

**Report title: Prevention Research, Feedback from BritainThinks.**

**Date of meeting: 28 April 2022**

**Sponsor**

**(HWB/ICP member): James Bullion, Executive Director Adult Social Services**

## **Reason for the Report**

There is a statutory requirement for all Health and Wellbeing Boards (HWB) to produce a local, Joint Health and Wellbeing Strategy (JHWBS). The existing Joint Health and Wellbeing Strategy covers the years 2018-22 and now needs to be refreshed. The Board identified prevention as a key priority for the revised Strategy and this report details progress on the prevention workstream.

## **Report summary**

BritainThinks were commissioned by Norfolk County Council, on behalf of the Health and Wellbeing Board (HWB), to explore what the public in Norfolk and Waveney think about prevention and how this may have developed during the pandemic. Importantly, how they understand it, how important it is to them, and the extent to which they engage with prevention interventions and recognise them as such. Secondary aims of the research were to develop a meaningful definition of prevention and generate case-studies to show the impact of prevention to people's lives. This will have a big impact on how we'll support the communities to recover. This report and the short film summarise their findings.

## **Recommendations**

The HWB/ICP is asked to:

- a) Discuss the report and endorse the findings.
- b) Revise the HWB's definition of 'prevention'.
- c) Create an action plan for incorporating findings into the Strategy refresh.
- d) Review terminology in existing communication materials.

## **1. Background**

- 1.1 At the last meeting on 1 December 2021, Members reviewed progress on the Strategy refresh. Updates about the Joint Strategic Needs Assessment, 121 interviews with Members, and the community engagement work undertaken by BritainThinks and Healthwatch Norfolk were provided.

## **2. Content**

- 2.1 As part of covid recovery preparation, between September and December 2021, BritainThinks undertook a series of online interviews, focus groups and in-depth case studies with people living in Norfolk and Waveney. The aim of the research was to understand how people think about prevention. Information about the methodology and sample (including how people less digitally-enabled were involved) is included in the report.
- 2.2 The key findings were:
  - For the public, there is a subtle but important distinction between healthy and being well.

- Primary responsibility for health and wellbeing is seen to fall to individuals. Covid-19 has heightened this sense of personal responsibility for participants, thinking about both physical and mental health.
- Despite agreement that the Council and partners have some role to play in supporting residents to be healthy and well, there is a lack of understanding of what this role looks like in practice.
- Although the language of prevention is not spontaneously used by residents, the concept itself is well understood.
- Beyond healthcare, there is a lack of awareness of what services might be available to help residents in Norfolk and Waveney stay well.

2.3 A secondary aim of the research was to develop a meaningful definition of 'prevention'. Participants considered the positive and negative aspects of various definitions and recommended particular words and phrases for the Health and Wellbeing Board to include in their communications. The fourteen case studies show the impact of preventative activities on peoples' lives.

2.4 The BritainThinks findings were used by Healthwatch Norfolk to shape their related research into service user attitudes towards prevention and a best practice review. Healthwatch Norfolk are currently carrying out fieldwork and a report will be brought to the Health and Wellbeing Board in June 2022.

### Officer Contact

If you have any questions about matters contained in this paper please get in touch with:

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