

EAST HERTS COUNCIL

EXECUTIVE - 11 DECEMBER 2018

REPORT BY EXECUTIVE MEMBER FOR HEALTH AND WELLBEING

EAST HERTS HEALTH AND WELLBEING STRATEGY 2019-2023

WARD(S) AFFECTED: ALL

Purpose/Summary of Report

- This report presents the draft version of the updated Health and Wellbeing Strategy covering the period 2019-2023, including the draft new Physical Activity Strategy. Members' views are now sought.

RECOMMENDATIONS : That:

(A)	the Executive endorses the content of the draft Health and Wellbeing Strategy 2019 - 2023, incorporating the draft Physical Activity Strategy, and recommends it to Council for approval.
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1.0 Background

1.1 The current East Herts Health and Wellbeing Strategy covers the period 2013 to 2018. The strategic approach has enabled a series of health and wellbeing projects to be delivered over the last five years, Fusion Cooking, Male Mental Health Campaign and Social Prescribing projects.

1.2 It is timely to update the existing Strategy so the council can respond to emerging challenges and future health and wellbeing opportunities covering the next five years from

2019-2023. A fully updated Strategy is now proposed, building on the principles of the current strategy while also allowing for the inclusion of new content and concepts.

1.3 Given the obvious linkages, it is proposed to incorporate, as an addendum, the council's new Physical Activity Strategy. An earlier draft was considered by the Executive in June 2017. The proposed version is the result of consultation. Officers now recommend the Physical Activity Strategy for approval by the Executive.

2.0 Report

2.1 The revised Health and Wellbeing Strategy has been drawn up following consultation with and input from the Community Wellbeing Forum, the Council Leader and the Executive Member for Health and Wellbeing and officers across the Council. For further detail on the finalised content of these sections please refer to **Essential Reference Paper 'B'**. An Equalities Impact Assessment has also been prepared for the Strategy. Please refer to **Essential Reference Paper 'C'**.

2.2 Although slightly reworded, the seven health and wellbeing priorities remain unchanged, these being to:

- help all children to start off well
- empower children, young people and adults to achieve their life potential
- promote healthy working environments
- promote positive health and wellbeing for all
- create healthy places and sustainable communities
- strengthen health improvement and ill-health prevention
- use the council's power of influence.

2.3 More explicit links are now made between the council's Strategic Framework and Health and Wellbeing Priorities. The revised Health and Wellbeing Strategy makes it clear that the

council is in a position to positively influence the health and wellbeing of local residents given its role as:

- a provider of public health assets and services
- a deliverer of public health activities and programmes and
- an enabler of health improvement.

2.4 The section laying out the health challenges facing the district has been expanded.

2.5 It is proposed to include the council's Physical Activity Strategy as an addendum to the Health and Wellbeing Strategy given the strong linkages between the two strategies. Physical activity is well evidenced as a contributor to overall health and wellbeing and therefore requires a strategic focus to help support individual, community and population increases in physical activity levels. The ways in which council-led leisure facilities and community partner healthy lifestyle projects can help to increase physical activity participation and encourage a range of resulting health benefits are reflected in the Physical Activity Strategy document.

2.6 It is worth noting that the council's Community Grant priorities have already been refreshed and approved by Council. This revised approach enables the council to distribute grants to a range of disadvantaged communities and areas within East Herts in a more focused way. It is officers' opinion that the revised Health and Wellbeing Strategy will enable further refinement of the way in which the council's grants are targeted.

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

None

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