



# Health and Wellbeing Strategy



2014-2017



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# Foreword

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Overall Hertsmere is a healthy place in which to live, work or visit. The council and our partners have a long history of creating beautiful open spaces, including the Bushey Rose Garden and our award-winning parks. We also have a vibrant leisure and cultural heritage including local museums and sport facilities. In addition, we maintain responsibility for healthy living including improving air quality, sanitation, housing standards and food hygiene. However, there is more that we can do.

Following the transition of public health to Hertfordshire County Council in 2013, we recognise we need to work together as a public health system focused on improving and protecting residents' health both at county and district level. This also provides a significant opportunity to enhance services and help to prevent ill health effectively.

Hertsmere has a background of successful partnership working through the Local Strategic Partnership, Community Safety Partnership and Health and Wellbeing Partnership.

This is the first Health and Wellbeing Strategy for Hertsmere, which provides the evidence base and joint vision for how we can continue to work together to improve the health of the community in new ways. Achieving this strategy will bring significant benefits to the people of Hertsmere in terms of increased quality of life and better health.



**Cllr Brenda Batten**  
**Portfolio Holder for Leisure, Culture and Health**

# How Healthy is Hertsmere?

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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.

## Hertsmere's Health Profile - A Snapshot<sup>1</sup>

The health of people in Hertsmere is generally better than the average in England. Nonetheless, the 2010 Index of Multiple Deprivation shows that Borehamwood Cowley Hill ward is in the top 25% of the most deprived areas in the country. Other areas of deprivation also exist in

parts of Bushey North, Potters Bar Oakmere, Borehamwood Brookmeadow and Borehamwood Kenilworth wards. About 14% (2,800) of children also live in poverty across the borough.

This deprivation contrasts sharply with the equally concentrated areas of affluence that characterise other areas of Hertsmere, particularly Radlett and Aldenham. Life expectancy is 7.7 years lower for men in the most deprived areas of Hertsmere compared with the least deprived. Over the last 10 years, all cause mortality rates have fallen. Early death rates from cancer and from heart disease and stroke have also fallen. Consequently, any strategy must be mindful of the diverse communities living in Hertsmere.

In School Year 6, 15.4% of children are classified as obese, better than the average for England but an increase from 12.8% in 2013. Levels of teenage pregnancy, GCSE attainment, alcohol-specific hospital stays among those under 18 and smoking in pregnancy are better than the England average. The estimated level of adult obesity is 20.2%. The rate of physically active adults is 56.1% and in-line with the England average. Rates of sexually transmitted infections, smoking-related deaths and hospital stays for alcohol-related harm are better than the average in England.



<sup>1</sup> Hertsmere Health Profile 2013 and 2014 [www.healthprofiles.info](http://www.healthprofiles.info) (Public Health England)

<sup>2</sup> Hertfordshire Public Health Strategy [www.hertsdirect.org/docs/pdf/p/phstrat.pdf](http://www.hertsdirect.org/docs/pdf/p/phstrat.pdf)





However, there are some areas which need our focus and are below or close to the Hertfordshire average.

- Percentage of physically active adults
- Excess weight in adults and obese adults
- Overweight children in reception classes (not recorded in Health Profiles)
- Alcohol-specific hospital stays (under 18)
- Excess winter deaths
- Hip fractures in people aged 65 and over
- Smoking prevalence
- Killed or seriously injured on roads

This also shows there are health inequalities in Hertsmeire which are often affected by the environment and economic and social issues.<sup>2</sup>

## What you told us

Community Action Hertsmeire undertook research to find out what people living in the borough think and feel about health and



wellbeing in Hertsmeire. Overall 240 people participated through surveys and focus groups. Recent voluntary and community sector project evaluations were also used to compile this evidence base.<sup>3</sup>

Residents told us that overall Hertsmeire is a nice place to live. Nonetheless there are areas of deprivation and health inequalities which need improving. The consultation highlighted many different issues and opportunities for making Hertsmeire's residents healthier in ways that can work for local people.

The issues and opportunities identified included:

- Community projects such as arts and crafts sessions for all ages are important as they bring people together, making neighbourhoods friendlier.
- There is a concern for older people and the support available to them, as we have a rising older population.

<sup>3</sup> Health in Hertsmeire – Full Analysis and Report [www.hertsmeire.gov.uk/healthandwellbeing](http://www.hertsmeire.gov.uk/healthandwellbeing)



- Befriending schemes and activities in the community will help people's emotional wellbeing.
- There is a lack of support for families with substance misuse issues.
- Self diagnosed depression is also fairly high. People suffer from feelings of isolation, loneliness and low self-worth.
- A small amount of support can help people to take responsibility to improve their lives and will lead to healthier lives as a result.
- Need to build confidence and self-esteem for some through volunteering and courses to help people be healthier and become part of the community.
- More opportunities for cost effective and enjoyable physical activity, such as keep fit classes.
- More healthy eating cooking classes and community projects.
- The green spaces across the borough are very important to people and would be good to have opportunities to use outdoor equipment and space as families.

Through this survey it shows people living in Hertsmere are prepared to work together to improve their lifestyle and overall health and wellbeing. There are a number of ways public, private and voluntary sector organisations can support people to do this.





# Our Public Health Role

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## What is Health and Wellbeing?

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

## Overarching Approach

### Support people according to need

The Marmot Review 'Fair Society, Healthy Lives', a report published on request of the Secretary of State for Health, looks at the most effective way of reducing health inequalities.<sup>4</sup> It is a principle endorsed by the Hertfordshire Health and Wellbeing Board and is instilled across our priorities locally. Everybody has the right to receive the support they need to be healthy and happy. Supporting people according to their need means targeting partnership activity based on relative deprivation.

### Health and Wellbeing is everybody's business

Health and wellbeing is everybody's business and everybody's responsibility. Tackling health inequalities and improving the overall health and

happiness of Hertsmere will always present challenges and no single individual or organisation can tackle these issues alone. It is important that residents take responsibility and feel enabled to make healthy choices in life, whilst community groups and statutory organisations provide support and deliver services when you need them.

### Tackling issues throughout the life course

For each of our priorities we will look at the 'life course' because your health, at any one point in your life, is related to the events all through your life, ill health and poor emotional wellbeing. Our aim is to deliver services for children and young people, working age adults and older people.



## 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,

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<sup>4</sup> 'Fair Society, Healthy Lives' The Marmot Review





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<sup>5</sup> concentrates on two high-level outcomes to be achieved across the public health system. These are:

- increased healthy life expectancy
- reduced differences in life expectancy and 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. The second outcome focuses attention on reducing health inequalities between people, communities and areas. Using a measure of both life expectancy and healthy life expectancy will enable the use of the most



reliable information available to understand the nature of health inequalities both within areas and between areas.

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

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

The borough council can support the achievement of these objectives through the services it delivers and our partnerships.

### Community Safety

Community Safety plays a major role in the health and wellbeing of the community through dealing with illegal tobacco, causes of domestic violence, offender mental health, drug and alcohol safety. The Community Safety Partnership not only has health partners on the board but also works with the Health and Wellbeing Partnership to jointly fund initiatives which cut across both areas. Environmental Health is responsible for regulating the sale of alcohols and the council's Licensing policy and objectives contribute to improving community safety and well being.

### Environmental Health & Licensing

Environmental Health & Licensing service plays an essential part in health protection and in improving public health through its advice,

<sup>5</sup> Public Health Outcomes Framework [www.phoutcomes.info](http://www.phoutcomes.info)



regulation and enforcement roles. It influences health by ensuring food hygiene is maintained in commercial premises, that employees health and safety is protected, improving air quality and other pollution issues.

Infectious Disease Control is an important part of Environmental Health's core duties and officers work closely with other public health agencies to identify the source of cases of infectious disease and more importantly take steps to prevent further spread of infection. 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 accidents, outbreaks of widespread infectious disease (e.g. Flu Pandemic) and terrorist incidents.

### Housing

Housing is an essential element to health and wellbeing of individuals and families by providing safe, decent homes to live. Living in poor housing can lead to an increased risk of cardiovascular and respiratory disease as well as to anxiety and depression. Problems such as damp, mould, excess cold and structural defects which increase the risk of an accident also present hazards to health. Disabled Facilities Grants are also available to adapt homes to make them more suitable for disabled people to live in and manage independently.

### Street Scene

This service consists of waste & recycling

collections, street sweeping, removal of fly-tipping and abandoned vehicles, the management, maintenance and development of parks and open spaces, the management of car parks and controlled parking. All of these services contribute to improving and promoting a healthy living environment. For example, the outdoor gyms and healthy walks programme contribute to this and Hertsmere has the most green flag awards for parks in Hertfordshire.

### Partnerships, Leisure and Culture, Economic Development

Responsible for the leisure centre provision, grants to the voluntary sector, the Health and Wellbeing partnership, museums and sports development this service provides ample opportunities to continue to improve health and wellbeing in Hertsmere. In addition through a partnership with Herts Healthy Homes we support the work to reduce fuel poverty, excess winter deaths and falls. A key part of people's health and wellbeing is also finding employment, being free from debt issues and having access to financial advice.

### Planning

Planning can include provision of walking and cycling routes, community facilities, access to children's play and recreation alongside the built environment. To foster health-promoting environments, it is essential that public health practitioners work closely with planners, designers and developers to ensure that health is considered at all stages of the development process.

# Our Priorities

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

## Public Health Priorities

1. Increase physical activity and healthy eating
2. Improve mental health and wellbeing
3. Reduce alcohol and drug-related harm
4. Increase numbers of people giving up smoking
5. Reduce hip fractures and excess winter deaths

The ambition to get people involved in the community and improve opportunities for people to take responsibility to have a healthier lifestyle is embedded across these priorities.

## Why do we need to focus on these?<sup>6</sup>

- Smoking causes more preventable deaths than anything else – nearly 80,000 in England during 2011. There's also an impact on smokers' families: each year, UK hospitals see around 9,500 admissions of children with illnesses caused by second-hand smoke.
- Alcohol is one of the biggest behavioural risks for disease and death. In 2010 to 2011 there were 1.2 million alcohol-related hospital admissions and around 15,000 deaths caused by alcohol. Alcohol and substance misuse can be a contributing factor in abusive relationships including



domestic violence resulting in breakdown of relationships;

- In England, most people are overweight or obese. This includes 61.9% of adults and 28% of children aged between 2 and 15. People who are overweight have a higher risk of getting type 2 diabetes, heart disease and certain cancers.
- Good mental health and emotional wellbeing are vital and essential to the whole functioning and life opportunity of an individual. The ability of a person to live and cope strongly influence other health issues such as giving up smoking or finding a job or being more active.
- There are over 61,000 admissions with hip fractures across England, Wales and Northern Ireland each year. Hip fractures are a major public health issue and are more common in later life. Figures are expected to rise even higher as a result of the ageing population. The results for patients can be early death. Though not directly due to the fracture, there is an indication of a higher prevalence of ill health with these people.<sup>7</sup>

<sup>6</sup> Public Health England – [www.gov.uk/government/topics/public-health](http://www.gov.uk/government/topics/public-health)

<sup>7</sup> National Hip Fracture Database, National Report 2013



# Working in Partnership

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The scope of public health is very broad and a number of organisations, statutory, voluntary and private sectors all have a role in improving health and wellbeing in Hertsmere. This strategy brings together a vision for Hertsmere Borough Council and partners.

In response to the transfer of Public Health to Local Government, Hertsmere Borough Council and Hertsmere Together, Local Strategic Partnership agreed to develop the Health and Wellbeing partnership into the key conduit for Hertsmere and council feeding into the Health and Wellbeing Board for Hertfordshire. Our plan will support the Hertfordshire Health and Wellbeing Board in achieving its aims and objectives in Hertsmere. The priorities for the partnership will focus on where we can make the biggest difference by working together towards the key issues for our community. We understand that this is not an exhaustive list but highlights issues for action which need to be addressed.

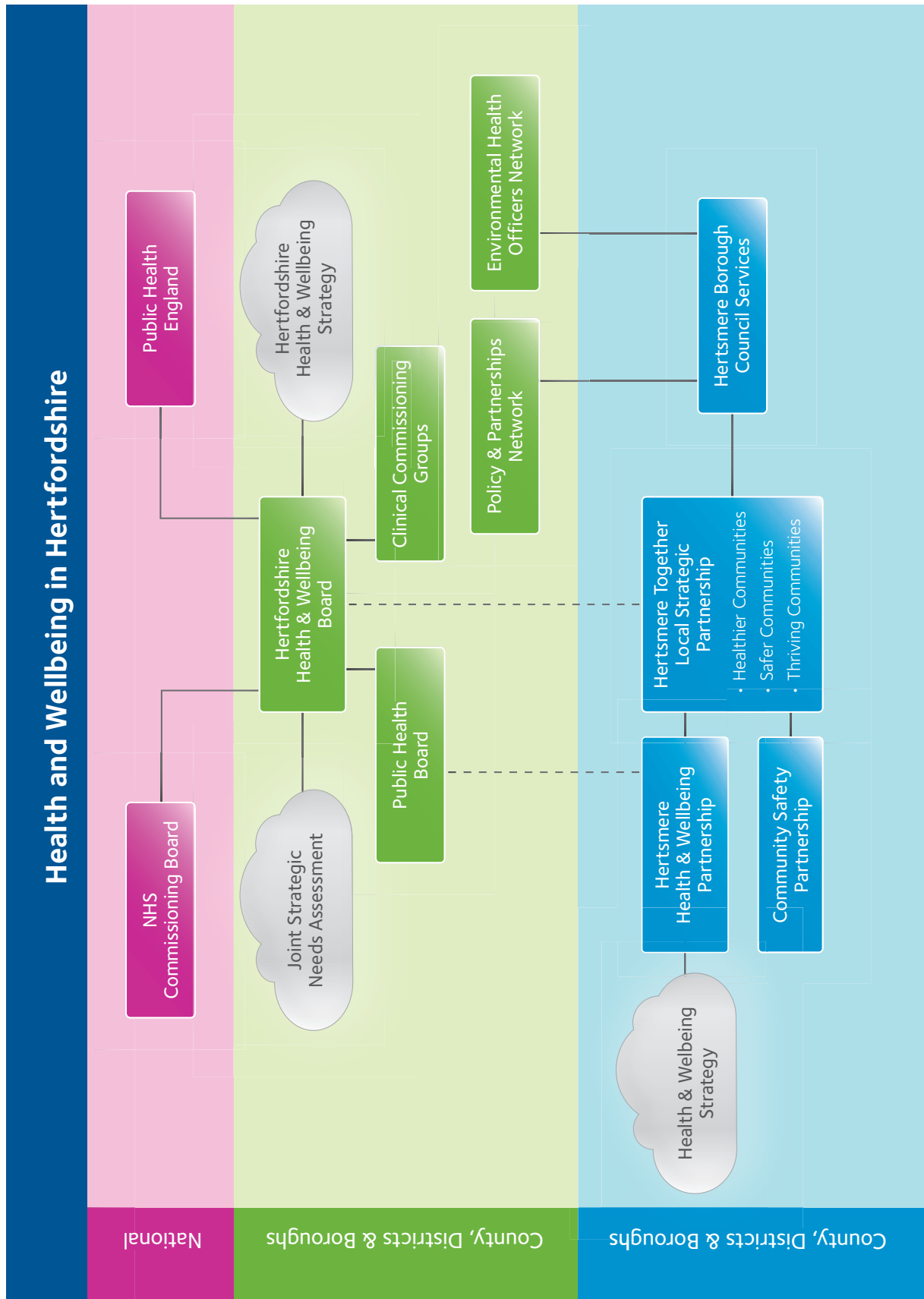


This strategy provides the vision for Hertsmere Borough Council, Hertfordshire County Council, the Clinical Commissioning Groups (CCGs), NHS trusts, voluntary organisations and others to combine their resources and skills to help improve the public health of those people who live, work and visit Hertsmere. Through this strategy we can also help deliver projects which support the Hertfordshire Health and Wellbeing Board priorities, Healthier Herts, a Public Health strategy and Herts Valley's CCG, Locality plan.





## Health Structures in Hertfordshire and Hertsmere



# Implementing the Health and Wellbeing Strategy

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Health and Wellbeing has been identified as a key priority in both Hertsmere Borough Council's Corporate Plan 2009–2013 and Hertsmere Together's Community Strategy 2013–2016. This Health and Wellbeing Strategy will be implemented by the council across all of the services and through the local Health and Wellbeing Partnership. The annual action plan will show all the work undertaken which contributes to the delivery of this strategy and the Hertfordshire Health and Wellbeing Strategy, and Public Health Strategy.<sup>7</sup> It is also important to note that the strategy will continue to evolve and reflect local priorities based on evidence of changing needs and aspirations.

We will implement the key priorities and approach outlined in this strategy by:

- Working together as part of the Hertsmere Health and Wellbeing Partnership
- Commissioning projects through the public health fund
- Promoting health-related behaviours
- Pooling resources and skills to better deliver initiatives
- Responding to consultations both at local and national level to champion health improvements for Hertsmere

**The council** will continue to deliver against the relevant corporate plan objectives which include:

- Creating safer communities by tackling crime, anti-social behaviour, and alcohol related disorder
- Protecting and enhancing our street scene, including improving waste minimisation
- Protect and enhance our natural and built environment

Improve the health of residents through the provision and improved access to services which support healthier lifestyles and reduce health inequalities

- Maintain and develop our cultural heritage
- Support a thriving local economy
- Facilitate opportunities for our communities to prosper
- Improve private sector housing standards
- Increase affordable housing
- Strive to meet the housing needs of vulnerable people

**The Health and Wellbeing Partnership** will aim to deliver the public health priorities outlined in this strategy and continue to deliver the community strategy objectives which include:

- To promote healthy weight and increase physical activity.
- To improve mental health and emotional wellbeing.
- To create a healthy culture across all services, all communities and all workplaces.

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<sup>8</sup> Hertfordshire Health and Wellbeing Strategy and Public Health Strategy [www.hertsdirect.org/hwb](http://www.hertsdirect.org/hwb)

# Contact details

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We welcome feedback on all aspects of the Health and Wellbeing Strategy and work of the Health and Wellbeing Partnership. If you have any comments or would like to discuss opportunities for working in partnership please contact Hertsmere Borough Council, Partnerships and Community Engagement Team by email [Health.wellbeing@hertsmere.gov.uk](mailto:Health.wellbeing@hertsmere.gov.uk), telephone 020 82078 7801 or write to Civic Offices, Elstree Way, Borehamwood, Hertfordshire, WD6 1WA.

For information about current opportunities and activities please visit our website [www.hertsmere.gov.uk/health](http://www.hertsmere.gov.uk/health)

