

Public Health and Wellbeing Strategy 2014 to 2019

Contents

Public Health and Wellbeing Strategy 2014 to 2019	1
Foreword	2
Executive summary	3
Vision	3
Introduction	4
Public health in South Lakeland	4
South Lakeland District Council's approach to public health and wellbeing	4
Cross cutting theme	5
Strategic themes	6
1 Wider influences on health and wellbeing	6
2 Health improvement through healthy lives and physical activity.....	7
3. Health protection	7
Taking public health and wellbeing forward in South Lakeland	8



Foreword

The recent changes to the provision of health services has placed a greater reliance on councils and voluntary groups to deliver public health benefits. Public Health benefits result from actions that promote and protect the physical and mental health and wellbeing of people to prevent illness, injury and disability. This strategy is designed to promote and deliver these benefits to all.

In South Lakeland we are fortunate that the majority of our residents have a high level of healthy life expectancy, however there are areas of inequality within our district. These are understood and it is implicit within this strategy that in our activities we will work to secure health improvements and raise the levels of healthy life expectancy in those areas.

It is by taking every opportunity to contribute towards our vision, through our partnerships and our services that residents of South Lakeland will continue to enjoy improving life prospects.

Graham Vincent

Portfolio Holder for Health & Wellbeing

South Lakeland District Council



Executive summary

Welcome to South Lakeland District Council's first Public Health and Wellbeing Strategy, this presents how over the next five years the council will work with our partners sharing expertise, skills and resources to improve the health and wellbeing of our residents and reduce health inequalities.

With higher life expectancy, high participation levels in physical activity and lower than average obesity levels, health and wellbeing in South Lakeland is generally better than the national average. However there are significant differences in healthy life expectancy across South Lakeland, pockets of deprivation, and there are higher than average households living in fuel poverty and an excess number of winter deaths.

By looking forward and facing the challenges in South Lakeland, we aim to bring more high value jobs and affordable and decent housing to sustain a vibrant diverse economy, to use our natural resources responsibly, help deliver quality cultural and sporting events which can be enjoyed by all, and to help all of our residents to remain healthy for as long as possible. Through recognising the diverse services the council offers and the wider impacts that they have on our health we have drawn together this Public Health and Wellbeing strategy to detail what actions the council, working with partners, will take to help improve the health and wellbeing of all residents.

Vision

Our residents will lead long, healthy and fulfilling lives enjoying the stunningly beautiful and culturally rich environment that makes South Lakeland the best place to Live, Work and Explore.

Introduction

Public Health and Wellbeing responsibilities moved from the NHS to Local Government in April 2013, whilst in Cumbria the transfer of responsibility for Public Health was made to Cumbria County Council, and they currently take a lead role on Health and Wellbeing through the Health and Wellbeing Board, it does provide a platform for a joined up approach to improving public health in Cumbria, with the District Councils, Clinical Commissioning Groups, GPs, Health Watch and other stakeholders.

South Lakeland District Council continues to have a positive impact on the health of local residents through the frontline services we provide, our use of land and assets and the partnerships we co-ordinate. This strategy is a new opportunity for the council and our partners to place public health at the heart of what we do, and to continue to improve the health and wellbeing of our local residents.

Public health in South Lakeland

South Lakeland has the highest life expectancy across the whole of Cumbria, the area performs very well across a range of health and wellbeing indicators, meaning that the vast majority of our residents live healthy, active and prosperous lives. Residents in South Lakeland tend to make positive lifestyles choices, levels of smoking and substance misuse are low, while the levels of healthy eating are the highest, however South Lakeland does have some health and social problems affecting our residents, including:

- a 13-year age gap in healthy life expectancy across South Lakeland
- pockets of deprivation
- higher than average house prices
- excess smoking during pregnancy
- excess road injuries and deaths
- higher than average households living in fuel poverty
- excess winter deaths

Many of these health and social issues are common across Cumbria and nationally, they are not only detrimental to the health and wellbeing of residents and their families but can impact the whole community.

South Lakeland District Council's approach to public health and wellbeing

The primary objective of South Lakeland District Council's Public Health and Wellbeing Strategy is to improve the health of our residents and to reduce health inequalities throughout the district.



Council services improve the health of the community in a number of different ways. From the most obvious of the quality and accessibility of our leisure, recreational and green space facilities, to the health protection provided by our environmental health, waste and licensing functions. The affordability and access to appropriate housing from the council's housing functions to the sustainable development of our towns and villages through our development control activities we make a critical contribution to the health and wellbeing of our residents. To better align and target our services and resources to deliver improvements in key Public Health Indicators the council has aligned its services to three key strategic themes, under one cross cutting theme, of Improving Health and reducing Health Inequalities.

This approach will acknowledge the multifaceted role that the council plays in the preventative public health policy, and will demonstrate the whole system focus in delivering better outcomes from fewer resources across all council services. This will ensure that we are effective at improving public health throughout the whole of South Lakeland, through an integrated approach across the council aimed at improving health outcomes and reducing health inequalities.

Cross cutting theme

South Lakeland is a healthy place to live with higher than average life expectancy, residents tend to make positive life style choices, and the impact of major diseases is comparatively low compared to the rest of Cumbria. However this overall good health conceals some significant inequalities in health, income and life expectancy. The Governments reforms to public health place local authorities alongside the health service at the forefront of improving health and reducing health inequalities. Therefore the overall strategic aim of this strategy is to:

Improve Health and Reduce Health Inequalities

Under this aim there are three strategic themes, each of these reflect the multi-dimensional role that South Lakeland District Council plays in improving public health outcomes, through frontline services, the use of council assets and the local partnerships we have developed. For each of the strategic themes we will identify cross departmental action plans, which will individually and collectively contribute towards achieving our objective of Improving Health and Reducing Health Inequalities.



Strategic themes

- 1 Wider influences on health and wellbeing
- 2 Health improvement through healthy lives and physical activity
- 3 Health protection

1 Wider influences on health and wellbeing

Our health and wellbeing is influenced by a wide range of factors beyond our physical health and mental wellbeing. There is considerable evidence that shows the link between poor health and the socio-economic environment of individuals and their families. Studies have identified that high levels of deprivation and poverty, unemployment, poor housing, crime and poor educational attainment all increase the chances of an individual suffering from poorer health. To try to reduce these inequalities we must therefore contribute to tackling these wider causes of poor health. We know that tackling many of these issues is reliant on a combination of national and local stakeholders, however through council activities in promoting and supporting economic growth, cultural experiences, working within local partnerships, and providing support services and interventions we can help individuals and families overcome some of these wider influences on poor health.

What success in the Public Health Indicators will look like?

- Reductions in the number of children living in poverty
- Improvement in child development
- Children better prepared for starting school
- Reduced rates of 16 – 18 year olds not in employment, education or training
- Reductions in fuel poverty
- Reductions in first time entrants into the youth justice system
- Reductions in statutory homeless households

How South Lakeland District Council can contribute

- Promote and support sustainable economic growth and employment
- Facilitate collaborative partnership work to support our more deprived communities
- Increase the supply of decent affordable homes for purchase and for rent
- Prevent homelessness where ever possible
- Encourage safer communities and reduce the fear of crime
- Providing access to excellent cultural services

2 Health improvement through healthy lives and physical activity

One of the main causes of ill health is the lifestyle choices taken by individuals and families. Detrimental health behaviours such as smoking, excessive alcohol consumption, sedentary lifestyles and unhealthy eating are now some of the root causes of ill health. The way we choose to live our lives and the health choices we make are key to good health.

South Lakeland District Council will encourage our residents to make healthy life choices, we will combine our regulatory powers, the use of our assets and our role as community champions to allow people to make healthier choices. The council provides high quality leisure facilities, numerous excellent green spaces and parks and provides targeted interventions to encourage healthier and more active lifestyles. We will encourage and enable residents to adopt healthier lifestyle and participate in more physical activity through education, raising awareness and targeted interventions alongside continuing to provide excellent leisure and recreational facilities for all.

What success in the Public Health Indicators will look like?

- Reductions in smoking in children, pregnant women and adults
- Reductions in the smoking prevalence of adults
- Reductions in mortality
- Reductions in the number of alcohol related hospital admissions
- Reductions in violent crime
- Increased physical activity in adults
- Healthier diets amongst residents
- Greater utilisation of green space for exercise and health reasons
- Reduction in excess weight in children and adults

How South Lakeland District Council can contribute

- Encourage adults to quit smoking
- Discourage children from starting to smoke
- Encourage residents not to drink excessively
- Promote healthy eating
- Encourage physical activity through the provision of quality and accessible leisure facilities and the promotion of activities and active lifestyles
- Increase the use and accessibility of green spaces

3. Health protection

Through frontline services the council will continue to provide interventions which will protect the health and wellbeing of our communities. The quality of the environment that surrounds us has a major impact on our ability to maintain a good standard of health and also to protect us from harm. Protecting our community from hazardous conditions is



therefore one of the cornerstones of councils public health role. Hazards include infectious communicable and food borne disease, air and noise pollution, the possible pollution of our land and water, and poor housing conditions.

South Lakeland District Council has a range of statutory and discretionary powers to help protect the health of our communities. The front line services of the council will be key to ensuring the day to day delivery of health protection measures.

What success in the Public Health Indicators will look like?

- Reduction in early mortality from infectious diseases
- A reduction in the percentage of the population affected by noise
- Improvements in air quality/pollution
- Reduced falls and injuries in the over 65s
- Reduced hip fractures in the over 65s
- Reduced fuel poverty
- A reduction in excess winter deaths

How South Lakeland District Council can contribute

- Provide excellent frontline Public Protection services
- Improve housing conditions
- Deliver of our Action Plan to make air quality improvements

Taking public health and wellbeing forward in South Lakeland

South Lakeland District Council is taking a strategic approach to delivering public health improvements. Our approach is to adopt a council wide strategy which aligns our priority areas for action to the local need of our community. Therefore for each priority theme and contribution we have developed an action plan, which will form an accompanying document to this strategy.

The Action Plans will include yearly targets for each of the strategic themes, and will demonstrate the council's contribution to health improvements across the community as a whole and a reduction in health inequalities.

Success will be measured by delivery of the targets identified in the specific action plans, but longer term will be measured against improvements in the Public Health Indicators identified for South Lakeland.