



A Happier and  
Healthier Berkshire

Reading West Berkshire Wokingham

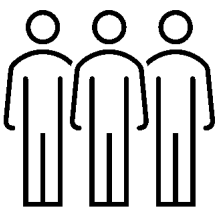
# **Berkshire West Joint Health and Wellbeing Strategy & Implementation Plans**

**17/03/2023**

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Public Health & Wellbeing Manager**

# Reading snapshot

## Recent demographics



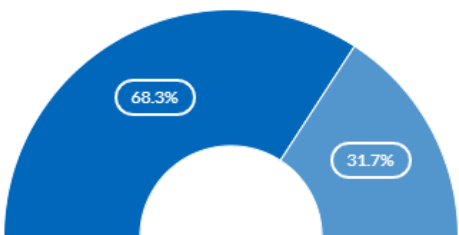
Population of **174, 000** people, this up **11%** from 2011.

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.

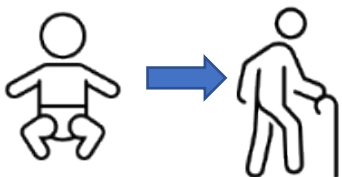


**16%** of children are living in low income families

**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)



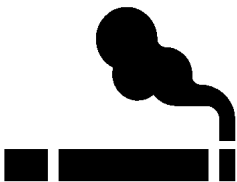
**18%** of Resident experience common mental health disorders (depression/anxiety), which is higher than national average



**£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



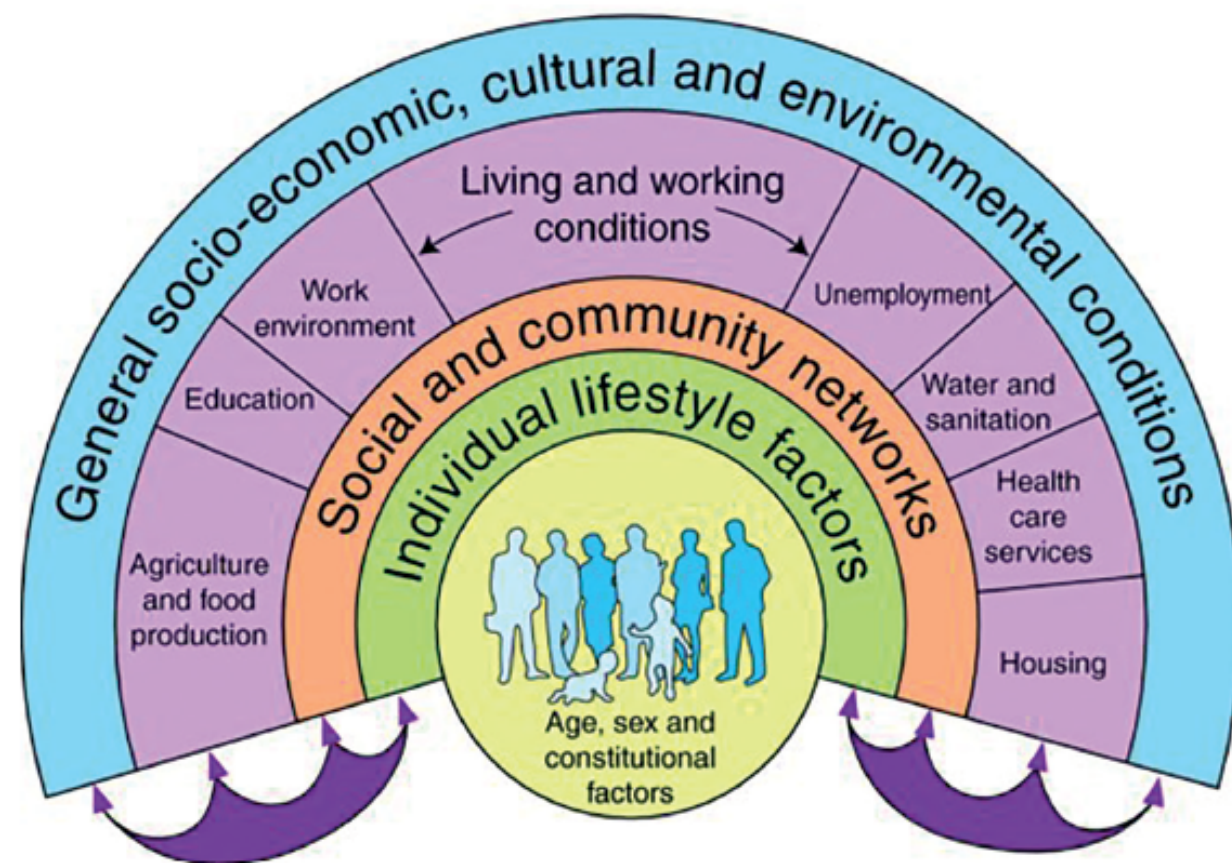
**36.4%** of Reading 10 and 11 years olds are carrying excess weight – **higher** than the national and south east areas.

**69.1%** of physically active adults



Reading are outliers for not successfully completing drug and alcohol treatment

# Wider social 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.



# Monitoring the implementation plans

- Current implementation plans are for a 3 year period of 2022- 2025.
- Implementation plans set out the actions to be taken to implement the priorities of the Strategy; include monitoring arrangements and will always be working documents to respond to local needs.
- As we accumulate experience, share best practices and learn from one another, we will review and adapt the actions as needed.

# Strategy Priority 1 & 2

The Reading Integration Board (RIB) is leading these priority implementation plans

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

- A Berkshire West wide Inequalities Dashboard has now been developed and was shared with the Reading Integration Board in January 2023. Working now underway towards mapping the general inequalities highlighted in the dashboard against priority groups identified in the strategy.
- RIB continue to work with our partners in health and the voluntary sector to ensure that a good range of services are provided to support people to stay healthy and well, and that these are communicated to people who may be at more risk of experiencing poor health or long-term health conditions.
- A new Dementia service is being developed and consideration is being given to the potential to create a “Dementia Hub” in Reading that supports both older people and younger people who have been diagnosed with dementia.





# Strategy Priority 2

The Reading Integration Board (RIB) is leading these priority implementation plans

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

- Our Multi-Disciplinary Team (MDT) meetings operating within the Primary Care sector are effective in supporting people who are high users of primary and secondary services.
- One of the Reading Integration Board (RIB) projects was to develop a platform for social prescribing referrals to be made easily by GPs or Social Prescribers, or even self-referral options.
- Our Voluntary Care Sector (VCS) partners have led this piece of work and have now procured a platform to support timely referrals, with the ability to report the outcomes and provide information on potential commissioning gaps in services.
- We have also invested in Technology Enabled Care (TEC) which provides devices to support people to remain as independent as possible in their own homes.
- The Disabled Facilities Grant, which is one element of the Better Care Fund (BCF), enables both major and minor works to be undertaken where people are eligible for funding, and to avoid hospital or long term residential/care home admissions. Our Reablement services support people on hospital discharge to regain independence with a focussed strengths-based approach.

# 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.



- There are seven key priority areas and we are working across the partnership including maternity services, health visitors, paediatricians, education and the voluntary sector to drive forward priority areas.
- Activity is underway against all actions in the plan across the partnership and there continues to be progress in all the actions.
- A workstream is being established to consider infant feeding in Reading and supporting more parents to breastfeed. Breastfeeding Initiative award- across maternity and children' centres.
- Transformational equity and inclusion services being developed led by maternity- culturally sensitive support
- Easy English classes for pregnant women leading to improved maternity experience – online course available from Nov 22 to reach wider audience
- Bimonthly One stop shop for pregnancy advice, guidance and support for refugees/asylum seekers attended by range of clinicians and professionals
- Working with national charity ICAN to develop culture change for young children's SLC



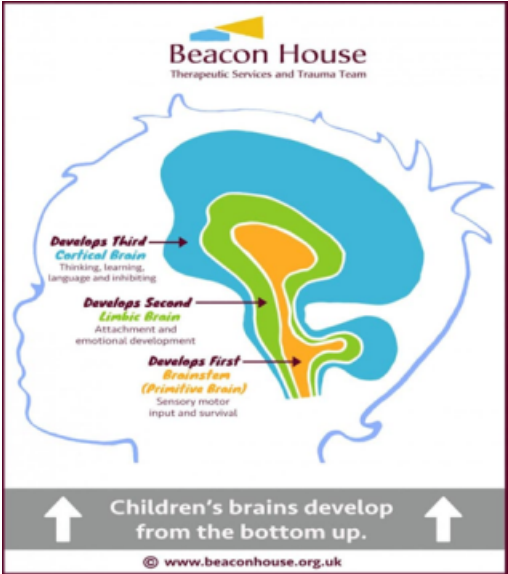
# Strategy Priority 4

**Brighter Futures for Children is leading this action plan**

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

- The Consistent Approaches to the Mental Health and Emotional Wellbeing for Children and Young People Group has focused on the following:
  - Addressing inequalities in mental health in ethnic minorities: working with local faith and community leaders, parents, and focus groups with children and young people.
  - Developing whole school approaches to emotional wellbeing.
  - Starting our 2<sup>nd</sup> Mental Health Support Team for children with mild to moderate mental health needs.
  - Primary Mental Health Team reducing waitlist for CYP with moderate needs – 121 support and interventions for children and young people.
  - Educational Psychologists and PMHT offer free Mental Health Surgeries to school, and training and parent workshops.
  - Provision of a new CAMHS Service for Children in Care.

# Priority 4 - Priorities and Partnerships



Early Intervention !!



	<b>PRIMARY MENTAL HEALTH TEAM</b> Educational Psychology Service
Have worked with over 800 CYP since April. 80% improvement in outcomes.	



# 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 Mental Wellbeing Group have focused on developing links around low-level mental health support in the last quarter.
- The focus has been on demystifying support available for low level mental health and the process to access these services.
- Work has been ongoing around upskilling the workforce through a range of mental health training sessions including Mental Health First Aid and a wide range of courses delivered by Compass Recovery College.

