

1. Comparable to the best in Europe

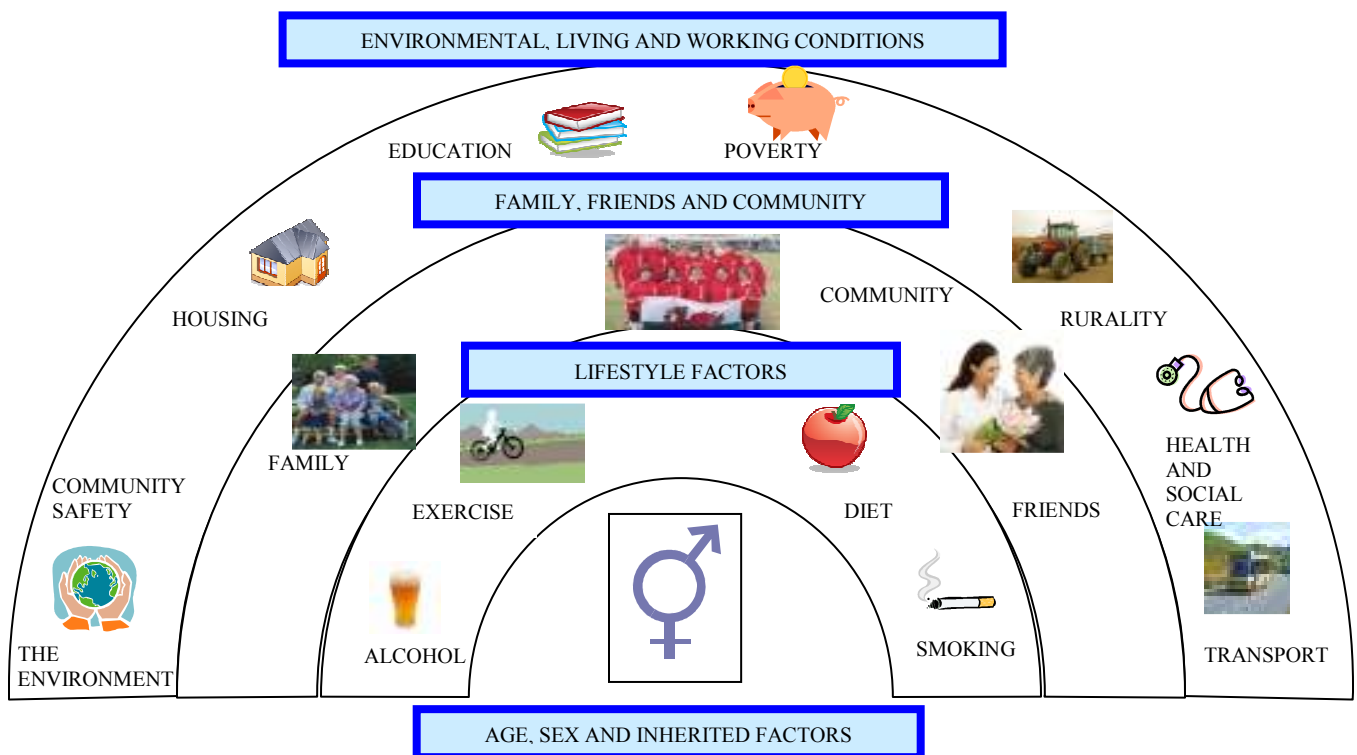
1.1 What is health and well-being?

The World Health Organisation defines health as:

‘a state of complete physical, mental and social well-being and not merely the absence of disease.’

Health is therefore much more than not being ill. But it is something most people take for granted. If and when we become ill and in need of care, we expect to receive high quality health and social care services.

The levels of health and well-being experienced by individuals are determined by a complex set of factors. The “health map” illustrated below identifies these factors, and helps to identify some of the key activities the Health, Social Care and Well-Being Partnership will need to continue to address in order to achieve the vision outlined.



Derived from Whitehead, M and Dahlgren, G. *The determinants of health and well-being*. 1991

These factors often combine to have a greater impact on the more deprived and vulnerable groups in our society leading to social inequalities in health and well-

being. Coordination of effort across society is required to address both these 'wider determinants' and the inequalities in health to which they give rise.

1.2 Why do we need a new Health, Social Care & Well-Being Strategy?

This question was asked numerous times during the consultation process. As in 2005, Gwynedd has no shortage of strategic plans. But, the aim of the first strategy was to offer a single all-encompassing strategy document which addressed Gwynedd's health, social care and well-being challenges. It aimed to provide a strategic direction and a focus to the future planning and commissioning of services in Gwynedd. This position has not changed since 2005 and indeed the success and achievements of **Better Health – Better Gwynedd** prove this need. But, it is now time to evaluate progress, to identify success and to address areas of concern.

The priorities for the 2005/2008 Health, Social Care and Well-being Strategy (**HSCWB**) were divided into three parts;

- Tackling the underlying determinants of health and health inequalities, by identifying, managing and preventing current and future risks
- Development of coordinated preventative programmes to address priority health and social care issues
- Re-orientating service provision, creating and developing new ways of working

Within those priorities, specific underlying determinants of health and health inequalities were identified, together with target groups and actions.

Many of the targets set for that Strategy were achieved and they include:

- Developing an Assessment Tool to measure the impact on health of various strategies, policies and initiatives e.g. the Plas Pawb Integrated Children's Centre, the Here to Help Affordable Warmth Scheme and the Food and Nutrition Strategy for Primary Schools.
- Re-establishing the Gwynedd Health Improvement Alliance who co-ordinate and deliver preventative programmes such as the Tobacco Control initiatives, breastfeeding promotion and setting up a Physical Activity Network.
- Tackling national priorities through the various National Service Frameworks and being actively involved in contributing towards a number of key standards.
- Engaging staff and partner organisations to develop integrated working such as joint commissioning.

- Mainstreaming 'health' as a cross cutting theme within the Council by supporting the Green Transport Plan, Corporate Health Standard and the Affordable Housing Plan.
- Strengthening the joint planning and delivery of services across the NHS and Social Services and one notable example is the work of the Joint Care Planning Groups.

The Health and Social Care Partnership in developing this second strategy has monitored and evaluated the work of both the Partnership itself and the targets set in the yearly action plans during the three years. An updated Gwynedd Health Needs Assessment and Needs Profile has been compiled and published on both the Gwynedd Local Health Board and Gwynedd Council websites. This process has enabled the Partnership to look again at its priorities for the next three years and to make any necessary changes to better meet the needs.

1.3 Delivering a Vision Together 2008/2011

This new strategy builds on the work and the achievements of the first strategy. It recognises that addressing many of the underlying factors which affect health such as how people live and the wider social and economic influences will take many years to achieve. But new targets have also been identified and are addressed in the new strategy such as a stronger emphasis on community services and integrated care pathways to facilitate joint working with better care outcomes for the citizen.

As stated previously in the **Foreword**, the vision has not changed. It is a long term vision but one which the Partnership is committed to achieving for the people of Gwynedd.

“To aim for a level of health and well-being for the people of Gwynedd which is comparable to the best in Europe”

The new 08-11 Strategy is based on three fundamental priority areas:

1. tackling the social and economic factors which influence health
2. promoting a healthy lifestyle
3. re-designing service provision within the resources available, to better meet the needs of the population

These are underpinned by the need to address and eliminate the inequalities in health across our communities. These priorities are again very similar to those identified in the previous strategy and the actions to implement them will mirror any changes.

1.4 How do we compare with Europe?

Another frequent question during the consultation on the draft strategy was how do we compare at present with the best in Europe. When developing this final version of the new strategy, it was our intention to present comparable data. Unfortunately, it was far more difficult to access meaningful data for comparison. This work will now be prioritised by the Research and Communication Group to be established and any results will be made available as soon as possible.

1.5 Achieving the vision

This Strategy endeavors to present a consolidated summary of what the local Partnership expects success to look like by March 2011, as well as provide the commissioning context for the statutory public bodies to use their resources jointly to achieve this vision.

Response to the vision was positive during the consultation process but some people were concerned that it is over ambitious and difficult to deliver without additional resources both finance and staffing. Others commented that this vision is the minimum standard we should strive for in the future. The Partnership has recognised these concerns and will strive to address them in both this Strategy and its subsequent action plan.

The Partnership will continue to support the necessary changes to ensure the health and well-being of our population improves and appropriate, sustainable, affordable health and social care services are provided to meet future needs. The 'twin-track' approach of ensuring that the right services are available, and the need to recognise and influence the many social and economic factors which impact on health, will ensure that both the availability and quality of services improve but that the causes of ill health are also tackled.

The Partnership must build upon its early successes, focus on the relationship and interdependence of our services, and embrace the opportunities that are apparent in jointly planning, commissioning and delivering services across the care sector. The evolving role of the Partnership will continue to develop and this maturity reflected in this second Strategy.

The implementation of the Health, Social Care & Well-Being Strategy will be led by the Gwynedd Local Health Board and Gwynedd Council in partnership with all other key stakeholders, both statutory and voluntary, as well as the independent sector, service users, carers and the local community. All parties have a role to play and are active participants, utilising their skill, expertise and local knowledge.

This Strategy provides a summary of how, over the next 3 years, we will:

- Improve the health of local people
- Provide safe services as locally as possible
- Ensure speedier access to high quality health and social care services
- Provide more responsive services, in partnership with others
- Continue to build on the preventative and well-being agenda