Towards a Healthier Hampshire:

A Strategy for Improving the Public’s Health

2016-2021
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Forward

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 for 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.

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

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 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 which highlights the need to focus on the wider social factors that influence health across all of our lives from birth to death.

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.

What contributes to our health

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

Our vision for the public’s health

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

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

BUILT ENVIRONMENT (10%)
- Environmental quality
- Built environment

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

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

Credit: Delwar Hossain
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 in school or workplace settings, supporting children to have the healthiest start in life and help people working age adults to keep themselves healthy.

Influences on Health

Keeping Healthy

- **Wellness**
  - *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.

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

- 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)

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

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<td>Increase the time people live in good health</td>
<td>Develop a health improvement programme that supports all ages to live healthier lives, providing targeted support for people who want to</td>
<td>Redesigning our services with local people, to support them to look after themselves and to help them to make healthier choices easier.</td>
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<tr>
<td>Improve outcomes for our most vulnerable and disadvantaged people</td>
<td></td>
<td>Looking at different approaches including the use of new technology ensuring those most in need can access and benefit from the support</td>
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<td>Support people to build resilience and use their own strengths and assets to keep healthy</td>
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<td>Targeting our services so they have the biggest impact on improving health such as;</td>
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<tr>
<td>Improve access for and outcomes in the most disadvantaged populations and those with the poorest health</td>
<td>Work with our partners to ensure that all services play a role in delivering better health</td>
<td>Working with expectant mothers to stop smoking</td>
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<td></td>
<td>Working with hospitals to help people stop smoking to improve their outcomes from surgery</td>
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<td>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</td>
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<td>Working with our partners in the acute trusts to reduce the impact of excessive alcohol use</td>
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<td>Building awareness across all of the public sector staff and the voluntary sector to have healthy conversations and to make every contact count</td>
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<td>Ensuring sexual health services are accessible and effective and deliver good value for money</td>
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<td>Working with our partners in health and the voluntary sector to effectively prevent falls especially in our older population</td>
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**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.

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<td>To improve the wellbeing for the people of Hampshire by reducing factors that impact negatively on wellbeing and that create inequalities</td>
<td>Achieve our ambition through targeted services, empowering individuals and communities and developing innovative partnerships to</td>
<td>We will develop mentally healthy communities across Hampshire to improve wellbeing and reduce stigma</td>
</tr>
<tr>
<td>Ensure that people in Hampshire are more resilient and have good mental health</td>
<td>Reduce harm caused by substance misuse to individuals and families</td>
<td>Working in partnership to reduce the risk of suicide with a focus on those in high risk groups</td>
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<tr>
<td>Improve the physical health of those with Serious Mental Illness (parity of esteem)</td>
<td>Improve access to support for mental wellbeing across the County</td>
<td>Increasing the effectiveness of Substance misuse of service to increase those who recover from addiction, including those with mental illness</td>
</tr>
<tr>
<td>Improve outcomes for those misusing substances</td>
<td>Reduce inequalities for people with Serious Mental Illness, improving access to all health services</td>
<td>Ensuring that we are able to reduce the effect on communities and individuals of new designer drugs</td>
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- 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

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<td>Build self-esteem, confidence and resilience in children and young people</td>
<td>Work with partners and communities to ensure support for children and young people is coherent and improves their resilience and social and emotional wellbeing</td>
<td>- Working with partners and our services to ensure support to parents improves their confidence and parenting skills</td>
</tr>
<tr>
<td>Enable all children to realise their full potential and to live independent and healthy lives now and in the future</td>
<td>Effectively commission public health services for children, integrating this with early years services to improve outcomes for children and families</td>
<td>- 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)</td>
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- Working with partners and our services 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

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<td>Work with partners to develop the places we live and work so that healthy choices are the easiest choices</td>
<td>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</td>
<td>Working with our partners in District Councils to implement actions with planners that improve health</td>
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<td>Developing our environment to support active travel</td>
<td>Increase access to healthy food</td>
<td>Working with partners to implement and learn from place-based approaches to improving health such as the Healthy New Towns programme</td>
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<td>Create a ‘healthy food’ environment where healthier options are the easy (and cheap) options</td>
<td>Improve social connectedness</td>
<td>Implementing the Hampshire Cycling and Walking Strategies</td>
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<td>Support communities to be inclusive, reducing isolation</td>
<td></td>
<td>Ensuring healthy eating options are provided and accessed at HCC and other catered premises and share the learning with public sector and commercial providers</td>
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- 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.

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