

Highlight Report: September 2024

These [Highlight Reports](#) are published on the Healthy Surrey website after being reported to and discussed at the quarterly, public combined [Surrey Health and Well-Being Board/Surrey Heartlands Integrated Care Partnership](#) meetings.

They provide an overview of a selection of projects and programmes which directly support the delivery of the [Surrey Health and Well-being Strategy](#) with the priority populations. The reports also include the latest relevant data and insights, along with examples of collaboration to support communities experiencing the poorest health outcomes. They highlight the most recent opportunities for and challenges to the Surrey system. Lastly, they include an update on the progress of the [Joint Strategic Needs Assessment](#) and prevention 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 if they are provided in the report or email: 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](#) and Surrey Heartlands Integrated Care Strategy set out Surrey’s priorities for reducing health inequalities across the priority populations for the next 10 years. They identify communities that experience poorer health outcomes and who need more support. They also outline we are collaborating to drive these improvements, with communities leading the way.

Collaborative working

The following are examples of the work happening between HWB board organisations which are adding value and contributing to the achievement of the Strategy Priorities and Outcomes:

- In addition to the **Mental Health Investment Fund (MHIF)** projects funded through open [round 1](#) and [round 2](#), the £1 million from MHIF allocated via Children’s and Young People Integrated Commissioning has been firmed up in collaboration with Places which put forward proposals. The £1 million allocated

from MHIF via Adult Integrated Commissioning is being used for the Safe Harbours project (the extension of [Safe Havens](#)) and expansion of the [Community Connections](#) initiative. The remaining funds in the Mental Health Investment Fund (MHIF), after a roundtable with partners including the VCSE in June, will be allocated in collaboration with the Community Foundation for Surrey (CfS) who will match fund £1.7 million and oversee the allocation. The focus will be on supporting people experiencing multiple disadvantage, a whole family approach to anxiety in young people and in a first phase, [suicide prevention for young people](#) which is now open for applications **until 16 October**.

- A **Mental Health System Intelligence Network** is being established across the Surrey system with a focus on mental health prevention and addressing health inequalities. It will drive all-age collaborative learning, define key lines of enquiry in partnership, and draw on existing insights such as through the enhanced Priority 2 metrics in the Strategy Index. The Network will be guided by and will inform the work of the Mental Health System Committee, as well as linking with the Mental Health: Prevention Board's work plan, Co-Production and Insights Group and feed into the new [Health Determinants Research Collaboration](#).
- Surrey Youth Focus hosted a 'Better Together' Coffee and Chat seminar on Emotionally Based School Non-Attendance (EBSNA) for 224 colleagues from Surrey County Council, Health, schools, police, family centres and VCSE sector. Mindworks, Educational Psychology service and YMCA East Surrey co-designed and delivered this session which enabled colleagues to better understand how to support children with EBSNA and their families, including reducing social isolation for children and young people they work with.
- A group of neurodiverse young people have just completed their own **peer research projects** through the ['In Our Own Words'](#) project, supported by a partnership steering group and funding to SCC from the National Institute of Health and Care Research Applied Research Grant. The young people are hoping to bring the findings of their research to strategic, cross-system boards in late 2024/ early 2025.
- The 2024 **Health Related Behaviour Questionnaire** is currently out for completion with Surrey schools. The questionnaire collects data on how young people are feeling, specifically in relation to risk taking behaviours and protective factors, which are associated with wellbeing outcomes. This year additional questions on vaping have been included to understand the behaviours around vaping and where children and young people get their vaping products from.
- Following a successful, targeted digital and social media campaign in April-May, a whole system approach to [addressing gambling harm](#) was launched in summer with a Surrey-wide strategic action plan. Surrey County Council's Bridge the Gap partnership programme has been awarded £300,000 by GambleAware, as covered in [BBC News South East](#). This grant will, over the next two years, provide crucial aid to **women facing gambling harm**, as well as other challenges such as mental health issues, domestic abuse, and the risk of homelessness.

Priority 1 Highlights

Sponsor: Mari Roberts-Wood, Managing Director, Reigate and Banstead Borough Council / Chair – Prevention and Wider Determinants of Health Delivery Board

Programme Manager: Olusegun Awolaran, Policy and Programme Manager, SCC

In the spotlight – Creating positive experiences of being active for children and young people

[Active Surrey](#) is committed to reducing levels of inactivity in the county and leveraging physical activity to help tackle inequalities. Drawing in investment and support from Sport England, Active Surrey in collaboration with local partners, has commenced work on a new Place Partnership in the HWB Strategy Key Neighbourhoods of Stanwell (north and south, in the borough of Spelthorne) which are in the top 10% nationally for its inactivity levels. This long-term partnership aims to break down the barriers locally which hold inactivity in place.

Active Surrey has conducted extensive data analysis, local mapping and community engagement in Stanwell. The emerging Place Partnership focus is the role of physical activity in mental health and anti-social behaviour and increasing uptake of cycling and walking.

More than 50% of children and young people across Surrey are not meeting [Chief Medical Officer guidelines for physical activity](#). Active Surrey has led a number of impactful programmes recently, aimed at creating positive experiences of being active for less active young people. These have included the Specsavers Surrey Youth Games, wellbeing and movement school-based delivery and Club4, the Holiday Activity and Food programme for Surrey. This year the programme, offering free holiday provision including a meal and physical activity for children on free school meals, has had a specific focus on:

- Increasing opportunity for young people with additional needs and disabilities including family stay and play sessions, an additional support fund and camp deliverer training (Learning Beyond the Label.)
- Increasing connectivity with skills agenda for our secondary aged young people (linked to NCS and qualifications)
- Building advocacy and awareness of impact of Club4

At Easter 2024, funding for 12,337 places was available for the Holiday Activity and Food programme; 96% (11,866) of the available places were booked and 82% (9,773) were attended. In all, 3,345 individual children participated in the programme, with an average child attendance of 2.9 days. Among the unique participants:

- 26% disclosed an additional need
- 81% were primary aged and 19% secondary aged

- 69% live in [Club4](#) priority wards (locations where children on Free School Meals (FSM) numbers are high)
- 22% live in Index of Multiple Deprivation 1-4 decile wards
- 30% live in Income Deprivation Affecting Children Index decile 1-4 wards
- 8% were referrals and 92% were eligible for Free School Meals.

This summer, over 39,000 places were available in the Holiday Activity and Food programme and 97% were filled. The last confirmed funding for the Holiday Activity and Food programme is for Christmas 2024. Active Surrey is awaiting confirmation from Government if this scheme (and several other centrally funded physical activity programmes for children) will continue in the new year.

Outcomes

1 People have a healthy weight and are active

- The delivery of 'Eat Well Start Well' programme to support healthy eating in children is in progress as 49 settings, as well as two catering companies, have achieved the award. A mapping exercise is underway to overlay data from different sources to inform targeted health promotion in HWB Strategy's Key Neighbourhoods.
- The integration of a whole system approach to healthy weight for looked after children has led to the completion of several workshops. The core group is developing an action plan around 6 priorities set from the workshops around physical activity, media and culture, access and availability, emotional wellbeing and mental health, and role modelling.

2 Substance misuse is low (drugs/alcohol & smoking)

- Public Health has funded an additional Illicit Tobacco and Underage Sales Officer until March 25. This is to support Priority 3 of the Tobacco Control Strategy and will provide additional capacity to the team.
- A targeted centralised SMS messaging pilot to promote stop smoking services is being developed across Frimley Integrated Care System. Text messages based on behaviour change approaches are being developed and will target certain populations of smokers with long term conditions or who are on a waiting list for elective care treatment.

3 The needs of those experiencing multiple disadvantages are met

- The national multiple disadvantage second [evaluation](#) and outcomes dashboard has validated responses from Surrey Bridge the Gap service clients who are demonstrating significant improvements in mental health, addictions, contact with criminal justice, homelessness, and domestic abuse. Bridge the Gap has recently evidenced excellent outcomes at individual and system level and has achieved a 4:1 return on investment. A third national evaluation is due to be published soon.

- The Mental Health Rough Sleepers Project, funded by NHS England, aims to establish a psychologically led, multi-disciplinary team to improve access to appropriate mental health support for rough sleepers experiencing co-occurring mental health and substance use issues. It will be integrating with the Changing Futures team.
- A recent survey has highlighted how well the Surrey Adults Matter approach is embedded into multi agency partnership working and improving outcomes for clients with multiple disadvantage. The programme adds value by highlighting the gaps in the systems and services on an individual case-by-case basis to ensure that clients are getting the support they need from the services they want.

4 Serious conditions and diseases are prevented

- Referral to structured education for people living with type 2 diabetes has been promoted through the Diabetes Network and other communications channels. These include the new Surrey Heartlands [web page on Diabetes](#) which has link to the universal online structured education offer for people living with type 2 diabetes.
- Public Health has completed a data and literature scoping review to identify cross-pathway, cross-cancer type inequalities in Surrey with an emphasis on the Priority Populations. The findings, together with two stakeholder consultation workshops, have informed a Surrey Cancer Inequalities Plan.
- A further dementia prevention push has been planned for autumn. This will be linked to key Surrey services like NHS health checks, stop smoking and alcohol services. Web content has also been drafted for the new Healthy Surrey dementia prevention pages to support a preventative push.
- The vaccine bus pilot has been running since June 2023 and it has been going to specific areas of Surrey known to have low uptake. The project, which is a collaboration between SCC and partners, will be continued from September 2024 with 11 further sessions planned between then and January 2025.

5 People are supported to live well independently for as long as possible

- The Carers Dashboard continues to progress with this being presented at a number of meetings. Data from the Carers Dashboard will be shared at a local level to encourage improved numbers of carers registered with their GP and improving the number of Carers Prescription referrals from staff and community-based colleagues.
- Surrey Heartlands Integrated Care Board has agreed for mandatory training to be implemented to raise awareness among professionals of the rights of carers.

Priority 2

Co-sponsors:

Professor Helen Rostill, Deputy Chief Executive Officer, Surrey and Borders NHS Foundation Trust and SRO Mental Health, Frimley ICS / Co-chair Mental Health:

Prevention Board

Lucy Gate, Principal, Public Health and Communities, SCC / Co-chair Mental Health: Prevention Board

Programme Manager:

Jason Lever, Policy and Programme Manager, SCC

In the spotlight – Loneliness & Social Isolation

For the first time the Surrey Joint Strategic Needs Assessment (JSNA) has a chapter dedicated to 'Loneliness & Social Isolation'. It outlines what is known about loneliness and social isolation in Surrey. It recognises that both can be experienced by anyone at any time across the life course.

This chapter raises the profile of social connection as a key indicator of health and wellbeing for individuals and for communities and outlines the key structural enablers of social connection. This includes Surrey's support services for vulnerable groups and the essential contribution of VSCE organisations to creating and maintaining connected and thriving communities. However, it also shines a spotlight on populations who are marginalised and excluded from the social, cultural, and economic life of our communities.

The chapter's key findings can be summarised as:

- Loneliness and social isolation arise from social, economic, and structural inequalities that put some individuals at higher risk than others.
- The poor health and wellbeing outcomes associated with few social connections and poor-quality personal relationships disproportionately affects people who already experience disadvantage.
- The intersectionality of loneliness and social isolation with other wider determinants of health and wellbeing calls for a whole systems approach to tackling its causes and consequences.
- Within this whole systems approach, social connection should be a cross-cutting theme – akin to equalities, diversity, and inclusion – that informs strategies, policymaking, and commissioning across integrated care systems.

Based on these and further findings that can be read in the 'What is this telling us?' section, this chapter makes 10 key recommendations. The chapter will be published in September [here](#) alongside the suite of other JSNA chapters.

Please contact jsnafeedback@surreycc.gov.uk with any comments, queries, or feedback.

Outcomes

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

- Engagement across the system on the draft Surrey Suicide Prevention Strategy ran from 8 July to 31 August. The revised Strategy is to be published by October 2024.
- Merstham Community Facility Trust, funded under round 1 of Mental Health Investment Fund, has trained up 22 Health & Well-being Community Champions. They are involved in many aspects of the weekly running of the community hub, actively promote health initiatives like NHS App events.
- An action plan to help tackle sleep problems, based on insights from recent surveys and interviews, will include a campaign focused on how to use smartphones or app timers to support good sleep hygiene and trialing a toolkit to support conversations about sleep hygiene in primary care.
- In the First Steps programme, research interviews with three sample groups of residents will explore barriers and facilitators for phonenumber use. The 14th edition of the First Steps booklet is being produced.

2. The emotional well-being of parents and caregivers, babies and children are supported

- Surrey County Council's User Voice and Participation group published its report, 'Mental health support in schools and colleges feedback 2022-2024'. This is informing the teaching resources for [Feeling Good Week](#) (7-11 October 2024) themed around "embracing emotions" and supporting the [Surrey Healthy Schools approach](#). The resource pack will be available for schools and others to download from the beginning of September.
- The Self-Harm Protocol was finalised over summer to share across Surrey agencies ready for the new school year 2024/25, as part of delivering on the Emotional Well-being & Mental Health Strategy. The Protocol will provide local guidance for professionals on available support for parents and carers.
- A recurrent removals working group is planning how to link up Surrey services and build a pilot service to reduce repeat removals of babies due to safeguarding. It will draw on key areas of need identified in the scoping phase. Co-production is taking place with women with lived experience from the Women's Support Centre.
- The Mindworks' transformation of services, guided by national and local strategic priorities, is focussing on: promoting resilience, prevention, early intervention, improving access to effective support, and moving to a THRIVE Framework. This aims to create benefits for children, young people and families, and the broader health and care system.

3. Isolation is prevented and those that feel isolated are supported

- Dose of Nature, part of the Green Health & Well-being programme, has been successful in securing limited funds via Department for the Environment, Food and Agriculture (DEFRA) to deliver services to people with serious mental health needs in the HWB Strategy's Key Neighbourhoods.
- One year's extension funding is expected from DEFRA to build on the First Steps Green Volunteering programme, to target 16-24 year-old young people not in employment (a HWB Strategy Priority Population), education or training.
- Nature-based approaches continue to be embedded into workplace wellbeing plans. The Royal Society for the Protection of Birds 'Bird Cam' is operating across 9 Primary Care Networks including at [Farnham Heath](#). Green Health training sessions were organised in July at Newlands Corner for health care professionals from the Care Collaborative PCN which covers Redhill, Reigate, and Merstham.

4. Environments and communities in which people live, work and learn build good mental health

- Barratt Homes began delivery in July as the first external pilot for the Public Health team's [Workplace Wellbeing Programme](#) with medium and large organisations, by adopting workforce wellbeing standards and a self-assessment framework.
- The PH team is developing a 'Five Ways to Wellbeing' toolkit for residents and members of staff. It is now being tested with different groups or organisations. The priority for rollout is on those working with or supporting people in priority populations such as carers, adults with learning disabilities and/ or autism, and those with long-term health conditions.

Priority 3

Sponsor: Mari Roberts-Wood, Managing Director, Reigate and Banstead Borough Council / Chair – Prevention and Wider Determinants of Health Delivery Board

Programme Manager: Olusegun Awolaran, Policy and Programme Manager, SCC

In the spotlight – Surrey Fuel Poverty Programme

SCC was successful in its Southern Gas Network's (SGN) funding bid, acquiring £920,000 of external funding to allow for the expansion of projects this year. This funding will allow SCC to partner with many organisations to deliver this winter, including:

- Citizen's Advice to provide training for frontline volunteers to triage and refer residents for further support, including the administration of a single referral point.
- Surrey Coalition of Disabled People, through the in-home energy advice and grant application support, to visit disabled residents, as well as the distribution of energy efficient appliances, fuel vouchers and winter warm packs.
- Surrey Fire and Rescue to provide fuel poverty training for Safe and Well Visit Officers, along with fuel vouchers, winter essentials and heaters to distribute directly during visits.

- 'I Choose Freedom' project to provide winter essentials to victims of domestic abuse living in refuge, as well as energy advice sessions.
- Digital Welfare Project to support residents by providing digital skills training including help to sign up to the Priority Services Register, guiding them through online applications for energy funding, as well as making them aware of online scams relating to energy support. The focus will be on the HWB Strategy's Key Neighbourhoods in Surrey where digital deprivation is highest.
- SCC to provide slow cooker programme, which aims to teach residents how to cook health meals using a slow cooker and Making Every Contact Count training in fuel poverty for multi-disciplinary staff.

Outcomes

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

- The Warm Welcome scheme closed in March. However, 75% of community venues have remained open throughout the year and continue to hold sessions. Residents are still being supplied with fuel vouchers and also fans to mitigate any heat waves/ hot weather.
- Surrey Community Action has continued to host energy efficiency and advice sessions throughout the summer and has supported over 1,000 residents since April 2024. This service will promote action that residents can take to make their homes more energy efficient and to tackle any energy debt in advance of winter.

Children, young people and adults are empowered in their communities

- The Local Area co-ordination team continue to provide effective 1to1 preventive support in the eight key neighbourhoods in which they are based and have now worked alongside over 350 people, supporting them towards their vision of a good life. There are a wide range of issues that can prompt the initial introduction, but typically they include one or combination of challenges with physical health, mental health, loneliness and isolation, parenting or caring responsibilities, bereavement, cost of living and finances, addiction, housing and homelessness, or unemployment.
- A recent [Independent academic evaluation](#) of Local Area Co-ordination in Surrey underlined the difference the approach is making to people's lives: "local area coordinators go beyond immediate needs, fostering longer-term relationships with people facing complex life challenges...[and] are positively contributing to people's health and well-being over the longer term". An [analysis of examples](#) also highlights an investment to cost avoidance ratio of 4.1, and the value of the insights and feedback the coordinators can provide to drive system improvements.
- Following a one-day qualitative research methods training for 'Ecowarrior' women, a co-produced 'Peer Research Toolkit' will be developed to provide a broad framework for health, local authority and community organisations to reference and adapt to specific projects. The Toolkit will also support the

inclusion of peer research and community-led knowledge in everyday practice, decision-making and service design.

- [In Your Own Words](#) peer research project has completed all training and data collection with the neurodiverse young people engaged. Results and conclusions are now being developed.
- A teenage pregnancy prevention action plan for Surrey has been developed and the plan is being shared with young parents, young people, colleagues and partners for feedback and comments.
- A relationships and sex education training package has been delivered to foster carers and children's social workers, with a training plan in place for the rest of the year.
- Together with Surrey Heartlands, the SCC Public Health team has been promoting the pharmacy contraception programme to raise awareness that contraceptive pills are now available from participating pharmacies without a prescription.

People access training and employment opportunities within a sustainable economy

- The Anchor Employment Programme is an NHS funded scheme from Frimley ICS to get those furthest from the labour market into employment in the Old Dean. Recent achievements include an 'Intro to working in the NHS workshop' followed by a recruitment drive from NHS Frimley Foundation Trust, a Self-Employment workshop, an Opportunities Fair, the recruitment of 10 people onto a supported Construction Skills Certification Scheme and the Camberley Careers Fair.
- SCC has launched [Skills Bootcamps](#) for both residents and businesses. They are free, flexible courses of up to 16 weeks for residents to gain new skills and fast-track their future. Courses across Surrey are now live and available through to the end of March 2025. Businesses can also upskill their employees with knowledge to help the organisation evolve and grow in the future in a great low-cost way.

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

- The [Surrey Against Domestic Abuse Strategy 2024-2029](#) has been published. The vision of the Strategy is for every adult and child experiencing domestic abuse to be seen, safe and heard, and free from the harm caused by perpetrator behaviour.
- Anti-Victim Blaming workshops will be rolled out as part of SCC's training package for professionals who work with victims of violence. Bespoke sessions are also being organised for intersecting partnership boards to ensure joint messaging.

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

- St Ebbas therapy garden, in Epsom, is now complete and officially opened, and is accessible to wheelchair users.

- SCC is seeking support from residents, businesses and community groups to help shape a new 'Local Nature Recovery Strategy'. Developed with partners, the strategy will set out a roadmap for the restoration and enhancement of Surrey's natural environment, ensuring that it is sustainable now and for future generations. Residents are encouraged to have their say by completing the [online survey](#).

Data and insights:

Insights have been identified from the [HWB Strategy Index Scorecard](#) which was presented to the HWB Board in June 2024, which has now been updated with additional trend data. The headlines tell us:

Overarching Indicators: Life Expectancy

- There is a 1-year increase in inequality in life expectancy for females and 0.8-year increase for males.
- At ward level, there is a 10-year difference in life expectancy for males and 12-year difference for females between the best and the worst wards.

The following insights relate to recommendations from recently published JSNA chapter - [Smoking, Vaping and Tobacco Control](#)

The [Smoking, Vaping and Tobacco Control JSNA chapter](#) makes a number of recommendations across four areas: **Insight and Inequalities, Stop Smoking Services, Enforcement and Environment**. Many of these recommendations will be relevant to the system as a whole. These recommendations include understanding the needs of smokers and the best way to engage with them to promote the benefits of quitting, gathering local intelligence around cultural behaviours related to shisha smoking and other tobacco products, gathering more intelligence on the smoking and vaping prevalence among children and young people, increasing awareness of e-cigarette recycling schemes to Surrey residents, and working with district and borough councils and NHS Trusts to develop smokefree policies and a number of recommendations around improving the effectiveness of Stop Smoking Services. Implementation of the recommendations will be overseen by subgroup 4 of the Combatting Drugs Partnership and the NHS LTP tobacco dependency programme members.

The following insights are from [Healthwatch Surrey, Giving Carers a Voice and Combating Drugs Partnership Public Involvement](#), and delivered by [Luminus](#), shining a light on what matters to people:

This quarter there is a focus on the issues that Surrey residents have **accessing care and navigating our NHS and social care systems**. The following experiences highlight the difficulties people have in finding information or in understanding the information that is available. Often this information is key in providing the support that can prevent people requiring further or more serious intervention at a later time.

The experiences show the value of listening to people to ensure an understanding of how key messages need to be communicated. The Healthwatch Surrey annual report highlights the impact that listening to people's experiences can have - [The value of listening - Our annual report 2023 - 2024 - Healthwatch Surrey](#)).

Priority Populations

Carers and young carers

Carers told us that they find it difficult to access the care and support they need for those they care for, and this is often due to difficulties navigating a complex, disjointed system.

"[My daughter] has an on-going physical condition - low immunity and another condition with acute allergies. It's been 2 years since her diagnosis but we're not getting the help we need for her mental or physical condition (her physical condition impacts her mental health). She's had 40 admissions to A&E and I had to instigate the referral to Community Mental Health Recovery Services (CMHRS). She has 7 consultants but none of them are talking to each other. And the GP won't get involved – he won't see us and just sends us to a hub or suchlike. I'm not sure the GP is the right place for us – the other day he handed me all our medical records, I don't think they want us there. I have a life limiting condition too and I'm really struggling."

People also told Giving Carers a Voice about the lack of communication when services change:

"I did have a dementia navigator who was brilliant. When they went, I didn't get any communication to say what was happening or what they were being replaced with. They just disappeared and I was back to square one."

Adults with learning disabilities and/or autism

People who are neurodivergent have been talking to Healthwatch Surrey about their experiences with hospital services, and difficulties with communication:

'Told me a place to go, when I got there, I was told I was in the wrong place and (that) many people get confused. I was then given instructions to another place. Got completely lost and had to make a new appointment. For the next appointment, the lady on the phone gave me a step-by-step guide and that was very helpful'

People with drug and alcohol problems

The Combating Drugs Partnership Public Involvement team attended the Guildford & Waverley Prevention Pilot workshop where they were able to add insight about the importance of having health checks available within a community setting. This

helped to ensure the effectiveness of early interventions by making them accessible to people in the community most at risk of health inequalities.

Priority 1

People are also frustrated about the lack of clarity around whether **dentists** are or aren't accepting new NHS patients - many told us they had called multiple dentists who were listed as accepting NHS patients, only to be told of long waiting lists or that they were no longer accepting them. For those lucky enough to find NHS dental care, confusion remains about what charges they are expected to pay and why.

'When we registered we provided the surgery with copies of the exemption certificates and other relevant information that would mean we would not be charged. However, when we went to book in for an appointment, we were told we would need to pay privately for care.....we are concerned that we are not going to be able to afford treatment.'

Healthwatch has heard recently about the impact of **pharmacy closures** on local people.

"[the impact will be] significant - it is my local pharmacy for myself and my child, no other options in walking distance causing us difficulties."

These findings, detailed in [our pharmacy reports](#) have been presented to the Pharmaceutical Needs Assessment Steering Group with one of the recommendations being about clear communication.

People also report that **GP practice wait times** can put them off making appointments (hoping the issue will go away).

"My neighbour's elderly parents actually gave up trying and he ended up with sepsis."

And that **hospital** letters can be confusing:

"I have had so many letters from 2 different hospitals as they needed to move my appointment from one to the other. It's very confusing (and not good for the environment)".

Priority 2

People are frustrated at not being able to access the care and support they need. This leads some people to think that **mental health support** is seen as less significant than support for other conditions.

"Horrible experience. Denied transition support from CAMHS at age 18. Can't access stepped care, so goes without, unless becoming suicidal. Do no harm? You want harm before support! Stuck, housebound, severe

anxiety, but still no. If mental health support was appendicitis, you'd want it to explode and cause sepsis before going on a 6 month waiting list for a few weeks of input.”

In this example, a family faced barriers to accessing the additional communication support they required to support their mental health care journey.

7 “I’m helping out a Syrian refugee family whose daughter has been referred to STARS (Sexual Trauma: Assault, Recovery and Support). The referral has been delayed because of a court case involving the daughter’s father who has sexually abused her, but finally came through 2 weeks ago. The family need an interpreter but Mindworks are saying they can’t provide one, and that interpreters are only provided in primary care.”

JSNA update

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

Priority 1

We have recently published a new JSNA chapter on [Smoking, Vaping and Tobacco Control](#) in Surrey. This work builds on the recent Tobacco Control Strategy and was developed with the support of a range of partners across Surrey which includes health, local authority teams such as public health, trading standards and environment and waste, as well as several community partners. The chapter highlights that smoking is one of the biggest preventable causes of early death and illness and contributes to the biggest gap in healthy life expectancy between the rich and the poor. Smoking costs millions of pounds every year in dealing with the associated health problems, loss of productivity, social care costs and fire-related costs. By looking at data and listening to people’s stories, we can figure out the best ways to prevent and reduce smoking, vaping in children and young people and strengthen enforcement on tobacco control in Surrey by providing help to those in need, and create a healthier, safer environment for everyone.

Chapters in progress: 7 JSNA chapters are currently in progress with 3 more planned to start before the end of this year:

Priority 1

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). Phase 1 will focus on adults experiencing multiple disadvantage and will be co-produced by the Lived and Living Experience community of experts. Phase 1 is going through internal sign-off processes. The forecast publication has been delayed.

Food and Health – development has started, chapter is being scoped and data sources identified.

Tuberculosis – this Surrey Heartlands needs assessment is being developed into a Surrey-wide JSNA chapter and is currently being scoped.

Priority 2

Loneliness and social isolation – see Priority 2 Spotlight item.

Priority 3

Economy – the final draft of this chapter is now being produced alongside a Tableau dashboard and is expected to be published by the end of Summer 2024.

Community Safety – the scope of this chapter has now been finalised and individual sections are being written. It is anticipated that this will be published by Autumn 2024.

Air quality – development planned to start in 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

People with Physical Disabilities and Sensory Impairments – development of this chapter is expected to start in Autumn/Winter of 2024/25.

Unpaid carers – development of this chapter is expected to start in Autumn 2024.

Other JSNA chapters

Armed Forces and Military Veterans – development has started, chapter is currently being written with publication expected by the end of 2024.

The Surrey Context: People and Place – this chapter is currently undergoing a refresh to reflect updated census data.

HWB Board Communications Group update

Priority Populations

Children with additional needs and disabilities/looked after children/minority ethnic groups

In June, Active Surrey hosted Games Day for the Specsavers **Surrey Youth Games** at Surrey Sports Park. Participants aged between 7-16 years from participated in Boccia, Swimming, Tennis, Girls Touch Rugby, Street Basketball, Judo, Dance, and the Run, Bike Row Challenge. This follows on from promotion for the free training activities run across 9 Boroughs and Districts in Surrey in the Spring.

For the launch of the **Be Your Best** pilot teenage weight management programme, new marketing assets were developed by Active Surrey, including a slide deck presentation and flyer and communications with health partners to promote the programme, resulting in high demand.

People experiencing domestic abuse

Insights show that reporting of domestic abuse increases during major football tournaments. Through social media, support available for people experiencing domestic abuse was highlighted during the **European football championships**.



Adults with learning disabilities and/or autism

In the run up to the **local and general elections** the Learning Disability and Engagement Team at SCC hosted a workshop about voting, why it's important, the election process, how to vote for yourself rather than relying on proxy votes by family members and new ID requirements. A polling station was set up and a practice election took place with candidates standing for election as Prime Minister. More information and photos of the day can be found on the [Learning Disability Hub](#). An easy read photo story called '[How to Vote](#)' was developed and sent to all boroughs and districts prior to the local elections with an ask to display it in polling stations. Woking, Reigate and Banstead, Guildford, Surrey Heath and Spelthorne did so.

Carers and young carers

In recognition of Carers Week and to acknowledge the invaluable contribution made by unpaid carers among our health and social care workforce across Surrey a **Staff Carers Festival** took place at SCC headquarters in Reigate in June. This celebratory event offered some time out for staff juggling work and their caring roles and also offered the opportunity for those staff to connect with fellow carers, share experiences, access valuable information and support but above all, an afternoon to unwind and relax. Around 150 people joined the festival and the network gained 56 new members as a result of promotion across SCC, Surrey Heartlands and Frimley Health and Care ICSs so the network can continue to grow and support more working carers.



Black and minority ethnic groups

With thanks to the Surrey Heartlands ICS Workforce Innovation Fund, Surrey Youth Focus continue to deliver their popular and highly valued Coffee and Chat engagement sessions – training, learning and networking for practitioners. The recent [cultural inclusion in practice event](#) delivered with support from Surrey Minority Ethnic Forum (SMEF) received very positive feedback.

“That was very refreshing to see this topic brought to the front...”

“Thank you for this, it was all incredibly helpful.”

“Thanks to all presenters... A really thought-provoking session.”

People with drug and alcohol problems

With a campaign created to highlight the harms of alcohol, using statistics specifically related to Surrey, we used social media, digital advertising and internal communications to promote the [‘drink coach’ quiz](#) during **Alcohol Awareness Week**. The quiz helps people to identify if they are at danger of harm from alcohol and the support available. Printed posters for use by Surrey Police were also created. The campaign resulted in over 1100 people completing the drinks coach quiz.



Priority 1

Surrey Heartlands ICS continued their promotion of Covid-19 spring booster **vaccinations** to eligible cohorts. This has included digital and social media content

to promote the offer across social media platforms, targeted to communities and areas of lower uptake, which are often linked to areas of health inequalities and our key neighbourhoods. This campaign, which ended on 30 June 2024, was aimed at people in eligible groups and included activity aimed at priority populations including people aged 75 years and over, those in care homes, and those aged 6 months and over with a weakened immune system.

The **Planning for your Future** campaign is being run up to March 2025 in partnership with Age UK Surrey and SCC to encourage residents to plan ahead for a time when they're less able or well, help people navigate the health and care system, understand options available to them, promote preventative services and, ultimately, make better decisions about care and support. An [online hub](#) was developed on the Age UK Surrey website including a checklist, video explainer on how health and social care work together to support residents and a series of people's audio stories. Over 20 information sessions have been run, attended by almost 600 residents. SCC also worked with Surrey Minority Ethnic Forum to host an event for the Nepalese community in Camberley, supported by interpreters. Feedback from the events has been extremely positive. 97% of attendees found them useful, with 87% feeling more confident to talk to someone they trust about the future. Communications about the initiative has included community posters, flyers and social media advertising, with 4.5m impressions to the end of May (270-500k residents).



Priority 2

The [Wellbeing Events](#) page on Healthy Surrey has been given a revamp to make it even more user-friendly and list more wellbeing support sessions, both virtually and in person, reducing loneliness and encouraging engagement with local communities. The hub lists events such as coffee mornings, mindfulness sessions and yoga from providers such as the Mary Frances Trust and Richmond Fellowship. Filters allow residents to search for specific events to suit their needs and availability.



MFT MARY FRANCES TRUST
30 YEARS: 1994-2024

Inspiring Mental Wellbeing

Yoga for wellbeing

- **When:** 23rd Jul 2024 at 11:30am until 12:30pm (every week on Tuesday, until further notice)
- **Category:**
- **Location:** Mole Valley
- **Provider:** Mary Frances Trust

In the lead up to the European football championship we ran a campaign to highlight the support available to people affected by **gambling harm**. The campaign resulted in over 8000 interactions (clicks, swipes, likes, shares). We also ran social media posts on the days of each of the home nation matches during the competition.



Mental Health Investment Fund (MHIF)

We continue to highlight the work supported by the Mental Health Investment Fund (MHIF) through press releases and social media. A July [press release](#) was issued to highlight the work of Emerge Advocacy who support young people in Royal Surrey, East Surrey and Epsom Hospitals offering non-clinical support. People accessing the service have praised the support they receive from Emerge after they attend A&E departments because of self-harm, a suicide attempt or emotional crisis.

An August [press release](#) demonstrated how a £28,000 grant of the MHIF to Prospero Theatre Company, based in Caterham, allowing them to put on the show, The Return of Jafar. This was attended by Surrey County Councillor Mark Nuti, Cabinet Member for Health and Wellbeing, and Public Health, who said: “It’s inspiring to see how these funds are being used to support community arts and mental health, offering a vital platform for those facing disabilities and mental health challenges”.

Priority 3

Health and Wellbeing Board signs End Poverty Pledge

On behalf of the Health and Wellbeing Board, Councillor Bernie Muir signed the Good Company poverty pledge which was highlighted through a [press release from Good Company](#)



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Health and Wellbeing Board Communications Group Forward Plan

- **Winter 2024/25**

The Health and Wellbeing Board communications sub-group met in May and July as part of a 'deep dive' session that focused on learning from the 2023/4 Winter campaign and planning for this year to ensure maximum impact and increased engagement from wider partners. The outputs from this meeting will be used to inform the winter communications and engagement approach for 2024/5, which will be aligned to key strategic priorities and key audiences (including HWB Strategy's Priority Populations).

- **5 Ways to Wellbeing (mental health campaign)**
- **Domestic Abuse**
- **Poverty**