

Shropshire's Health and Wellbeing Board Strategy 2022-2027

Performance against measures of success: January 2026

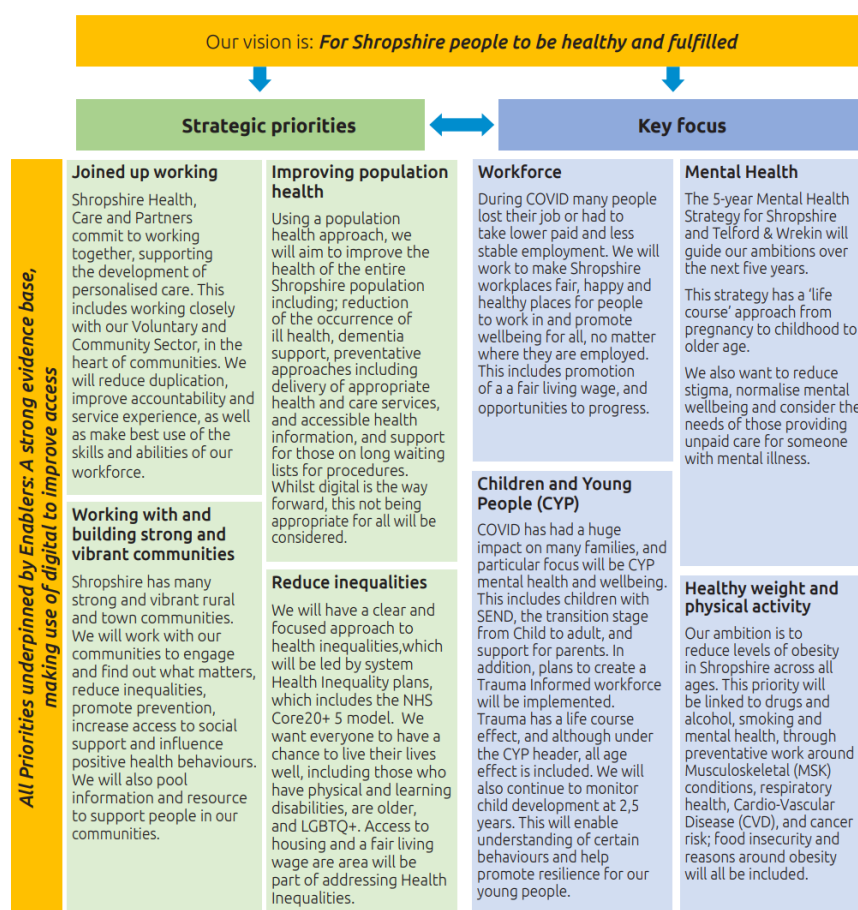
1. Executive Summary

This report provides an update on progress made towards delivery of the HWBB Strategy during the period from the publication of the strategy in 2022 to the end of 2025

2. Background

The HWBB approved its refreshed Strategy for 2022 – 2027 on 3rd March 2022, and since the adoption of the Strategy the Board has received updates on delivery of the priorities individually and with an annual review at its workshop meetings. This is the first formal report presenting a draft structure for discussion that will be used for quarterly monitoring for this and future strategies.

The strategy sets out the long-term vision for Shropshire and identifies the immediate priority areas for action and how the Board intends to address these. The HWBB Strategy refresh was shaped by: a wide range of existing partnership plans, data and intelligence from the Joint Strategic Needs Assessment (JSNA) Health & Wellbeing Strategy Refresh 2022 - 2027 and through insight and engagement with our residents, communities and partners.



Our vision for the strategy is for Shropshire people to be healthy and fulfilled. Our priorities take two forms: Strategic: These are the long-term aims and how we will achieve them and key focus: These are specific areas of health and being need in Shropshire which have been identified through careful analysis of data – the Joint Strategic Needs Assessment (JSNA). There is a broad scope of priorities across public health and prevention agendas, integrated community care and the wider determinants of health. The areas of key focus are specific

areas of health and being need in Shropshire which have been identified through careful analysis of data – the Joint Strategic Needs Assessment (JSNA)

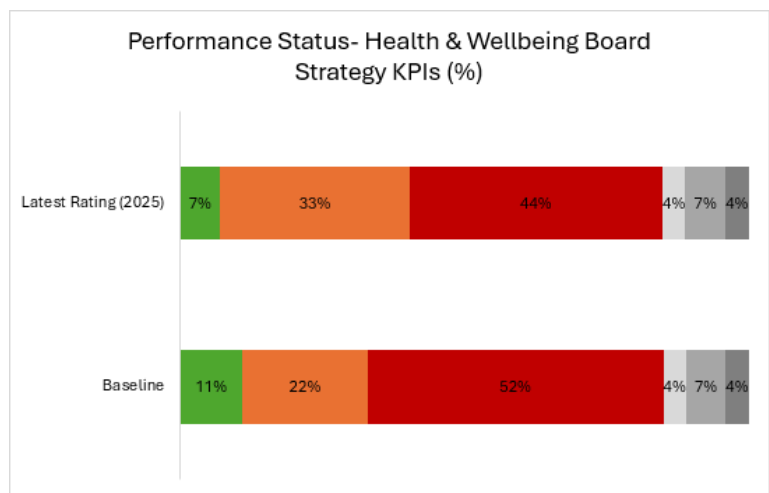
In addition to the above the Strategy identified ten other key identified priorities:

1. Social Prescribing
2. Drugs and Alcohol
3. Domestic Abuse
4. County Lines
5. Smoking in Pregnancy
6. Food Insecurity
7. Housing
8. Suicide Prevention
9. Killed and Seriously Injured
10. Air Quality

3. Overview Measures of Success

This delivery report details progress against the overall outcome/metrics within the strategy and also specific delivery progress against key strategy priorities, including highlights on performance and outcomes, case studies and good practice.

The overall metrics have seen a reduction in those outcomes significantly worse than national performance from 52% to 44% however, the proportion of metrics significantly better than the England average has fallen, with more metrics now similar to the national rates. It should be noted that while the strategy covers the period post COVID many of the metrics and baselines include that period.



Summary of Overall ratings compared to national for the 27 indicators

| Rating against National in chosen 27 indicators | Rating at Baseline | | Latest Rating | |
|---|--------------------|------------|---------------|------------|
| | Number | Percentage | Number | Percentage |
| Green | 3 | 11% | 2 | 7% |
| Amber | 6 | 22% | 9 | 33% |
| Red | 14 | 52% | 12 | 44% |
| Data no longer available | 1 | 4% | 1 | 4% |
| No metric decided yet | 2 | 7% | 2 | 7% |
| No rating | 1 | 4% | 1 | 4% |

Areas showing improvement since baseline:

1. **Excess under 75 mortality rate in adults with severe mental illness (SMI) (Persons, 18-74 yrs)**- reduced but still worse than national rate
2. **Personalisation- NHS GP Patient Survey Q44: Have you had a conversation with a healthcare professional from your GP practice to discuss what is important to you when managing your conditions or illness?** – people answering ‘Yes’ has increased from 32% to 40%, but still below national figure of 42%
3. **Hospital admissions caused by unintentional and deliberate injuries in children (aged 0 to 14 years)** - reduced and now similar to national rate

4. **Emergency hospital admissions for pneumonia** (Shropshire, Telford and Wrekin)- reduced but still worse than national rate
5. **Hospital admissions as a result of self-harm** (Persons, 10-24 yrs)- reduced and better (lower) than national rate
6. **Coronary heart disease: hospital admissions (Persons, All ages)- DSR rate per 100,000** – rate has decreased since baseline which was significantly above national rate, but is now similar but better (lower) than national rate.
7. **Average weekly earnings (aged 16+)**- increased since baseline, but below still national rate.
8. **16 to 17 year olds not in education, employment or training (NEET)** or whose activity is not known- reduced since baseline, but still worse than national rate
9. **Excess under 75 mortality rate in adults with severe mental illness (SMI)** – reduced since baseline, but still above national rate
10. **School pupils with social, emotional and mental health needs (Persons, School age)** – Shropshire's baseline was lower (better) than national, and while it has increased since it is now just under national.
11. **Child development: percentage of children achieving a good level of development at 2 to 2 and a half years (Persons, 2-2.5 yrs)** – at baseline rate was well below national and while it has increased very slightly it remains well below national.
12. **Child development: percentage of children achieving the expected level in communication skills at 2 to 2 and a half years (Persons, 2-2.5 yrs)** – at baseline rate was well below national and while there has been a very small increase, this continues to be significantly worse than national.
13. **Child development: percentage of children achieving the expected level in personal social skills at 2 to 2 and a half years (Persons, 2-2.5 yrs)** – was significantly below national at baseline and continues to be in most recent period despite a very small increase
14. **Smoking in early pregnancy**- since baseline of 22/23, Shropshire was well above national and while it reduced in 23/24 was still well above national. Data not since over concerns about data quality.
15. **Smoking status at time of delivery** – baseline was significantly above national figure, but most recent figure has dropped, and while higher than England, is no longer significantly higher.

Areas worsening since baseline:

1. **Healthy life expectancy for males and females**- reduced for both since baseline but still higher than national rate for both – significantly higher for males.
2. **Health life expectancy at 65 for males and females** – has slightly dropped for both since baseline, but both are still slightly higher but not significantly to nation.
3. **Improving access to health and care services - Barriers to housing and services domain IMD score** – there is no value for England for this sub-domain of the IMD, however Shropshire's score for this domain rose from the 2019 IMD to the 2025 version – a rise means more deprivation
4. **Suicide rate**- risen since baseline and now worse than national rate
5. **School pupils with social, emotional and mental health needs**- rising since baseline and now similar to national rate, having been lower at baseline.
6. **Children in care** – rise since baseline and continues to be above national rate.
7. **Adults Overweight/Obese** – slight increase from baseline, but has fallen from previous few years, remains slightly higher than national but not significantly
8. **Diabetes prevalence age 17+ (QOF)** (previously diabetes diagnostic rate which has been discontinued) - risen since baseline, but still slightly lower than national rate.

4. Progress Delivery Report

At each HWBB meeting the strategic priorities drive the majority of the agenda items with 90% of the items covering at least three of the four strategic priorities. The four priorities areas are routinely reported also to the board meetings with updates on delivery.

| Area | Key Focus Area |
|-----------------------------|---|
| Focus | Workforce |
| Key Progress | <p>The Board has received several updates on the work of the Social Task Force Poverty and Hardship Group on their Action Plan and support to those impacted by the Cost-of-Living crisis, including CAB report - when the Safety Net Fails. A Cost-of-Living Dashboard has been developed to support monitoring and regular comms/website updates have been provided including a focus on Winter Wellness/Cost of Living Support VCSE with updated information to share with partners and the public, the last update was received in Sept 2025.</p> <p>The Shaping Places project was a three-year partnership project funded by the Health Foundation. The wider objectives of the programme are to mobile cross-sector action on the wider determinants of health through adopting a systems change approach. Our local focus was on reducing food insecurity, particularly in Southwest Shropshire. The board received updates on progress against delivery, prior to the completion of the project.</p> <p>The third year of delivery led into the Ask, Assist and Act toolkit and training which was in development to support frontline staff and volunteers to hold effective conversations with residents to support them to maximise their incomes which was then able to be used as a locally designed approach aligned to Making Every Contact Counts. This is an area of further work.</p> <p>Armed Forces Covenant recognises the valuable contributions of organisations across the UK in support of the Armed Forces. Progress was received on the ongoing work in Shropshire in this regard in April 2023 – a further update is required.</p> |
| Success/ outcome measure | <p>This priority looks to make Shropshire workplaces fair, happy and healthy places for people to work in and promote wellbeing for all, no matter where they are employed. This includes promotion of a fair living wage, and opportunities to progress. Rates of in-work poverty have increased, and Shropshire is a low wage economy. Shropshire often loses young people due to lack of opportunity to progress, or lack of employment sector/industry which they wish to enter. In addition this includes across all sectors (Health, Local Authority, Business, VCS) senior leadership commitment, embedment in policies and training plans to enable:</p> <ul style="list-style-type: none"> - Promotion of a fair living wage to reduce in-work poverty and promote better health - Adoption of 'Thrive at Work' West Midlands across all sectors. A workplace commitment that promotes employee health and wellbeing. Make Every Contact Count or Ask Assist Act (AAA) training to build an informed workforce on preventative health choices. |
| Issues/ challenges for HWBB | <p>Initial focus was on the work of the cost of living task force and shaping place project – both have now become mainstreamed but still remain a concern and area of focus. Resourcing and capacity for this and the AAA to ensure an ongoing programme of work is adequately resourced, supported and delivered.</p> |
| Plans for next period | <p>Roll out of AAA needs to be a focus moving forward – as one of the key priorities of the board in delivering a sustainable and preventive, early intervention approach to support for residents</p> <p>Update to the Board in 2026</p> |

| Area | Key Focus Area |
|------|----------------|
|------|----------------|

| Focus | Mental Health and Suicide Prevention |
|--------------------------------|---|
| Key Progress | <p>The Board have received a number of updates and decisions regarding Mental Health, including Suicide prevention regularly over the past 3 years. This work is overseen by the Mental Health Partnerships and STW Suicide prevention group and reports into this board and the ICB. Health Overview and Scrutiny also had this as a focus area during 2024/2025.</p> <p>Progress reports to the board by subgroups and organisations included the Healthwatch - Crisis mental health services for CYP report. Several updates including the Suicide Prevention Strategy for approval and a paper on a Population Health Management Approach to Severe Mental Illness, CYP Mental Health Transformation Plan and Complex need. This area also links into the work on Domestic Abuse.</p> |
| Success/ outcome measure | <p>Mental Health The 5-year Mental Health Strategy for Shropshire and Telford & Wrekin has guided our ambitions over the next five years. This strategy has a 'life course' approach from pregnancy to childhood to older age. It also shows our ambition to reduce stigma, normalise mental wellbeing and consider the needs of those providing unpaid care for someone with mental illness. This includes the Community Mental Health Transformation programme which will help improve access, deliver better outcomes and experiences for people through a more integrated and a holistic care model. A key element is increasing physical health checks for people with Serious Mental Illness.</p> <p>Suicide prevention remains a priority, and work will continue through the Shropshire, Telford & Wrekin Suicide Prevention Strategy and action plan. This includes raising awareness of suicide risk, promoting access to support services (including those bereaved by suicide) from a wide range of sources and encouraging more people to talk about self harm, suicide and the risk factors associated with suicide in order to destigmatise and encourage people to seek help when they feel it is needed.</p> |
| Issues/challenges for HWBB | <p>This remains an area of focus for the Board and partners.</p> <p>Suicide rates have continued to deteriorate and are significantly above the England average, as are rates in similar rural authorities.</p> |
| Plans for next period | <p>Further partnership working is required to renew focus on this area of work.</p> <p>Update to the Board in 2026</p> |

| Area | Key Focus Area |
|----------------------------|--|
| Focus | Children and Young People (CYP) including Mental Health |
| Key Progress | <p>The Board receives regular routine reporting on childhood vaccinations and progress to increase uptake through the Health Protection Report with focused sessions as needed on specific vaccinations including MMR.</p> <p>In addition to Healthwatch report Crisis mental health services for CYP report, the board also receives updates on areas that link into this focus area including the SEND Local Area Inspection Plan update, vaping CYP update and the Trauma Informed Approach up to 2024. The board has also received reports and made recommendations regarding the early Intervention/Prevention - Test & Learn site Oswestry which has developed into the Community and Family Hubs, also reported to Health Overview and Scrutiny. Hub and Neighbourhood work is progressing at pace with regular updates being brought to the board of alignment and oversight including in November 2025.</p> <p>A Focus for the JSNA has also been a significant piece of work to understand the needs of our Children and young people including discussions with Young People - this should provide the evidence base for future work.</p> <p>The Youth Strategy and Youth Transformation Pilot have been brought to the board to update on the progress made and to support alignment across wider programmes of work.</p> <p>Regular updates on social prescribing including the work around CYP Social Prescribing have been received by the board and SHIPP showing the significant outcomes achieved through this service. Investment by Shropshire Council and a number of Primary Care Networks has allowed this work to continue with additional and sustainable funding sought.</p> |
| Success/outcome measure | <p>Children and Young People (CYP) COVID has had a huge impact on many families, and particular focus will be CYP mental health and wellbeing. This includes children with SEND, the transition stage from child to adult, and support for parents. In addition, plans to create a Trauma Informed workforce will be implemented. Trauma has a life course effect, and although under the CYP header, all age is included.</p> <p>We will also continue to monitor child development at 2.5 years.</p> <p>As a system, create a trauma informed workforce through training and implementation. This will help professionals, volunteers and communities better identify and support people who have suffered from trauma and build a trauma informed workforce. We will continue to receive and scrutinise reports to the Board for the 0-25 Emotional Health and Wellbeing service provision for CYP. Mental Health work will be led by the 5-year strategy above. Social Prescribing will remain a HWBB priority, and a pilot for CYP in south-west Shropshire is rolling out.</p> <p>In August the Department for Education sent a letter to all local authorities confirming that, following the publication of 'Giving Every Child the Best Start in Life', we will be setting a specific statutory numerical target for each local authority to increase the proportion of children achieving a good level of development (GLD) in our local area by the end of 2027/28.</p> |
| Issues/challenges for HWBB | <p>Moving forward the work on the Best Start in Life strategy will continue to be shared with the board. In addition to Best Start in Life, there is a Children's Transformation programme underway that includes implementing the Families First programme across the system and the Youth Transformation programme.</p> <p>Funding for CYP Mental Health Social Prescribing remains a challenge in the long term but short-term prevention grant funding has been secured</p> |

| | |
|-----------------------|---|
| Plans for next period | Continued work on Community and Family Hubs update to be received Regular updates on the Giving Every Child the Best Start in Life target progress through the early help prevention board |
|-----------------------|---|

| Area | Key Focus Area |
|-----------------------------|---|
| Focus | Healthy Weight and Physical Activity |
| Key Progress | <p>The development of a strategy to draw together the strategic direction and delivery plan to move forward this area of work has been a significant piece of work for the board. The Strategy was approved in 2023 with updates being received by the board in late 2024. June 2023 HWBB Healthier Weight Strategy - Appendix A Draft Strategy.pdf</p> <p>The Strategy 2023 –2028 Healthier Weight Strategy sets out our system-wide approach and priorities to improve health and promote healthier weight among the Shropshire population. Our ambition is to ensure Shropshire residents have the opportunity to eat healthy, nutritious food and enjoy physical activity in a way that best suits them. Evidence supports this in helping reduce levels of unhealthy weight and weight related illness in Shropshire. The Strategy has 3 broad themes: healthy environment, prevention in early years and empowering system partners.</p> <p>In addition to overall updates on the strategy – other reports have been brought to the board which align to the strategies themes; the MSK Strategy, Healthy Ageing & Frailty Strategy and the Place Universal Offer from Energize, all which support delivery of the ambition/vision.</p> |
| Success/ outcome measure | <p>Our ambition is to reduce levels of obesity in Shropshire across all ages. This priority will be linked to drugs and alcohol, smoking and mental health, through preventative work around Musculoskeletal (MSK) conditions, respiratory health, Cardio-vascular disease (CVD), and cancer risk; food insecurity and reasons around obesity will all be included</p> <p>6 4.6% of adults in Shropshire are classed as overweight or obese. Health risks associated with excess weight include: type 2 diabetes; coronary heart disease; some types of cancer, such as breast cancer and bowel cancer, stroke and self-esteem.</p> <p>his work, including actions, will be driven by the Shropshire Healthy Weight Strategy, currently in development. This will also include the effect of food insecurity and build on work being undertaken currently into the causes and links to the CYP priority above. Promotion of e.g. NHS on line 12- week weight loss plan, Couch to 5k running plan and referral to and uptake of NHS Health Check, National Diabetes Prevention Programme and Social Prescribing development will continue. Exercise costs will also be considered.</p> |
| Issues/ challenges for HWBB | This is a systemwide approach/strategy and requires continued cross organisational support to ensure delivery of its themes. Capacity to track and monitor progress remains a pressure |
| Plans for next period | Update on progress against the Healthier Weight Strategy |

| Area | Other Key Priorities |
|----------------------------|--|
| Focus | Social Prescribing |
| Key Progress | The Board and ShIPP have received regular reports on progress and outcomes for social prescribing, moving to a position where Shropshire has a Countywide SP offer |
| Success/outcome measure | Social Prescribing will remain a HWBB priority, and a pilot to expand the programme for children and young people in south-west Shropshire has commenced. Loneliness will continue to be addressed through this priority |
| Issues/challenges for HWBB | Funding – particularly for the CYP SP offer remains a challenge |
| Plans for next period | Continued reporting through ShIPP Prevention Funding to be received to support continuation of the offer aligned to other programmes of work |

| Area | Other Key Priorities |
|----------------------------|--|
| Focus | Smoking in Pregnancy |
| Key Progress | This work has been monitored through Healthy Lives Group, Infant Mortality Steering Group and the System Quality and Performance Committee |
| Success/outcome measure | Smoking in pregnancy Babies born to mothers who smoke are more likely to suffer from respiratory disease as well as being at greater risk of sudden infant death. For mothers there is an increased risk of miscarriage, stillbirth, premature delivery and having a low birth weight baby. Rates of smoking in early pregnancy remain higher in Shropshire compared to the England average. The HWBB will continue to have smoking in pregnancy as a priority until rates decrease further. |
| Issues/challenges for HWBB | Overall progress has improved but still remains high |
| Plans for next period | Ongoing monitoring of progress with Telford and Wrekin |

| Area | Other Key Priorities |
|----------------------------|--|
| Focus | Food Insecurity |
| Key Progress | See above for Workforce |
| Success/outcome measure | Food insecurity Food insecurity has a physical and mental impact on the wellbeing of everyone experiencing it. Food insecurity remains a HWBB priority, and the developing Healthy Weight Strategy and our partnership with Shropshire Food Poverty Alliance to help address this issue will continue. An award of £300,000 over the next 3 years, to tackle food insecurity in South-West Shropshire will be integral to this priority. Financial insecurity is also linked to this priority. |
| Issues/challenges for HWBB | Shaping Places programme is now complete, need to ensure work remains embedded and focus on AAA |
| Plans for next period | Ask, Assist, Act (AAA) focus |

| Area | Other Key Priorities |
|-------|----------------------|
| Focus | Housing and Health |

| | |
|----------------------------|--|
| Key Progress | Two workshops were held to develop an action plan for this programme and reported back to HWBB in 2024. A further update will come to the Board in early 2026. Health Overview and Scrutiny are now focusing on Health in All and this will be one of the programmes of work that will be reviewed during 2025 |
| Success/outcome measure | Access to a safe, secure, warm home is an essential part of good health and wellbeing. If this is not available or affordable negative impacts occur. The current Housing Strategy objectives include how the Council will: ensure people whose housing needs are not met through the local open market housing can access housing that meets their needs, and work to reduce and prevent households from becoming homeless and where this is not possible ensuring they have safe, secure and appropriate accommodation until they are able to resettlement. Housing team have continued to strengthen the in-house temporary accommodation offers which has led to a significant reduction in Bed and Breakfast numbers from the post pandemic peak. Work continues across the Council's social housing stock to ensure the quality of housing meets the Social Housing Regulator's consumer standards for safety and quality, and through the Council's affordable warmth team to retrofit private properties to improve energy efficiency and affordability. Other registered providers working across Shropshire also have to meet the social housing regulators consumer standards, and all RPs will be inspected Strategy updates will come to the HWBB. |
| Issues/challenges for HWBB | There is a need to reprioritise Capacity to move the programme forward and reprioritisation of resources |
| Plans for next period | Update report to the board in early 2026 including reprioritisation of the action plan |

| Area | Other Key Priorities |
|----------------------------|--|
| Focus | Air Quality |
| Key Progress | The board received regular reports on air quality including publication of the Air Quality Action Plans for both areas of Shropshire published in November 2024. |
| Success/outcome measure | Air Quality Shropshire Council's 2020 Air Quality Annual Status Report (ASR) report that Air pollution is associated with a number of adverse health impacts. It is recognised as a contributing factor in the onset of heart disease and cancer. Additionally, air pollution particularly affects the most vulnerable in society: children and older people, and those with heart and lung conditions. There is also often a strong correlation with equalities issues, because areas with poor air quality are also often the less affluent areas. Shropshire Council has a Climate Strategy and Action Plan and Shropshire, Telford & Wrekin ICS has climate change as a pledge. Linked to this priority alongside Healthy Weight and Physical Activity, is Active Travel, - increasing walking/cycling but also route availability to enable this. |
| Issues/challenges for HWBB | Delivery of the action plans requires support from across the Council and Partners to ensure delivery |
| Plans for next period | The Board should receive and update on the Annual Status Report during 2026 |

Community Safety Partnership (CSP) report on the following items at each bi-monthly, now quarterly meeting. The CSP Annual Report will be brought to the board in early 2026 :

- a. Drugs and Alcohol
- b. Domestic Abuse
- c. County Lines

d. Killed and Seriously Injured on roads

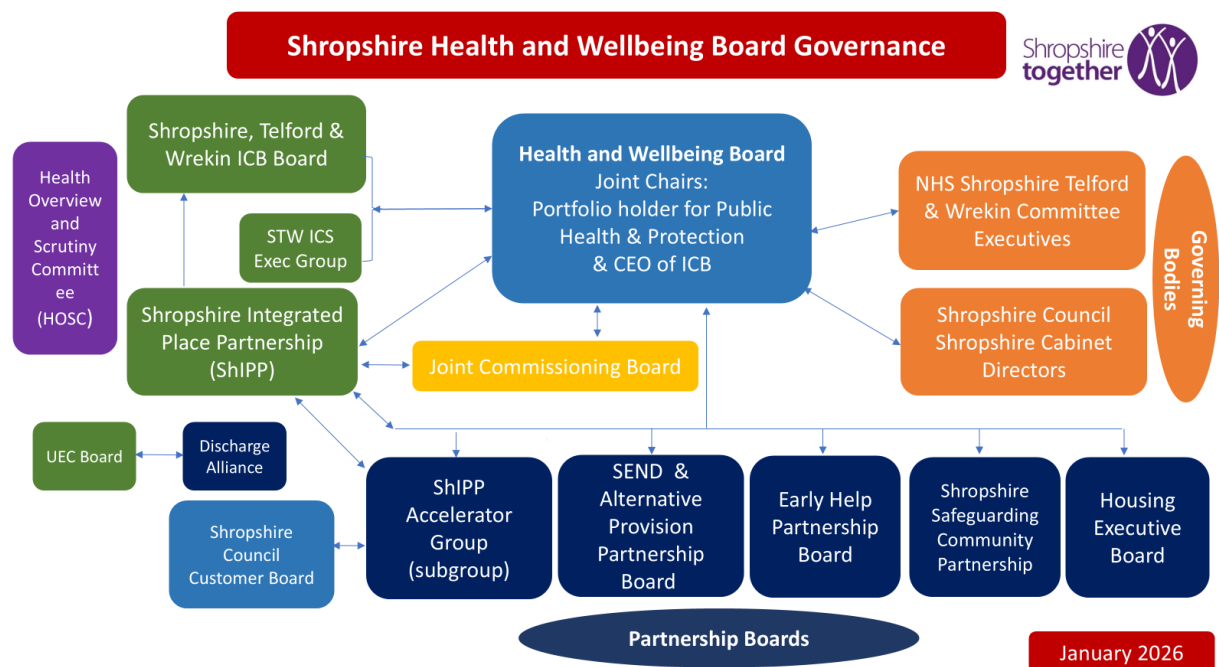
Appendix 1: Overall Measures of Success

| Strategic Priority Name | Key Indicator | Shropshire | | | | | | England | | KPI in Shropshire Plan Performance Report |
|---|--|--------------------------|--------------------------|--------------------|---------------|----------------------|--|----------------------|----------------------|---|
| | | Baseline Value | Baseline Rating | Latest Value | Latest Rating | Trend since Baseline | Trend Latest value compared to previous year | Baseline Value | Latest Value | |
| Improving population health; Reducing inequalities, Working with and building strong and vibrant communities, Joined-up working | Healthy life expectancy at birth (Male, All ages) - Years | 65.3 | | 64.7 | | | | 62.7 | 61.5 | No |
| | Healthy life expectancy at birth (Female, All ages)- Years | 66.1 | | 64.8 | | | | 63.7 | 61.9 | No |
| | Healthy life expectancy at 65 (Male, 65)- Years | 11.5 | | 11.3 | | | | 10.4 | 10.1 | No |
| | Healthy life expectancy at 65 (Female, 65)- Years | 12.3 | | 12.2 | | | | 11.7 | 11.2 | No |
| | Improving access to health and care services - Barriers to housing and services domain IMD score | 24.5 | * no rating | 29.6 | * no rating | | | no value for England | no value for England | No |
| | Excess under 75 mortality rate in adults with severe mental illness (SMI) (Persons, 18-74 yrs) | 455.1% | | 436.0% | | | | 385.9% | 383.7% | Yes |
| | Personalisation- NHS GP Patient Survey Q44. Have you had a conversation with a healthcare professional from your GP practice to discuss what is important to you when managing your conditions or illnesses? | 32% | | 40% | | | | 35% | 42% | No |
| | Hospital admissions caused by unintentional and deliberate injuries in children (aged 0 to 14 years)- Crude rate per 10,000 | 106.2 | | 68.5 | | | | 93.6 | 72.7 | No |
| | Emergency hospital admissions for pneumonia (Persons, All ages)- DSR per 100,000 Shropshire Telford and Wrekin ICB | 549.7 | | 470.1 | | | | 489.7 | 430.2 | No |
| | Hospital admissions as a result of self-harm (Persons, 10-24 yrs) - DSR per 100,000 | 368.6 | | 129.9 | | | | 426.4 | 266.6 | No |
| Workforce | Coronary heart disease: hospital admissions (Persons, All ages)- DSR rate per 100,000 | 453.7 | | 374 | | | | 369.4 | 386.6 | No |
| | Average weekly earnings (Persons, 16+ yrs) | £426.60 | | £550.00 | | | | £475.60 | £603.50 | No |
| | 16 to 17 year olds not in education, employment or training (NEET) or whose activity is not known (Persons) | 7.2% | | 6.3% | | | | 5.5% | 5.4% | Yes |
| | Make Every Contact Count (MECC) training. Numbers of staff trained | Metric to be decided | - | - | - | - | - | - | - | No |
| | Workforce who works together to improve access to the right services at the right time | Metric to be decided | - | - | - | - | - | - | - | No |
| Mental Health | Excess under 75 mortality rate in adults with severe mental illness (SMI) | 455.10% | | 436.0% | | | | 385.9% | 383.7% | Yes |
| | School pupils with social, emotional and mental health needs (Persons, School age) | 2.2% | | 3.9% | | | | 2.8% | 4.0% | No |
| | Suicide rate (Persons, 10+ yrs)- DSR per 100,000 | 10.0 | | 13.5 | | | | 10.0 | 10.9 | Yes |
| Children and Young People | Child development: percentage of children achieving a good level of development at 2 to 2 and a half years (Persons, 2-2.5 yrs) | 65.0% | | 65.6% | | | | 83.3% | 81.4% | Yes |
| | Child development: percentage of children achieving the expected level in communication skills at 2 to 2 and a half years (Persons, 2-2.5 yrs) | 78.2% | | 78.4% | | | | 88.9% | 87.6% | No |
| | Child development: percentage of children achieving the expected level in personal social skills at 2 to 2 and a half years (Persons, 2-2.5 yrs) | 84.0% | | 84.5% | | | | 92.9% | 91.8% | No |
| | Children in care (Persons, <18 yrs)- Crude rate per 10,000 | 86 | | 121 | | | | | 70 | Yes |
| Healthy Weight and Physical Activity | Overweight (including obesity) prevalence in adults, (using adjusted self-reported height and weight) (Persons, 18+ yrs) | 65.0% | | 65.3% | | | | 62.6% | 64.5% | Yes |
| | Obesity in early pregnancy (Female, All ages) | Data no longer available | Data no longer available | Data not available | | | | 25.40% | 26.2% | No |
| | Diabetes prevalence aged 17+ (QOF) | 6.9% | | 7.8% | | | | 7.1% | 7.9% | No |
| | Smoking in early pregnancy (Female, All ages) | 21.8% | | 18.4% | | | | 17.2% | 13.6% | No |
| | Smoking status at time of delivery (Female, All ages) | 11.4% | | 7.1% | | | | 8.8% | 6.1% | No |

Appendix 2: Delivery Governance

To ensure delivery we must have clear principles and arrangements to ensure accountability and responsibility and regular reporting on progress and impact against the Strategy and its programmes of action – using activity milestones and KPIs

In 2022 we outlined how the priority outcomes and areas of focus were delivered through the governance. Showing the links between the HWBB, Integrated Care Board and Integrated Partnerships and the Shropshire Integrated Place Partnership. The governance also highlighted other key partnership boards which oversee activity to support improvement of the priorities within the report, this includes the Mental Health Partnership Board, Shropshire Community Safeguarding Partnership and Early Help Prevention Board. These are updated as below:



Appendix 3: Summary of HWBB strategic agendas aligned to priorities (NB HWBB only)

| HWBB Strategic Priorities | | | | | | | | | | | | | | | | | | | |
|-----------------------------|--------------------------------|--|---|---|---|--|---|--|---|---|---|--|--|---|---|---|--|---|---|
| HWBB Meeting date | 03.03.22 | 19.05.22 | 14.07.22 | 08.09.22 | 17.11.22 | 19.01.23 | 20.04.23 | 15.06.23 | 14.09.23 | 16.11.23 | 18.01.24 | 18.04.24 | 16.07.24 | 19.09.24 | 21.11.24 | 13.02.25 | 19.06.25 | 18.09.25 | 20.11.25 |
| Joined up working | HWBB Strategy 2022-7 | ShIPP update Better Care Fund | Shrewsbury Wellbeing Hub engagement ICS update ShIPP update Better Care Fund | ICS update | ICS update ShIPP update Better Care Fund | ICS Strategy update ShIPP update Joint Commissioning & better Care Fund | Early Intervention Test and Learn site, Oswestry ICS Joint Forward Plan ShIPP update Better Care Fund | ShIPP & Better Care Fund ICS Strategy & Forward Plan | Joint Commissioning - Winter Support Service & Prevention Commissioning Joint Commissioning & Better Care Fund | CAB report "When the Safety Net Fails" ICS Strategy update Joint Commissioning - BCF and Winter Planning update ShIPP update Air Quality update | JSNA Place Plan ShIPP update | JSNA Update - focus on CYP JSNA and Youth Survey ICB update ShIPP update | ShIPP Strategic Plan & Local Care Neighbourhood Working Update Better Care Fund - end of year ICS Joint Forward Plan | Integrated Care Partnership Dashboard ShIPP update | STW Digital Strategy ICB update Better Care Fund - Q2 ShIPP update | Shropshire Neighbourhood Working Better Care Fund Q3 Winter Resilience Plan ShIPP update | Better Care Fund end of year and 2025-6 Plan ICB update ShIPP update | Winter Preparedness & Wellbeing Overview Better Care Fund Explainer & Q1 ICB update ShIPP update | National Neighbourhood Health Implementation Programme (NNHIP) update Better Care Fund ICB update |
| | Better Care Fund | | | | | | | | | | | | | | | | | | |
| | ICS Involvement Strategy | | | | | | | | | | | | | | | | | | |
| | ShIPP update | | | | | | | | | | | | | | | | | | |
| Improving population health | Routine Childhood Vaccinations | Ophthalmology Transform. Prog. | Health Protection update (inc. C19) | The Khan review: making smoking obsolete | Health Protection update, inc. Covid 19 Air Quality report | Health Protection update Vaping & young people update Air Quality Report | Health Protection update Dentistry Briefing paper | Health protection update Vaping & CYP update Healthier Weight Strategy | Health protection update | Smoking Cessation, inc. Vaping Health Protection update Healthier Weight Strategy Prevention Framework Health Protection update | Health Protection update DPH Annual Report Prevention Framework | Health Protection update | Primary Care update | | Healthier Weight Strategy | Dental Access update | Health Protection Update inc. imm's, vacc's and sexual health | Vaccination Improvement Plan DPH Annual Report 2024/5 | Place Universal Offer |
| | Covid 19 update | Health Protection update | | | | | | | | | | | | | | | | | |
| | MSK Strategy | STW Urgent & Emergency Care Improvement Plan | | Health Protection update (inc. C19) Innovative Practice - Digital Report | | | | | | | | | | | | | | | |
| | | Air Quality | | | | | | | | | | | | | | | | | |

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| Working with & building strong communities | | Healthy Lives update Healthwatch - mental health crisis care JSNA update | Social Action Taskforce action plan GP Access | Shaping Places | Healthy Lives update Cost of Living Crisis JSNA update | Healthy Lives update Shropshire Safeguarding Community Partnership Shropshire Drug and Alcohol Strategy | Trauma Informed Approach Healthwatch - calling for an Ambulance | Healthwatch - your care your way report JSNA Healthy Lives | Suicide Prevention Strategy Physical Activity inc. Beat the Street Safeguarding Annual Report Trauma Informed update | JSNA - place based & themed Healthwatch - NHS & Social Care complaints | Social Prescribing Transport & Community Transport | Children & Young People's Social Prescribing Shropshire Food Poverty Alliance & Shaping Places | ShIPP Strategic Plan & Local Care Neighbourhood Working Update JSNA | Rural Proofing Plan Women's Health Hubs CYP JSNA Cost of Living Dashboard | Digital Skills Programme Annual Report 2024/5 Shropshire Safeguarding Community Partnership Trauma Informed update Housing & Health workshop update | CYP JSNA Youth Strategy Healthwatch - Cancer Care report | | Winter Wellbeing Support inc. Cost of Living | National Neighbourhood Health Implementation Programme (NNHIP) update Youth Transformation Pilot Winter Wellness Cost of Living support VCSE |
| Reducing inequalities | | | Creative Health SEND Local inspection update | Severe Mental Illness - a qualitative review | Inequalities Plan | | Armed Forces Covenant All Age Carers Strategy | | SEND Action Plan update | Strategic Housing Report | Substance Misuse strategy & action plan | CYP Mental Health Transformation Plan | | Inequalities Plan update Suicide Prevention Strategy | Digital Exclusion | | Draft Pharmaceutical Needs Assessment (PNA) Domestic Abuse The RESET Programme - Drugs, alcohol & Homelessness Support | Healthy Ageing Strategy Draft Pharmaceutical Needs Assessment 2025 | Draft Pharmaceutical Needs Assessment 2025 |

| HWBB Key Focus areas | | | | | | | | | | | | | | | | | | | |
|------------------------------------|--------------------------------|---|---|--|--|------------------------------------|--|---------------------------|---|--|--|---|-------------|---|---------------------------|--|---|---|--|
| HWBB Meeting date | 03.03.22 | 19.05.22 | 14.07.22 | 08.09.22 | 17.11.22 | 19.01.23 | 20.04.23 | 15.06.23 | 14.09.23 | 16.11.23 | 18.01.24 | 18.04.24 | 16.07.24 | 19.09.24 | 21.11.24 | 13.02.25 | 19.06.25 | 18.09.25 | 20.11.25 |
| Workforce | | | Social Task Force Action Plan | Shaping Places project | Cost of Living Crisis, Inequalities Plan | | Armed Forces Covenant | | | Strategic Housing Report/ CAB report - when the Safety Net Fails | JSNA Place Plan update/ Transport inc. Community Transport | Shropshire Food Poverty Alliance Report/ Shaping Places | JSNA update | Rural Proofing strategy/ Cost of Living Dashboard | Housing & health update | | | Winter Wellbeing Support including cost of Living | Winter Wellness/ Cost of Living Support VCSE |
| Mental Health | | Healthwatch - Crisis mental health services for CYP | Public Question - Healthy Lives & Mental Health | Severe Mental Illness and Complex need | | | | | Suicide Prevention Strategy | | | CYP Mental Health Transformation Plan/ CYP Social Prescribing | | Suicide Prevention Strategy | | | Domestic Abuse | | |
| Children & Young People | Routine Childhood Vaccinations | See HW report above | SEND Local Area Inspection Plan - update | | | Vaping CYP update | Trauma Informed Approach, Early Intervention/Prevention - Test & Learn site Oswestry | Vaping CYP update | SEND Action Plan update/ Trauma Informed update | | | JSNA Update - focus on CYP JSNA and Youth Survey/ see CYP Mental Health Transformation Plan/ see CYP Social Prescribing | | CYP JSNA update | Trauma Informed update | CYP JSNA update <ul style="list-style-type: none"> • Maternity • School aged children • Young People / Youth Strategy | | | Youth Transformation Pilot |
| Healthy Weight & physical activity | MSK Strategy | | Health Inequalities - creative Health | The Khan review: making smoking obsolete | | Shropshire Drug & Alcohol Strategy | | Healthier Weight Strategy | Beat the Street project | Healthier Weight Strategy/ Smoking Cessation inc. vaping | Update on the Shropshire Substance Misuse Strategy and Action Plan | | | Inequalities Plan update | Healthier Weight Strategy | | The RESET Programme - Drugs, alcohol & Homelessness Support | Healthy Ageing & Frailty Strategy | Place Universal Offer - Energize |

Other Identified priorities

[illegible]

