



# CAMDEN HEALTH AND WELLBEING STRATEGY 2021-2030

## HAVE YOUR SAY

### What is the Camden Health and Wellbeing Strategy?

The Health and Wellbeing Strategy is a call to action to all residents, community groups and local organisations to make Camden the very best place to start well, live well and age well.

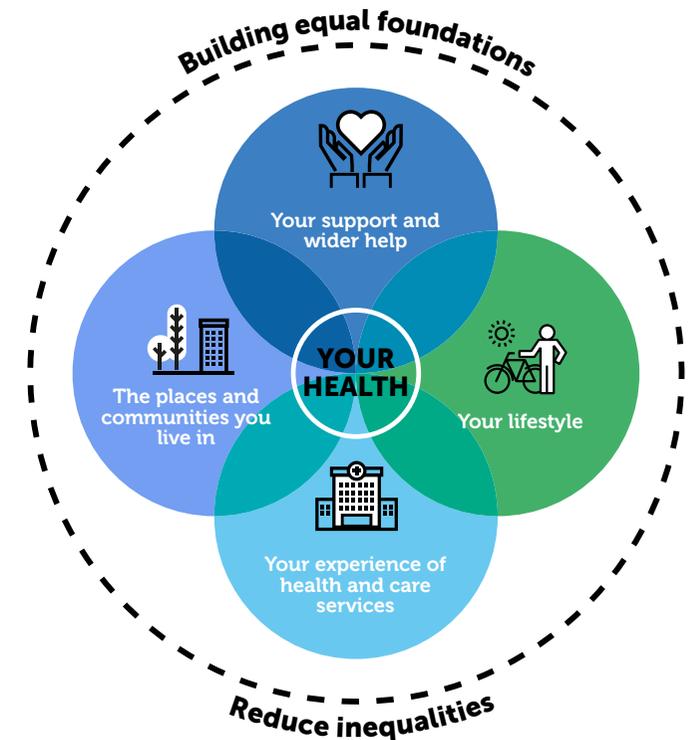
The strategy sets out the shared principles, long-term ambitions and short-term priorities of the Health and Wellbeing Board for improving health and wellbeing and reducing health inequalities in Camden. It presents our population health approach that prioritises prevention and identifies how we'll respond to the disproportionate impacts of Covid-19.

### Adopting a population health approach

A population health approach seeks to improve physical and mental health, promote wellbeing and reduce health inequalities across an entire population. It reflects the full range of determinants (or drivers) of health and wellbeing, many of which, such as education, good work or local environment, are separate to health and care services.

The aim is to draw on our collective resources and organisational know-how to embed prevention of ill-health in everything we do. This means prioritising the prevention rather than the treatment of illnesses.

Through the strategy, our partners commit to learn from each other and routinely consider their influence over the four key drivers of health:



## Why is this different

In the past, the different services and organisations that make up our partnership have tended to focus primarily on one of the four key drivers of health, sometimes operating in isolation depending on what they do. Taking a population health approach means fundamentally coming together as a whole system to tackle specific challenges. The four-pillars model helps us to visualise how each person and organisation can play a vital role in supporting good health in Camden.

## Our guiding principles and ways of working

The Strategy unifies our partnership behind a set of guiding principles which were developed in response to what residents told us through the Health and Care Citizens' Assembly. By following these principles, we seek to put residents' voices and experience at the centre of everything we do. Our guiding principles are:

- Prioritising prevention
- Tackling inequalities and disproportionality
- Empowering communities
- Integrating and communicating
- Sharing responsibility

## Our long-term vision for health and wellbeing in Camden

Informed by the work of the Camden Health and Care Citizens Assembly, our three long-term ambitions were formed through extensive engagement with local partners. Together they capture our aspirations for population health in 2030 and represent our long-term vision for health and wellbeing in Camden.

### Start well:

**All children and young people have the fair chance to succeed, and no one gets left behind**

### Live well:

**People live in connected, prosperous and sustainable communities**

### Age well:

**People live healthier and more independent lives, for longer**

## Our short-term priorities

The strategy also proposes three short-term priorities for action over the next two to three years. These are informed by our understanding of local need and respond to the disproportionate impact of the pandemic on our most disadvantaged communities. They aim to focus the attention of the NHS, Council and voluntary and community organisations on issues where we can shift the dial through better partnership working.

- Good work and employment
- Healthy and ready for school
- Community connectedness and friendships

## How to have your say

We would like to hear from community groups, frontline staff and VCS groups involved in delivering health and care services and working in Camden to improve health and wellbeing, as well as any resident with an interest in how the strategy affects you and your community.

Please visit our website where you can access the full draft strategy and find out more about the guiding principles, long-term vision, and short-term priorities. The website also includes a survey that you can complete from 1st November until the consultation closes on the 13th December 2021

[camdenhealthandwellbeingstrategy.commonplace.is](https://camdenhealthandwellbeingstrategy.commonplace.is)

To request a paper copy, accessible versions, or if you have any questions about the strategy, please call 0207 974 5827 or email

[healthandwellbeingboard@camden.gov.uk](mailto:healthandwellbeingboard@camden.gov.uk)

