

The Ipswich Health and Wellbeing Strategy 2011 – 2016

Our Vision

To improve the health and wellbeing of the people of Ipswich and support them in adopting a healthy lifestyle.

Our Priorities

To deliver this vision we will:

1. Work with partners to develop and implement an action plan to meet the vision
2. Reduce health inequalities
3. Promote healthy lifestyles and healthy communities
4. Collate local information on health and well being issues and address them

Executive Summary

This strategy has been developed as a result of a joint commitment by partners to reduce health and social inequalities in Ipswich. The purpose of the strategy is to:

- help us understand the health and well being issues for the people of Ipswich;
- identify ways in which people can help themselves to achieve better health and keep well;
- increase the influence that Ipswich residents have on the services that are commissioned for them;
- set out how each of the partners contribute to improving the health and wellbeing of Ipswich residents.

We will not tackle health issues in isolation. We will adopt an approach that promotes healthier behaviours and lifestyles, and we will also work to address the wider social, environmental and economic influences on health, such as poor quality housing and community safety.

How we define 'Well-Being'

For the purposes of this strategy, 'well-being' is understood to be 'a positive physical, social and mental state; it is not just the absence of pain, discomfort and incapacity. It requires that basic needs are met, that individuals have a sense of purpose and that they feel able to achieve important personal goals and participate in society. It is enhanced by conditions that include supportive personal relationships, strong and inclusive communities, good health, financial and personal security, rewarding employment, and a healthy and attractive environment.'

(Defra (2007) *A common understanding of wellbeing for policy makers* Defra <http://www.defra.gov.uk>)

To deliver these priorities we will work with partners to:

- Develop sustainable community based services that address health inequalities and improve the physical and mental well being of people.
- Support their efforts to improve the long-term health of our communities.
- Help and encourage vulnerable people to lead independent lives and enjoy continued social contact.
- Support people to adopt healthy behaviours enabling them to be healthy and stay well.
- Identify and tackle the social, environmental and economic factors that can affect the health and well being of individuals.
- Empower residents to take responsibility for improving their own health and wellbeing.

Detailed facts about the health needs of Ipswich can be found in Appendix 1.

This strategy has been developed by a core group of representatives from IPSCOM (Ipswich GP Consortia); Ipswich Borough Council; Suffolk County Council; Suffolk Mental Health Partnership Trust; NHS Suffolk and University Campus Suffolk, supported by other local stakeholders.