



A Happier and
Healthier Berkshire

Reading West Berkshire Wokingham

**Berkshire West
Joint Health and Wellbeing Strategy &
Implementation Plans
October 2024**

**Health & Wellbeing Board – Mary Maimo
Public Health & Wellbeing Manager**

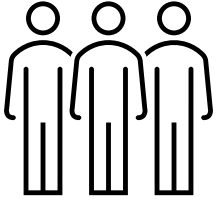


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Reading snapshot

Recent demographics



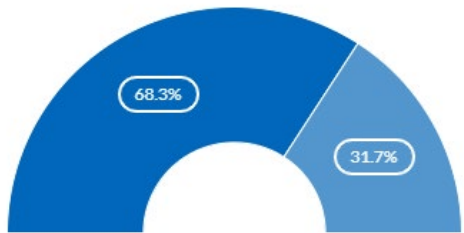
Population of **174,000** people, this up **11%** from 2011.

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.

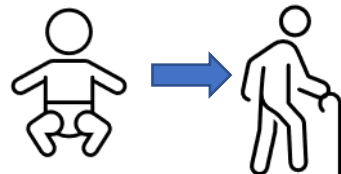


16% of children are living in low income families

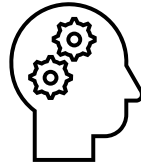
31.7% of Reading resident are from various ethnic minority groups



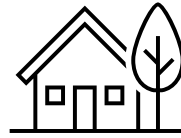
White Ethnic Minorities



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



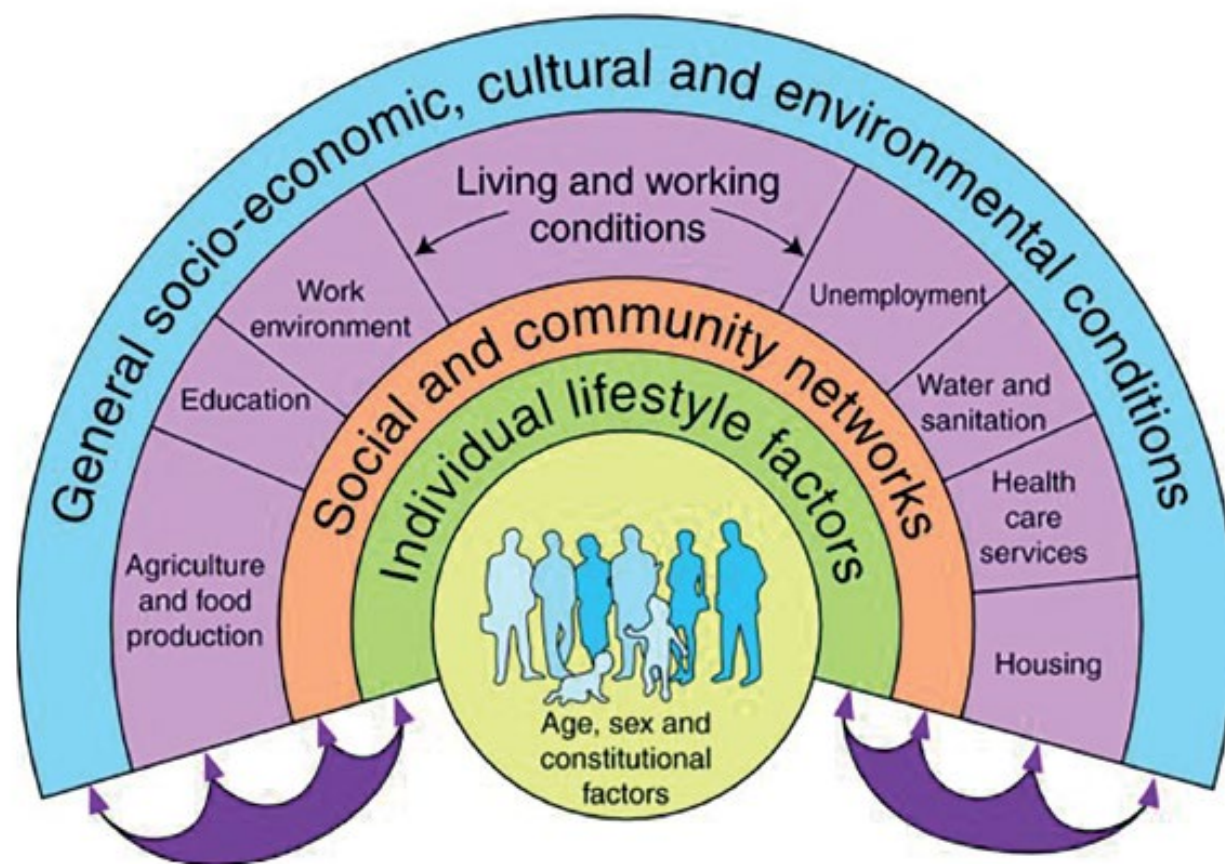
36.4% of Reading 10 and 11 years olds are carrying excess weight – higher than the national and south east areas.

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 ⁹

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.

We work with a range of system partners, including our Voluntary and Community Sector, to support community-based activities and services to reduce differences in the health outcomes for Reading residents, alongside formally commissioned services funded through the Better Care Fund.

Community and place-based approach to engaging with our residents has been effective in enabling culturally appropriate advice and information, to be shared with those who are more vulnerable to access the services they need to support better outcomes.

Month	Reading	England
Jul-23	67.5	63.8

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.



The ONS Census (2021) shows that there is a larger proportion of people from an Indian, Pakistani, Asian or African ethnicity in Reading, compared to the ratios for England. The Reading Integration Board are supporting the delivery of the Community Wellness Outreach (CWO) project, of providing NHS Health Checks and wrap around wellbeing support within these communities, and at the end of July, 1,084 checks had been delivered and 49% of the people receiving a check were from ethnically diverse backgrounds.

The service has received a lot of positive feedback on the impact in communities and this statement demonstrates how important the project is: *“Thank you so much for your help with our Ukrainian client who came in for a health check with you. The lady saw her doctor that same day, they took her blood pressure and arranged for her to have a phone translator and explained the risk of elevated blood pressure again. She was given a prescription for some tablets and a follow up appointment was arranged for her, too. I saw her again a few times and she was so grateful for your help and concern. She would never have gone to see her doctor about it without your advice. (Resettlement/Outreach worker - Ukraine).”*

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.

- This priority area is an area of focus and delivery for Brighter Futures for Children (Family help, safeguarding and Education) alongside the One Reading Children and Young People's Partnership, the Family Information Service (FIS) and other relevant services/stakeholders.
- A review of the previous seven strands of Priority 3 noted that most actions are now BAU and/or complete. Therefore one has carried forward and new ones have been created;
- An area of focus from the previous implementation plan is: Increase the **number of 2-year-olds (who experience disadvantage) accessing nursery places across Reading**); progress is being made here In July 2024, a survey was sent to families of eligible Targeted 2-year-olds who were not registered with a Reading provider for Summer 2024; for 78% of children not registered in Summer 2024, families confirmed these children would be starting a place from September 2024
- In addition, the following strands have been agreed as priority areas:
 - **Increase and develop the support available for children with SEND needs in early years (at home and when accessing early years provision) - actions are underway across various pathways**
 - **Promote availability of information for vulnerable families in Reading, including those with no recourse to public funds; this will be harder to measure however the focus is on enabling equality of access to information and how this will be measured is under review**
 - **Oral health is also an area being considered for the plan across the One Reading Partnership**

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.**
- Good mental health and emotional wellbeing offer for children and young people in Reading, from getting advice through to specialist services. The BfC school based mental health support offer is provided by two Mental Health Support Teams, the Primary Mental Health Team and the Educational Psychology Service using a trauma informed approach and the THRIVE model that encourages partnership working.
- Particular attention has been given to the experience of children and young people receiving this support and impact on outcomes. The impact and effectiveness of the Mental Health Support Teams is notable. The feedback collected demonstrates that the service provided by the MHST has been overwhelmingly positive and effective in meeting the needs of users.
- In partnership with Berkshire, Oxfordshire and Buckinghamshire (BOB) ICB and through the development work associated with SEND (Special Education Needs and Disabilities), the opportunity to reconsider the emotional and mental health system has been identified, moving from a traditional medical model of diagnosis and treatment to a more preventative model of whole system support. This is well developed in Reading schools.

Strategy Priority 5

The Adult Mental Wellbeing Group is leading this priority action plan

5 PROMOTE GOOD MENTAL HEALTH AND WELLBEING FOR ALL ADULTS.



- Action under each Priority 5 aim continues to progress well. The reference group for Priority Area 5 is the Mental Health Network Group and its promotional work continues as previously reported. Their next meeting will be in October which will consider the findings of the two task and finish groups, a gap analysis of service provision and primary prevention community and cultural assets to prevent loneliness and social isolation.
- The two task and finish groups for Mental Health Literacy and a Primary Prevention Approach to mental health and wellbeing with a focus on action around physical activity and social inclusion have both concluded their initial scoping. They will report to the next network meeting in October.
- The Suicide Prevention Action Planning Group for Reading continues to expand its membership and meet quarterly. The group has overseen the delivery of suicide prevention training and the production of a Suicide Prevention Toolkit for frontline staff.
- The Public Health Communications strategy continues to include mental health as a priority theme; frontline service suicide prevention and the promotion of the toolkit for staff are currently in planning.

