

East Herts Health and Wellbeing Strategy

2013-2018

Foreword

Once the Strategy has been adopted by the Council, we will seek endorsement from Duncan Selbie (Chief Executive of Public Health England) or Jim McManus.

Preface

East Herts Council has a long history of and is still actively protecting public health through the statutory duties placed upon it and through its work with regards to clean air, sanitation, housing standards and food hygiene to name a few. In addition the Council has an established history of health promotion, addressing the non-statutory aspects of public health like lifestyle behaviours and health improvement projects as well as providing excellent sports and recreational facilities. To bring all of this good work together and provide focus to the Council's and our Partner's work, the Council published its first East Herts Public Health Strategy in 2008.

The adoption of this, the East Herts Health and Wellbeing Strategy 2013 – 2018, will build on the strengths of the previous public health work whilst also adapting to the new public health setup and the opportunities that it presents. Recognising that no single agency can address the range of public health needs alone, East Herts Council will continue to work with partners to improve the health and wellbeing for residents of East Herts.

Councillor Linda Haysey
Executive member for Health, Housing and Community Support

Working in Partnership

Once the Strategy has been adopted by the Council, we will seek endorsement from key partners.

Clinical Commissioning Groups (CCG's)

Acute Trusts

Hertfordshire County Council Public Health

Complimentary partnership approaches

As East Herts Council works with its key health partners the aim will be to focus on complementary priority areas, whenever possible. The opportunity for increased discussion and input into these decisions will seek to maximise preventative approaches. With a genuine appetite amongst these organisations to work together even more closely in the future the health needs of local people can be more effectively met.

Local partnership priorities

The Clinical Commissioning Groups (CCG's) which cover the East Herts Council geographical boundaries are the Upper Lea Valley and Stort Valley and Villages Locality Groups, see <http://www.enhertsccg.nhs.uk/locality-groups> to access local priorities.

Hertfordshire County Council Public Health linking to the Health and Wellbeing Board and Strategy priorities:

<http://www.hertsdirect.org/your-council/hcc/partnerwork/hwb/>

East and North Herts Trust Priorities: <http://www.enherts-tr.nhs.uk/>

Princess Alexandra Hospital NHS Trust Priorities: <http://www.pah.nhs.uk/>

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Setting the Scene

What is public health?

There are many definitions of public health; while some vary, the core theme is to help people stay healthy, promote their wellbeing and protect them from harm. Public health is about supporting people in the environment they live in to follow a healthy lifestyle. In this way the preventative and protective factors derived from living a healthier lifestyle will build up health resilience and a life that is less affected by ill health. Addressing the factors that contribute to health inequalities is a vital part of public health prevention.

Why do we need this strategy?

The scope of public health is very broad with numerous government bodies, organisations and voluntary groups all playing important roles in its delivery. It is easy to spend money on projects in an uncoordinated way, but we should be working together to deliver projects in a way that helps the evidenced health needs of the majority of people to be met.

East Herts Council believes that a strong focus and sustainable approach to public health and improved lifestyle choices requires continued support from a range of partners. This strategy helps partners and others identify where they can help improve the public health of those that live, work and visit East Herts.

Who is it this Strategy for?

This strategy is to help East Herts Council, Herts County Council, the Clinical Commissioning Groups (CCGs), NHS trusts, volunteer organisations and others combine their resources and skills to help improve the public health of those people who live, work and visit East Herts. Through this strategy we can also help deliver projects which support the Health and Wellbeing Board Hertfordshire's priorities.

It is only through partnership working that East Herts Council and others can support and empower individuals throughout their life so they can maximise their own potential for a healthy life.

Understanding the make up of individuals, communities and the resources they have access to, are vital in achieving improved health outcomes for all. With greater understanding of these variables and the influences they have, a more informed public health approach can be taken to help people and the places they live in to be more healthy.

Factors affecting public health

Smoking, obesity and physical inactivity continue to be lifestyle indicators for individuals and communities. Drugs and alcohol usage as well as community safety perception and assurance will also affect a person's health and wellbeing. However,

health is personal to the individual and without suitable support to take people forward, encourage achievement of health goals and help with the right tools for behavioural change, people can often lose motivation and revert back to their previous, unhealthy lifestyle choices.

East Herts Council's Public Health Role

When people think about their health, they may think about exercise, diet, visiting their GP, but most will not think about their local Council. While it is true that East Herts Council does not get involved directly with an individual's medical treatment, it does influence your health on a daily basis; how it does this will depend on the services you use. Below is a brief outline of practical public health interventions which contribute to the environmental, health and wellbeing quality of life for an individual.

Environmental Health

The Environmental Health service is an essential ingredient in maintaining and improving public health through its advice, regulation and enforcement roles. It crosses boundaries and influences health by ensuring food hygiene is maintained in commercial premises, that employees health and safety is protected, improving air quality for everyone in the district, correcting issues of poor sanitation, resolving poor housing or nuisance issues, enforcing appropriate conditions if needed in houses of multiple occupation, reducing fuel poverty and converting empty homes back to use for those who need somewhere to live or adaptation of a property to aid those living with disabilities.

In addition the department has an active health promotion role, being pro-active in supporting people to make informed healthy living choices as well as ensuring the implementation of the East Herts Public Health Strategy.

Licensing Service

With responsibility for regulating Temporary Event Notices, licensed premises, the sale of alcohol and overseeing the licensing of taxis and private hire vehicles, East Herts Council decisions have a marked influence on public health.

Community Safety

Community safety means crime, disorder and anti-social behaviour. East Herts Council leads the partnership of agencies which deals with these issues, making East Herts one of the safest places to live in the entire country. Community safety plays a major public health role sustaining a neighbourhood and environment in which people can live safely and healthily.

Engagement and Partnerships

Community Engagement means working to support and empower people to achieve action for their community. Effective partnership support for the voluntary and community sector includes provision of discretionary grants for health and wellbeing activities. Representative community action is key to enabling communities and the individuals who represent them to pursue health and wellbeing across the life course.

Environmental Services

The Council is committed to creating and maintaining the outdoor environment to a high standard across the district. Cleansing operations in our streets and parks ensure that getting out and about is a pleasant experience. Environmental Services have developed a comprehensive plan of action which continues improving facilities to give residents more opportunities for keeping active and healthy. The department manages a range of operations which have a positive effect on everyday healthy living including management of the districts two leisure centres and joint provision school swimming pools and gyms, street cleansing, refuse collection, recycling, the reduction of waste, parks and open spaces maintenance and conservation, pest control intervention, minimising environmental crime and protecting trees and hedgerows across the district.

Development Management

Through its planning policy work, primarily the District Plan, the Council is able to consider the formulation of a range of policies to be taken into consideration when new development proposals come forward. The range and extent of these must be compatible with the national planning context, most particularly the National Planning Policy Framework, published by the government in March 2012. Policies can cover issues such as the provision of walking and cycling routes, access to community facilities and provision for children's play and recreation for all ages. The Council currently anticipates the publication of its draft District Plan early in 2014. Once finalised, the adopted policies will be taken into account in decision making, undertaken by the development management service, when development proposals come forward in the future.

Why does the Council care about public health?

As you can see, the Council directly delivers an abundance of services which directly impact on public health and mean that individuals are helped to have a healthy environment and make healthy choices. While the Council has a statutory duty to provide some of these services, others are provided because it wants to actively improve opportunities for individuals. The Council believes that everyone should be given the opportunity to live a healthier life and recognises that this work cannot be done without close partnership working.

East Herts Council and the Link to Other Public Health Priorities

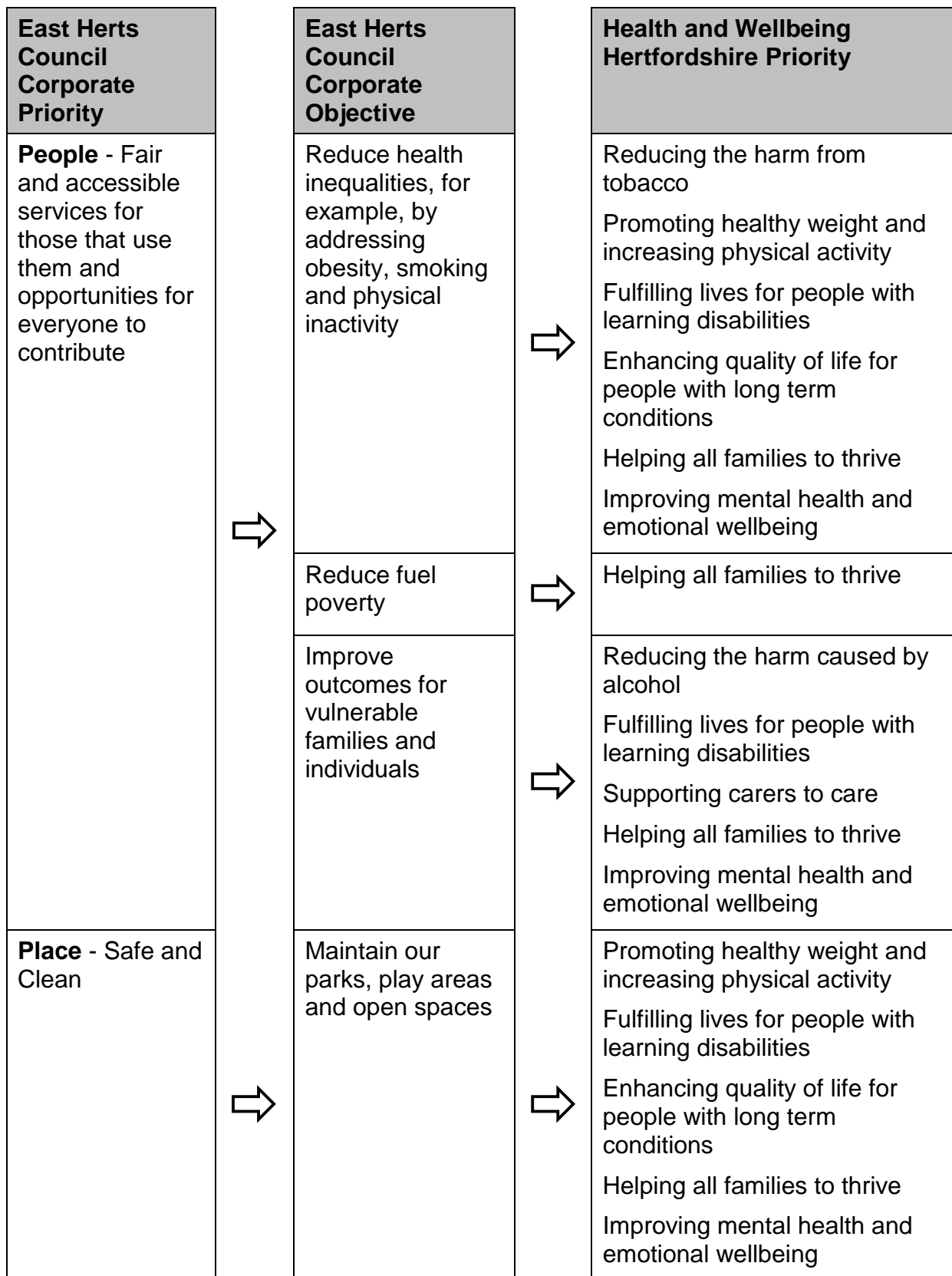
The Council has a vision to “Improve the quality of people’s lives and preserve all that’s best in East Herts”. To help deliver this, the Council has three priorities, all of which will positively impact on public health and support the objectives of the Public Health Outcomes Framework ^[1] and the Health and Wellbeing Hertfordshire’s nine priorities ^[2]. The Council’s priorities are:

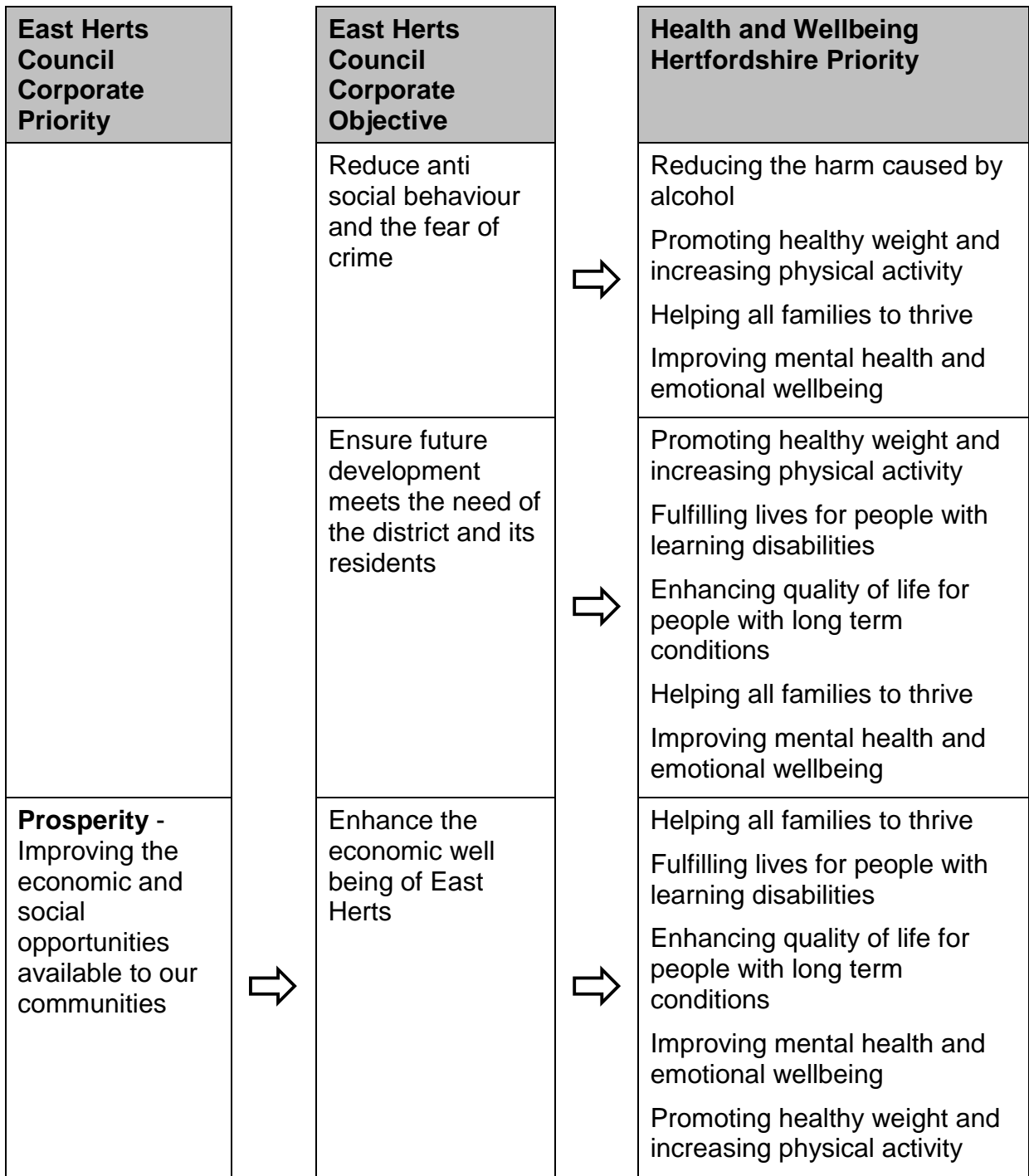
People - Fair and accessible services for those that use them and opportunities for everyone to contribute. This priority focuses on enhancing the quality of life, health and wellbeing, particularly those who are vulnerable and delivering strong services.

Place – Safe and clean. This priority focuses on sustainability, the built environment and ensuring our towns and villages are safe and clean.

Prosperity – Improving the economic and social opportunities available to our communities. This priority focuses on safeguarding and enhancing our unique mix of rural and urban communities, promoting sustainable, economic opportunities and delivering cost effective services.

The table on the next page illustrates the links between East Herts Council corporate priority objectives and the Health and Wellbeing Strategy Hertfordshire priorities. As illustrated, many of the Council’s objectives directly support the aims of the Health and Wellbeing Boards priorities.





Health Inequalities

What are health inequalities?

Health Inequalities are differences in health outcomes between the advantaged and disadvantaged populations in society. These types of health inequalities are influenced by factors across the social, environmental and economic landscape. Some of these examples include smoking, educational attainments and social deprivation. The difference in life expectancy can vary significantly between the least and most socially deprived areas.

For East Herts, the main life expectancy inequality shows a difference of six years for males and three years for females when comparing the most and least advantaged areas.

Why do health inequalities exist?

Health inequalities come about because of a range of inter-related contributors such as social, environmental, health, attainment, employment, deprivation and housing factors. According to the social background and make up of people in a particular place, the health of the population in that same place can be affected very differently.

Factors include how poor area an area is, how many people work and what jobs are available or what standard the houses are in. A person living in one place can have far better health outcomes than a person living just a short distance away.

Reducing this “health gap or inequality”

The idea that every person should receive access to the same life chances and the opportunity to have the best chance of having good health throughout their life is not new. Making it happen is the challenge. ‘Fair Society, Healthy lives’^[3] is a review written by Professor Michael Marmot which includes examples, evidence and a set of approaches about reducing these health gaps or inequalities . The East Herts Health and Wellbeing Strategy seeks to embrace the Marmot recommendations and approaches to reducing health inequalities.

East Herts Council Strategic vision for Health Inequalities

The Council is committed to tackling health inequalities within the East Herts district. Whilst East Herts is considered to be a good, healthy place to live in and its residents generally benefit from better health outcomes in comparison to some neighbouring districts and boroughs, there are still variations and differences in health outcomes across the district which are not acceptable and require a co-ordinated approach to address these.

The Council, as already mentioned in this Strategy, influences and contributes to public health in a number of ways. Working with likeminded partners to address

these health differences and target the population accordingly through projects and interventions to improve health outcomes is the firm intention of the Council.

The East Herts Health and Wellbeing Strategy 2013-2018 is the catalyst for the practical delivery and implementation of the Council's desire to reduce health inequalities.

The public health role of the Council through the work of its various departments will be reflected in the content of the corporate service plans. Within the strategy as part of the "Creating health and work together" priority there is also an objective which seeks to recognise the public health contribution that employees make. The intention is that each employee whether their role revolves around a greater or lesser health and wellbeing contribution will see their connection and importance to the overall public health work of the Council. The whole Council ethos is that through its councillors, officers and the residents it serves we will all understand the vital part we play in maximising our health outcomes and continue to reduce the inequalities in health that do exist within East Herts.

A Snapshot of the East Herts Health Picture

The health of people in East Hertfordshire is generally better than the England average^[4]. Over the last 10 years, deaths from all causes have fallen together with the premature death rate from heart disease and strokes. For the following health indicators, East Herts is deemed to be significantly better than the England average:

- Hospital stays among under 18s
- Teenage pregnancy
- GCSE attainment
- Breastfeeding uptake rates
- Alcohol related hospital stays by under 18s
- Smoking in pregnancy
- Estimated levels of adult 'healthy eating', physical activity and obesity
- Rates of sexually transmitted infections
- Road injuries and deaths
- Smoking related deaths
- Hospital stays for alcohol related harm
- Life expectancy for both men and women.

There are however still areas of concern:

- Whilst deprivation is lower than average, about 2,500 children live in poverty
- Life expectancy is 6.4 years lower for men and 3.2 years lower for women respectively in the most deprived areas of East Hertfordshire compared to the least deprived areas
- About 14.5% of Year 6 children are classified as obese
- Helping the increasing older population maintain their health

The East Herts Health Challenges Now and in the Future

The major health challenges are still very much as they have been over recent years with smoking, physical inactivity and weight management all remaining prominent health problems. Alcohol misuse (2246 hospital stays for alcohol related harm in East Herts) and providing education and awareness on this health aspect is vital and also can be linked with affluent and more deprived lifestyles. Various cancers (141 early deaths in East Herts) are linked to lifestyle behaviour. Poverty for children in East Herts (2500) and families coping with the impact of the new benefit changes are important areas of concern. Those diagnosed with Diabetes (4668) in East Herts are an important population.

What do we need to focus on and why?

- Smoking is still the single biggest killer with all the health problems it causes.
- Diabetes is linked to inactivity and poor diet.
- Obesity and weight management are all connected in terms of promoting bodily health and wellbeing. Physical frailty and lack of mobility, balance, co-ordination and flexibility are factors to be addressed to prevent falls.
- Heart disease, lung disease, circulatory issues are all linked to smoking and dietary and other lifestyle factors.
- Alcohol and substance misuse can be a contributing factor in abusive relationships including domestic violence resulting in breakdown of relationships.
- Good mental health and emotional wellbeing are vital and essential to the whole functioning and life opportunity of an individual. The ability of a person to live and cope strongly influence other health issues such as giving up smoking or finding a job or being more active.

Medium and long term prevention

All these factors to greater or lesser degrees are strongly associated with each other in terms of multi-factor connections of illness and poor health; therefore they continue to require real focus and resources to aid healthier living and more disability free-living.

The life course approach of working with populations and addressing the wider social, environmental and economic factors provides opportunity for individuals in East Herts to be empowered to address these lifestyle conditions that are so prevalent.

East Herts Health and Wellbeing Strategy Priorities

The East Herts Health and Wellbeing priorities have been based on the Marmot Review Health Inequalities Priorities^[5] and compliment the Council's corporate objectives. These have been chosen because they support the life course approach which is directed at people maximising their health potential throughout their lives from beginning to end. This evidenced based approach focuses on preventative action to enable people to start, develop, work, live and age well and seeks to look holistically at all the different health factors which can affect a person's health outcomes.

1. Healthy children starting off well

Sound health foundations are essential for a child to prosper, so that he or she can be given a supportive lift off for the rest of their life.

Achieved through the following objectives:

- Valuing each child and supporting projects and initiatives which facilitate their best development needs including increasing physical activity levels and promoting healthy eating and a healthy weight and addressing obesity
- Working with Schools and Children's Centres and other partners who educate and nurture children promoting good emotional health and wellbeing

2. Empowering children, young people and adults to achieve their life potential

Encouraging the ability of an individual to use their own resources and skills and seek external support when appropriate is key to fulfilling life potential.

Achieved through the following objectives:

- Supporting children and young people^[6]^[7] in their formative years to access good health outcomes and opportunities including:
 - increasing physical activity
 - promoting healthy eating and a healthy weight
 - promoting emotional health and wellbeing^[8]
 - reducing smoking incidence
 - education about alcohol
 - Supporting education and learning around healthy living

- Supporting adults^[7] over the life course to champion their own health and seek support from various health organisations to maximise this potential focusing on:
 - increasing physical activity
 - promoting healthy eating and a healthy weight
 - promoting mental health and emotional wellbeing^[8]
 - reducing smoking incidence
 - awareness and education on alcohol usage
 - supporting learning about healthy living
- Empower older people to live a life of increasing independence and support ways to enable this by:
 - increasing opportunities for social interaction and reducing isolation
 - Increasing physical activity opportunities to maintain physical function and reduce decline in later years.

3. Creating health and work together

An environment in which health and work^[9] flourish is good for individual and corporate health

Achieved through the following objectives:

- Promoting work places as healthy environments through increased physical activity, healthy eating, alcohol, and smoking awareness and good mental health and wellbeing
- Encouraging Senior Managers and staff to recognise their public health contribution in their work role and the value of a health balanced work environment

4. Promoting positive health and wellbeing life quality for all

Health and wellbeing for all is to be encouraged and pursued as well as facilitating support for those most in need

Achieved through the following objectives:

- Promoting events, projects and initiatives which facilitate health and wellbeing quality for all ages including increasing physical activity levels and promoting healthy eating, giving up smoking and reducing alcohol usage

- Promoting interventions which enable good mental health and wellbeing
- Providing appropriate support for vulnerable groups and individuals as part of an inclusive public health approach

5. Healthy places and sustainable communities

The place in which you live and the people you live with are essential factors in creating a healthy environment

Achieved through the following objectives:

- Developing and sustaining mutually supportive environments which seek to encourage health, wellbeing and community
- Supporting individuals and people in their built and social environment to start well, develop well, live well, work well and age well
- Understanding the relationship between economy and health
- Addressing the wider determinants of health
- Functions delivered by the Council, such as:
 - Food safety
 - Housing
 - Parks and open spaces
 - Local air quality management
 - Communicable disease outbreaks, water sampling
 - Pollution control
 - Health and safety
 - Sustainable transport
 - Energy efficiency
 - Development Management
 - Waste Recycling and Environmental monitoring, Pest control
 - Leisure Services
- Supporting the vulnerable and those with disabilities by adaptation of their home environment to promote independent living such as disabled facilities grants

6. Pro-active health prevention

Encouraging people and places and health factors which promote health first are essential

Achieved through the following objectives:

- Encouraging pursuit of personal health goals through behavioural changes and social marketing models
- Recognising the importance of supportive environments in facilitating people to live well and reduce the amount of resources allocated to reactive secondary acute care treatment
- Working with individuals and communities to understand their health resources and needs so barriers to poor health can be overcome

7. The Council's Powers of Influence

The process, challenge and influence of the Council.

Achieved through the following objectives:

- The Health and Wellbeing Panel meeting as a focus for health matters including oversight of the East Herts public health role
- Developing and progressing the East Herts public health role reacting to and learning from the current health structures
- Being an active respondent to relevant health consultations
- Engaging with Herts County Council Public Health Directorate, Public Health Partnership Board, Health and Wellbeing Board Hertfordshire, Clinical Commissioning Groups, Acute Trusts, Healthwatch and other health partners involved with the new health approaches
- Providing training and development for members and officers who are part of the Health and Wellbeing Panel process

East Herts Health and Wellbeing Principles

The East Herts Public Health Strategy 2008-2013 evolved its original guiding principles so that it could respond to national and local health developments.

Additional considerations included a family project focus, pursuing external funding sources, building sustainability into projects and keeping the health evidence base relevant and informed.

Gaining an award for health promotion and community well-being confirms that our work has supported the 1986 Ottawa Health Promotion Charter principles^[10] which have been adopted as applied principles to keep the delivery of the strategy focused.

The East Herts Health and Wellbeing Strategy seeks to reflect:

- The six Marmot core principles aimed at reducing health inequalities over the life course
- The Public Health White Paper^[3] and measurement domains of the Public Health Outcomes Framework^[1]
- The Health and Wellbeing Hertfordshire Strategy priorities^[2]
- Trusted public health principles and models of working
- The foundational principles of the East Herts Public Health Strategy 2008-2013
- The importance of the Joint Strategic Needs Assessment (JSNA) and the value of contributing health evidence to it
- Effective partnership working to reduce health inequalities
- The internal and external health resources available to individuals and communities and to empower their use of these
- Maximised partnership working to deliver successful public health outcomes

National Recognition

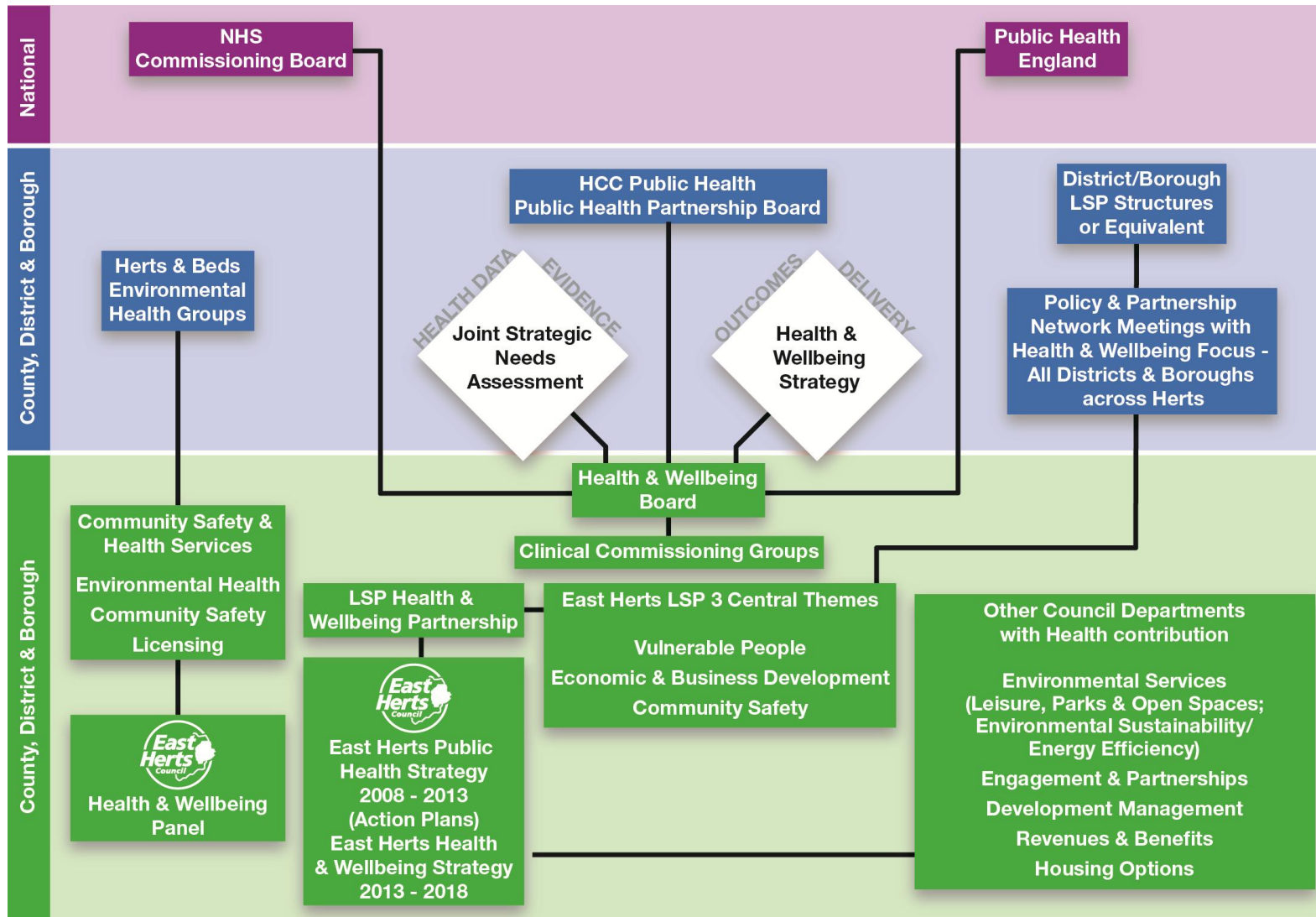
East Herts Council was delighted to be a recipient of the Royal Society for Public Health (RSPH) 2011 Health Promotion and Community Wellbeing Organisation and Partnership Award for their partnership led health promotion work across the district. The Council achieved the highest level of award classification on the evidence of their full submission to the RSPH ^[11]. The award was for three years and related in particular to the range of Public Health activities completed since the launch of the East Herts Public Health Strategy 2008-2013. Over 190 projects and initiatives have been delivered over the last five years undergoing consistent progression and evaluation with a number of newly inspired projects and innovative ways of reaching target audiences.

The assessment panel highlighted a number of key strengths of the work of East Herts Council:

- Strong and effective partnership working
- Good involvement and engagement with elected members
- Clear strategic support and individual leadership of the Public Health role

The Award has meant that East Herts Council has been able to work with the RSPH to further develop and improve its Public Health effectiveness and targeted work in reducing health inequalities for local East Herts residents. This has included the opportunity to be involved in assessment of the subsequent Award Winners and access training and development opportunities through working with RSPH and its associates.

Health Structures: National and Local Connections



Implementing the Health and Wellbeing Strategy

How will the approach work?

Annual action plans will target and measure our work and projects that appear according to the defined strategy priorities. The action plans can contain projects that the Council or its partners work on. The recording of the information will feature a targeted outcome, outcome progress and evaluation measurement.

How will the action plan link to the Strategy themes?

The Action plan will feature each of the seven aims and the projects will appear under each area according to the best fit of the project objective. Due to the nature of the seven priorities there is likely to be crossover between aspects as all priorities are designed to encourage a health inequality reducing approach.

What will the action plan seek to achieve?

The action plan will seek to reduce health inequalities locally by delivering projects which meet the aims of the strategy. Projects will be evidenced based in their application and be evaluated as part of the review process.

What will be the measurement tools for achieving success?

For the targets to be SMART, (specific, measurable, achievable, realistic and targeted).

A range of other National and local indicators and measurement systems will be used where relevant and necessary to indicate progress and achievement of local public health outcomes.

Examples of likely evaluation and measurement sets:

- Public Health Outcome Framework National Indicators
- Health and Wellbeing Strategy Hertfordshire Priorities
- Local data and health intelligence

Action Plan Project Inclusion and Exclusion criteria

Projects and initiatives should:

- Target populations, communities, groups or individuals with generic or specific intervention taking account of health need and supporting data.
- Demonstrate meaningful and measurable public health outcomes
- Be based on evidence of effective practice
- Include effective means of recording defined variables and softer outcomes to demonstrate health improvement and prevention
- Enable the opportunity for innovation and creative approaches to address health need
- Combine a sustainable approach so wider benefit is realised
- Be family focused where relevant
- Uses financial resources, both internal and external to facilitate outcomes
- Give opportunity for constructive dialogue and facilitate partner or recipient feedback
- Promote personal empowerment and responsibility for health

A project or initiative at any one time should reflect the majority of these criteria. Not all projects will meet every criterion, however these objectives will be used to provide a sound framework for evaluating the progress and continuing feature of a project or initiative in the Action Plan. Visible criteria will enable internal and external projects to be assessed and give increased accountability for decisions on inclusion or exclusion in the Action Plans.

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