

**Report to:** **Scrutiny Committee**

**Date of Meeting:** 07.02.19

**Public Document:** Yes

**Exemption:** None

**Review date for release** None

**Agenda item:** 8

**Subject:** **East Devon Public Health Strategic Plan 2019-23**

**Purpose of report:**

The strategic aims of the Plan are to help more people to be healthy and stay healthy, to enhance self-care and support community resilience, and to integrate and improve support for people in their homes.

Following consideration of our Public Health Strategic Plan for 2019-2023 by Cabinet on 2 January the Chair of Scrutiny Committee has requested that the document should also be considered by his Committee on 7 February.

The purpose of this report is to facilitate this more detailed debate by the Scrutiny Committee; to enable members to better understand how the work set out in the plan will be delivered; and to consider in more detail the ways in which East Devon District Council's Officers and Members can influence and improve the health and wellbeing of our communities.

The Public Health Strategic Plan underpins East Devon's overarching ambition to be and remain an outstanding place. It aligns with the Council Plan, and also with wider-Devon priorities as outlined below.

**Recommendation:**

**That Scrutiny Committee considers the role that East Devon District Council's Officers and Members can play in tackling a range of local health and wellbeing issues.**

**Reason for recommendation:**

It will be helpful for Officers and Members to share their understanding of their local communities and the priorities set out in our strategic plan. They can consider practical ways in which our service provision and implementation plans could put these strategies into deliverable actions over the coming years.

**Officer:**

Helen Wharam, Public Health Project Officer  
[HWharam@eastdevon.gov.uk](mailto:HWharam@eastdevon.gov.uk) : 01395 571651

**Financial implications:**

There are no direct financial implications in relation to the recommendations in this report, resources to deliver the Strategy are assumed to have been budgeted or will require a separate report to Cabinet and Council in order to request any additional funding.

**Legal implications:**

The report does not raise any legal implications which require comment.

**Equalities impact:**

Low Impact



**Risk:** Low Risk

**Links to background information:**

The Public Health Strategic Plan 2019-23 along with background information and supporting evidence are available here:

<http://eastdevon.gov.uk/health-and-wellbeing/east-devons-public-health-plan-and-review-of-progress/public-health-strategic-plan/>

A yearly implementation plan identifies activities across the council which are designed to meet public health priorities. Progress against these activities is reviewed annually, highlighting particular achievements. Public health implementation plans, annual reviews, and the previous public health strategic plan 14/17, are all available here: <http://eastdevon.gov.uk/health-and-wellbeing/east-devons-public-health-plan-and-review-of-progress/>

**Link to Council Plan:**

This report helps to address the four Council priorities:

Encouraging communities to be outstanding

Developing an outstanding local economy

Delivering and promoting our outstanding environment

Continuously improving to be an outstanding council.

**Report in full**

**Why we are committed to public health: historic context**

Much of our work is concerned with the prevention of ill health and we have been doing this for over 100 years. Public health - encompassing physical health and mental wellbeing, is core business for a district council, and has been since the creation of local government.

Much of this public health work is statutory and links back to our historical service provision which developed through legislation protecting public health, ranging from housing, planning and building control, environmental protection, and noise pollution, to welfare benefits.

Public health is an umbrella term for a whole range of our services - from health & safety at work to the provision of nature reserves; from running volunteering events to food hygiene inspections; improving housing conditions to community development; waste collection to leisure provision.

Public health is 'in our DNA'. So much of what we do influences health and wellbeing for the better, which is why we regard it as core business and "the right thing to do".

**Examples of activities implemented during the course of the previous public health plan**

The Public Health Strategic Plan 2019-23 replaces the Public Health Plan 2014-17.

In a multi-disciplinary approach, teams across the Council including Housing, Planning, Countryside and Environmental Health worked together with partners to combat inequalities and encourage healthier lifestyles. We have sought effective and creative ways of achieving this within existing resources.

Our Annual Reviews illustrate what we can achieve, including:

- SWITCH youth programmes in Littleham Exmouth, Millwey Axminster and Heathpark Honiton
- Events and support for the tenants' associations in Lymebourne, Sidmouth; Powell Close/Manor Road/Harepath Road, Seaton and Lower Brook Meadow, Sidmouth
- Support and events in three community orchards across the district: Littleham, Moormead (Budleigh Salterton), and Millwey
- Multiple one-off events on our estates and across the district each summer, including fun days and festivals
- Dementia friendly walks, Honiton
- Painting for Parkinson's; Thelma Hulbert Gallery
- Campfire cooking and many other outreach activities with Countryside team
- Exmouth's Passivhaus
- Exmouth Parkrun
- Countryside volunteers' weekly task forces
- Cranbrook Healthy New Town: Successfully gaining a place on this national programme and retaining second-year funding - securing initially 150K for 16/17 then 170K for 17/18 from NHS England. EDDC have invested in-depth planning and design activities, partnership work and projects organised by us ranging from setting up a tooth-brushing club for reception-year children at the Education Campus, to delivery of health information skills training to volunteers in Cranbrook's library and Patient Participation Group.

Full reports covering our progress annually from 2014 are available here:

<http://eastdevon.gov.uk/health-and-wellbeing/east-devons-public-health-plan-and-review-of-progress/east-devons-public-health-plan-annual-review/>

### **How we will use the Public Health Strategic Plan 2019-23**

Our Strategic Plan aims to provide an overarching sense of direction for our future activities, all within existing resources. It is not intended to dictate specific activities to teams.

By indicating priority actions, it will inform and guide the council's annual Service Plans, giving structure and direction to our yearly public health implementation plan. In this way activities across the council will be designed to meet public health priorities each year.

Progress against these activities is reviewed annually, highlighting particular achievements and considering any areas of activity needing further attention. This is monitored via a steering group of officers.



Our Public Health Strategic Plan is available in full: <http://eastdevon.gov.uk/health-and-wellbeing/east-devons-public-health-plan-and-review-of-progress/public-health-strategic-plan/>

Our yearly public health implementation plans, annual reviews, and the previous public health strategic plan 14/17, are all available here: <http://eastdevon.gov.uk/health-and-wellbeing/east-devons-public-health-plan-and-review-of-progress/>

## Details of the new Strategic Plan 2019-23

The Strategic Plan explains what we mean by public health, and why it matters to us. It states our strategic aims:

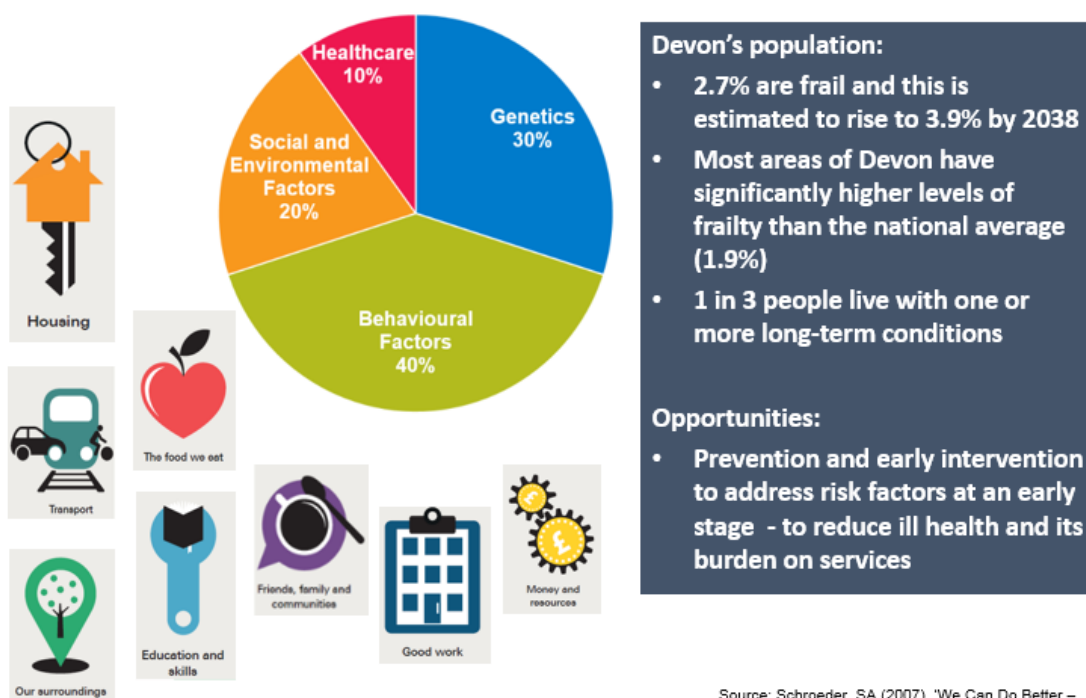
1. To help more people to be healthy and stay healthy
2. To enhance self-care and support community resilience
3. To integrate and improve support for people in their homes

It outlines how we will approach our work, monitor progress and feed back. To approach our aims we will:

- Tackle environmental and social conditions to promote good health
- Encourage healthier behaviour so fewer people become ill
- Address loss of independence
- Promote wellbeing and self-care.

In our Strategic Plan we cite research showing that social, environmental and behavioural factors have the greatest impact on our health (only 30% of ill health and early deaths are attributed to genetic factors). This illustrates the potential we have as a district council to influence our residents' health for the better.

### Impact of different factors on risk of morbidity and mortality



Source: Schroeder, SA (2007). 'We Can Do Better – Improving the Health of the American People'. New England Journal of Medicine. 357: 1221-8 (cited in Public Health England Strategic Plan, 2016-2020)

The Plan sets out how we will encourage and assist services across the council each to support and improve health and wellbeing across the District. Working with public health statisticians at Devon County we have identified which activities and which communities we should focus upon to most effectively tackle inequalities within the District. We are not requesting additional resource, and we will prioritise those local activities which we are most able to influence.

The Plan aims to remind Services of these priority activities:

- Physical activity [e.g. Countryside events; LED outreach for adults and for children]
- Diet and nutrition [e.g. Sugar Smart, Healthy Weight activities, cookery skills classes]
- Smoking [e.g. playground signs; work via Devon Smokefree Alliance]
- Alcohol use; alcohol-specific admissions in under 18s [e.g. Stoptober campaign]
- Mental health – children, young people, adults; including self-harm [with partners]
- Loneliness; social isolation [e.g. tenants' events, Countryside volunteers, TGH work]
- Dementia [e.g. dementia friendly walks, helping to raise awareness]
- Long-term conditions [e.g. supporting awareness campaigns]
- Frailty and falls [e.g. raising awareness; balance and exercise via LED]
- Housing and homelessness [work with residents e.g. by Housing Needs staff]
- Indoor environment factors [e.g. schemes to tackle fuel poverty in private housing].

It can be seen that many of these activities support each other. For instance a cookery class, a balance class, an organised walk in a park, volunteering with the Countryside team, activities for dementia patients and their carers – each would help to reduce loneliness.

Our team of community development workers and other officers are committed to supporting our communities. We will work across the district, with particular focus in priority communities as identified through liaising with public health colleagues at Devon County:

- Exmouth Littleham
- Exmouth Town Centre
- Exmouth Withycombe - Raleigh Moorfields Road
- Honiton Dowell Street/Northcott Lane area near High Street
- Cranbrook.

We accept that people living in other communities including rural areas may need support. From a strategic point of view we believe that we should start in the areas where need is greatest.

### **Meeting our strategic aims**

The Public Health Strategic Plan is written primarily to guide EDDC services and individual officers when deciding their annual service plans, alongside work by elected members.

The Plan showcases how we can meet these priorities by aligning our core activities while playing to our strengths.

1. Our natural open spaces provide valuable opportunities for us to achieve many of our public health priorities, ranging from increasing levels of physical activity, to improved mental wellbeing and reducing social isolation. It offers us tangible opportunities to align with Devon-wide work and has potential for social prescribing.

2. For example we will invite our Planners to work with partners including Devon Wildlife Trust to ensure the joined-up thinking needed to create local Nature Recovery Networks. StreetScene, our Countryside team, our Community Development Workers and others will involve our communities in delivering and deriving benefit from these Nature Recovery Networks.
3. Our Environmental Health team work with our food businesses to ensure that the food we buy is safe. Increasingly we try to ensure that our residents recognise and demand balanced and healthy choices.
4. The EH team monitor and through planning decisions protect local air quality.
5. Our Public Health Project Officer selects national and regional campaigns to support, and regularly uses social media to deliver and reinforce a range of hints and ideas to encourage healthy lifestyles.
6. Our Housing Services work with both our own tenants and those in housing need to support this fundamental requirement of wellbeing.
7. Our Revenues and Benefits team have extensive contact with a range of customers - this contact provides important support for some of our more vulnerable customers.

Across the district we have opportunities to influence outcomes at a local level in ways not available to County or NHS colleagues. We believe that social prescribing and Making Every Contact Count (MECC) are both ways in which we can meet many of our local public health priorities while aligning with wider-Devon strategic themes. This is expanded in the Annex.

## **Evidence for the Plan**

Our Plan is part of a bigger picture, reflecting evidence-based public health priorities identified nationally and regionally.

A function of the Public Health Intelligence team at Devon County Council is to provide analysis and interpretation of health service data to help us understand the health challenges in our local communities. They collate data from many sources annually into the Devon Joint Strategic Needs Assessment [JSNA], showing what is harming the health of the people and therefore indicating what it might be possible for us to do to improve that situation.

We have liaised with that team, and used this and other evidence e.g. from NHS and Public Health England sources, to create our Plan, using the best available information at the time.

Background information and supporting evidence for East Devon Public Health Strategic Plan 2019-23 is available here <http://eastdevon.gov.uk/health-and-wellbeing/east-devons-public-health-plan-and-review-of-progress/public-health-strategic-plan/>

## **ANNEX: Opportunities arising from links between East Devon District Council's Public Health Strategic Plan and Devon's Sustainability and Transformation Partnership**

### **What are STPs: sustainability and transformation partnerships**

In 2016 the NHS and local councils came together in 44 areas covering all of England to develop proposals to improve health and care. Sustainability and transformation partnerships formed to coordinate services, agree system-wide priorities, and plan collectively how to improve residents' day-to-day health through simple, practical improvements for local communities.

<http://www.england.nhs.uk/integratedcare/stps/>

### **Devon's STP <http://www.devonstp.org.uk/>**

Devon County Council's public health team reports that the national picture is now moving at pace towards Integrated Care Systems (ICS) which is the same direction of travel as STPs.

Sets out plans for transforming health and care services for local people to achieve improved wellbeing, better health and better care for Devon's populations. A key STP priority is prevention and early intervention, with a focus on the individual, supported by families and friends, within their local communities, providing the information and support to help them lead healthier lives as independently as possible.

Goal: to look at every part of health and care provision in Devon as a whole.

Strategic themes:

- i. Enabling more people to be healthy and stay healthy
- ii. Enhancing self-care and community resilience
- iii. Integrating and improving support for people in their homes.

Priorities:

- i. Prevention & promoting health
- ii. Integrated models of care
- iii. Primary care
- iv. Mental health and learning disabilities
- v. Acute & specialist services
- vi. Productivity
- vii. Children and families.

### **Local Authority role in STP work: Prevention and Promoting Health**

Devon County Council is leading delivery of the STP's Prevention and Promotion priority.

In addition to commissioning services such as screening and immunisation programmes, drug and alcohol services and social care, Devon County Council's priorities within the STP currently include:

- i. Tackling environmental and social conditions to promote good health
- ii. Encouraging healthier behaviour so fewer people become ill
- iii. Changing behaviours and managing early illness to prevent progression
- iv. Address loss of independence
- v. Promote wellbeing and self-care.



## **Why East Devon District Council should align activities with Devon STP**

Cross-cutting themes inevitably include housing and mental health and key areas of work include tackling alcohol, smoking, long-term conditions, falls & frailty, loneliness, mental health and housing issues.

To date Devon's District Councils have not played a major role in the development of Devon's STP. However as we can see from the goal, themes and priorities set out in the STP, East Devon District should now take a more active role in this partnership. The Public Health Project Officer has attended STP meetings on behalf of EDDC, reflected upon STP activities and via the new Public Health Strategic Plan 2019-23 has placed our own public health work definitively within the context of the STP.

EDDC is already active, for example through the work of Public Health Project Officer, Housing's Community Development Workers, the Housing Options Team, the Benefits Team, the Countryside Team, THG team etc. in delivering work that significantly contributes to:

- i. Making every contact count (MECC)
- ii. Identify and collaborate in social prescribing activities
- iii. Health messaging / Lifestyle advice and information
- iv. Preventing falls and dealing with frailty.

How can EDDC continue to develop this within our own organisation:

- i. Knowing about the key areas of work that have been highlighted to achieve the best results in prevention
- ii. Prioritising these areas within our own Council Plan, Public Health Strategic Plan and Service Plans
- iii. Understanding the main mechanisms through which we will achieve 'prevention at scale' – in other words being able to view our contribution as a component of a system-wide delivery of the STP programmes
- iv. Talking to staff and partners about how we can work together to achieve them.

## **Annex summary: ways in which EDDC could embrace STP partnership activities**

Across the district we have opportunities to influence outcomes at a local level in ways not available to County or NHS colleagues:

- We work closely with our tenants, residents and local businesses
- We work in partnership with local third sector and community groups based in our towns
- We look after enviable green spaces that enable us to offer health and wellbeing activities second to none.

We believe that we have a responsibility to consider health and wellbeing in all of our council activities: the Public Health Strategic Plan demonstrates how this can be achieved within current resources.

### **Social prescribing**

We see the value of our green assets in supporting healthier lifestyles and on a practical level, as GPs and other health professionals are being encouraged to work with a "prevention agenda" and to consider social prescribing alongside more traditional treatment and health care options, we already see considerable potential for developing our offer of nature-based activities to meet future demands.



## Making Every Contact Count (MECC)

We have already begun working with the STP funded programme called Making Every Contact Count (MECC). MECC training gives participants the confidence and skills to use brief day-to-day conversations to support people in making positive changes to their lifestyles. Each interaction only takes a few minutes and is not intended to add to busy workloads. MECC has been shown to be effective in making positive changes to people's physical and mental health and wellbeing, and is being rolled out nationally. MECC also works well in helping conversations around issues such as debt management, housing and welfare rights. This concept is an important element of our strategy to inform and empower people who have regular contact with others in their community to provide appropriate and informed help, support and signposting for health and wellbeing at the time of that contact. The MECC training programme is intended for individuals in public-facing roles e.g. professional staff and community group leaders and is something that Council Members may also wish to consider for themselves.

In summary, social prescribing and MECC are both examples of ways in which we believe we can meet many of our local public health priorities aligned with wider-Devon strategic themes of:

- i. Enabling more people to be healthy and stay healthy
- ii. Enhancing self-care and community resilience
- iii. Integrating and improving support for people in their homes.