



Creating Healthier Communities – engaging on our Long Term Strategy

*Developing our strategy – outputs from
the Inspiration Station*

[Pack 5]





Creating Healthier Communities

The partners in Frimley Health and Care are in the process of developing our **5-year strategy for the Integrated Care System**. This is an opportunity for us to collectively develop our strategy and ambitions, with shared priorities to focus our collective energy, and make sure the way we work together will enable us to deliver.

We want to share our planning process with Frimley Health and Care organisations, staff, stakeholders and local communities and are providing regular updates to support these messages to be shared widely. **This is the fifth information pack we have sent out to provide you with information of how we are working together to build the strategy.**

You can find further information on the Frimley health and care website:
www.frimleyhealthandcare.org.uk/about/our-plans/creating-healthier-communities/

These updates include key milestones, progress updates and opportunities about **how you can be involved.**





Throughout July we invited **over 250 people** from a cross-section of our ICS organisations to come through our ‘**Inspiration Station**’. This included people from all our partner organisations including public health, CCG’s, hospital, GP, community and mental health, local authority, ICS leads, education/schools, councillors, local community, voluntary sector colleagues and NHSE and NICE representatives. The Inspiration Station took people through a series of rooms where we presented intelligence and insight from our system in a way we hadn’t presented before.

The insight included information about our population, funding, key areas of work to date and patient and public engagement feedback. This provided a space for teams of people to take part in a 90 minute facilitated, interactive planning session.





Inspiration Station:

The aim of the sessions was to bring different expertise and experience together to collaboratively discuss what is important for our people locally, where we need to focus our energy and the Frimley £, and how we work together to shape the 'creating healthier communities' plan for the next five years.

Themes coming out of the station – we need to:

- be brave with our ambitions
- have a focus on broader wellbeing and prevention
- focus more on what we want to achieve and how we measure the impact
- look after our people
- continue on this journey of co-production





Top three yellow stars:



Self care and prevention

- Health inequalities and life expectancy are getting worse – we have to focus on where we have a big opportunity to make a difference
- More focus on this will reduce the demand on our services
- We need to better understand peoples mindsets and how they can take responsibility for their own health



Integrated Care decision making

- Has been effective with real measurable results for patients and staff
- This should be ICS wide - let's build on this model and our success
- Excellent integrated model supporting tangible pressures in the system
- Good example of workforce utilisation
- Provides a more holistic integrated health and care offer to patients
- Sets the ambition for the system of how we can work together



Shared care record

- Vital for modernisation and integration
- Needs to be implemented faster and manage the resistance
- Allows us to link data, understand our patient stories and support people not having to repeat their story





Top three red stars:



Self care and prevention

- Needs to be more proactive than reactive and address the insight work
- Responding to variation is a big challenge – how to maintain what is good, whilst improving elsewhere
- If we don't sort this out we won't improve health – we need to create a community of wellness not illness – we need to be brave!
- Longer term this will reduce the pressure and £ on acute services
- Need to start with children and work with our colleagues in education



Funding

- The funding gap spells real challenge for future service delivery
- We need to focus more of our money and energy into prevention and act upon our insight information for the benefit of our communities
- Our funding decisions should be based on our aspirations and the change we are trying to make



Workforce

- This is a real worry and the key to everything – need to make Frimley Health and Care a great place to work with flexible opportunities to develop careers across multiple organisations
- Need to have a conversation with our workforce to bring them with us
- It's our biggest risk and the current work will not touch the sides
- Happy staff do a better job





Outputs from the Inspiration Station:

Work in a
different way

More energy on
prevention

Focus on health
and wellbeing

Co-design what
we do

Look after our
people

Evaluate what
we do and be
evidence based





Work in a different way:

- **A lot of great work has already been done**, but we now need to redirect our energy
- **Partnership working and relationships are central to this work** – develop our relationships and ways of working across the ICS and consider how we work in a more collaborative way with all partners including education, voluntary sector, local business, our own workforce and local people.
- **Be braver with more transformational work** where as an ICS working together we can really make a difference, not focussed on small projects that are business as usual.
- Workstreams are not connected, resulting in a focus on pathways of care or services, and are missing **integrated people centred opportunities that can make the most impact at an ICS level** – build a more holistic approach to transform the way we support people to stay well.
- Confidently understand that we can both **bring people together at an ICS level and build bespoke, tailored community models** that deliver the strategy.
- **Engaging people** in this way and asking people to have real conversations about the issues that affect people is exciting and a way we want to work in the future – continue the inspiration station journey.





More energy on prevention:

- We need to **plan and deliver on things over longer periods** that may not have an immediate or short term impact.
- **We should be more proactive**; move our energy to help people stay well and avoid preventable ill health, rather than focussing on reactive services when people are ill or require treatment.
- **Funding is not spent in the right areas** – not enough on prevention/public health, mental health and broader wellbeing.
- Surprise that there is so little spent ‘in the community’ when this has been a focus for years.
- Ensure we engage with our local community to **better understand behaviours and culture that impact on confidence and ability to self-care.**
- **Focus on helping our children start well** through families and education within communities, and build on this through peoples journey of living well and ageing well.





Focus on health and wellbeing

- Let's play to our strengths - To really change the way people respond to health, care and wellbeing we need to consider **wider determinants of health** and not just medicines and treatment, including housing, education, socio-economic factors and build on models with our local community assets – working collaboratively with our voluntary sector.
- We want to shift to real **community collaboration** across health, care, education, voluntary services and our local communities – and explore where we could also link to our local businesses and the private sector.
- **Build on the insight phase** – Tailor and target in communities to improve healthy life expectancy and health inequalities where we can have the biggest impact on outcomes.
- **Health isn't always the answer** – we mustn't medicalise everything – sometimes the solutions are outside of health and care settings.





Look after our people:

- We need to make our **workforce sustainable** – take the opportunities that ICS offers to work at scale, be creative, innovative and flexible.
- We want the ICS to be a good place to work – we need more focus on building and sustaining a **happy, healthy workforce** with people.
- We want to **recognise and grow our own talent.**
- We need to provide people the tools and support to deliver the plan – **creating a culture where we all work collaboratively across boundaries and inspire each other.**
- Make being part of an **ICS integral to our day to day way of working** - create an induction, a shared workforce offer and other continued engagement opportunities to develop what we do with our people.





Continue to co-design what we do:

- **Activate communities** to help us create happier, healthier, sustainable local places – build a new way of creating healthier communities together.
- Consider **family, parents, carers and friends** not just individuals to recreate what we do around people and positive outcomes, rather than traditional service models of care and organisational boundaries.
- **Increase personal responsibility** for health and wellbeing – developing a way of working with and talking with our community that makes sense and feels real to the places people live and work.
- **Be clear in our approach to our conversation with the public** – build consistency and build in flexibility to co-design what we do, tapping into creativity and the solutions that they can offer.
- Have shared messages that are jargon free and **support people to understand how they can access and shape services** in a different way.
- **Engage in different ways** - building our collective responses at scale, and developing different ways for people to engage with us – including those seldom heard or who have accessibility needs.





Evaluate what we do and be evidence based:

- **Target key areas** – be ambitious with how we focus our energy and resources to where we can make most impact.
- Use insight to make **evidence based decisions** and be transparent with how those decisions are made through consistent processes that are shared and trusted.
- Identify small pots of money to be creative and innovative to test other opportunities to build alternative **community grown innovation models**.
- We only have so much energy and resource – build in **better evaluation of impact at all levels**, performance, workforce and experience, in order to make informed decisions to understand what we stop doing, what we scale up, and what we continue with.
- **Finish what we said we would do, understanding when things become business as usual** and demonstrate and share how we have made a difference.





Frimley Health and Care Inspiration Station:

Packs of all of the information shared at the station can be found on our Frimley Health and Care website: www.frimleyhealthandcare.org.uk/about/our-plans/creating-healthier-communities/

Thank you! People embraced the experience and gave us some great feedback:

Brilliant opportunity – everyone needs this – thank you!

Thought provoking. Engaging and well laid out – positively stimulating

Innovative and information

Fab!

Appreciate being asked

Brilliant – really enjoyed this and know much more now

Amazing interactive experience – hope you get some really good ideas

Fantastic way of engaging with us – the more involved in this the better

Refreshing – good experience

Fantastic facilitation well done

Excellent session – what a lot to cover in 90 minutes.

