

Report to: Cabinet
Date of Meeting: 2 January 2019
Public Document: Yes
Exemption: None

Review date for release None

Agenda item: 19

Subject: East Devon Public Health Strategic Plan 2019-23

Purpose of report: The purpose of this report is to present our Public Health Strategic Plan. 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.

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.

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 for instance ones identified by the Devon STP [sustainability and Transformation Partnership]. The STP seeks to transform services 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.

Recommendation: That Cabinet recommends to Council the approval of the Public Health Strategic Plan.

Reason for recommendation: The Public Health Strategic Plan is recommended so that services are encouraged to help support and improve health and wellbeing across the District.

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Financial implications: No financial implications have been identified, however in the event that any financial costs should arise, then those costs would need to be met by existing resources within those Services.

Legal implications: There are no legal implications requiring comment.

Equalities impact: Low Impact

Risk: Low Risk



Links to background information:

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 such as our work to secure initially 150K for 16/17 then 170K for 17/18 from NHS England for Cranbrook's place on the national Healthy New Towns programme.

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

Our Public Health Strategic Plan is presented [in full here:](#)

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 feedback.

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.

The Public Health Strategic Plan identifies which activities and which communities we should focus upon to most effectively tackle inequalities within the District. We will prioritise those local activities which we are most able to influence.

Our priority activities:

- Physical activity
- Diet and nutrition
- Smoking
- Alcohol use; alcohol-specific admissions in under 18s

- Mental health – children, young people, adults; including self-harm
- Loneliness; social isolation
- Dementia
- Long-term conditions
- Frailty and falls
- Housing and homelessness
- Indoor environment factors.

We will work across the district, with particular focus in priority communities:

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

The Plan showcases how we can meet these priorities by playing to our strengths. 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 STP work and includes the potential for social prescribing.

For example we invite our Planners to work with partners including Devon Wildlife Trust to ensure the joined-up thinking needed to create local Nature Recovery Networks and avoid social and environmental problems. StreetScene, our Countryside team, our Community Development Workers and others will involve our communities in delivering and deriving benefit from these Nature Recovery Networks.

The Strategic Plan will give structure and direction to our yearly implementation plan, which identifies activities across the council designed to meet public health priorities. Progress against these activities is reviewed annually, highlighting particular achievements such as our work to secure initially 150K for 16/17 then 170K for 17/18 from NHS England for Cranbrook's place on the national Healthy New Towns programme.

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This Public Health Strategic Plan replaces the Public Health Plan 2014-17.