



HEALTH AND WELLBEING BOARD PAPER FORMAL PUBLIC MEETING

Report of: Greg Fell

Date: 27th June 2024

Subject: Developing the new Joint Local Health and Wellbeing Strategy - update

Author of Report: Helen Watson (293 0514)

Summary:

This report presents an update on the development of the Sheffield Joint Local Health and Wellbeing Strategy 2024-2034.

Questions for the Health and Wellbeing Board:

- Is there anything missing from the strategy development process that the Board would expect to see?

Recommendations for the Health and Wellbeing Board:

Board members are asked to:

- Note the summary report of the outcomes of the strategy workshop on 23rd May.
- Approve the wording of the four radical shifts and the Board's collective commitments found in Appendix 3.
- Develop individual commitments to the radical shifts if they were unable to attend the workshop on 23rd May.
- Note the current descriptions of the eight building blocks found in Appendix 4 and make any relevant comments to support further development.

- Note the design concept for the new Health and Wellbeing Board Microsite which will host the strategy.
- Support using language everyone can understand in the microsite content.
- Agree to participate in developing video content for the microsite and blog-style content.
- Note the timescales for finalising and publishing the new strategy.
- Participate in a further development workshop on 19th July 2024.
- Provide any additional steer and guidance including the role of the public and partner organisations in development and endorsement of the Strategy.

Which of the ambitions in the Health & Wellbeing Strategy does this help to deliver?

The refreshed Joint Local Health and Wellbeing Strategy 2024-2034 will reset the ambitions for the city.

Who has contributed to this paper?

Sheffield City Council	Susan Hird Dan Spicer
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Developing our new Joint Local Health and Wellbeing Strategy

1 SUMMARY

1.1 This report presents an update on the development of the Sheffield Joint Local Health and Wellbeing Strategy 2024-2034.

2 BACKGROUND

2.1 The overall aim and vision of the new strategy is:

To close the unfair gap in length and quality of life, by improving the health and wellbeing of those worst off the fastest.

2.2 The strategy is shaped around eight foundational building blocks and four radical shifts.

2.3 The strategy will run over a 10-year implementation period. This will be broken up by 3-yearly reviews of priorities and commitments, and supported by yearly Board delivery plans, and annual reports on progress.

2.4 The strategy development process has been stewarded by a small editorial team from Sheffield City Council, who have been supported by a wider editorial group. However, progress has been dependent on the generous and honest contributions of Board members, people from a wide range of partner organisations, and from Sheffielders – all sharing their perspective and experiences, aspirations for the future, and bringing constructive challenge.

3 FORMAT AND LANGUAGE

3.1 Throughout the strategy development work, Board Members have expressed a desire for the strategy to be tangible, accessible, living and interactive, and in a format that enables a connection between the Board and Sheffielders and evolves to tell the story of implementation and impact.

3.2 In response to this, a new Health and Wellbeing Board microsite is under development that will host the new strategy, with the following basic menu structure:

HOME	Landing page
WHO WE ARE	Introduction to the Board and its members
WHAT WE DO	The Board's mission and ways of working Picture of Health in Sheffield Fair and Healthy Sheffield Plan
NEWS	Regularly updated blog style content
EVENTS	Board meetings Other city-wide events hosted by the Board
CONTACT	Contact details, direct message form

3.3 The editorial team are also keen to encourage the Board to respond to public and partner comments about avoiding jargon and using language that everyone can understand. This means aiming for a reading age of 11 in all the microsite content, calling the Joint Strategic Needs Assessment 'The Picture of Health in Sheffield', and calling the Joint Local Health and Wellbeing Strategy 'The Fair and Healthy Sheffield Plan'.

3.4 The design concept for the new microsite can be seen in Appendix 1.

3.5 The use of a range of media within the new microsite will enable the Board to build on positive feedback from the public workshop in January, about having greater visibility. This could include:

- WHO WE ARE – Video of Board members talking about why it matters to them to be on the Board, and what it's like.
- WHAT WE DO – Video of Board members introducing the Board's mission and key workstreams and elements of the strategy. Interactive presentation of the Picture of Health in Sheffield. Written or video case studies/spotlight on good work that aligns to the strategy. Video of all individual Board member commitments to the delivery of the radical shifts.
- NEWS – Board members contributing to regular blog-style content that can be shared with the public and partners using GOV Delivery service.

4 THE FOUR RADICAL SHIFTS

4.1 The four radical shifts are core to the new strategy and show how the Health and Wellbeing Board, along with everyone else in the City, needs to make changes and do things differently to make sure we can achieve our shared goal of a fair and healthy

Sheffield. It is anticipated that these big changes will be made of many smaller steps that will take time, commitment and dedication to implement over the life of the strategy.

4.2 During the strategy development engagement activities, the editorial team explored with the public and partners what it would look like if we made these shifts and what it would take to make them happen. In response, Board members came together on 23rd May 2024 to work together to develop brave and bold collective commitments focused on their role in making them a reality. An overview of the event can be found in Appendix 2.

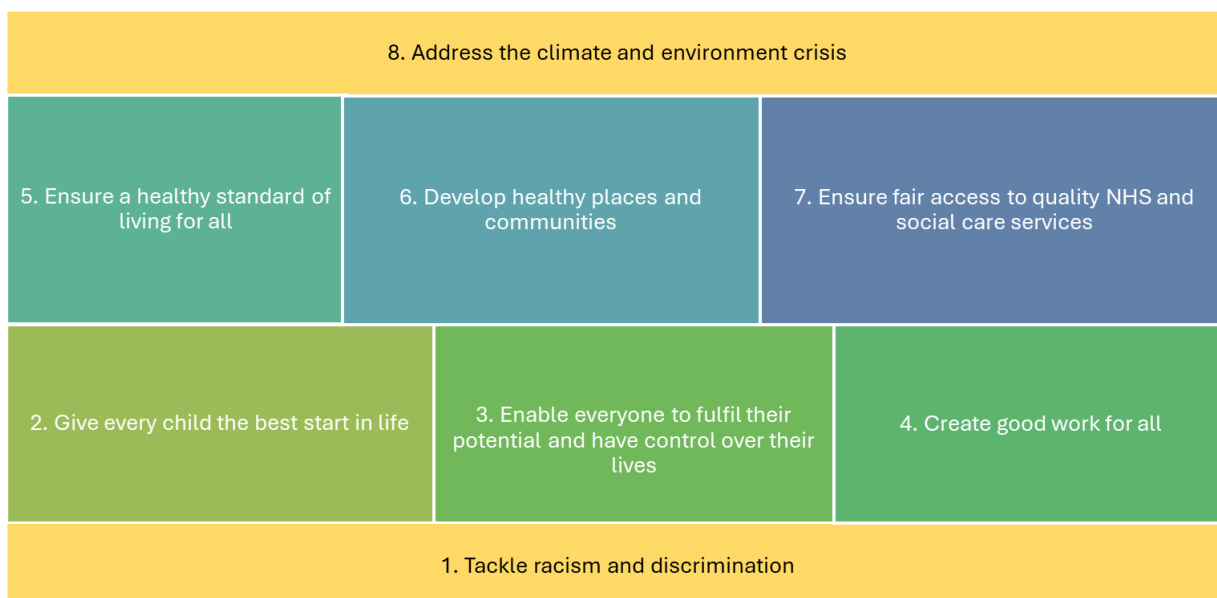
4.3 The editorial team reworked the language of the collective commitments after the event, to make them more accessible, and removed one that appeared to be a duplicate.

4.4 The description of the four radical shifts and the Board's collective commitments are detailed in Appendix 3 using the text that will be uploaded to the microsite.

4.5 At the Board workshop on 23rd May, each Member, or their substitute, made an individual commitment about how they will support delivery of the four radical shifts. Board members who were not able to take part on the 23rd May are invited to complete these so they can be uploaded to the microsite together.

5. EIGHT BUILDING BLOCKS

5.1 The eight building blocks are the foundations for a fairer and healthier future for all Sheffielders. They have been modified from the work of Professor Sir Michael Marmot at the Institute for Health Equity and are summarised below. Full description of each building block is available in Appendix 4, including how they link to the City Goals.



5.2 Many contributors have identified the good work already underway within these building blocks which we can build on. We have also heard about areas where we need to see more focused action as we move forward in the implementation of the new strategy.

5.3 The editorial team is combining these contributions from Board members, Partners and the public, with data and insight and wider evidence to identify a small number of priorities within each of the eight building blocks. These priorities will be the focus of the activity of the Board, alongside the commitments to the four radical shifts. The suggested priorities will be shared so that Board members have an opportunity to reflect on and refine them.

6. FINALISING AND PUBLISHING THE STRATEGY

Intended timeline

6.1 The original intention was to finalise the content of the strategy and bring this for agreement to the June 2024 Health and Wellbeing Board meeting, and then publish the interactive format by the end of August 2024.

6.2 However, more time is needed to get some of the content of the strategy right, notably prioritisation within the eight foundational building blocks and the development of the first delivery plan.

6.3 The editorial team intends to ensure the remaining content of the strategy and the microsite development work are finalised by the end of the summer and bring this for approval at the September 2024 Board meeting.

First delivery plan

6.4 Board members are asked to participate in a further development workshop on 19th July 2024, which will focus on how to use the resources available to them to deliver on strategy priorities and commitments.

6.5 The first delivery plan will be developed following the July 19th workshop and will focus on actions in the remainder of the 2024/25 municipal year (September 2024 to May 2024). These actions will be anchored to the commitments to the four radical shifts and the priority areas agreed within the eight building blocks. The delivery plan will be brought to the Board for agreement in September and will be published within the new microsite.

Developing an approach to measuring and reporting what matters

6.6 One of the collective Board commitments to the four radical shifts is:

We will ask people in Sheffield to help decide what to measure and report about making Sheffield healthier and fairer.

6.7 The editorial team is liaising with the City Goals transition team to explore synergy with the 'Cornerstone Indicators' work, which is focused on developing an approach to measuring progress in delivering the City Goals.

6.8 Specific actions to support this commitment and co-produce an approach to measuring and reporting what matters will be detailed in the delivery plan. This could involve the

Board hosting a single event or series of events to gather people together or building on the City Goals approach to collaborative conversations with communities.

6.9 The editorial group has also begun to identify a range of potential indicators that could help us to understand if we are travelling in the right direction to the future we want to see.

7 QUESTIONS FOR THE BOARD

7.1 Is there anything missing from the strategy development process that the Board would expect to see?

8 RECOMMENDATIONS

8.1 Board members are asked to:

- Note the summary report of the outcomes of the strategy workshop on 23rd May.
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