

# Oldham Health and Wellbeing Strategy

**Easy Read**

2022 – 2030

Date: January 2022

# This document

This is an easy read summary of the Oldham Health and Wellbeing Strategy. It is quite long and has lots of information. We have broken it up into sections:

**Section 1: Introduction**

**Section 2: Oldham in the future**

**Section 3: Our principles**

**Section 4: Our priorities**

To access the complete strategy, please visit [Oldham Council's Joint Strategic Needs Assessment website](#)

## Section 1: Introduction

### What are health and wellbeing?

Health and wellbeing are connected but are not the same.

**Good wellbeing** means that people are comfortable and happy in their everyday lives.

They can manage with normal, everyday stresses.

They feel well both in their mind (mentally) and in their body (physically).

**Good health** means that people do not have any illness or injury and have complete wellbeing.

Health and wellbeing are important to people, their families, and to whole communities.

## Why do we need a strategy?

We all need a variety of things to live our lives well – things like healthy food and exercise.

Some people struggle to get these things.

More people in Oldham are struggling than in lots of other places in England.

This can have a big impact on health and wellbeing.

Compared with England as a whole, Oldham's health and wellbeing are poorer.

People in Oldham die two years earlier on average.

**Health and wellbeing strategy, or plan, sets out how we will help everyone in Oldham to have better health and wellbeing.**

We'll do this over the next 8 years.

## Where did the strategy come from?

The health and wellbeing board makes and manages the strategy.

The health and wellbeing board is made up of people who work for Oldham Council, the NHS, voluntary groups and other services like the police and housing.

They worked together with people who live in Oldham to set the priorities.

## Section 2: Oldham in the future

What we want for the future:

- People who live in Oldham will be happier
- People who live in Oldham will feel safe, supported, and have everything they need to live well
- People who live in Oldham will be healthier and they will live for longer
- People who face challenges in their lives, like poverty or having a disability, will have better health and wellbeing – more like people who don't experience the same challenges

## Section 3: Our principles

We put **residents first**, this means we are:

- Talking with people who live in Oldham about their health and wellbeing
- Building trust with residents through kindness and compassion
- Working with communities to come up with solutions and design services
- Providing care which is close to, and connected with, home

We have a **well-managed health and care system**. This means:

- Services are safe and are good quality
- Our services are easy to access
- We use good quality information to plan services and make sure they're properly joined up
- Ensuring best value for money

## We are **champions of equality**; this means we are:

- Offering more to people who are struggling the most and have the worst health or wellbeing
- Providing services which work for people from all cultures
- Making sure we employ all kinds of local people
- Treating your mental and physical wellbeing as equally important

## We make sure **preventing illness comes first**; this means we are:

- Making sure people can find the information and support that need to stay well, stay healthy, and be independent at any age
- Thinking about everything that could affect your health and wellbeing, like food, housing or past experiences, so we can do whatever's best to help you
- Making the most of the understanding our voluntary, community and faith groups have about our communities



## Section 4: Our priorities

### We have five key priorities:

1. [To make sure that people in Oldham have the skills to look after their own health and wellbeing](#)
2. [To make sure that children in Oldham have the best start in life](#)
3. [To support people in Oldham to have better mental health and mental wellbeing](#)
4. [To help more people in Oldham to stop smoking and prevent people from starting](#)
5. [To support people in Oldham to have more active lives](#)

## 1. To make sure that people in Oldham have the skills to **look after their own health and wellbeing**

Our residents told us that the health and care system can be difficult to understand.

Problems with communication have caused stress.

People who are experiencing challenges such as poverty have the most trouble finding support.

### **We have set out goals to help people overcome these problems**

When we achieve our goals, people in Oldham will live longer.

The difference in health and wellbeing across the borough will be smaller.

### **Our goals are:**

- To give everyone in Oldham the chance to shape the support available for them and their family
- To make sure everyone in Oldham feels listened to, and that messages make sense
- To help local peer and patient support groups to grow and work with more people in Oldham

## 2. To make sure that **children in Oldham have the best start in life**

In Oldham, more babies die before their first birthday than in lots of other places in England.

Fewer new mums breastfeed, and fewer children start school ready to learn.

### **We have set out goals to overcome these problems**

When we achieve our goals, fewer babies in Oldham will die before their first birthday.

More children will have a good level of development at the end of reception.

Fewer teenagers will become pregnant.

## Our goals are:

- To continue working with local groups to prevent babies from dying
- To give more targeted support to families who need it
- To improve how we talk about what parents need to have a healthy pregnancy
- To make more new mums feel comfortable breastfeeding, and help them to continue if they start
- To make sure more children start school ready to learn
- To be a [UNICEF UK Baby Friendly](#) borough
- To help more teenagers avoid unplanned pregnancy

### 3. To support people in Oldham to have **better mental health and mental wellbeing**

Poor mental wellbeing and mental ill-health can affect people at any age.

People in Oldham are less happy and more anxious than in England as a whole.

Some children and young people have poor mental wellbeing and low self-esteem.

Many people also feel lonely and isolated.

#### **We have set out goals to help people overcome these problems**

When we achieve our goals, fewer people in Oldham will have high levels of anxiety and fewer people will feel lonely.

The number of drug treatment places will increase by 20%.

Some goals will help everyone in Oldham in the same way, and some will be aimed at specific groups of people, like children and young people.

### **Our goals for all residents are:**

- To support community groups to grow, and help them to offer more of the services people living in Oldham need
- To make sure everyone understands and talks about mental health in the same way
- To make sure everyone knows how to get help, and that trusted support is nearby

### **Our goals for children and young people are:**

- To support people working in schools to make sure they can help with children's emotional health and wellbeing
- To make sure support takes account of everything in a person's life, and is available to all children, young people and school staff
- To make sure mental health support in schools is available for all children and young people

### **Our goals for working-age people are:**

- To support working people to talk about mental health and mental wellbeing, so that help can be offered as early as possible
- To reduce the problems caused by drinking alcohol and using drugs
- To improve the physical wellbeing of people with severe and long-term mental illness, and make sure they are as healthy as people without mental ill-health
- To improve the physical wellbeing of people with learning disabilities, and make sure they are as healthy as people without learning disabilities

### **Our goals for older people are:**

- To give more opportunities for older people living in Oldham to socialise and make friends in their community
- To make sure people are aware of ways to prevent dementia
- To support services to be dementia friendly

#### 4. To help more people in Oldham to **stop smoking and prevent people from starting**

More people in Oldham smoke than the national average, and fewer people have never smoked.

Smoking is the main reason people in Oldham die earlier than people in the rest of the country.

The rates of smoking are highest in areas where more people experience poverty.

#### **We have set out goals to help people stop smoking and avoid starting to smoke**

When we achieve our goals, the percentage of people who smoke in Oldham will be smaller.

Fewer people will take up smoking.

Fewer mums will be smokers when they deliver their baby.

Some goals will help everyone in Oldham in the same way, and some will be aimed at specific groups of people, like children and young people.



### **Our goals for all residents are:**

- To make sure that the decisions we make help us to make Oldham a place without smoke
- To promote smokefree homes and community spaces
- To make sure messages about smoking, vaping, and other products make sense for groups who have the highest rates
- To make services that we know help people to stop smoking available to everyone

### **Our goals for children and young people are:**

- To stop young people from starting to smoke or vape, and helping young smokers to quit
- To stop underage sales of tobacco and vaping products
- To block supply of illegal tobacco
- To support pregnant women to stop smoking, and avoid second hand smoke

### **Our goals for working-age people are:**

- To help employers to understand how supporting the people who work for them to stop smoking can be good for them

### **Our goals for older people are:**

- To make sure older people know about the benefits of smoking less and stopping smoking
- To provide targeted support for older people to stop smoking

## 5. To support people in Oldham to have **more active lives**

Many people in Oldham are overweight or obese.

Adults and children who live in Oldham move less, or are less physically active, than people in England on average.

More people do very little or no activity now, compared with 5 years ago.

Not doing enough physical activity is associated with heart disease, stroke and diabetes.

### **We have set out goals to help people move more in their everyday lives**

When we have achieved our goals, people in Oldham will move as much as people in the rest of England

Some goals will help everyone in Oldham in the same way. Some goals will be aimed at specific groups of people, like children and young people.

## Our goals for all residents are:

- To support voluntary, community and faith groups to work with people from their communities to increase how active they are
- To make sure people who live in Oldham and the companies who employ people know that any movement matters, for people of all abilities
- To encourage people to use improved foot and cycle paths
- To make sure people know about upcoming developments for Oldham planned through The Bee Network
- To celebrate good examples of Moving More through social media (#Oldham #MoveMoreFeelBetter)
- To provide ways for people from all backgrounds to be active every day
- To take a community approach to helping people to move more
- To make sure parks or other activity spaces are safe so that people feel confident about using them and have more opportunities to be active

### **Our goals for children and young people are:**

- To make sure people know about activities like The Daily Mile and Oldham's 50 Things To Do Before You're Five
- To make sure people know about the Young Persons membership offer from Oldham Active

### **Our goals for working-age people are:**

- To work together across Greater Manchester to improve Oldham's footpaths and cycle lanes to help people move more in everyday life

### **Our goals for older people are:**

- To continue to use what we know about Oldham to make sure people who live here feel safe to move more