




Updated East Herts Health  
and Wellbeing Strategy 2018-  
2023 draft content (in  
development)



 @Eastherts

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## East Herts Health and Wellbeing Strategy 2018-2023 (updated)

**Aim: (1)** To update the East Herts HWB Strategy 2013-2018 using the same core Priority elements and reflecting the latest thinking on place making and whole systems public health models.

### By:

- Using the Community Wellbeing and Partnerships Team responsibilities as a means of focus for the strategy therefore connecting with all Council Departments and East Herts partners
- Allowing new Council and wider partner aspects to be considered in the development of programmes, projects and whole systems and place making.
- Enabling the updated EHHWBS 2018-2023 to be a resource for seeing the connections between internal Council and external partner strategies and wider County, Regional, National levers
- Providing links and a section for finding about:
  - health intelligence data
  - health and wellbeing evaluation and impact
- Referring the updated 2018-2023 EHHWBS back to the EHHWBS 2013-2018 full document as a reference resource
- Using similar logos, colour themes for consistency

The draft layout plan below relates to the numbered sections where each of the individual page content will be further developed:

Page 1

EHHWBS Updated  
2018-2023 Vision (1)  
Updated Priorities (2)  
East Herts Health  
facts and  
infographics (3)

Page 2

East Herts Health  
Challenges (4)  
What we want to do?  
(5)  
How are we going to  
do it? (6)

Page 3

What will we expect  
to see if it has  
worked? (7)  
Strategy connections  
(8)  
Working Differently  
(9)

Page 4

Measuring Impact and  
quantifying success  
(10)  
National and local  
indicators and  
outcomes (11)  
Sources of Health  
Intelligence  
information (12)

## **(1) EHHWBS 2018-2023 Vision**

A good level of health and wellbeing is something that everyone should be able to enjoy. Health can be viewed as your personal health, access to good quality health services or the choices you make that either help or hinder your potential to live well. Health can also relate to the environment, place or community you are part of and contribute to. Wellbeing is closely connected to your health status and gives a sense of purpose, contentment and often connects with your values and beliefs. Wellbeing can be experienced through mental, emotional, spiritual or physical forms.

East Herts Council is committed to helping you, your family and community to look after its health and wellbeing and create a District in which these elements can flourish. This updated strategy looks to build upon the great work that the Council, its partners and many individuals have actively supported and looks forward to continuing this work with all those who live, work or visit East Herts.

## **(2) Updated Priorities**

Life course themes for each age and stage in life EHHWBS 2013-2018 Priorities connected with the Hertfordshire HWB Strategy core elements

## **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 Pro-active health prevention change to “Health Improvement and prevention”

## **Hertfordshire Health and Wellbeing Priorities**

Children - start well

Young People – developing well

Working Age Adults – living well

Older people – active and independent living

## **How can East Herts help? Unlocking the health and wellbeing potential of our District:**

**Partnership      Funding provider      Project and Programme Delivery**

**Healthy Lifestyles      Health and Wellbeing grants**

**Community Wellbeing**

**Community Safety      Anti-Social Behaviour**

The Community Wellbeing and Partnerships Team have a number of ways in which it can help and support individuals, communities and organisations in these areas.

### **People, Business and Place maker**

A range of other Service Teams and Departments also vitally contribute to health and wellbeing decisions and influence the health of how we live, work and play. These

include but are not limited to Environmental Health, Licensing, Housing, Planning, Parks and Open Spaces, Leisure, Waste and Recycling, Benefits and Revenues, Business Management, Communications, Human Resources.

## Whole Systems Health Creator

The Council is one part of a series of systems that include HCC Public Health and Community Wellbeing, Adult Health and Social Care, Borough/District Councils, CCG's, Acute Trusts, Voluntary and Statutory sector partners. Combined consideration of the factors that influence how these systems work now and understanding how these can improve to achieve better health and wellbeing outcomes is essential.

## East Herts Health facts and infographics (3)

Sections 3 and 4 to be reviewed and discussed with Insight and Improvement who have provided sample data sets.

- **Size** East Hertfordshire covers an area of 47,569 hectares which represents 28.95% of the total area of Hertfordshire County making it the largest District in the County
- **Locations** Around 73% of the Population live in of the 5 main towns, separated from vast areas of rural landscapes and small villages across 30 ward boundaries.
- **Transport** – East Herts has 8 trains stations across the District, taking over 7.9 million journeys in 2016/17, an increase of 6.9% on 14/15
- **Development** – East Herts plans to build 16,390 new homes over the next 15 years, accounting for an increase of over 20%
- **Deprivation** – East Herts has relatively low deprivation with no ward within East Herts amongst the 45 most deprived in Hertfordshire. The 5 most deprived wards in the District account for close to 16% of the population

## East Herts Health Challenges (4)

- **Age Groups** East Hertfordshire continues to age with projections of 80-90% expected to almost double by 2037 from 7,100 to 13,900, the largest age group increase
- **Weight & Inactivity** – Whilst there have been clear improvements in adult activity and exercise, particularly in the past 5 years, there are still around 20.5% of the East Herts populations that classify themselves as inactive and still close to two thirds of adults are classed as obese
- **Smoking** – Consistently over the past 4 years (2012-2015), East Herts sits in the middle of smoking levels across the 10 Districts and as a general trend, continues to fall national trends although there are still around 16.5% of the adult population smoking.
- **Mental Health** - Mosaic data suggests that up to 14% households are very likely to live with depression, 21% from stress and 9% on an ongoing regular basis.
- **Dementia** is an increasing problem with the number of cases reported increasing year on year over the last 3 years with 4,402 identified cases across the North & East Herts Partnership trust in 2015/16

## What we want to do? (5)

1. Understand and plan for the changes across the age profile and population within East Herts (a)
2. Appreciate the differences between town and rural areas within East Herts and the health challenges this brings (b)
3. Work with a range of partners to promote increased opportunities for physical activity and active travel reducing environmental impact (c )
4. Promote healthy eating and safe cooking approaches which enable good nutrition and help in sustaining a healthy weight. (d)
5. Help reduce the impact of smoking and lessen the burden of long term health related conditions (e)
6. Assist those experiencing mental health and emotional wellbeing difficulties to live well (f)

7. Help those who have dementia to live well (g)
8. Assist with statutory housing responsibilities (h)

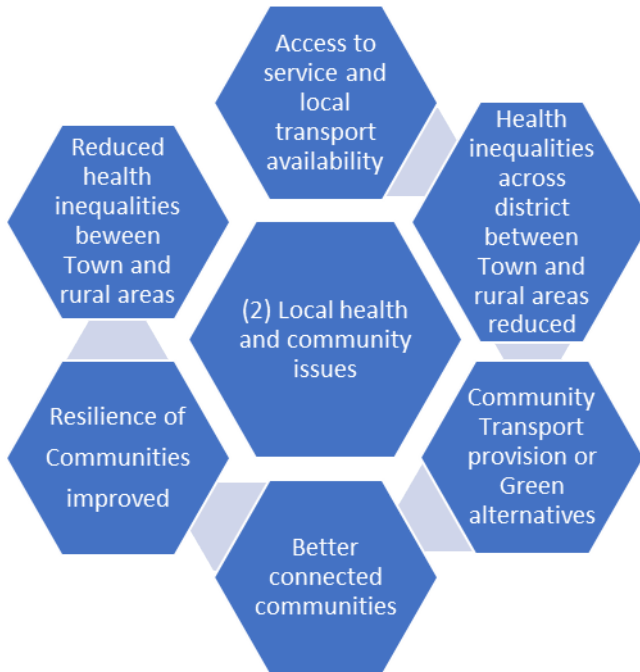
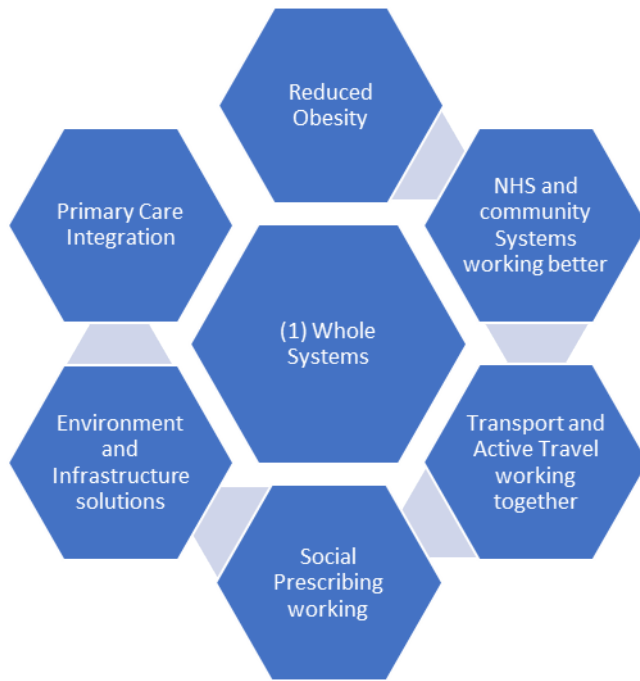
### **How are we going to do it? (6)**

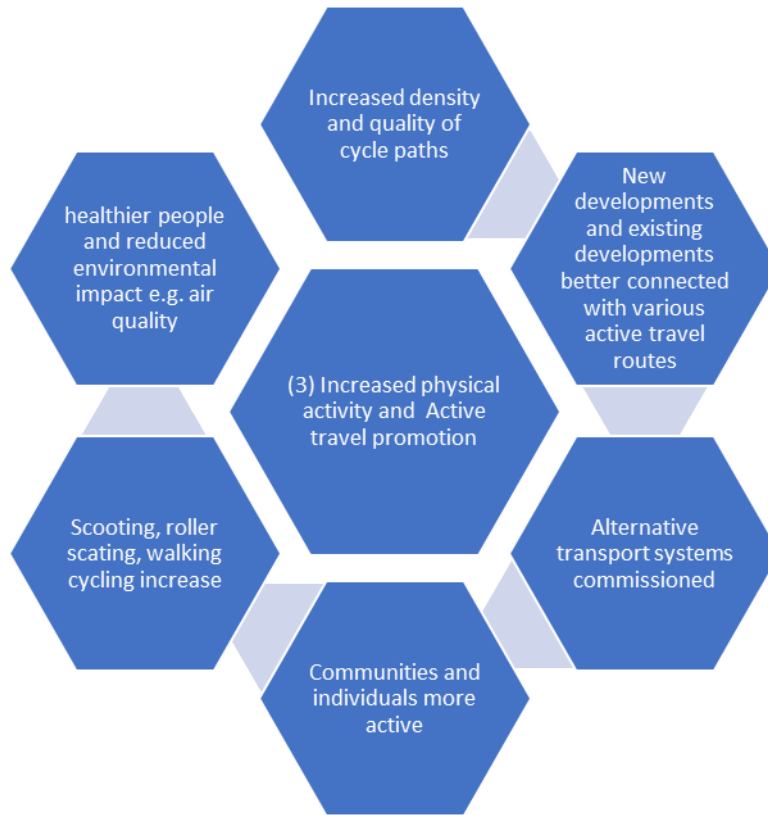
1. By contributing to whole systems solutions and adapting to the changes in need and demands that this will place on a range of services (a1)
2. By understanding the issues connected with a range of individual and community health factors such as isolation, loneliness, safety, mild depression and how this impacts access to services and transport availability (b2)
3. By supporting better active travel connections between communities and their local parks, paths and open spaces and promoting increased activity levels as a Council and with partners. (c3)
4. Continuing to develop and support internal and partner approaches to helping families and individuals eat more healthily. (d4)
5. Continuing to support referral and signposting to Stop Smoking Services and commitment to wider Tobacco Control matters (e5)
6. By supporting groups and organisations which can help individuals live better with their long term conditions (e5)
7. By raising awareness amongst our communities and with partners to promote good mental health and emotional wellbeing (f6)
8. By improving understanding about the impact of dementia on families and individuals (g6)
9. By providing advice and support to homes and businesses as part of our statutory responsibilities to maintain a healthy and safe environment

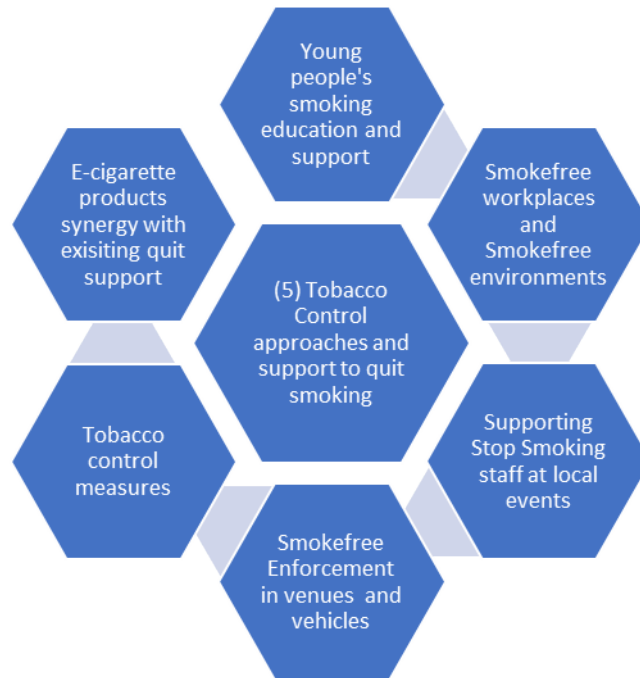
### **What will we expect to see if it has worked? (7)**

The types of solutions and impacts that could be delivered if objectives 1 – 9 are partially or substantially achieved. 1-6 represented in draft visual format, 7-9 to be developed.











Above sections 5, 6 and 7 to be reviewed and confirmed as content develops and finalised.