

EAST HERTS COUNCIL

COUNCIL – 19 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 for approval the proposed updated Health and Wellbeing Strategy covering the period 2019-2023, including the proposed new Physical Activity Strategy.

RECOMMENDATIONS : That Council:

(A)	approves the revised Health and Wellbeing Strategy 2019 - 2023, incorporating the new Physical Activity Strategy.
------------	--

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, including 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 of the Physical Activity Strategy was considered by the Executive in June 2017. The Executive's views have been taken into consideration as have those of other stakeholders.

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, officers across the council and other stakeholders. The proposed new Strategy is included at **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 the 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

Contact Member: Councillor Eric Buckmaster – Executive Member
for Health and Wellbeing
eric.buckmaster@eastherts.gov.uk

Contact Officer: Jonathan Geall – Head of Housing and Health
Tel: 01992 531594
jonathan.geall@eastherts.gov.uk

Report Author: Simon Barfoot – Healthy Lifestyles Programme
Officer
simon.barfoot@eastherts.gov.uk