

Blackburn with Darwen Joint Health & Wellbeing Strategy Refresh 2015 – 2018:

**Our Approach:**

- Tackle the wider determinants of health and wellbeing
- Focus on things we can do together to make the biggest difference
- Evidence based action across the life course

Challenges	Principles	Cross cutting themes			Priority Actions
		Identification, prevention & early intervention	Promoting positive mental health & wellbeing	Reducing poverty & financial inclusion	
<p>Continuing poverty, deprivation and disadvantage.</p> <p>Increasing inequalities in unemployment and worklessness.</p> <p>Increasing harmful impact of alcohol</p> <p>Poor quality and diversity of housing</p> <p>High levels of fuel poverty</p> <p>Poor health outcomes in children.</p> <p>High premature mortality and disability from long term conditions.</p> <p>Increasing numbers of older people needing support to remain socially included and independent.</p> <p>Significant sections of the population socially isolated</p>	<ul style="list-style-type: none"> <li>• Work together</li> <li>• Build on strengths (assets)</li> <li>• Good governance</li> <li>• Integration</li> <li>• Addressing inequalities (fairness)</li> <li>• Health in all policies including social value</li> </ul>	<p>e.g.</p> <p>5 Ways to Wellbeing</p> <p>Making Every Contact Count</p> <p>ACE (Adverse Childhood Experiences)</p>	<p>e.g.</p> <p>Partnership approach to public mental health</p> <p>Loneliness &amp; social isolation</p>	<p>e.g.</p> <p>Social value</p> <p>Fairness</p> <p>Living wage</p>	<p><b>Start Well (0-25yrs):</b></p> <ol style="list-style-type: none"> <li>1. Implement the Early Help Strategy</li> <li>2. Produce a borough-wide Parenting Skills Offer</li> <li>3. Take forward the recommendations of the Emotional Health and Wellbeing ISNA</li> <li>4. Promote a multi-agency training programme for Adverse Childhood Experience (ACE)</li> </ol> <p><b>Live Well (people of working age):</b></p> <ol style="list-style-type: none"> <li>1. Develop and support opportunities for employers to improve workplace health and wellbeing</li> <li>2. Ensure people have opportunities to live in healthy homes and neighbourhoods</li> <li>3. Encourage people to take control of their own health and wellbeing</li> </ol> <p><b>Age Well (50+):</b></p> <ol style="list-style-type: none"> <li>1. Develop BwD as a dementia friendly community</li> <li>2. Plan and coordinate developments to address social isolation and loneliness</li> <li>3. Develop an holistic approach to tackling poverty including finance, employment, housing and fuel poverty</li> </ol>
<b>OPPORTUNITIES/DRIVERS /ENABLERS</b>		Locality Working, Transforming Lives, Welfare Reform, ISNA, Early Help, Social Value Act, Better Care Fund, Adverse Childhood Experiences (ACE), other			<b>OUTCOMES &amp; PROXY MEASURES</b>