

i Appendix A - Healthier Happier Lives Engagement Findings: Executive Summary

i.i The Health and Wellbeing Board are in the process of developing their next strategy for implementation in 2016. A key element of the development is ensuring that the strategy is informed by the views of citizens, service providers and front-line workers. The initial engagement was designed to find out what is important to people in regards to health and wellbeing. The following provides a summary of the key findings.

<p>Main Issues</p>	<p>Lifestyle factors and Personal Responsibility: Obesity, physical inactivity, poor diet and smoking highlighted as key issues but with mixed views as to whether they are related to poor choices or if ‘lifestyle choices’ are heavily influenced by social/ economic factors.</p> <p>Social Isolation and loneliness was one of the most commonly identified issues impacting on physical and mental health.</p> <p>Mental Health: Priority for many groups with significant impact on physical health. Still a stigma surrounding the subject compared to physical illness.</p> <p>Economic Deprivation: Money and affordability highlighted as a key factor behind the inequalities in outcomes across the city.</p> <p>Housing: Lack of affordable and good quality housing</p> <p>Air pollution highlighted by some groups (particularly around inability to avoid car emissions).</p> <p>The city is not homogenous: Differences were highlighted based on various types of segmentation (e.g. geographic, communities, age). Particular reference was made to the impact on Black and Minority Ethnic (BME) communities in relation to disproportionate impact regarding health outcomes.</p>
<p>Barriers/ Enablers</p>	<p>Affordability/Time: Particularly highlighted in regards to healthy eating and exercise.</p> <p>Life Skills: Highlighted that some people prioritise the wrong things financially, lack budgeting skills and the knowledge to cook healthy meals.</p> <p>Access to Services: Complexity of the system, linkage between services and cost of transport.</p> <p>Knowledge & Confidence: A feeling that there is not a lack of services, instead people do not always know what is available or have the confidence to use them.</p> <p>Lack of Clear Messages around healthy behaviour (particularly diet)</p> <p>Mental Health: Stigma is still an issue and some concerns about service provision (e.g. access to counselling) and lack of consistency in long-term support.</p> <p>Deprivation, Unemployment and Funding Cuts including benefit cuts.</p> <p>Housing: Lack of affordable good quality housing</p>
<p>Potential Solutions</p>	<p>A number of principles/ approaches were highlighted including: Prioritisation and targeted service delivery, early intervention, sustainable funding, influencing decision making and co-production/commissioning. Specific interventions suggested included:</p> <p>Increasing social interactions through volunteer schemes, social prescribing and community befrienders.</p> <p>Environmental improvements to develop attractive safe green spaces that promote active travel.</p> <p>Education/Awareness Raising to teach life skills, computer literacy, employability etc.</p> <p>Improved information and communication including a single service directory.</p> <p>Incentivising Healthy Behaviour including car free days, congestion charge, smoke free areas and subsidised healthy food.</p> <p>Increased Mental Health provision including more counselling</p>