Towards a Healthier Hampshire:

A Strategy for Improving the Public's Health

2016-2021

Hampshire County Council

Contents

Forword

There are benefits for everyone if we stay fit and healthy. Healthy people generally have a better quality of life, more independence, able to make more of their own choices, take an active part in their community and have the chance of a better life. We want to deliver improved health and wellbeing outcomes for every one in Hampshire, driven by individual choice and with less dependency on health and social care provision. This means continuing to build inclusive, strong communities which value and enable the most vulnerable people in Hampshire to lead fulfilling lives.

Everyone has the right to enjoy good health. However, across Hampshire there are differences (inequalities) in health that happen because of where people are born, grow, live, work, and age. It is clear that some of these differences in health, well-being and length of life are avoidable.

We know that to reduce these health inequalities we need to focus on all of the factors that influence good health, including education, employment, housing, our local environment and to ensure those who are unwell or need help have access to local services that are of the best possible quality.

We are ambitious in this strategy but it cannot be achieved without us all working together. We will work together to ensure that the health, wellbeing and choices of local people remain central to everything we do and that there is real investment in wellness and prevention of ill health.

In this age of austerity we know we face real challenges in overcoming these inequalities, but we must all be ambitious in our thinking and in our desire for change. Working across all directorates and with our partners in the Districts and in Health we aim to achieve real improvements, and try new approaches to improve and protect the health of local people and to reduce inequalities. This means ensuring that effective systems are in place for engaging and consulting with all stakeholders.

Why do we need a strategy for public health?

Good health and wellbeing is important. It is essential for thriving, prosperous, resilient and safe communities across Hampshire
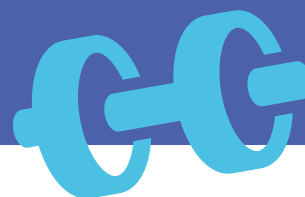
Why is a strategy important?

- We have a duty to improve the health of our residents and we need to invest in the health of future generations.

- Demand for services is rising and they are not sustainable in their current form. We need to move to a wellness model (this emphasises more than just physical health, it also includes social, emotional, spiritual, environmental, occupational, intellectual and physical wellness) - encouraging and supporting people to stay well rather than waiting until they are ill, in order to reduce future demands.

- What makes some people healthy and others unhealthy is complex and determined by many factors. Hampshire County Council is well placed to address these complex factors, by working with its partners to target entire communities and aiming to address the issues that exist at the community level.

What is this strategy about?

This strategy has been developed to improve health across the county and outlines our vision and actions towards a Healthier Hampshire to improve the public's health.

The strategy:

- Aims to improve health outcomes and better optimise use of our resources

- Will help everyone to understand the impact of their business on the public's health

- Sets out the public health priorities for action which will guide the work programme for the Council

- Promotes a partnership approach – improving health is complex and cannot be done by one organisation alone

- Complements the Hampshire Health and Wellbeing Strategy, the Children and Young People's Plan and other strategies

- Aligns the Council's approach to prevention with that of the NHS to support delivery of local sustainability and transformation plans

The Context

The responsibilities for local authorities in the Health and Social Care Act 2012 for health protection and improvement aim to address key issues in Professor Sir Michael Marmot's report Fair Society, Healthy Lives[1] which highlights the need to focus on the wider social factors that influence health across all of our lives from birth to death.

Health & Social Care Act 2012
Responsibility for improving and protecting the public's health now lies with the Local Authority.

Needs are changing
Our population is aging. But while people are living longer, our years lived in 'good health' are not keeping pace. This is leading to increasing pressure on health and social care.

Austerity conditions
Smaller budgets are available to deal with an increasing pressure of ill-health.

NHS Five Year Forward Plan
Opportunities to work alongside the NHS to achieve the same aims (keeping people healthy and independent).

Changing technology
Opportunities to change the way people interact with our services, using technology to promote self-care and helping people make use of what support is around them in their communities.
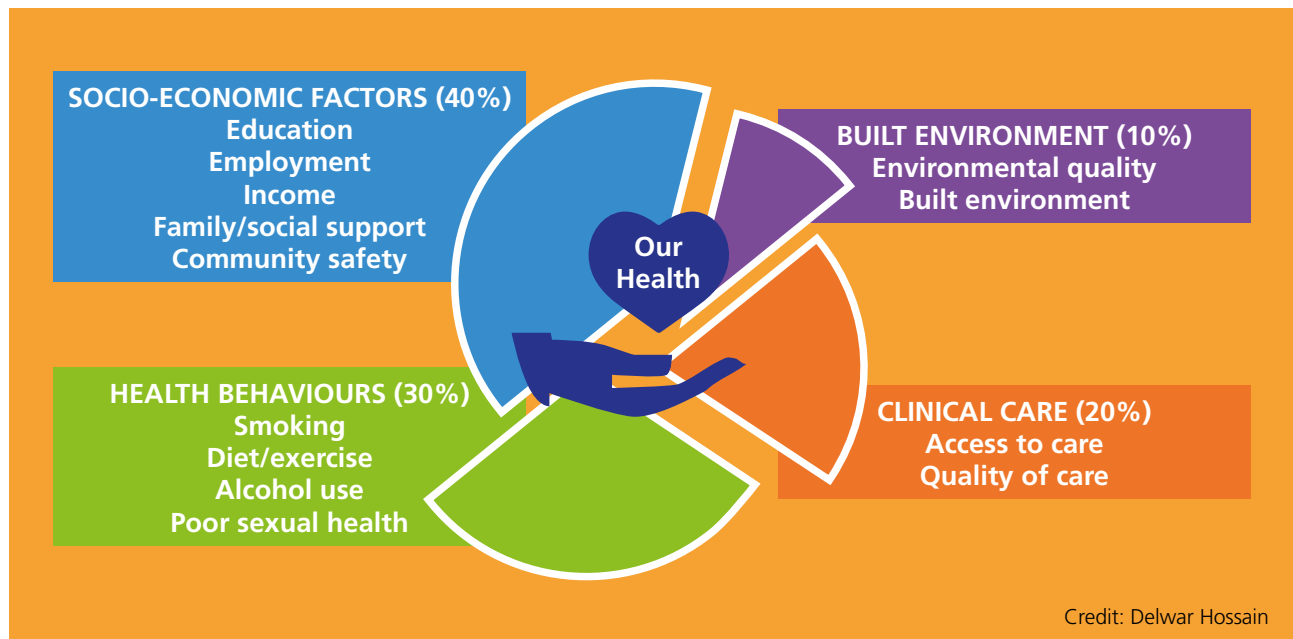
What helps us to stay healthy?

Our health can be influenced by a number of factors, including whether or not we have a job, how much money we have, the type of house we live in, the lifestyle we follow and the healthcare we receive.

1 Marmot, 2010; Fair Society, Healthy Lives. http://www.marmotreview.org/

What contributes to our health

SOCIO-ECONOMIC FACTORS (40%)
Education
Employment
Income
Family/social support
Community safety

BUILT ENVIRONMENT (10%)
Environmental quality
Built environment

Our Health

HEALTH BEHAVIOURS (30%)
Smoking
Diet/exercise
Alcohol use
Poor sexual health

CLINICAL CARE (20%)
Access to care
Quality of care

Credit: Delwar Hossain

Our vision for the public's health

Healthy, happy and resilient communities now and for future generations in Hampshire.
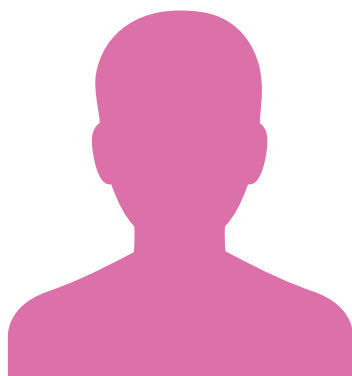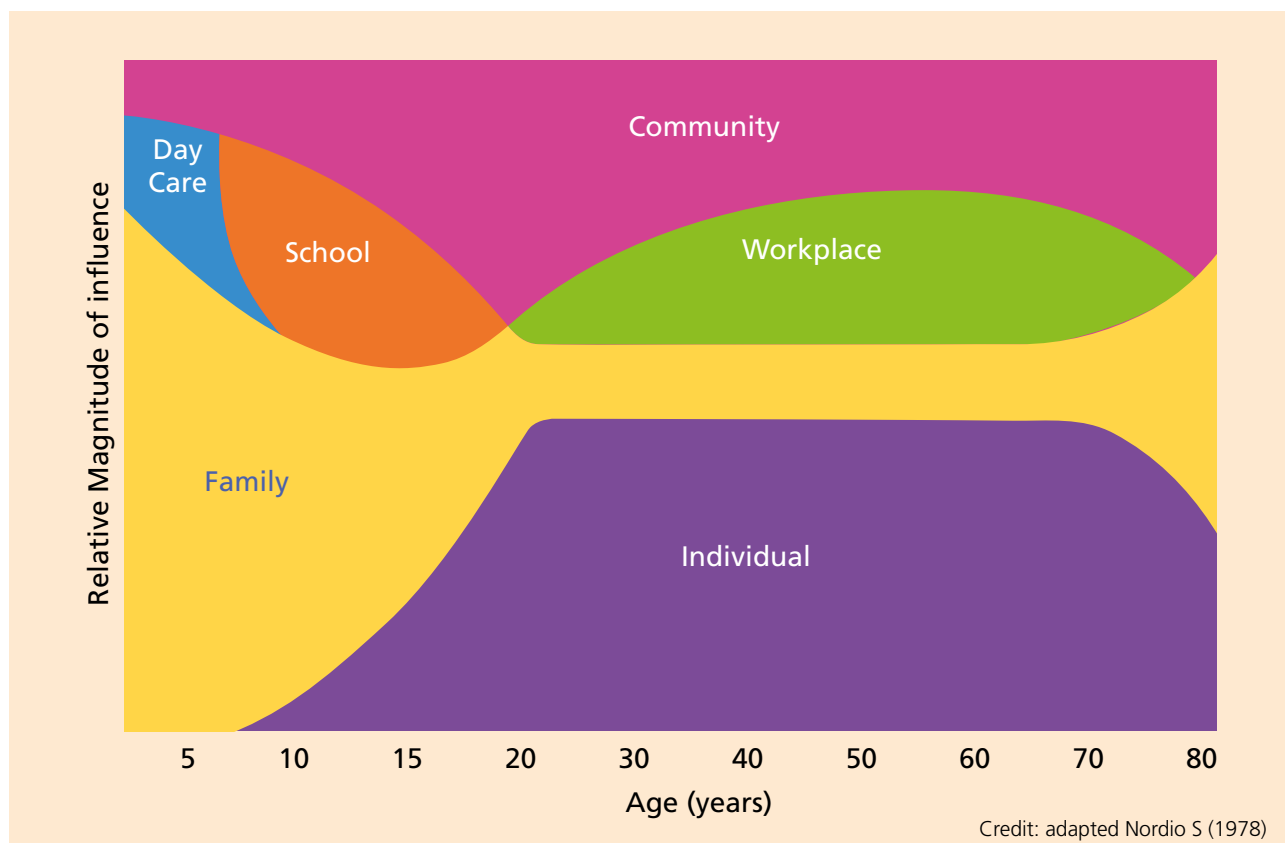
Our principles and values

We will:

- Work together with all our partners across Hampshire to improve health and help make the healthy choices, the easy choices

- Work to reduce the difference in health outcomes in different areas of the County

- Use best evidence, best practice and innovate when we can

- Focus on improving health in people of all ages

- Support and enable people to take care of themselves (to be in control of their health)

- Develop co-produced solutions designed by the people who will use them

- Continuously improve the quality of our services to meet the needs of our population

- Ensure value for money for our services
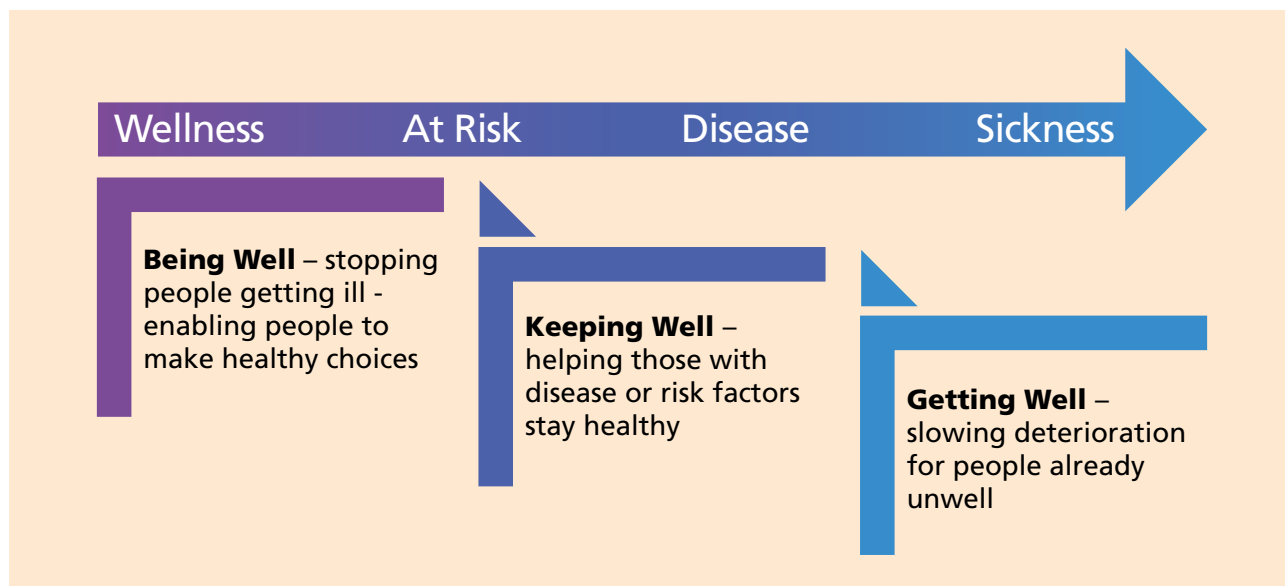
What influences health?

What influences health changes as we journey through our lives. Understanding this helps us to develop interventions in the places of greatest influence, at particular stages of our lives, which in turn helps build healthy communities.

These could include within school or workplace settings, supporting children to have the healthiest start in life and helping working age adults to keep themselves healthy.
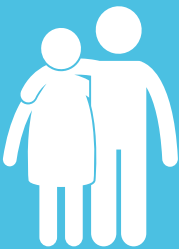
Influences on Health

Community

Day Care

School

Workplace

Relative Magnitude of influence

Family

Individual

5   10   15   20   30   40   50   60   70   80

Age (years)

Credit: adapted Nordio S (1978)

Keeping Healthy

Wellness   At Risk   Disease   Sickness

Being Well – stopping people getting ill - enabling people to make healthy choices

Keeping Well – helping those with disease or risk factors stay healthy

Getting Well – slowing deterioration for people already unwell

The health of people in Hampshire

We know that Hampshire is a healthy place to live.

| People have good Life expectancy | Fewer children live in poverty | Fewer children die young | Fewer people die from avoidable health conditions | People in Hampshire benefit from good education and employment, good housing and a great environment |

But we need to do better

- The gap between how long people live and how long they live in good health is widening
- While women are living longer, they are not necessarily living healthy for longer.
- There is significant inequality in the health outcomes experienced between the most and least deprived people in our communities.
- Financial pressures are beginning to impact on services.
- We are increasingly living in an uncertain and stressful environment, so we need to improve our mental health and access to mental health services.

Key things we need to do

- Focus on prevention and early intervention to reduce the pressure on our services when health problems arise.
- Take action to help reduce the health inequality between different groups in our communities.
- Empower people to use their own resources and assets to stay healthy and independent.

Health inequalities

Legend

Deciles (England Base)

1		10% most deprived
2		11% to 20%
3		21% to 30%
4		31% to 40%
5		41% to 50%
6		51% to 60%
7		61% to 70%
8		71% to 80%
9		81% to 90%
10		91% to 100%

Basingstoke & Deane

Hart

Test Valley

Rushmoor

East Hampshire

New Forest

Havant

1. Winchester
2. Eastleigh
3. Southampton
4. Fareham
5. Gosport
6. Portsmouth

Isle of Wight

Source Data: DCLG 2015

Hampshire County Council

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0 2 4   8   12   16
Miles

- **Hampshire is the tenth least deprived County Council authority area, but this masks localised pockets of deprivation.**

- **The most deprived areas in Hampshire are in Havant, Rushmoor and Gosport.**

- **Men in the least deprived areas can expect to live almost seven years longer on average than those in the most deprived areas.**

- **For women the gap is almost five years.**

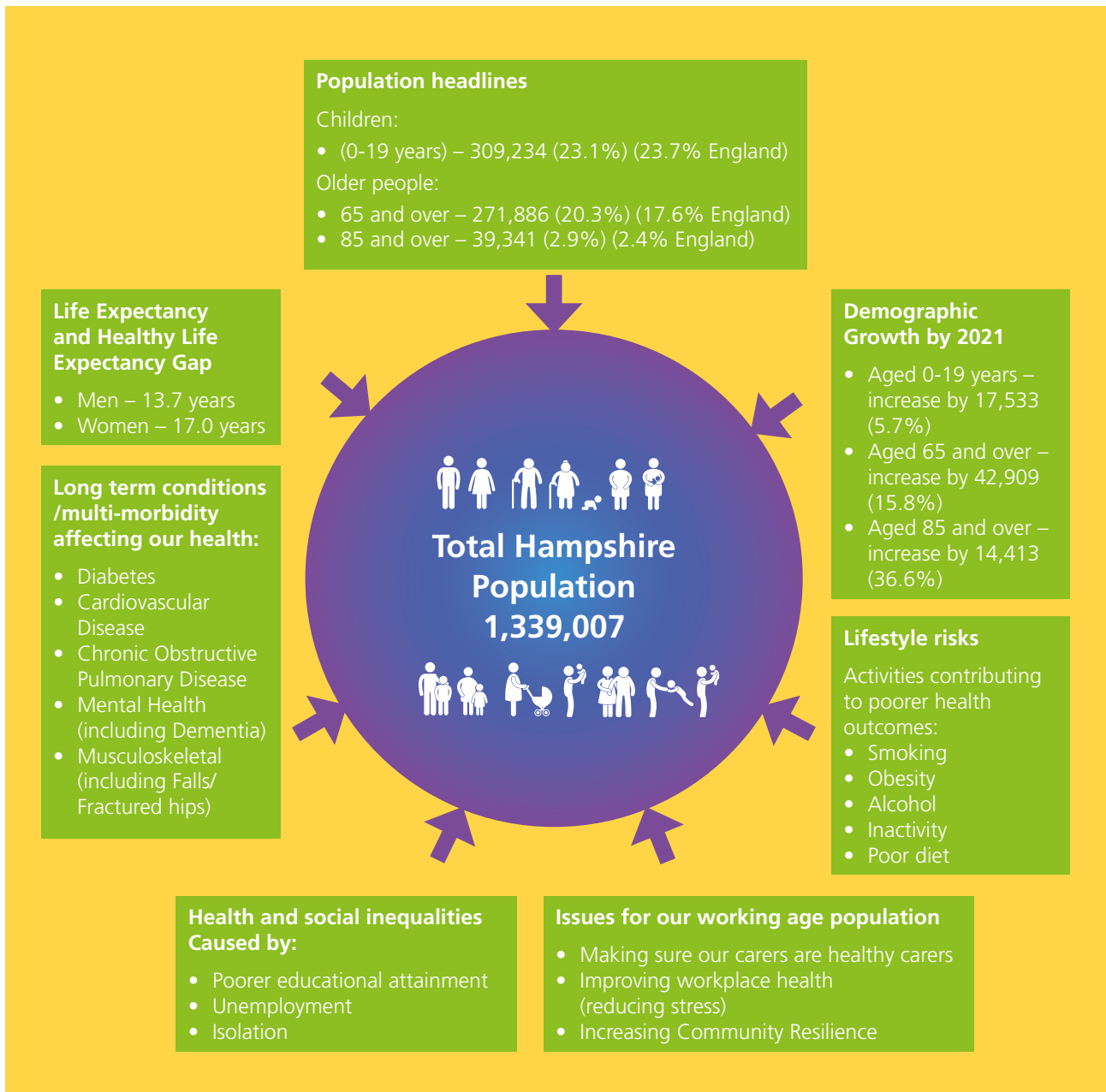- **This gap has increased over the last 10 years.**

Our population is changing

We are:

- Becoming more diverse.

- Getting older (the ratio of people of state pension age is increasing compared to the working age population).

- Living longer (our healthy life expectancy is not keeping up with overall life expectancy. Women in particular are living longer in poor health).

- Becoming more unequal – health inequalities are increasing, more people are living with multiple long term conditions and there is increasing prevalence of lifestyle related illness related to unhealthy behaviours.

Key issues for Hampshire

Population headlines

Children:
- (0-19 years) – 309,234 (23.1%) (23.7% England)

Older people:
- 65 and over – 271,886 (20.3%) (17.6% England)
- 85 and over – 39,341 (2.9%) (2.4% England)

Life Expectancy and Healthy Life Expectancy Gap
- Men – 13.7 years
- Women – 17.0 years

Long term conditions /multi-morbidity affecting our health:
- Diabetes
- Cardiovascular Disease
- Chronic Obstructive Pulmonary Disease
- Mental Health (including Dementia)
- Musculoskeletal (including Falls/ Fractured hips)

Total Hampshire Population 1,339,007

Demographic Growth by 2021
- Aged 0-19 years – increase by 17,533 (5.7%)
- Aged 65 and over – increase by 42,909 (15.8%)
- Aged 85 and over – increase by 14,413 (36.6%)

Lifestyle risks

Activities contributing to poorer health outcomes:
- Smoking
- Obesity
- Alcohol
- Inactivity
- Poor diet

Health and social inequalities Caused by:
- Poorer educational attainment
- Unemployment
- Isolation

Issues for our working age population
- Making sure our carers are healthy carers
- Improving workplace health (reducing stress)
- Increasing Community Resilience

Our ambitions

- **People living in Hampshire will be among the healthiest in Europe with a better than average healthy life expectancy.**

- **We will narrow the gap in life expectancy and healthy life expectancy, to ensure that those living longer are also healthier for longer.**

- **In Hampshire, living a healthy lifestyle will be the 'norm'.**

- **People who live in Hampshire will have good emotional wellbeing and mental health.**

- **Children and families will be healthy and resilient and children will have the best possible start to life.**

- **Hampshire's communities are thriving and healthy places to live.**

Our Public Health Priorities for Hampshire Residents

1 Healthy

Making healthy lifestyles the norm

2 Happy

Good emotional wellbeing and mental health for all

3 Resilient

Resilient and healthy children, young people and families

4 Thriving Communities

Making local places healthy and safe places

5 Protect

Protecting health from avoidable harms

Healthy

Ambition: Making a 'healthy lifestyle' the norm

Outcome:

- Reducing the gap between life expectancy and healthy life expectancy

We Want to	We will	By
Increase the time people live in good health Improve outcomes for our most vulnerable and disadvantaged people Support people to build resilience and use their own strengths and assets to keep healthy Improve access for and outcomes in the most disadvantaged populations and those with the poorest health	Develop a health improvement programme that supports all ages to live healthier lives, providing targeted support for people who want to ● Stop smoking ● Achieve a healthy weight ● Be active (mentally and physically) ● Drink sensibly ● Have good sexual health ● Reduce their risk of falling Work with our partners to ensure that all services play a role in delivering better health	● Redesigning our services with local people, to support them to look after themselves and to help them to make healthier choices easier. ● Looking at different approaches including the use of new technology ensuring those most in need can access and benefit from the support ● Targeting our services so they have the biggest impact on improving health such as; ● Helping expectant mothers to stop smoking ● Working with hospitals to help people stop smoking to improve their outcomes from surgery ● Working with our partners in education and across the County and District councils to increase the number of our children who are a healthy weight ● Working with our partners in the acute trusts to reduce the impact of excessive alcohol use ● Building awareness across all of the public sector staff and the voluntary sector to have healthy conversations and to make every contact count ● Ensuring sexual health services are accessible and effective and deliver good value for money ● Working with our partners in health and the voluntary sector to effectively prevent falls especially in our older population

Happy

Ambition: Good emotional wellbeing and mental health for all

Outcomes:

- Improve self reported wellbeing across the community
- To reduce substance misuse in the community
- Increase the life expectancy of those with SMI faster to reduce inequalities

We Want to	We will	By
To improve the wellbeing for the people of Hampshire by reducing factors that impact negatively on wellbeing and that create inequalities Ensure that people in Hampshire are more resilient and have good mental health Improve the physical health of those with Serious Mental Illness (parity of esteem) Improve outcomes for those misusing substances	Achieve our ambition through targeted services, empowering individuals and communities and developing innovative partnerships to • Reduce harm caused by substance misuse to individuals and families • Improve access to support for mental wellbeing across the County • Reduce inequalities for people with Serious Mental Illness, improving access to all health services • Improve the emotional wellbeing and mental health of Children and Young People • Tackle loneliness and isolation to improve wellbeing of the more vulnerable • Reduce suicide by 10% in 5 years in line with the Sustainability and Transformation Plan • Improve the outcomes for people affected by violence	• We will develop mentally healthy communities across Hampshire to improve wellbeing and reduce stigma • Working in partnership to reduce the risk of suicide with a focus on those in high risk groups • Increasing the effectiveness of Substance misuse services to increase those who recover from addiction, including those with mental illness • Ensuring that we are able to reduce the effect on communities and individuals of new designer drugs • Ensuring people with mental health problems are able to access public health services • Developing Dementia friendly communities • Supporting people and carers who are affected by dementia • Supporting people's recovery from violence through effective partnerships and innovative service delivery.

Resilient

**Ambition:** Resilient and healthy children, young people and families

Outcome:

● Children and families who are resilient and have more resources to look after themselves

We Want to	We will	By
Build self-esteem, confidence and resilience in children and young people Enable all children to realise their full potential and to live independent and healthy lives now and in the future	Work with partners and communities to ensure support for children and young people is coherent and improves their resilience and social and emotional wellbeing Effectively commission public health services for children, integrating this with early years services to improve outcomes for children and families	● Working with partners and our services to ensure support to parents improves their confidence and parenting skills ● Working with our services such as the Health Visiting service to ensure they identify and provide the most appropriate support to those children at risk or with complex needs, identify and improve poor mental health in new mothers and support vulnerable families to be independent (e.g. through Family Nurse Partnership approach) ● Working with partners and our communities so they can support and assist in developing children and families to be confident and independent ● Improving physical and mental health in schools and colleges (through healthy schools initiatives) ● Working in partnership to improve the safety (safeguarding) of our children

Thriving Communities
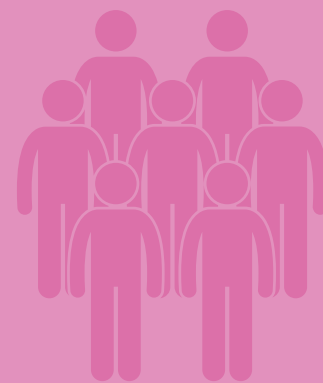
Ambition: Making local places healthy and safe places

Outcome:

● The places we live and work will help to make healthy choices the easiest choices

We Want to	We will	By
Work with partners to develop the places we live and work so that healthy choices are the easiest choices Developing our environment to support active travel Create a 'healthy food' environment where healthier options are the easy (and cheap) options Support communities to be inclusive, reducing isolation	Work with partners to create liveable streets where opportunities for walking, cycling and social interaction are built in and increase the proportion of people who are active – by making it easier to walk and cycle Increase access to healthy food Improve social connectedness	● Working with our partners in District Councils to implement actions with planners that improve health ● Working with partners to implement and learn from place-based approaches to improving health such as the Healthy New Towns programme ● Implementing the Hampshire Cycling and Walking Strategies ● Ensuring healthy eating options are provided and accessed at HCC and other catered premises and share the learning with public sector and commercial providers ● Working with the Council and districts to reduce barriers to social connectedness (implement the findings of the Social Isolation and Loneliness Needs Assessment) ● Promoting the wellbeing of the wider community through local licensing arrangements ● Focus on road safety to reduce injuries and deaths on the roads

Protect

Ambition: Protecting health from avoidable harms

Outcome:

● There are robust and effective health protection
  arrangements for Hampshire

We Want to	We will	By
We want to ensure that the statutory responsibilities to deliver and assure a robust health protection system are met	Deliver the public health role in resilience to protect our population and communities Use our public health skills to make Hampshire a sustainable and healthy place	● Working with our partners to ensure plans are in place to protect the health of our residents in the event of an emergency ● Ensuring measures are in place to protect our residents against hazards to health such as infectious disease and environmental hazards ● Providing public health input to work on community safety and crime reduction, including domestic violence, alcohol and drugs, tobacco control and licensing ● Working with colleagues in PHE/ NHS England to assure the quality of and improve the take up of screening and immunisation programmes ● Supporting work on road safety and accident prevention

Delivery model
making public health everybody's business

A wide range of factors influence an individual's health.

Improving and protecting the health of people in Hampshire requires a range of agencies to understand their contribution and to work together to take appropriate action.

The Hampshire Public Health team will lead on delivery through partnership working and help to build capacity in the system.

Implementation

How will we know we are meeting the ambitions that we have set?

Project and implementation plans will be developed to ensure delivery of the priorities agreed in this strategy.

We will track our progress using:

- Health and Wellbeing Strategy indicators.
- The public health outcomes framework indicators.