



Health and Wellbeing Strategy

2018 – 2022

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Foreword



I'm delighted to introduce the refreshed Health and Wellbeing Strategy for Hertsmere 2018–2022. Overall, Hertsmere is a healthy place in which to live, work or visit. Being healthy is more than the absence of disease; it is the ability for everyone to fulfil their potential, make a contribution and be resilient to life's challenges.

In Hertsmere we have a strong culture of working together to create a healthy, safe and fulfilling place to live, work or visit. Hertsmere Borough Council works successfully with our partners through the Local Strategic Partnership, Community Safety Partnership and Health and Wellbeing Partnership. This strategy will focus our collective energies to improve the health of the community and address the health inequalities. The review of the previous strategy has enabled the partnership to refocus and take account of new health policies.

We recognise the importance of growing our understanding of where different departments in the council can have the most impact on improving health and this is reflected throughout this strategy.

The borough benefits from beautiful open spaces, a vibrant leisure offer and cultural heritage. We also maintain responsibility for healthy living including improving air quality, sanitation, housing standards and food hygiene.

However, there is more that we can do. There has been greater focus nationally on health issues such as obesity, mental health and adequate housing conditions. This strategy provides a significant opportunity to enhance opportunities for our community to prevent, promote and improve health.



Cllr Caroline Clapper, Portfolio Holder for Leisure, Culture and Health



This Hertsmere Health and Wellbeing Strategy recognises the important role that the district council and their partners have on impacting upon the health of residents. The vision, priorities and principles that are referenced in this strategy align well with the countywide Public Health Strategy. I have no doubt this strategy will help make an impact on the health and wellbeing of people in Hertsmere.

Hertsmere Council and its many partners, of which I am proud to be one, are committed to the health and wellbeing agenda, actively trying to improving the health of the people living in the borough. It's great to work with such committed people, and it's great to see a strategy which has carefully thought through the needs and priorities for the borough. We all need to work in partnership to achieve this strategy, from the district and county councils, to the NHS, local communities, voluntary sector and businesses.

I hope this strategy is very successful.

Professor Jim McManus, Health Foundation

Introduction

The purpose of this strategy is to set out the vision for health and wellbeing in Hertsmere. This strategy recognises Hertsmere Borough Council's corporate goals, the aims of the Local Strategic Partnership and other local and national priorities. The priorities have been agreed by Hertsmere Borough Council and organisations that make up the Health and Wellbeing Partnership. The focus of the partnership is on improving health and wellbeing so that individuals and communities are able to live healthier lives.

Health and wellbeing is more than the absence of disease; it is the ability for everyone to fulfil their potential, make a contribution and to be resilient to life's challenges. Health and wellbeing affects each and every one of us. We each have a responsibility to ensure that good health and wellbeing is promoted in our families, workplaces and communities.

Health systems are complex with many different organisations responsible for different parts of care. This strategy recognises that primary responsibility for supporting the health of

Hertsmere residents lies with Herts Valleys Clinical Commissioning Group, West Hertfordshire Hospitals NHS Trust, Hertfordshire Partnership University NHS Foundation Trust and Hertfordshire Community NHS Trust. The lead role in public health, family services, adult and social care is held by Hertfordshire County Council. At a local level, district councils have no statutory duty to provide primary or secondary care. However, district councils and their partners are well placed to collaboratively create an environment that empowers people and communities to take responsibility for their own health.

This document is a refresh of the Health and Wellbeing Strategy that was published in 2013. The strategy will be monitored by the Hertsmere Health and Wellbeing Partnership. An action plan will be produced, reviewed and reported to the board annually.

The priorities for the Health and Wellbeing Partnership will focus on where we can make the biggest difference by working together towards the key issues for our community.



Strategic Context

Hertsmere Borough Council understands the importance of partnership working and we have designed our approach with the strategic plans of our partners in mind:

NHS Five Year Forward View (2014)

The NHS Five Year Forward View is published by NHS England outlines how NHS services must change to move towards the care models required for the future. Many services are commissioned to treat diseases, illnesses and injury after they occur. The NHS Five Year Forward view recognises that a shift towards preventing illness and long-term health conditions will avoid improvements in healthy life expectancy being reversed. The Hertsmere Health & Wellbeing Strategy will consider how our approaches can contribute to preventing illness and long-term health conditions.



A Healthier Future: Sustainability and Transformation Plan (STP) for Hertfordshire and West Essex (2016 - 2021)

The population is growing with greater health needs but the resources available are reducing. This means that organisations have got to be more efficient to have the biggest impact. Across Hertfordshire and West Essex, currently £3.1 billion is spent on health and social care. The funding gap is forecast to reach more than £550 million a year by 2020 if changes aren't made to the way services are delivered.

There are four priorities outlined in the plan:

1. Living well and preventing ill-health
2. Transforming primary and community services
3. Improving urgent and hospital services
4. Providing health and care more efficiently and effectively¹

The Hertsmere Health and Wellbeing strategy closely aligns to the 'Living well and preventing ill-health' priority; by championing community based approaches that influence the health and socio-economic behaviours of the local community to prevent ill-health.

Hertfordshire Health and Wellbeing Strategy (2016 - 2020)

The strategy has been developed by the Hertfordshire Health and Wellbeing Board which includes a wide range of partners, including those from health, local government, voluntary and community sectors. Each sector contributes towards the delivery of this strategy through its own strategic aims.

¹ A Healthier Future <https://www.healthierfuture.org.uk/sites/default/files/publications/2016/December/A-Healthier-Future-Final.pdf>



The strategy is underpinned by the vision for all partners to work collaboratively to reduce health inequalities and improve the health and wellbeing of residents in Hertfordshire.

The strategy recognises that factors which affect our health and wellbeing vary over the course of our lifetime. This strategy sets high level priorities, based on four significant stages of the life course:

- Starting well
- Developing well
- Living and working well
- Ageing well

The Hertsmere Health and Wellbeing strategy will consider the four stages of the life course when planning and delivering services.

Hertfordshire Public Health Strategy (2017 - 2021)

The strategy outlines the aims for the Public Health Service as part of the vision for Hertfordshire. It sets out how the work of public health ensures all Hertfordshire residents will

have an opportunity to be as healthy as possible and to live safely in their communities. It is intended to support and complement the public health aims of partner organisations such as district councils.

Hertsmere Borough Council 2020 Vision

Hertsmere's 2020 Vision is the council's corporate plan that sets out three themes:

1. Being an enterprising council
2. Planning for the future
3. Supporting our communities

These priority areas have been identified in response to the challenges faced by the Council during the life of the plan. Particularly relevant to this strategy is the changing nature of the local population. The number of people living in Hertsmere is growing which along with health issues like obesity and an ageing population, means additional pressure on local services. The 2020 Vision is supported by an annual action plan which identifies key projects underway within the Council which support the priority themes.



Defining health

What is Health and Wellbeing?

The World Health Organisation defines health as 'a state of complete physical, mental and social wellbeing, not merely the absence of disease or infirmity'. Many Hertsmere residents enjoy good health and wellbeing. The average life expectancy in Hertfordshire has increased considerably over the past 10 years, and this is reflected in Hertsmere. However, there are still significant problems, such as the low level of physical activity in children and young people, prevalence of smoking and people being seriously injured or killed in road accidents.

What is Public Health?

Public Health is about helping people to stay healthy and protecting them from threats to their health. Smoking, alcohol, sexual health, obesity and physical inactivity continue to be lifestyle indicators for individuals and communities. However, health is personal to the individual and without suitable support to take people forward, encourage achievement of health goals and help with the right tools for behavioural change, people can often lose motivation and revert back to their previous, unhealthy lifestyle choices.

The Public Health Outcomes Framework concentrates on:

- increased healthy life expectancy
- reduced differences in life expectancy
- healthy life expectancy between communities

The outcomes reflect a focus not only on how long people live but on how well they live at all stages of life. Life expectancy is higher which means people are living longer but the proportion of life spent in good health is falling. The outcomes also address health inequalities between people, communities and areas.

A set of public health indicators helps focus understanding of progress and are grouped into four domains which include:

- improving the wider determinants of health
- health improvement
- health protection
- healthcare and preventing premature mortality





There are many factors that determine our health and wellbeing. We need to consider Dahlgren and Whitehead's model² to understand the wider determinants of health.

The model maps the relationship between individuals, their environment and disease. It shows the complexity of factors that can influence an individual's health and quality of life.

The Marmot Review stresses the importance of taking a life course perspective and recognising that disadvantage accumulates throughout life.³ Our aim is to deliver services for children and young people, working age adults and older people.

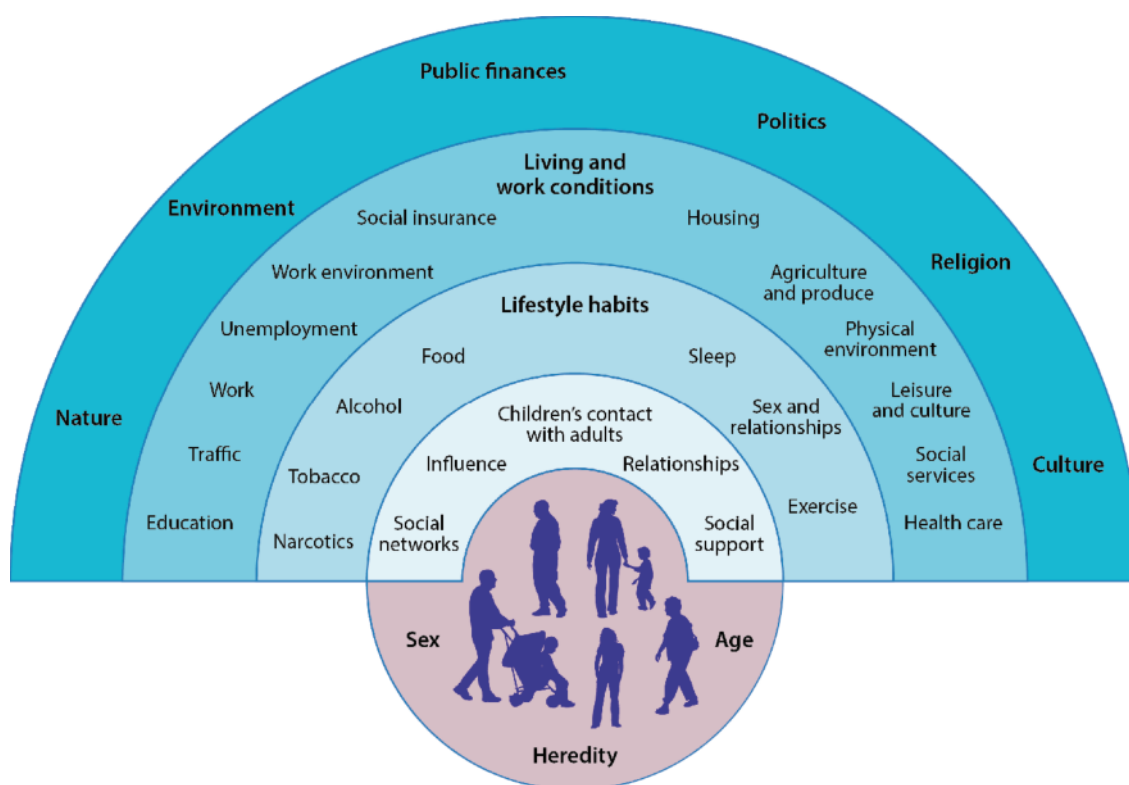


Figure 1: Dahlgren and Whitehead (1993) Determinants of health

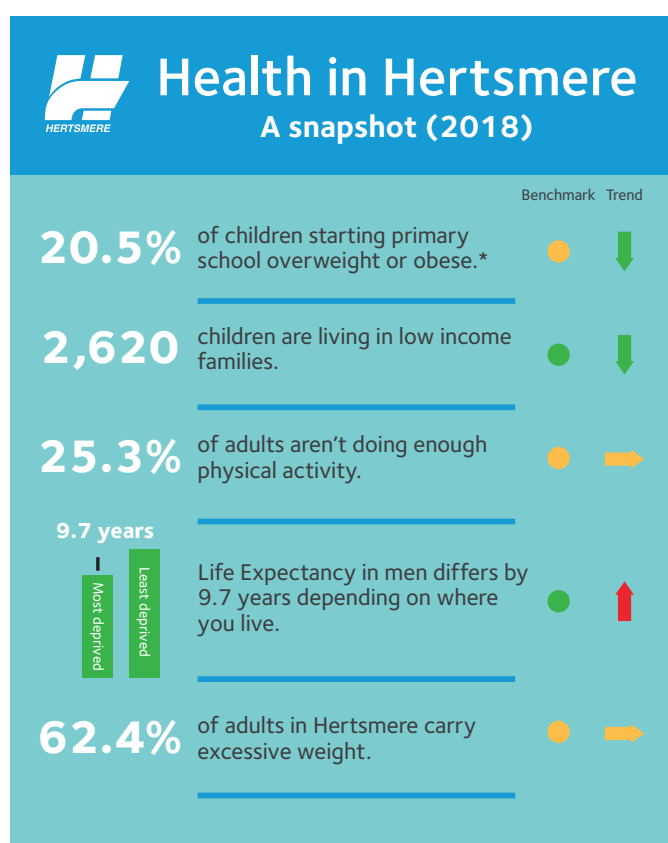
² Dahlgren, G. and Whitehead, M. (1993) Tackling inequalities in health: what can we learn from what has been tried?

³ 'Fair Society, Healthy Lives' The Marmot Review

How healthy is Hertsmere?

Understanding the make-up of individuals, communities and the resources they have access to, are vital in achieving improved health outcomes for all. With greater understanding of these variables and the influences they have, a more informed public health approach can be

taken to help people and the places they live in to be healthier. A variety of different data sources and evidence has helped us to identify the main health concerns and challenges in Hertsmere.



Hertsmere's Health Profile - A Snapshot

Hertsmere has a population of approximately 103,700 residents. According to the Hertsmere Public Health Profile⁴ 2017 and Public Health Outcome Framework, the health of people living in Hertsmere is generally better than the England average.

The number of children classified as obese in Year 6 is better than the England average, 18.0% of children are classified as obese. However this is an increase from 15.4% in 2016. GCSE attainment, rates of newly diagnosed sexually transmitted infections (excluding chlamydia), levels of teenage pregnancy, hospital stays for alcohol related harm and smoking in pregnancy are better than the England average.

Hertsmere is a very diverse borough with varying levels of deprivation. The 2015 Index of Multiple Deprivation shows that Borehamwood Cowley Hill ward is in the top 25% of the most deprived areas in

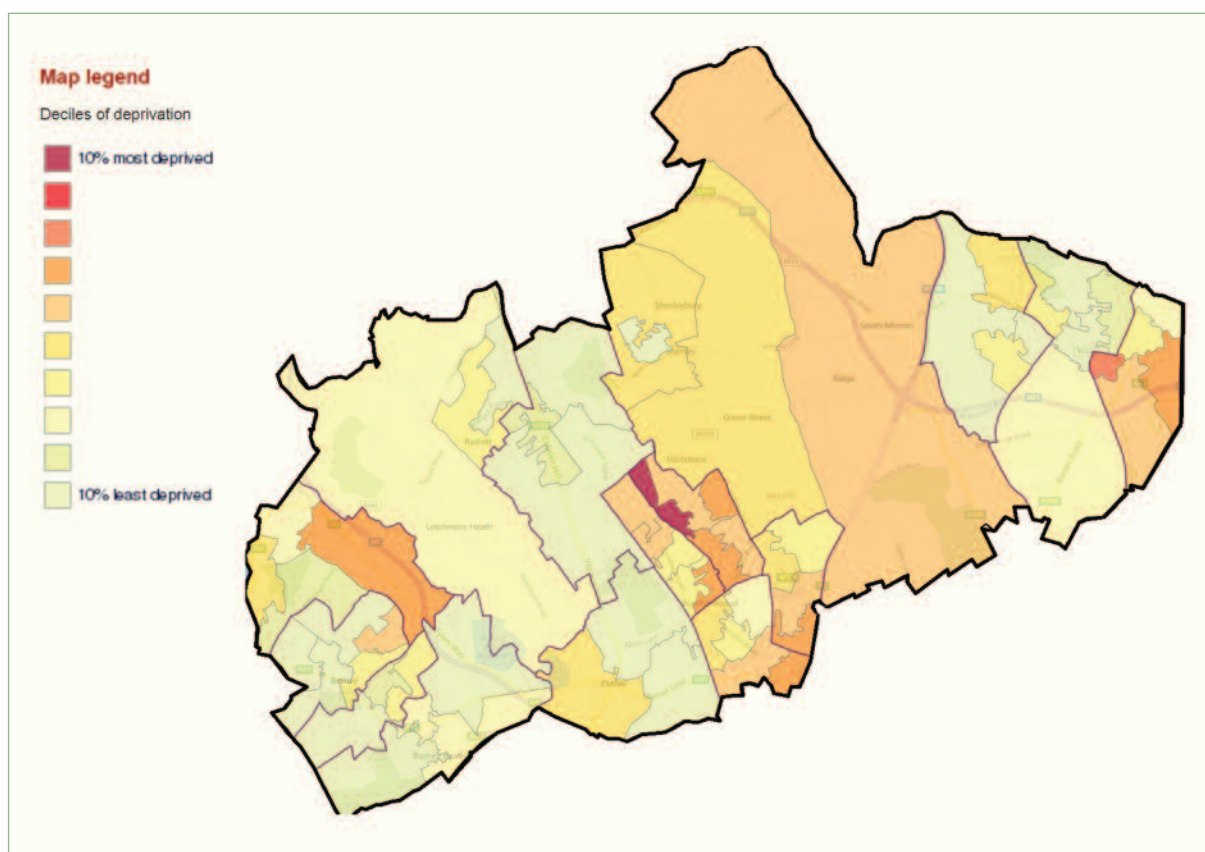
⁴ Hertsmere Health Profile 2017 www.healthprofiles.info (Public Health England)



the country. Other areas of deprivation also exist in parts of Bushey North, Potters Bar Oakmere, Borehamwood Brookmeadow, Borehamwood Hillside and Borehamwood Kenilworth wards. This deprivation contrasts sharply with the equally concentrated areas of affluence that characterise other areas of the

borough, particularly Radlett and Aldenham. This contrast is demonstrated by the gap of 9.7 years in male life expectancy between the most and least deprived wards.

The following map shows the differences in deprivation across Hertsmere:

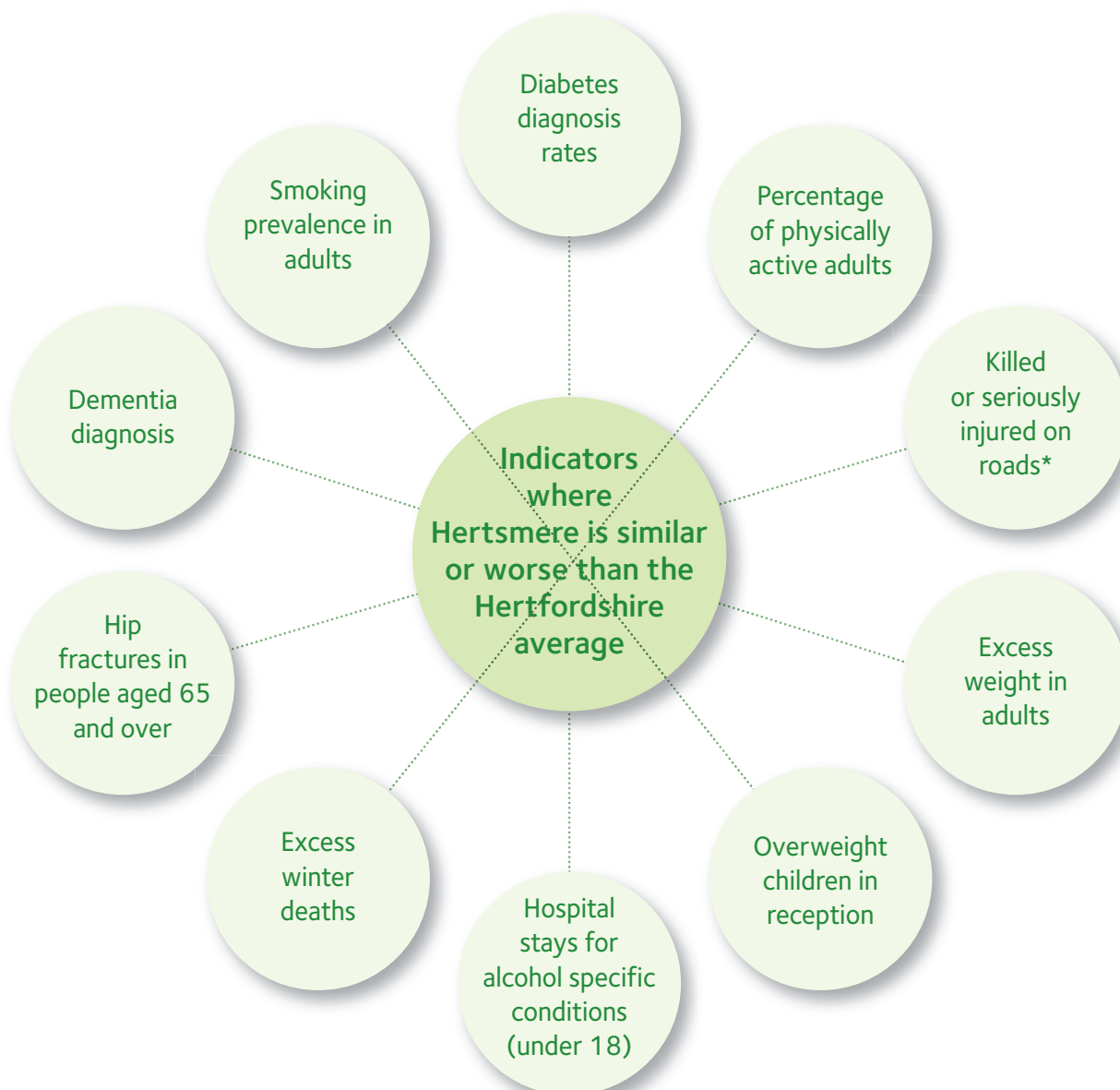




There are different circumstances that influence health across the wards. It is important to acknowledge that the relationship between health and deprivation is a complex one. However, Hertsmere's health deprivation

correlates closely with income deprivation and mainly affects areas that are less affluent.

The following indicators have been identified where Hertsmere is similar or worse than the Hertfordshire average and require improvement.



* Hertsmere is a major road network hub with the M1, A1 (M) and M25 connecting with the borough.

Our priorities

The following priorities have been identified as a result of gathering local intelligence through the Joint Strategic Needs Assessment and Public Health England Health Profiles as well as consultation with partner organisations and local residents.

Vision

Support our residents to live longer; happily, healthily and independently.

Principles

Whole systems approach

Partnership working

Prevention

Person centred approach

Priorities

Promote healthy weight and increase physical activity

Improve mental health and emotional wellbeing

Support the reduction of smoking, drug and alcohol misuse

Enhance our environments and increase use of green space

Overarching principles

The following principles will underpin the work needed to deliver this strategy. The four principles of this strategy are:

Whole systems approach – An person's health is influenced by factors that can be addressed by services offered by the wider council and local partners. Therefore the contributions of all partners must be considered when planning and delivering local health and wellbeing services.

Partnership working – Different skills, relationships and approaches generated by our partners must be pooled together to address

the needs of the local community and deliver this strategy.

Prevention – Projects and services aimed at reducing the development and severity of chronic diseases and other morbidities by changing the behaviour of individuals to positive health-related behaviours.

Person Centred Approach – Treat everyone as an individual by considering their personal needs, wants and goals so that they become central to the services they are offered. This can mean putting the person's needs, as they define them, above those identified as priorities by professionals.

Our Public Health role

In order to tackle health inequalities all departments and partner organisations must work together to address environmental, economic and social factors when planning, designing and delivering services. Many of these factors could be influenced by the statutory services that Hertsmere Borough Council provides for local communities. It is important that residents take responsibility and feel able to make healthy choices in life, whilst Hertsmere Borough Council and community groups provide support and deliver services when they are needed. The following section outlines the practical ways that Hertsmere Borough Council's services impact upon health and wellbeing.



Street Scene

A clean environment is essential for human health and well-being. Street Scene improves and promotes a healthy living environment by:

- Keeping the streets of Hertsmere clean by undertaking waste and recycling collections, street sweeping, removing fly-tipped items and abandoned vehicles.
- Administering the management of car parks and controlled parking.
- Maintaining the borough's parks and open spaces. Our parks are maintained to an excellent standard this is reflected by the borough having five Green Flag awarded parks.
- Developing the green spaces in the borough to offer residents an opportunity to be healthy and active, such as the outdoor gyms, play equipment and cycle routes.
- Providing walking and cycling trails through the borough's parks to encourage active travel.

Community Safety

The Hertsmere Community Safety Partnership (CSP) brings together key partners within the borough with the aim of reducing crime and disorder and making Hertsmere a safer place to live, work and visit.

Community Safety plays a major role in the health and wellbeing of the community through dealing with causes of domestic abuse, tackling modern slavery, reducing anti-social behaviour, responding to mental health crises, drug and alcohol safety.

The impact of Community Safety on health is perceived as important for Hertsmere Borough



Council. Our Community Strategy, Hertsmerc Together, includes healthier communities as a key priority. This link is strengthened by the CSP and Health and Wellbeing Partnership jointly funding initiatives which influence both areas. The Safer Streets, project co-ordinated by the Community Safety Partnership, visits residents in their home. Representatives from different agencies provide crime prevention advice, fire risk assessments, information on voluntary services and advice on giving up smoking and healthy living.

Environmental Health & Licensing

Environmental Health and Licensing plays an essential part in health protection and in improving public health through its advice and, where necessary, regulation and enforcement. Environmental Health influences health by:

- Ensuring food hygiene standards are maintained in commercial kitchens.
- Dealing with a particular nuisance or problem in a specific area that is detrimental to the local community's quality of life.

- Assessing, monitoring and working to improve air quality across the borough.
- Offering facilities grants to adapt homes to be more appropriate for individuals with a disability to live in, independently.
- Protecting the health and safety of those who live, work and visit the borough at events, in work environments and leisure premises.
- Issuing licences relating to alcohol, animals, entertainments, gambling and taxis.

Environmental Health participates with other partner agencies to provide an effective response to a wide range of emergencies including natural hazards (e.g. flooding/drought etc) major incidents, outbreaks of widespread infectious disease (e.g. Flu Pandemic) and terrorist incidents.

The main purpose of Environmental Health is ensuring public safety and they work closely with our Community Safety team to reduce incidents of public nuisance.





Housing

Housing is an essential element to health and wellbeing of individuals and families. Living in poor housing can lead to an increased risk of cardiovascular and respiratory disease as well as anxiety and depression. Problems such as damp, mould, excess cold, overcrowding and structural defects which increase the risk of an accident can impact on a person's health.

We can improve health in many different ways, for example, by:

- Taking action to deal with poor housing by encouraging landlords to improve living conditions.
- Licensing larger private rented properties to ensure they meet suitable standards.
- Educating landlords on changes to regulations and laws that may affect them.
- Providing energy advice and funded improvements as part of Warmer Homes, to reduce fuel poverty and excess winter deaths.
- Intervening to prevent individuals and families becoming homeless at the earliest opportunity.
- Support vulnerable people to avoid or prevent homelessness.
- Considering health and wellbeing needs of all people we interact with.

Planning

Health is influenced by how surroundings make people feel and the opportunities they provide.

To foster health-promoting environments, it is essential that planners, urban designers, developers and health professionals collaborate to ensure that health is considered at all development stages. Well-designed places, spaces and buildings enable people to be more physically active, feel safe and secure, use facilities and services, and socialise and play.⁵

Hertsmere Borough Council is starting work on a new Local Plan that identifies potential areas of growth across the borough. The Issues and Options report issued by the council recognises that local infrastructure needs to be provided alongside new homes and jobs; this includes open spaces, sport and recreation facilities and play areas, as well as provision for new or expanded GP/health facilities. The Plan strives to make it easier for people to get out into the countryside and green spaces.

The National Planning Policy Framework encourages planning authorities to shift behaviour from private car use to more



⁵ The Health Foundation (2018) What makes us healthy? An introduction to the social determinants of health



sustainable forms of transport. Well-designed streets, limitations on parking and accessible public services can encourage active travel and reduce harmful emissions. The new Plan will need to manage off-street parking levels within new strategic development sites, including the proposed Garden Village.

The Site Allocation and Development Management Policies Plan (SADM48) recognises the impact of hot food takeaways on the health of residents, particularly secondary school students. Proposals to locate new hot food takeaways within a 400 metre walking distance of a school site will be assessed more rigorously for their impact on the accessibility of unhealthy food.

The Community Infrastructure Fund uses money paid by developers of properties in the borough to improve facilities and services in Hertsmere. Organisations can apply for contributions to address shortfalls in delivering health and wellbeing infrastructure improvements.

Sports, Leisure and Culture

The Partnerships and Community Engagement unit has the responsibility to ensure there are

cultural, leisure and sporting offers across the borough. Hertsmere Borough Council provides direct functions in sports development and health and wellbeing, working together with partners to deliver sport and health initiatives across the borough. In addition a range of other services are delivered by Hertsmere Leisure Trust, on behalf of the council, that seek to improve opportunities for residents to take part in their community; for example, parks events, theatre shows, activities and trips for 'fifty plus'.

Hertsmere Heritage Forum was set up to bring together, celebrate, develop and promote the wide variety of local community groups who play a significant role in developing arts and culture across the borough. It is supported by the local museums from Borehamwood and Elstree, Bushey, Potters Bar and Radlett.

Hertsmere Borough Council supports a range of organisations in the voluntary sector with grant funding to provide specific services across the borough. For example, Citizens Advice Hertsmere is funded to provide free, impartial and confidential advice to residents on a range of issues from debt and money to legal advice.



Implementing the Health and Wellbeing Strategy

Hertsmere Borough Council recognises that we cannot achieve the priorities in this strategy alone. This strategy sets a vision for Hertsmere Borough Council and partners. We will need to work in partnership with a number of organisations; statutory, voluntary and private sector to provide opportunities for everyone in the borough to improve their health and wellbeing.

This Health and Wellbeing Strategy will be owned and implemented by the Hertsmere Health and Wellbeing Partnership which is represented by Hertsmere Borough Council, Hertsmere Leisure, Community Hertsmere, Citizens Advice Hertsmere, Health Watch, Herts Mind Network, Hertfordshire County Council, Aldenham Parish Council, Elstree and Borehamwood Town Council, Herts Valleys Clinical Commissioning Group, Watford FC CSE Trust, Children's Centres and Groundwork.

Each year an action plan will be produced and reviewed by the Health and Wellbeing

partnership to demonstrate how we deliver our priorities. It is important to note that the strategy and action plan will continue to evolve to reflect local needs based on evidence and changing aspirations.

Hertsmere Health and Wellbeing Partnership will implement the key priorities outlined in this strategy by:

- Working together towards a shared vision
- Combining resources, skills and expertise to deliver impactful initiatives
- Delivering or commissioning projects that respond to need
- Championing health and wellbeing in the borough and promoting positive health-related behaviours
- Responding to consultations both at local and national level to improve health in Hertsmere.

