



A Happier and  
Healthier Berkshire

Reading West Berkshire Wokingham

**Berkshire West  
Joint Health and Wellbeing Strategy &  
Implementation Plans  
6 October 2023**

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Public Health & Wellbeing Manager**

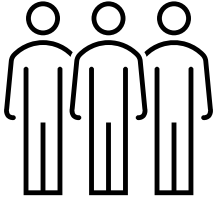


# A Happier and Healthier Berkshire

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# Reading snapshot

## Recent demographics



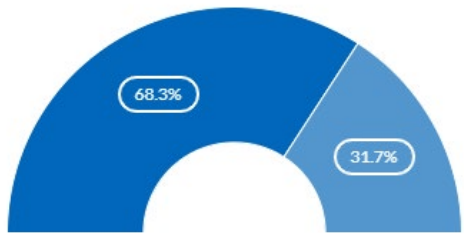
Population of **174,000** people, this up **11%** from 2011.

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.

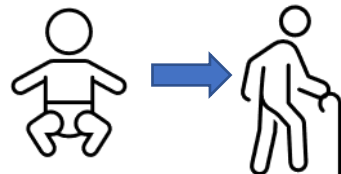


**16%** of children are living in low income families

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



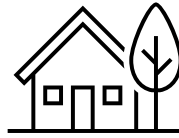
White Ethnic Minorities



**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



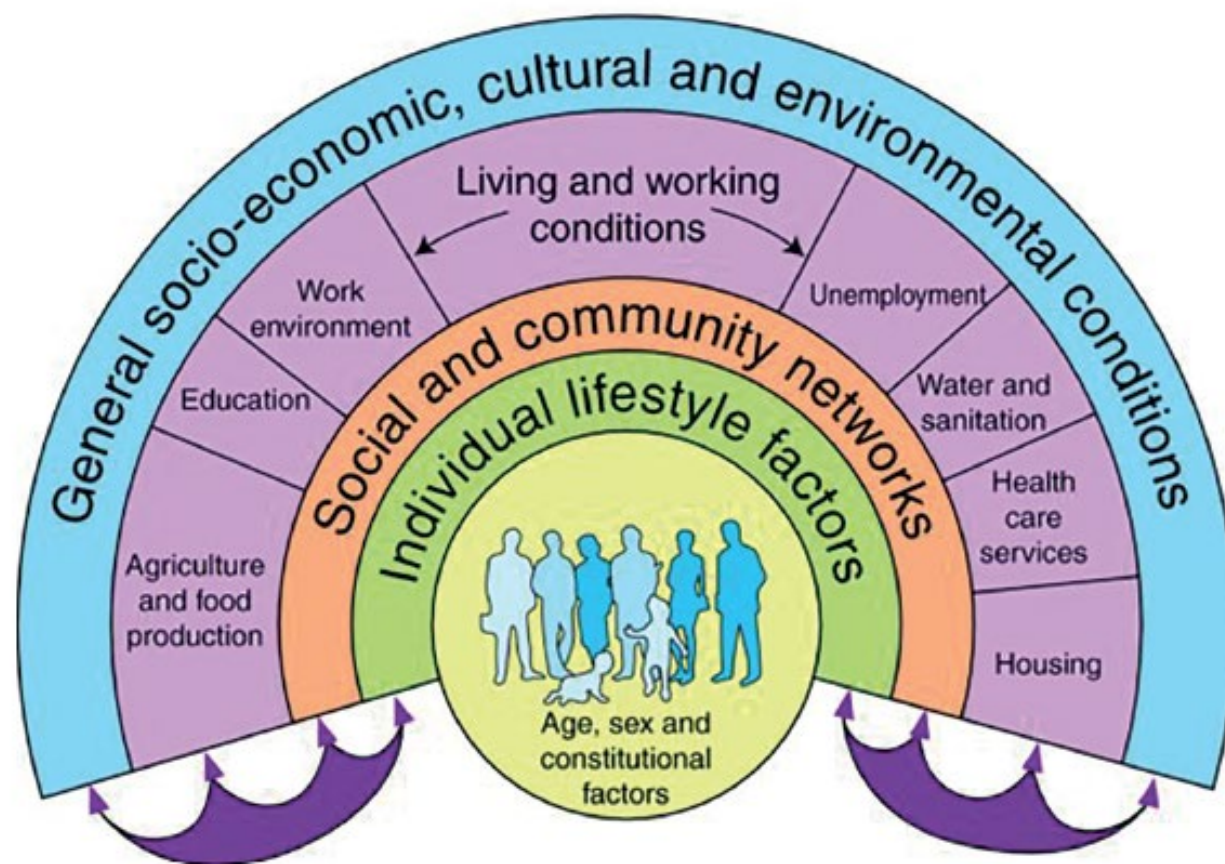
**36.4%** of Reading 10 and 11 years olds are carrying excess weight – higher than the national and south east areas.

**69.1%** of physically active adults



Reading are outliers for not successfully completing drug and alcohol treatment

# Wider 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 lead on this priority and take a Population Health Management approach to identifying differences between different groups of people
- A Community Wellness Outreach project is launching in October, a collaboration to build on existing community-based services and enable direct referrals or drop in options for people to receive a full NHS Health Check alongside other wellbeing support such as financial advice, mental health awareness and referrals to community and voluntary sector services.
- The aim of this community based service is to develop additional capacity to support primary care and ensure people receive timely interventions, as well as reaching into communities that historically are less likely to visit a GP.

# 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.



- We are working with our Voluntary Care Sector partners, some of whom are specialists in supporting people with Learning Disabilities, who are involved in a range of forums to enable engagement and feedback to support commissioning priorities across Reading and the wider Berkshire West “Place”. We have funded a part-time Autism Outreach worker post and have contributed to the Autism Strategy for Berkshire West. We also have the Compass Recovery College which provides free training and information for people with both low-level mental illness and long-term conditions affecting their mental health
- The JOY App is currently funded through the Better Care Fund and is a pilot project that Reading Voluntary Action are leading on. The App is used as a Social Prescribing platform to enable GPs to directly refer to community and voluntary sector services to support wellbeing, and for Social Prescribers, who are linked to primary care services, to make and track onward referrals.

# 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 continue to lead on priority 3 to help families in early years in Reading. 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.
- **Universal and targeted health services** have continued to develop collaboratively with multi-agency approaches to families' support from pre-birth via antenatal groups. Self-weighing had been introduced across children's centres and well accessed by local families. Promotion of the importance of preschool boosters has been a priority as the take up rates have dropped. Vaccinations are given in early childhood when children are most vulnerable to disease.
- To support the decline in 2 year old funding take up over the spring (65%) and summer term (60%) a 'Time for Two's' session delivered by the Childrens centres is new to the timetable and aimed at children who are eligible for two year funding and not accessing provision.
- **The Wellcomm speech and language tool** has been piloted and reviewed by the Best Start for Speech, Language, and Communication multiagency working group. 45% of children who had a review using the Wellcomm tool made progress.



# 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 **One Reading Partnership and SEND Strategy group on mental health and wellbeing for children and young people lead on Priority 4 of the Strategy.** It has 7 priority areas alongside the continuation of our Mental Health Support Teams, Primary Mental Health Team, Autism Advisory Service and the Educational Psychology Service.
- Priorities are all partnership based and have task and finish groups to ensure outcomes are achieved. Supporting Public Health in bringing together a partnership-based suicide awareness and prevention action plan, with this group focusing on a clear joined up approach across Reading, with aligned training and linking closely with the work of the Adult Mental Health group.
- **School Attendance & Mental Health** - looking at the impact of current mental health services on school attendance, and the very positive impact of the Emotionally Based School Avoidance Team, and how to continue this much needed work.
- **Inequalities in Mental Health in Relation to Children and Young People (CYP) from Global Majority Heritage** with a long-standing task and finish group called 'Reading Anti-Racist and Equity Forum' helping guide this work including close working with community and faith leaders - building on the work by PH Adults MH group.
- **Inequalities in Mental Health - CYP who are Neurodiverse:** the group is looking specifically at what evidence-based interventions are appropriate and can be more widely used by services across Reading and promoting a system of putting the parent/carers and CYP voice central to meeting their needs. Also focusing on how we help parent/carers and communities support CYP mental health, and the mental health of all our school staff. This compliments our whole school approach to mental health. We now have a Specialist CAMHS Service for Children in Care across Berkshire West, which has been co-commissioned.

# 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 lead priority 5 and work as a partnership with representation from across the system working to promote good mental health and wellbeing for adults in Reading.
- The group ran an interactive workshop where attendees went through a self-assessment process for The **Prevention Concordat for Better Mental Health** application process.
- Work has started around the **Local Suicide Prevention Action Plan** with a multi-agency group with partners from across the system coming together to start this work. Reading has also taken note of the recent national suicide prevention strategy and action plan and will use this to inform our local work. Voluntary sector partners came together to coordinate a response to the national voluntary sector suicide prevention grant which was announced, with a range of partners planning to bid and work together on this programme.
- A new mental health support programme has recently launched in Reading. **The Managing Emotions Programme** supports individuals who struggle to manage their emotions and support those caring for them.

