

Harlow Health and Wellbeing Strategy

“Make Harlow Healthy”

2018 - 2028



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Foreword

**Cllr Emma Toal
Portfolio Holder for Health and Wellbeing**



Harlow is an enterprising town which prides itself for retaining art, cultural and leisure facilities. In addition, its green spaces are a major part of the unique character of the town and play a key role in making it such a great place to live in, bringing the landscape right into the heart of the community. Despite the tough economic climate, Harlow has remained a competitive location for business and growth and is well equipped and situated to support economic growth. The announcement that Public Health England's National Science Hub move to Harlow in 2019 is recognition of the fantastic potential of Harlow, and will strengthen Harlow's reputation as a centre for science and bring thousands of high quality jobs to Harlow.

Despite these successes, however, health inequalities and deprivation exist within our communities. For example, household incomes of residents are just under 10 percent lower than workplace wages on average and there are pockets of deprivation, notably around the centre and south-west of Harlow.

The Harlow Health and Wellbeing Strategy will help to meet these challenges, through shared vision and ambition. The strategy aligns well with wider Health and Wellbeing priorities, and creates the opportunity for District and County Council to work alongside the NHS, local communities, third sector and business to create a complementary and comprehensive approach to public health.

Recognising that no single agency can address the range of public health needs alone the Harlow Health and Wellbeing Partnership Board seeks to provide leadership on the health and wellbeing needs for Harlow by making the most out of our collective assets and resources within the town.

The Harlow Health and Wellbeing Partnership Strategy sets out our commitment towards addressing health inequalities and delivering Health and Wellbeing in Harlow with an emphasis on prevention and early intervention.

By working better together with wider partners, across boundaries and internal departments such as planning, housing and environmental health, the council is committed to ensuring that this Strategy is implemented so as to improve the health and wellbeing of all and this is fully supported as evidenced by the council's Corporate Plan. [Link to corporate plan.](#)



Background

We want Harlow to be a place where:

- Harlow residents have good health and wellbeing all partners and residents have role in tackling the underlying root causes of poor health and the issues that affect wellbeing
- Children and young people have the best start in life, grow up healthy and happy with skills to reach their full potential
- For all people to lead healthy and active lives whilst equipped with the resilience to cope with life's changes and challenges
- Harlow to be a great place to grow older with people living healthy and independent lives whereby older people to feel connected, valued, celebrated and supported within their communities
- For all people to have good access to employment opportunities as well as healthy working environments that encourage healthy lifestyles/ health and wellbeing
- For the physical environment and public realm to lends itself to supporting health and wellbeing through good design, access to a range of interesting and stimulating open spaces (green and blue), active travel (encouraging cycling and walking) and formal recreational opportunities for all age groups
- For all people to eat well, have access to fresh, healthy and locally sourced food (e.g. community gardens) and managing the type and quantity of fast food outlets

In the next ten years we must address the health inequalities that exist in our district in which certain wards are amongst the most deprived in Essex. A collective response will enable us to pool our resources and combat the challenges of declining resources for public services, both within the NHS and education services to face these challenges head on. **Working as a collective partnership the Harlow Health and Wellbeing Board objectives are:**

- To provide leadership for health and wellbeing within the district
- To raise the profile and act as the voice for health and wellbeing

- To review the priorities for health improvement in the district on an annual basis
- To bring together key partners to deliver a partnership approach to funding, activity coordination and delivery for all in the community
- To identify potential funding opportunities which would enable partners to develop joint projects and work streams throughout Harlow

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Our Vision

Health inequalities are avoidable and unfair differences exist in the health statuses between groups of people or communities. While health and social services make a contribution to positive wellbeing, most of the key factors that determine these things known as the “*key determinants of health*” lay outside the direct influence of health and social care services. Wider issues related to education, employment, housing, economic and environment all impact on our state of being.

By working on a large scale to influence and improve the determinants of health, and address existing health inequalities, our **vision** is that Harlow residents lead healthy and fulfilling lives through the following:

1. **Early Help and Startwell:** All children and young people have access to early help and have the best start in life
2. **Bewell, Staywell and Workwell:** All working age adults know how to be well, stay well and work well
3. **Agewell:** All adults who are sixty five and above live safe, healthy and independent lives for as long as possible
4. **Physical Activity and Mental Health:** All residents lead active and fulfilling lives that facilitate healthy lifestyles as well as good mental health and wellbeing

This vision offers a ‘**whole life course**’ approach to promoting health and wellbeing. A life course approach means that action to reduce health inequalities starts before birth and continues through to old age. This approach will be at the very heart of delivering health interventions, building confidence in the community to seek support, keep people safe and help people to support one another.

An overview of Health and Wellbeing in Harlow and demand on services

People and Place

- An ageing population is increasing demand on services
- Several deprived areas with poor health and unemployment
- Very high population density

Lifestyles

- Reducing smoking, drinking and child/adult obesity, plus increasing the level of physical activity, are all areas of improvement
- Interventions need to reach high risk groups to reduce the number of preventable health conditions and service demand.
- Increase in number of adults in substance misuse treatment

Physical and Mental Health

- Third highest rate of diabetes in the county
- Higher rate of hospital admissions due to hip fractures than England
- Both prevention and treatment are important to improving health outcomes
- Poor wellbeing amongst adults but a lower than average percentage of mental health problems although many people suffering with mental health suffer in silence and figures are on the increase
- Increasing number of people with dementia. Unpaid carers require support to achieve their role

Children and Young People

- Very high rate of teenage pregnancy is linked to a range of poor outcomes later in life
- Higher than average Chlamydia testing but also higher percentages testing positive
- High levels of child poverty
- High rate of children in care

Education

- Low percentage of children who are ready for school
- The proportion who achieve a good level of development at age 5 is close to the average but there is a gap for those eligible for free school meals
- Lower than average proportion achieve 5 or more GCSEs at grades A*-C
- High proportion attend a good or outstanding school
- Lowest persistent secondary absenteeism in Essex
- Far fewer pupils than average aspire to go to university

Housing

- High proportion of social tenants, with fewer than average number of residents owning their own homes
- Large rise in house prices
- Very high proportions on the housing waiting list and in temporary accommodation
- High rate of homeless households
- Ageing population will impact on the availability of health services, housing and care homes

Employment

- Higher than average number of adults with no qualifications
- Average adult unemployment but higher proportion of young people not in education, employment or training
- Lower level of employment amongst adults
- Higher than average ration of jobs per population and increasing number of jobs
- Most businesses have 9 or fewer employees

Our Strategic Priorities: 2018-2028

Early Help and Startwell

Focus: Children and young people have the best start in life, eat well, are emotionally resilient, ready for school and know what healthy relationships are. We want all of our children, young people and parents to seek support and guidance as well as express themselves in a safe and confident manner.

Bewell, Staywell and Workwell

Focus: Working age adults know how to lead healthy and fulfilling lifestyles and eat well. We want all working age adults to have access to opportunities and work in environments that support good health and wellbeing for all.

Agewell

Focus: Older people 65 years and above eat well, feel connected and included. We want them to live safe, healthy and independent lives for as long as possible.

Mental Health and Physical Activity

Focus: All Harlow residents live engaging and active lifestyles so as to have a real impact on physical and mental wellbeing.

How will we do it?

We want individuals and communities to take responsibility for their own health wherever possible and to be supported by a proactive partnership of local stakeholders in which we will work to:

- **Empower Individuals and Promote Self-Care:** We will work to help people to help themselves in order to increase the uptake of healthy lifestyles. We will work to empower individuals to make more positive choices that improve their health and wellbeing through health interventions, promotions and campaigns for example.
- **Work in Partnership(s) and Collaboration:** We will identify and remove barriers, share resources and best practice, work together, up-scale and co-design. This involves our partners such as the 'West Essex Public Health Partnership', the 'West Essex Children and Young People's Board', the 'Local Authorities Public Health Network', Active Essex, the 'Essex Health and Wellbeing Board', the West Essex Clinical Commissioning Group, and the community voluntary sector.
- **Tackle Inequalities and Ensure Equality:** Ensure that needs are understood and interventions are targeted.
- **Ensure Equality and Accessibility:** We will give a great regard for equality and the needs of the local population whilst taking into account the diversity that exists within our community. It is vital that every aspect of the HWB strategy recognises the need to accessibility wherever policy allows.
- **Focus on Prevention and Early Intervention:** To prevent the wider causes of ill health and poor lifestyle choices. This will lessen the dependency on frontline services and health-related work.
- **Drive Sustainability:** We will improve our understanding of need and demand so as to work in a more sustainable way.
- **Maximise Local Assets and Assess Local Service Effectiveness:** We will make the most out of our assets, resources and potential funding opportunities.
- **Use Evidence and Assess Population Needs:** Interventions need to be evidence-based to be sure of effectiveness. We will use evidence through the use of Public Health intelligence, service providers and local residents to assess population needs, address unmet need and demand.

- **Make use of Technology and Increase Communication and Engagement (Information Governance):** We will use the benefit of technology to improve access to information and assist with the delivery of interventions. We will inform people of how they can get involved with activities and events. We will make use of technology in order to '**make every contact count**', through referrals and self-referrals. We will use the "livewell" in the Harlow District platform to help communicate health and wellbeing activities, messages and campaigns.
- **Tackle the wider Determinants of Health:** We will tackle the broader determinants of health through optimising educational attainment, collective infrastructure planning and sustained economic growth.
- **Strengthen our Communities by Helping People to Help Others:** We will work to build capacity, champion peer support. This will help to tackle serious issues such as loneliness and social isolation as well as those living with dementia.
- **'Make Every Contact Count' (MECC):** Encourage day to day interactions that organisations and individuals have with other people. This is used to support them in making positive changes to their physical and mental health and wellbeing.
- **Behaviour Change:** Support people to make positive behaviour change.
- **Health and Wellbeing Campaigns:** We will make use of Public Health campaigns such as the '**5 Ways to Wellbeing**' to promote health and wellbeing messages (see Appendix 2).

“livewell in Harlow”

The Livewell campaign is designed to engage communities, families and individuals with the aim of providing information about all that is on offer in Essex to improve health and wellbeing. All Essex Local Authorities including Harlow Council and our partners have come together to collaborate on the health and wellbeing agenda and work towards achieving better health outcomes for people across Essex. “livewell” as a marketing brand and communications platform promotes the following health and wellbeing messages:



Supporting children and families to get the best start in life.



Eating a healthy, balanced diet is crucial for ensuring our bodies receive important nutrients for growth and repair and we maintain a healthy weight, at any stage of life.



Being active on a daily basis is not only important for physical wellbeing, but it can greatly benefit mental wellbeing too.



How happy or sad we feel is not always detected by others, yet how we feel can greatly influence how well we eat, how active we are and generally how we live our lives. It is therefore just as important to feel well throughout our lives.



Seeking help and support is not a weakness; it's a sign that you are facing your challenges. There are numerous services available within your area that can help with various topics, such as alcohol support, smoking services and weight management sessions for adults and children.



We are all ageing, and we all know people, whether they are relatives or friends, that are older than us. In the UK, there are now more people over the age of 60 than under the age of 18. Therefore, being aware of how to live healthily into old age, and the support that is available is important.

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How will we measure success?

We will deliver a successful strategy by working with the ‘whole system’ which means working with all organisations including:

- Essex County Council (ECC)
- the West Essex Clinical Commissioning Group (CCG)
- Active Essex
- Commissioners and Providers
- Voluntary Sector
- Our communities
- Across borders such as those in reference to the Sustainability and Transformation Plans (STP).

- **Success will be measured by the delivery of the objectives against each of the priorities.**
- **We will regularly report our progress to the Harlow Health and Wellbeing Board who will take responsibility for overseeing the delivery and successful implementation of the Strategy through the work of partnerships.**
- **We will review on an annual basis the Harlow Health and Wellbeing Action Plan.**
- **While this is a ten-year strategy it will be refreshed every two years by the Harlow Health and Wellbeing Board.**

Appendix 1: Summary of Health and Wellbeing Objectives

We recognise that it is only by working together that we are able to deliver on a number of actions and outcomes

<u>Actions</u>	<u>Outcomes</u>
<p>Increase Physical Activity, Active Living and Sport</p> <ul style="list-style-type: none">➤ Increase the number of people taking part in physical activity/active living and sport➤ Promote Active Travel ensuring cycling and walking is a safer more convenient alternative to the car➤ Use technology and innovation to promote activities on offer➤ Deliver targeted approaches to groups which are most likely to be inactive and under-represented in physical activity➤ Ensure physical activity are utilised as effective tools in prevention, early intervention and management of long term conditions/reablement➤ Develop resilience➤ Tackle social isolation and loneliness through the engagement and encouragement of physical activity➤ Ensure that there is an inclusive offer for those with disabilities and limiting conditions	<ul style="list-style-type: none">➤ Reduce inactivity levels➤ Reduce inactivity levels amongst target groups➤ Increase in the number of people being active including women and girls – ‘This Girl Can’ champions➤ Support the reduction of air pollution➤ Support the NHS targets to reducing the numbers of serious health conditions as well as targets for more adults and children achieving and maintaining a healthy weight➤ Get more people using open spaces for exercise and health reasons➤ Greater access to information around local activities➤ Increase the number of people being active➤ Improve young people’s attitudes towards physical activity and sport➤ Increase uptake of physical activity amongst children and young people➤ Support the NHS targets of reducing numbers of serious health conditions associated with inactivity in later life➤ More people are socially connected through engaging in physical activity
<p>➤ Promote Mental Health and Wellbeing</p>	<ul style="list-style-type: none">➤ Increased mental health awareness➤ Greater awareness of support services➤ Increased number of mental health first aiders

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| <ul style="list-style-type: none"> ➤ Encourage older people to 'Agewell' in order to live safe and independent lives <p>Support the development and investment in children and young people through Early Help and Startwell</p> <ul style="list-style-type: none"> ➤ Support local Economic Growth through the development of skills and employment opportunities for local residents ➤ Provide information and advice on how to "livewell" ➤ Champion Healthy Workplaces by promoting 'Healthy Lifestyles' and 'Behaviour Change' ➤ Develop access to a range of interesting and stimulating Open Spaces and Natural Environments ('green' and 'blue' spaces) providing recreational opportunities for all age groups | <ul style="list-style-type: none"> ➤ Increased number of people 65+ who know how to stay safe and warm in winter ➤ No further increase in the amount of people becoming prone to slips, trips and falls ➤ Increased community support to reduce loneliness and isolation ➤ Increased dementia awareness ➤ Increased emotional and mental resilience ➤ Greater awareness of childhood obesity ➤ Greater access to affordable activities and things to do in the area ➤ Reduce risk taking behaviours ➤ Increased skills and education for the local population ➤ Greater employment opportunities for local residents ➤ Increased presence and information of how to 'livewell in the Harlow District' ➤ Increased number of work places designed in ways in which to promote an active and healthy lifestyle, including regular physical activity, healthy diet and positive mental health including mental health first aid training ➤ Greater infrastructure that helps to improve health, address wider determinants of health and reduce health inequalities ➤ Increased development of lifetime neighbourhoods that accommodate and promote independent living ➤ Increased safe, convenient and well designed built environment and interesting spaces and social infrastructure that encourages community participation and social inclusion for all ➤ Increase in people using open |
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- spaces for health reasons and all types of activity
- Increase in the use of community assets
- Promote 'Eatwell' and access to fresh, healthy and locally sourced food (e.g. community gardens, local enterprise) and managing the type and quality of fast-food outlets
- Support the obesity agenda
- Prevent the increase of an unhealthy/obesogenic environment
- Increase in people eating well

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Appendix 2: The 5 Ways to Wellbeing

5 ways to Wellbeing shares five ways that are proven to keep an individual well.

Wellbeing as well as resilience is fundamental to people's capacity to get the most out of life, for themselves, their families and communities. 'The 5 Ways to Wellbeing' promotes five ways that are proven to keep an individual well, both physically and mentally. Through these 5 ways residents are encouraged to:



1. **Be Active:** you don't have to go to the gym but things like taking a walk, cycling or even gardening can have benefits to your health. We want to help people find an activity that they enjoy and encourage them to make it part of their life going forward.



2. **Take Notice:** is about being more aware of the present moment, including thoughts and feelings, your body and the world around you. Some people call this awareness "mindfulness". It can positively change the way you feel about life and how you approach challenges.



3. **Keep Learning:** learning new skills can give you a sense of achievement and a new confidence. So why not sign up for that cooking course, start learning to play a musical instrument, or figure out how to fix your bike?



4. **Give:** aims to show that even the smallest act can count. Whether it's a smile, a thank you or a kind word. Larger acts, such as volunteering at your local community centre, can improve your mental wellbeing and help you build new social networks.



5. **Connect:** This means connecting with people around you, your family, friends, colleagues and neighbours and spend time developing these relationships.