

# MALVERN HILLS HEALTH AND WELLBEING PLAN

## 2016-2021 Final Report

The Malvern Hills Health & Wellbeing Partnership has worked together in delivering against the three priority areas within the Health & Wellbeing Plan, contributing to our vision:

*Malvern Hills district residents are healthier, live longer and have a better quality of life, especially those communities and groups whose health is currently poorest.*

Here are some of the partnership's key achievements:

### Good Mental Health and Well-being Throughout Life

#### Dementia

- Supported **5,000** people living with dementia, and their families and friends.
- Malvern Dementia Alliance achieved accreditation as 'working towards a dementia friendly community' supporting frontline staff and volunteers to engage in conversations with residents to improve health and wellbeing.
- Nora Parsons Centre based in Wichenford, welcomes residents from **19** feeder parishes for support with the individual and their families.
- St Matthias Church, Malvern Link offer support on Tuesdays & Wednesday in association with AgeUK Worcester & Malvern Hills Branch.

#### 5 Ways to Wellbeing

- Delivered a 'Selfie Where's the Harm' production to over **2,000** young people across 5 high schools and developed a DVD and teachers resource pack.
- Over **500** people completed '**Making Every Contact Count**' training.
- Hosted four Older People's Showcasing events across Upton, Malvern and Tenbury, attended by over **300** persons.
- Social prescribing referrals **894** for Malvern and **277** for Rural areas.
- **70** digital champions have supported over **1,200** people to get online safely.
- Host a biannual district Volunteering Forum, supporting organisations that offer volunteering opportunities, with **30** organisations actively engaged.

#### Social isolation and loneliness

- Supported over **120,000** community transport journeys, of which over **50%** was for health and social care appointments.
- Launched the Malvern Hills **Good Neighbour Network** with **23** good neighbour schemes registered.
- **8** organisations across the Malvern Hills district have signed up to the **Stay Connected** Pledge.

Coming soon the Connected Communities Strategy launching Autumn 2021. For further information please email [communityservices@malvern hills.gov.uk](mailto:communityservices@malvern hills.gov.uk)





## Being Active at Every Age

- Over **1.83 million** visits to Malvern Splash, Sport Dyson, Sport Martley and Tenbury Pool.
- Over **14,000** persons participated in Get Active and Active Communities outreach programmes.
- **Active Partnership** - Increased the quality of sport and physical activity opportunities by delivering workforce development courses to over 100 coaches and volunteers.
- **Walking for Health** – Supporting Health Walks across the District, enabling residents to be active and connect with others.
- Strength and balance classes have been provided to **850** people to help reduce the risk of falling.
- More than **10,000** young people attended holiday camps and play schemes, increasing the number of children being physically active during school holidays.



## Reducing Harm from Alcohol

- Launched a social media campaign and video to raise awareness of the impact of drinking too much alcohol. The video, entitled '**Tea Party**', has been viewed more than **400,000** times.
- **13** businesses accredited to **Worcestershire Works Well** scheme, committed to improving the health and wellbeing of their employees. One of the nine standards is alcohol awareness and reduction among employees.
- Targeted engagement with **Malvern Town Football Club** and the local community to raise awareness of the risks of drinking too much alcohol and to reduce consumption.
- Supported Wetherspoons, Great Malvern, to be an accredited **Best Bar None** scheme, as a best practice licensee.



Coming soon the Connected Communities Strategy launching Autumn 2021. For further information please email [communityservices@malvernhills.gov.uk](mailto:communityservices@malvernhills.gov.uk)

