



A Happier and  
Healthier Berkshire

Reading West Berkshire Wokingham

**Berkshire West  
Joint Health and Wellbeing Strategy &  
Implementation Plans**

**07/10/2022**

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Public Health & Wellbeing Manager**



# A Happier and Healthier Berkshire

Reading West Berkshire Wokingham

# Reading snapshot

At the start of developing the strategy



161,780  
Total Resident Population

100%  
Urban population



25.3%  
Ethnically diverse  
population

69%

Children achieving  
a good level of  
development at  
early years



12.5%  
Population  
aged 65+



7,090  
Total number of  
businesses



9.6%  
Full time students  
age 18+



Unemployment rate  
3.6%



7.9%  
Percentage of  
unpaid carers  
(1-50+ hours of  
unpaid care per week)

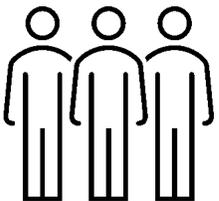
50.2%  
People with very  
good health



Data collected from multiple sources.  
Sources found in Appendix A.

# Reading snapshot

## More recent demographics



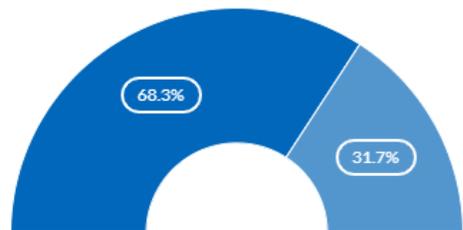
Population of **174,000** people, this up **11%** from 2011.

Reading is the **fourth most densely populated** of the South East's 64 local authority areas, with around 31 people living on each football pitch-sized area of land.

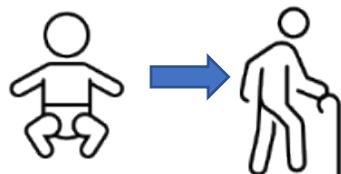


**16%** of children are living in low income families

**31.7%** of Reading resident are from various ethnic minority groups



White Ethnic Minorities



**Life expectancy:** Men can expect to live for as long as any other male regionally or nationally (79yrs). However, women in Reading, can expect a shorter life expectancy compared to other women both nationally and regionally (82years vs 84 regionally)



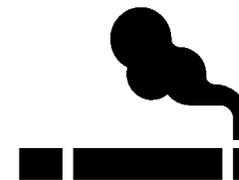
**18%** of Resident experience common mental health disorders (depression/anxiety), which is higher than national average



**£454 increase** in average annual grocery bills within the UK



In **2021** ReadiFood delivered an average of **178 parcels every week**



Smoking rates are much high in deprived areas. **29.3%** of routine and manual occupations smoke

**63%** of adult are overweight or obese



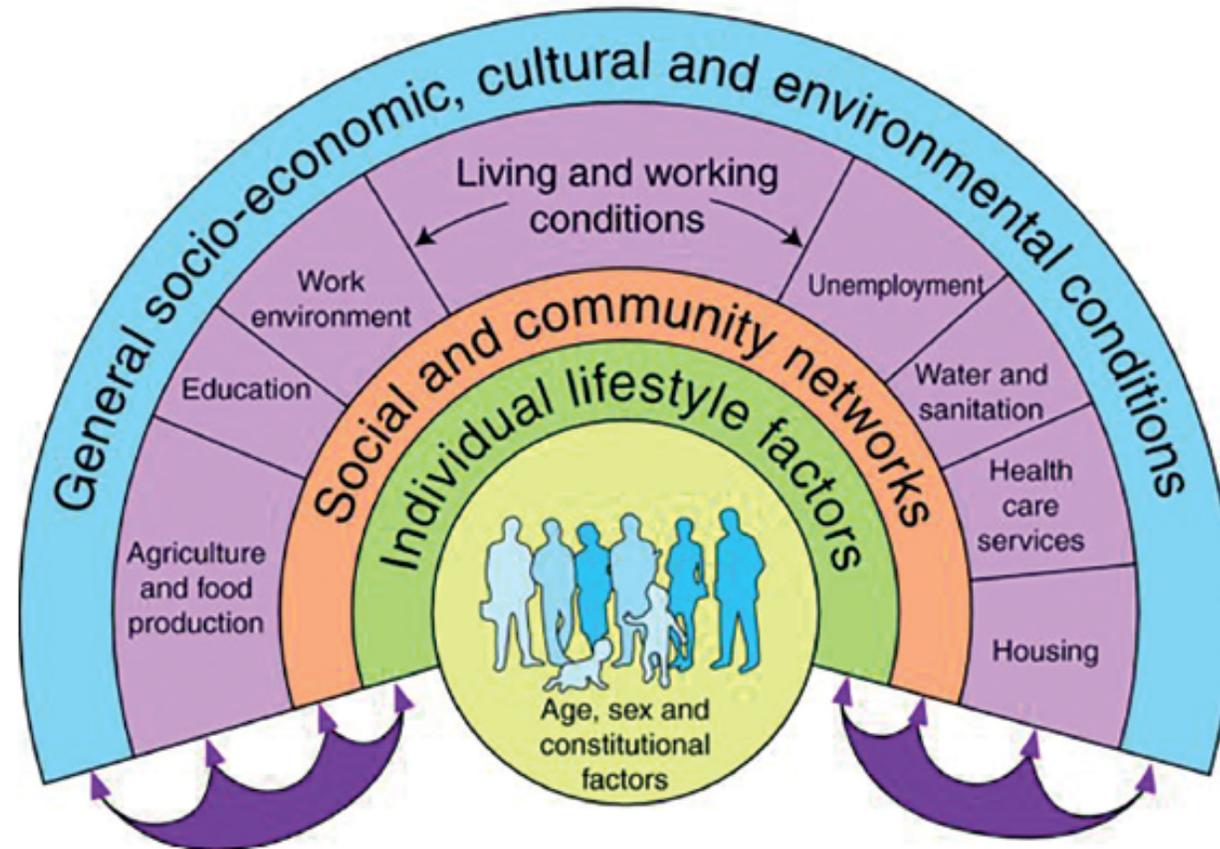
**36.4%** of Reading 10 and 11 years olds are carrying excess weight – higher than the national and south east areas.

**69.1%** of physically active adults



Reading are outliers for not successfully completing drug and alcohol treatment

# Wider determinants of health



*Model of social determinants of health <sup>9</sup>*

# Strategy Priorities

- 1** REDUCE THE DIFFERENCES IN HEALTH BETWEEN DIFFERENT GROUPS OF PEOPLE.
- 2** SUPPORT INDIVIDUALS AT HIGH RISK OF BAD HEALTH OUTCOMES TO LIVE HEALTHY LIVES.
- 3** HELP CHILDREN AND FAMILIES IN EARLY YEARS.
- 4** PROMOTE GOOD MENTAL HEALTH AND WELLBEING FOR ALL CHILDREN AND YOUNG PEOPLE.
- 5** PROMOTE GOOD MENTAL HEALTH AND WELLBEING FOR ALL ADULTS.



# Strategy Priorities 1 & 2

The Reading Integration Board is leading these priority implementation plans

## 1 REDUCE THE DIFFERENCES IN HEALTH BETWEEN DIFFERENT GROUPS OF PEOPLE.



- The Reading Integration Board (RIB) is focusing on the work funded through the **Better Care Fund** and through our voluntary care sector partners, to collaborate on integration projects which support the Integration Board Priorities, which in turn are aligned to support the H&WB Strategic Priority Implementation Plans.
- A Berkshire West wide **Inequalities Dashboard** has been developed and is in the stage of data checking and testing. Once finalised, expected in October 2022, this will form the basis for a robust **Population Health Management approach**, enabling us to identify disparities and work with our partners in health and the voluntary sector to address these.
- There are a range of services provided through our system partners to support people to stay healthy and well and we are working with colleagues in health, to promote health checks, and particularly focussed on groups who may be at higher risk e.g. those with a learning difficulty, the homeless, those with dementia, or their carers.

# Strategy Priority 2

The Reading Integration Board is leading these priority action plans

## 2 SUPPORT INDIVIDUALS AT HIGH RISK OF BAD HEALTH OUTCOMES TO LIVE HEALTHY LIVES.



- **Connected Care** (shared care records system across health and social care) - being used to effectively identify people at higher risk of poor health outcomes and making referrals for a review via the Primary Care Network (PCN) Multi-Disciplinary Teams (MDT) meetings to ensure all care needs are identified and addressed, thereby reducing pressure on primary and secondary care services by keeping people well at home.
- Priority project focussed on improved access to information and services through digital access, particularly in areas of deprivation; enabling supported access within community settings to support the health & wellbeing of people at risk.
- **'Closing the Gap'** initiative - contracts have been awarded including Carers Advice and Respite and various voluntary care sector services to support the wellbeing of Reading residents, in particular those at risk of poor health outcomes.
- The **Better Care Fund (BCF)** supports a range of mental and physical support services, including adaptations to homes through the Disabled Facilities Grant element of the BCF, to enable people to remain in their homes safely, and reablement services to support people to regain independence and confidence after a stay in hospital.

# Strategy Priority 3

The One Reading Partnership Under 5s Workstream leads this priority (including representatives from maternity, health visiting, paediatric services, education and voluntary sector)

## 3 HELP CHILDREN AND FAMILIES IN EARLY YEARS.



- The Under 5s workstream of the One Reading Partnership is leading on the priority action plan with representatives from maternity service health visiting, education including SEND and the voluntary sector.
- Our priority project areas are to increase the take up of the free 2-year-old entitlement especially in disadvantaged communities.
- We have relaunched a parent volunteer scheme to reach parents and families who have not accessed their entitlement. The DfE have also extended the entitlement to include families from Ukraine and asylum seekers so they will be added to the target groups across Reading.
- A project to rollout trauma informed practice to early years settings continues with positive response and good take up.

# Strategy Priority 4

Brighter Futures for Children is leading this action plan

## 4 PROMOTE GOOD MENTAL HEALTH AND WELLBEING FOR ALL CHILDREN AND YOUNG PEOPLE.



- Second Mental Health Support Team (MHST) is live from September - official launch on Sept 14th. These two teams offer interventions and training for mild to moderate needs, in schools across two thirds of Reading. NHS England is continuing to roll out further waves of MHSTs and we hope to secure our third team in the future, as part of Berkshire, Oxfordshire & Buckinghamshire's mental health provision.
- Our Primary Mental Health Teamwork with children and young people with more complex mental health and emotional wellbeing (MHEW) needs and have reflected on the increasing complexity of need over the last year. They also support with training, and support other professionals through consultations around MHEWB.
- Newly jointly commissioned Specialist Child and Adolescent Mental Health Services (CAMHS) Service for Children Looked After (CLA) is recruiting staff. We have a Task & Finish group in place to work with an Assistant Psychologist on developing culturally appropriate services and information and will work closely with local community groups and children and young people to develop this.
- Partnership working continues with a focus on understanding the local MHEWB offer and having a consistent approach to mental health. Trauma informed work in schools continues through our Therapeutic Thinking approach, with a focus on neurodiversity and vulnerable populations.

# Strategy Priority 5

The Adult Mental Wellbeing Group is leading this priority action plan

## 5 PROMOTE GOOD MENTAL HEALTH AND WELLBEING FOR ALL ADULTS.



- The task and finish groups attached to the Mental Wellbeing Group are launching at the end of September to focus specifically on developing culturally appropriate resources and signposting; development of data collection and sharing across the system; and developing training and workforce development programmes across the system.
- **Partnership working** continues to grow with the development of a partnership project tackling specific actions around linking physical activity and mental health to training and workforce development.
- The first draft of the **Mental Health Needs Assessment** will be complete by early October and the piloting of a mental health referral resource for frontline workers will be completed by January 2023.
- The procurement of services through the **Closing the Gap** funding has also resulted in further services supporting mental health and wellbeing for the community from 1st November, alongside increased joint working.

