



Wrexham
Community
Strategy

Strategaeth
Gymunedol
Wrecsam

Health, Social Care and Well-being Partnership
Partneriaeth Iechyd, Gofal Cymdeithasol a Lles



Children and Young People Framework Partnership
Partneriaeth Fframwalth Plant a Phobl Ifanc



IMPROVING WREXHAM'S WELL-BEING TOGETHER

A graphic of several interlocking puzzle pieces in various colors (orange, red, blue, green, yellow, pink, purple, teal) arranged in a circular pattern.

OUR JOINT PLAN
2011-2014



***Wrexham Health, Social Care and Well-being Partnership and
Wrexham Children and Young People's Framework Partnership***

This document is available in English and Welsh and upon request, in a range of accessible formats and languages.

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Foreword

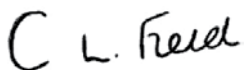
We are pleased to present Our Joint Plan which encompasses the Health, Social Care and Well-being Strategy and the Children and Young People's Plan 2011-14. The purpose of Our Joint Plan is to improve the well-being of children, young people and adults, in Wrexham, through a partnership approach.

This key strategic document has been developed through Wrexham's Health, Social Care and Well-being Partnership and the Children and Young People's Framework Partnership, and demonstrates our commitment to both partnership working and public engagement. It contains our three year vision, the *outcomes* and priority areas that we wish to achieve by 2014 and further strengthens the work we undertook within our 2008-11 plans.

The current challenging financial climate may impact on our ability to fully achieve our *outcomes* and we therefore recognise the importance of ensuring that the highest priority is given to those with the greatest needs, whilst ensuring that a focus on prevention is maintained. We will continue to work in partnership with local communities to make the best use of all our resources in order to achieve our vision and demonstrate the difference made to the well-being of the people of Wrexham.



Geoff Lang
Chair of the Health, Social Care and Well-being Partnership



Clare Field
Chair of the Children and Young People Framework Partnership

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Our Vision

‘To improve the well-being of people in Wrexham through a partnership approach’

Under the *Children Act (2004)* the Welsh Assembly Government requires each local authority in Wales to co-operate with partner agencies to develop a plan to improve *outcomes* for children, young people and their families. The *National Health Service Wales Act (2006)* places a duty on each local authority and health board to prepare a Health, Social Care and Well-being Strategy for their area. Since both the plan and strategy will run concurrently for three years from April 2011 and together they focus on improving *outcomes* for all local citizens, the relevant statutory partnerships in Wrexham have agreed that a single plan enhances co-operation, reduces duplication and best meets the needs of the people of Wrexham. A range of key national and local documents have been used to inform the development and content of Our Joint Plan to realise our joint *outcomes*:

Our outcomes form a jigsaw that together contribute to the well-being of people and show the cross-cutting nature of the work that we do, e.g. enabling people to make healthier choices has a positive impact on all other outcomes.



The current challenging financial climate may impact on our ability to fully achieve our outcomes, nevertheless, we are committed to working through partnership to maximise the use of available resources to make our Plan succeed.

Partnership Working - Wider Context

This Joint Children and Young People’s Plan (CYPP) and Health, Social Care and Well-being Strategy (HSCWBS) has been developed by Wrexham’s Children and Young People’s Framework Partnership (CYPFWP) and Wrexham’s Health, Social Care and Well-being Partnership (HSCWBP). It provides us with an opportunity to take a life course approach to planning and delivering services. These services aim to improve health and well-being, reduce social exclusion and health inequities and help eradicate child poverty. Our health and well-being is affected by many factors and determinants, such as where we live, our environment, access to services, genetics, income, employment and education levels, behaviours, lifestyle and relationships with our family, friends and the community in which we live. This Plan is designed to take these into account to meet the identified needs of the diverse population of Wrexham.

Our partnerships are made up of organisations (both public and Third Sector) involved with adults, children, young people and their families, bringing together a range of knowledge and experience of working together to improve the well-being of people in Wrexham. These statutory partnerships are part of a wider infrastructure contributing to improving the quality of life for Wrexham citizens. The diagram below gives an overview of the plans and strategies currently operating and reflects how they relate to the Community Strategy.



Principles Underlying Partnership And Planning

National guidance sets out key principles that are essential for successful partnership working and planning of services which can be summarised as follows:

- Apply the principles of a 'rights' based approach informed by the *Human Rights Act (1998)* and the UN Convention on the *Rights of the Child (1990)*
- Demonstrate a commitment to equality, diversity and the Welsh language
- Ensure that the voices of people who need and use services, including adult and young Carers and children and young people are listened to
- Plan using a shared understanding of local need in a way that identifies and agrees the *outcomes* that are a priority for the local population, ensuring that the highest Carers priority is given to those with the greatest needs
- Integrate planning and delivery in ways that include joint commissioning and pooling of budgets to help to sustain the services that improve well-being for local people
- Plan for preventative services to enable us to meet needs earlier where possible
- Integrate safeguards for children, young people and vulnerable adults
- Value and support our workforce to ensure we have enough people with the skills and qualifications needed to deliver high quality services
- Assess and evaluate our progress

These principles are integral to Our Joint Plan. The way we work together as agencies and partners is also about how we will deliver health and care services in integrated ways to make the best use of the resources that we have.

Membership Of Statutory Partnerships

The Health, Social Care and Well-being Partnership Board has representation from Wrexham County Borough Council, Betsi Cadwaladr University Health Board, Public Health Wales, the Community Health Council and the Association of Voluntary Organisations in Wrexham. The Children and Young People's Partnership Board has representation from Betsi Cadwaladr University Health Board, Public Health Wales, Wrexham County Borough Council, the Association of Voluntary Organisations in Wrexham, North Wales Police, North Wales Fire and Rescue Service and the Probation Service.

Our Needs Assessment And Health Profile

A needs assessment reflects national and local data and information that has been provided by partners, other agencies and the results of consultation with the public. All are important in contributing their knowledge and understanding to identify need. By having a shared process to assess local need we have been able to identify opportunities to commission services together. Our needs assessment and health profile provide a descriptive analysis of the key issues affecting the well-being of the population of Wrexham and highlight potential needs and priorities. It is not a detailed needs assessment of every priority and service area but is intended as a comprehensive resource that can be utilised by a broad range of professionals and stakeholders.

What Is Our Plan Seeking To Achieve?

Achieving the *outcomes* in Our Joint Plan will make a positive difference to people's lives. The key *outcome* that we are working towards for all people is that they are as healthy as possible and are not disadvantaged by their circumstances. We understand that we need to work on a multi-agency basis to be able to effectively meet more complex health and social care needs.

In recognising the particular commitment by the Welsh Assembly Government to give children and young people the best start in life, these *outcomes* are designed to progress the 7 Core Aims as set out in the *Children and Young People: Rights to Action (2004)* that the Welsh Assembly Government has identified for children and young people, and the priority *outcomes* that are set out within the Welsh Assembly Government's *Our Healthy Future (2009)*.

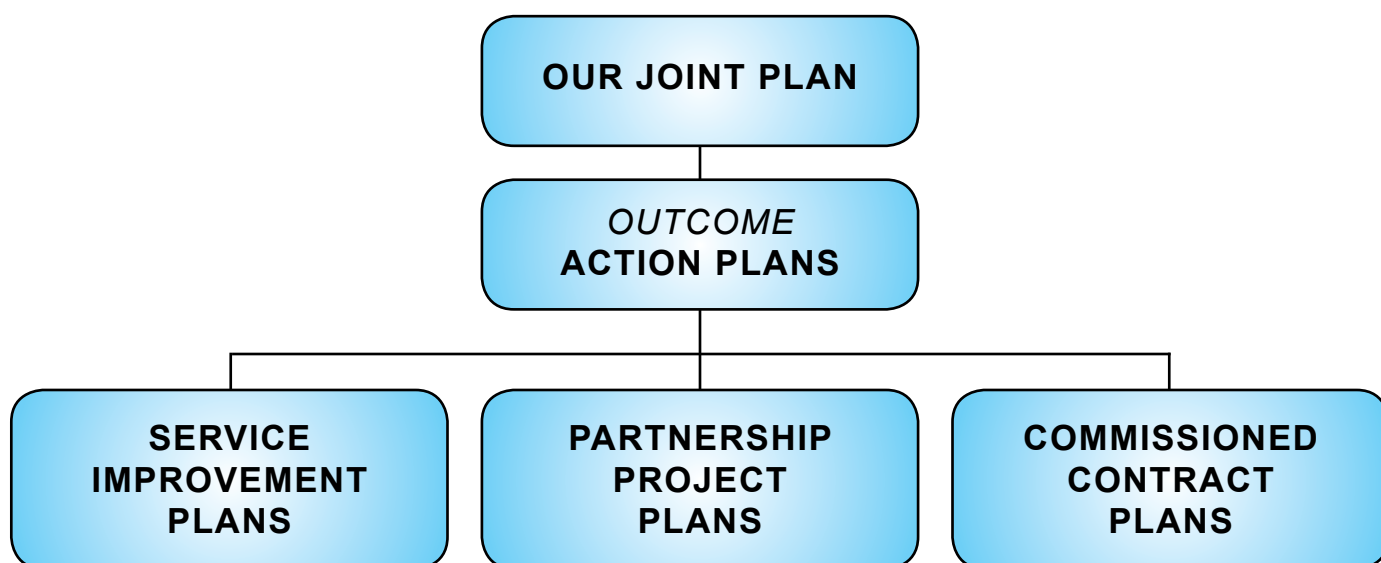
How Will We Know How Well We Are Doing?

We need to be able to identify and show whether people are any better off in their lives as a result of our actions, particularly in the challenging financial times we face. To help us to do this we have used the principles of a planning method known as Results Based Accountability (RBA) to agree the *outcomes*. We will also use RBA to agree, the actions we need to take to achieve them and the indicators we will use to measure progress. RBA is a disciplined way of thinking and taking action to improve the quality of life in communities, and to improve the performance of services and agencies.

RBA starts with 'ends' (our *outcomes* – what we want to achieve) and works backward step by step to 'means' (our actions – what we will do to get there). The actions we identify will be subject to an Equalities Impact Assessment, to help us to deliver this plan in ways that promote equality for individuals and groups with protected characteristics under the *Equalities Act (2010)*.

Within this plan, we have identified what we are going to do to achieve each *outcome*. This will form the basis of action plans that will detail how we will achieve each *outcome*; these will be overseen by our Partnership Boards to ensure services meet the needs of people in Wrexham. We will provide performance reports to our Boards on progress against each *outcome* using an agreed set of broad performance indicators, which will be refined through work with partners. These indicators will be supported by performance measures which will demonstrate how individual action plans are progressing. We will introduce report cards which will help us to share how well we are doing in an accessible way, and provide an alert as to whether things are working. There may be some indicators which are reported annually, these will be provided to the Boards as they become available.

The following diagram reflects the delivery structure for Our Joint Plan:-



How Do We Make Sure People Are Involved?

It is important that we engage and consult with people who use or who are affected by our services. Wales has adopted a Citizen Model approach to service development, where services are improved and enhanced through the involvement of people who use them. Involvement ranges from using complaints and compliments systems to gather information on trends, through focus groups and service user representation, through to full co-production of services (where service users work in partnership with professionals to create personalised services).

Within both Partnership planning structures, the involvement of people who use services and of adult and young Carers is an on-going integral part of planning, developing and monitoring services. Our Joint Plan has been subject to extensive consultation with citizens of all ages and with professionals and volunteers who will work to implement the Plan over the next three years. This process has informed the vision and priority areas within it.

What Are The Risks And Challenges We Face And How We Will Manage These?

The achievement of all of the *outcomes* within this Plan is dependent upon a whole-systems partnership approach and the availability of resources. This is impacted by a number of factors including:

- The economic climate and the impact of this on families, children, individuals and adult and young Carers
- The Public Spending Review and its impact on the capacity of services and current grants and/or funding streams
- The short term nature of grant funding for strategy development and implementation
- Continuing increase in demand for services
- New legislation/changes to statutory requirements
- Any re-organisation/re-structure within Partner agencies, including recruitment and retention

In addition to the above there are specific risks associated with particular *outcomes* and in order to address these, a comprehensive risk management process will be carried out in relation to specific action plans.

What We Will Do To Achieve Our Outcomes?

We have identified a number of key areas that we will focus on over the next three years in order to work towards achieving our *outcomes*. These areas of work are highlighted for each *outcome* and will be underpinned by an action plan.

OUTCOME ONE - NO CHILD OR YOUNG PERSON IS DISADVANTAGED BY POVERTY

BACKGROUND

Poverty has significant wide ranging and long-term impacts on children and their families and often extends across generations. It impacts on individual children, families, communities and society as a whole. *A Fair Future for Our Children (2011)*, the Welsh Assembly Government's Child Poverty Strategy for Wales, defines poverty as 'a long-term state of not having sufficient resources to afford food, reasonable living conditions or amenities or to participate in activities that are taken for granted by others in their society.' The broadly accepted threshold of poverty is, if household income is at or below 60% of national median income after housing costs.

Whilst over the last ten years Wrexham's economy has been relatively strong with the rate of unemployment being lower than the Wales average, in September 2010, there were 3,033 people aged between 16 and 64 in receipt of Jobseekers Allowance. This represents 3.5% of the population compared to a Wales average of 3.7%. There are pockets of significant deprivation within the County Borough which fall within the 10% most deprived in Wales. In 2008, 13.7% of children were living in workless households in Wrexham. Approximately 32% of children in Wales live in poverty due to worklessness or low pay, according to the (WAG) Child Poverty Strategy. The duration of this Plan covers a period of significant legislative change and a challenging economic environment which will impact on benefit entitlement, support with childcare and the job market, our approach is therefore to support families to cope in this environment.

Individuals and families experiencing deprivation may be living in any part of the County Borough, so it is important that any services to alleviate poverty are available and accessible to all who need them, irrespective of which part of Wrexham they live in. Poverty as a result of low family income through worklessness, caring responsibilities or low-pay is affected by a range of factors including reduced access to skills and training, childcare, transport, information, welfare rights, job-security, and the knock on effect on the health, aspiration and self-esteem of both adults and children in affected households.

This *outcome* addresses the Welsh Assembly Government Core Aim 7 which requires that no child or young person is disadvantaged by poverty and is underpinned by the *UN Convention on the Rights of the Child (UNCRC 1990)*. In recognition of this the Welsh Assembly Government through the *Children and Families (Wales) Measure (2010)* has tasked each local authority to develop a child poverty strategy. The core of Wrexham's child poverty strategy is contained in this *outcome* but also permeates key parts of this Plan. Child poverty means more than living in disadvantage and having less access to material goods and services, it also contributes to reduced educational attainment, reduced job prospects and poorer outcomes in the future. Poverty can lead to poor health, social exclusion and

limited cultural, sporting and recreational opportunities for children and their families. Research evidence highlights that the following actions are needed to end child poverty:

- Increase help for parents or carers to find employment
- Improve childcare provision
- Promote flexible and good quality employment
- Improve the skills and qualifications of adults
- Increase income by promoting benefit and tax credit take-up

Access to affordable, flexible and good quality childcare is an essential requirement for parents or carers to be able to work or undertake training. It can also play a part in promoting children's educational, health and social development. Knowing that there is sufficient childcare is an important aspect of any strategy to eradicate child poverty, so this strategy is informed by the Childcare Sufficiency Assessment (CSA), as required under the *Childcare Act (2006)*, which will be published separately to Our Joint Plan. It is designed to identify gaps in the childcare market and makes recommendations that will meet the needs of working parents or carers; in particular those on low incomes, those with disabled children, or those who wish their child to attend Welsh medium provision.

WHAT DOES THIS LOOK LIKE?:

- Fewer families with children are living in workless households
- Parents, carers and young people in low-income families access training or well paid employment
- Sufficient, accessible, affordable, high quality childcare provision is available across the County Borough
- The poorest children and families have better health, education and economic *outcomes*
- Children, young people and their families feel confident and optimistic about their futures and have high aspirations

KEY ACHIEVEMENTS 2008-11

- Wrexham has a range of existing preventative services which help reduce the impact of poverty, such as Flying Start, Genesis and the range of support offered to families through the Third Sector.
- Wrexham has a benefits take-up service for families with children, with a particular focus on disability related benefits.
- Wrexham has been selected, along with its partners Denbighshire and Flintshire, to form the Northern Consortium of WAG's Families First Pioneer project, with the aim of sharing good practice models and working together to develop the right services to support families out of poverty.
- Influenced the provision of sufficient, accessible, affordable and flexible childcare across Wrexham.
- Strong links with Communities First areas.
- A significant reduction in Year 11 young people not in education, training or employment (NEETs) in 2009.
- Over the last three years Wrexham has introduced Team Around the Child (TAC) and the use of the Common Assessment Framework (CAF) which will form the basis of the whole family approach to be called Together Achieving Change (TAC).
- The Council was successful in its bid to WAG to become a pioneer authority for the Integrated Family Support Service (IFSS). The IFSS is a new multi-agency team of social workers, family support workers and health workers with specialist training to work intensively with families with drug and/or alcohol misuse problems that affect the parenting of their children. These families often live in poverty.

OUTCOME ONE - NO CHILD OR YOUNG PERSON IS DISADVANTAGED BY POVERTY

MEASURING SUCCESS

OUTCOME / CONDITION OF WELL-BEING

No child or young person is disadvantaged by poverty

WHAT DOES THIS LOOK LIKE?

- Fewer families with children are living in workless households
- Parents, carers and young people in low-income families access training or well paid employment
- Sufficient, accessible, affordable, high quality childcare provision is available across the County Borough

WHAT WE ARE GOING TO DO TO ACHIEVE THIS OUTCOME

- Raise everyone's awareness of the impact of poverty on children and their families, and ensure access to information on the range of support services available
- Introduce the 'Together Achieving Change' project to offer a coordinated whole family approach to assist families and people who work with them to find ways out of poverty
- Increase income for households with one or more children by improving their access to benefits, entitlements, tax credit gains and help with managing their finances
- Provide parents and carers of children with the skills necessary for paid employment
- Promote and facilitate access to paid employment for parents and Carers of children
- Increase access to affordable, flexible, sustainable and good quality childcare that takes into account sufficient Welsh medium provision and provision for disabled children
- Support the poorest and most vulnerable children to narrow the gap in educational attainment that they achieve
- Support parenting of children and offer enhanced parenting support services to families who are vulnerable
- Take a whole family approach to improving the health of children, parent and carers from low income households
- Ensure that children grow up in secure housing that meets the 'Decent Homes' standard

OUTCOME ONE - NO CHILD OR YOUNG PERSON IS DISADVANTAGED BY POVERTY

OUTCOME / CONDITION OF WELL-BEING

No child or young person is disadvantaged by poverty

WHAT DOES THIS LOOK LIKE?

- The poorest children and families have better health, education and economic outcomes
- Children, young people and their families feel confident and optimistic about their futures and have high aspirations

WHAT WE ARE GOING TO DO TO ACHIEVE THIS OUTCOME

- Ensure that young people are supported to achieve and maintain secure tenure to enable them to participate in the workforce
- Ensure that children grow up in safe and cohesive communities
- Improve the level of participation of children, parents and carers in low income households in cultural, play, sporting and leisure activities
- Support all children and young people to participate effectively in education, employment or training
- Promote and facilitate young people to develop their skills in managing money
- Support all children and young people to contribute actively and responsibly in the life of their communities

OUTCOME TWO - ALL CHILDREN, YOUNG PEOPLE AND VULNERABLE ADULTS ARE SAFE FROM HARM

BACKGROUND

Safeguarding children is everyone's responsibility (*Safeguarding Children: Working Together under the Children Act (2004)*) and everyone's business. Keeping children safe and looking after their welfare has to be paramount. Section 28 of the *Children Act (2004)* places a duty on local authorities and their relevant partners to ensure that they work in ways that safeguard and promote the welfare of children and young people.

The Welsh Assembly Government's *In Safe Hands (2000)*, specifies that a vulnerable adult is a person over 18 years of age who is or may be in need of community care services by reason of mental or other disability, age, illness and who is or may be unable to take care of himself or herself, or unable to protect himself or herself against significant harm or serious exploitation. All agencies have a duty to work together to protect vulnerable adults. The identification, assessment, protection and care of vulnerable adults at risk are a multi-disciplinary, inter-agency responsibility, involving anyone with relevant knowledge to ensure the safety and well-being of the individual concerned.

Effective communication and good working relationships between partner agencies and their staff is vital to keeping children, young people and vulnerable adults safe in all contexts and settings.

Wrexham Local Safeguarding Children Board (LSCB) is a statutory board established under Section 31(1) of the *Children Act (2004)*. It brings together representatives of each of the main agencies and professionals responsible for helping to protect children and young people from abuse and neglect and co-ordinates what is done by its members to safeguard and promote the welfare of children and young people in Wrexham.

The objectives of the LSCB, as set out in the *Children Act (2004)*, are:

- to co-ordinate what is done by each person or body represented on the Board for the purposes of safeguarding and promoting the welfare of children in the area; and,
- to ensure the effectiveness of what is done by each person or body for that purpose

The LSCB sits alongside the strategic planning arrangements of the Children and Young People's Framework Partnership. A number of LSCB members are also members of the Children and Young People's Framework Partnership Board, the Health, Social Care and Well-being Partnership and the Community Safety Partnership and this supports the crucial process of communication between these partnership bodies.

The Safe from Harm *outcome* contributes to the Welsh Assembly Government Core Aim 3 and Core Aim 6 underpinned by the *UNCRC (1990)*. Core Aim 3 requires that every child and young person has freedom from abuse, victimisation and exploitation.

Core Aim 6 states that all children and young people should have a safe home and community which supports physical and emotional well-being.

The Framework Partnership has a number of dedicated Strategic Co-ordinating Groups one of which has its focus on keeping children safe, this group is also the LSCB Development Group.

WHAT DOES THIS LOOK LIKE?

- Children, young people and vulnerable adults are protected from abuse, neglect, discrimination and exploitation
- Parents, carers, families, communities and services are involved in keeping children and young people safe
- Children and young people are able to develop 'Keep Safe' strategies, including keeping each other safe

KEY ACHIEVEMENTS 2008-11

- During 2009 'Safeguarding Children' was agreed as one of the Council's eight Improvement Priorities.
- The development of local services to meet the needs of children currently requiring out of authority residential placements has been adopted as a Local Service Board priority.
- Wrexham Council continue to be the host authority for the North Wales Adoption Service, operational from April 1st 2010. The aim of this collaborative service is to source and secure a wider range of adoptive placements for children in North Wales.
- Wrexham's LSCB has now had four years experience as a Board and continues to work hard to ensure that the local approach to safeguarding is co-ordinated and effective. The Board has been able to secure and maintain a full compliment of key representatives from partner agencies throughout its structure and is embarking on a project to merge with Flintshire LSCB.

- Successful completion and implementation of the Team Around the Child pilot, which led to the introduction of the Wrexham Common Assessment Framework (CAF) as a way of delivering early integrated support for families which has the potential to improve the quality of children in need referrals to Children's Social Care.
- The Council was successful in its bid to WAG to become a pioneer authority for the Integrated Family Support Service (IFSS). The IFSS is a new multi-agency team of social workers, family support workers and health workers with specialist training to work intensively with families with drug and/or alcohol misuse problems that affect the parenting of their children.
- The Council has been invited by WAG to participate in an Anti-Poverty Initiative called Families First.
- One Board has been developed to oversee the progress of both the IFSS and Families First Initiative, which contributes to developing a continuum of support for families with children to help them to escape poverty, to address problems early where possible, and to offer intensive help where needed offering a four tiered model of service delivery from universal to specialist services.
- Better schools' funding was secured to deliver Anti-Bullying initiatives across all Wrexham Schools, a Young People's Anti-Bullying Committee was set up and continues to share views and create future actions for schools.

OUTCOME TWO - ALL CHILDREN, YOUNG PEOPLE AND VULNERABLE ADULTS ARE SAFE FROM HARM

MEASURING SUCCESS

OUTCOME / CONDITION OF WELL-BEING

All children, young people and vulnerable adults are safe from harm

WHAT DOES THIS LOOK LIKE?

- Children, young people and vulnerable adults are protected from abuse, neglect, discrimination and exploitation
- Parents, carers, families, communities and services are involved in keeping children and young people safe

WHAT WE ARE GOING TO DO TO ACHIEVE THIS OUTCOME

- Ensure that the Joint Wrexham and Flintshire LSCB continue a local approach to safeguarding that is co-ordinated and effective
- Strengthen our Corporate Parenting of looked after children, including homeless young people age 16-19 who wish to become looked after, through increasing placement choice and stability, health and well-being, learning and achievement and employment opportunities
- Raise awareness among parents and professionals of risks to the 0-4's in the home
- Further develop and strengthen safeguarding children and young people with complex needs and/or compromised parenting through the implementation of the Integrated Family Support Service (IFSS) pioneer and promote a whole family approach that maximises effective working between services for adults and children
- Raise awareness of Protection of Vulnerable Adults within the community and amongst professionals through the implementation of the All Wales Interim Adult Protection Procedures
- Address issues raised by regulators in inspections and reviews, in a timely way, over the lifetime of this Plan to assist in managing and improving performance in relation to the safeguarding of children and young people in Wrexham
- Ensure the provision of targeted support for parents and carers

OUTCOME TWO - ALL CHILDREN, YOUNG PEOPLE AND VULNERABLE ADULTS ARE SAFE FROM HARM

OUTCOME / CONDITION OF WELL-BEING

All children,
young people
and vulnerable
adults are safe
from harm

WHAT DOES THIS LOOK LIKE?

- Children and young people are able to develop 'keep safe' strategies, including keeping each other safe

WHAT WE ARE GOING TO DO TO ACHIEVE THIS OUTCOME

- Increase and improve the involvement of parents, carers, children and young people and professionals in assessments, plans and reviews to reduce the number of assessments that they are involved in e.g. through TAC, Wrexham Family Information Service (WFIS), IFSS, Family Group Meetings (FGM), Statutory Review Process
- Continue to develop and embed keep-safe initiatives (including self help) across partnerships to improve the safety of children and young people through safe relationships between themselves and with adults
- Work on a multi-agency basis with children and young people on behaviour that places themselves and others at risk such as drug and alcohol misuse and criminal activity
- Work on a multi-agency basis to protect and reduce the numbers of children and young people who are victims of crime

OUTCOME THREE - ALL CHILDREN AND YOUNG PEOPLE ENJOY, PARTICIPATE AND ARE VALUED

BACKGROUND

Access to activities which enable young people to enjoy, participate and feel valued are crucial in supporting their social and personal development, particularly their self esteem and future aspirations. The Welsh Assembly Government's vision is that Wales is a place where children and young people are treated as valued members of the community whose voices and needs are considered across the range of policy making and on an individual basis regarding decision which affect them. In Wrexham, this includes a wide range of services across the statutory and Third Sector including the decision making processes within children's social care, school councils, youth provision, participation provision, youth fora, and advocacy. Youth Services are further underpinned by the Youth Work Curriculum for Wales.

The Enjoy, Participate and Are Valued *outcome* addresses this need through two Welsh Assembly Government Core Aims and also contributes towards Core Aims 6 and 7 all of which are underpinned by the *UNCRC (1990)*.

- Core Aim 4 requires that all children and young people have access to play, leisure, sporting and cultural activities.
- Core Aim 5 requires that all children and young people are listened to, treated with respect, and have their race and cultural identity recognised.
- Core Aim 6 states that all children and young people should have a safe home and community which supports physical and emotional well-being.
- Core Aim 7 requires that no child or young person is disadvantaged by poverty.

WHAT DOES THIS LOOK LIKE?

- Affordable and accessible activities for children and young people to support them to grow and develop
- The voices of children, young people and their families are heard, responded to and are acted upon
- Children and young people are active and responsible citizens who are valued and respected

KEY ACHIEVEMENTS 2008-11

- Development and launch of Big P (county wide participation structure) and the Senedd yr Ifanc (Young people's parliament for Wrexham).
- Commissioning of Welsh language provision through Menter Iaith and the Urdd.
- Refurbishment of the town centre youth service building and Third Sector buildings— Scout camp site, Erddig Youth Club, Bitesize Theatre, using capital from Youth Strategy Funding.
- Continuing strong base for the provision of universal and specialist advocacy services.
- Development of the Parenting Support Strategy and appointment of the Parent Network Co-ordinator to support the participation of parents.
- Our engagement with service users has continued to improve for example, our Quality of Care Reviews for residential and family placement services have been recognised as national examples of good practice.
- Development and implementation of Year 1 of the Wrexham Play Strategy which has enabled an increase in play opportunities in Wrexham.
- Our promotion of the 5 x60 physical activity programme has achieved 100% uptake across Wrexham schools, and a number of young people have been recognised and rewarded at the Annual Sports Awards, mainly in the area of volunteering.

OUTCOME THREE - ALL CHILDREN AND YOUNG PEOPLE ENJOY, PARTICIPATE AND ARE VALUED

MEASURING SUCCESS

OUTCOME / CONDITION OF WELL-BEING

All children and young people enjoy, participate and are valued

WHAT DOES THIS LOOK LIKE?

- Affordable and accessible activities for children and young people to support them to grow and develop
- The voices of children, young people and their families are heard, responded to and are acted upon

WHAT WE ARE GOING TO DO TO ACHIEVE THIS OUTCOME

- Continue to develop a range of social, sporting and cultural opportunities for children and young people which they enjoy, and explore ways to accredit these
- Continue to develop and review our Welsh medium provision in youth support settings
- Continue to expand volunteering opportunities so that more young people are actively involved with their communities
- Review the Wrexham Play Strategy with key partners with the aim of securing sustainable community provision
- Review and update the Wrexham Participation Strategy
- Continue to provide accessible advocacy provision for children and young people in Wrexham in line with the requirements of the Welsh Assembly Government's Guide to the Model of Advocacy Provision
- Engage with children and young people from a broad range of backgrounds to build community cohesion in Wrexham and to promote a better understanding and acceptance of diversity
- Continue to improve our communication and information to and from children, young people and families, and ensure that all information services are co-ordinated and accessible

OUTCOME THREE - ALL CHILDREN AND YOUNG PEOPLE ENJOY, PARTICIPATE AND ARE VALUED

**OUTCOME /
CONDITION OF
WELL-BEING**

All children and young people enjoy, participate and are valued

**WHAT DOES
THIS LOOK LIKE?**

- Children and young people are active and responsible citizens who are valued and respected

WHAT WE ARE GOING TO DO TO ACHIEVE THIS OUTCOME

- Continue to develop and embed the Wrexham Award for Excellence across services for children, and youth support services
- Continue to implement and embed our strategies to involve young people in strategic decision making processes
- Ensure that the needs of young people are considered within WCBC's transport modernisation programme to ensure there are effective links between young people and services

OUTCOME FOUR ALL CHILDREN AND YOUNG PEOPLE HAVE POSITIVE ASPIRATIONS, LEARN AND ACHIEVE THEIR POTENTIAL

BACKGROUND

Maximising the learning of children and young people enriches their lives and extends their opportunities and ability to participate fully in the life of their communities, resulting in significant benefits for themselves, their family and the wider community in which they live. The Learn and Achieve *outcome* covers education and training from pre-school and early learning through to further education, including work-based learning, and higher education. It includes the provision made by a wide range of organisations and partners, as well as learning that takes place in formal, informal and community settings.

This *outcome* addresses the Welsh Assembly Government Core Aim 2 and also contributes towards the education aspects of Core Aims 1 and 7 underpinned by the *UNCRC (1990)*.

- Core Aim 1 requires that every child should have a flying start in life and the best possible basis for their future growth and development.
- Core Aim 2 requires that children and young people have the right to education, training and learning opportunities tailored to their needs, including the acquisition of essential, personal and social skills.
- Core Aim 7 requires that no child or young person is disadvantaged by poverty.

The Welsh Assembly Government placed new requirements on local authorities through the *Learning and Skills (Wales) Measure (2009)*. Young people aged between 14 and 19, can now choose from a wide range of courses from the full menu of learning choices. This includes the provision of impartial advice and guidance and access to personal support.

The Welsh Assembly Government also placed new requirements on local authorities through the *Children and Families (Wales) Measure (2010)* which specifies 13 Broad Aims to eradicate child poverty, including:

- To reduce inequalities in educational attainment between children

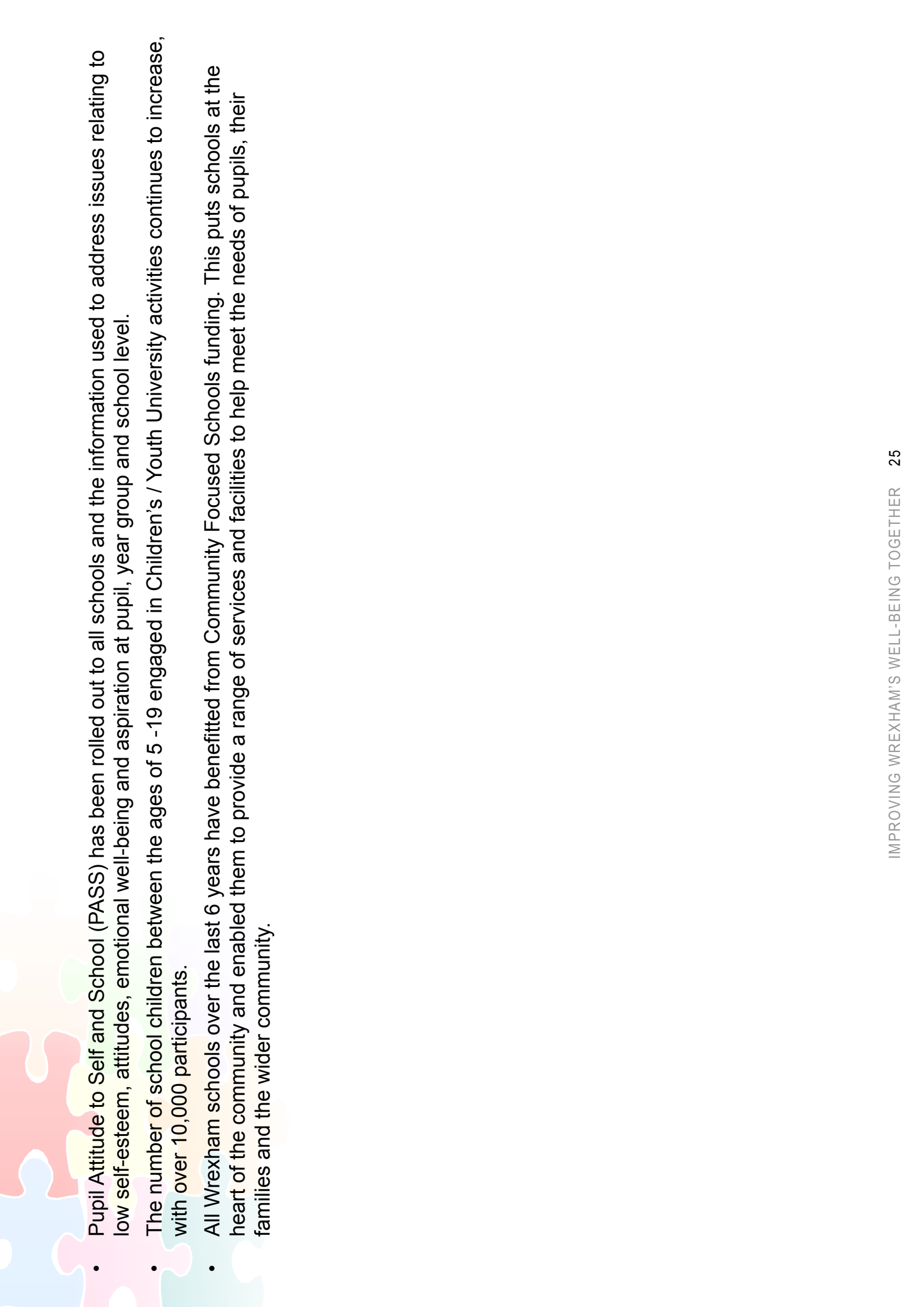
- To help young people participate effectively in education and training
- To help young people take advantage of opportunities for employment

WHAT DOES THIS LOOK LIKE?

- Children and young people achieve their full potential through the removal of barriers to educational progress and achievement
- Children and young people experience higher aspirations, improved self-esteem and success through excellent teaching and high quality learning environments
- Parents, carers, families, communities and services support children and young people as they progress in education, employment and training

KEY ACHIEVEMENTS 2008-11

- High quality Flying Start and Early Education provision and availability of Early Education for all 3 year olds.
- Foundation Phase (education for 3 to 7 year olds) has been successfully established in all primary schools in Wrexham.
- Wrexham has high attendance in both primary and secondary schools, with very few permanent exclusions.
- There has been a significant reduction in Year 11 young people not in education, training or employment (NEETs).
- Almost all young people gained a recognised qualification in Year 11.
- Almost all Looked After Children gained a recognised qualification.
- A significant improvement in performance in almost all key indicators at Key Stages 3 and 4.
- Wrexham 14-19 Network met the requirements of the *Learning and Skills (Wales) Measure* for 14 - 16 year olds in July 2009.
- An increased focus on raising the attainment of groups of children and young people who do not realise their potential.
- The Welsh Baccalaureate Qualification has been introduced in all sixth forms in Wrexham.
- Our innovative Families Learning project (Key Connections) continues to develop in meeting the basic skills needs of parents, children and young people in Wrexham.

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- Pupil Attitude to Self and School (PASS) has been rolled out to all schools and the information used to address issues relating to low self-esteem, attitudes, emotional well-being and aspiration at pupil, year group and school level.
 - The number of school children between the ages of 5 -19 engaged in Children's / Youth University activities continues to increase, with over 10,000 participants.
 - All Wrexham schools over the last 6 years have benefitted from Community Focused Schools funding. This puts schools at the heart of the community and enabled them to provide a range of services and facilities to help meet the needs of pupils, their families and the wider community.

OUTCOME FOUR ALL CHILDREN AND YOUNG PEOPLE HAVE POSITIVE ASPIRATIONS, LEARN AND ACHIEVE THEIR POTENTIAL

MEASURING SUCCESS

OUTCOME / CONDITION OF WELL-BEING

All children and young people have positive aspirations, learn, and achieve their potential

WHAT DOES THIS LOOK LIKE?

- Children and young people achieve their full potential through the removal of barriers to educational progress and achievement
- Children and young people experience higher aspirations, improved self-esteem and success through excellent teaching and high quality learning environments

WHAT WE ARE GOING TO DO TO ACHIEVE THIS OUTCOME

- Raise standards and aspirations by improving effective learning, teaching, assessment and curriculum development in all settings and key stages, with appropriate focus on transitions
- Improve the capacity of schools to make effective and efficient provision for children with additional learning needs to ensure that their needs are met early and they make sustained progress
- Target support and intervention programmes to reduce under-achievement within and across settings, with a particular focus on raising the achievement of more able children and young people and vulnerable groups
- Implement the Wrexham Behaviour Support Plan to improve participation in learning and significantly reduce the percentage of fixed term exclusions
- Implement current national and local programmes, including the WAG School Effectiveness Framework, the Wrexham School Effectiveness Strategy and the Post-Inspection Action Plan
- Ensure that appropriate high quality learning environments that provide value for money are accessible for all, in formal and informal settings, including out of school hours learning

OUTCOME FOUR ALL CHILDREN AND YOUNG PEOPLE HAVE POSITIVE ASPIRATIONS, LEARN AND ACHIEVE THEIR POTENTIAL

OUTCOME / CONDITION OF WELL-BEING

All children and young people have positive aspirations, learn, and achieve their potential

WHAT DOES THIS LOOK LIKE?

- Parents, carers, families, communities and services support children and young people as they progress in education, employment and training

WHAT WE ARE GOING TO DO TO ACHIEVE THIS OUTCOME

- Ensure that all children and young people have equality of access to Welsh medium education
- Ensure that all children and young people from 0-19 receive support, recognition and guidance to meet their needs, raise aspirations and improve well-being
- Improve the basic, key and essential skills of children, young people and families, particularly in literacy and numeracy, in formal and informal settings
- Extend and improve the choice and flexibility of provision, accreditation, learning and career pathways to ensure participation and progression into further and higher education, training, lifelong learning and employment

OUTCOME FIVE - ALL PEOPLE ARE ENABLED TO MAKE HEALTHY CHOICES

BACKGROUND

Our health and well-being is affected by many factors and determinants such as where we live, our environment, genetics, income, education levels, behaviours, lifestyles and our relationships with friends and family. These wider determinants have a major impact on the health and lives of both individuals and the wider population and they must be addressed if we are to make a positive improvement to health, social inclusion and well-being, and reduce health inequities. In this *outcome* we set out some approaches to helping people to make positive and healthy choices. This *outcome* contributes to the Welsh Assembly Government Core Aim 1, which requires that every child should have a flying start in life and the best possible basis for their future growth and development. It also contributes to Core Aim 3, which requires that every child and young person enjoys the best possible physical, mental, social and emotional health. Finally, it contributes to Core Aim 7 which requires that no child or young person is disadvantaged by poverty, all the Core Aims are underpinned by the *UNCRC (1990)*. It is important that we ensure that we link in with national prevention and promotion programmes such as *Creating an Active Wales (2009)* and the *All Wales Obesity Pathway (2010)*.

The WAG key public health document *Our Healthy Future (2009)* highlights ten action areas for Wales, these are; reducing inequities in health, improving mental well-being and workplace health, cutting smoking levels, increasing physical activity, reducing unhealthy eating, stopping the harm from alcohol and drugs, cutting the number of teenage conceptions, cutting the number of accidents and injuries and increasing immunisation rates. Our Joint Plan reflects Wrexham's priority areas, based on our Health Profile, and seeks to identify ways of tackling these issues through a multi-agency partnership and by using a variety of approaches and settings (e.g. workplace and schools).

OBESITY:

Obesity has been shown to reduce life expectancy by an average of 11 years. Each year around 28,000 heart attacks in the UK are attributable to obesity. Research into the effects associated with obesity have proven it is an increased risk factor for diseases such as coronary heart disease (CHD), stroke, type 2 diabetes, osteoarthritis and cancer. The *Welsh Health Survey (2009)* reports that 52% of adults in Wrexham are overweight or obese and 16% are obese, this compares to a Welsh average of 57% and 21% respectively. *The Wrexham Healthy Eating and Being More Active Strategy (2010)* has been developed to contribute to reducing CHD through an emphasis on reversing current trends for overweight and obesity – an important but preventable risk factor for CHD - through diet and physical activity.

RESPIRATORY HEALTH:

Respiratory Health together with tobacco control has been identified as a public health priority area for Wrexham. Smoking is well known as the single biggest avoidable cause of disease and early death in Wales. It is a major cause of cancer and many other serious conditions including heart disease, stroke and lung disease. Long term exposure to second hand smoke can also cause these health conditions. Although in the last few years smoking has declined in Wrexham (as in North Wales), 23% of adults still smoke which is similar to the average for Wales of 24%. Smoking is generally more common in younger people: more than twice as many 16-24 year olds are smokers (24%) compared to people aged 65 and over (10%). In Wales, 12% of girls aged 13 years report smoking every week compared to 6% of boys. The percentage of smokers contacting Stop Smoking Wales varies widely across local authority areas and Wrexham has one of the lowest contact rates in Wales.

SEXUAL HEALTH:

The numbers of people diagnosed with sexually transmitted disease has increased in Wales in recent years; this includes HIV, Chlamydia and Syphilis across all age groups. There are around 100 conceptions in females aged 13 to 15 years each year in North Wales. Teenage mothers and their children are more likely to suffer poor social, economic and health outcomes. The rate for Wrexham is statistically significantly worse than the average for Wales, so it is an area that continues to need addressing. In particular, the association of unprotected sex and alcohol consumption needs to be tackled to reduce teenage conceptions and incidences of sexually transmitted infections.

IMMUNISATION:

Immunisation is vital in preventing and reducing the impact of serious diseases, which are a major cause of ill-health. Vaccinations are given at different ages in a nationally determined schedule. A number of diseases have been increasing in recent years due to poor take-up of vaccination programmes, such as measles and mumps which can have long-term serious health consequences.

DENTAL HEALTH:

Despite the fact that it is largely preventable, tooth decay is one of the most common oral health problems. Although most common in early childhood, poor dental health often continues into adulthood especially within vulnerable groups.

ALCOHOL AND SUBSTANCE MISUSE:

People who misuse drugs and alcohol cause considerable harm to their health and can often have a significant effect on those around them. In Wales, alcohol related deaths in men have almost doubled over a 15 year period. There is a profound link between alcohol and/or substance misuse and risk taking behaviours. In Wales, 23% of boys and 20% of girls aged 13 drink alcohol on a weekly basis, more than England and Scotland. In the last 5 years the number of drug related deaths in Wales has increased by 30%.

WHAT DOES THIS LOOK LIKE?

- Fewer people in Wrexham are overweight or obese
- More people eat healthily
- More people are physically active
- More babies are breastfed
- Fewer people smoke
- Fewer young people smoke under age
- More people have good respiratory health
- Fewer teenage conceptions
- Fewer sexually transmitted infections
- More people are immunised
- More people have healthy teeth
- Fewer young people drink under age
- People drink under the recommended limits
- Fewer people misuse drugs

KEY ACHIEVEMENTS 2008-11

- Formation of the multi-agency Healthy Eating and Being More Active (HEBMA) group and development of the HEBMA Strategy and action plan.
- The start of joint work between the HEBMA group and Wrexham County Borough Council's Planning Department to create environments that promote health.
- Significant marketing activity and events to promote health improvement messages and support available through Health Challenge Wrexham.
- Implementation of the 'Mind, Exercise, Nutrition, Do It!' (MEND) programme and the GP Exercise Referral Scheme.
- Formation of the Respiratory Health and Tobacco Control multi-agency group and development and implementation of the Respiratory Health and Tobacco Control Strategy and action plan.
- Worked with Primary Care to successfully mainstream childhood asthma and housing referral service (CHARISMA).
- Sexual health training provided for all secondary school personal social education co-ordinators on Welsh Assembly Government commissioned resources.
- Family Planning Association training on contraception provided for secondary school personal social education co-coordinators/ school based youth workers.
- Information Shop opened an extra day on a Saturday (increased funding made available for nursing staff).
- Info Outreach offered to all secondary schools (nurse/youth worker) (increased funding for nursing staff).
- Achievement of 95% uptake of the 5 in 1 vaccine.
- 'Design to Smile' has been rolled out across the majority of schools in Wrexham.
- Introduction of the Strengthening Families Programme, which works with families with young people aged between 10 and 14 years and is delivered as part of a research project led by Cardiff University. The Programme aims to support young people in their teenage years, improve how families function and prevent young people from misusing alcohol, tobacco and drugs.
- Specialist workers introduced to work with children of drug and alcohol misusing parents.
- Targeted Trading Standards work to discourage the sale of cigarettes and alcohol to underage children and young people.

OUTCOME FIVE - ALL PEOPLE ARE ENABLED TO MAKE HEALTHY CHOICES

MEASURING SUCCESS

OUTCOME / CONDITION OF WELL-BEING

All people are enabled to make healthy choices

WHAT DOES THIS LOOK LIKE?

- Fewer people in Wrexham are over-weight or obese
- More people eat healthily
- More people are physically active
- More babies are breastfed
- Fewer people smoke
- Fewer young people smoke under age
- More people have good respiratory health

WHAT WE ARE GOING TO DO TO ACHIEVE THIS OUTCOME

- Encourage breastfeeding as the norm
- Work with the Planning Department to enable the local environment to support good health
- Encourage people to build physical activity into their daily routines
- Support healthy eating and being more active in ante-natal, post-natal, early years, schools and educational settings, the home, community and work place settings
- Ensure people who have become overweight or obese have access to effective treatment and support
- Prevent young people from starting to smoke
- Support smokers to give up and increase motivation to quit
- Encourage non smoking and smoke-free environments as the norm
- Support national and local enforcement activities to make tobacco less easily available

OUTCOME FIVE - ALL PEOPLE ARE ENABLED TO MAKE HEALTHY CHOICES

OUTCOME / CONDITION OF WELL-BEING

All people are enabled to make healthy choices

WHAT DOES THIS LOOK LIKE?

- Fewer teenage conceptions
- Fewer sexually transmitted infections
- More people are immunised
- More people have healthy teeth

WHAT WE ARE GOING TO DO TO ACHIEVE THIS OUTCOME

- Increase access to consistent sexual health education and information
- Increase access to sexual health services in user friendly settings
- Continue roll out of Info Outreach to all secondary schools
- Increase awareness of sexual health services amongst young people, families and professionals
- Review the need for sexual health information and education for people over 25
- Continue to improve overall rates of immunisation uptake in Wrexham for children and adults through ensuring provision and improving access to advice and information
- Improve dental health by reducing the number of decayed, missing and filled teeth in our children and young people, and improve their overall oral health
- Improve dental health in adults

OUTCOME FIVE - ALL PEOPLE ARE ENABLED TO MAKE HEALTHY CHOICES

OUTCOME / CONDITION OF WELL-BEING

All people are enabled to make healthy choices

WHAT DOES THIS LOOK LIKE?

- Fewer young people drink under age
- People drink under the recommended limits.
- Fewer people misuse drugs

WHAT WE ARE GOING TO DO TO ACHIEVE THIS OUTCOME

- Increase awareness of the consequences of alcohol and substance misuse through prevention and education activity
- Improve access to advice, information and support for the prevention of alcohol and substance misuse
- Support people in treatment programmes
- Reduce the availability of alcohol to under 18's

OUTCOME SIX - ALL OLDER PEOPLE HAVE OPTIMAL HEALTH, INDEPENDENCE AND WELL-BEING

BACKGROUND

This *outcome* supports the *UN Principles for Older People (1991)* – independence, participation, care, self-fulfilment and dignity – and is consistent with the principles for the Welsh Assembly Government’s 10 year Health Strategy, *Designed for Life (2005)*, the 10 year Social Care Strategy *Fulfilled Lives Supportive Communities (2007)*, and is mindful of the reconfiguration of the NHS in Wales.

The proportion of older people in Wales has been steadily rising over the past 25 years and, with a steadily decreasing birth rate, is likely to continue rising in the future. Almost 1 in 4 of the Welsh population is aged over 60. The *WAG Strategy for Older People (2003)* defines an older person as being someone who is over 50. Over the next 20 years, the overall population is projected to grow by just 3 %, but the number of people of retirement age will increase by 11 %. The number of people aged 85 and over, is projected to increase by over a third to 82,000. These demographic changes will significantly alter the overall balance of the population and the services required to support them.

WHAT DOES THIS LOOK LIKE?

- Older people are engaged and participate within their communities
- Older people have their economic contribution, skills and expertise recognised and valued
- Older people receive the right support and care when they need it, in the right place and from the right people
- Older people are involved in making decisions about their future and about where they live

KEY ACHIEVEMENTS 2008-11

- The choices available to older people that promote independence and support them to continue living at home have improved.
- The number of lunch clubs has increased from 17 to 32, providing social opportunities for over 800 members, and over 150 volunteering opportunities.
- A comprehensive Telecare service has been developed, including a Telecare mobile response service. This has enabled over 700 new service users and a similar number of existing community alarm users to have a Telecare service to maintain their independence and health. The service has contributed to aiding hospital discharge, avoiding unscheduled care and supporting people to continue living in the community.
- A 24 hour domiciliary care service, including the Night Support Service for planned care has been developed and will expand the current 6 week service in order to provide more long-term support to vulnerable older people within Wrexham.
- The North East Wales Falls Pathway was launched in May 2009 and has been implemented by Health, Social Care and the Third Sector.
- The development of an integrated Intermediate Care Service has supported the prevention of health crises, the prevention of admission to hospital or care homes, and timely discharge from hospital. A Re-ablement Service has been integrated within the Intermediate Care Service to support people to maintain their skills and avoid reliance on Social Care Services.
- A Care Pathway for the Dying has been successfully integrated and widely used within BCUHB as well as in Residential Care Homes. The Palliative Care Education Programme has been positively received and is achieving positive results.
- Since September 2010, Paramedics are able to refer direct to the Intermediate Care Service, in order to support the avoidance of inappropriate hospital admissions/ Emergency Department attendances.
- Partnership working between Health and Social Care has resulted in better management of chronic conditions, additional support for older people, and improvements to stroke services.
- The reach of the older people's voice in Wrexham has been increased and links with fora throughout Wales strengthened. Research into personal mobility has been developed and fed into national policy development. Training of independent older peoples representatives covered: IT skills, malnutrition prevention and equalities.

OUTCOME SIX - ALL OLDER PEOPLE HAVE OPTIMAL HEALTH, INDEPENDENCE AND WELL-BEING

MEASURING SUCCESS

OUTCOME / CONDITION OF WELL-BEING	WHAT DOES THIS LOOK LIKE?	WHAT WE ARE GOING TO DO TO ACHIEVE THIS OUTCOME
<p>All older people have optimal health, independence and well-being</p>	<ul style="list-style-type: none"> Older people are engaged and participate within their communities Older people have their economic contribution, skills and expertise recognised and valued Older people receive the right support and care when they need it, in the right place and from the right people 	<ul style="list-style-type: none"> Strengthen joint partnership approach in support of the continued development of Intermediate Care and Reablement Services and Locality working Continue to develop and adopt an outcomes focused approach to contracting and commissioning across partnerships, to support positive outcomes for older people Establish a local approach to the regional work being carried out with respect to the development of a Dignity in Care Charter Ensure that the health and social care sectors and individual departments within each sector are working in alignment and taking the objectives for older people into account in their commissioning and planning decisions Continue to implement our Joint Commissioning Strategy for Older People Increase access to and opportunities to be involved with Befriending and Advocacy services in partnership with the Third Sector Investigate ways of developing levels of engagement with older people and their local communities in order to ensure that they are both consulted in the development of services and encouraged to play a role in the support offered Continue to work towards improving access for older people to Direct Payments / personalised services

OUTCOME SIX - ALL OLDER PEOPLE HAVE OPTIMAL HEALTH, INDEPENDENCE AND WELL-BEING

OUTCOME / CONDITION OF WELL-BEING

All older people have optimal health, independence and well-being

WHAT DOES THIS LOOK LIKE?

- Older people are involved in making decisions about their future and about where they live

WHAT WE ARE GOING TO DO TO ACHIEVE THIS OUTCOME

- Continue with the implementation of the Falls Pathway in collaboration with WCBC, BCUHB and the Third Sector
- Undertake an evaluation of specialist housing stock for older people across Local Authority and Registered Social Landlords to identify gaps and future requirements
- Further develop Telecare and Telehealth services

OUTCOME SEVEN ALL DISABLED PEOPLE ARE SUPPORTED TO LIVE INDEPENDENTLY IN THEIR COMMUNITY

BACKGROUND

Disabled people are further disabled by living in social and physical environments that do not take in to account the diverse range of ways in which they function as individuals depending on their health, physical and social development. Disabled children and adults are amongst the most vulnerable groups supported by Health, Education and Social Care. Some live at home with their families (parents and Carers) and others live in their own homes either with or without support. The range of disabilities they experience varies from a mild learning and/or physical disability through to profound and multiple disabilities.

This *outcome* contributes to Welsh Assembly Government Core Aim 3, which requires that every child and young person enjoys the best possible physical and mental, social and emotional health, underpinned by the *UNCRC (1990)*.

The Welsh Assembly Government's publication *Fulfilled Lives, Supportive Communities (2007)* recognises the importance of focusing on the needs of citizens to improve independence and social inclusion. It promotes a 'citizenship model', based on the belief that independent living is a fundamental right which non disabled people take for granted, but which disabled people often struggle to achieve.

Adults with learning disabilities are supported by an integrated team of health and social care staff. The integrated team has recently introduced a system of working, which is designed to provide a seamless, person centred service, and delivering preventative focussed interventions and crisis management, ensuring that people are given opportunity to reach their maximum potential. A wide range of services are provided by the Learning Disability Service, including Supported Living and domiciliary care. Day and Employment Opportunities, is an integrated service provision, consisting of a number of small businesses providing supported work placements along with day opportunities providing varied activities for all client groups. Employment Placement Officers support people into work – both paid and voluntary – and with work preparation skills. In addition, the Community Inclusion service provides support to individuals to integrate into their local communities.

Disabled adults are supported by Physical, Sensory, Neurological and Impairment Services through a wide range of therapeutic and re-ablement services. Disabled adults and families with disabled children are encouraged and supported to be in control of the resources for support that best meets their needs. The Children and Young People Integrated Disability Service (CYPIDS) and Education Inclusion Services, together with a range of Third Sector organisations, provide support to disabled children and young people and their families.

CYPIDS is a recent development designed to promote joined up services with a holistic approach to meeting the needs of disabled children and young people, particularly supporting families through important changes, such as between community and specialist services, and/or the transition from childhood to adulthood Wrexham has a nationally recognised special school and resourced provision in mainstream schools.

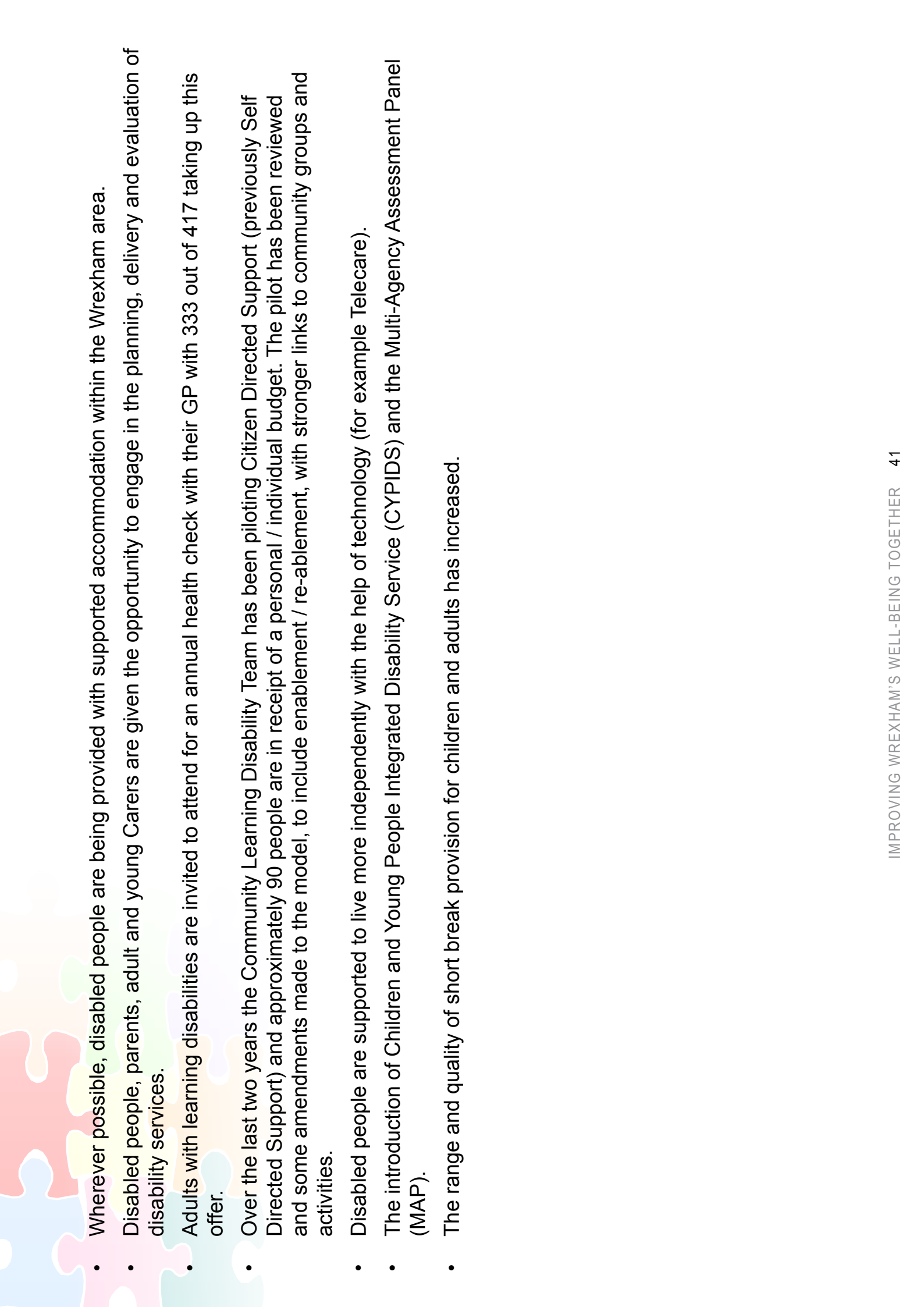
Support to families is offered through short break care, play and other social activities provided for children and young people. Wrexham Education Inclusion Service works closely with services based in the Maelor Children's Centre in identifying and assessing the needs of young children with learning disabilities. Joint work is undertaken with the Home Advisory Service (HAS) and the multi-agency Early Years Autism Assessment Team.

WHAT DOES THIS LOOK LIKE?

- Disabled people, parents, adult and young Carers are engaged in the planning, delivery and evaluation of disability services
- More disabled people are satisfied with their accommodation and level of independence
- More disabled people experience seamless services which are timely, holistic and responsive to their needs

KEY ACHIEVEMENTS 2008-11

- A comprehensive range of services is in place to facilitate community living and the resettlement of people who have lived out-of-county.
- There is additional work ongoing to enable people living in out-of-county placements to return to the Wrexham area with appropriate support.

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- Wherever possible, disabled people are being provided with supported accommodation within the Wrexham area.
 - Disabled people, parents, adult and young Carers are given the opportunity to engage in the planning, delivery and evaluation of disability services.
 - Adults with learning disabilities are invited to attend for an annual health check with their GP with 333 out of 417 taking up this offer.
 - Over the last two years the Community Learning Disability Team has been piloting Citizen Directed Support (previously Self Directed Support) and approximately 90 people are in receipt of a personal / individual budget. The pilot has been reviewed and some amendments made to the model, to include enablement / re-ablement, with stronger links to community groups and activities.
 - Disabled people are supported to live more independently with the help of technology (for example Telecare).
 - The introduction of Children and Young People Integrated Disability Service (CYPIDS) and the Multi-Agency Assessment Panel (MAP).
 - The range and quality of short break provision for children and adults has increased.

OUTCOME SEVEN ALL DISABLED PEOPLE ARE SUPPORTED TO LIVE INDEPENDENTLY IN THEIR COMMUNITY

MEASURING SUCCESS

OUTCOME / CONDITION OF WELL-BEING

All disabled people are supported to live independently in their community

WHAT DOES THIS LOOK LIKE?

- Disabled people, parents, adult and young Carers are engaged in the planning, delivery and evaluation of disability services
- More disabled people are satisfied with their accommodation and level of independence

WHAT WE ARE GOING TO DO TO ACHIEVE THIS OUTCOME

- Raise awareness of services with disabled people throughout Wrexham so that more people have the opportunity to access appropriate support and services
- Develop community resources to shape services for people in their own communities to enable them to move towards independence and direct their own support, using an approach that places the person at the centre of the process
- Review and develop the ways we engage with people in shaping services and ensure they are involved in the design of services and in developing their support plans
- Ensure disabled people receive a timely response and assessment of their needs
- Review and develop an effective protocol to support the holistic transition from children and young people's services to adult services in conjunction with key partners such as health, social care and education
- Develop and ensure implementation of a Commissioning Strategy for People with Learning Disabilities
- Review and update the Commissioning Strategy for People with Physical, Sensory and Neurological Issues
- Continue to work towards ensuring that the accommodation needs of disabled people are met in a timely manner

OUTCOME SEVEN ALL DISABLED PEOPLE ARE SUPPORTED TO LIVE INDEPENDENTLY IN THEIR COMMUNITY

OUTCOME / CONDITION OF WELL-BEING

All disabled people are supported to live independently in their community

WHAT DOES THIS LOOK LIKE?

- More disabled people experience seamless services which are timely, holistic and responsive to their needs

WHAT WE ARE GOING TO DO TO ACHIEVE THIS OUTCOME

- Continue to progress joint working with the full range of adult and children's services and neighbouring authorities to maximise the efficient and effective use of resources
- Increase the range of and access to pre-school and childcare provision for disabled children
- Continue to develop specialist advisory and support services for children and adults, to identify and address difficulties as early as possible
- Continue to progress and implement the remaining actions in the Autistic Spectrum Disorder Action Plan
- Ensure that families with a disabled family member experiencing poverty have access to support out of poverty

OUTCOME EIGHT ALL PEOPLE HAVE POSITIVE MENTAL HEALTH AND EMOTIONAL WELL-BEING

BACKGROUND

The two National Service Frameworks (NSF) for *Children, Young People and Maternity Services* and for *Adult Mental Health Services in Wales (WAG, 2005)* set out quality standards for the development and delivery of services that affect the well-being of specific population groups. They are underpinned by four key Principles, Equity, Empowerment, Effectiveness and Efficiency. They cover health promotion and social inclusion, the needs of people who use services, the needs of adult and young Carers, access to services and provision of comprehensive assessment and treatment. They link with issues for older people's mental health services, drug and alcohol misuse provision and those with mental health needs in the criminal justice system.

Although significant progress has been made there is a need for mental health services to be further integrated to ensure easier access and effective communication between services, as a result the Local Service Board (LSB) adopted Child and Adolescent Mental Health Services (CAMHS) as a priority. Further service integration will be supported by *The Mental Health (Wales) Measure (2010)*. This outcome contributes to Welsh Assembly Government Core Aim 3, which requires that every child and young person enjoys the best possible physical and mental, social and emotional health and is underpinned by the *UNCRC (1990)*.

WHAT DOES THIS LOOK LIKE?

- Wrexham is a place which is conducive to people having positive mental health and emotional well-being
- People have their mental health needs identified at an early stage and are provided with appropriate early intervention
- People are involved in the development of services
- People have access to quality services that are responsive to their needs

KEY ACHIEVEMENTS 2008-11

- A Home Treatment Team in Adult Mental Health is now fully operational across Wrexham to provide early intervention in a crisis and to minimise or provide alternatives to hospital admission.
- Systems are now in place between CAMHS and Adult Services to ensure a smooth transition from Children's into Adult Services.
- The Local Service Board Quality of Life initiative has addressed a number of issues which service users identified as being in need of improvement (Employment, Education, Income, Benefits, Leisure and Training).
- Links made with Jobcentre Plus, Community Mental Health Teams (CMHT's) and Day and Work Opportunities to support access to appropriate employment.
- New acute psychiatric unit for Older People is now operational, offering high quality facilities and standards of care.
- New acute psychiatric unit for Adults opened at the end of 2010.
- Improved service user involvement is now in place with the support of UNLLAIS (North Wales Mental Health charity).
- Full implementation of the Care Programme Approach (CPA) within Adult Mental Health Services.
- Appointment of Specialist Practitioner in Adult Mental health to identify ways of meeting locally the needs of those service users with continuing health care needs who are currently in 'out of area' placements.
- Provision of Advocacy and Independent Mental Health Advocacy (IMHA) service for people who use services and Carers in Wrexham.
- Better links between Adult Mental Health and Children's Services where there are children who have parents/carers who have a mental health problem.
- Improvement of specialist residential mental health services for children and young people.
- Improvement of supported accommodation for adults.
- Development of a local suicide prevention strategy for children and adults.
- Development of the award winning Inspire project to provide youth worker support for young people arriving at hospital presenting with substance misuse issues
- The introduction of school counselling services.
- Mental Health Specialists based in specialist CAMHS to aid the early recognition of mental health needs in children and young people.

OUTCOME EIGHT ALL PEOPLE HAVE POSITIVE MENTAL HEALTH AND EMOTIONAL WELL-BEING

MEASURING SUCCESS

OUTCOME / CONDITION OF WELL-BEING

All people have positive mental health and emotional well-being

WHAT DOES THIS LOOK LIKE?

- Wrexham is a place which is conducive to people having positive mental health and emotional well-being
- People have their mental health needs identified at an early stage and are provided with appropriate early intervention

WHAT WE ARE GOING TO DO TO ACHIEVE THIS OUTCOME

- Raise everyone's awareness of the importance of positive mental health and emotional well-being, reduce stigma and empower people to take care of themselves and each other
- Ensure those who through their work have contact with children and young people receive training and support to recognise and respond to the early warning signs of mental ill health and the impact of family relationships on emotional well-being. Offer enhanced parenting support services to families who are vulnerable, to promote and improve the mental and emotional health and well-being of all family members
- Create a better range of opportunities for people to be involved in the development of services in Wrexham
- Review current Adult Mental Health Service to meet demands of current and future service provision
- Use the opportunities created by new legislation and guidance to continue to improve the quality of mental health service provision
- Continue to implement the recommendations in *Breaking The Barriers (2010)*, WAG's National Action Plan to improve Children's and Adolescent Mental Health Services
- Ensure a fully integrated team for Older People's Mental Health, providing people with a seamless service

OUTCOME EIGHT ALL PEOPLE HAVE POSITIVE MENTAL HEALTH AND EMOTIONAL WELL-BEING

OUTCOME / CONDITION OF WELL-BEING

All people have positive mental health and emotional well-being

WHAT DOES THIS LOOK LIKE?

- People are involved in the development of services
- People have access to quality services that are responsive to their needs

WHAT WE ARE GOING TO DO TO ACHIEVE THIS OUTCOME

- Develop Home Treatment services for Older People Mental Health to avoid unnecessary hospital admission or prolonged hospital stay
- Provide additional services to people with dementia as described in the *Dementia Action Plan for Wales (2010)*
- Increase specialist mental health support to General Practices to provide a comprehensive service across Wrexham and develop appropriate and earlier responses to mental health needs
- Implement the Wrexham Suicide and Self Harm Reduction Strategy and continue to implement the Electronic Multi Agency Referral System (EMARS) to ensure that children and young people have more timely access to an appropriate service to meet their emotional health and well-being needs

OUTCOME NINE ALL ADULT AND YOUNG CARERS ARE SUPPORTED IN WAYS THAT BALANCE THEIR OWN NEEDS AND THOSE OF THE PERSON THEY CARE FOR

BACKGROUND

Many people do not recognise themselves as Carers; a Carer is someone of any age who provides unpaid support to a family member or friend who could not manage without their help through illness, disability, mental health or substance misuse. According to research published by Carers UK (2007), adult and young Carers in Wrexham provide the equivalent of £231.6m care and support services. The value of this contribution to health and social care nationally is recognised by both UK and Welsh Assembly Government. There are several pieces of legislation and guidance that place duties on local authorities to tell adult and young Carers about their rights, undertake a Carer's Needs Assessment, consider the adult and young Carers wishes with respect to activities outside of caring role and enlist the support of other public sector organisations to use their resources to support them. In Wales the proposed *Carers Strategies (Wales) Measure (2010)*, if enacted, will place new duties on Health Boards to develop information strategies and with partner organisations, to consult and involve adult and young Carers more extensively in planning and developing services both on an organisational and an individual basis. This is a significant change to current processes and service delivery.

The 2001 Census identified 14,875 people representing 11.6% of total population of Wrexham who classed themselves as providing unpaid care, this included 457 children and young people. Adult and young Carers are encouraged to register with the Wrexham Adult and Young Carers Service, at present there are approximately 700 on this register and approximately 60 children and young people registered with Wrexham Young Carers Service. Persuading people to recognise themselves as being in a caring role and to take up support services is a particular challenge, and services are currently in touch with a very small proportion of the caring population.

WHAT DOES THIS LOOK LIKE?

- Adult and young Carers needs are recognised and given equal status to the needs of the cared for person whom they support
- Adult and young Carers are supported to carry out their caring role at their chosen level by being informed and feeling confident, skilled and equipped to care
- Adult and young Carers are supported as individuals, to maintain their life alongside their Caring role

KEY ACHIEVEMENTS 2008-11

- Development of the adult and young Carers Needs Assessment Process.
- Carer awareness has been increased with health professionals through implementation of Wrexham's Intermediate Care Service.
- Wrexham Carers Service has links with each GP surgery in Wrexham and has information in each.
- The number of adult and young Carers on Wrexham Carers Service mailing list has increased.
- Increased Welfare Rights advice provision.
- The home based short term breaks for adult and young Carers service has been developed and commissioned.
- A new Local Authority building based short term break service has been developed for adults.
- Several small grant schemes for adult and young Carers have been developed.
- Development of the adult and young Carers Needs Assessment Processes.
- The establishment of a young adult and young Carers service providing assessment, support and a broad range of opportunities and activities for approximately 75 young adult and young Carers.
- A range of short breaks for young Carers was provided, enabling them to travel in the UK and Europe.

OUTCOME NINE ALL ADULT AND YOUNG CARERS ARE SUPPORTED IN WAYS THAT BALANCE THEIR OWN NEEDS AND THOSE OF THE PERSON THEY CARE FOR

MEASURING SUCCESS

OUTCOME / CONDITION OF WELL-BEING

All adult and young Carers are supported in ways that balance their own needs and those of the person they care for

WHAT DOES THIS LOOK LIKE?

- Adult and young Carers needs are recognised and given equal status to the needs of the cared for person whom they support
- Adult and young Carers are supported to carry out their caring role at their chosen level by being informed and feeling confident, skilled and equipped to care
- Adult and young Carers are supported as individuals, to maintain their life alongside their Caring role

WHAT WE ARE GOING TO DO TO ACHIEVE THIS OUTCOME

- Improve the holistic assessment process to give equal status to the Carer and the cared for person
- Raise awareness and recognition of adult and young Carers and their role throughout Wrexham so that more people recognise themselves as adult and young Carers and have opportunities to access support services
- Involve all stakeholders to develop effective partnership working arrangements in order to meet the duties within the proposed *Carers Strategies (Wales) Measure (2010)*
- Develop systems with key professional groups to identify adult and young Carers and link them to support services
- Improve the range of services that are accessible to all Carers which support the emotional, mental and physical health and well-being of adult and young Carers, including appropriate, flexible short term break provision
- Develop adult and young Carers participation, involvement and engagement processes as part of the development of services and support processes

GLOSSARY

ACRONYM	DESCRIPTION
ASD	Autistic Spectrum Disorder
AVOW	Association of Voluntary Organisations in Wrexham
BCUHB	Betsi Cadwaladr University Health Board
Big P	County-wide young people participation structure
CAF	Common Assessment Framework
CAMHS	Child and Adolescent Mental Health Services
CHARISMA	Children's Health in Asthma – Research to Improve Status through Modifying Accommodation
CHD	Coronary Heart Disease
CMHT	Community Mental Health Team
CPA	Care Programme Approach
CSA	Childcare Sufficiency Assessment
CYPFWP	Wrexham's Children and Young People's Framework Partnership
CYPIDS	Children and Young People Integrated Disability Service
CYPP	Children and Young People's Plan
FFP	Families First Pioneer Project
FGM	Family Group Meetings
HEBMA	Healthy Eating and Being More Active
HSCWBP	Health Social Care and Well-being Partnership
IFSS	Integrated Family Support Service
IMHA	Independent Mental Health Advocacy
LSB	Local Service Board
LSCB	Local Safeguarding Children Board
MAP	Multi-agency Assessment Panel
MEND	Mind, Exercise, Nutrition, Do It! Programme
NEET	Not in Education, Employment or Training
NSF	National Service Framework

GLOSSARY

ACRONYM	DESCRIPTION
OPTIMAL	Best Possible
PASS	Pupil Attitude to Self and School
RBA	Results Based Accountability
TAC	Together Achieving Change
UN	United Nations
WAG	Welsh Assembly Government
WCBC	Wrexham County Borough Council