

# Why does public health matter to us?

Most people want to be in better health. People are living longer, but often in poorer health

We believe we have an overarching responsibility to consider health and wellbeing in all our council activities

## Our strategic aims

To help more people be and stay healthy, to enhance self-care and community resilience, and to integrate and improve support for people in their homes

## How we will meet our aims

Identify health and wellbeing priorities in each annual service plan  
Encourage officers, members and partners to help determine what is important to people  
Continue to build strong community partnerships  
Plan for healthy communities  
Ensure our outstanding environment contributes to health and wellbeing  
Ensure sufficient resources to reduce inequalities and achieve greater health and wellbeing  
Support East Devon's communities and residents in making it a healthier place  
Seek and respond to new opportunities  
Embrace technologies for sharing health messages.

Develop annual implementation plans with SMART objectives in all council services.  
Monitor progress.  
Report and publish progress annually.

## Our priority activities

### Where we will focus

Exmouth Littleham  
Exmouth Town Centre  
Exmouth Withycombe -  
Raleigh Moorfields Rd  
Honiton Dowell Street  
area near High Street  
Cranbrook

### What we will focus on

Physical activity	Dementia
Diet and nutrition	Long-term conditions
Smoking	Frailty and falls
Alcohol	Housing and homelessness
Mental health	Indoor environment factors
Loneliness; social isolation	