

Hart Health and Wellbeing Plan 2017 – 2019

Hart enjoys excellent quality of life and is one of the least deprived districts in England. We believe it is not sufficient to compare our health and wellbeing outcomes with that of the national average, and will aspire to levels of health and wellbeing seen in other countries, such as the low rates of overweight and obesity in Sweden, France and Switzerland.

Lots of factors combine to influence our health and wellbeing including where we live, inherited characteristics, education, income, behaviours and choices, life experiences and relationships with family and friends. No individual or organisation has control over all of these things, and improving the health and wellbeing of the people of Hart requires everyone to get involved.

The Council's role in health and wellbeing

Hart District Council and its services aim to bring about improvements in health and wellbeing in Hart in the following ways:

1. Helping to achieve healthier communities and environments that make it easier for residents to be and stay well, through our core services including Housing, Planning, Environmental Promotion, Environmental Health, Leisure and Community Safety.
2. Coordinating the Hart Health & Wellbeing Partnership which brings together organisations including Councils, the NHS and voluntary sector, to deliver added value through working in partnership.
3. Developing, supporting and raising awareness of activities and services in the community which can help people to be and stay well.
4. Contributing to the consideration of new ways of working across the wider health and care system, through programmes such as the Sustainability and Transformation Plans (STPs).

The Hart Health and Wellbeing Plan outlines the contribution that Hart District Council can make – in partnership with members of the Hart Health and Wellbeing Board, communities and a range of other organisations - to improving the health and wellbeing of Hart residents. The Council is not the lead agency on all of the services, projects and initiatives contained within the plan but it has been identified that the Council can add value by promoting these or providing support in other ways.

The Plan has been shaped by the Hampshire Health & Wellbeing Board's Joint Health and Wellbeing Strategy (2013-18), Hart's local Health Profile and Joint Strategic Needs Assessment.

The Hampshire Joint Health and Wellbeing Strategy describes a vision for improving people's health across the whole life course, from Starting Well, through Living Well and Ageing Well, and the importance of healthy communities in tackling inequalities in health. The Hart Health and Wellbeing Action Plan reflects this whole life course approach.

This is an evolving document and may be adapted during the Plan period to respond to changes in local need or new opportunities for intervention, as they arise.

Hart Health and Wellbeing priorities

Hart will work to improve the health and wellbeing of all residents but we recognise that health outcomes vary across the District and there are some groups within our communities who have poorer health outcomes or unique health and wellbeing needs, including but not limited to: children and young people; older people; armed forces personnel, families & veterans; and people from Black & Minority Ethnic (BME) groups including the Nepalese community and Gypsies & Travellers. Where this is the case, Hart will support projects that address the specific needs of these groups or may focus on particular geographical areas, in order to reduce health inequalities.

Hart have adopted 3 priorities where we consider there is potential for the Council to have greatest impact on health and wellbeing, these are:

Priority 1 – Promote healthy weight and physical activity

1. Promote consistent messages about physical activity, healthy weight and the support available to help people make positive lifestyle changes
2. Support an environment that enables people to make physical activity and healthy eating the easy choice
3. Develop and support initiatives which enable people to be more active, with a particular focus on groups where there are higher levels of inactivity or people not regularly active

Priority 2 – Promote emotional wellbeing and mental health

1. Improve access to information and support by raising awareness, reducing barriers, and influencing the provision of mental health and wellbeing services in Hart
2. Reduce social isolation, with a particular focus on at risk groups including older people
3. Support people to live well with dementia

Priority 3 – Empower residents to take control of their own health and wellbeing

1. Work with our partners to help people access the information and services they need to improve their health and wellbeing

Measuring success

There are so many factors that impact on health and wellbeing that it is not possible to attribute the activities of this Plan to any changes to health profiles at population level. These changes will come about as a result of the combined efforts of a wide range of partners. Nevertheless, the outcomes identified under each priority will be used to provide an overall assessment as to whether the health of the district's residents has improved over the life of the Plan, and at the end of the Plan period a commentary will show what Plan activity has contributed to each outcome.

Hart will also measure the outputs of projects or campaigns such as the number of people taking part in a project, or reached by a campaign. Wherever possible, Hart will measure changes in health awareness or behaviour as a result of specific projects.

Appendices

Explanations of any named projects, programmes and schemes referenced in the Plan are provided in Appendix A.

Priority 1 – Promote healthy weight and physical activity

Outcome	Hart baseline	England average	Best performing nearest neighbour
A reduction in the proportion of children and adults who are overweight or obese	63.3% of adults are overweight or obese (2012-14 data)	64.6%	58.2%
	22.5% of 10-11 year olds are overweight or obese (2014/15 data)	33.2%	20.0%
	19.1% of 4-5 year olds are overweight or obese (2014/15 data)	21.9%	16.8%
Rates of physical activity increase	66.3% people aged 16+ are physically active (2014/2015 data)	52.3%	69.2%
Rates of inactivity decrease (inactivity is defined as achieving less than 30 minutes of moderate intensity physical activity per week)	22.6% people aged 16+ are inactive (2014/15 data)	England average 27.7%	Not available

Theme 1 Promote consistent messages about physical activity, healthy weight and the support available to help people make positive lifestyle changes

No.	Project/Action	Outputs	Partners
1.1.1	Support the development and promotion of physical activity, healthy eating and weight management campaigns and services	<p>Number of national campaigns supported such as 'One You' and 'Change4Life', and social media reach of campaigns</p> <p>Greater publicity of weight management support</p> <p>Increase in Weight Watchers referrals</p> <p>Number of local projects supported</p>	<ul style="list-style-type: none"> • HDC • Hart Health & Wellbeing Board • Primary care • Everyone Active • Public Health • Hart Starting Well Network • Ageing Well Network

Theme 2 Support an environment that enables people to make physical activity and healthy eating the easy choice

No.	Project/Action	Outputs	Partners
1.2.1	Develop and promote the range of green space opportunities to improve health and wellbeing	<p>Deliver new Country Parks</p> <p>Promote Country Parks and other green spaces</p> <p>Number of health and wellbeing activities taking place in open green spaces within the remit of the District Council</p>	<ul style="list-style-type: none"> • Hart District Council • Hart Voluntary Action • Parish and Town Councils • Developers and other land owners
1.2.2	Develop public health aspects of the planning process including local plan development and major planning applications	Hampshire County Council Public Health and Clinical Commissioning Groups (CCGs) are consulted on local plan development and major planning applications	<ul style="list-style-type: none"> • Hart District Council • Hampshire Public Health • CCGs
1.2.3	Encourage local caterers to offer healthier food options as part of the 'Eat Out Eat Well' award (project on hold while HCC review)	<p>Number of catering establishments receiving an 'Eat Out Eat Well' award</p> <p>Number of catering establishments actively working to offer healthier options</p>	<ul style="list-style-type: none"> • Hart District Council • Hampshire County Council • Catering establishments

Theme 3 Develop and support initiatives which enable people to be more active, with a particular focus on groups where there are higher levels of inactivity or people not regularly active			
No.	Project/Action	Outputs	Partners
1.3.1	Develop and promote opportunities for people to be more active, more often - focusing particularly on over 55s, disabled people and those with long term conditions (LTCs), women and families	A range of partnerships are formed, resulting in new projects and activities Greater publicity of physical activity opportunities	<ul style="list-style-type: none"> • Hart District Council • Everyone Active • Primary care • Hart Voluntary Action • Energise Me • Voluntary groups working with disabled people and people with long term conditions • Other sports and physical activity providers

Priority 2 – Promote emotional wellbeing and mental health

Outcome	Hart baseline	Comparator
A reduction in the recorded prevalence of mental illness among adults	In 2008/09 the prevalence of mental illness was 0.5% (Joint Hampshire Adult Mental Health Commissioning Strategy 2012-17)	0.7% in England
A reduction in the prevalence of common mental health problems among adults	111 people per 1000 population aged 16 to 74 have a neurotic disorder (common mental health problems)	130.4 per 1000 population in Hampshire
There is an increase in wellbeing levels among residents of Hart	Life satisfaction 8.1 out of 10 Worthwhile 8.1 out of 10 Happiness 8.0 out of 10 (based on 2012/13 – 2014/15 Public Health Outcomes Framework data)	Highest in UK is 8.20 Highest in UK is 8.24 Highest in UK is 8.08

Theme 1 Improve access to information and support by raising awareness, reducing barriers, and influencing the provision of mental health and wellbeing services in Hart			
No.	Project/Action	Outputs	Partners
2.1.1	Deliver the Council's 'Time to Change' Employer action plan to raise awareness and support the emotional wellbeing and mental health of staff	Action plan delivered	<ul style="list-style-type: none"> • Hart District Council • Time to Change
2.1.2	Deliver awareness raising activity for elected Members	Number of elected Members who have attended an awareness session	<ul style="list-style-type: none"> • Hart District Council • Time to Change
2.1.3	Support projects and campaigns to increase public awareness of mental health and wellbeing, and the support available	National campaigns supported such as Time to Talk Day, Mental Health Awareness Week, and World Mental Health Day Information and support regularly promoted through a range of channels including Starting Well Network, Ageing Well Network, HDC website, Hart News, Hart Families Newsletter and social media	<ul style="list-style-type: none"> • Hart District Council • Hart Health & Wellbeing Board • Mental health service commissioners and providers • Hart Voluntary Action • Citizens Advice • Starting Well Network • Ageing Well Network
2.1.4	Facilitate training and development programmes which upskill the workforce and communities around mental health and wellbeing	More training opportunities available in Hart Improved local publicity of training and development opportunities Number of people attending training organised or hosted by	<ul style="list-style-type: none"> • Hart District Council • Hampshire County Council • Hart Health & Wellbeing Board • Mental health service commissioners and providers • Hart Voluntary Action

		HDC	<ul style="list-style-type: none"> Starting Well Network Ageing Well Network
2.1.5	Guide and support partnership working to improve access to mental health and wellbeing support for Hart residents	Partnerships are formed or strengthened, resulting in improved access to support for Hart residents	<ul style="list-style-type: none"> Hart District Council Mental health commissioners and services Health & Wellbeing Partnership Citizens Advice Hart
2.1.6	Support the delivery of Autism Friendly Fleet and Hampshire Autism Ambassador scheme	<p>Council staff are more autism aware</p> <p>The council has identified and is implementing actions to become more autism friendly</p> <p>Schemes promoted through the council's communication channels</p>	<ul style="list-style-type: none"> Hart District Council Autism Friendly Fleet group Hampshire Autism Ambassador Scheme
Theme 2 Reduce social isolation, with a particular focus on at risk groups including older people			
No.	Project/Action	Outputs	Partner
2.2.1	Support the development and promotion of groups and services which provide opportunities to connect with others	<p>Increase in range of initiatives in Hart which provide opportunities for people to connect</p> <p>Greater publicity of initiatives in Hart which contribute to reducing social isolation and loneliness</p>	<ul style="list-style-type: none"> Hart District Council Hart Voluntary Action Voluntary and Community Groups Parish/Town Councils Hart Ageing Well Network members Hampshire County Council Voluntary and Community groups
Theme 3 Support people to live well with dementia			
No.	Project/Action	Outputs	Partners
2.3.1	Raise awareness of dementia through public campaigns and delivery of 'Dementia Friends' sessions within Hart District Council and externally as required	<p>Number of 'Dementia Friends' sessions delivered</p> <p>Number of campaigns supported</p>	<ul style="list-style-type: none"> Hart District Council Ageing Well Network Memory cafes, dementia support groups and services
2.3.2	Support the development and promotion of schemes which provide social connections and peer support for people with dementia, their family and carers	<p>Increase in number of schemes in Hart</p> <p>Greater publicity of schemes</p>	<ul style="list-style-type: none"> Hart District Council Ageing Well Network Memory cafes, dementia support groups and services

Priority 3 – Empower residents to take control of their own health and wellbeing

Outcome	Hart baseline	England baseline	Best performing nearest neighbour
Adult smoking prevalence reduces	16.9% of adults in Hart are smokers (based on 2015 data)	16.9%	8.6%
Number of people smoking during pregnancy reduces	8.6% of pregnant mothers in Hart are smokers (based on 2014/15 data)	11.4%	Not available
Rates of emergency hospital admissions due to falls in people aged 65 and over (per 100,000 population)	2,253 in Hart (compared to 1,953 in Hampshire)	2,169	1,627

Theme 1 Work with our partners to help people access the information and services they need to improve their health and wellbeing

No.	Project/Action	Outputs	Partners
3.1.1	Develop and deliver falls prevention awareness activity	A locally delivered falls prevention campaign Creation of Falls Friends within local groups and services through delivery of awareness sessions	<ul style="list-style-type: none"> • Hart District Council • Hampshire County Council • CCGs • Falls prevention service providers • Voluntary and community sector
3.1.2	Use the council's communication channels and networks to promote public health campaigns and local health and wellbeing services	Number of key campaigns supported such as Stoptober and Carers Week Number of people reached by social media campaigns	<ul style="list-style-type: none"> • Hart District Council • Health & Wellbeing Partnership
3.1.3	Work with Hampshire County Council to promote and embed the 'Connect to Support' care and support directory	Relevant HDC staff are aware of 'Connect to Support' and how to use it to signpost people to support Partner organisations are aware of 'Connect to Support' and how to use it to signpost people to support 'Connect to Support' is available on HDC's public computers Number of Hart residents using 'Connect to Support'	<ul style="list-style-type: none"> • Hampshire County Council 'Connect to Support' Team • Hart District Council • Health & Wellbeing Partnership • Hart Voluntary Action • Voluntary and Community Sector
3.1.4	Support the development and promotion of schemes which improve digital inclusion	Greater publicity of schemes	<ul style="list-style-type: none"> • Hart District Council • Scheme providers
3.1.5	Support development of projects and initiatives which address health inequalities for specific groups such as BME groups, armed forces families and veterans, lower socioeconomic groups	A range of tailored projects and initiatives delivered in partnership with target groups	<ul style="list-style-type: none"> • Hart District Council • CCGs and health services • HVA, voluntary and community groups • Citizens Advice Hart • Hart Military Community Covenant Partnership
3.1.6	Support training and development opportunities which enable staff and volunteers across sectors to have conversations about health	A range of training opportunities available in Hart including Making Every Contact Count (MECC)	<ul style="list-style-type: none"> • Hart District Council • Hampshire County Council Public Health • Health Education Wessex • Frimley STP • HVA

Appendix A

Explanation of named schemes and projects

Change4Life – An NHS campaign focused on physical activity and healthy eating

Dementia Friends – an Alzheimer’s Society initiative providing people with a basic awareness of dementia

Eat Out Eat Well – a scheme which awards catering establishments for offering healthier choices

Men’s Shed - Men’s Sheds are larger versions of a typical garden shed where people can come together to work on practical projects

One You – A Public Health England campaign aimed at promoting healthier lifestyles

Sustainability and Transformation Plans (STPs) - A 5-year plan for the health and care system to show how local services will evolve and become sustainable over the next 5 years, and to ensure that health and care services are built around the needs of local populations

Time to Change – a national campaign from Mind and Rethink Mental Illness which aims to tackle stigma surrounding mental health