



What can we
do together?



DRAFT

Health Challenge Pembrokeshire

The Health, Social Care and Well-being Strategy

1st April 2008 – 31st March 2011

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Section 1

Introducing the strategy

1.1 Purpose of the strategy

Welcome to 'Health Challenge Pembrokeshire' - the second Health, Social Care & Well-being Strategy (HSCWBS) for the county. The main purpose of the strategy is to set out the direction to help us achieve our shared goal, which is to improve the health, social care and well-being of all residents within Pembrokeshire.

HSCWB strategies are unique in that the Local Authority and the Local Health Board are jointly responsible, in law, for the planning of services which promote the health and well-being of the community, and the delivery of appropriate treatment and care in an integrated way. To succeed in improving health, social care and well-being, the Strategy needs the support of all statutory and voluntary agencies as well as communities and all of us who live and work in Pembrokeshire. Partners include:

- Pembrokeshire Local Health Board (LHB)
- Pembrokeshire County Council
- Pembrokeshire and Derwen NHS Trust (NHS Trust)
- Pembrokeshire Association of Voluntary Services (PAVS)
- National Public Health Service for Wales
- Pembrokeshire Community Health Council
- Communities and the public

It is intended that this strategy will not only focus on what we are doing, and proposing to do, about the challenges facing the delivery of services but will also provide the direction for statutory organisations to commission future services and help to deal with the important challenges facing us.

The operative period of this strategy will be 3 years from April 2008 to March 2011, however it is recognised that health improvement is a long-term process.

Today we need to think about health in its widest sense, as something much broader than simply treating illness. The Welsh Assembly Government's (WAG) review of health, social care and well-being, overseen by Derek Wanless, highlighted the need for radical reform in Wales if the NHS and its partners are to respond effectively to changing patterns of demand and service delivery.

Health and social care services in Wales face major challenges, and changes are needed to the existing pattern of services to help meet the increasing demands on those services. A mismatch between the balance of health and social care needs, and levels of service currently available, along with unforeseen changes in demand and delays across the system, are well acknowledged. The strategy

should therefore be viewed as a response to these challenges and the prediction that health and social care services could be overwhelmed by increasing public demand caused by a range of factors including:

- Rising life expectancy
- An 11% rise predicted in people above retirement age over the next 20 years
- More people surviving serious illness
- A 33% rise in the levels of hospital activity predicted over the next 10 years
- Rising levels of obesity and other outcomes of a unhealthy lifestyle, which result in many adverse consequences for health and well-being

To help us deal with these challenges it is imperative that we change the way we deliver health and social care services and that we all begin to take more responsibility for maintaining and improving our own health. Unless we do we face a potential health crisis in Pembrokeshire.

As always we are faced with many challenges. We need to work with the public on improvements and changes to how we deliver services. We need to respond to changes in peoples' needs and expectations. Working together as partners, with individuals and communities, offers the prospect of delivering a more joined up way of meeting our challenges.

Partners are strongly committed to the continued development of the strategy and to the successful delivery of the agreed objectives. Where resources are limited it will be challenging to make important changes to services. However, partners are committed to maintaining current levels of service during this period of change.

This HSCWB strategy is evolutionary and needs flexibility to develop and improve over time. It should be seen as a step towards long term improvements in health, social care and well-being in Pembrokeshire. The partnership will establish a set of priorities and objectives for the health and social care community to follow. It will need to continue to build on and integrate with other local strategies. Work is currently in development to undertake a comprehensive review of community services in line with the Community Services Framework. The outcomes of this exercise will also feature and shape future versions of the strategy.

There are complex planning, partnership and service delivery arrangements both within the county and with immediate neighbouring local authority areas. We also need to fit in with national priorities and objectives, which must be delivered locally. In view of this, whilst this strategy has been developed for a 3 year period it is not set in a tablet of stone and may be revised from time to time to respond to any new issues.

1.2 Scope of the strategy

The strategy will cover a range of issues affecting health, social care and well-being in the county with particular focus on:

- Preventative actions to improve health and well-being and avoid potential illnesses;
- Ensuring we deliver effective and efficient health and social care services, which are responsive to people's needs;
- Reducing health inequalities;
- Tackling the underlying factors that affect health and well-being such as poor or unsuitable housing or alcohol misuse.

The HSCWB strategy cannot be developed in isolation from other ongoing strategic plans, and must align with strategic commitments, specific actions and performance targets that exist in other local plans. These key strategic plans are:

- Community Plan
- Children and Young People's Plan
- Crime and Community Safety Strategy
- Local Development Plan
- Wales Spatial Plan

1.3 National and local strategic context

The development of the HSCWB strategy has been guided by the national vision and values of the Welsh Assembly Government. This approach recognises that to address the challenges, new ways of delivering policies, programmes and public services are needed in order to make a real difference to the people of Wales.

'Wales: A Better Country' sets out the Welsh Assembly Government's vision of a fairer, more prosperous, healthier and better educated country, putting health and wealth creation that is sustainable at the heart of policy making.

'Designed for Life' sets out the Welsh Assembly Governments's ambitious 10-year framework to create world class health and social care services in Wales,

and its partner document,

'Fulfilled Lives, Supportive Communities' sets out a renewed vision for social care.

The way ahead for the delivery of health and social care services has been set out in **'Designed for Life: Creating World Class Health and Social Care Services for Wales in the 21st Century'**. This aims to move the focus from acute illness to prevention and the early intervention in health problems, and to

the integration of services in community settings, closer to people's homes where appropriate.

In '**Making the Connections: Delivering Beyond Boundaries**', the Welsh Assembly Government's response to the **Beecham Review**, has committed itself to developing citizen-focused services, in which people have a more powerful voice in their development.

This strategy also aims to respond to the Welsh Assembly Government's initiative entitled '**Health Challenge Wales**' by setting out co-ordinated action to improve health, through focusing on promoting health and preventing illness, as well as supporting and encouraging individuals to do what they can to improve their own health.

To ensure health and well-being issues have a local dimension, close links have been established with the **Pembrokeshire Community Plan 2003-2008**. One of the five main themes entitled '*Encouraging people to reach their full potential*' incorporated key health aims and in 2006, additional specific, health targets were added into the plan. This ensured consistency, that the plans were mutually supportive and avoided duplication. In addition key linkages have been established with other local partnerships and strategies operating under the umbrella of the Community Plan, as well as Local Health Board (LHB) specific strategies.

The development of **Health Challenge Pembrokeshire (HCP)** has also been influenced by a number of other key policy developments, and direction papers, including:

- **Improving Health in Wales: a plan for the NHS with its partners**
- **Better Health, Better Wales**
- **People, Places, Futures - The Wales Spatial Plan**
- **Delivering the Connections.**
- **Healthy Ageing Plan**
- **National Service Framework for Older People**
- **Building Strong Bridges**

These are some of the key documents that influence the direction of local policy. For a more comprehensive list please refer to Appendix 1.

1.4 Our vision for Pembrokeshire

The vision for this strategy, which has been developed and agreed by all our partners during the development of the first strategy, is:

“Encouraging people to reach their full potential by:

- **Supporting them to live longer, healthier lives;**
- **Working together to provide the best health, social care and well-being services.”**

This vision focuses on prevention, not only in the avoidance of illness and disease and health promotion, but also by introducing initiatives to prevent individuals becoming dependent on services.

To achieve our vision we will all need to work together in partnership, within the network of local organisations. Statutory, voluntary and private sectors organisations will need to work in a co-ordinated and integrated way, within the unified framework provided by the Community Strategy.

Section 2

How we formulated the strategy

2.1 Partnership working

The delivery of national priorities, and the planning and delivery of local health and social care services, are largely dependent on a holistic approach and effective co-operation between organisations. This type of approach is particularly important in the development and delivery of community-based strategies such as this.

The development of this strategy is an opportunity to strengthen collaboration and integration between all local partners, both statutory and non-statutory, with effective joint working. It will continue to be essential as the partnership works towards implementation, subsequent monitoring and further refinement.

Historically there is a strong tradition of partnership working in Pembrokeshire and the first strategy was steered by the Pembrokeshire Strategic Partnership Board (PSPB). This Board has now evolved into the Health, Social Care & Well-being Partnership (HSCWB), which has representatives from the County Council, LHB, Community Health Council, NHS Trust, Association of Voluntary Services and the private sector. The role of this group will be to manage the delivery of the strategy over the course of the next 3 years and to report directly to the new Pembrokeshire Local Service Board which will be established during 2008.

Underpinning the above there are a number of important joint planning and commissioning mechanisms. These have, and will continue to, play an important role in the further development of the strategy. They will also actively play a key role in implementation through the monitoring and reviewing of the progress of agreed objectives. Details of this structure are included in Appendix 2.

A protocol for co-operation entitled 'Working Together' has also been developed and agreed by all partners. This agreement outlines the role of partners, highlights how agencies should share information and resources. This procedure has been reviewed recently and remains relevant.

Partnership working has the potential to deliver better services, but we have also learnt that progress can be slow at times. However, we are all committed to making the plan a success and 'joining up' our services so that they are complementary, targeted and offer value for money.

2.2 Priority setting process

The strategy should provide a platform on which the statutory organisations, and their partners, can agree priorities for the broad range of partnership actions, which the public will be consulted on and agreed outcomes implemented to improve the health and well-being of the people of Pembrokeshire.

Specific challenges faced the priority setting process. These included:

- The need to take into account, and respond to, both national and local priorities;
- Understanding the opportunities for joint working within the whole health and social care system and how much flexibility there is to redesign services or introduce new interventions;
- Tensions between individual organisational targets and requirements.

Nevertheless, it is widely accepted that all can not be addressed in the short term, and therefore priorities must be set.

Following completion of the report on the needs assessment (see section 3), discussions were held with partners to ascertain what, in their opinion, were the strategic priorities that could be addressed through partnership working. These recommendations were endorsed by the Health, Social Care & Well-being Partnership in September 07 and these suggested key priorities have been listed in section 4.

In addition to local priorities, the Welsh Assembly Government intends to identify a range of national priorities, which it has determined need to be addressed in order to improve health and social care of the population of Wales. These will be

set out in a document, which is not currently available but will be published in the near future. Until then, these cannot be accounted for and the timescales for completion of the strategy means that we cannot delay the process to wait for these priorities. When these are known there may be a need to reappraise the strategy.

2.3 Consultation – public and partner participation

Formal consultation

In order to ensure that the draft strategy is seen and commented on by as many people in Pembrokeshire as possible, a comprehensive consultation exercise will be implemented for a 12 week period from October 1st to December 24th 2007. This consultation will be undertaken using a broad range of methods including:

- The use of local media to raise awareness
- Use of publications, produced by partner organisation, aimed at specific target groups to raise awareness (e.g. Tenant's News, 50+ News, Health, Social Care and Well-being Newsletter etc.)
- The distribution of the full draft strategy and feedback form for use in consultation
- The publication of an electronic version of the draft strategy and feedback form on Pembrokeshire County Council, Pembrokeshire Local Health Board and Health Challenge Pembrokeshire websites.

The aim of the consultation process is to engage the public and partners formally. They will be asked whether the range of priorities, identified in the draft, are the ones most appropriate in making a contribution towards improving the health and well-being in Pembrokeshire.

In addition to this statutory consultation, the partnership regularly engage with the public through a number of other activities, such as the ones listed below.

On-going engagement

Within Pembrokeshire, the local community is already engaged with Health Challenge Pembrokeshire in a number of ways including through:

- Pembrokeshire Association of Voluntary Services networks, which include:
 - Health, Social Care and Well-being
 - Advocacy
 - Palliative Care
 - Carers
 - Gennex

- The Expert Patient Programme which is a self-management programme that has been specifically developed for people living with long-term conditions.
- The Health Challenge 'brand' and marketing activities, which include www.healthchallengepembrokeshire.co.uk and an annual Roadshow.
- Specific Health Challenge Pembrokeshire projects, including Family Challenge, Steps2Health and the MIND project entitled Health and Well-being Matters.
- The Food and Health Strategy and Healthy Schools programme
- Older Person's Forums. These have been formed to provide informed advice to the Council and its' partners on the development of policies which affect the lives of older people in Pembrokeshire.
- The 'Health Inequalities Fund' supported the successful 'Eat Right Smile Bright' oral health promotion project for 0-5 year olds, delivering training and advice on healthy nutrition to early years settings.
- The 'Food & Fitness Grant' funded the 12 Week Lifestyle Challenge, which was delivered in the two 'Communities First' areas of Monkton and Hubberston. During the challenge, individuals played an active role in addressing known barriers to healthy lifestyles.

The HSCWB Partnership also proposes to take advantage of an opportunity to 'piggy-back' on a Residents Opinion Survey which will be completed during Autumn 2007 for the Community Planning and Leadership Partnership. The survey will include a question asking respondents to rank which of a number of draft priorities are most important to them. The results will be taken in to account as part of the on-going development of the strategy during 2008.

Section 3

About the local area

3.1 Health and Well-being Needs Assessment

The second Needs Assessment for Pembrokeshire to support this strategy has been completed.

As with the first Needs Assessment, the document sets out to do two things; first it draws together into one document, information currently used by partners in Pembrokeshire to plan the provision of services. Secondly, it influences the development of the priorities for the new strategy, and how the partnership can

influence the health and well-being of the population by working together to ensure improvements.

This is an important tool in ensuring the provision of sustainable services and includes information on wider social determinants of health including housing, education and employment. The information collected will be used as a tool for identifying areas for change, with the aim of maximising the health gains from available resources. It will be used to identify the most appropriate services and priorities for commissioning which match these needs.

A synopsis of the key findings of the Needs Assessment is provided below with the full document available on the Health Challenge Pembrokeshire website (www.healthchallengepembrokeshire.co.uk)

3.2 Key findings

Pembrokeshire is a beautiful, rural area to live in and visit. The population density is half the Welsh average. This, together with limited transport infrastructure, means that the issue of access to services and other opportunities must be addressed; this position has not changed measurably since the first Needs Assessment report was undertaken in 2003.

Unemployment is consistently above the Welsh average, with some areas of high long-term unemployment. Work opportunities tend to be targeted towards lower paid work, especially seasonal tourism and agriculture. There is outward migration of economically active younger people and an inward migration of retired people. The number of migrant workers who are temporarily resident in Pembrokeshire has also grown, as a result of current opportunities, such as the LNG project.

Given the effects of the economy and unemployment on an individual's sense of well-being, and their ability to help themselves and their communities stay healthy, the demographics of the County have implications for health. The picture painted for Pembrokeshire is that the population is relatively stable; is reasonably healthy and is not generally deprived compared with other parts of Wales.

The demographic profile, as in the first assessment indicates a declining birth-rate, fewer persons in the 20 to 29 year age groups and more in the over 65 group. The implications of this imbalance, for the amount and types of services needed by communities, must be addressed.

The levels of dependency suggested by the number of lone pensioner, and lone parent households, lead us to consider how services can work together most effectively to reduce negative aspects of dependency.

The high level of people providing support to family members and neighbours with a long-term condition also suggests issues for the strategy. This is even more relevant as the population projections suggest the number of people providing support is set to increase.

The information indicates that Pembrokeshire is as 'healthy' as the rest of Wales. This should not lead us to be complacent. The information indicates that people's experience of the factors that affect health differ across areas of Pembrokeshire. This offers opportunities for improvement. The information about healthy lifestyles also indicates particular areas where prevention and health promotion activity might reap benefits.

The information collected only scratches the surface of information that could assist in the development of strategic intent. The analysis of what the information tells us needs much further work; this will be addressed in 2008. The Needs Assessment will therefore continue to support and grow in-depth, in tandem with the development of the strategy.

3.3 Air quality

Air quality affects the whole population and recently, the Welsh Assembly Government has incorporated Air Quality Action Planning, as a new statutory section to be included within the HSCWB strategy.

Monitoring of air quality has taken place in Pembrokeshire since the 1960s and, as a result, the County Council holds a wealth of data. Air quality in the County is very good and has always met prevailing health and environmental standards.

Work undertaken under the Environmental Act 1995 concludes that declaration of an 'Air Quality Management Areas' was not necessary. Further details are in Appendix 3.

3.4 Addressing inequalities

Inequalities will always exist. Some of the differences are unavoidable whereas others are avoidable. These are a consequence of differences in opportunity, in access to services, in material resources, as well as differences in personal life choices.

Developing policies and practices that ensure all individuals are treated equally, is the first step towards delivering services that are customer focused and effective. However this means more than just being vigilant about how and where discrimination occurs, it requires public service organisations to take concerted action to identify and eliminate inequality. Undertaking an equality impact assessment in relation to all policies and practices provides the means for doing this.

To assist us in the process of addressing inequalities the partnership use the 'Quality of Life' (QLC) integrated impact assessment tool which has been developed to ensure we meet the obligations under the:-

- Race Relations Amendment Act (2000)
- Disability Discrimination Act (2005)
- Equality Standard for Local Government in Wales (2002)
- Duty to embed Sustainable Development throughout its functions (Government of Wales Act 1998)
- Employment Equality (Age) Regulations 2006
- Pembrokeshire County Council's Welsh Language Scheme (developed under the Welsh Language Act 1993)

During 2006 the tool was applied to the initial process used to develop the first strategy. The lessons learned from this exercise have been applied to the procedure to develop this, the second strategy.

The QLC tool was used to impact assess the draft strategy during September 2007. The use of the tool, which is inclusive in its measurement of impact on all groups and individuals, has allowed us to broaden our thinking and allowed for better decision making. This should result in better outcomes for communities. In addition it is intended to use the tool on all the objectives and pieces of work developed as part of the strategy.

3.5 Existing service provision

A wide range of health, social care and well-being services are provided across the county.

How they are funded

Local health services

During 2006 -07 Pembrokeshire Local Health Board (LHB) spent £160m on a range of health care services for the residents of the county.

56% of this was spent on secondary and community care services provided by Pembrokeshire and Derwen NHS Trust (NHS Trust). In addition the LHB funds a range of secondary and community care services from a number of other NHS and private hospitals.

The LHB also funds primary care services, such as GP services and prescriptions, optometrists, dentists, pharmacists, learning disability and community services. In addition they also fund other services from a wide range of providers ranging from the public and private sectors including the voluntary sector.

Local Authority services

The Council is budgeting to spend £279m during 2007/08 of which £204.2m will be spent on services, (including education, social care, housing, transportation, environmental health and leisure services), that can have a direct or indirect impact on health, social care and well-being, Grants from the National Assembly and other bodies, together with fees and charges, fund over 80% of the Council's expenditure. The remainder is funded from the council taxpayer.

The Council is planning to spend £53.8m on Social Care services in 2007/08, an increase of 4.7% over the equivalent figure for 2006/07. This follows significant increases for social services budgets in 2005/06 of 10.5% and in 2006/07 of 11.6%.

In addition to the above the Local Authority funds a wide range of third sector organisations. A total of £970,000 was contracted for childcare services such as Barnardos during 2006/07 and organisations providing care in the adult services sector attracted over £1m in the same period.

The Council has an extensive Capital Investment Programme and plans to spend £41.4m during 2007/08 on projects that can directly or indirectly benefit the health, social care and well-being of the County.

Investment includes provision of new and improved schools, improvements to facilities for older people and families, continuing investment in the Council's housing stock to meet the Welsh Housing Quality Standards, disabled facilities and home repair grants in the private sector, works to highways and bridges to improve traffic management and road safety, the provision of cycle paths and safe routes to school, flood defence projects and a continuation of the provision of new and refurbished leisure facilities within the County.

Local voluntary sector services

Funding for the voluntary sector comes from a number of different sources. Locally, public funding for voluntary sector services comes from Pembrokeshire County Council and the LHB.

Local Health Board	2003-04	£ 417,000
	2004-05	£ 446,000
	2005-06	£ 357,000
Social Services	2003-04	£1,744,000 funding 195 organisations

As well as the income generated from funding, it should not be forgotten that many of these services are provided by volunteers. The research indicatesⁱⁱ that in Pembrokeshire there are approximately 6,453 people delivering services through the voluntary sector, of whom 4,329 are volunteers, 1,307 are full time staff, 547 part time staff and 269 are trainees. Volunteers contribute 10.8 percent of the time involved in delivering services (210 full time equivalents, FTE). In

addition, many volunteers are involved in core organisation functions, contributing 15.1 percent of the time involved in all organisation activities of service providing organisations (363 FTE). This is a huge contribution if calculated as income saved.

This information is taken from a local summary of '*Health, Social Care and Well-being services provided by voluntary organisations in Wales (2006)*', which is available on the Welsh Council for Voluntary Action (WCVA) and Welsh Assembly Government websites. This research project was supported by the Welsh Assembly Government as a part of the Building Strong Bridges programme.

These figures are derived from the national totals and are approximate only.

In Pembrokeshire there are an estimated 14,688 unpaid carers, from 5 years of age and upwards, of which some 3,500 provide in excess of 50 hours of unpaid care per week. To provide replacement care would cost more than £137 million pounds per year, in Pembrokeshire alone, which is a huge contribution in terms of savings for the state.

3.6 Funding partnership projects

The Welsh Assembly Governments vision for public services calls for more effective co-operation and co-ordination between agencies across the whole of the public sector. To meet the challenges LHB and Pembrokeshire County Council have taken the opportunity to use financial resources differently to improve services in the following ways:

- **Joint Working Special Grant**

The partnership has utilised the potential offered by Flexibilities under the Health Act 1999. Flexibilities is a grant which supports joint working between the NHS and the Local Authority. During the past two years £100,000 has been provided to develop and monitor the implementation of the strategy.

- **Health Challenge Wales funding**

£15,000 per annum has been provided for the last 3 years by the Welsh Assembly Government to develop programmes and initiatives that contribute to improving health in Wales, and support local action to encourage people to share in the responsibility for their own health and well being. The continuation of this funding stream is essential to support the delivery of the strategy. An indication of whether this funding stream will continue from 2008 is currently awaited from the Welsh Assembly Government.

- **Health Challenge Pembrokeshire Project Fund**

A pooled budget was established by Pembrokeshire County Council and the LHB in 2006 in order to pump prime initiatives that would deliver practical outcomes for Health Challenge Pembrokeshire. The initial £100k will be extended by the Local Health Board in 2008 with a further £180K. The aim is to fund projects /

bids which best contribute to the key themes, and cross cutting issues of the HSCWB strategy.

- **Other funding opportunities**

There are a number of other funding opportunities which have / will be utilised to develop Health Challenge Pembrokeshire. These include Big Lottery Funding, Building Strong Bridges Funding (held by Pembrokeshire Association of Voluntary Services) and Sports Council for Wales funding.

These funding streams provide an opportunity to pump-prime projects however the focus is not just on new funds. It is also about agencies working differently and in partnership, to jointly provide services in a more effective way.

Section 4

Improving health, social care & well-being in Pembrokeshire

4.1 Key priorities for action

The initial list of key priorities identified, which could to be taken forward has been presented under the two key themes of:

- Service delivery in partnership
and
- Supporting people to be as healthy as possible

This list has been developed using the information from the Needs Assessment and opinions from key partners.

We intend to focus on a number of key priorities which can be addressed in partnership. The consultation exercise will be used to identify the priorities to be taken forward.

The initial list will be distilled down to a fewer, high-level strategic priorities. Partners will then set objectives, and identifying actions, that can be implemented to effectively deliver services, which will be driven by needs of the local community.

Service delivery in partnership

- Making sure everybody has a suitable home to live in
- More focus on identifying illnesses at an early stage
- Providing support and services for people who have long-term conditions

- Providing support services to enable people to live independently in their own homes
- Ensuring that people are able to leave hospital when they are well enough and able to do so
- Better information and support for people who are recuperating from illness at home
- Improving services to support mental health and well-being
- Ensuring people have easy access to services and opportunities

Supporting people to be as healthy as possible

- Reducing smoking
- Promoting responsible drinking of alcohol
- Promoting healthy eating
- Encouraging people to take more exercise
- Provide support for a strong and vibrant voluntary and community sector in developing the well-being agenda
- Develop new ways of engaging with patients and the public in order to help individuals' and communities' take more responsibility for their own health

Cross cutting issues

There will also be cross-cutting issues that will affect the delivery of these key themes. These were originally highlighted in the first strategy and will remain a thread through this one as well. These issues are:

- Supporting people to take control of their own well-being
- Providing services that are responsive to customer needs
- Encouraging agencies to work together to provide better services
- Providing care in the most appropriate place

4.2 Strategic direction of other key strategies

This strategy has not been developed in isolation. It has taken account of the strategic direction of other key strategies.

Wales Spatial Plan

The Wales Spatial Plan provides a framework for future collaborative action involving the Welsh Assembly Government and its agencies, local authorities, the private and voluntary sectors to achieve the priorities it sets out nationally and regionally. Wales is divided into six regional areas and 'Pembrokeshire – The Haven', which covers Pembrokeshire and West Carmarthenshire is one of these 6 areas.

The vision for the Pembrokeshire Haven Spatial Plan area is: *“Strong communities supported by a robust, sustainable diverse economy based on the area’s unique environment, energy opportunities, maritime access and tourism growth opportunities”*.

The area is a centre of national importance, in terms of the energy and maritime sectors based on the Milford Haven waterway. The local economy has grown stronger but a priority is to promote diversification into higher value sectors with growth potential, and to develop a stronger base of small and medium sized enterprises. The draft plan identifies a number of key issues including: the impact of the demand for second homes on affordable house prices and the need to tackle affordable housing in order to strengthen communities; the need to protect environmental assets from environmental damage and the demand placed on local services by tourist numbers in the high season.

The priorities for the draft plan are:

- Looking at the labour market and skills issues, as well as the likely social impacts of the Liquefied Natural Gas (LNG) development in the Haven. This will include addressing short term issues such as training needs, accommodation and transport as well as longer term needs (e.g. mix of jobs)
- Considering the specific characteristics of the main towns in the Haven and west Carmarthenshire area, including the services, retail facilities and employment available, and looking at each town’s regeneration and transport needs and future potential in a complementary way
- Identifying tourism opportunities to increase the use of under-used marine, environmental and heritage assets, increase visitor spending and extend the tourist season
- Developing an integrated transport plan for the region

The plan recognises that action has to be taken forward in ways that tackle social deprivation and address economic inactivity.

Community Plan

The Community Plan for 2003/08 provides the longer-term strategy for the whole of Pembrokeshire and its purpose is to promote and improve economic, social and environmental well-being. The Plan is overarching, as it is also informed by and reflects the strategic priorities set out in the Children and Young People's Plan, Health Social Care and Well-being Strategy, and the Local Development Plans.

The key themes for this plan are:-

- **Developing Vibrant Communities**

This includes; affordable housing choice in communities, promoting cultural activities and language and improving community safety. Targets include reducing the number of a range of crimes.

- **Improving Communication link to, form and within the County**

This includes integration within the county and links outside. Targets include decreasing the number of school children travelling by car and reducing journey times.

- **Delivering economic growth based on local need**

Targets include increase the number of business expansions and the number of child care places available to working families.

- **Encouraging people to reach their potential**

This priority covers health, education and skills. The long term aims for health is to provide effective and high quality health and social care services that are easy to access, and to promote, and increase awareness of, health and well-being through individual and community action.

Health access targets include: access to an appropriate member of staff at General Practice (GP) surgeries so that everyone is seen within 24 hours, increasing access to emergency dental care, increasing the number of additional minor ailment schemes provided by pharmacists. The final target is for hospital waiting times. It is to reduce the time that patients have to wait between seeing a GP and the start of their treatment, so that by 2008 this figure is 10 months (5 months outpatient and 5 months inpatient).

Targets for promoting awareness of health include targets to increase the percentage of the both young people and adults who take moderately intense exercise at least five days of each week. The target for young people is 60 minutes, twice that for adults. There also a target to assist people to quit smoking.

Indicators will continue to be developed and refined for health and new ones will be considered for inclusion in the 2008 edition of the Plan.

- **Promoting a clean, healthy and valued environment**

This includes targets to reduce carbon emissions and maintain low levels of air pollution. It also aims to increase the ease of access to footpaths and other rights of way.

A new five-year Community Plan will be published in the Summer 2008. Work is currently on-going on consultation with local people which will help determine the priorities for both plans.

Local Development Plans

Local Development Plans (LDPs) will be the key reference documents which the County Council and Pembrokeshire Coast National Park Authority will use to manage development and to determine land use planning applications. In Pembrokeshire, two LDPs, one covering the County excluding Pembrokeshire Coast National Park, and the other covering the National Park, which will replace the current Joint Unitary Development Plan from 2012.

The new LDP system is designed to focus on delivering the outcomes which authorities wish to achieve through the planning system. Part of the process for developing the LDP will be consulting with a wide range of stakeholders to find out what their vision and objectives for the County are over the next 10 years. The LDP will also reflect the priorities in other plans, particularly the Wales Spatial Plan.

A Community Involvement Scheme, which shows how local people, businesses and other organisations with an interest will input into the plan, and Sustainability Appraisal, which demonstrates how Authorities have considered the sustainability implications of the options, will also be produced. LDPs will be subject to an Annual Monitoring Report (AMR) and a full review every four years. Each of the planning authorities has already prepared a Delivery Agreement, which sets out the timetable for preparing the plan covering the issues above

Children & Young People's Plan

Since 2002 considerable energy and commitment have been devoted by local partners to establishing joint working across Wales. New legislation and statutory guidance under the Children Act 2004 places a duty of co-operation on local authorities, and a range of partners in Wales, to improve the well-being of children and young people across the age range 0 to 25 years. Revised arrangements for Children and Young People's Plans (CYPPs) carry forward the partnership approach. The new single Plan will drive forward an improvement in outcomes for children and young people, through strengthening co-operation across public services and voluntary and private sector partners. The arrangements have to be citizen-focused, placing the needs of children and young people at the centre and enabling their active participation in service planning. The focus is on outcomes, not compliance with process.

Within Pembrokeshire children and young people aged 0-25 years make up just over 30% of the population. The health, social care and well-being of children and young people is affected by a range of issues, which can be as diverse as diet, nutrition, oral health, physical activity, sexual health, smoking and substance misuse – through to children being defined as ‘in need’.

The Children and Young People’s Plan, currently being drafted, will be the defining statement of strategic planning intent and priorities for all children and young people’s services in Pembrokeshire. However, whilst it will be the main strategy relating to children and young people, it is also recognised that they use services besides those that are specifically designed for them. This strategy will therefore align with the local Single Children and Young People’s Plan 2008-11 and, where appropriate, joint action plans will be produced to address the issues identified.

Among the emerging key health themes which have been identified so far are:-

- Increase immunisation rates
- Improve family nutrition
- Reduce the number of teenage pregnancies
- Promote family mental well-being
- The promotion of emotional health and well-being of children and young people linked to their welfare and relationships
- Reduce alcohol and other substance misuse
- Address violent crime including domestic abuse and child protection, hate crime
- Support housing needs of young people
- Accessibility of services including transport

Once they have been finalised they will be noted and cross-referenced to the priorities identified within this strategy.

Close links will need to be established to ensure the two strategies are delivered in tandem avoiding gaps and duplication on health and well-being issues.

Crime and Community Safety Strategy

Local Authorities and other key partners such as Police and health services are in partnership to reduce the incidence of crime and disorder in their area. Three year Crime and Disorder Strategies are in place, which were informed by an audit. From April 2008, however, local partnerships will be required to produce an annual crime and disorder assessment, as well as reporting six-monthly on progress. The partnership is also responsible for substance misuse and for commissioning drug treatment programmes, where appropriate.

Pembrokeshire has low crime rates. Overall crime rates are around the lowest 25% comparing across England and Wales and rates for crimes such as burglary

and car crime are particularly low (in the lowest 10%). Current priorities identified in the strategy include: -

The prevention and reduction of :

- drugs and alcohol misuse. Tackling the problems caused by alcohol misuse is a priority
- violent crime, including domestic abuse
- anti-social behaviour and associated fear of crime
- burglary
- Improving standards of safety on our County's roads
- Vehicle crime

Key achievements include reducing rates of domestic violence and providing better support to victims, developing a multi-agency response to tackle anti-social behaviour and providing a "bobby van" service, which has proved to be effective in tackling the fear of crime that surrounds burglary.

Section 5

Delivering the strategy

5.1 Financial and other resources

The Partnership intends to produce a financial strategy to make explicit the links between this strategy and the resource allocation required for each partnership area; the service that will be commissioned for the local population, and the workforce that will be required to deliver the services. This will make the HSCWBS more robust and support its implementation.

Supplementary Guidance is still awaited from the Welsh Assembly Government. It is the intention of the partnership to develop this strategy when it has been issued.

5.2 Commissioning of services

It is intended that this strategy will be the main driver for commissioning health improvement and health and social care services. The Local Health Board and the Local Authority propose to develop a commissioning strategy to support the commissioning of services.

Supplementary Guidance is still awaited from the Welsh Assembly Government. It is the intention of the partnership to develop this strategy when it has been issued.

Section 6

Performance management and review arrangements

6.1 Key achievements from the current strategy

Since the introduction of the first strategy, extensive partnership work has been undertaken with some notable outcomes achieved.

- **Increase young people's access to sexual health advice, information and service provision**
Young People's Sexual health drop-in advisory centres have been opened and sexual health information is also available on the mobile youth information vehicle. A directory of services and guidance for youth support workers has been produced and distributed. Multi-agency training around sexual health issues is provided on a regular basis. A web-based directory of local sexual health services is available on the Pembrokeshire Youth Zone website (www.pembrokeshireyouthzone.co.uk) and is amongst the most frequently accessed areas of the website. Peer education training and sexual health training was provided for young mothers'. Negotiations are underway with the Trust to introduce information to the Worthybush Hospital information kiosk.
- **To ensure the people of Pembrokeshire are well informed about both Health Challenge Pembrokeshire and how to access health and well-being services**
A Marketing Group was established to take forward this objective and to identify ways of informing the people of Pembrokeshire about how to access health and well-being services.
The Health Challenge Pembrokeshire summer roadshows were introduced and have had highly successful years travelling to a number of places including Pembroke Dock, Haverfordwest, Monkton, Crymych, Fishguard, Narberth and Hakin/Hubberston offering advice and practical support in developing healthier lifestyles.
The Health Challenge Pembrokeshire website (www.healthchallengepembrokeshire.co.uk) continues to be well utilised with a total of 57,688 hits recorded during the 4th quarter of 2006/07. This contributes to the demand management agenda by offering a wide range of health and well-being advice/support whilst promoting the Expert Patient Programme.

A Partners Newsletter was published during the early part of 2007 with the intention to keep staff throughout partner organisations up-to-date with progress on the development and delivery of the Health Challenge Pembrokeshire strategy.

- **Reduce the numbers of delayed transfers of care in Pembrokeshire**
The introduction of a 'Choice Policy' encourages patients to relocate temporarily, until their first choice residence becomes available, should have a significant impact on the delays on being discharged from hospital. Considerable efforts made by the LHB and the NHS Trust, during the last year, have produced excellent results. Delayed transfers of care for social care reasons, have been NIL each month since February 07 (to date).
- **Consider how Health Challenge Pembrokeshire will affect people from different equality target groups**
An integrated impact assessment tool, called the Quality of Life, has been developed by partners and each of the Health Challenge Pembrokeshire action plans, which will be developed will be impact assessed using this tool. The tool has been widely acclaimed as an example of good practice.
- **Develop and improve intermediate care services to maximise people's recovery after illness and minimise dependence on long-term health social care**
This objective has been implemented as a result of the Flexibilities funded projects between the Local Authority and the NHS Trust for the Joint Intermediate Care Support Teams for South Pembrokeshire and the North Pembrokeshire programme based as Hillside. Ongoing developments within Pembrokeshire for intermediate care will be reviewed following the completion of these projects in March 2008. The development of a full Intermediate Care Strategy in Pembrokeshire is still in draft format with the aim of completion by the end March 2008.
- **Establish the extended school day in 50% of secondary schools to facilitate a range of well resourced and targeted 'after schools club' activities for young people in 2008**
In line with the aim to increase sport and exercise participation by young people, 59% of 11-16 years secondary school children participate in club sport every week. 120 pupils have been trained as sports leaders in secondary schools and out of school hours clubs were supervised by 6th form sports leaders in 5 families of schools. In addition to these sport clubs other 'after schools clubs' have been established. These include Computer Clubs for Girls, 'Cook It' and Radiowaves.

- **Ensure the voluntary sector/users/carers are effectively engaged in all aspects of planning, service development and delivery**

Within Pembrokeshire there are currently 20 voluntary sector networks, which have been set up to engage the voluntary sector in the planning process within Pembrokeshire, and to provide a platform for voluntary organisations to work together and support one another, and these are also open to service users and carers. These networks are currently facilitated by PAVS through various posts which are funded from a variety of sources including; Cymorth (Children and Youth Planning Facilitator), the Welsh Assembly Government (Building Strong Bridges Project), Pembrokeshire County Council and the LHB.

There are also 6 different service user forums, which are facilitated by the voluntary sector within Pembrokeshire, exclusively to seek the views of users of services within Pembrokeshire.

- **Develop an oral health promotion strategy to provide a consistent approach to oral health promotion**

An oral health strategy is currently being developed with support provided by the Oral Health Action Group. Additional dental provision has been commissioned for the county. In addition a domiciliary dental service will be set up to deal initially with residents within care settings. This will initially be a 12 month pilot project.

- **Healthy eating for schools**

As part of a wider programme to improve the nutrition and health of all school pupils, a multi-agency project group was established to positively influence the nutrition of primary school children. A marketing strategy was developed to powerfully promote healthy schools meals made with the best quality ingredients. As part of the strategy a new mascot for healthy school meals, Lennie the Leek, was introduced. In addition to making personal appearances at schools across the County he also has his own website, with lots of games and activities for children, information for parents and teachers. This can be accessed at www.lunchwithlennie.co.uk.

6.2 Performance monitoring arrangements

Effective monitoring of the strategy will be key to being able to demonstrate exactly how we are progressing over the next 3 years. There is currently a robust joint performance monitoring system in place which is detailed below.

From 2008, Local Service Boards will lead on the development and delivery of the Community Strategy. They will also provide the hub around which existing partnerships, including the Health, Social Care and Well-being Partnership (HSCWBP) will function. Links will be established through the Chair of the HSCWBP being an ex officio member of the Local Service Board.

On a day-to-day basis the HSCWBP will provide overarching monitoring, review and evaluation of performance against the objectives and action plans with the remit to undertake:

- Regular assessments to ensure key actions and targets have been achieved in relation to the key priority areas identified
- Regular assessments to ensure the action plans, developed and implemented as part of the strategy, continue to link to other strategic partnerships' objectives

The mechanisms introduced to ensure this happens in practice are:

- An operational group, called the Information, Communication and Performance Management (ICPM) group was established in 2005 reporting on performance to the Health, Social Care & Well-being Partnership. It focuses in detail on the action plans that need to be delivered.
- Within this group responsibility for each priority area will be assigned to a senior member of one of the partner organisations.
- An implementation plan will be produced for each priority area, each with an agreed timescale to its delivery.
- Senior group members will report on a quarterly basis to the ICPM group, highlighting the successes and problem areas within the delivery of actions. This will also be regularly reported to HSCWBP and the Local Health Boards' internal governance committee.

6.3 Informing the public and communities

It is important to feed back on progress made against achieving the objectives set out in the strategy to all partners, stakeholders and local communities so that they understand what we are trying to achieve and whether we are delivering real improvements.

Progress on implementation of the objectives will be reported to the HSCWB Partnership at quarterly intervals and on an annual basis. As part of the annual report the Partnership will be informed of what has been achieved and what needs to be done in the following year.

Since the introduction of the first strategy a marketing and promotional plan has been developed to co-ordinate and maximise opportunities to communicate the key themes to the public, providing information on how to access services or to communicate changes that have come about through the work of the HCP project groups.

During the year work to inform the public and partners has been ongoing with the following developments:

- A Partners Conference event was held in 2007 to raise awareness amongst partners and to showcase current projects
- A newsletter has been produced for distribution to partners
- The strategy is available in a number of formats
- Regular news items are provided in publications, produced by the Council and other partners, which are issued to the general public
- HCP staff attend locally organised events to engage with the public, such as Keep Well This Winter, HCP Roadshow, Harvest Fayre and Fish Week events
- On-going development of the Health Challenge Pembrokeshire website (www.healthchallengepembrokeshire.co.uk) continues
- Opportunities with the local media are utilised

Section 7

Agreeing the strategy

Pembrokeshire Local Health Board and Pembrokeshire County Council have a statutory duty to agree this strategy in readiness for implementation in April 2008. In preparation for this, the Health, Social Care & Well-being Partnership (HSCWP) endorsed this strategy on *(date to be inserted)*

Pembrokeshire Local Health Board approved the strategy on *(date to be inserted)*, Pembrokeshire County Council's Cabinet endorsed the strategy on *(date to be inserted)* and the County Council approved the strategy on *(date to be inserted)*.

Appendix 1

National and Local Strategic Plans

Appetite for Life

Better Health, Better Wales

Better Homes for People in Wales

Beyond Boundaries: Citizen –Centred Local Services for Wales

Building Strong Bridges

Carers' Strategy

Child and Adolescent Mental Health Services: Everybody's Business

Children and Young People's Plan

Climbing Higher – The Next Steps

Community Service Framework

Crime and Community Safety Strategy

Delivering the Connections

Designed for Life: A World Class Health Service in Wales

Designed for Life: Creating World Class Health and Social Care Services for Wales in the 21st Century

Designed to Deliver

Designed to Improve Health and the Management of Chronic Conditions in Wales

Designed to Tackle Cancer in Wales

Designed to Tackle Renal Disease in Wales

Designed to Work

Framework for the Development of Sport and Physical Activity

Fulfilled Lives, Supportive Communities

Health Challenge Wales

Health, Social Care and Well-being Strategies: policy guidance

Healthy Ageing Plan

Healthy and Active Lifestyles in Wales

Improving Health in Wales: a plan for the NHS with its partners

Informing Healthcare

Local Development Plans

Making the Connections: Delivering Beyond Boundaries

National Service Frameworks Wales

Pembrokeshire Community Plan 2003-2008

People, Places, Futures – The Wales Spatial Plan

Profile of Long-term and Chronic Conditions in Wales.

Safe. Sensible. Social. The next steps in the National Strategy

Service Development and Commissioning Directives: Arthritis and Chronic Musculoskeletal Conditions

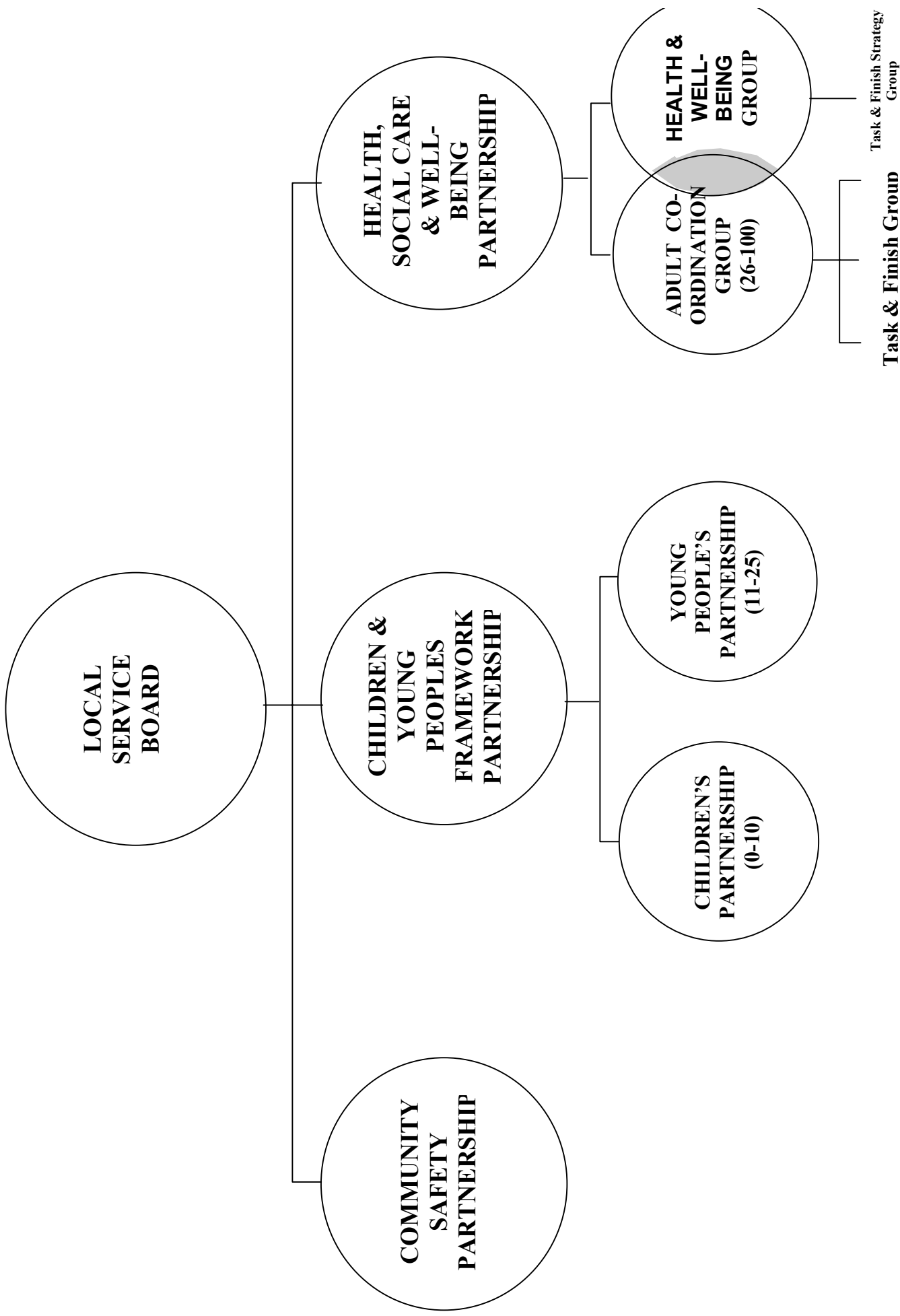
Strategy for Older People in Wales

Therapies for Modernisation

Wales: A Better Country

Appendix 2

Structures for delivering the strategy



Appendix 3

Air quality

Monitoring of air quality has taken place in Pembrokeshire since the 1960's and as a result the County Council holds a wealth of data. Air quality in the County is very good and has always met prevailing health and environmental standards, even during the mid 1970s when the Pembroke Power Station was burning heavy fuel oil at full load.

Earlier sampling for dark smoke and sulphur dioxide has been replaced since the mid 1980's with more sophisticated calibrated equipment and other methods, subject to robust QA/QC standards.

The Environment Act 1995 provides the framework for local air quality management and requires Pembrokeshire County Council to review and assess air quality within its area with regard to the air quality objectives prescribed in regulations. The air quality objectives relate to the seven pollutants, benzene, 1,3-butadiene, carbon monoxide, lead, nitrogen dioxide, PM10 and sulphur dioxide.

The primary aim is to identify locations with relevant public exposure where the objectives are unlikely to be met, and where the objectives are likely to be exceeded, the Council is required to designate an Air Quality Management Area and prepare an action plan for improvements in air quality. Both present and likely future air quality standards are assessed against the objectives.

The regulations state that likely exceedances of the objectives should be assessed in relation to *"the quality of the air at locations which are situated outside of buildings or other natural or man-made structures, above or below ground, and where members of the public are regularly present"*. Locations where members of the public are likely to be regularly present and are likely to be exposed over the averaging period of the objective should also be considered.

Government guidance makes it clear that a *"phased approach"* to review and assessment should be taken, in that the Council should only undertake a level of assessment commensurate with the risk of an air quality objective being exceeded.

As part of this approach, guidance states that an Updating and Screening Assessment should be produced every 3 years with Progress Reports required in the intervening years to maintain continuity. The next Updating and Screening Assessment is scheduled for April 2009.

Pembrokeshire County Council published a *"First Stage Review and Assessment"* in October 1998 as an initial benchmark for local air quality. The report recognized that further information was required with regard to Nitrogen Dioxide and Particulates. A *"Second Stage Review and Assessment"* in August

2000 concentrated upon these two pollutants and the report concluded that neither pollutants would exceed the prescribed objectives.

The first Updating and Screening Assessment (USA) was submitted in 2003 and identified the need for a Detailed Assessment in relation to benzene concentrations in proximity to petrochemical works. This was undertaken and demonstrated that benzene levels were already well within the 2010 objective levels for the pollutant.

A further USA was submitted in 2006 and concluded that declaration of an Air Quality Management Area was not necessary but that a Detailed Assessment of particulate material associated with a specific quarrying operation was required; this monitoring work is underway and is expected to be completed in April 2008.

For further information, reference should be made to Pembrokeshire County Councils' web site at www.pembrokeshire.gov.uk.