



Moulton & Surrounding Areas Health & Wellbeing Strategy 2016-2020

Introduction

Everyone is passionate and involved in various ways about improving the lives of our local population and area. The aim of this strategy is to harness our collective passion so that we achieve far more together to improve the health and wellbeing of our local population than we could do as individual organisations.

What is wellbeing?

This can be defined as “A positive state of mind and body, feeling safe and able to cope, with a sense of connection with people, communities and the wider environment”.

Developing Moulton & Surrounding Areas Health & Wellbeing Strategy 2016-2020

We have built our strategy on three key strategies:

- Supporting Northamptonshire to Flourish – Northamptonshire’s joint Health & wellbeing Strategy 2016-2020
- Moulton Neighbourhood Development Plan 2014-2019
- Moulton proposed new Health & Wellbeing Centre’s (Moulton Surgery)

The key elements of each strategy are summarised below:

a) Supporting Northamptonshire to Flourish – Northamptonshire’s Joint Health & Wellbeing Strategy 2016-2020

The countywide Health & Wellbeing Strategy has identifies four key priorities to focus on in order to achieve the countywide vision for Health & Wellbeing which is to “Improve the health and wellbeing of all people in Northamptonshire, and reduce health inequalities, by enabling people to help themselves” and these are summarised below:

Priority	Why? So that if we get it right...
1. Every child gets the best start	<ul style="list-style-type: none"> • More families receive assistance before they reach crisis • More children are breastfed, and for longer • More children achieve a higher level of development in the prime areas of learning • Fewer children gain weight during primary education • Fewer children and young people are admitted to hospital for unintentional and deliberate injuries • Fewer young people self-harm • Fewer young people misuse drugs and alcohol • More children and young people have positive mental wellbeing
2. Taking responsibility and making informed choices	<ul style="list-style-type: none"> • More people maintain a healthy weight • Fewer people smoke; fewer people are problematic or binge drinkers • Fewer people misuse drugs • More people feel in control of their lives and their health, reflected in their mental wellbeing • Fewer people experience long term mental ill health • Increase in healthier, stronger and more resilient families across generations
3. Promoting independence and quality of life for older adults	<ul style="list-style-type: none"> • Fewer avoidable hospitalisations • Reductions in delayed transfers of care • Fewer people re-admitted to hospital following discharge • More people enabled to live in their own homes longer • Carers' satisfaction with services increases • More people are supported to participate in community life and community-based activities • Fewer people experience social isolation and loneliness
4. Creating an environment for all people to flourish	<ul style="list-style-type: none"> • Outcomes in Northamptonshire's most deprived areas improve, reducing the social gradient of health • Fewer people are living in poverty • Fewer people are unemployed and fewer young people are not in education, employment or training (NEET's) • Demand for social housing decreases • More people feel safe in their community • Domestic abuse rates decrease • Community resilience increases

Within this countywide strategy is the plan to deliver more care closer to home.

b) Moulton Neighbourhood Development Plan 2014-2019

The Moulton Neighbourhood Development Plan 2014-19 is already well established and contains the following objectives:

1. Provide housing which meets the needs of the diverse and growing community;
2. Provide and improve existing local leisure facilities, including a new community centre, additional sporting provision, new healthcare facility, services and amenities in tandem with any new housing development;
3. Improve public transport and traffic management, including enhanced parking provision for sporting, educational and community use in tandem with new housing development
4. Preserve important existing green spaces and create new green space for the community, improving access to the surrounding countryside via new housing developments.

Moulton's Proposed new "Community Hub"



The Community Hub will incorporate the infrastructure that will enable the development of our local Health & Wellbeing Strategy.

c) Moulton Health & Wellbeing Proposed new Centre

A new purpose built Moulton Health & Wellbeing Centre (formerly known as Moulton Surgery) will be an integral part of the Community Hub. This will be an expanded centre where the:

- **Vision** is "To help our patients have the best possible life from the cradle to the grave" and
- **Mission** is "To deliver the most effective and personalised Health and Wellbeing service that improves Quality, Outcomes and clinical standards for all of our patients".

The new centre will allow more integrated care to be delivered closer to home and has five care setting principles from a patient impact perspective that are:

1. Improved self-care & Prevention
2. Improved Access to Moulton Health and Wellbeing Care
3. Primary Care Plus – provision of more specialised care by a wide range of professionals
4. Crisis Response – supporting more people with serious health conditions within their own home
5. Urgent & Emergency Care – quick access to emergency care professionals when required

Draft Health & Wellbeing Strategy for Moulton & Surrounding Areas

Priority 1: Every Child gets the Best Start

Where do we want to be?

- Everyone will recognise their role in our collective responsibility to improve children and young people's health and wellbeing, including parents, families, friends and schools;
- Our local community will raise children to become healthy adults, who raise healthy families and contribute to a healthy society;
- Every organisation looking after children will work closely together to improve the coordination of care when this crosses organisational boundaries and will negotiate key transitions (both planned and unplanned) positively;
- Young people want to make healthy choices and will seek support for their needs before they reach crisis;
- Our children and young people will have a voice in the decisions that affect them, supporting them to be involved in the identification of problems and creation of solutions at all levels;
- We use all our community assets available to us, breaking down organisational boundaries by delivering together;
- The services and support systems available to children and young people will be widely and easily known to all, consistent and stable.

How will we get there?

- Develop a comprehensive & easily accessible database of all clubs, activities and facilities for parents, young people & children in the local area including mum's and tots groups
- Develop clear and consistent local Moulton & surrounding villages health & wellbeing communications across a range of social media
- Improved communication and coordination with all local nurseries on influenza vaccination for all 2-4 year olds, potentially with nurses doing clinics in the nurseries.
- Improved collaboration between all health care professionals working in our local educational establishments with those working in the Health & Wellbeing Centre
- Development of locally agreed health and wellbeing messages for all local parents that includes Mental Health issues (www.asknormen.uk).
- Development of more local role models, using Moulton Football club as an example of how to do this.
- Provision of more places for local residents and community police support officers to signpost young people to.
- Provision of pre-school facility within the new community centre.
- Liaise with Moulton Primary and Moulton Secondary School to create cycling proficiency schemes for pupils.
- Liaise with Moulton College to initiate an afterschool cycling club on the Moulton College athletics track.

What outcomes do we want to achieve?

- Improved local awareness of all clubs, activities and facilities that all parents, young people and children can access
- Higher rates of “activated children and families” through improved awareness of local Health & wellbeing information for all parents, young people & children
- Improved uptake of influenza vaccination rates
- Less reported “socially unacceptable behaviour” of young people & children

Priority 2: Taking Responsibility and Making Informed Choices

Where do we want to be?

- Families will engage with health and wellbeing promotion, support and intervention, enabling intergenerational transfer of positive lifestyle behaviours and skills;
- Lifestyle choices will be addressed holistically, recognising the connections between different public health indicators of lifestyle, for example smoking and alcohol;
- Our services will deliver integrated ‘whole person’ care, achieving a parity of esteem between mental and physical health;
- We will have the social and environmental conditions in which people want to make better and more informed choices, promoting enhanced quality of life for themselves and others as they age;
- People will feel connected to their communities and in control of their lives;
- The Health & Wellbeing centre and Community Centre will embed resources to help people to help themselves in the community;

How will we get there?

- Develop a comprehensive & easily accessible database of all clubs, activities and facilities for local residents of all ages (local fit plan) that are also included in Moulton Welcome packs for all new residents.
- Develop clear and consistent local Moulton & surrounding villages health & wellbeing communications for all age groups across a range of social media
- Improved communication, collaboration and coordination with all local business and services with clear pathways of how to access services
- Encourage “corporate education” so that local businesses can signpost staff off sick or in need to support to relevant services.
- Development of a “focus group” to work towards achieving the aims and disseminate outcomes to the wider group.
- Creating a link between all websites from local organisations dealing with health and wellbeing and information is updated and shared on a regular basis.
- Developing a database of volunteers throughout the community to assist with achieving our aims

What outcomes do we want to achieve?

- Improved local awareness of all clubs, activities and facilities that residents of all ages can access
- Improved awareness of local Health & wellbeing information for residents of all ages
- Improved health and wellbeing of our local population that leads to decreased numbers of patients requiring health services
- Local residents taking responsibility for their health and wellbeing evidenced by increased uptake in use of non NHS local services

Priority 3: Promoting Independence and Quality of Life for Older Adults

Where do we want to be?

- We will have achieved an integrated local health and social care service centred around the person to meet their individual needs, set within the wider context of their family and the community;
- We will maintain and promote independence across all care settings, especially the home;
- All health and social care organisations, including our local Care Homes and sheltered housing, will have the ethos, capacity and facilities to meet changing demand for services;
- Carers will be universally recognised, valued and empowered with information, advice and support;
- We will recognise and meet the needs of people who are not in the social care system, ensuring they are part of a supportive community that promotes their quality of life;
- Older people, including those with complex needs, will be recognised as valuable and integral members of our communities.

How will we get there?

- Development of easily accessible local information points
- Development of a good transport and pedestrian infrastructure.
- Welcome pack to be provided for all new elderly residents within our local area
- Incorporate elderly in skill-sharing- Age UK breast feeding/ weaning/ Child care/ Football/ walking football
- Develop awareness of local and national schemes to help maintain independence such as Sywell and Overstone Stewpot, First for Wellbeing, voluntary schemes, local car schemes etc
- Increased coordination of activities and befriending services offered for frail & elderly including those with dementia
- Making sure all frail & elderly residents have access to home safety information
- Events to be held throughout the year, including during National Carer's Week with all local organisations.
- Use Contact the Elderly Scheme as a template and provide events and transport to and from events for older people within the community.
- Promoting Local Authority schemes, such as Care & Repair, to improve daily home life.
- Promote and develop Moulton & Overstone Village Car Scheme.
- Work with organisations such as Age UK Northamptonshire to increase access of local services.

- Liaise with Moulton Parish Church, Carey Baptist Church and Moulton Evangelical Church to support independence for older people, using the MHA Live at Home scheme as a guide.
- Working and liaising with DDC on their Ageing Well/Rural Social Isolation project.
- Liaising with local professional practitioners to develop group or one-to-one sessions, ie – fall prevention, etc.
- Liaison with U3a (University of the Third Age) to provide activities and interest groups at the new community centre.

What outcomes do we want to achieve?

- All frail & elderly residents feel safer
- Improved local awareness of all clubs, activities and facilities that elderly residents can access
- Improved awareness of local Health & wellbeing information for elderly residents
- More carers feeling supported to be successful in their role
- More frail & elderly patients remaining in their own homes throughout the final stages of their lives

Priority 4: Creating an Environment for all People to Flourish

Where do we want to be?

- People will live in safe communities and healthy homes, having meaningful employment and contribute to the county's economic prosperity;
- People will have access to leisure spaces, green and natural spaces, recreational facilities and community assets that promote health and wellbeing;

How will we get there?

- Working in partnership with GP surgery, local groups and Parish Council to encourage exchange of information to achieve the best living environment for all.
- Creation of community gardens/orchards, working with Moulton Allotment CIC and Moulton Gardeners' Society.
- Ensuring events, group details, etc are listed on the Parish Council website and inserted in the parish magazine; encouraging members of the community to keep in touch so we can advertise events.
- Holding community events to support the priorities of the Health & Wellbeing Strategy.
- Working with the library service and GP surgery to support and promote community events in the new community centre, ie – luncheon clubs, knit and natter, etc.
- Working closely with local police team and neighbourhood watch to provide safe public spaces and homes.
- Working with other Local Authorities and organisations, ie – DDC, Care & Repair, etc.
- Working with Moulton Football Club to create and develop new initiatives to increase sporting and physical activity for all age groups.
- Developing an overall vision of providing a one-stop-shop for the health and wellbeing of the community by progressing the community hub, ie – new community centre, cafe, library, Health & Wellbeing Centre and complimentary community facility.
- Promoting and encouraging use of the free Local Services Directory.
- Work with South Northants Volunteer Bureau to provide regular roadshows for residents to gain information on money advice, obtaining information on the best deals

- on utilities available, energy saving advice and general health and wellbeing advice.
- Working with Parish Councils, local groups and organisations to create the best possible environment for our residents.
- Using a wide range of communication methods to promote and raise awareness of the Health & Wellbeing Strategy, ie – website, Facebook, Twitter, parish magazines, parish noticeboards, leaflet drops, holding regular events, etc.
- To create a ‘calendar’ of community events to reflect the national strategy, ie – community event during National Carer’s Week, etc.

What outcomes do we want to achieve?

- Moulton & surrounding areas are thriving communities.
- Our public spaces enable healthy lifestyles, are safe and well used.