

East Herts Council Report

Overview and Scrutiny Committee

Date of Meeting: Tuesday 16th June 2020

Report by: Simon Barfoot; Healthy Lifestyles Programme Officer

Report title: East Herts Health and Wellbeing Strategy 2019-2023 -
Progress Report

Ward(s) affected: All

Summary

RECOMMENDATIONS THAT:

- a) Committee Members consider progress to date on the Health and Wellbeing Strategy action plan and provide comments for consideration by the Executive Member for Wellbeing and Head of Housing and Health;**
- b) Committee Members review the proposed amended approach to the health and wellbeing work programme emerging from the council's response to Covid-19 and provide comments for consideration by the Executive Member for Wellbeing and Head of Housing and Health.**

1.0 Proposal(s)

- 1.1 Committee Members review progress of the Health and Wellbeing Strategy 2019-23 action plan to date.

2.0 Background

- 2.1 The East Herts Health and Wellbeing Strategy 2019-2023 was adopted by Council on December 19th 2018. The Strategy highlights nine locally identified key health challenges which reflect health, social and wellbeing needs and combine member, officer and resident input.

2.2 These challenges also reflect the commitment to sustainability, engagement, economic growth and digital by design, such as assistive technologies, which comprise the council's SEED Corporate Priorities.

2.3 The nine health challenges are:

- deprivation
- weight
- physical inactivity
- isolation and loneliness
- dementia
- mental health and wellbeing
- smoking
- sustainable transport
- public transport.

3.0 Context

- In February 2020, Health Equity in England "The Marmot Review 10 Years On"¹ published by the Health Foundation identified that health inequalities have worsened across the UK over the last decade with many of the most deprived communities seeing their life chances and outcomes decline. Within this context, East Hertfordshire continues to enjoy better health outcomes when compared with England and the other nine Hertfordshire districts, illustrated by **Appendix A. East Herts health profile compared with Hertfordshire districts:**
- 11 of the 32 health indicators measured represent significantly better health outcomes across the district compared with the rest of Hertfordshire. These include life expectancy at birth, hospital stays for self-harm and

¹ **HEALTH EQUITY IN ENGLAND: THE MARMOT REVIEW 10 YEARS ON**, Institute of Healthy Equity, Marmot and Associates including support from the Health Foundation; [February 2020. www.instituteofhealthequity.org/the-marmot-review-10-years-on](https://www.instituteofhealthequity.org/the-marmot-review-10-years-on)

alcohol-related harm, and the percentage of adults classified as overweight or obese
the remaining indicators show East Herts to not be significantly different when compared with the rest of Hertfordshire

- East Herts is the only district not to have a significantly worse indicator when compared with other Hertfordshire districts, reflecting the healthy, safe place and environment that East Herts continues to provide.

4.0 Key achievements in 2019/20

4.1 **Appendix B Tables 1-9** highlight the work contributing to, and the progress made for, each of the health challenges outlined in the Health and Wellbeing Strategy.

4.2 **Appendix C** summarises the overall achievements and outcomes. These achievements include:

- **Shape Up** – 45 men took part in weight management programme run by Watford Community Sports and Education Trust. (Table 2)
- **East Herts Social Prescribing Service** – 250 clients seen addressing the isolation, loneliness and mild depression needs of the 55+ age group via GP referral to partner led activities. (Table 4)
- **Healthy Hubs East Herts** – lifestyle prevention and wellbeing support targeted at East Herts communities and individuals. Online contact and SMS messaging will be used post Covid-19 (Tables 1-9)
- **Community grants** – 35 awarded supporting health and wellbeing need enabling community projects. (Table 1)
- **Live Well, Work Well programme** – 300 staff engaged in programme of varied activities, enhancing physical, emotional and mental wellbeing. (Table 3 and 6)
- **Dementia community engagement** – 650 individuals participated in series of programmes and initiatives enabling those with dementia and their families to live

well. (Table 5)

- **Active travel subway re-wrapping** – four of six Hertford subways have been enhanced in appearance creating safe and attractive environments to encourage increase in walking levels. (Table 8 & 9)
- **Staff lift share scheme** – 48 colleagues signed up to this sustainability intervention to reduce pollution and congestion for work travel journeys. (Table 8 & 9)
- **Health and wellbeing input to the Harlow, Gilston Garden Town development** – 10 meetings or consultations responded to delivering tangible health and wellbeing outcomes for residents in new developments. (Table 8 and 9).

Use of digital opportunities, online technologies and innovative approaches including:

- crowd-funding for parks play area (**see Appendix B; Table 1**)
- air quality air alert service (**43 users, Appendix B; Table 8 and 9**)
- online sign up for Healthy Hubs
- promotion of online apps for behaviour change and lifestyle improvement.

Please refer to Technology sections of Appendix B and tables 1-9 for further specific examples.

5.0 Covid-19 pandemic health and wellbeing responsiveness

5.1 An important element of the council's overall approach to health and wellbeing has been to be responsive and timely in supporting staff and residents with lockdown measures to remain resilient and well. Examples of this range from a staying in touch group for staff on the intranet (40 contributions) to 25 'living with lockdown' resource links including chair based exercise routines to healthy eating recipes and mental wellbeing approaches, accessible to everyone through the Healthy Hub East Herts web page.

5.2 The council has also used of a range of media including phone, digital media chat rooms, online forums and video conferencing to communicate effectively with staff, partners and residents.

6.0 Next steps

6.1 Building on **rapid learning and adaptation during Covid 19 emergency, it is proposed that the council's approach to health and wellbeing will:**

- build upon existing use of digital delivery and assistive technology through the Healthy Hub East Herts and other council services
- provide multi-channel communications and support in recognition of the full range of ways in which information is accessed by residents, both via traditional communication approaches and digital means
- assess residents' needs so support can be maintained or altered accordingly as a result of Covid-19
- use learning gained to make tailored improvements to current and future health and wellbeing programme interventions
- use the Community Wellbeing Member Forum as means of championing and actioning health and wellbeing work in line with Priority 7 of the East Herts Health and wellbeing Strategy, this being to use the council's power of influence.

7.0 Options

7.1 The following options have been considered:

- a) do not review the action plan. NOT RECOMMENDED as members should be kept informed of the progress of the health and wellbeing strategy and enabled to support the ongoing health and wellbeing work in East Herts
- b) review the action plan and review its contents.

RECOMMENDED to ensure the strategy remains live and relevant, allowing members to effectively support the progress being made towards health and wellbeing improvements in East Herts.

8.0 Risks

- 8.1 The council has for a number of years prioritised resources, and levered in funding, to support activities to promote health and wellbeing in the district. It is suggested that increasing financial pressures resulting from the Covid-19 pandemic both locally and nationally may put pressure on the ability to maintain the high level of activity with regard to health and wellbeing.
- 8.2 To mitigate this risk, it is proposed that available funding will be used in a targeted, co-ordinated way to increase the use of new technologies and assistive technologies, assets and innovation, to help the council to support the health and wellbeing needs of its staff, partners and communities. The council will use the lessons learnt in adapting services throughout the pandemic to build on the existing use of technology and digital delivery, offering cost effecting, sustainable, wide reaching support to its staff and communities

9.0 Implications/Consultations

- 9.1 Council officers and partner colleagues indicate and feedback pertinent information as required.

Community Safety

Perception and fear of crime and maintaining good community safety is closely connected to enjoyment of good health and wellbeing. Exploration of more holistic programmes in this area could be developed.

Data Protection

Full GDPR application across health and wellbeing programmes is vital and the advent of Covid-19 has meant that data sharing for the common good has been supported. Data sharing agreements and

proportionate sharing of data for public health reasons is something that may need to be reviewed.

Equalities

The EQIA for the EHHWBS 2019-2023 may need to be reviewed in response to council adaption to Covid-19.

Environmental Sustainability

East Herts Council's SEED priorities form the direction of travel for the future and further alignment and integration of the East Herts Health and Wellbeing Strategy priorities and principles is key.

Financial

Internal and external funding support is likely to come under increasing pressure so innovative ways of seeking income revenue and collaborative partnerships will become increasingly important.

Health and Safety

Standard Risk Assessment in place.

Human Resources

HR supports the live well, work well programme.

Human Rights

No direct implications.

Legal

No

Specific Wards

Wards are targeted according to specific health needs, whilst more universal programmes would focus on district wide communities.

10.0 Background papers, appendices and other relevant material

10.1 East Herts Health and Wellbeing Strategy 2019-2023.

10.2 East Herts Action Plan 2019-2023.

10.3 East Herts Green Spaces Strategic Action Plan.

10.4 PHE Fingertips health profiles – source of health data quoted in report for East Hertfordshire.

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

Report Author

Simon Barfoot – Healthy Lifestyles Programme Officer,
Tel: 01992 531471.