



**BRENTWOOD
BOROUGH COUNCIL**

Brentwood Health and Wellbeing Strategy

2024 – 2028

Growing



Protecting



Developing



Improving



Delivering



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Foreword

We are pleased to introduce our refreshed Brentwood Health and Wellbeing Strategy. This strategy provides a clear, concise and convincing explanation of what we need to do, and what impact we aim to have for the next 4 years, as a 'framework for action'. It includes the vision of how we can achieve this, and the outcomes and actions required to reduce health inequalities at every stage of residents' lives.

Establishing a sustainable model of integrated health and social care requires using all resources to influence the wider determinants of health. The combined impact of the pandemic, cost of living crisis and demographic change further shows the need for a difference in the way we design and deliver services. We cannot meet the rising needs of our population by spending more money on the kinds of services we currently provide. Instead, we need to re-focus what we do so that we identify the root cause of need and tackle it so that residents have a better chance of living more independently now and in the future. By truly co-producing with residents, particularly those who experience the poorest health, we can understand the root causes of ill health, the ways we can best meet needs and ensure communities are supported and empowered.



Good health is vital to an enjoyable and meaningful life free from avoidable illness and, in the worst cases, early death. But the importance of good health needs to be considered, particularly in our aspirational and developing borough, as a crucial factor of economic prospects, both at an individual and a system level. We want residents of all ages to engage and not be compromised by poor health – both physical and mental. To allow all residents to benefit from the new opportunities within Brentwood we need to ensure health is at the core of everything we do.

We would like to thank everybody that has been involved in this strategy refresh: residents for offering their lived experiences, the Health and Wellbeing Board, elected members and individuals who demonstrate their commitment to this important agenda – but the success of any plan is in its delivery.



Vice Chair

Councillor Mrs Vicky Davies,
Vice Chair of the Health and
Wellbeing Board

Chair

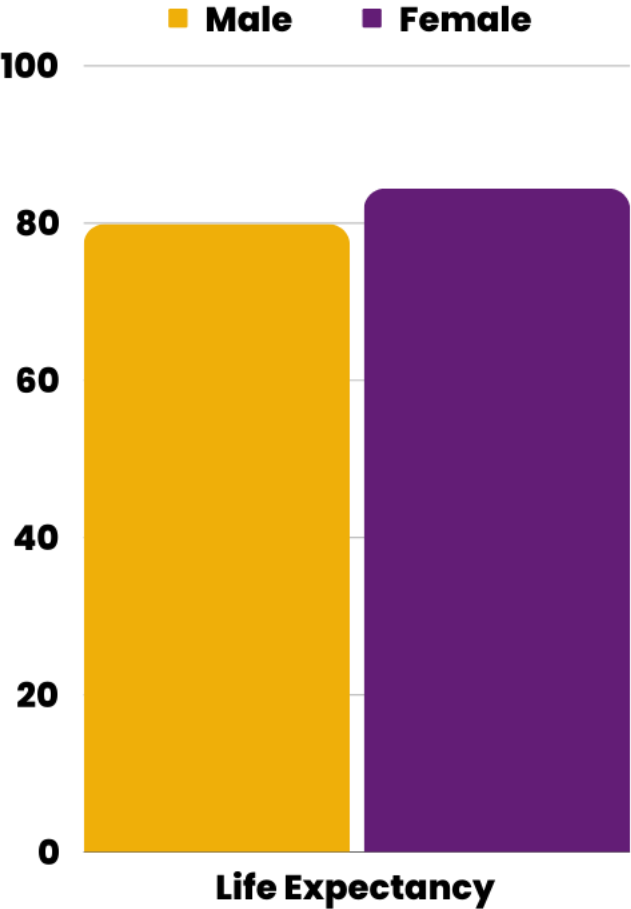
Councillor Mrs Olivia Francois,
Chair of the Health and
Wellbeing Board



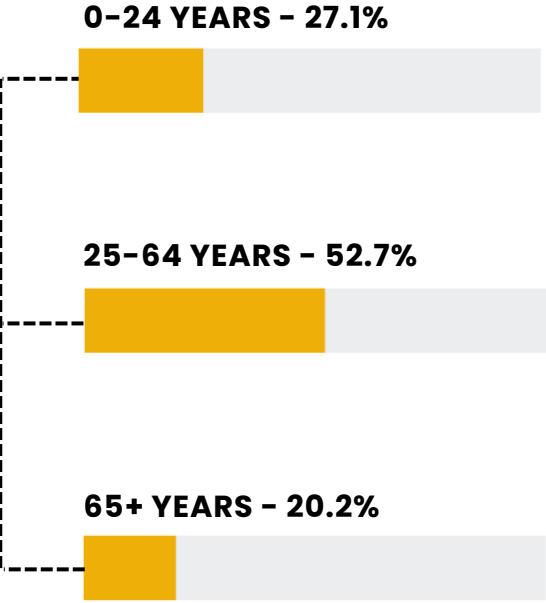
Population Snapshot

77,000

RESIDENTS



Age Breakdown



KEY STATISTICS FOR BRENTWOOD:

Dementia

There are projected to be over 1 million people with dementia in the UK by, 2025 (Alzheimers, 2023).

An estimated 1,137 of residents of 65+ have a diagnosis of dementia. The dementia diagnosis rate for Brentwood is 60.8% and the national target is 66.7%.

This means roughly 61 out of 100 people that have dementia have a diagnosis; whereas 39 out of 100 estimated to have dementia do not have a confirmed diagnosis.

Diabetes

There are 64,335 patients (aged 17+) registered within Brentwood PCN and 3,355 have a diagnosis of Type 2 Diabetes, which is approximately 3.3% of residents. there (NHS, 2022)

Obesity

In England, two thirds of adults are overweight or obese. In Brentwood 66.1% of adults (aged 18+) are classified as overweight or obese. The national average is 63.8% (OHID, 2022).

In Brentwood the number of children in Year 6 (aged 10-11 years) classified as obese or severely obese, has increased to 18%. The national average is 22.7% (OHID, 2023)

The number of Brentwood Residents who have died by suicide is 15 per 100,000 population, compared to 10.5 per 100,000 in England

Loneliness and social isolation are increasing. In the UK 1.4 million adults state they are often lonely (Age UK, 2023)

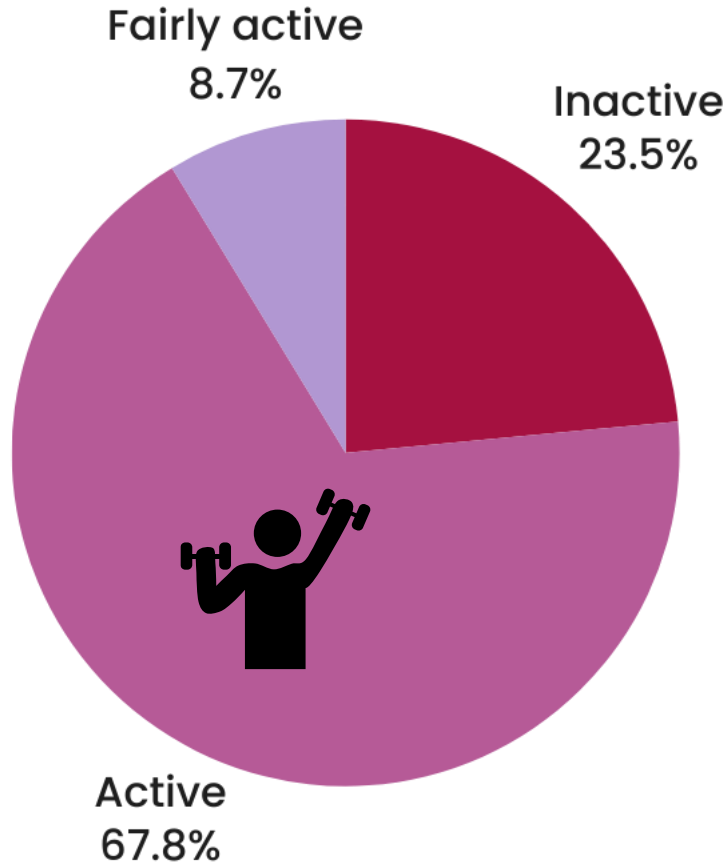
In Brentwood, 'Occasionally lonely' has increased from 20% (2021) to 25% in (2022) (Sport England, 2022)

Smoking prevalence highest for patients with Long-term Mental Health conditions in Brentwood



Activity Levels

Adults

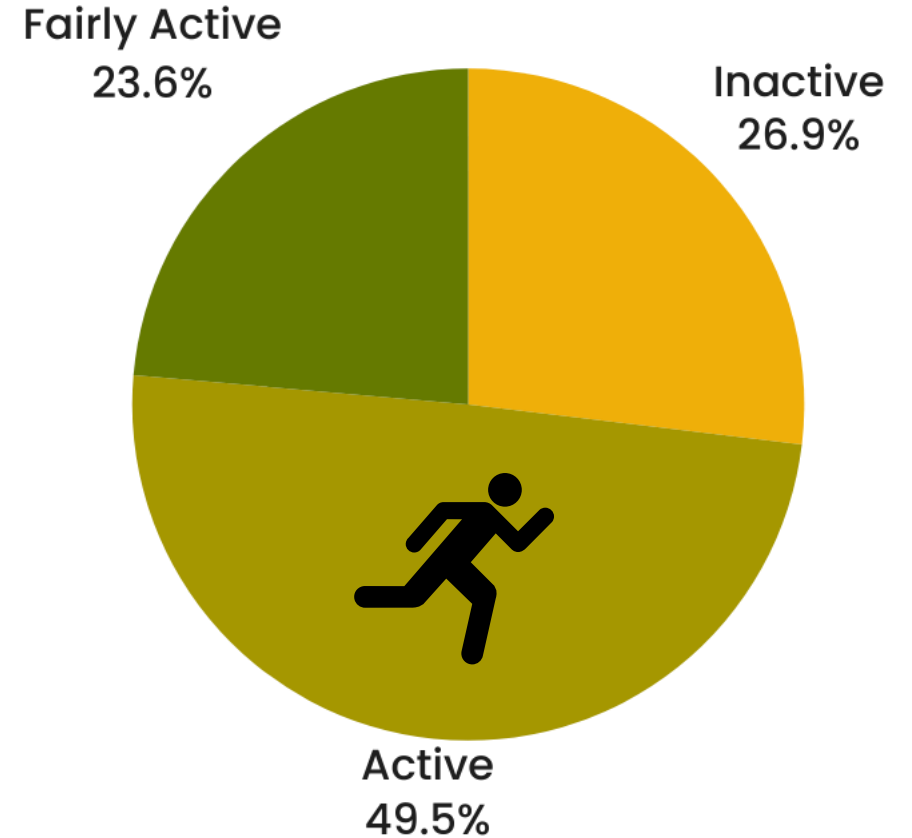


Inactive: less than 30 minutes a week
Fairly active: 30–149 minutes per week
Active: at least 150 minutes a week



of year 3 to year 11 children are doing less than 30 minutes of exercise a day

Children and young people aged under 16

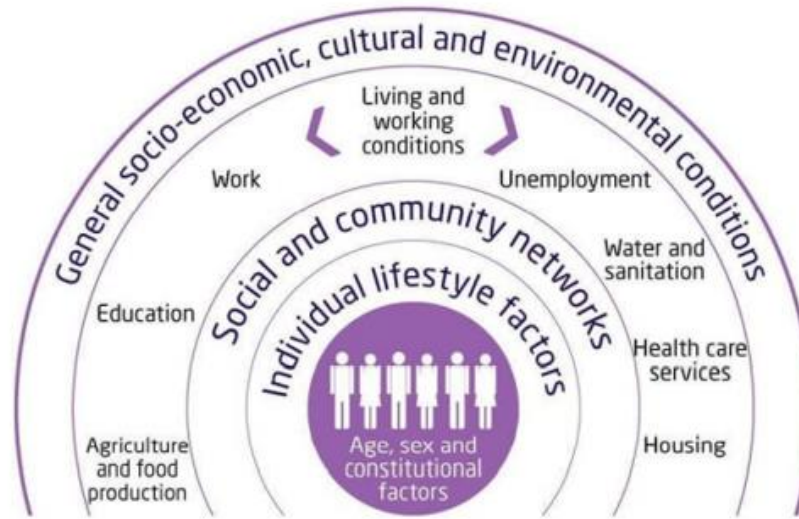


Inactive: less than 30 minutes a day
Fairly active: 30–59 minutes a day
Active: at least 60 minutes a day

What is Public Health?

Public health is the science and art of preventing disease, prolonging life, and promoting health through the organised efforts of society (The Faculty of Public Health, 2023).

Since 2013, local authorities have been responsible for many aspects of public health. Currently, the majority of everyday spending on public health is via the public health grants from central government to local authorities.



Dahlgren & Whitehead, 1991

The Wider Determinants of Health

Wider determinants are a diverse range of social, economic and environmental factors which impact people's health. There is a strong link between social inequalities and disparities in health outcomes (OHID, 2023).

Health inequalities are avoidable, unfair and systematic differences in health between different groups of people (The King's Fund, 2023).

Addressing the wider determinants of health has a key role to play in reducing health inequalities.

What is the Health and Wellbeing Strategy?

Welcome to the Brentwood plan for improving and protecting health and wellbeing and reducing health inequalities. This strategy sets out a renewed vision for improving health and wellbeing of residents and communities and reducing inequalities by 2028.

It reamplifies key themes and outcomes from the 2020- 2023 strategy – which are still relevant – and defines how we can deliver these over the next 4 years. It recognises and harnesses our new partnerships, with a particular focus on ensuring communities are central to co-production and delivery.

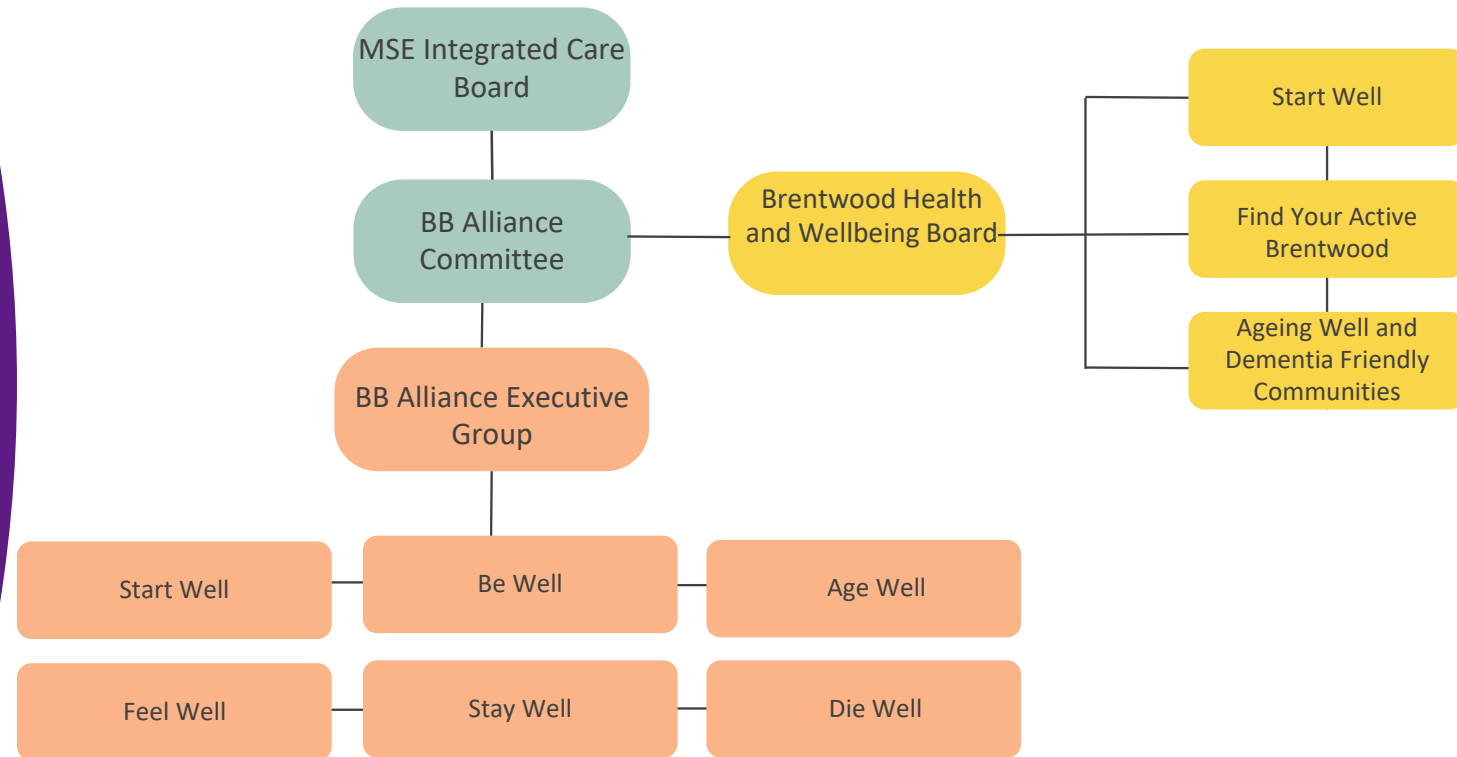
The strategy is aligned to [Brentwood 2025](#) which is the Council's Corporate Strategy for 2020-2025.



The Board:

- Mid & South Essex Integrated Care System (MSE Integrated Care System)
- Mid & South Essex Foundation NHS Trust
- Brentwood and Basildon Alliance Committee (BB Alliance Committee)
- Essex County Council
- Council members
- Active Essex
- Youth Service
- Healthwatch
- Essex Child and Family Wellbeing Service
- Voluntary Sector – CVS, faith organisations, hospices and charities
- Essex Wellbeing Service
- Community Safety
- Leisure providers
- Mental Health providers (Brentwood Community Tree)
- Care homes and carers
- Parish councils
- Sports organisations

Who is involved?



Strategic Context

We have designed our approach with the aims and strategic plans of our Health and Wellbeing Board partners in mind. This strategy supports and is aligned to numerous local plans and strategies, as well as those on a wider footprint, such as:



[Essex Joint Health and Wellbeing Strategy](#)



[Fit for the Future Physical Activity and Sport Strategy for Essex, Southend and Thurrock](#)



[Essex Children and Young People's Strategic Plan](#)



[Mid and South Essex Integrated Care System](#)

Strategic Priorities

Our Vision: By 2028, residents in Brentwood will have improved physical health, mental and social wellbeing.



Start well

*The key to a healthy future, is a healthy start
(Centre for Early Childhood)*



Find your active Brentwood

*Every £1 spent on sport and physical activity generates almost £4 in return across health and wellbeing, strengthening communities and the national economy
(Sport England)*



Ageing well and Dementia Friendly Communities

*High-quality social connections are essential to our mental and physical health and our well-being
(World Health Organization)*

Start Well Priorities

Children and young people (aged 0-25) to get the best start, be healthy, be happy and achieve



Reducing risky behaviours, being safe and secure and free from neglect, harm and exploitation



Connecting communities and building community resilience



Increasing healthy eating and providing food education for families



Improving young Carers support



Vaping reduction

Find Your Active Brentwood Priorities

Supporting residents to live healthily for longer, physically, mentally and socially



Increasing physical activity (Active Lives Survey measurements) for all



Connecting communities and building community resilience



Reducing obesity levels with a focus on Year 6 (aged 10-11) measurements



Improving mental health and wellbeing



Providing financial support, advice and guidance for local clubs and residents during the COL crisis

Ageing well and Dementia Friendly Communities Priorities

Older residents (aged 65+) to have an improved quality of life in later life and live independently for as long as possible



Working with partners to continue to make Brentwood Dementia friendly



Reducing social isolation and loneliness



Supporting people to live well with long-term health conditions



Connecting communities and building community resilience



Improving access to services and activities

Overarching Themes



Community Resilience



Cost of Living Crisis



Mental Health support



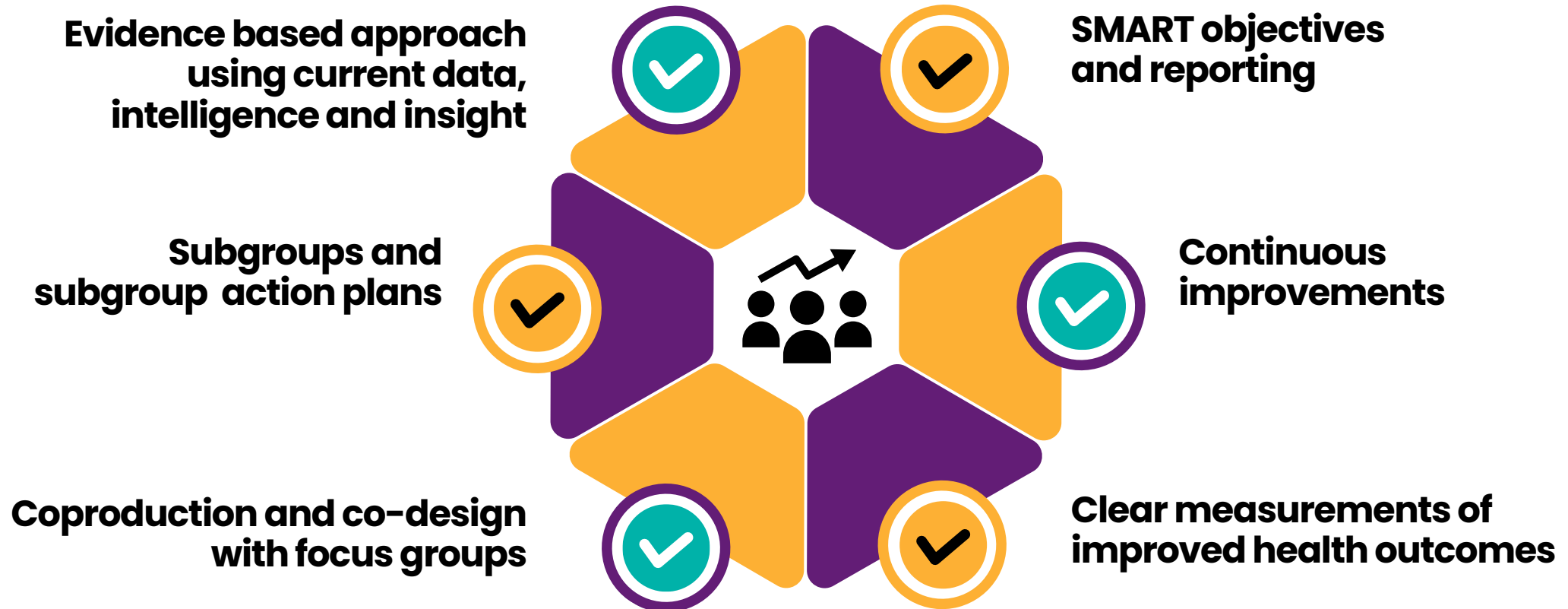
Active Environments

The overarching themes are current and topical issues that are relevant to everyday life of residents and need to be taken into consideration when planning and ensuring the long-term priorities are met. The themes have been selected to allow subgroups and their action plans to address health inequalities.

The health and wellbeing board are working in partnership with the subgroups and wider partners to address the themes.

How success will be measured

Delivery of the strategy will be underpinned by subgroup action plans that will set out activities and initiatives under each of the agreed priority areas. The subgroups are accountable to the Health and Wellbeing Board.





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Next Steps

Following approval of proposed strategic priorities and overarching themes, further work will be undertaken to monitor progress against the outcomes and progress measures. Delivery of the Strategy will be through identified subgroups and detailed action plans. Monitoring of progress will be undertaken annually.

The strategy is refreshed every five years to ensure the priorities remain fit for purpose and best suit the needs of Brentwood residents.



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