



# Oxfordshire Way Prevention Strategy and Delivery Plan

Supporting everyone in Oxfordshire to live healthy and fulfilling lives

November 2024

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## The Oxfordshire Way Prevention Strategy

Preventing poor physical and mental health for Oxfordshire residents of all ages is a key focus for partners in health and social care. By using the wealth of data available to us, we can take an informed approach to identified people at risk of ill health and intervene early, supporting some of our most disadvantaged communities to have more positive life experiences and potentially reducing the pressure in health and care services in the future.

The Oxfordshire Way Prevention Strategy sets out a vision and focus for prevention over the next 4 years. By working together with all of our communities and partners across the health, education and social care system, we will enable our communities to become increasingly robust and resilient enabling all to thrive.

One of the fundamental ingredients to support people to live their best life is having access to the basic building blocks of health:

- Education,
- Work,
- Good standard of living,
- Access to food,
- Access to transport,
- Access to nature, and
- A strong network of support, including family, friends and community groups.

These factors are often referred to as the wider determinants of health; they account for 80% of our health and wellbeing.<sup>1</sup> This is why Oxfordshire's Health and Wellbeing Strategy has identified that we need to take action to create healthier communities where all residents have a healthy environment in which they can live and work, free from discrimination and poverty.

This is closely linked with our Oxfordshire Way <sup>2</sup> vision, to support people to live well and independently within their own communities for as long as possible. The council's principles to become a greener, fairer and healthier county are also embedded in the strategy.

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<sup>1</sup> Hood, C. M., K. P. Gennuso, G. R. Swain, and B. B. Catlin. 2016. County health rankings: Relationships between determinant factors and health outcomes. *American Journal of Preventive Medicine* 50(2):129-135. <https://doi.org/10.1016/j.amepre.2015.08.024>

<sup>2</sup> [The Oxfordshire Way in Adult Social Care](#)

## What do we mean by Prevention?

Prevention in the context of *the Oxfordshire Way* is about helping people of all ages stay healthy, happy, and independent for as long as possible, irrespective of age, long-term illness and/or disability or any other factor. This means reducing the chances of problems from arising in the first place; focusing on helping people stay healthy, not just treating their symptoms when they become ill, and if they do, it means supporting them to manage their health earlier and more effectively.<sup>3</sup>

Prevention includes various types of activities, including:

1. Protective factors/building blocks of health, which includes access to good housing, education, outdoor spaces (among others).
2. Primary prevention includes encouraging and enabling people and communities to reduce the risks to their health and independence from factors in their lifestyle and the local environment and to delay their need for formal health and care services.
3. Secondary prevention for when people become unwell or begin to have care needs, includes early interventions to help stop the health or care needs getting worse. This may well involve several professional people working in a multi-disciplinary team around the person.
4. Tertiary prevention is for people with more complex care needs. People with complex health and care needs are entitled to expect as much control as possible over their support arrangements, helping them remain resilient and independent. This may include specialist services.

Preventative support for children and families includes early help and intervention programmes designed to improve outcomes for children or prevent issues from getting worse. These services are also for families who do not meet the threshold for statutory intervention or no longer need it. Early help and intervention can be provided at any stage of a child's life, from the early years to adolescence, and can be directed towards parents, children, or whole families.<sup>4</sup>

For adult social care, prevention and wellbeing are among the core principles of the Care Act 2014, and it is about the care and support system actively promoting independence and wellbeing of people. In practice, this includes a wide range of interventions from assistive technology to social prescribing, from falls prevention to mental health interventions and supported employment

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<sup>3</sup> Prevention is better than cure: our vision to help you live well for longer, Department of Health and Social Care, 2018.

<sup>4</sup> [Early help and early intervention | NSPCC ; Learning Early Help and the Locality Community Support Service \(LCSS\) - Oxfordshire Safeguarding Children Board](#)

aiming at supporting people's wellbeing and reducing/delaying the need for more formal support. For Children Social Care prevention and safeguarding are core principles enshrined in Children Act 1989 and Working Together 2023 which asserts that successful outcomes for children depend on strong multi-agency partnership working across the whole system of help, support and protection including effective work from all agencies with parents, carers, and families. This includes principles for working with parents and carers to centre the importance of building positive, trusting, and co-operative relationships to deliver tailored support to families, and expectations for multi-agency working that apply to all individuals, agencies and organisations working with children and their families, across a range of roles and activities. A refreshed Oxfordshire Early Help and Prevention Strategy is shortly to be launched with a new multi-agency board to co-ordinate actions and implementation.

## Opportunities

Oxfordshire is rightly seen as generally a healthy, wealthy place to live, and is rich in commercial, cultural and social opportunities that can support people and communities to do great things. But as set out in [Oxfordshire Health and Wellbeing Strategy 2024-2030](#), we know that many people and communities in Oxfordshire have poorer health and wellbeing outcomes as detailed in research such as [Marmot](#) review. These inequalities are detailed in Oxfordshire's [Joint Strategic Needs Assessment](#) which sets out the position and trends about the county's population, the specific factors affecting people's health, wellbeing, and social care needs and confirms the challenge that we face in delivering the Oxfordshire Way. Specifically: <sup>5 6</sup>

- ten wards include areas that fall into the 20 per cent most socioeconomically deprived in England, and people in our most deprived neighbourhoods have a life expectancy over 10 years shorter than people in richer areas<sup>7</sup>
- residents at greatest risk of being socially excluded are more likely to experience ill health, including people who are homeless, vulnerable migrants, sex workers (sometimes called 'inclusion health groups')<sup>8</sup>,
- overall, proportionately, our population is aging faster than elsewhere in England<sup>9</sup>,
- people's ability to connect with communities and services may be limited especially in rural areas,

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<sup>5</sup> Health and Wellbeing Strategy 2024-2030, pages 9-12

<sup>6</sup> [Health conditions and causes of death \(oxfordshire.gov.uk\)](https://www.oxfordshire.gov.uk/health-conditions-and-causes-of-death)

<sup>7</sup> For more details, please see [Community Insight Profiles | Oxfordshire Insight](#)

<sup>8</sup> [Oxfordshire Joint Strategic Needs Assessment 2024 Overview of facts and figures about Inclusion health groups](#)

<sup>9</sup> Source: ONA population estimates

- rates of new diagnosis of depression in Oxfordshire are above the England average<sup>10</sup>, and mental health referrals and diagnoses continue to increase,
- the impact of deprivation is visible in health outcomes - national data show that premature mortality (under 75 years) is closely associated with deprivation<sup>11</sup>. This is consistent with lower life expectancy in deprived wards in Oxfordshire.
- hypertension, depression, asthma and diabetes are the health conditions with the largest number of patients in Oxfordshire<sup>12</sup>,
- the rate of emergency hospital admissions due to falls in Cherwell was above the England average<sup>13</sup>.

## Key Principles

Our approach to prevention in Oxfordshire is shaped by the following key **principles**:

- Prevention is about the **places** in which people live and working with partners to strengthen the building blocks of health to create thriving communities,
- Prevention starts from people's **health and wellbeing**, rather than service boundaries, eligibility criteria and pathways,
- Shifting focus and resources to prevention has a positive impact on people's health and wellbeing and tackling health inequalities,
- Prevention requires **collaboration**, trust and relationships with people, communities and organisations,
- Prevention is an **ongoing commitment**, rather than something that happens only once before people develop more significant needs,
- Investing in prevention is **more cost effective** than continuously investing in treating avoidable illness without addressing the root causes.

In partnership, all stakeholders have a role in ensuring all Oxfordshire residents have opportunities to live healthy and independent lives. This may mean something different for each person, but we are healthier if we live in a safe home, have opportunities to be

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<sup>10</sup> [Fingertips | Department of Health and Social Care](#)

<sup>11</sup> [Mortality Profile - Data | Fingertips | Department of Health and Social Care](#)

<sup>12</sup> [Fingertips | Department of Health and Social Care](#)

<sup>13</sup> [Fingertips | Department of Health and Social Care](#)

physically active, feel connected with people around us and our communities, have access to social networks, and know where to go for advice and support when we need it.

## Key Partners

For prevention activity to be truly effective, partners in health, education and social care, as well as organisations from the community and voluntary sector, will need to work together over a long period of time. Partners include (but are not limited to):

- Oxford University Hospitals
- Integrated Care Board
- Oxford Health
- District and City Councils
- County Council Colleagues – (Fire Service, Customer Service Centre, Policy Team)
- Public Health
- Post 16 Education – Eg Activate Learning, Abingdon and Witney colleges
- Age UK Oxfordshire
- Citizens Advice Services
- Oxfordshire Community and Voluntary Action (OCVA)
- Oxfordshire Community Foundation
- Oxfordshire Youth
- Project PT
- Abingdon Bridge
- Police Crime Commissioners Office
- Community First Oxfordshire
- Carers Oxfordshire
- Active Oxfordshire
- Dementia Oxfordshire
- Healthwatch

## Aims of the strategy

Following the principles of producing our work together and building on our guiding principles and supporting the delivery of Oxfordshire Health and Wellbeing Strategy's vision '*everyone in Oxfordshire should be supported to stay well and independent, enjoying better health and wellbeing for longer and interventions delivered as early as possible*', the **aims of the strategy** are to:

- Enable individuals to live healthy, independent lives,
- Work with partners to build on the strengths of communities to adopt an 'asset-based' approach by identifying organisations best suited to delivering the prevention activity,
- Create resilient, thriving communities that support people to have healthy independent lives,
- Develop prevention in partnership with all stakeholders,
- Create learning and evidence-based practice to support these initiatives over the lifetime of the strategy and into the future,
- Identify and create opportunities for excluded and disadvantaged groups and communities,
- Identify resources including funding that could support delivery of the objectives in the implementation plan,
- Evaluate the impact of this strategy as part of an annual review.

The practical activities to deliver the **objectives of the strategy** are to:

- Create a measurable delivery plan based on the four priorities below (belong-connect-empower-sustain),
- Evidence the impact for individuals, communities, the VCSE and the wider system,
- Develop and commit to an investment plan (to be developed by partners).

## The roadmap

We will achieve the ambitions of the strategy by focusing on the on four priorities:

**Priority 1 – Belong:** Develop thriving, safe communities where all people of all ages feel a sense of belonging.

**Priority 2 - Connect:** Enable inclusive, cohesive and connected communities.

**Priority 3 - Empower:** Empower communities to play a key role promoting health and wellbeing.

**Priority 4 - Sustain** Support our voluntary and community networks across Oxfordshire to be resilient and sustainable



Belong	Connect	Empower	Sustain
<ul style="list-style-type: none"> <li>•Community engagement</li> <li>•Cultural and recreational activities</li> <li>•Volunteering opportunities</li> <li>•Employment support</li> <li>•Community Safety</li> <li>•Living healthier (e.g. tobacco, alcohol and drug use)</li> </ul>	<ul style="list-style-type: none"> <li>•Better built environment and outdoor spaces</li> <li>•Promoting inclusion</li> <li>•Promoting physical activity</li> <li>•Reducing social isolation</li> <li>•Community Services and Support (e.g. social prescribing, Local Area Coordination, Community Connectors)</li> <li>•Social and cultural networks</li> </ul>	<ul style="list-style-type: none"> <li>•More partnerships between statutory and voluntary sector partners</li> <li>•Collaborative projects</li> <li>•Community Health Promotion</li> <li>•Access to information and advice</li> <li>•Targeted and specialist support</li> </ul>	<ul style="list-style-type: none"> <li>•Supporting the capacity of VCS organisations</li> <li>•Data on communities and measuring impact</li> <li>•Skill-sharing</li> <li>•Integrated approaches</li> <li>•Networks and peer support</li> <li>•MECC</li> </ul>

The Delivery Plan will reflect the existing work across the system and provide details on what we are planning to do under these priorities.

### Where do we need to see the impact?

This strategy is designed to support delivery of the Oxfordshire Health & Wellbeing Board Strategy 2024-30. We need to be able to assess and evidence the impact of prevention. Partners acknowledge that it will take a significant length of time to truly assessing the success of the programme, but data can be gathered in short term to ensure we are heading in the right direction. Early indicators will include measuring the personal benefits felt by individuals taking part in specific prevention programmes

### Measures (see Appendix 3 for draft indicator set)

We will monitor the impact on the whole population of Oxfordshire as well as measure benefits for individuals who participate in specific prevention initiatives. We will continue the development of the JSNA by locality and population groups and the aligning of data sources to support our understanding of risks and the impact.

### Sustaining independence (Sustain)

- Improvements in biggest risk factors in Oxfordshire, i.e., obesity, COPD, diabetes, heart failure, hypertension, anxiety and depression.
- community indicator of wider determinants of health
- Increase in carer wellbeing
- Increase in volunteering
- Increase in work and income
- Reduction in care package size
- Increased self-directed outcomes at the council front door
- Reduced demand on GP services for social-related advice

#### Joint commissioning and delivery approaches (Empower)

- Improvements in biggest risk factors in Oxfordshire, i.e., obesity, COPD, diabetes, heart failure, hypertension, anxiety and depression.
- Increase in carer wellbeing
- Reduced demand on GP services
- Service mapping and alignment of social prescribing initiatives.
- Integrated prevention planning within existing strategic approaches e.g. Better Care Fund plan, BOB ICB Inequalities Plan,

#### Evidence of integrated funding and planning (Empower)

- Improvements in biggest risk factors in Oxfordshire, i.e., obesity, COPD, diabetes, heart failure, hypertension, anxiety and depression.
- Mapping of prevention spend to identify opportunities for increased alignment and impact
- Aligned and/or pooled funding approaches between Public Health, Adult Social Care and the ICB
- Prevention workstreams within the Better Care Fund

#### Targeted initiatives for people and communities who are at greater risk – focus of approach is for people in areas of greatest deprivation and groups who are excluded from mainstream health and care provision (Belong)

- Improvements in biggest risk factors in Oxfordshire, i.e., obesity, COPD, diabetes, heart failure, hypertension, anxiety and depression.
- Increase in carer wellbeing
- Increase in work and income
- Increased self-directed outcomes at the council front door

- Reduced demand on GP services for social-related advice

#### Ensuring strengths-based approaches in services to support people back to independence (Connect)

- Improvements in biggest risk factors in Oxfordshire, i.e., obesity, COPD, diabetes, heart failure, hypertension, anxiety and depression.
- Increase in work and income
- Reduction in care package size
- Increased self-directed outcomes at the council front door
- Reduced demand on GP services for social-related advice

#### What difference will this Prevention Strategy make?

The County Council, along with partners, have all committed to [Oxfordshire Health and Wellbeing Strategy 2024-2030](#) that sets out Oxfordshire's plan to improve the health and wellbeing of our residents, considering all factors that influence our health and wellbeing including healthy places, physical activity, maintaining independence and strong social relationships. Our plans and strategies (e.g. Thriving Communities Strategy of Oxford City Council<sup>14</sup>) across the health and care system show our shared understanding and commitment to prevention in Oxfordshire.

Despite all these efforts as a system, Oxfordshire still has striking levels of health inequalities, which is increasing demand for support and increasing the complexity of need seen in the work of Oxfordshire services. We, as partners, all agree that investing in prevention is an effective way of managing these challenges as a system and are eager to explore opportunities for more prevention at every life stage, in every community and service area to ensure people can live healthy and independent lives.

Building on our strong foundations and established partnerships, this strategy will provide a platform to join up our efforts more effectively and:

- Increase our collective understanding of the barriers and gaps in which drive health inequalities,
- Increase resilience for people and communities through self-help and community-led initiatives,
- Embed more joint commissioning and delivery approaches that avoid duplication,
- Integrate and/or align funding and initiatives to enhance impact,

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<sup>14</sup> [Executive summary - Thriving Communities Strategy | Thriving Communities Strategy | Oxford City Council](#)

- Improve our approach to targeting people and communities at risk of poor outcomes,
- Identify and address opportunities to enable independence within health and care services reducing reliance and encouraging resilience.

## Engagement

Oxfordshire County Council and the wider health, care and voluntary sector is committed to the principles and ambition embodied in the [Oxfordshire Way](#) which has a central role in reducing these health inequalities by helping to create thriving communities which deliver better health and wellbeing for people across Oxfordshire. Through our strategies, commissioning plans and approach to support and delivery, we want to enable our residents and our communities to be healthy, sustaining and thrive.

This **Prevention Strategy** has been written to help realise this ambition. It has been led by conversations between partners and multiple networks across the County including people who draw on services, staff from Public Health, social care and district and city councils, Commissioners in HESC and NHS colleagues. The approach to date has seen engagement with the multiple communities involved in the Integrated Care Board and Council place-based initiatives including the Investment of ICB around the health inequalities programme (Well Together), the Local Area Coordinator programme and organisations and residents taking up Community Capacity Grants. The district and city councils have been engaged in critical work coming out of COVID-19 on which we have built a forum of voluntary and statutory partners who oversee the development and delivery of this preventative work.

We want to extend this engagement to as many people, communities and organisations as we can to ensure the strategy is as comprehensive and as effective as possible to support all who face challenges in remaining healthy, resilient and successful in their lives.

People have emphasised to us the strength of our communities and their commitment to their ongoing development. This Strategy is building on what we have heard and what is already in place to reflect that commitment and engagement. The *Oxfordshire Way* is all about building on what is there and what works and co-producing the model from the ground up.

The Oxfordshire Way guides us to identify how we can support local focused efforts, working alongside statutory bodies to give the best chance of preventing or reducing challenges of inequalities and poor social care and health outcomes. We know that **prevention** is better than cure in achieving better outcomes for people.

## Case Studies – how we do it now (to be developed with input from partners, showing impact on people where possible)

Oxfordshire already has a range of great work underway that supports a truly preventative approach by enabling people and communities to develop their own responses to local challenges. There are many ways that prevention activities are happening across Oxfordshire, from directly commissioned services, grants, partnerships, or system-wide initiatives, down to grassroots community groups making a difference with little to no funding.

Examples of prevention at work in Oxfordshire:

[NB: these will be formatted by the design team]

### The Cornermen

Men's mental health and suicide prevention service, based at a boxing gym, in South Oxfordshire

Received £2377 in December 2022 towards start-up costs.

Has worked with 40 men seeking support for mental health issues.

Has provided over 352 sessions over the last 31 weeks

"I had been going to the doctors since Feb 2022 for anxiety and problems sleeping. They put me on a low dosage of antidepressants. Other NHS services either had long waiting lists (some as long as 2 years) or they were too impersonal - over the phone/video call counselling or group sessions.

I wanted to get out of the house, to see someone face to face, one to one. Eventually I ended up having a breakdown in Sep 2022. Through word of mouth, I heard about The Cornermen and have been using this service since it opened in Nov 2022.

After my first meeting with The Cornermen **I cried with relief because it was the first time I felt there was help**. I feel supported by them."



### Dementia Café Thame Senior Friendship Centre

A very popular group who needed to find a bigger venue to accommodate a growing waiting list of members.

Received £5000 in January 2023 towards costs for running "The Memory Café" sessions.

During Covid the waiting list increased. They were unable to meet demand within the existing location of Thame Senior Friendship Centre.

"My Mum really enjoys attending the Memory Cafe, it is the **highlight of her week**. She loves the **company**, feeling **part of something**, getting lots of **attention** and trying different activities in a **non-judgmental safe environment**. She also loves the **regularity** of going to the same place at the same time each week. I think she would love to do a 2nd session each week as well."

"This activity **provides social contact and activities that are not available elsewhere**. Having dementia is not easy to live with even with a carer who is also my husband."

"The team are chatty, friendly and are **aware of everybody's individual needs**. So **eternally grateful** for this service."

"Mum is always **happy and relaxed here**...she doesn't have to try to keep up like she does with other friends."



## Stories of Difference: Community Links Oxfordshire

Wendy self-referred after being made redundant at 63 years old. Wendy was unable to find other employment. Wendy did not have a phone and was not online. She had no support network and was experiencing anxiety.

**Digital:** Offered Digital support to get online and a free phone handset

**Employment** - Support to create CV and apply for jobs online,  
- Signposted to register with recruitment agencies and Job Centre

**Financial** : Signposted to Citizens Advice regarding benefit entitlement until she found employment  
- Applied for winter fuel allowance, and reduction in council tax

**Wellbeing** Supported to see GP about anxiety  
- Signposted to Talking Therapies

**Practical:** Information given about downsizing her property and signposted to SOHA  
- Signposted to GNS for support with paperwork

**Social:** Signposted to coffee morning, which she attended and now goes weekly  
- Signposted to craft club

**Wendy said 'I can forget all my troubles, when I'm at TAG group'**



### Cheers M'Dears - Banbury Community Support Service

Sophie, for the past 4 weeks has been working in Cheers M'Dears which is the community bar at the Banbury Community Support Service, requiring minimum support. Sophie's supporting staff simply sits by the bar, to offer support if needed. Sophie said the bar makes her very happy, she feels 'in charge', and that she has always wanted to work behind a bar. She also said that she moved from another service that was supporting her on a Friday as she loved being at the Banbury service so much.





## Healthy Place Shaping Case Study

Public health resources are funding a range of community groups to offer walking and cycling activities to enable people of all ages to get active outdoors to promote physical health and mental wellbeing and to feel more connected to their communities. These activities address some of the barriers that people experience to enjoying the benefits of connecting with nature – such as the right footwear and feeling safe that they will not get lost.

Oxfordshire Asians Women Voice have started their walking group, they have completed 4 walks. The aim is to support socially isolated Asian Women to get walking and to gain the associated health and social benefits.



They are also providing appropriate shoes and waterproofs so that their participants can take part and walk the countryside and green spaces of Oxford.

*“The last session was very successful. Thanks to all and Active funding, the ladies were able to express their feelings and gain significant confidence. Some have even started running.”*

**Locality Community Support Service (LCSS)** provides advice and guidance to universal partner agencies including schools, health, and voluntary and community groups, across Oxfordshire when emerging need for children and their families is identified. LCSS supports other professionals/ practitioners undertaking the Strengths & Needs (S&N) forms and Team Around the Family (TAF) meetings to ensure children and families have supportive plans in place and receive the right support at the right time. LCSS aim to support families at the earliest opportunity when needs arise and encourage professionals to contact LCSS to discuss needs so that advice can be offered and appropriate support identified to prevent escalation of need, whenever possible.

- 2,332 TAFs supported and a year on year increase of S&N: 2022=3417, 2023=5732 and currently YTD 2024=2418
- 609 children with TAF and 94 children with S&N currently supported by LCSS.
- 1,246 named conversations since launch in October 2023. This number is similar to the previous 'No Named Conversations'. Our new approach is more transparent to families.
- 985 professionals trained in multi-agency Early Help Skills.
- 7 CASOs (Community Around the Setting Offer), with a recurrent contextual safeguarding theme. Successes include reduction in risky behaviour (Didcot) and reduction in anti-social behaviour (Abingdon).
- 15 Locality Networking events with 333 attendees. Geographical breakdown - 7 North (127 attendees), 3 Central (92); 5 South (114 attendees). Positive feedback given by partner agencies where professionals felt this was making positive difference to families and communities.
- **Holiday Activity and Food (HAF) programmes**  
Provide benefits-related free school meal eligible (reception – Yr 11) children and young people with free holiday activities and food during Easter, Summer and Christmas school holidays. Eligible children are entitled to 4 activity sessions at Easter and Winter and 16 activity sessions over the summer school holiday. There are currently 16,419 FSM eligible children across Oxfordshire. This Summer, there were 28 providers delivering across 59 sites throughout Oxfordshire offering 23,587 places with 20,246 being booked.

### **The aims of the programme:**

#### **For children**

Eat healthily over the school holidays  
Be active during the school holidays

Take part in engaging and enriching activities which support the development of Build resilience, character and wellbeing along with their wider educational attainment

Be safe and not to be socially isolated

Have a greater knowledge of health and nutrition

Be more engaged with school and other local services

### **For families**

To develop their understanding of nutrition and food budgeting

To signpost towards other relevant information and support, for example, health, employment, and education, financial support

Activities must last a minimum of 4 hours, include nutritious food, a minimum of hour of physical activity, enriching activities and nutritional education.

Our provision is largely multi-activity, including free play, educational input such as GCSE revision sessions, life skills such as cooking and nutritional education. Providers include local football, boxing and Rugby clubs. However, we also have STEM-specific camps in addition to unique provision within a local Theatre where children are able to take on roles in productions and in Museums where new cultural learning experiences can take place. There are young leadership opportunities and dance, Bike ability (teaching children how to cycle), 'Grow your own' sessions including seed kits and vegetable gardens, 'bug gardens' – incorporating environment and sustainability, archery, lacrosse, camping, foraging and bushcraft, as well as specialist SEN facilities including sensory rooms, simulation rooms, interactive outdoor activities and camping pods.



### **Oxfordshire County Council's Targeted Youth Support Service**

Is a preventative service providing support for young people aged 11 years upwards. We work from the earliest point of need with the aims of improving resilience, positive decision making, increased wellbeing. We work closely with local communities and Voluntary Community Sector partners to improve outcomes for young people under a range of circumstances.

## Oxford City Youth Hub programme Blackbird leys



A partnership application between City and County Councils in 2023 was successful in accessing funding from Department Culture Media and Sport (DCMS) to implement a youth hub with Blackbird leys Leisure Centre.

### **Aims and purpose**

- Improved mental and physical health for young people
- Improved skills for life and work
- More opportunities for young people to connect with their communities and be active citizens

Building works began in October 2024 and is due to complete end March 2025

## Current prevention initiatives

Early prevention leads to better outcomes for residents and services, avoiding ill health and reducing the number of people needing treatment and support. Upstream prevention makes good financial sense – residents are less likely to miss work or education due to ill health or to undergo treatment. We need to include adults who have support needs that also have children. It is also more cost effective to intervene early, making better use of public money.

Oxfordshire funds a range of preventative services that support self-help, preventative approaches and community capacity and capability building. This funding comes from the NHS, Public Health, the Better Care Fund and Adult Social Care. Additionally, several commissioned services have a range of preventative aims (e.g. Dementia Oxfordshire, Carers Oxfordshire, Oxfordshire Specialist Advice Services) and there are dedicated health and wellbeing services for people living with severe mental illness, learning disability and/or autism and for children and young people that have similar ambitions to support people live independently in the wider community. We also support young people transitioning into adulthood, especially for those who experience difficult emotions and mental health issues

The resources commissioned in 2024/25 by ICB and County Council (including Public Health) include the following:

Prevention projects in Oxfordshire 2024-25		
Funding route	Provider	Brief Description
BOB Inequalities Funding	OCVA and OCF	<b>Well Together Programme</b> working with anchor agencies in 10 most deprived wards to identify projects linked to CORE20plus5
BOB Inequalities Funding	OCVA and OCF	<b>Community Grants</b> for anchor organisations working in 10 most deprived wards
BOB Inequalities Funding and Public Health Grant (50/50)	Active Oxfordshire	<b>Move Together</b> working with district councils to support vulnerable residents become more active (joint funding with Public Health) - second year increase to match PH contribution to whole-system approach to physical activity.

BOB Inequalities Funding	Active Oxfordshire	<b>Moving Medicine:</b> training health and care professionals in supporting people to be more active
BOB Inequalities Funding	Flo's in the Park	<b>Early Lives, Equal Start</b> funding maternity advocacy service via Local Maternity Network for vulnerable families in deprived areas
BOB Inequalities Funding	University of Oxford	<b>Evaluation</b> of system approach to prevention and reducing inequalities in Oxfordshire and impact on social change
BOB Inequalities Funding	PCNs	<b>Community Health Workers</b> (Brazilian model of care) linking vulnerable households in deprived areas to access healthcare and other services.
OCC Community Capacity	OCVA and OCF	<b>Promoting Independence Grants (inc. administration) building</b> capacity across Oxfordshire
CSC	Explanation of services	<b>Co-Designed leaflets for families to created greater understanding of Early Help</b>
CSC: LCSS	Community Network Meetings	<b>LCSS co-ordinate network meeting for partner agencies directly connection to children's wellbeing and prevention – Held in South and Central – Network meeting to occur in January 2025 in North.</b>
CSC: LCSS	CASO – Community Around School Offer	
OCC Community Capacity	OCC and PH	<b>Local Area Co-ordination:</b> co-ordinators and community of practice to link people to their communities and support the development of local networks and resources
OCC Community Capacity	Community Catalyst	<b>Community micro-providers:</b> building alternative support models to care in local communities
Better Care Fund and Public health	Age UK Oxfordshire	<b>Stay Strong and Steady and Community Exercise:</b> exercise classes for frail people at risk of falls
Better Care Fund	National Energy Foundation	<b>Better Housing, Better health:</b> assessment and advice for people living in cold homes
Public Health	Active Oxfordshire	Active Travel project community outreach active travel programme grants to community organisations to support disadvantaged groups to cycle and walk more
	GOO	Digital skills and confidence programme



Public Health	ICB	Integrated neighbourhood teams promoting community engagement, e.g. Banbury and respiratory patient programme working with local singing group.
Public Health	OIEP	Employment data and place information to groups excluded from employment and recruitment. Also support to programmes delivered through the Oxfordshire inclusive economy partnership
Public Health	PH	Vulnerable household heat protection leaflet
Public Health	PH	Vulnerable cold protection leaflet
Public Health	PH	Mapping community connectors
Public Health	Local nature Partnership	Live well site green social prescribers
Public Health	PH	Funding social prescribing micro payment project
Public Health others	PH and others	<b>Health checks, MECC, Falls prevention, Climate action work and community resilience plans, Community Safety Partnership, Community Health Development offices</b>
Better Care Fund	Age UK Oxfordshire	<b>Live Well Oxfordshire:</b> information portal and resource for self-help and to support social prescribers
Better Care Fund	Age UK Oxfordshire	<b>Community Links:</b> information, advice and support to help people access resources in the community
Better Care Fund & Public Health	Age UK Oxfordshire	<b>Oxfordshire's Advice Partnership:</b> County-wide information and advice service to assist people with benefits, debt, budgeting and other financial and welfare issues.
Better Care Fund	Age UK Oxfordshire	<b>Dementia Oxfordshire:</b> offering advice and support to people living with dementia, their carers and families, and people with Mild cognitive Impairment.
Better Care Fund	Action for Carers Oxfordshire	<b>Carers Oxfordshire:</b> offering information, advice and support to unpaid adult carers of someone living in Oxfordshire.
Primary Care	Various	<b>NHS Social Prescribing:</b> advice, referral and support for people referred by GPs

<p>Holiday Activities and Food (HAF) DfE Grant</p>	<p>Various</p>	<p><b>Holiday Activities and Food</b> programmes offer physical activities, hot food, nutritional education and enrichment for children eligible for free school meals – across Christmas, Easter and Summer school holidays, onward advice and guidance available for parents/carers and more specialist input as appropriate.</p>
<p>Oxfordshire County Council</p>	<p>Targeted Youth Support Service</p>	<p><b>Community detached street based work</b> with adolescents to prevent increases in anti-social behaviour, divert from criminal behaviour, engage in positive activities and improve community relationships and opportunities as well as future life chances. Joint delivery with VCS partners is in place wherever possible.</p>

