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Our vision and priorities

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In Blackpool our key focus is on improving health outcomes and reducing inequalities through every stage in people's lives and to enable local commissioners to plan and commission integrated services that meet the needs of the whole community, in particular for the most vulnerable individuals and the groups with the worst health outcomes

Vision

Our vision is simple but ambitious...

Together we will make Blackpool a place where all people can live long, happy and healthy lives.

Priorities

We have produced our [Joint Health and Wellbeing Strategy \[PDF 933KB\]](#) (JHWS) which provides a statement of our vision, goals and priorities over the next three years and has been informed by the [Joint Strategic Needs Assessment](#) (JSNA) and through public consultation. The JSNA explains the current health needs of a local population and what they are likely to look like in the future. These are the first steps to understand the type and level of health and social care services that need to be provided in a local area.

Our strategy focuses on four priorities:

1. **Housing** - We will improve the quality, mix, and management of private rented homes through Blackpool Housing Company and other initiatives such as Selective Licensing and create higher quality new homes at Queen's Park and Foxhall Village.
2. **Tackling substance misuse (alcohol, drugs and tobacco)** - We will address lifestyle and addiction issues by developing policy interventions, treatment programmes and education in order to prevent substance misuse, and support individuals and communities with substance misuse issues.
3. **Building community resilience and reducing social isolation** - We will build resilience within individuals and communities to improve their mental health and wellbeing and enable them to cope in difficult situations and circumstances. We will support communities to work together to determine their needs, developing an approach to service design that will promote community empowerment, community led decision making and increase social action to reduce social isolation experienced by sections of our communities.
4. **Early Intervention** - We will encourage more upstream intervention to prevent a problem from becoming a crisis; this approach will be implemented throughout the life course and will reduce the need for expensive interventions further down the line, with a particular focus on pre birth to three year olds.

Throughout these priorities runs the need for a strong local approach to addressing national inequalities which lie underneath health issues – poverty, inequality, poor living and working conditions, and access to protective factors which maintain health. This need has - and will - influence how we design actions and initiatives.



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