

# Health and Wellbeing Board Highlight Report

These [Highlight Reports](#) are published following discussion at the quarterly, public [Surrey Health & Wellbeing Board meetings](#).

They provide an overview of the projects and programmes which directly support the delivery of the [Surrey Health and Well-Being Strategy](#) and report to the Board, plus the latest relevant insights, collaboration and communications.

Please circulate more widely in your own organisation and/ or include in your own e-bulletins or newsletters as appropriate.

If there are projects or programmes you would like to connect with, please use the contact details provided in the report or email: [healthandwellbeing@surreycc.gov.uk](mailto:healthandwellbeing@surreycc.gov.uk).

## Community Vision for Surrey:

The Community Vision for Surrey describes what residents and partners think Surrey should look like by 2030: By 2030 we want Surrey to be a uniquely special place where everyone has a great start to life, people live healthy and fulfilling lives, are enabled to achieve their full potential and contribute to their community, and no one is left behind.

In light of the Community Vision and the vital role communities and staff / organisations in the Surrey system play in its delivery, the [Health and Well-Being Strategy](#) sets out Surrey's priorities for reducing health inequalities across the Priority Populations for the next 10 years. It identifies communities that experience poorer health outcomes and who need more support. It also outlines how we need to collaborate so we can drive these improvements, with communities leading the way.

With our focus on the [Priority Populations](#), what has been achieved against our outcomes this quarter?

## Priority 1

### In the spotlight – Surrey Heartlands Diabetes Network

The Surrey Heartlands Diabetes Network was set up to bring together multi-professional colleagues and partners to inform strategy, and support delivery and improvement, against identified national and local priorities, with a particular focus on prevention and reducing health inequalities. The Network aims to improve the lives of people of all ages living with or at risk of developing diabetes across Surrey Heartlands. Plans are already in place to establish a multi-disciplinary team working group to review the provision of structured education across Surrey and to help achieve the target of people attending structured education within 1 year of

diagnosis. Furthermore, this work will ensure appropriate provision for different communities where required, such as the pilot work with tailored structured education for people from South Asian communities, who are at greater risk and whose risk of developing diabetes starts at a younger age.

The Network review was completed, and an initial meeting was held in January 2024. The Network has representation from across the system and alignment across adult and children and young people's (CYP) programmes, as well as representation from Diabetes UK. The Network will continue to work in East Surrey to extend NHS health checks, with GP federations offering screening in diverse ways to proactively go into different communities to offer checks. CYP focused work includes successful engagement with CYP diabetes specialist nurses in East Surrey, and exploration of partnership working with CYP safe havens and youth workers to better reach and support this population.

The Diabetes Programme, using learning from Diabetes UK and Bedford, Luton and Milton Keynes (BLMK) Integrated Care Board pregnancy and preconception project, will scope potential modelling of a similar offer in Surrey Heartlands. A particular focus will be on people aged 18-39 who are living with Type 2 and are pregnant/planning for pregnancy.

## **Outcomes**

### **People have a healthy weight and are active**

- To support the integration of a whole system approach to healthy weight for looked after children, a first workshop had been held in November 2023. This workshop, led by the designated Doctor and Nurse, was to establish ways on how the service could support its service-users to make better food choices in a bid to promote healthy weight using a trauma informed approach. A final workshop will be held in March 2024 to develop an action plan with stakeholders from the causal map that was produced at the November 2023 workshop.
- Research on a whole system approach to obesity for young people aged 13-17 to support commissioning and planning decisions has led to the development of an evidence-based framework developed by the University of Surrey. The framework that will be produced is expected to lead to a report of the findings of the research and recommendations for young people in Surrey.
- Active Surrey hosted Active Schools Conference last November, in Reigate. This conference was an occasion for translating physical literacy into pedagogical practice. Over 100 teachers and senior leaders from schools across the county explored how to better create positive relationships with children and young people. At the same event, youth engagement and gender equality in sport and physical activity was also explored.

### **Substance misuse is low (drugs/alcohol & smoking)**

- In a bid to target the 'middle market' as a way of breaking the ability of gangs to supply drugs wholesale to neighbourhood dealers, Noxious Smells (cannabis) Framework developed by the Surrey Anti-Social Behaviour & Community Harm Reduction Partnership has been finalised and circulated to partners including local authorities, housing providers and third sector support organisations.

### **The needs of those experiencing multiple disadvantages are met**

- Surrey's first Lived and Living Experience Conference for multiple disadvantage proved a remarkable success with 120 system-wide multi-agency partners turning out at Dorking Halls on 31 January 2024.
- Place-based events are being arranged in Spring 2024 to share findings from the Changing Futures National Impact Report and Surrey's first Multiple Disadvantage JSNA.
- [Bridge the Gap](#) will support High Intensity User at St Peters and Royal Surrey Hospitals (East Surrey Hospital is scheduled to join the pilot shortly). It will provide support to the top fifteen most frequent attenders at Accident and Emergency who are identified as experiencing multiple disadvantage. System-wide savings for this pilot of fifteen people are estimated at £2.4M. System saving for the other Bridge the Gap projects supporting eighty people demonstrate savings of £2.28M, making a total of £4.68M per annum to the Surrey System for ninety-five beneficiaries.

### **Serious conditions and diseases are prevented**

- To improve access to the information and resources around dementia, local organizations and residents of Surrey can now use Connect to Surrey, which has replaced Surrey Information Point. This new system is much easier to navigate. In addition, Adult and Social Care will be recruiting two Project Officers to work with voluntary and statutory organisations delivering day-time opportunities to identify Information Champions so that use of the new Surrey Connect System can be embedded within the community. Furthermore, the roles will set up a forum to share best practice and deliver training to staff and unpaid carers.

### **People are supported to live well independently for as long as possible**

- As part of the efforts by the Surrey Joint Carers Programme Team to co-design and develop new emotional wellbeing and mental health services for Young Carer Champions, innovation fund pilots have been approved by the Carers Commissioning Group and are now in place. These include improving the uptake of the Angel Award in Surrey schools, a youth support programme and youth club. The innovation fund is available to improve the health and wellbeing of unpaid carers across the county, where local organisations are able to submit project business cases for funding of up to £25,000.
- SCC has secured an Accelerated Reform Funding from the Department of Health and Social Care secured for a pilot project to test the impact and outcomes of a specialist link worker service for adults on probation, with the aim of exploring options to trial proactive social prescribing in Surrey. Funding is for 2024/25 but funded projects may be able to run for 2 years.

### **Who is leading this?**

#### **Priority sponsor:**

Karen Brimacombe. Chief Executive, Mole Valley District Council

**Programme Manager:** Olusegun Awolaran, Policy and Programme Manager, Surrey County Council

## Priority 2

### In the spotlight - Mental Health Investment Fund (MHIF): Round 2 awards

The Surrey All Age Mental Health Investment Fund has awarded funding to 13 projects providing innovative, community-focused programmes to support the prevention of mental ill health and improvement of emotional well-being across the county.

Round 2 of applications took place in July 2023. There were 64 bids submitted of which 13 were successfully awarded total funding of approximately £3.6M. This is in addition to the £530,000 awarded in round 1. They cover a broad age range and are spread across the 11 districts and boroughs of Surrey. Each project has been mapped to the HWBS Priority Populations including the Key Neighbourhoods.

Full details of the successful projects, including the amounts awarded and their geographical coverage, can be found [here](#).

All bids were assessed by a panel which represents the Surrey Heartlands Integrated Care Board, SCC Public Health and Cabinet members, the Voluntary, Community and Social Enterprise and integrated commissioning representatives.

MHIF is part of the county's No One left Behind agenda. The additional investment in mental health provision was ring fenced within the 2022/23 Council Tax with an additional contribution from the NHS. The total budget of £10.5m consists of a £6.5m contribution from Surrey County Council and £4m from Surrey Heartlands Integrated Care Board.

The MHIF is aligned to meeting the outcomes of Priority 2 of the Health and Wellbeing Strategy. The MHIF Oversight Sub-Group of the Mental Health Prevention Board will be providing oversight and assurance in the form of the quarterly reporting from the round 1 and round 2 schemes. Further proposals for the allocation of remaining funding for 2024/25 are being taken to the 20 March meeting of the Surrey-Wide Commissioning Committees in Common.

### Outcomes

#### **Adults, children and young people at risk of and with depression, anxiety and other mental health issues access the right early help and resources**

- On the implementation of the Community Mental Health Transformed Core Offer across Surrey Heartlands Frimley ICSs, the workstreams have been developed for implementation (within the NHS Long Term Plan and Community Mental Health Framework).
- As of January 2024, General Practice Mental Health Services (GPimhs) have been fully rolled out to all Primary Care Networks. The Adult Eating Disorders Integrated Mental Health Service is open to all primary care referrals.
- Workstreams are underway in the Serious Mental Illness and Long-Term Conditions programme, on understanding data, reducing stigma, psychoeducation, screening and prevention, and wider determinants of health. This includes at ICS Place (NW Surrey).

- Phase 1 is completed of the Sleep Strategy for primary, secondary and tertiary prevention – with insightful findings from over 200 questionnaire responses around sleep hygiene. Next steps being planned for the first half of 2024 are a resource for professionals with a training support.
- The [First Steps to Support Phonenumber](#) went live in mid-January as a pilot in Guildford borough, targeting three Key Neighbourhoods. Digital geo-targeted social media ads produced 700 webpage clicks in 3 days and flyers were posted to 770 households.
- [The Surrey Suicide Prevention Strategy](#) is being re-drafted to reflect the national strategy whilst delivery continues on the existing, published strategy.
- Since 1 February 2023, 165 people have been referred to the suicide bereavement support service, resulting in 90% of them receiving support.
- The online Stigma Survey was run on Surrey Says in December-February and was widely publicised to partner organisations (results in the June Highlight Report).

### **The emotional well-being of parents and caregivers, babies and children are supported**

- A substantial item on the Children and Young People Emotional Wellbeing & Mental Health Strategy was discussed at the Surrey Heartlands Integrated Care Partnership, giving assurance around delivery of the action plan and its links with delivering the Health & Wellbeing Strategy.
- [Consulting Youth Advisors](#) are using user voice and participation in developing a roadmap to explain to children and young people what Mindworks is, what support they offer and how to access support.

### **Isolation is prevented and those that feel isolated are supported**

- Through the Green Health & Wellbeing (GHW) programme, a new toolkit resource has been created to support development of green spaces for therapeutic health in the NHS Public Estate.
- 16 staff in Surrey & Borders Partnership completed the GHW programme's nature-based training and 5 PCNs have expressed interest in accessing the [NatureWell](#) course.
- £15k was allocated from the GHW programme for the First Steps Volunteering Programme – volunteering passports launched for 18–24-year-olds to introduce them to green careers.
- £5k funding was also allocated to the Ethnically Diverse Environment Network, to promote access and inclusion in nature/green space.

### **Environments and communities in which people live, work and learn build good mental health**

- Workforce Wellbeing Standards materials, including user guide manuals for small and large businesses, are published on [Healthy Surrey](#).
- Wheel of Wellbeing workshops delivered in Merstham and Walton South (Key Neighbourhoods) targeted at VCSE and community groups such as food banks, citizens' advice, community centres and staff working with asylum seekers.

- The men's mental health (prevention) programme run by [Mentel](#) is extended until the 31 August 2024, focused on gambling establishments and leisure centres.
- Between September 2023 and January 2024, 100 Surrey colleagues were trained in Mental Health First Aid in the Public Health mental health team's Surrey Training Offer. The average rating (out of 10) for confidence in giving support before training was 5.18. The average confidence rating post-training was 8.41. The average rating for knowledge about mental health and wellbeing pre-training was 6.12 and the average rating post-training was 8.68. Priority is now being given to those working with Gypsy Roma Traveller communities, asylum seekers and refugees, and roles which are supporting residents with cost-of-living pressures.
- Local Government Association guidance ('Tackling gambling related harm – a whole council approach') published in October will form the basis of Surrey's Strategic Action Plan in development.

### Who is leading this?

#### Priority sponsors:

Professor Helen Rostill, Deputy Chief Executive Officer, Surrey and Borders NHS Foundation Trust and SRO Mental Health, Frimley ICS

Kate Barker - Joint Strategic Commissioning Convener: Children and all age Mental Health

Liz Williams - Joint Strategic Commissioning Convener: Learning Disability and Autism and all age Mental Health

**Programme Manager:** Jason Lever, Policy and Programme Manager, Surrey County Council

### Priority 3

#### In the spotlight – Access to food banks

The Surrey Coalition for Disabled People released a report late 2023, around how the Cost-of-Living situation was disproportionately affecting disabled people. The report noted that disabled people were struggling to pay their energy and food bills, with some people skipping meals or not being able to put their heating on.

Furthermore, the report highlighted that members of the Coalition were not accessing food banks, so delving a little bit deeper to understand the barriers to accessing food banks, the Coalition sought to understand how to help improve access.

The Coalition conducted an online survey, later in the year, to gauge the views of disabled individuals on food support in Surrey, and whether it was accessible. The survey was promoted through the Coalition's newsletter and social media and received 25 responses from disabled individuals across 9 of Surrey's 11 boroughs/districts.

The findings suggest that only 32% previously accessed food banks, food clubs and/or community cupboards, 72% did not know what food support was available in their area and 62.5% were unable to find information easily. Some participants expressed uncertainty about whether food banks could accommodate for wheat-free, gluten-free, or diabetic diets.

Individuals who have utilised food support in the past have noted the difficulties with accessibility include stigma associated with seeking assistance, transportation for individuals who had not previously sought food assistance, navigating the complicated referral process and the belief that others may be more deserving.

The survey revealed some challenges that disabled individuals experience when seeking food support in Surrey. The Coalition is joining forces with SCC and local food banks throughout Surrey to ensure accessibility for residents with disabilities. Furthermore, The Coalition will continue promoting food banks and other food resources to their members, raising awareness about these crucial services. A list of Surrey's food support has been compiled within the full report of this research, which is [here](#) ([purple pins on Google map](#)).

## Outcomes

### **People's basic needs are met (food security, poverty, housing strategy)**

- SCC's Warm Welcome scheme launched on November 1st, 2023, has been hugely successful so far. SCC currently supports 88 Warm Welcome venues across the county. As of January 2024, with some reports outstanding, they have had almost 17,000 visitors, all receiving a hot drink, advice and a warm, safe place, while 1,356 residents have received energy advice either online or face to face. In conjunction with SCC's research and insight team, resident surveys will be carried out at our Warm Welcome venues to gain a deeper understanding of the needs of residents and identify barriers to support services. Funding for Warm Welcomes is yet to be secured for 2024/5.
- Surrey Community Action's Warmth Matters team have carried out 55 community visits at Warm Welcome venues, assisting approximately 325 residents with actions they can take to reduce energy bills and make their homes more energy efficient. 257 Surrey residents received Warmth Matters advice at community events and fairs, while an additional 60 Surrey residents contacted Warmth Matters advice line, received information about Warm Welcome venues and energy awareness advice.

### Children, young people and adults are empowered in their communities

- As part of the long-term strategic organisational and culture change that grows community focused practices, approaches and service designs, Surrey County Council commissioned the Health Creation Learning Programme. The program has built the capacity of over 100 participants across the system, with 9 action learning groups at Primary Care Network level. As a result of participating in the programme, many have gained an understanding of their role in working with communities as equal partners in reducing health inequalities. The evaluation is currently being finalised.
- [In Our Own Words](#) mental health peer research project for neurodiverse young people and young carers (other young people can act as project advisers) will begin recruiting young people in February.

### People access training and employment opportunities within a sustainable economy

- The Work Wise (Individualised Personal (Employment) Support in Primary Care) programme in Surrey is now live. Richmond Fellowship are supporting the first referrals from Primary Care Networks. The wider programme, focusing on providing employment support at place and to ethnically diverse residents, is in the final stages of procurement. This will work alongside an employer support service (both mobilising between March - April 2024) and a newly appointed benefits advice service provided by Surrey Welfare Rights Unit. Work Wise has also appointed a social research company to delve into two topics - residents and employers' experiences of in-work poverty and employers' experiences of recruiting and retaining diverse individuals.
- SCC has updated its [employment support directory](#) which provides support for job seekers across the county by preparing them to get into work as well as finding work experience and placements, searchable by age groups.
- The [Surrey Careers Hub](#) started delivery in September 2023, and has been working with 95 schools and colleges to improve the quality of career education, advice and guidance and support given to Surrey's young residents to choose the best possible learning and employment pathway for them. An official launch event for the Hub took place in November 2023.
- As part of the [Multiply](#) programme, SCC conducted a study which reported that 1 in 7 people living in Surrey have no qualifications, with those lacking a maths qualification likely to be higher. Residents with no qualifications are more likely to live in Reigate and Banstead, Runnymede, Spelthorne, and Tandridge and be disabled under the Equality Act, economically inactive, of a White ethnic group, never worked and have been long term unemployed, not able to speak English well or at all, female and aged 65 years or older. The qualitative aspects of the study gathered insights that will be used to inform engagement around the programme.



## People are safe and feel safe (community safety including domestic abuse; safeguarding)

- Following the launch of the [Anti-Victim Blaming Guidance](#) by SCC, reflective workshops for practitioners were created and a pilot was delivered in November. This received fantastic feedback from the social care cohort it was delivered to, and the intention is to roll these out to partners county-wide.
- The Office of the Police and Crime Commissioner (OPCC) successfully bid to the Home Office for a 2-year funding for a multi-agency domestic abuse perpetrator programme in Surrey. The fund's overall aim is to improve safety of victims by reducing the risk posed by domestic abuse and stalking perpetrators (as well as children and adolescents who use abuse/violence in their relationships) and to prevent reoffending in future.
- The Surrey Against Domestic Abuse Partnership believes change is possible and with this ambition Surrey launched 'Steps to Change'. This is a central virtual hub which will co-ordinate a trauma informed and multi-agency approach to end abusive behaviours. For further information about Steps to Change or to discuss making a referral, please contact: [enquiries@surreystepstochange.com](mailto:enquiries@surreystepstochange.com)

## The benefits of healthy environments for people are valued and maximised (including through transport and land use planning)

- As part of ensuring that Nature activities are led by communities, the Communities and Prevention team within SCC have refreshed their strategy and have added 'Realising the benefits of nature for everyone' as a priority for the team. Going forward, all programmes of work contributing to this priority will be captured and reported.
- Surrey County Council, Surrey Fire and Rescue Service, National Highways, Surrey Police and the Police and Crime Commissioner have set out plans to eliminate road collisions resulting in death or serious injury by 2050. In line with international and national best practice, a new, draft 'Surrey RoadSafe Vision Zero' strategy has been developed by the partners. Residents are encouraged to take part in the consultation to help shape a safer future for Surrey's Road network and its users. The link to the consultation which ends on 24th March 2024 is [here](#)

## Who is leading this?

### Priority sponsor:

Mari Roberts-Wood, Managing Director, Reigate and Banstead Borough Council

**Programme Manager:** Olusegun Awolaran, Policy and Programme Manager, Surrey County Council

## Data, Insights and Challenges

### In the spotlight - Carers

Healthwatch Surrey's Giving Carers a Voice and Giving Young Carers a Voice services, delivered by Luminus, ensure the voices of unpaid carers are heard across

Surrey. From October to December 2023, they spoke to 323 carers (including young carers) across Surrey. Highlighted in their [quarterly report](#) is the impact that caring has on the health and wellbeing of carers and their families:

*“I am very stressed and don't know what to do. I feel like crying just talking about it. It's never ending [being a carer].”*

*“My son... has mental health issues. My two daughters are greatly affected by his behaviour and need support. I don't know where they can get any.”*

*“All my kids live far away so I have no local support. It's been a bad year for me... I've gone downhill but she's the same... It's me who needs the help not my wife.”*

*“I'm a carer for my grandson who has autism... He won't leave the house unless I am with him. He is very anxious...He is at home 24/7 and he doesn't sleep...I've not had any break, I would like a break.”*

We also hear from parent carers and their difficulties with Education, Health and Care Plans and delays in accessing other services, as well as a lack of understanding of FASD (Foetal Alcohol Spectrum Disorder):

*“Because he was not in school, I was told he couldn't get an EHCP. But he wouldn't go to school because he didn't have the help he needed ...When the 3rd inclusion officer came round to my house they asked me why he had no EHCP. He's finally just got it and has it now for college.”*

*“All the interventions are for ASD and ADHD. They aren't trained in FASD.”*

The young carers we spoke to talked about their need for support and we heard the positive impact a young carers group in schools can have:

*“I like being at school and coming to this group where I can talk.”*

We also heard about the impact of being a young carer, both on daily living and emotional wellbeing:

*“My brother is autistic and I don't know what I can tell you, except he can be violent and naughty. I sometimes can't think because I'm upset...”*

*“Our friends know that we do things to help mummy, sometimes they laugh at us, and we don't get invited to things.”*

The [Luminus Carers Replacement Breaks Report](#) has been published and the insight from this report has been shared with providers, commissioners and the carers that took part in the survey.

The key findings we reported were:

- Breaks from caring duties are highly valued and appreciated, to relieve stress and allow carers to rest but also act as stimulation for the cared for.

- For some the carer replacement breaks service was an introduction to paid-for care.
- Despite many positive comments about aspects of the service, only half our sample thought the service met its objectives well.
- There were challenges around: structure, timing and flexibility of the care provided.
- Also around the ability to match more unusual/challenging needs with specialist carers.
- A 10-week service (3.5 hours per week) cannot be seen as 'preventative', and no one described it as such.
- Information and support for post service care is wanting, with the knowledge that the service is short-term coming late for some.

Following the initial report, further co-design work has been commissioned by Surrey County Council. We have convened a co-production group which includes carers, commissioners and providers. This group will work on generating ideas for what the future breaks service could look like, and the ideas will be shared with the wider group of carers for feedback as they are developed.

### **Priority Population - People with drug and alcohol problems**

The Combating Drugs Partnership Public Involvement service (delivered by Luminus), delivers a bespoke and independent public engagement service for those in Surrey who may be affected by substance use. The service has recently spoken to 179 people face to face about the service and 25 shared their experiences with us. Of these, 3 people had long term health conditions, 2 were carers and 2 had a disability.

The key themes that emerged from talking to people included

- The importance of peer mentoring by people with lived experience
- The need to have information about treatment pathways all in one place
- The support people need to stay in treatment.



### **Priority Population - Black and Minority Ethnic Communities**

Following a visit to the Guildford Hongkongers group (a peer support group aimed at supporting residents of Guildford and Waverley who are originally from Hong Kong) Surrey Healthwatch made a recommendation to the Guildford and Waverley Alliance

that information about local services is made available in Cantonese in order to help this community understand and access services more easily. The Alliance responded that they would continue to raise awareness of the translation support with practices in the area, ensuring that people have equitable access to services.

### **Priority Population - People with Long Term Health Conditions, Disabilities and Sensory Impairments**

Healthwatch Surrey have been shortlisted for a national Healthwatch Impact Award for our work with an individual who was unable to access cervical cancer screening. This person has a learning disability and is a wheelchair user, which statistically means she is at further risk of poorer health outcomes. By sharing her experience and escalating their concerns, they have ensured she gets access to the screening that she should have and have helped ensure other people have better experiences going forward. Further details are in [their video](#).

## **Priorities 1 and 2**

### **GP practice website access**

Healthwatch Surrey have identified a number of key barriers to people utilising GP practice websites to complete tasks in their [new report](#), most notably booking appointments but also consulting with the GP and practice staff. These barriers are around communication, information and flexibility in approach.

Having an adequate digital provision in place may not be sufficient if people remain confused about how to utilise it. This is particularly true for those with moderate to low digital confidence, lower levels of literacy and those working in a second language. The NHS England report [Creating a highly usable and accessible GP website for patients](#) highlights that poor online journeys disproportionately impact these people. There also needs to be an element of flexibility – though those who are able to use digital means should be encouraged to do so, nobody should be at an advantage or disadvantage based solely on how they contact their practice.

### **NHS App**

The Healthwatch Surrey community engagement team have encouraged more than 50 people to download and use the App this quarter. In addition to enabling people to use the App, we also share people's experiences of using the NHS App with local decision makers to enable them to better understand how it is operating in reality.

They also supported the Patients Association's national survey on people's experiences of using the NHS App. This is aimed at encouraging more people to have their say and be involved in future developments, helping to ensure that those who will use and benefit from the service have a say in how it works.

### Priority 3

An SCC research project will run from 2023-2026 with a threefold aim: first; to profile patterns of school travel across the County. Secondly, to gauge what motivates parents'/carers' decisions in respect to modes of school travel (e.g. walk, car, bus). And third, to identify barriers to – and opportunities for – increasing active school travel.

Initial data collected in 2023, involving 831 parents/carers of primary and secondary school children, has already made a series of interesting findings:

- a. Positively for active school travel, walking is a leading mode of school travel for children attending both primary and secondary schools.
- b. Less encouragingly, and following findings from the authority's previous research, car travel continues to be a leading mode of school travel in the County with only a very small proportion (3%) of parents/carers choosing cycling to get to and from school.
- c. A key barrier to active school travel emerged around Surrey's road infrastructure and related parents/carers' concerns around safety.
- d. A key opportunity to reduce car travel was identified through bus travel – this being a key mode of school travel for secondary schools but largely absent for primary schools.

### JSNA update

**Chapters published:** 1 chapter has been published in the last quarter.

#### Priority 3:

We have now published our JSNA chapter around Housing and Related Support [JSNA Housing and Related Support | Surrey-i \(surreyi.gov.uk\)](https://surreyi.gov.uk) and accompanying Tableau dashboard: [Housing JSNA dashboard | Tableau Public](#). This aims to create a picture of the housing situation in Surrey, how that is affecting people's health and sets out the current provision of services, highlighting gaps in that service provision to identify the housing needs of all those living in Surrey. Developed in collaboration with Surrey's District and Borough Councils through the Housing Enabling Officers and Chief Housing Officers Group, VCSE organisations and other groups who were able to provide insights into the lived experience some of the HWB Strategy Priority Populations e.g. older people, people experiencing domestic abuse, people with learning disabilities and/or autism, people with physical disabilities, Gypsy, Roma, Traveller communities, people with drug and alcohol issues, looked after children and carers, people with serious mental illness, and people experiencing homelessness. Data broken down by different ethnic groups is also examined within the chapter.

## Chapters to be published

### Priority 1

**Substance use** – publication of full chapter scheduled for early 2024.

**Multiple disadvantage** (including those experiencing a combination of homelessness, domestic abuse, contact with the criminal justice system, with drug/alcohol and/or mental health issues) – this chapter is now being written. Phase 1 will focus on adults experiencing multiple disadvantage – this will be published in early 2024. Phase 2 will focus on children and young people and families experiencing multiple disadvantage and the transition between children and adults. This chapter is being coproduced with Experts by Experience.

**Tobacco Control** - development has started, chapter is being scoped.

**Food and Health** - development has started, chapter is being scoped.

### Priority 2

**Loneliness and social isolation** – development has started, chapter is being scoped.

### Priority 3

**Economy – Development** started; the final draft is now being produced.

**Community Safety** – Development has started, chapter is being scoped.

**Air quality** – Development to start in early in financial year 2024/25.

**Priority Populations:** See Multiple Disadvantage above for

- People experiencing domestic abuse
- People with serious mental illness
- People with drug and alcohol problems
- People experiencing homelessness

### Other

Armed Forces and Military Veterans – Development planned to start in early 2024/25

# HWB Board Communications Group update

## Priority Population – Carers

**Surrey Carers Card** - The final quarter of 2023 saw a renewed focus on the [Surrey Carers Card](#), which is jointly funded by SCC and the NHS and delivered by Crossroads Care. It was included in the winter 'Essentials' resident services booklet which was door-dropped throughout November. Data showed an increase in inbound calls - for any subject - of **+51% month on month** which was largely maintained through the first half of December. **Cards issued rose +38%** over the same period. Importantly, the ratio of cards which include an emergency care plan rose from **49% in Oct to 70%** by the end of the year.



**Giving Carers a Voice** - Each month Healthwatch do a call for evidence from unpaid carers as part of the Giving Carers a Voice service, where relevant is issued; this also provides information and signposting to services. The last three months have covered: Carer's Right's Day, Crisis support and an online event for young carers.



## Priority Population: People with drug and alcohol problems

**January and Beyond** – A new approach to reducing alcohol consumption by raising awareness of alcohol units rather than the abstinence of Dry January. A social media campaign and internal comms drove 2,983 views of the 'drinks coach', a **3,252% increase from previous months**, resulting in 143 drink audits being completed, a **113% increase**.



## Priority Population: People with long term health conditions, disabilities, or sensory impairments

**Accessible Information Standard** - As part of Healthwatch's ongoing work to improve compliance with the Accessible Information Standard, Healthwatch Surrey have now attended meetings of the Surrey Heartlands Accessible Information Standard Working Group, sharing people's experiences highlighted to us and Surrey Coalition of Disabled People. Healthwatch continue to do social media shout outs to raise awareness of this right to the public and ask people to share their experiences.



**Tackling physical inactivity driven by inequalities** – Active Surrey work with Children and Young People, their Parents and Minority and Disadvantaged groups who are inactive in Lower Socio-Economic Groups. They ran a small comms campaign around the issues in Woking connected to the council's financial status and challenges being faced by people already in need. Following a [press release](#) on their website, they had several features on [BBC News](#) and BBC Game Changers raising awareness of the social impact of the story.

### The following activity driven by the Priorities will cover a number of Priority Populations

#### Priority 1

**Continued promotion of winter vaccinations (including Covid-19 and flu vaccinations) to eligible cohorts.** This has included working with an external agency to create digital content to promote the offer across social media platforms, targeted communities and areas of lower uptake, which are often linked to areas of health inequalities and our key neighbourhoods. This campaign was aimed at people in eligible groups and included communications activity that included several Priority Populations including people with learning disabilities/ autism, people with long-term conditions, older people and people living in care homes. Surrey COVID-19 vaccination uptake at 58.8% **was 5% above the national average.**

**COVID-19 tests** - Healthwatch are supporting residents by linking with NHS partners and pharmacy leads, to provide information via social media and web pages to residents having difficulty getting hold of COVID-19 tests. They received positive feedback from residents on the clarity of the comms.





**Supporting the health and care system with messaging to support Staying Well during Winter** - including a campaign to help people get 'winter ready', which included a range of communications and engagement activity, including internal and external communications and a funded social media campaign to raise awareness of the range of services available and to support longer term behavioural change to reduce the number of people with minor illnesses attending A&E. As part of a wider engagement programme, over a six-week period (over October and November 2023) Surrey Heartlands led a series of 14 roadshow events in areas of high footfall, where the team spoke to over **700 people**. The roadshows were an opportunity to talk to people about winter vaccinations, how to access local services and the NHS App and gain insight on a range of areas. The events were supported by a programme of targeted community engagement, which has focused on areas and communities that may experience health inequalities or other barriers to accessing services. Surrey Heartlands also worked closely with the voluntary sector, including local carer organisations, to target carers, as a Priority Population. An evaluation report, which will summarise the key themes and insights is being developed and will be considered alongside the evaluation of their wider winter communications and engagement activity.

**Ongoing work to raise awareness and uptake of the MMR vaccine for those who are eligible** - this is linked to the rise in cases we have seen nationally and the UK Health Security Agency calling a national incident linked to lower levels of MMR coverage and recent outbreaks. Work in SCC and Surrey Heartlands continues with public health colleagues, GP practices and wider partners to raise awareness of the MMR vaccine and who is eligible, as well as signs and symptoms to look out for and where to seek help if needed. As well as amplifying messages through the media, social media and schools, GP practices in areas of lower uptake are also working to increase vaccination rates, all of which will be supported by the national catch-up campaign and the recently launched, national call/ recall programme, predominantly targeting children aged 6-11 years.



**Connect to Support Surrey** is a new online SCC directory to help residents connect to local support in their communities. They are able to search for the wealth of support available, such as food deliveries to their homes, transport options, help to stay active or feel less isolated, support for carers, home care and much more. Whatever the need, it's an invaluable resource for residents and family members, friends or professionals who support them. A campaign is underway to raise awareness of the new resource among residents and professionals; early indications are positive, with results to follow.



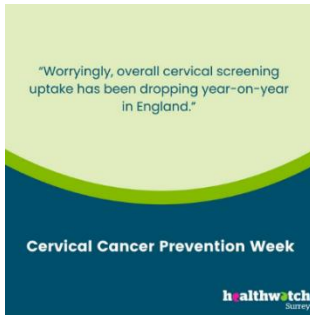
**Communicating information and advice to residents affected by the ongoing industrial action, which has been affecting health services** – this has included delivery by Surrey Heartlands and SCC of a comprehensive communications plan for each period of planned action, including media releases and bids, internal, external, stakeholder communications and social media to ensure people know how to seek help during periods of industrial action. This activity has included geotargeted campaigns targeted at communities who live in close proximity to an A&E, also including some Key Neighbourhoods and areas where people are more likely to experience health inequalities.

**Clean Air Night** – using both external and internal communications, SCC encouraged people to consider the health impacts of wood burning. SCC is a lead supporter of Clean Air Night, organised by the charity Global Action Plan, driving behaviour change in this area and shining a light on the uncomfortable truths about wood burning.

## Priority 2

**Wellbeing through nature** – promoting the mental and physical benefits of engaging with nature. A social media campaign was implemented by SCC highlighting opportunities to engage, including volunteering, RSPB birdwatch, houseplants. Working with Surrey community groups to create video content and encourage people to share their nature wellbeing tips.

**Cervical Cancer Prevention Week** – several posts were put out in January regarding some work by Healthwatch England about cervical cancer screening take up, providing information for people and asking people to share their experiences regarding screening.



**Gambling Harm** – an SCC digital media campaign ran for 6 weeks in November and December 2023, which highlighted the gambling support available in Surrey. The campaign was targeted at both people who gamble and their friends and family. The campaign creative was developed with people with lived experience to ensure the messaging and imagery would engage people experiencing gambling harm. Evaluation showed that **456,000 people were reached** across Surrey with adverts during the campaign. **5,336 people clicked** on the ads for more information on [Healthy Surrey Gambling Harm page](#) during and after the recent campaign (November – December 2023), compared with 56 page views (March – October 2023).



**Sleep hygiene:** The SCC Surrey Big Sleep campaign is designed to develop a population level communications campaign for primary and secondary prevention, including sleep hygiene, self-help resources and available support services. This included running a population survey in late 2023 which aimed to explore sleep quality and sleep hygiene across the county. The survey attracted 201 participants. Most people reported their sleep quality as bad or fairly bad (61%) and 46% reported 5 or more nights/ week of sleep problems. Most people were found to plan or worry in bed. The majority of respondents have never received support (70%) or looked for information (37%) about sleep, such as that available on [Healthy Surrey](#). In summary, most participants have poor self-reported sleep quality; mostly, they reported waking up tired on more occasions than not, and finding that feeling tired affects their mood, concentration, and overall wellbeing. The survey attracted a largely female, white sample of people in their late 40s and 50s, in full or part time employment, indicating a need to focus on engaging with a more diverse set of residents and communities.



### Priority 3

**Opportunities to get involved** – Healthwatch Surrey are ensuring people have the opportunity to have their say about local issues - this might be surveys, consultations etc. As an example, they promoted the consultation on proposals for the future location of very specialist cancer treatment services for children in this way and the End Stigma Surrey survey.



### Forward planning

- As part of their ongoing work to improve compliance with the **Accessible Information Standard**, Healthwatch Surrey have now attended two initial meetings of the Surrey Heartlands Accessible Information Standard Working Group, now to be held every 2 months. The initial meeting started with an experience they had heard and escalated as a concern. Surrey Coalition of Disabled People also shared an experience. At the second meeting the 4 providers present discussed the work they are currently undertaking and also agreed to share some of their resources with each other. Surrey Healthwatch have since raised how GP practices and community pharmacies can be represented at these meetings, and how they are monitored for their compliance with the standard.
- SCC have approached Healthwatch Surrey to provide some benchmark insight into the journey **self-funders** have taken to arrive in a residential care home setting. This will help inform the development and understand the impact of the Planning for Your Future communications campaign aimed at

self-funders in the care market. The objective of the communications campaign is to help self-funders make the right decision about their future care at the right time. The research will also highlight what key information is needed by self-funders and develop the funding information that providers should have in place. Healthwatch Surrey have to date visited a number of residential and nursing homes and interviewed self-funders regarding their journey and have now launched a survey for people who are considering this step in the future.

- **The Health and Wellbeing Board Communications Group** consists of partners from across the system including Surrey County Council, NHS ICSs, SABP, Districts and Boroughs, Community Pharmacy, Surrey Police, Office of the Police and Crime Commissioner, Healthwatch, Surrey Coalition of Disabled People, Surrey Youth Focus, Surrey Community Action, Active Surrey. They will be working on the following campaigns in the next few months. If any of these are an area of interest to Board members, they would be pleased to hear any input you / your Communications Lead may have to develop these campaigns:
  - Stop Smoking
  - Domestic Abuse
  - Summer Health
  - Surrey Youth Games

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