

EAST HERTS COUNCIL

COMMITTEE – OVERVIEW AND SCRUTINY 20 February 2018

REPORT BY THE EXECUTIVE MEMBER FOR HEALTH AND WELLBEING

THE UPDATED EAST HERTS HEALTH AND WELLBEING STRATEGY
2018-2023

WARD(S) AFFECTED: ALL

Purpose/Summary of Report

- For Members to review and approve the content of the updated strategy

RECOMMENDATION for Overview and Scrutiny Committee

That:

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| (A) | Members identify any additional or emerging health and wellbeing areas for East Herts and pass these to the Head of Housing and Health for consideration when re-drafting the strategy. |
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1.0 Background

1.1 The East Herts Health and Wellbeing Strategy covered the period 2013 to 2018. The success of this strategy approach enabled a series of health and wellbeing projects to be delivered over the last five years. This occurred through the mechanism of the Health and Wellbeing Member led panel. Samples of these action plans can be accessed on the council website and two examples are included below:

Workplan Project Examples

2017/18 P001 - Hertford Walking Week 27th to 1st April	Use a range of methods to promote walking for school children including a daily travel passport, wearing something green and using Saturday for involving the wider family in a walking treasure trail.
2016/17 N002 - Promoting healthy eating information on HWB website pages	Provide more informed and accessible range of healthy eating advice and approaches on the health and wellbeing council webpages. https://www.eastherts.gov.uk/article/35094/Healthy-Eating

It is now appropriate to consider the format and direction for the Strategy for the next five years from 2018-2023 to reflect the latest public health thinking. Member, Officer, and Health Partner engagement with the East Herts Health and Wellbeing Strategy 2013-2018 reveals that much of the content is still topical and relevant. An update has therefore been proposed rather than a complete re-write.

2.0 Report

2.1 The main changes for the updated strategy in comparison to the current strategy will be summarised in this report. For further detail on the content of these sections please refer to **Essential Reference Paper 'B'**.

2.2 The three main areas of proposed changes are:

- 1) Small change in wording to priority six and priority seven changes in terms of reference
- 2) New public health concepts
- 3) Additional principles

2.3 1) Priorities 1-5 of the current East Herts Health and Wellbeing Strategy 2013-2018 Strategy will remain the same. The small word change of priority 6 has occurred to make it simpler as

improvement and prevention of health are mutually supportive.

East Herts 2018-2023 Priorities

- 1 Healthy children starting off well
- 2 Empowering children, young people and adults to achieve their life potential
- 3 Creating health and work together
- 4 Promoting positive health and wellbeing life quality for all
- 5 Healthy places and sustainable communities
- 6 **Health Improvement and prevention**
- 7 **The Council's Powers of Influence**

It is proposed that for priority seven "The Council's Powers of Influence" terms of reference change for

Bullet point one:

"The Health and Wellbeing Panel meeting as a focus for health matters including oversight of the East Herts Public Health role"

be amended to:

"The Community Wellbeing Forum be the focus for activating and empowering communities in East Herts for health and wellbeing change"

And for bullet point two

"Providing training and development for members and officers who are part of Health and Wellbeing Panel process"

Be amended to:

"Providing training and development for members and officers who are part of the Community Wellbeing Forum process"

2.4 2) New public health concepts

Health and Wellbeing thinking changes and develops as new ways of tackling existing problems are considered. For example complicated challenges such as addressing obesity and alleviating the pressures on the health and social care are current areas of focus. Two examples of these concepts involving wider thinking are:

People, Business and Place maker
Whole Systems Health Creator

2.5 People, Business and Place maker

The council and its health partners have a role to play through influencing the health and wellbeing decisions of how we live, work and play. Place making is about strengthening the connection between people and the places they share. It is not just about better urban design but also facilitates creative patterns of use, including physical, cultural, and social identities that define a place and support its ongoing growth. Helping the people, businesses and places of East Herts develop in this way is a focus that the council and its partners can contribute to going forward.

2.5 Whole Systems Health Creator

A system is a set of things working together as part of a wider mechanism or interconnected network. Systems can often be complex. The diagram below shows how cogs or parts of the system work together to deliver a result.



The council with its health partners represent parts in the system. Consideration of how these parts work in the system and the results that are produced is the key to gaining a better understanding of how the whole system works.

Current work focus:

The Whole Systems Obesity Workshop that East Herts worked on with partners looked at understanding the range of influences on fast food consumption or access to green spaces. Looking at one part in the system e.g. access to home cooked food aims to understand the behaviours related to this and how other influences connect with this such as family meal times.

The development and launch of the East Herts Social Prescribing Service is an exciting programme and an approach which also connects with whole systems working. Social prescribing is a means of enabling primary care services to refer patients with social, emotional or practical needs to a range of local, non-clinical services, often provided by the voluntary and community sector. The East Herts Social Prescribing Service will work with a range of partners to help meet the needs of those who are isolated, lonely or living with mild depression.

2.6 3) Additional principles

Other areas of thinking which allow us to embrace change and opportunity and would be good to include are:

Innovation – Using technology to support health and wellbeing improvement for residents and organisations

Creativity – Can we do something in a better way which is more effective and better suited to people's needs

Economic

- *System application*

We are all aware of the increasing costs of treatment and looking after our population, how can we balance provision and quality of services and maintain user experience

- *Personal application*

How do we help individuals to use their available income in a way which supports healthy choices and lifestyles

Income – Do we have services that the council or its partners can develop into a marketable product to benefit the health and wellbeing of people but also re-invest to support wider service provision

Personal – Work with individuals and communities more helpfully to provide and empower use of their available resources and social networks and improve their health and wellbeing and quality of life

2.7 Refreshing of Health and Wellbeing Grant priorities

The Health and Wellbeing Grant priorities have been refreshed to enable distribution of grants to a range of disadvantaged communities and areas within East Herts. This has involved analysis of a range of health and deprivation data to help inform the way in which grant applications are assessed and

awarded. This has been done to enable a more co-ordinated approach to improving health and wellbeing outcomes locally in line with the current and updated strategy priorities.

3.0 Implications/Consultations

3.1 Information on any corporate issues and consultation associated with this report can be found within **Essential Reference Paper 'A'**.

Background Papers

East Herts Health and Wellbeing Strategy 2013-2018

<https://www.eastherts.gov.uk/article/35655/Health--Wellbeing-Strategy-2013-18>

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