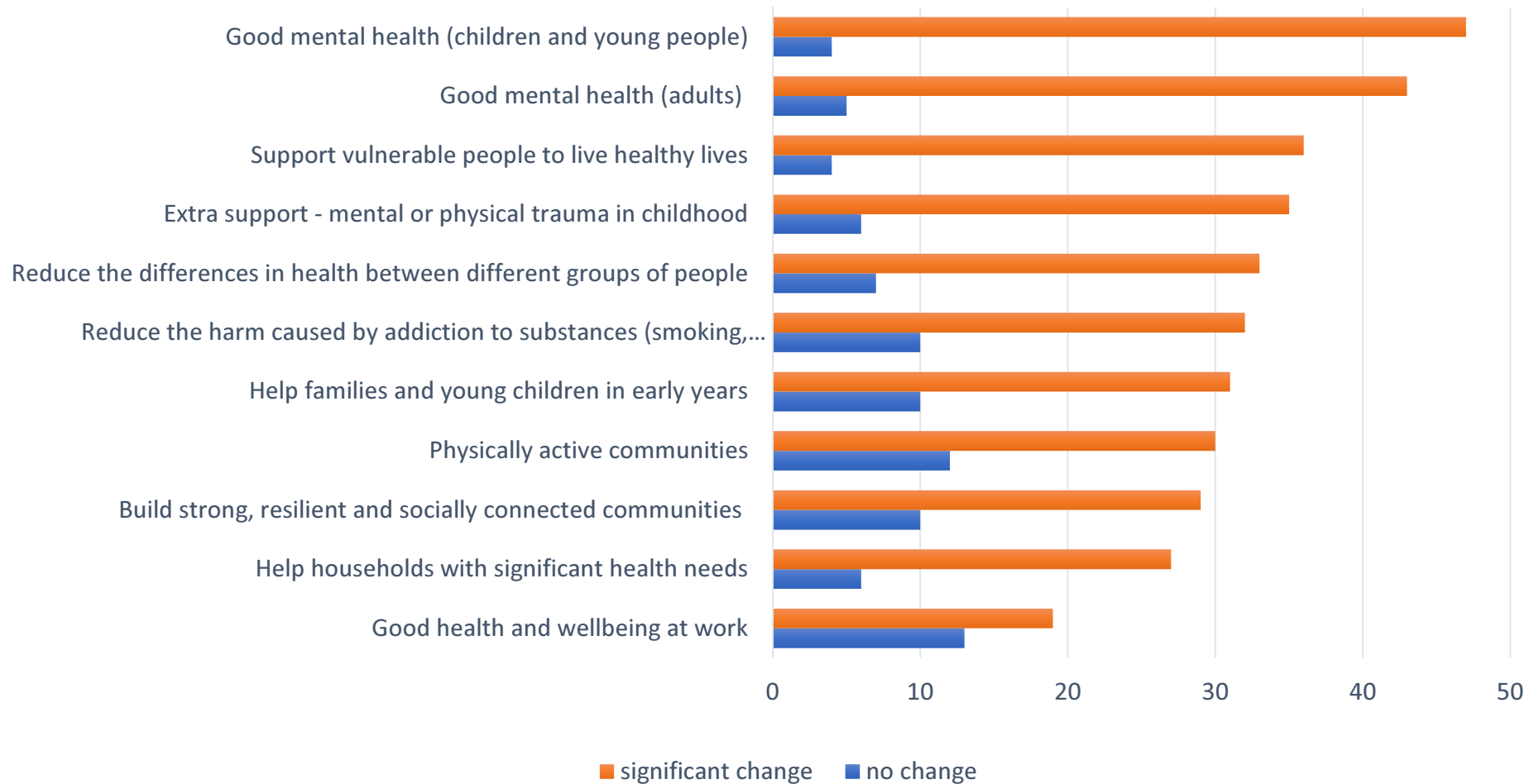
How important are each of the areas to help you and your community live happier and healthier lives? (Reading)



Free text examples from the priorities

- Diverse communities have a range of knowledge and understanding about health and wellbeing issues in our local communities, to bring to a certain level of common understanding about this, we have to work hard to design new tools, methods and approaches
- There is a large gap between the way people of different ages are treated, especially those with mental health who are not empowered or supported
- Those with mental and physical disabilities are often excluded. The elderly are often forgotten
- Focus on improving the health of the poorest communities in Reading
- Single people, especially the elderly, disabled and those with Special Educational Needs should have within easy reach, access to social interaction
- There needs to be a more joined up approach between Health and Social care. The most vulnerable often fall through the gaps of key services and it appears no one wishes to take responsibility in such cases, likely due to budget holding because of the significant financial pressure all public services are under. It should be ensured that the most vulnerable do not suffer the consequences of this

How much change do you think is required?



Other public engagement

- Focus groups held so far:
 - Maternity
 - Learning disability community
 - Ethnic Diverse communities
 - Older people
 - Young carers
- Future groups to be held: Carers, Young People
- Ageing well partnership attended
- Adult care and health services management team attended
- South Reading Patient Voice attended for discussion
- Berkshire West Your Way (mental health support group): Focus groups
- Public meetings: 1st of 3 has been held
- Feedback coming from organisations holding conversations with their members
- Increasing engagement on social media

Next steps

- To extend the public engagement until the end of February
 - To further identify gaps in engagement and target harder to reach communities
 - Opportunity for further focus groups as needed
- Writing the strategy: First draft in early April
- Subsequent consultation on the final draft strategy