

Recommendations from the Healthwatch event	Actions
A significant focus on mental health	<p>This recommendation further affirmed the importance of proposed draft priority ‘Good mental health and wellbeing for all’ presented at the Healthwatch event.</p> <p>This priority was retained, with its importance and rationale further being strengthened, in the draft strategy prepared for consultation. You can now find this under ‘Draft priority 1: Good mental health and wellbeing for all.’</p>
A focus on supporting independence and self care	<p>This recommendation highlighted the importance of the proposed draft priority ‘Supporting our older population so they can live happier, healthier and independent lives for as long as possible.’</p> <p>This priority was retained, with links to independence and self-care further strengthened. You can find this under ‘Draft priority 5: Supporting our older population to live healthy, independent and fulfilling lives.’</p>
Environmental impact of good health including green spaces and places for healthy activities	<p>This recommendation demonstrated attendee’s support for the proposed draft priority ‘Healthy, safe, and well-connected neighbourhoods and communities.’</p> <p>This priority was retained in the draft strategy for consultation under draft priority 3 ‘Healthy, safe, and well-connected neighbourhoods and communities.’</p> <p>Additional narrative has been added to note: “Our health and wellbeing is shaped by the places in which we live, play, work and socialise in addition to the relationships and resources we have in our communities. Recognising this, our strategy puts an important focus on cultivating healthy, safe and well-connected neighbourhoods and communities, where healthy choice becomes the easy choice.</p> <p>We will work to make our neighbourhoods healthy and safe, where our residents can easily access affordable, healthy food and enjoy clean air. We would like our neighbourhoods to have increased opportunities for active travel and physical activity, to make it easier for our residents to attain and maintain healthier lifestyles.”</p>

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Clearer, simpler, jargon-free vision statement	<p>We have revised the vision statement to make it clearer, simpler and jargon free.</p> <p>The draft vision statement presented at the Healthwatch event was:</p> <p>“In Croydon, we envision a future where every resident leads a happy and fulfilling life supported by safe, healthy, and thriving communities. Through working together and focusing on our strengths, we actively tackle inequalities, ensuring our Joint Local Health and Wellbeing Strategy serves as a catalyst for transformative community wellbeing.”</p> <p>This was amended to read as follows in the draft strategy for consultation: “In Croydon everybody is enabled to lead a healthy happy and fulfilling life supported by safe healthy and thriving communities and neighbourhoods. We work together and build on our strengths to actively tackle inequalities and improve our health and wellbeing.”</p>
Focus on equity and representation	<p>The draft strategy proposes five guiding principles that will steer the decisions and actions of the Health and Wellbeing Board towards identified priorities. Equity and representation were important guiding principles presented at the Healthwatch event, under ‘tackling health inequalities and community focus’.</p> <p>Following the support for these principles in the event, wording of these guiding principles were amended to increase clarity and strengthen rationale. Below is an excerpt from the draft strategy:</p> <p>[Guiding principle 1.] Tackling health inequalities</p> <p>We will aim to reduce, and where possible prevent, health inequalities. In addition to taking action to improve the health and wellbeing of everybody in Croydon, we will take action to:</p> <ul style="list-style-type: none"> • Improve the health of the most disadvantaged groups, and • Reduce the gap between the best and the worst off. <p>This includes building on our commitments stated in Croydon’s Equality Strategy and our adoption of the borough-wide Equalities Pledge and George Floyd Race Matters Pledge to positively promote the equality of opportunity for individuals of all characteristics, with a</p>

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	<p>specific focus on underserved groups such as minoritised ethnic groups, LGBTQ+ communities, refugees, asylum seekers, homeless people, and people with disabilities including those with communication impairments.</p> <p>[Guiding principle 4.] Community focus and co-production We are committed to taking a community-centric approach striving to shift more services to community settings, enabling community-led support to improve health and wellbeing. We will work in partnership with our residents and communities, recognising and building on their strengths.</p>
<p>Link to specific actions rather than aspirations</p>	<p>This is an important recommendation that will enable the strategy to make a difference to the lives of our people and communities.</p> <p>Under each draft priority, the draft strategy highlights key actions the Board will take to make a difference in that area. Please note that these actions are not exhaustive, as the draft strategy is a high-level document aiming to delineate the Board’s vision, guiding principles and priority areas rather than providing detailed action plans for each priority area. However, under the ‘Delivering the strategy’ section, the draft strategy commits to co-producing action plans with measurable outcomes for each priority area, where this recommendation from the Healthwatch event will further be realised.</p>
<p>Consider wider aspects such as housing, employment, environment, and work, which influence health and wellbeing.</p>	<p>These wider aspects are highlighted in the ‘Recognising our health and wellbeing as an asset’ section in the draft strategy that states:</p> <p>“Our health and wellbeing is shaped by almost everything around us, such as our homes, access to education, quality of jobs and working conditions, strength of our social connections or whether we experience poverty and discrimination. These building blocks are often referred to as ‘wider determinants of health.’ Existing research shows that healthcare itself contributes to between 15-25% of our health and wellbeing, while the wider determinants of health shape between 45-65% of our health and wellbeing (The King’s Fund, 2013).”</p>

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	These factors are considered as areas for action under 'Draft priority 2: Cost of living: supporting our residents to 'eat, sleep and have heat' and 'Draft priority 3: Healthy, safe and well-connected neighbourhoods and communities.'