

Oxfordshire Health and Wellbeing Strategy 2024-2030

What do we want to know?

We want to hear what you think about the draft Oxfordshire Health and Wellbeing Strategy 2024-2030. We want to hear your views on the principles and priorities we have set out in the strategy to support people’s health and wellbeing in the county.

What is the Health and Wellbeing Strategy and what does it mean for you?

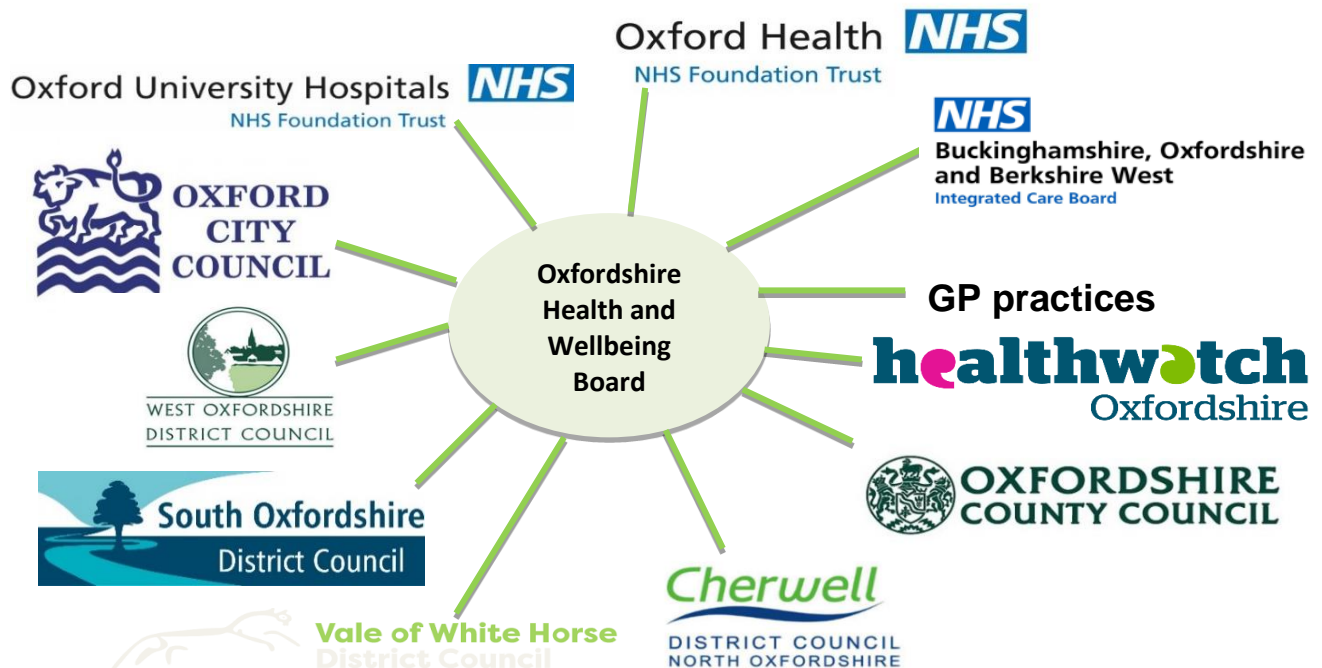
The Health and Wellbeing Strategy is the primary strategy for health and wellbeing in Oxfordshire. It sets out how we will improve health and wellbeing for local people. The strategy is a statutory duty of the Oxfordshire Health and Wellbeing Board.

In developing this strategy we have already heard from over 1000 residents on what helps them to stay healthy and well (click [here](#) and [here](#) to see the feedback). This feedback has been used to develop a draft Health and Wellbeing Strategy. We now want to hear what you think of the draft strategy.

Lots has changed since the Health and Wellbeing Board’s last strategy in 2019, including Covid-19 and the cost-of-living crisis. We know that people’s lives have changed, and so our approach must change too.

What is the Oxfordshire Health and Wellbeing Board?

The [Oxfordshire Health and Wellbeing Board](#) is a group of local councils, NHS organisations. Healthwatch Oxfordshire is also on the Board as an independent member.



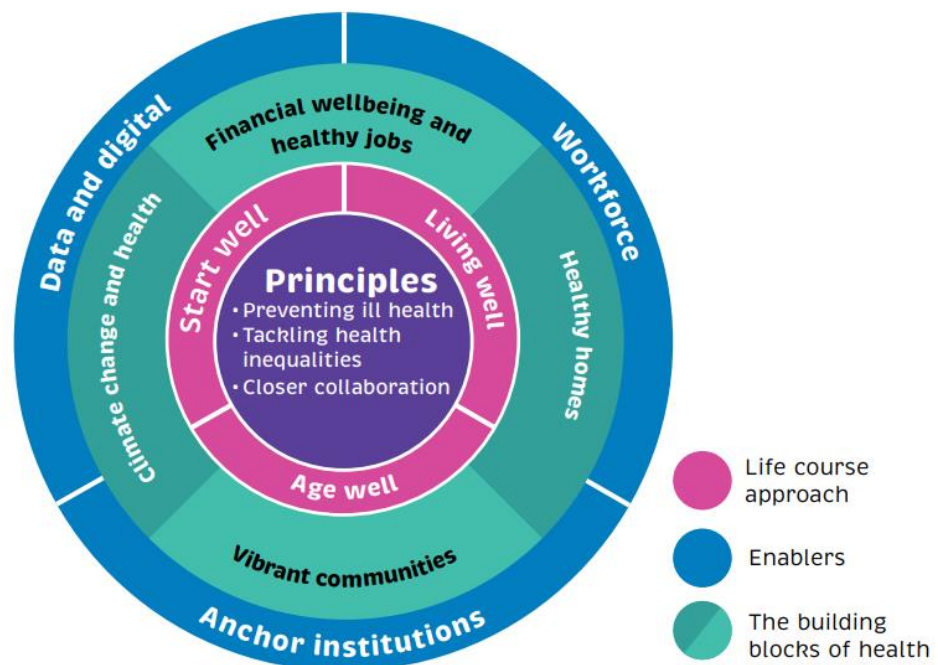
What is the Oxfordshire Health and Wellbeing Strategy?

The Oxfordshire Health and Wellbeing Strategy sets out how the members of the Health and Wellbeing Board will work together to help Oxfordshire's residents to stay healthy, well, and cared for. It says how we are going to do this from 2024 – 2030.

The strategy focuses on the things people need to stay healthy and well. This includes things like housing, employment, a good standard of living, and a healthy living environment. When we get this right, it reduces the need for services, like GPs and hospitals. Access to, and provision of medical care, are covered in two separate strategies – the Buckinghamshire, Oxfordshire and Berkshire West Integrated Care Board Primary Care Strategy (which is currently being developed) and the [NHS Joint Forward Plan](#).

Here is a summary of the Health and Wellbeing Strategy

Health and wellbeing strategy



	I am responding as: (Choose one option)
	an Oxfordshire resident
	a member of the public living outside of Oxfordshire
	a business representative (please give the name of the business you represent)
	a representative of a group or organisation (please give the name of the group/organisation you represent)
	a parish, town, district, or county Councillor (please give your name and the parish or town/ward or division you represent)
X	Other (please specify)

Please give your name and the parish or town/ward or division you represent
Oxford City Council Scrutiny Committee

Section 1
The principles

The draft strategy has 3 principles which will drive all the health and wellbeing work we do. They are:

- tackling health inequalities (minimising the avoidable and unfair differences in health between people in the county)
- preventing ill-health
- closer collaboration between services and with communities to support health and wellbeing

Q1.1.1: Do you think these are the right principles to guide our health and wellbeing work?

- Yes
Partly
No
~~Not sure~~

Q1.1.2: If no or partly, or not sure, please tell us why you gave that answer

N/A

Section 2

The Health and Wellbeing Strategy sets out priorities for health and wellbeing across the life course. There are many factors—some positive, some negative—that influence our health and wellbeing at different stages of our lives. We have described this using the following headings:

- ‘Start Well’ (priorities relating to children and young people’s health and wellbeing)
- ‘Live Well’ (priorities relating to adults’ health and wellbeing)
- ‘Age Well’ (priorities relating to older adults’ health and wellbeing)

Q2.1: Would you like to comment on the ‘Start Well’ priorities for children and young people?

Yes
No

Start Well priorities

By listening to a range of groups across Oxfordshire, we have identified 2 priorities to help improve children and young people’s health and wellbeing.

Priority 1: The best start in life

Priority 2: Children and young people’s emotional wellbeing and mental health

You will now be asked questions about each of these priorities.

Priority 1: The best start in life

All children in Oxfordshire should experience a healthy start to life and be ready for school, especially in our most deprived communities. This means they can benefit as much as possible from their education.

Q2.2.1: Do you think this priority reflects the needs of children and young people in Oxfordshire?

Yes
Partly
No
Not sure

Q3.2.2: If no or partly, or not sure, please tell us why you gave that answer

N/A

Q2.2.1: Do you think anything should be changed or removed in this priority?

Yes
No

Q3.3.2: If yes, please tell us more

N/A

Q2.3.1: Is there anything else you would like to tell us about this priority?

Yes

No

Q3.4.2: If yes, please tell us more

It is not clear within the document that 'the best start in life' is identified as a priority under 'start well' – this should be drawn out more as it currently looks like a sub-heading.

Priority 2: Children and young people's emotional wellbeing and mental health

More children and young people in Oxfordshire should experience good mental health and emotional wellbeing, supported by improved mental resilience. Mental resilience is a person's ability to adapt to change and uncertainty.

Q2.4.1: Do you think this priority reflects the needs of people in Oxfordshire?

Yes

Partly

No

Not sure

Q3.5.2: If no or partly, or not sure, please tell us why you gave that answer

N/A

Q2.5.1: Do you think anything should be changed or removed in this priority?

Yes

No

Q3.6.2: If yes, please tell us more

Consideration should be given to including reference to the link between children and young people's emotional wellbeing/mental health and the influence/impact of technology - particularly social media – given that the majority of young people use social media every day. This should then be reflected in 'our ambitions' and 'immediate actions'.

There is no explicit mention of average wait times for CAMHS – consideration should be given to drawing this out more and adding any related ambitions/immediate actions.

One of the immediate actions is to: 'support the voluntary and community sector to help children and young people'. Consideration should be given to reframing this action to recognise the existing strengths and value of the community and voluntary sector and *working with* the sector to support children and young people. It could be argued that the current wording diminishes the value and expertise of the sector.

Q2.6.1: Is there anything else you would like to tell us about this priority?

Yes
No

Q3.7.2: If yes, please tell us more

It is not clear within the document that 'children and young people's emotional wellbeing and mental health' is identified as a priority under 'start well' – this should be drawn out more as it currently looks like a sub-heading.

Section 3

Q3.1: Would you like to comment on the 'Live Well' priorities for adults' health and wellbeing?

Yes
No

Live well priorities

By listening to a range of groups across Oxfordshire, we have identified 2 priorities to help improve adults' health and wellbeing.

Priority 1: Healthy people and healthy places
Priority 2: Physical activity and active travel

You will now be asked questions about these priorities.

Priority 1: Healthy people and healthy places

The length and quality of people's lives in Oxfordshire should not be negatively impacted by exposure to tobacco, alcohol, or unhealthy weight. People in Oxfordshire should live in healthy environments which help them to live healthy lives.

Q3.2.1: Do you think this priority reflects the needs of people in Oxfordshire?

Yes
Partly
No
Not sure

Q4.2.2: If no or partly, or not sure, please tell us why you gave that answer

N/A

Q3.3.1: Do you think anything should be changed or removed in this priority?

Yes
No

Q4.3.2: If yes, please tell us more

The Oxfordshire Food Strategy is not mentioned until the 'our ambitions' section; it would be helpful if this strategy is drawn out in the narrative as there is a clear interlinkage with this priority.

Consideration should be given to including 'vaping' alongside tobacco use, given that vaping has been highlighted in the media as a public health crisis (for adults and children).

Q3.4.1: Is there anything else you would like to tell us about this priority?

Yes
No

Q4.4.2: If yes, please tell us more

It is not clear within the document that 'healthy people and healthy places' is identified as a priority under 'live well' – this should be drawn out more as it currently looks like a sub-heading.

Priority 2: Physical activity and active travel

Residents of Oxfordshire should be able to remain active throughout their lives, especially in our most deprived areas.

Q3.5.1: Do you think this priority reflects the needs of people in Oxfordshire?

Yes
Partly
No
Not sure

Q3.5.2: If no or partly, or not sure, please tell us why you gave that answer

N/A

Q3.6.1: Do you think anything should be changed or removed in this priority?

Yes
No

Q3.6.2: If yes, please tell us more

The narrative around this priority states that almost half of Oxfordshire’s children are not doing the recommended levels of physical activity; but further states that this priority will focus on ‘people living in our priority neighbourhoods and adults living with long term conditions’. Consideration should be given to including children as a priority group, as this would also draw in the prevention element of the strategy (i.e. addressing lack of physical activity at an early age).

Q3.7.1: Is there anything else you would like to tell us about this priority?

Yes

No

Q3.7.2: If yes, please tell us more

It is not clear within the document that ‘physical activity and active travel’ is identified as a priority under ‘live well’ – this should be drawn out more as it currently looks like a sub-heading.

The ‘immediate actions’ section includes an action: ‘include policies promoting physical activity in local plans’. Oxfordshire district councils’ development of local plans is already underway (e.g. Oxford City Council’s is towards the latter stages). Given this strategy is from 2024, this ‘immediate’ action is not necessarily timely.

Section 4

Q4.1: Would you like to feedback on the priorities for ‘Age Well’ older adults’ health and wellbeing?

Yes

No

Age well priorities

By listening to a range of groups across Oxfordshire, we have identified 2 priorities to help improve older adults’ health and wellbeing.

Priority 1: Maintain independence

Priority 2: Strong social relationships

You will now be asked questions about these priorities.

Priority 1: Maintain independence

We will support more older residents to remain independent, healthy, and valued for as long as possible.

Q4.2.1: Do you think this priority reflects the needs of people in Oxfordshire?

Yes
Partly
No
~~Not sure~~

Q4.2.2: If no or partly, or not sure, please tell us why you gave that answer

N/A

Q4.3.1: Do you think anything should be changed or removed in this priority?

Yes
No

Q4.3.2: If yes, please tell us more

The first part of the narrative states: 'we will support more older residents to remain independent, healthy, and valued for as long as possible. Consideration should be given to removing or amending the word 'valued', as it currently feels somewhat insensitive – as if the strategy is making a statement that, at a certain point, older residents might become 'unvalued'; which is not the case.

Q4.4.1: Is there anything else you would like to tell us about this priority?

Yes
No

Q4.4.2: If yes, please tell us more

It is not clear within the document that 'maintain independence' is identified as a priority under 'age well' – this should be drawn out more as it currently looks like a sub-heading.

Priority 2: Strong social relationships

Everyone in Oxfordshire should be able to flourish by building, maintaining, and re-establishing strong social relationships. We want to reduce levels of loneliness and social isolation, especially in rural areas.

Q4.5.1: Do you think this priority reflects the needs of people in Oxfordshire?

Yes
Partly
No
Not sure

Q4.5.2: If no or partly, or not sure, please tell us why you gave that answer

N/A

Q4.6.1: Do you think anything should be changed or removed in this priority?

~~Yes~~

No

Q4.6.2: If yes, please tell us more

N/A

Q4.7.1: Is there anything else you would like to tell us about this priority?

Yes

~~No~~

Q4.7.2: If yes, please tell us more

It is not clear within the document that 'strong social relationships' is identified as a priority under 'age well' – this should be drawn out more as it currently looks like a sub-heading.

Section 5

The building blocks of health

Our health is shaped by the world around us. When we don't have the things we need, like warm homes and healthy food, and are constantly worrying about making ends meet, it puts a strain on our bodies and can make us unwell. When we live in a healthy environment, with good-quality affordable homes, strong social connections, and access to natural spaces, we are more able to be healthy.

By listening to a range of groups across Oxfordshire, we have identified 4 key areas of action to drive the development of healthy places.

Priority 1: Financial wellbeing and healthy jobs

Priority 2: Climate change and health

Priority 3: Healthy homes

Priority 4: Vibrant communities

The following questions are about these priorities.

Priority 1: Financial wellbeing and healthy jobs

All of Oxfordshire's people should have good living standards, financial wellbeing (feeling secure and in control of your finances), and access to the basics: food and water, shelter and heating, the internet, clothes, and physical activity. Our local economy should be inclusive, equitable, and fair and everyone should be able to contribute through life-long learning and good quality and stable work.

Q5.1.1: Do you think this priority reflects the needs of people in Oxfordshire?

Yes

Partly

No

Not sure

Q: 5.1.2 If no or partly, or not sure, please tell us why you gave that answer

N/A

Q5.2.1: Do you think anything should be changed or removed in this priority?

Yes

No

Q5.2.2: If yes, please tell us more

N/A

Q5.3.1: Is there anything else you would like to tell us about this priority?

Yes

No

Q5.3.2: If yes, please tell us more

N/A

Priority 2: Climate change and health

The health and care system in Oxfordshire should take action to reduce climate change and the impacts of climate change on people's health.

Q5.4.1: Do you think this priority reflects the needs of people in Oxfordshire?

Yes

Partly

No

Not sure

Q5.4.2: If no or partly, or not sure, please tell us why you gave that answer

N/A

Q5.5.1: Do you think anything should be changed or removed in this priority?

Yes
No

Q5.5.2: If yes, please tell us more

Biodiversity is not currently mentioned within this priority. Consideration should be given to including reference to biodiversity and its impact on health and wellbeing; and reflected in 'our ambitions' and 'immediate actions' as appropriate.

Q5.6.1: Is there anything else you would like to tell us about this priority?

~~Yes~~
No

Q5.6.2: If yes, please tell us more

N/A

Priority 3: Healthy homes

Everyone should have access to quality, affordable, and energy efficient homes which support their health and wellbeing. Social, private rented, and new build homes should be of a good material standard and maintained to prevent health issues, especially from cold, damp, and overheating.

Q5.7.1: Do you think this priority reflects the needs of people in Oxfordshire?

Yes
~~Partly~~
~~No~~
~~Not sure~~

Q5.7.2: If no or partly, or not sure, please tell us why you gave that answer

N/A

Q5.8.1: Do you think anything should be changed or removed in this priority?

~~Yes~~
No

Q5.8.2: If yes, please tell us more

N/A

Q5.9.1: Is there anything else you would like to tell us about this priority?

~~Yes~~
No

Q5.9.2: If yes, please tell us more

N/A

Priority 4: Vibrant communities

We will support and enable our diverse and vibrant communities to play their key role delivering better health and wellbeing for people across Oxfordshire.

Q5.10.1: Do you think this priority reflects the needs of people in Oxfordshire?

Yes
~~Partly~~
~~No~~
~~Not sure~~

Q: 5.10.2 If no or partly, or not sure, please tell us why you gave that answer

N/A

Q5.11.1: Do you think anything should be changed or removed in this priority?

~~Yes~~
No

Q5.11.2: If yes, please tell us more

N/A

Q5.12.1: Is there anything else you would like to tell us about this priority?

~~Yes~~
No

Q5.12.2: If yes, please tell us more

N/A

Section 6

Enablers

We have identified 3 things that will enable us to meet the priorities in the draft strategy. These are:

- The workforce – we will recruit and retain a diverse social care and NHS workforce. They should be healthy and well, feel valued and respected, reflect our communities and be empowered to make a difference.
- Data and digital - we will use insights from data to help us make decisions.
- Anchor institutions – we will strengthen our links to local people and communities through anchor institutions. Anchor institutions are large organisations based in Oxfordshire that have an impact on surrounding communities.

Q6.1.1: Do you think these enablers are the right tools to use to improve people's health and wellbeing in Oxfordshire?

~~Yes~~

Partly

~~No~~

~~Not sure~~

Q6.1.2: If no or partly, or not sure, please tell us why you gave that answer

The current enablers are useful tools, but given the emphasis of the strategy is on collaborating with communities a key enabler would seem to be communities themselves – drawing on the strength, resilience and networks that exist within communities to benefit health, wellbeing and outcomes. Consideration should be given to including 'communities' as an enabler – including references to unpaid carers.

Under the 'workforce' enabler, reference is made to the social care, NHS and cross public sector workforces, however there is no reference to the community and voluntary sector workforce (including volunteers) who contribute significantly to the health and wellbeing sector. Consideration should be given to making explicit reference to the community and voluntary sector workforce and volunteers within the 'workforce' enabler – and the narrative amended accordingly.

Under the 'data and digital' enabler, consideration should be given to recognising digital exclusion more explicitly as an issue that needs to be addressed to avoid this enabler becoming a 'disabler' for some individuals and/or groups.

Q6.7.2: Is there anything else you would like to tell us about these enablers?

Yes

~~No~~

Q6.11.2: If yes, please tell us more

It is not clear on pages 39-41 of the strategy how 'workforce', 'local and social economy' and 'one public estate' fit into/relate to the wider enablers section. Consideration should be given to clarifying where they fit in and/or including them as a separate section.

Section 7

Q7.1.1 Is there anything else you would like to tell us about the draft Health and Wellbeing Strategy?

The introduction sets out that the strategy is all about collaboration between different organisations and communities in Oxfordshire, but nowhere in the document does it set out which organisations have been involved in the development of and/or signed up to the strategy. It would be helpful if this was made obvious somewhere within the document.

The section on the 'Oxfordshire context' includes lots of information, but it is difficult to contextualise some of the numbers. The percentages are easier for the reader to put into context, but where only a number is provided it is very difficult to gauge whether that is good, bad, or indifferent. Consideration should be given to how this data is presented – is there scope to make it tell more of a story, can it be compared with benchmarks (either nationally or with comparator geographies)? This would help the reader to contextualise and make the information provided more meaningful.

The Health and Wellbeing Board is referenced multiple times throughout the document; however an assumption appears to have been made that everyone accessing the document will know what the Board is, what it does and the membership of it. Some readers may not be aware of the Board; consideration should be given to either providing a short overview of the Health and Wellbeing Board, or alternatively signposting readers to where they can find out more information on the Board.

In the introduction and the plan on a page, one of the principles is referred to as 'preventing ill health'. Later in the document, in the section for that principle, the principle is referred to as simply 'prevention'. The name of the principle should be consistent throughout the document so as not to cause confusion.

The document articulates that the strategy focuses on the broader factors that drive health and other documents (e.g. Integrated Care System Strategy, NHS 5 Year Joint Forward Plan and the forthcoming Primary Care Strategy) outline plans to ensure the improvement and integration of local services as key foundations for good health and wellbeing in Oxfordshire. It is not clear how the Health and Wellbeing Strategy, the other strategies mentioned and other strategies (e.g. Oxfordshire Food Strategy) interrelate. Consideration should be given to mapping out the different strategies, organisations etc. and how they interact/interlink. This could be within the Health and Wellbeing Strategy or as a separate document that

sits alongside it – but would help to demystify the complex health and wellbeing landscape to a degree and highlight where organisations are already working together. This in turn may help improve public understanding of, and therefore engagement with, the health and wellbeing sector.

There is currently no explicit reference within the strategy to ‘unseen’ individuals and communities who do not/struggle to engage with services. Consideration should be given to making reference to these groups within the strategy and how issues around lack of engagement will be addressed to ensure they are not further disadvantaged (i.e. ‘make every contact count’ and ‘here for health’ case studies are very much aimed at people who readily engage with services).

In ‘the building blocks of health’ section, it is not clear how ‘healthy place shaping’ (and ‘the built environment’, ‘community activation’ and ‘new models of care’ that sit under that heading) fits into the four building blocks. Is it a fifth building block (which is how it currently appears) or an overarching foundation? Consideration should be given to drawing this out more clearly within the strategy.

There is no reference in the ‘next steps – delivery and monitoring’ section to how residents/communities will feed into delivery and monitoring. Noting that one of the strategy’s aims is to collaborate with communities, this feels like an omission. Consideration should be given to how residents/communities can feed into delivery and monitoring; and subsequently articulated within the document.

Final section: About You

We would like to know more about you so that we can understand more about our residents, as it helps us to know if we are hearing the views of a wide range of people and communities.

If you do not wish to provide any of this information, please select prefer not to say.

All information given is anonymous and is governed by the [General Data Protection Regulations 2018](#).

Q1	How did you find out about this consultation? (Choose all that apply)
	Facebook
	X/Twitter
	Instagram
	LinkedIn
	NextDoor
	Oxfordshire.gov.uk website
	Email from Oxfordshire County Council
	Local news item (newspaper, online, radio, tv) Radio advert
	Oxfordshire County Councillor District Councillor
	Parish or town councillor
	Local community news item
	Poster / information in local library Local community group / organisation
	Friend / relative
X	Other (please specify) – Oxford City Council officers

Q2	What is your postcode? Please provide the first four or five digits of your postcode (but not the letters at the end). e.g. OX1 1 or OX14 5.
	OX1 1BX

Q3	What is your age? (Choose one option) *
	Under 16
	16 - 24
	25 - 34
	35 - 44
	45 - 54
	55 - 64
	65 – 74
	75 - 84
	85 or over
X	Prefer not to say

Q4	What is your sex? (Choose one option) *
	Female
	Male
X	Prefer not to say
	I use another term (please state here)

Q5	What is your ethnic group or background? (Choose one option)*
	Asian or Asian British (Indian, Pakistani, Bangladeshi or any other Asian background)
	Black or Black British (Caribbean, African, or any other Black background)
	Chinese
	Mixed or multiple ethnic groups (White and Black Caribbean, White and Black African, White and Asian, and any other mixed background)
	White (British, Irish, or any other white background)
X	Prefer not to say
	Other ethnic group or background (please specify)

Q9	Are your day-to-day activities limited because of a long-term illness, health problem or disability which has lasted, or is expected to last, at least 12 months? (Choose one option) *
	Yes - a lot
	Yes – a little
	No
X	Prefer not to say

Q10	Are you a carer? A carer is anyone who cares, unpaid, for a friend or family member who, due to illness, disability, a mental health problem or an addiction, cannot cope without their support. Both children and adults can be carers. (Choose one option)
	Yes
	No
X	Prefer not to say

Data protection and privacy *

Under the Data Protection Act 2018, we (Oxfordshire County Council) have a legal duty to protect any personal information we collect from you. Oxfordshire County Council is committed to open government and this may include quoting extracts from your consultation response in our report.

We will not however, disclose the names of people who have responded unless they have provided consent. For this purpose, we ask that you are careful not to disclose personal information in your comments – for example the names of service users or children. If you do not want all or part of your response to be made public, or shared with councillors, please state below which parts you wish us to keep confidential.

View Oxfordshire County Council's privacy notice online at:

www.oxfordshire.gov.uk/privacy-notice

Q11	Please use this space to tell us if there is any specific part of your response you wish to keep confidential:
	N/A

Stay in touch

We invite you to sign up to get regular email updates on news, events, and developments from across the county.

Any contact details you provide will be separated from the feedback you have shared in this survey.

Q12	Would you like to sign up to receive these regular email updates?
	Yes
X	No

Q12a	Please provide your email address below, so we can contact you and send a link to our sign-up page where you can tailor which communications you receive:
	N/A

Thank you for taking the time to answer these questions

Your responses will help highlight any changes that may need to be made to the strategy before it is formally adopted by the Health and Wellbeing Board in 2024.

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