

Health Priorities, Focus, Actions and Measures

This table explains how our priorities will inform actions for the benefit of our residents.

Priority 2019-2023	Focus	Action	Measure
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East Herts Council and its Partners			

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1. Help all children to start off well <i>Please note some outcomes matched with Priorities 2-7 have been repeated here to connect with Priority 1 "help all children to start well"</i>	promote healthy eating and safe cooking approaches	Deliverer <ul style="list-style-type: none"> run activities to promote better understanding of the reasons for unhealthy eating behaviours promote how to prepare food on a budget develop community, family and school cooking skills Enabler <ul style="list-style-type: none"> increase understanding of food nutrition 	<ul style="list-style-type: none"> healthy eating project and activities taking place in: <ul style="list-style-type: none"> community workplace healthy eating information communicated <i>See priorities 2 -7 for mention of related indicators.</i>
	promote increased opportunities for physical activity and active travel reducing environmental impact	Deliverer <ul style="list-style-type: none"> get more people more active, more often Enabler <ul style="list-style-type: none"> enable flourishing and active communities 	<ul style="list-style-type: none"> increased child and adult physical activity levels improved wellbeing of communities more active communities increased levels of walking and cycling, scooting and roller

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			skating <i>See priorities 2 -7 for mention of related indicators.</i>

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	assist those experiencing mental health and emotional wellbeing difficulties to live well	Enabler <ul style="list-style-type: none"> • engage with local mental health and wellbeing organisations • promote importance of good mental health to physical activity and wider healthy lifestyles • promote positive communication about living well with mental health 	<ul style="list-style-type: none"> • strengthened relationships with local mental health and wellbeing partners • increased awareness between mental health and physical health • mental health experiences are talked about and shared <p><i>See priorities 2 -7 for mention of related indicators.</i></p>

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2. Empower children, young people and adults to achieve their life potential	understand town and rural communities needs, so as to tailor interventions and services accordingly	Enabler <ul style="list-style-type: none"> • reduce health inequalities between town and rural areas • improve local access to services • use s106 funds to increase cycling, road safety and bus provision • improve quality and provision of community transport • increase use of sustainable transport modes • target delivery of health and wellbeing grants 	<ul style="list-style-type: none"> • male life expectancy • female life expectancy • index of multiple deprivation • community transport available • cycling routes developed • town/rural bus services provision • electric car ownership and charging point levels increased • walking routes promoted <p><i>See East Herts District Profile Health indicators.</i></p> <p>http://fingertipsreports.phe.org.uk/health-profiles/2017/e07000242.pdf</p> <p><i>Local reporting on community and healthy lifestyle programmes, health and wellbeing grants</i></p>

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	promote healthy eating	<p>Deliverer</p> <ul style="list-style-type: none"> • run activities to promote better understanding of the reasons for unhealthy eating behaviours • promote how to prepare food on a budget • develop community, family and school cooking skills <p>Enabler</p> <ul style="list-style-type: none"> • encourage healthy eating in the workplace • increase understanding of food nutrition 	<ul style="list-style-type: none"> • healthy eating project and activities run <ul style="list-style-type: none"> - community - workplace • healthy eating information communicated • child and adult obesity levels reduced • child and adult overweight levels reduced <p><i>Combined partnership delivery</i> <i>See East Herts District Profile Health indicators.</i> http://fingertipsreports.phe.org.uk/health-profiles/2017/e07000242.pdf</p> <p><i>Local reporting on community and lifestyle programmes.</i></p>

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3. Promote healthy working environments	assist businesses to maintain a healthy and safe environments	<p>Deliverer</p> <ul style="list-style-type: none"> • carry out proportionate enforcement when housing and health regulations are not met • ensure food safety compliance • license premises and events (alcohol and noise) • ensure occupational health and safety compliance <p>Enabler</p> <ul style="list-style-type: none"> • provide advice and support to businesses 	<ul style="list-style-type: none"> • more food compliant businesses • enforcement action taken • higher occupational health and safety compliance • premises licensed <p><i>Combined partnership delivery</i></p> <p><u>Local reporting from environmental health on outcome indicators</u></p>

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4. Promote positive health and wellbeing for all	plan for changes across the age profile and population within East Herts to meet service provision and demand	<p>Provider of assets</p> <ul style="list-style-type: none"> invest and upgrade leisure and sports facilities promote business parks and support enterprise centres <p>Deliverer</p> <ul style="list-style-type: none"> promote social prescribing <p>Enabler</p> <ul style="list-style-type: none"> address rising obesity levels support primary care and NHS services integration for improved patient outcomes enable improved options for transport and active travel help places, people and businesses to work together more for health and wellbeing benefit 	<ul style="list-style-type: none"> reduced childhood and adult obesity levels attend Clinical Commissioning Group integrated board of providers increased active travel usage increased physical activity levels social prescribing promoted client referral numbers tracked and benefits evaluated increased health and wellbeing and business integration <p><i>Combined partnership delivery</i></p> <p><i>See East Herts District Profile Health indicators.</i></p> <p>http://fingertipsreports.phe.org.uk/health-profiles/2017/e07000242.pdf</p> <p>Local reporting on social prescribing outcomes</p>

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	assist those experiencing mental health and emotional wellbeing difficulties to live well	<p>Deliverer</p> <ul style="list-style-type: none"> • support workplace mental health and wellbeing <p>Enabler</p> <ul style="list-style-type: none"> • engage with local mental health and wellbeing organisations • promote importance of good mental health to physical activity and wider healthy lifestyles • promote positive communication about living well with mental health 	<ul style="list-style-type: none"> • strengthened relationships with local mental health and wellbeing partners • increased awareness and between mental health and physical health • improved mental health and wellbeing support for staff • reduced stigma associated with mental health • mental health experiences talked about and shared <p><i>See East Herts District Profile Health indicators.</i></p> <p>http://fingertipsreports.phe.org.uk/health-profiles/2017/e07000242.pdf</p> <p><i>Local reporting on community and lifestyle programmes.</i></p>

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	<p>help those who have dementia to live well and better understand the impact of dementia on families and individuals</p>	<p>Deliverer</p> <ul style="list-style-type: none"> • promote dementia friends champions training and dementia friendly environments <p>Enabler</p> <ul style="list-style-type: none"> • help groups to enable individuals and families to live well with dementia • assist partners in earlier dementia diagnosis • support adaptation of services to meet dementia need • help those with dementia to live a healthy lifestyle 	<ul style="list-style-type: none"> • dementia training provision • more dementia friendly environments • better support and understanding for those living with dementia • improved dementia diagnosis • services understand dementia and how to support individuals • individuals with dementia have healthier lifestyle outcomes <p><i>Combined partnership delivery</i></p> <p><i>See East Herts District Profile Health indicators.</i></p> <p>http://fingertipsreports.phe.org.uk/health-profiles/2017/e07000242.pdf</p> <p><i><u>Local reporting on community and lifestyle</u></i></p>

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5. Create healthy places and sustainable communities	promote increased opportunities for physical activity and active travel reducing environmental impact	<p>Provider of assets</p> <ul style="list-style-type: none"> maintain and improve parks and open spaces use community centres and spaces to help communities grow and support each other <p>Deliverer</p> <ul style="list-style-type: none"> get more people, more active, more often <p>Enabler</p> <ul style="list-style-type: none"> connect up active travel routes between new and existing developments help deliver more quality cycle routes encourage improvements in alternative transport systems for district plan sites plan and deliver new 	<ul style="list-style-type: none"> increased range of active travel routes for new and existing developments increase in number and quality of cycle routes greener and sustainable transport systems developed increased child and adult physical activity levels improved air quality levels and reduced congestion active communities that adapt and grow <p><i>Combined partnership delivery</i></p> <p><i>See East Herts District Profile Health indicators.</i></p> <p>http://fingertipsreports.phe.org.uk/health-profiles/2017/e07000242.pdf</p>

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		<p>developments that are designed to encourage physical activity and play, designed with older people in mind, and that include community space so people can meet and support each other as communities grow</p> <ul style="list-style-type: none"> • improve air quality through increased use of sustainable travel 	<p><u>Local reporting on development, active travel and air quality and community and lifestyle programmes.</u></p>

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	assist residents to maintain a healthy home environment, and enable improvements	<p>Deliverer</p> <ul style="list-style-type: none"> provide home energy efficiency and fuel poverty advice and promote warmer insulated homes <p>Enabler</p> <ul style="list-style-type: none"> encourage environmental sustainability give advice on trips and falls prevention and improving indoor air quality 	<ul style="list-style-type: none"> more homes energy efficient less residents in fuel poverty more homes adopt environmentally sustainable approaches improved home adaptations and safer environments adaptations, security and feeling safe, better landlords, Houses of Multiple Occupation standards <p><i>Combined partnership delivery</i></p> <p><u>Local reporting from housing and energy efficiency, sustainability on outcome indicators</u></p>

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	address housing need	<p>Deliverer</p> <ul style="list-style-type: none"> • provide supported and older persons housing • provide accommodation and support to homeless households • give housing advice <p>Enabler</p> <ul style="list-style-type: none"> • develop affordable housing schemes 	<ul style="list-style-type: none"> • reduced trips and falls • less polluted indoor air • affordable homes provided • supported and older persons housing provided • homelessness prevented • housing advice received addressing need <p><i>Combined partnership delivery</i></p> <p><u><i>Local reporting from housing and energy efficiency, sustainability on outcome</i></u></p>

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	address residents' environmental issues	<p>Deliverer</p> <ul style="list-style-type: none"> • assess water sampling standards • monitor infectious disease control <p>Enabler</p> <ul style="list-style-type: none"> • help residents with noise complaints 	<ul style="list-style-type: none"> • noise complaints investigated • water sampling standards maintained • infectious disease controls implemented <p><i>Combined partnership delivery</i></p> <p><u>Local reporting from housing and energy efficiency, sustainability on outcome indicators</u></p>

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6. Strengthen health improvement and ill-health prevention	help reduce the impact of smoking	<p>Deliverer</p> <ul style="list-style-type: none"> • promote smokefree workplaces and environments • enforce smokefree legislation <p>Enabler</p> <ul style="list-style-type: none"> • prevent smoking uptake amongst young people • help people to quit smoking • implement effective tobacco control actions • engage technology to help with reducing smoking levels 	<ul style="list-style-type: none"> • reduced young people smoking • more totally smokefree workplaces • enclosed park spaces become smokefree • less people die from smoking and related conditions • less exposure to second hand smoke • illicit and illegal tobacco supply routes addressed • emerging products complement existing stop smoking approaches <p><i>Combined partnership delivery</i></p> <p><i>See East Herts District Profile Health indicators.</i></p> <p>http://fingertipsreports.phe.org.uk/health-</p>

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			<p><u>profiles/2017/e07000242.pdf</u></p> <p><u>Local reporting on community and lifestyle programmes.</u></p>

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	<p>help those with long term conditions to live better</p>	<p>Enabler</p> <ul style="list-style-type: none"> • help patients to receive more connected preventative care • support individuals who attend groups to access health information and share experiences 	<ul style="list-style-type: none"> • improved preventative patient pathways • increased social support and ability to live more independently • improvement in healthy lifestyle and self-management of conditions <p><i>Combined partnership delivery</i> <i>See East Herts District Profile Health indicators.</i> http://fingertipsreports.phe.org.uk/health-profiles/2017/e07000242.pdf <i>Local reporting on community and lifestyle programmes.</i></p>

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	reduce the impact of air pollution	<p>Deliverer</p> <ul style="list-style-type: none"> • devise and implement air quality action plan • assess air quality levels <p>Enabler</p> <ul style="list-style-type: none"> • promote behaviour change with communities and individuals • facilitate programmes and interventions to address air quality • access funds from DEFRA and other bodies to address air quality • work with wider partners to impact air quality 	<ul style="list-style-type: none"> • air quality action plan objectives achieved • shift in active travel and car usage levels improving air quality levels • reliable data informs solutions to improve air quality levels • air quality improved • combined actions address air quality levels more effectively <p><i>Combined partnership delivery</i></p> <p><u>Local reporting about air quality outcome indicators</u></p>

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7. Use the council's power of influence	<p>The council will:</p> <ul style="list-style-type: none"> • develop and progress the East Herts public health role reacting to and learning from the current health structures • be an active respondent to relevant health consultations • engage with Hertfordshire County Council Public Health Service, Public Health Board, Health and Wellbeing Board Hertfordshire, Clinical Commissioning Groups, Sustainability Transformation Partnership, Acute Trusts, Healthwatch and other health partners involved with health approaches • maintain a forum of elected councillors, called the Community Wellbeing Forum to be the focus for activating and empowering communities in East Herts for health and wellbeing change 		