

Draft Health and Wellbeing Strategy

Summary

Purpose and scope

The BCP Health and Wellbeing Strategy 2026 to 2031 sets out how the council and its partners will work together to improve health and wellbeing and reduce inequalities across Bournemouth Christchurch and Poole. It is a statutory joint strategy led by the Health and Wellbeing Board and will guide partnership action up to 2031.

The strategy focuses on prevention and early intervention and tackling the wider social factors that shape health such as healthy neighbourhoods and communities.

Strategic priorities and actions

Starting well: This priority focuses on improving outcomes for children and young people so they have the best start in life. The proposed actions are:

- Support the delivery of BCP Children & Young People's Partnership Plan and Families First Programme, so that children and young people are supported by the community to flourish, giving them the best possible opportunities in life, and ensuring they grow and succeed
- Support the delivery of the BCP Special Educational Needs and Disabilities (SEND) Improvement Plan so that all children and young people with SEND have bright futures, fulfilled lives and are part of their local communities
- Promote good mental wellbeing in children, young people and families and reduce self-harm
- Work with priority neighbourhoods and communities to reduce health inequalities by: Supporting mothers who smoke to give up during and after pregnancy
 - Improving the uptake of child and adolescent vaccinations
 - Improving oral health and hygiene in young children
 - Improving healthy nutrition and physical activity in young children
- To maximise opportunities to support children and young people at the earliest possible point, to prevent harm and encourage positive health behaviours and choices, including promoting positive sexual health and social media use, averting knife and weapon crime and supporting the prevention of harms from tobacco, vaping, drugs, alcohol and gambling

Mental wellbeing: This priority aims to help people stay mentally well and access support earlier. The proposed actions are

- Support Integrated Neighbourhood Teams (INTs) to jointly tackle physical, mental and social wellbeing in partnership with local organisations and communities
- Support improvements in access to, and uptake of, community mental health support services
- Work with key partners to reduce rates of suicide and self-harm
- Support mental health promoting communities, making mental wellbeing everyone's business through community development, training and peer support
- Health and Wellbeing Board members to ensure mental wellbeing, including tackling stigma around this agenda, are addressed through workplace wellbeing offers
- Support people with poor mental health to connect to paid and unpaid activities.

Living and ageing well: This priority focuses on helping adults and older people live well and remain independent for longer. The proposed actions are

- Increase the number of BCP residents in our priority neighbourhoods and communities accessing LiveWell support services and increase the uptake of NHS Health Checks
- Reduce the harm caused by tobacco, drugs, alcohol & harmful gambling in priority neighbourhoods and communities

- Reduce inequalities in the uptake of NHS screening & immunisation programmes
- Reduce hospital admissions due to falls in people aged 65 and over through increased primary and secondary prevention activities
- Champion and monitor the delivery of the Fulfilled Lives & Future Care Programmes to reform urgent and community care, provide more person-centred and home-based recovery services and promote independence
- Champion the delivery of the Adult Social Care Prevention Strategy to prevent the development of long-term social care needs
- Support the development of creative health approaches in supporting people to live and age well
- Create more Age-friendly communities and spaces, where people are supported and enabled to age well and live a good later life
- Support the development of an adult social care and housing strategy that supports people to live and age well
- Support the delivery of the Dorset Palliative and End of Life Strategy

Healthy neighbourhoods and communities: This priority aims to create places and communities that support good health. The proposed actions are

- Support the development of Integrated Neighbourhood Teams and Neighbourhood Health Services, improving local access to joined-up care and support
- Strengthen the voluntary and community sector to deliver impactful programmes that reduce health inequalities, alleviate poverty, improve health literacy and improve access to nutritious food
- Foster connected communities to combat social isolation, build community resilience and enhance overall wellbeing
- Embed health and wellbeing practices in workplaces, with Board Members actively championing initiatives that improve staff wellbeing and productivity
- Reduce rates of serious violence, including violence against women and girls, and enhance perceptions of safety across all neighbourhoods
- Reduce homelessness and increase the availability of good quality homes and environments that promote health and wellbeing
- Cut carbon emissions, reduce air pollution and increase active travel uptake

Delivery and next steps

The strategy aligns with existing council NHS and partnership plans including the Dorset Integrated Care Strategy and the BCP Corporate Strategy. It is designed to build on existing activity rather than duplicate work. Public consultation feedback will inform the final version which will be considered by the Health and Wellbeing Board in 2026 before guiding action through to 2031

Have your say

Please take the time to read the full [draft Health and Wellbeing Strategy](#) document which explains more about our priorities and associated actions.

Once you have read the document, please [complete our survey](#). The survey will remain open until 11.59 am on **29 March 2026**.