

Breckland Health & Wellbeing Partnership's

Health and Wellbeing Strategy

2025 - 2028





**Foreword from our Chair, Councillor
Tristan Ashby, Executive Member for
Health and Communities**

I am delighted to present Breckland Health and Wellbeing Partnership's Strategy. The Partnership, alongside its counterparts in each district, is recognised as an integral part of the Norfolk and Waveney Integrated Care System, focusing on reducing the health inequalities experienced by the population of Breckland, by addressing the wider determinants of health. It allows us to identify local opportunities to support our residents to live healthier and happier lives.

During the past three years, the Partnership has been proud to deliver a variety of projects contributing towards the challenges and priorities identified in our previous strategy.

Our focus now turns to our new approach, building on a strong base of partnership working, to support people in Breckland to thrive in their communities, and live healthy, happy, fulfilling lives.

The Breckland Health and Wellbeing Partnership

The Norfolk and Waveney Integrated Care System (ICS) launched in July 2022 bringing together partners from local authorities, health services, Voluntary, Community, and Social Enterprise organisations, and wider partners to improve health and care outcomes together. Our ICS priorities are Driving Integration, Addressing Health Inequalities, Prioritising Prevention, and Enabling Resilient Communities.

To ensure a tailored place-based approach, Health and Wellbeing Partnerships and Place Boards were formed. Health and Wellbeing Partnerships align to district boundaries, focusing on the local population's health and wellbeing by addressing the wider determinants of health and focusing on prevention. Place Boards align to NHS Place boundaries, leading on design and delivery of integrated health services in their local area, with a focus on operational delivery and improving people's care.

The Breckland Health and Wellbeing Partnership (HWP) brings together local colleagues across district and county council, health services, voluntary, community, and social enterprise organisations, and many other partners. Since its formation, we have delivered a host of impactful projects together. This includes the Community Health and Wellbeing Workers, an enhanced package of training at the Charles Burrell Centre to address nutritional poverty and health and wellbeing, and Menscraft PitStops along with many others.

After reviewing and learning from the last three years, the HWP has developed its collaboration, and critical thinking about our local system, and is now ready to work together to drive the approach set out in this document.

The HWP has chosen to take a life course approach, to reduce health inequalities throughout the different stages of life. This includes addressing positive and negative influences across the life course such as having a healthy and balanced diet, being in an environment that enables physical activity and movement, living in good quality housing, having networks of support in your community, and risk factors such as smoking, crime and violence, drug and alcohol misuse, and poor mental health. The stages are outlined below:

Start Well: Giving children the best start in life begins before birth. This is about supporting from preconception, through infancy and adolescence to help build strong foundations for life.

Live Well: Centred on adults, this stage supports healthy lifestyles and overall wellbeing, fostering stronger and more sustainable communities.

Age Well: Focusing on older people, this stage has an emphasis on staying healthy, active, and connected in their communities. It's also about maintaining independence to experience the best possible quality of life.

We acknowledge that bereavement and dying well has a huge impact on health, so this will be included across all life stage work.

We will use this approach through the lens of the building blocks of health, including food security, safety, healthy home, employment, and environment.

The priorities will be led by the community with a programme of engagement through:

- Our Community Network,
- The Community Health and Wellbeing Workers,
- The Community Voices programme,
- Working closely with our VCSE partners.

In addition to this, the [Health Inequalities Toolkit](#) has supported the Partnership to take a systematic approach across populations and organisations to identify where best to target activity to reduce inequalities. The following four priorities were identified as to where the Partnership can have a significant impact on reducing health inequalities:

1. Preventing & reducing smoking,
2. Preventing & reducing musculoskeletal conditions (MSK),
3. Preventing & reducing violent crimes,
4. Improving infant feeding.

Incorporating the above identified priorities into the outcomes of our community engagement programme will enable the Health & Wellbeing Partnership to begin targeted work to reduce health inequalities in the district.

Our work will act proportionally to the needs of those who most need it. This will be aimed at the 'Core20' areas which are in the most deprived 20% of the national population as identified by the national Index of Multiple Deprivation. We will also address 'Plus' groups, which are chosen population groups experiencing poorer-than-average health access, experience, and/or outcomes, who many not be captured in the Core20 alone, and would benefit from a tailored approach.

The diagram on the following page shows our approach, and this will be a live document, added to throughout the engagement.

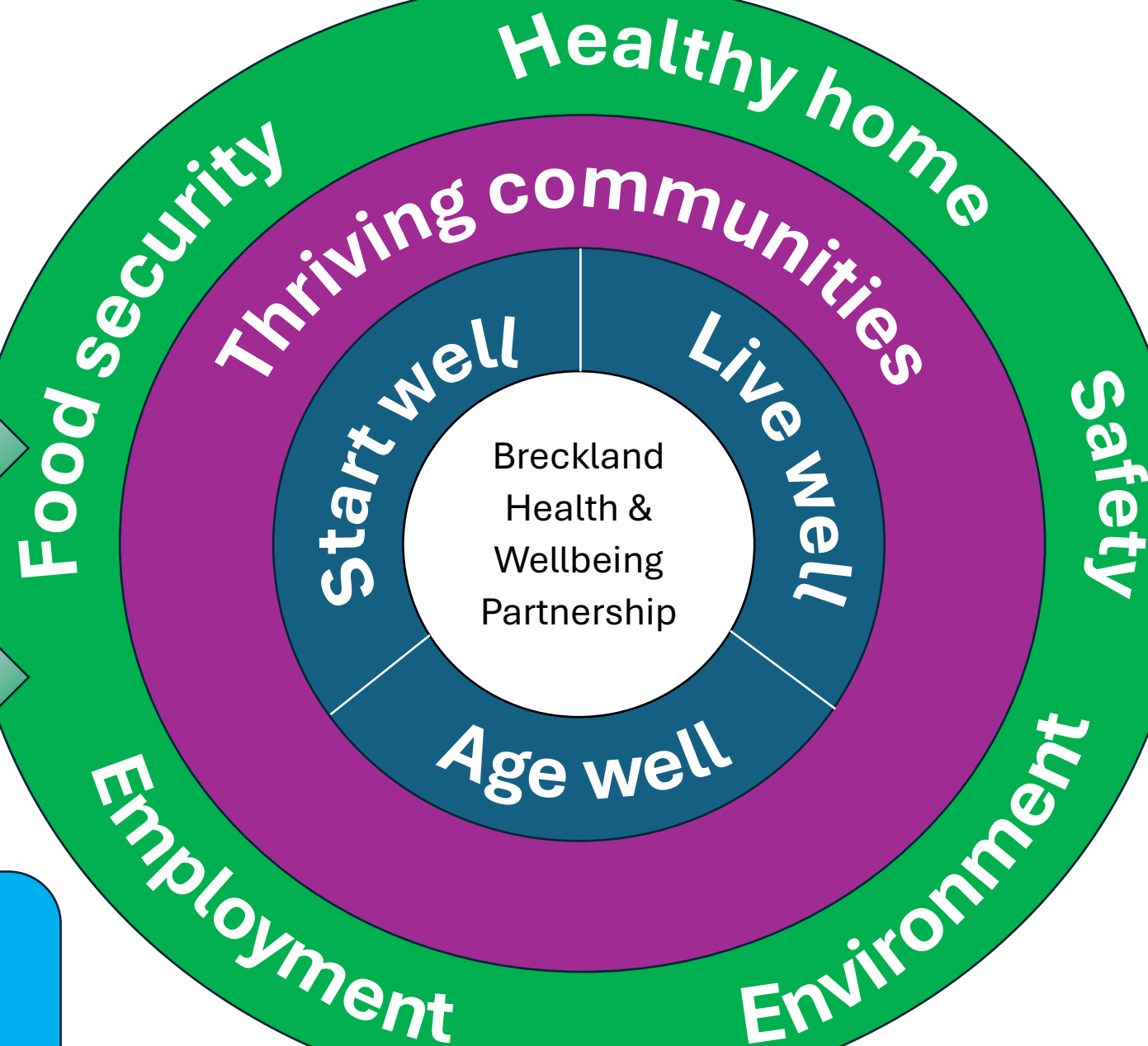
We will ensure we are linking in with existing strategies, networks and partnerships across the ICS.

**Community
Engagement
programme**

**Information
Governance
Working Group**

Health Inequalities Toolkit-identified
priorities for Breckland:

1. Prevent & reduce smoking
2. Prevent & reduce MSK conditions
3. Prevent & reduce violent crime
4. Improve infant feeding.



Community Engagement Timeline

