



ADUR & WORTHING
COUNCILS

Joint Strategic Committee
10 April 2018
Agenda Item 7

Key Decision [No]

Ward(s) Affected: All

‘Start Well, Live Well, Age Well’ - Public Health at the local level - A refresh of our strategy to encourage the good health of all our citizens

Report by the Director for Communities

Executive Summary

1. Purpose

- 1.1. This report supports the presentation of the Councils' refreshed and re-aligned Public Health Strategy 2018-2021.
- 1.2. The refreshed strategy will support the work of the Councils across a number of areas to improve the health and wellbeing of our communities, whilst highlighting the Councils' leadership role in our places in the sphere of public health and makes explicit links to wider health and wellbeing agendas.

2. Recommendations

2.1. Recommendation One

That the Joint Strategic Committee recommends to Adur and Worthing Full Councils that they adopt the refreshed Public Health Strategy 2018-2021, as outlined in 3.5 - 3.13. and Appendix I.

2.2. **Recommendation Two**

That the Joint Strategic Committee delegates final approval of the Delivery Plan (to be developed) to the Director for Communities in consultation with the Executive Members for Wellbeing.

2.3. **Recommendation Three**

That the Delivery Plan on Public Health, reports to the Public Health Strategy Delivery group, chaired by the Director for Communities and that this is reported to each Council on an annual basis.

3. **Summary**

- 3.1. Adur and Worthing Councils recognise that they have a key leadership role to play in terms of supporting our communities and our partners to enable better health outcomes for our communities, at all stages of their lives. We want to see our residents 'Start Well, Live Well and Age Well' and to reduce some of the health inequalities that have been identified.
- 3.2. Enabling our communities to live healthy lives and prosper is embedded in much of what the Councils do. Examples of this include: the secondment of the Chief Executive and the Head of Wellbeing to our local Clinical Commissioning Group, active involvement with the wider West Sussex Health and Wellbeing agenda and governance structures and the dedicated delivery of public health initiatives across our places.
- 3.3. This report outlines the Councils' refreshed and re-aligned Public Health Strategy 2018-2021 that will support this ambition. The refreshed strategy has been developed following consultation with key stakeholders and with consideration of the context of emerging UK priorities that may impact on public health. A new delivery plan, to implement the strategy, will be developed by cross-disciplinary working groups within the Councils.
- 3.4. The Councils' first [Public Health Plan 2014-17](#), approved by the Councils in September 2014 ([Adur & Worthing Councils' Action on Public Health 2014](#)), was developed in response to Public Health coming back under Local Authority responsibility from the NHS on 1 April 2013.

- 3.5. The Public Health Plan is now just over three years old; an audit of the Plan carried out in 2016 recommended a review and refresh.

4. Context

- 4.1. Adur and Worthing Councils were one of the very first councils at District and Borough level to develop a three year Public Health Plan. This was put in place to help officers and Members to better understand the key public health role District and Borough Councils play, and to join up our internal business and workforce to bring about a more coherent approach.
- 4.2. The Councils' first Public Health Plan helped to set out the rationale and context of the Councils 'new' Public Health role and has enabled us to achieve amongst other things:
- Increased knowledge and skills with regard to public health being embedded across the organisation, including Managers, Staff and Members;
 - Increased awareness by Staff and Members of our role in the health and wellbeing of our communities;
 - Both Councils signing up to the national Mental Health Challenge programme leading to workforce development around mental health awareness and tackling stigma;
 - Both Executive Members for Health and Wellbeing appointed as Mental Health Champions to advocate for mental health issues in Council meetings and policy development;
 - The Councils taking a leadership role and actively promoting good health and wellbeing in the community through the delivery of services, such as the Wellbeing Hubs, influencing partners through our leadership of local partnerships and working to encourage positive mental health in our schools colleges and workplaces
- 4.3. A new cross departmental Public Health Delivery Group, led by the Director for Communities, was established which identified opportunities for additional benefit, by joining up services within the Councils which may not usually have worked closely, around each of the priorities. For example the development of the Councils' approach towards worklessness included the coordination of work experience placements for long term unemployed across the organisation and with external organisations and businesses and a work experience and skills pathway.

- 4.4. In the last year of the 2014-17 plan, delivery was focussed on five distinct projects, identified through consultation with staff, these included:
- 'Eat Well', to make information on healthier food choices more accessible for businesses, residents and visitors;
 - 'Well at Work', to support the health and wellbeing of the Councils' staff;
 - 'Green Spaces and Positive Public Health', a report to provide a body of evidence to support the preservation of green space for the Worthing Local Plan and which could go on to influence other decisions relating to green spaces;
 - 'Journey to Work', to create a coordinated offer to support people getting back to work, and
 - 'Peaceful Places' to improve the information available to ensure reports of Antisocial Behaviour (ASB) and nuisance are dealt with in a timely manner.
- 4.5. This refreshed strategy aims to build on our previous Public Health Plan and our continued commitment to improving the health and wellbeing of our communities by focussing on key areas of concern, identified by stakeholders and underpinned by evidence, where we can make a positive difference to the health and wellbeing of our communities.
- 4.6. It does not cover everything the Councils are doing that contributes to the health of our communities, but aims to focus on five key areas of concern regarding health and builds upon the assets that people and communities already have in order to develop the resilience needed to enable people to navigate life in a way that brings greatest health benefits.
- 4.7. This strategy is focussed on prevention as we know that investing time, energy and resources in preventing ill health is infinitely wiser than investment in dealing with the economically and socially damaging impacts of ill health and poor social connectivity.
- 4.8. The refreshed strategy will link to wider West Sussex health and wellbeing agendas, locally with the newly formed Local Community Networks and Adur & Worthing Councils' corporate vision, Platform for our Places.

- 4.9. Whilst this strategy provides a framework for officers to develop and deliver plans, it essentially supports and sets out a vision and focus for our public health role. Fundamentally, it sets out the Councils' priorities and some principles for how we will tackle these in partnership with local communities and others over the next three years.
- 4.10. The following priority areas have been identified on the basis of local health data and stakeholder consultation findings:
1. We all have the opportunity to enjoy good mental wellbeing and emotional resilience (at all life stages);
 2. We contribute to improved environmental sustainability;
 3. We can all access and make positive use of our open spaces;
 4. We all have the opportunity to enjoy a healthy lifestyle throughout the stages of our lives (diet, weight, smoking, physical activity, alcohol, drugs and sexual health);
 5. We can all enjoy good social connections via purposeful activity at all stages of our life.
- 4.11. A three year Delivery Plan will be developed by staff from across the Councils which will put this strategy into action around the five broad priority areas identified in this strategy. Projects and services will be encouraged and actively supported to embed a strength based, person centred approach to working in partnership to improve the personal wellbeing of our residents.
- 4.12. Activities to support the refreshed strategy will develop within key frameworks such as '[Five Ways to Wellbeing](#)' and '[Making Every Contact Count](#)'.
- 4.13. The delivery plan, detailing SMART objectives against each of the five priorities, will be reported to the Public Health Strategy Delivery Group led by the Director for Communities, and refreshed on an annual basis.

5. Issues for consideration

- 5.1. An audit of the Councils' Public Health Plan in August 2016 found there to be a sound system of internal control. However there were areas for improvement, including: a review and refreshment of the plan, development of the Delivery Plan in line with SMART objectives and clear progress reporting.

6. Engagement and Communication

- 6.1. Consultation with key stakeholders took place over the summer and autumn of 2017. This included: our partners Public Health West Sussex; Coastal Care, the Executive Members for Health and Wellbeing the Executive Member for the Environment and key staff in the Councils.
- 6.2. The consultation provided an additional lens to local health data; which revealed the positive impact of creating social connections and the importance of accessible green spaces - both of which are demonstrably linked to mental and physical wellbeing.
- 6.3. In February 2018, the Local Government Association delivered a Prevention Matters, Public Health training session for members which was well received and highlighted these key issues across our places.

7. Financial Implications

- 7.1. There are no direct financial considerations beyond Officer and Member time, the Strategy will be implemented within existing resources

8. Legal Implications

- 8.1. This report sets out the refresh of Councils' Public Health Strategy 2018-2021. There are no immediate legal implications arising from the recommendations that are set out in this report.

Background Papers

- [Public Health Plan JSC Report 02 September 2014](#)
- [Platforms for our Places 2017-2020](#)
- [Health in All Policies \(HiAP\)](#)
- West Sussex Wellbeing and Resilience Strategy '*Thriving People Flourishing Places*' (Draft copy not yet available).
- [Public Health Outcomes Framework](#)
- **Appendix I** [DRAFT Public Health Strategy 2018-2021](#)

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1. Economic

- Improving the physical and mental health of our communities will have a positive impact on the local economy

2. Social

2.1 Social Value

- This strategy will continue to promote the good physical and mental health of our communities and use our natural environment to promote good health and wellbeing in our places.

2.2 Equality Issues

- This strategy will address inequalities issues and therefore have a positive impact

2.3 Community Safety Issues (Section 17)

- This programme will cut across community safety issues thereby having a positive effect in the reduction of crime and anti-social behaviour.

2.4 Human Rights Issues

- Matter considered and no issues identified.

3. Environmental

- Yes, positively. Two of the priorities focus on the environment:
 - There is improved environmental sustainability;
 - That we can all access and make positive use of our open spaces;

4. Governance

- This strategy supports the priorities in the Councils Platform for our Places: 2.5.1; 2.5.2; 2.5.3; 3.4.1 and 3.4.2 and links to wider strategies including the developing Wellbeing and Resilience Strategy
- This strategy will report to the Public Health Strategy Delivery Group led by the Director for Communities
- Reputation - Yes positively. Not delivering this strategy would result in Adur and Worthing not having a coherent joined up Public Health offer
- The strategy will be delivered within existing resources

DRAFT

Adur & Worthing Councils
Public Health Strategy
2018 - 2021

‘Start Well, Live Well, Age Well’

**Promoting positive physical and mental health
for our communities.**

**Using our natural environment to promote good health and
wellbeing in our places**

Author

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Acknowledgements

Thank you to Kathryn Adderson, Public Health and Regulation Manager and the Members, staff and our partners for support in developing this strategy.

Consultee list

| | |
|-------------------|---|
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Index

Page

| | |
|---------------------|--|
| 4. | Foreword |
| 5. | Executive Summary |
| 7. | Introduction |
| 8. | The Role of Members |
| 8. | Policy Context |
| 10. | What we know about the health of our communities |
| 11. | Priority areas for action 2018–2021 |
| 18. | What we have already achieved 2014–17 |
| 20. | Underlying principles of this strategy |
| 21. | How this strategy will be delivered |
| 22. | Appendices |

Foreword

Having a good start in life, living healthy fulfilled lives as we work and raise families, and ageing well are all ambitions that we share. In our Public Health Strategy 2018 - 2021, Adur and Worthing Councils have set out priorities for enabling the better health and wellbeing of all our communities. This refreshed strategy supports the Councils' vision outlined in 'Platforms for our Places' and relies on a strength and asset based approach to supporting wellbeing and building resilience, our ambition being to focus on people and their strengths, using community centred ways of working.

Whilst this is largely an internal strategy for Adur & Worthing Councils, it also sets out our vision to create the best Platforms for our communities to thrive, using our public health role. Fundamentally, it sets out our priorities and some principles for how we will tackle these, in partnership with local communities and others over the next three years.

There is much to celebrate in Adur and Worthing, however we also know that both areas have significant health challenges: higher than average levels of obesity and alcohol misuse; low rates of physical activity; isolated older people and loneliness of all ages; early deaths from cancers; high incidence of mental health issues amongst our young people and low educational attainment to list just a few.

We also know that not all of our communities experience health in the same way. Between and within some of our wards there are significant health inequalities, resulting in life expectancy differences of between seven and nine years, depending on where people live. Of even greater concern are the differences between the poorest and most affluent areas in terms of disability free life expectancy, which shows that many in our poorest areas are expected to be ill and out of work long before the projected state retirement age, with a resulting impact on health and social care services.

Public Health and focussing on prevention is fundamental to the work of the local authorities; this strategy is designed to help us not only identify these issues, but with our partners and our communities create the conditions to use our combined resources to tackle them.

Cllr. David Simmons, Adur District Council, Executive Member for Health and Wellbeing

Cllr. Valerie Turner, Worthing Borough Council, Executive Member for Health and Wellbeing

Executive Summary

Introduction

This refreshed strategy builds on our previous Public Health Plan. It is focused on key areas of concern identified by stakeholders and underpinned by evidence, where we believe we can make a positive difference to the health and wellbeing of our communities. It does not attempt to cover everything the Councils are doing that contributes to the health of our communities. The ambition in this strategy is to work in ways to build on the assets that our people and our communities already have so as to enable people to navigate life in ways that bring the greatest health benefits.

Our Vision

We want all of our residents to reach their full potential, to start well, live well and age well and to be able to contribute positively to the creation of enterprising and thriving local communities.

What We Know About the Health of our Communities

Looking at the health data for Adur and Worthing, it is apparent that although our District and Borough experience the average life expectancy for the UK, there are significant disparities within our communities at ward level, which are largely income based. Drilling down into the data shows that there are different issues in Adur and Worthing. However, there are many themes in common, including mental and physical wellbeing, high levels of obesity in children, high numbers of hip fractures, and alcohol and self-harming related hospital stays.

Consultation with our Stakeholders has provided an additional lens to our local health data. In particular this has highlighted the positive impact of creating social connections and the importance of accessible green spaces - both of which are demonstrably linked to mental and physical wellbeing.

We know that for some in our community, times are uncertain. It is our role to support and build upon the strengths that we know are already there, which will help people to have a good start in life, live well and age well - leading fulfilled and positive lives.

Priority areas for action

We want to focus our activities on these three life stages, starting well, living well and ageing well and to do this we have identified the following priority areas using local health data and stakeholder consultation findings:

1. We all have the opportunity to enjoy good mental wellbeing and emotional resilience (at all life stages);
2. We contribute to improved environmental sustainability that supports our health and wellbeing;
3. We can all access and make positive use of our open spaces;
4. We all have the opportunity to enjoy a healthy lifestyle throughout these stages (diet, weight, smoking, physical activity, alcohol, drugs and sexual health);
5. We can all enjoy good social connections via purposeful activity at all stages of our life.

Delivery

A three year Delivery Plan will be developed by staff from across the Councils which will put this strategy into action around the five broad priority areas. Projects and services will be encouraged and actively supported to embed a person centred, strength based approach to the delivery of these plans that aim to improve the wellbeing and resilience of our communities.

The delivery plan will be reported to the Public Health Strategy Delivery Group led by the Director for Communities, and refreshed on an annual basis.

Introduction

Adur and Worthing Councils, in 2014, were among the very first councils at district and borough level to put in place a three year Public Health Plan to help Officers and Members better understand the key public health role District and Borough Councils play and to join up our internal business and workforce so as to bring about a more coherent approach.

Improving the Nation's health has been at the core of local government business for years and has led to many of the early innovations in Public Health, including: clean water, sanitation and the control of infectious diseases. Creating healthy communities and building wellbeing is not just the job of the NHS (which has tended to focus historically on illness rather than health) but of local government at all tiers, a number of our public and community sector partners as well as our communities themselves.

The core functions of local authorities are some of the key structural features which contribute to public health such as housing, leisure and environmental health management. Through these core services, Adur & Worthing Councils are enabling the improvement of the health and wellbeing of the local population. For example, our Housing Strategy (*Housing Matters 2017-2020*) recognises that somewhere safe and secure to call home is critical, not only to the development of thriving communities and individual / community wellbeing, but is something that also affects our economy. Our Safer Communities Partnership recognises that feeling safe in the places we inhabit is essential to supporting our ability to engage in our communities and create wellbeing. The Councils are committed to helping to support the delivery of some of these wider determinants of health, such as preventing homelessness and working in partnership to address safety and wellbeing issues, in addition to those areas outlined to in this strategy.

Good health and wellbeing determine how long people live, and how well they feel, the levels at which they can engage in and support their local neighbourhoods and their ability to work and volunteer. A healthy population is a key factor for those investing in Adur and Worthing and for those who choose to live here and contribute, both socially and economically. The changes to retirement age mean it is more important than ever for people to be well enough to work into their later years.

This strategy outlines those key areas of focus where we think Adur & Worthing Councils have the ability to deliver, or the ability to influence, so as to make a positive difference to the health and wellbeing of our communities. The priorities have been identified through consultation with stakeholders and analysis of local data and intelligence.

Prevention is a golden thread throughout this strategy as we know that investing time, energy and resources in preventing ill health is infinitely wiser than investment in dealing with the economically and socially damaging impacts of ill health and poor social connectivity. Our activities will develop within key frameworks such as the '[Five Ways to Wellbeing](#)' and '[Making Every Contact Count](#)' and link to wider West Sussex health and wellbeing agendas, locally with the newly formed Local Community Networks and Adur & Worthing Councils corporate vision, Platform for our Places.

The emphasis going forward is very much about how we can enable people and communities to build on strengths and develop the resilience to navigate life in a way that brings greatest health benefits. Through this work we aim to develop the foundations that enhance the quality of life for all our communities. We have set out a vision and focus for our public health role, the way we work as Councils and our role with partners, pulling together and integrating our services and activities and ensuring that our staff and Members are supported in delivering public health as core business.

It is crucial for us to continue to play a key lead role and to challenge ourselves and others to do better and seek out new opportunities. As Councils we have become more adaptive and innovative and feel more ready to meet the challenges ahead. We are working well with and alongside communities, as part of a wider system to co-design ideas, projects and solutions.

The Role of Members

Members play an essential role in ensuring that prevention of ill health is embedded in all Council functions, and in promoting collaboration with partners such as: the NHS, the wider public sector, the voluntary community and social enterprise sector and the business community. Given reducing resources and growing need, approaches to prevention should, as far as possible, be ambitious; embracing change rather than sticking with 'business as usual'. We will support our Members to implement a *Health in All Policies Approach* through training and information; to embed prevention at the heart of their decision making in order that through the the Councils' multiple functions, programmes and service areas, together with our partners, we can improve health.

Policy Context

National Context

[The Health and Social Care Act \(2012\)](#) brought back the Public Health role to local Councils. At its heart is the recognition of the unique place of local government to effectively tackle the wider social issues that affect the health of our populations including: education, occupation, income, home and community in addition to lifestyle.

[Marmot Review 2010 - Fair Society Healthy Lives](#) demonstrated that the "conditions in which people grow, live, work and age" have a powerful influence on our health, our life expectancy and how long we live with life-limiting illness. These same conditions not only make us ill, but determine our access to health services and influence our lifestyle choices.

Marmot made a strong economic argument for a programme of action by the Government and local services to tackle health through "proportionate universalism" – providing action and services to all, but targeted most at those in need. The Dahlgren-Whitehead model (Figure 1. below) shows the layers of the social determinants of health.

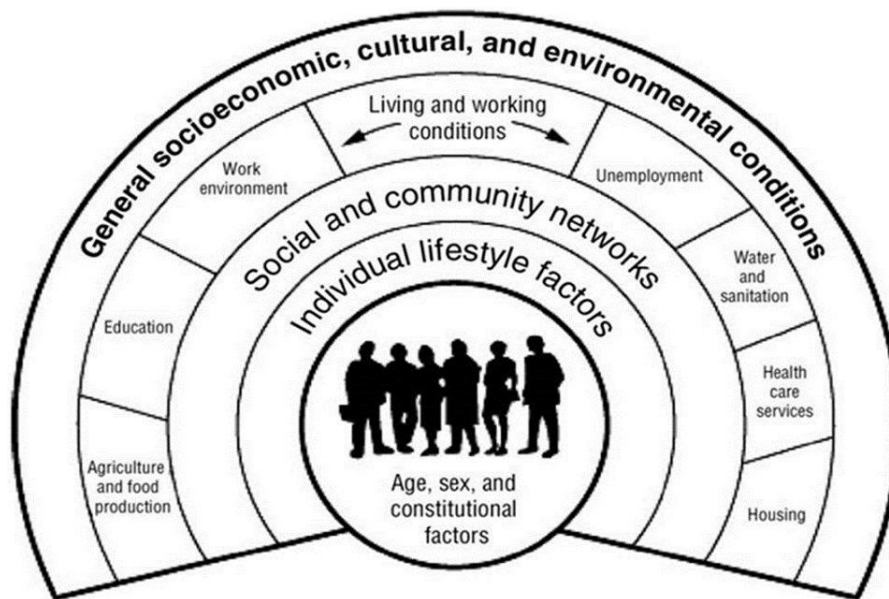


Figure 1. The broad determinants of health, Dahlgren and Whitehead (1991)

The Public Health Outcomes Framework *Healthy lives, healthy people: Improving outcomes and supporting transparency*, sets out a vision to achieve positive health outcomes and reducing inequalities in health.

Health in All Policies (HiAP)

Led by Public Health England, this is a collaborative approach, to improving people's health through incorporating health considerations into decision making across sectors, policy and service areas and addressing the wider determinants of health.

Five Ways to Wellbeing

Developed by New Economics Foundation (NEF), this is an evidenced based set of actions to improve personal wellbeing:

1. Connect - with the people around you; develop relationships
2. Be active - find an activity you enjoy and make it part of your life
3. Keep learning - new skills can give you a sense of achievement and confidence
4. Give to others - a smile, a thank you, volunteering
5. Be mindful - be more aware of the present moment, your thoughts, feelings, the world around you

Making Every Contact Count (MECC)

MECC is a national initiative to support behaviour change by helping to increase an individual's capability to make positive lifestyle behaviour changes. MECC training can equip workforces with the knowledge and skills to build 'healthy conversations' around wellbeing into their day to day interactions with people.

Local Context

[Platforms for our Places 2017-2020](#) . Adur & Worthing Councils vision to unlock the power of people, communities and local geographies.

[Local Community Networks](#). A new place based approach to health care delivery which is being developed, driven by an alliance of partners called Coastal Care. Each Local Community Network (LCN) aims to develop one team, one plan, one budget and one set of shared priorities. There are three LCNs in Adur and Worthing: North and South Cissbury in Worthing and one in Adur.

West Sussex Wellbeing and Resilience Strategy ‘Thriving People Flourishing Places’. This is an important strategy being developed by the West Sussex Health and Wellbeing Board to guide the system in understanding and strengthening the things that make people’s lives go well by strengthening the wellbeing and resilience of West Sussex residents of all ages.

Coastal Care Prevention Programme

The Coastal Care Prevention Programme aims to support our population to ‘*Start Well, Live Well and Age Well*’ by: preventing ill health, intervening early and supporting people to better manage their care. We have adopted the same narrative and approach in this strategy.

Health and Wellbeing Partnership

Adur and Worthing already have a thriving Health and Wellbeing Partnership that brings a wide ranging groups of partners together to provide networking and solution based approaches to improving the wellbeing of our communities. Over the time of this strategy we hope to see this develop further across the health, local authority and voluntary sector landscape to better use scarce resources and focus on key projects.

What We Know About the Health of our Communities in Adur & Worthing

Adur and Worthing have significant strengths and perform better than the national average for many indicators (see [West Sussex JSNA](#)); however, some real health challenges are experienced by our communities and these are highlighted in the [Health Profiles for Adur and Worthing \(2017\)](#):

Adur

- ❖ Significant inequality: life expectancy in Adur is similar to the England average. However, we know that in the most deprived areas of Adur, it is 7.3 years lower for men and 8.6 years lower for women than in the least deprived areas
- ❖ About 16% (1,800) children live in low income families
- ❖ 19.6% (106) children in Year 6 are classified as obese
- ❖ The rate of self harm hospital stays for adults is worse than the England average

Worthing

- ❖ Significant inequality: life expectancy in Worthing is similar to the England average. However, we know that in the most deprived areas of Worthing it is 9.4 years lower for men and 7.3 years lower for women than in the least deprived areas
- ❖ About 15% (2,700) children live in low income families
- ❖ The rate of alcohol-specific hospital stays for both adults and those under 18 are worse than the England average
- ❖ Rates of hip fractures and sexually transmitted infections are worse than the England average

The indicators in the latest Area Health Profiles show us what the health issues are in our areas; with significant reductions in funding for local government set to continue, we need to consider how we can start to develop a more asset based approach that acknowledges and builds on the strengths of our communities and the people that live and work in them, whilst addressing the issues we know are there.

Priorities for Action in Adur & Worthing 2018–2021

The priorities for this strategy have been identified through consultation with stakeholders including: staff, Members and partners and on the basis of local health data.

The priorities contribute to the ambitions shared by the West Sussex Health and Wellbeing Board and the emerging Wellbeing and Resilience Strategy. These priorities are informed by local evidence and national research and where data suggests we could and should focus to have a profound impact. By focussing on the five priorities in this strategy, the councils are likely to make a significant impact creating the conditions to change lives of individuals and communities.

Priorities

- 1. We all have the opportunity to enjoy good mental wellbeing and emotional resilience (at all life stages)**
- 2. We contribute to improved environmental sustainability**
- 3. We can all access and make positive use of our open spaces**
- 4. We all have the opportunity to enjoy a healthy lifestyle (diet, weight, smoking, physical activity, alcohol, drugs and sexual health)**
- 5. We can all enjoy good social connections via purposeful activity at all stages of our life.**

The following section considers why these priorities are important, the local picture and the role of the councils.

Priority 1.

We all have the opportunity to enjoy good mental wellbeing and emotional resilience (at all life stages)

What do we mean by 'mental wellbeing and emotional resilience'?

The concept of wellbeing comprises two main elements: feeling good and functioning well. Feelings of happiness, contentment, enjoyment, curiosity and engagement are characteristic of someone who has a positive experience of their life. Equally important for wellbeing is our functioning in the world. Experiencing positive relationships, having some control over one's life and having a sense of purpose are all important attributes of wellbeing.

Individual mental wellbeing is personal and therefore unique. It cannot be given – it needs to be developed by each individual for themselves. Mental wellbeing includes the capacity to:

- realise our abilities, live a life with purpose and meaning, and make a positive contribution to our communities
- form positive relationships with others, and feel connected and supported
- experience peace of mind, contentment, happiness and joy
- cope with life's ups and downs and be confident and resilient
- take responsibility for oneself and for others as appropriate.

It is:

- more than the absence of mental illness / disorder; it represents the positive side of mental health and can be achieved by people with a diagnosis of mental disorder
- inextricably linked with an individual's physical wellbeing
- inextricably linked, as both cause and effect, with social wellbeing

By 'emotional resilience' we mean 'being able to cope with the normal stress of life'. This is not a rare ability, it is something that can be learned and developed and is an important part of most definitions of mental wellbeing, with great relevance for the prevention of mental illness.

Why it's important - Health and Wellbeing benefits

Good mental health and wellbeing are fundamental to our physical health, our relationships, our education, our training, our work and to achieving our potential. The benefits of positive mental health and well-being are wide ranging and significant both for individuals and for society as a whole. Positive mental health is associated with an increase in life expectancy, improved quality of life, improved physical outcomes, improved education attainment, increased economic participation, and positive social relationships.

The local picture and the role of the Councils

By 2019 it is predicted that across Adur & Worthing, there will be 17,460 people aged between 18–64 years old, who will have a mental health problem. This equates to approximately 1 in 10 people in our communities. [[West Sussex Life](#)]. The rate of emergency hospital admissions caused by intentional self-harm in 2014–15 was recorded as 321.8 per 100,000 in Adur and 306.1 per 100,000 in Worthing.

Local authorities are in a unique position to impact on resilience, by delivering activities and services which promote wellbeing, build social capital and develop psychological coping strategies. The Councils can contribute to the good mental health of our communities in a number of ways by tackling the wider determinants of health through programmes such as: Going Local; Wellbeing Hubs; Growing Communities and Good Gym, by embedding opportunities to increase positive social connections (especially for residents who are isolated) and by continuing to develop our role as Mental Health Champions through the [Mental Health Challenge](#), promoting, leading and working with partners to promote good mental health, wellbeing and resilience.

Mental Health Challenge

Both Adur and Worthing Councils are signed up to the national Mental Health Challenge programme which has been developed by a number of mental health organisations, including MIND, the Mental Health Foundation and several others. The aim of signing up to the Mental Health Challenge is to show how Adur and Worthing are actively promoting mental wellbeing in the community and helping to improve the lives of people with mental health conditions. This cuts across a number of key council departments through the delivery of services, the influencing of other partners, signposting of people to help, and the development of new work through external funding. The Mental Health Challenge includes the commitment by the Councils work towards the '[Time to Change employers pledge](#)'.

Priority 2.

We contribute to improved environmental sustainability

What do we mean by improved environmental sustainability?

As Councils we recognise the importance of the local environment to our communities; our coastal, downland, riverbank and urban park environments are major reasons people choose to live here. We want to enable the many individuals and community groups who want to do something to conserve or steward our natural resources and environments at a community level.

Why it's important - Health and Wellbeing benefits

Modern urban life style can be associated with chronic stress, insufficient physical activity and exposure to man-made environmental hazards. Urban green spaces, such as parks, playgrounds, and residential greenery, can promote mental and physical health, and reduce morbidity and mortality in urban residents by providing psychological relaxation and stress alleviation, stimulating social cohesion, supporting physical activity, and reducing exposure to air pollutants, noise and excessive heat. The [2016 WHO Urban Green Spaces & Health Report](#) summarises the available evidence of beneficial effects of urban green spaces on:

- Improved mental health & cognitive function
- Reduced cardiovascular morbidity and mortality
- Reduced obesity and risk of type 2 diabetes

The local picture and the role of the Councils

The Councils have a key role in improving environmental resilience in Adur and Worthing through developing sustainable transport opportunities, creating the opportunities and networks for communities to walk and cycle safely, managing local air quality, using innovation, planning and design and supporting the network of environmental community groups in our areas.

Priority 3.

We can all access and make positive use of our open spaces

What do we mean by 'open space'?

The scope of the open space definition for the purpose of this report is to be found in the [A&W Council's Open Space Study Assessment Report of March 2014](#) (aligned to Planning Policy Guidance note 17) and underpinned by the [Urban Green Space report 2017](#) and comprises:-

1. Parks & Gardens
2. Natural and semi-natural greenspaces
3. Amenity green spaces
4. Allotments
5. Green corridors
6. Cemeteries, disused churchyards, burial grounds.

Consideration should also be given to the allocation of good quality areas of green space within new developments.

Why it's important - Health and Wellbeing benefits

There is an overwhelming body of evidence that there are beneficial outcomes for both mental and physical wellbeing from the presence and use of open spaces in our communities: enhancing the physical and social environment is a key pathway that urban planning can utilise to improve health equity. Research increases the credibility of reviewing a green space not just from an ecology, biology and biodiversity perspective with a view to the preservation and protection of non-humans, but also for its critical benefits for the quality of life of human beings.

The Local picture and the role of the Councils

The Councils play a key role in ensuring environmental resilience and sustainability is considered as part of the planning process to develop innovative approaches to delivering more sustainable development while balancing the imperative to build. Our areas benefit from over 663 hectares of open space; including the beach and seafront as well as great parks and civic spaces. Good quality open spaces play a significant role in creating opportunities for social interaction and physical activities and contribute to a healthy weight environment. The Councils' 2014 assessment of the provision of open spaces ([Adur and Worthing Open Space Study and Assessment Report March 2014](#)) is due to be refreshed this year.

Priority 4.

We all have the opportunity to enjoy a healthy lifestyle

What do we mean by 'healthy lifestyles'?

A healthy lifestyle is one which helps to keep and improve a person's health and wellbeing. A healthy lifestyle is associated with: maintaining a healthy weight, physical activity, absence of addiction to harmful substances such as alcohol and tobacco.

Why it's important - Health and Wellbeing benefits

A healthy lifestyle has both short and long term health benefits. Long term, eating a balanced diet, taking regular exercise and maintaining a healthy weight can increase life expectancy and prevent ill health through reducing the risk factors of certain diseases including cancer, diabetes, cardiovascular disease, osteoporosis and obesity. In the short term, a healthy lifestyle can give people more energy, maintain a healthy weight and feel better.

The local picture and the role of the Councils

The health of people in Adur and Worthing is varied, compared with the England average. Whilst many of our residents enjoy good health, not all of our communities experience health in the same way. We know there are significant challenges to get people more active; Adur is the lowest areas for sports participation in West Sussex ([Active People Survey 10](#)) and levels of healthy eating are below the national and county wide averages ([Adur and Worthing Health Profile s 2017](#)). Levels of obesity amongst adults are higher than the national average, there are increasing concerns for the number of young people classified as obese and we know that there are predictions of increases in the levels of type 2 diabetes in those aged 65+. There are high levels of binge drinking in Worthing relative to the rest of the County. Both Adur and Worthing have significant numbers of older people, more than a quarter of whom say they are moderately or severely lonely.

Evidence shows that these health inequalities are largely determined by living conditions and wider social, economic, environmental, cultural and political factors (i.e. the 'wider determinants of health') which are controlled by influences and actions outside the health sector. Reshaping people's economic, physical, social and service environments can support wellbeing, healthy behaviours and boost local growth. [Health in All Policies](#) (HiAP) is a collaborative approach to improving the health of all people by incorporating health considerations into decision making across sectors, policy and service areas, and addressing the wider determinants of health. HiAP simultaneously and positively impacts on other important priorities, such as: promoting the creation of good-quality jobs, local economic stability and educational attainment.

The Councils can support people through the provision of information and signposting to services, and through its Wellbeing Hubs programme, which provides services such as Wellbeing Advisors, weight management courses and physical activity sessions. Through planning and licensing decisions, Councils can make it easier for residents to make healthy lifestyle choices - and for these to become accepted as the norm."

Priority 5

We can all enjoy good social connections via purposeful activity at all stages of our life

What do we mean by 'social connections'?

Social connections are the relationships we have with the people around us. Loneliness happens when we have a mismatch between the quantity and quality of social connections that we have, and those that we want ([Social Connectedness Predicts Lower Loneliness and Depressive Symptoms over Time in Adolescents](#); Perlman and Peplau, 1981).

There are different types of loneliness:

- Emotional loneliness is felt when we miss the companionship of one particular person; often a spouse, sibling or best friend.
- Social loneliness is experienced when we lack a wider social network or group of friends.

Loneliness can be a transient feeling that comes and goes, or loneliness can be chronic; this means someone feels lonely all or most of the time. Loneliness is linked to social isolation but it is not the same thing. Isolation is an objective state whereby the number of contacts a person has can be counted. One way of describing this distinction is that you can be lonely in a crowded room, but you will not be socially isolated.

Why are social connections important?

While interrelated, social isolation and loneliness are different concepts. Social isolation objectively describes the absence of social contact, i.e. contact with family, friends or community involvement. Loneliness is the difference between desired and achieved levels in the quality and quantity of social contact. Loneliness is about how individuals feel and, while both concepts are important to understand, the focus of this priority is on tackling loneliness, which is a bigger problem than simply an emotional experience. Research shows that loneliness and social isolation are harmful to our health. The Mental Health Foundation Survey (2010) found that loneliness and social isolation are not just issues that affect older people; loneliness is especially a problem for younger generations, and changes in the way we live and work that affect our relationships, are having more of an impact on younger ages. Loneliness has been shown to increase the likelihood of poor physical and mental health, the risk of becoming involved in criminal activity and reduction in future employment opportunities. Chronic loneliness however is still most prevalent amongst the older adult age group and increases with age.

The local picture and the role of the Councils

We know from evidence that levels of loneliness are likely to be highest amongst older people aged 65+ and that Adur and Worthing have high levels of older people. There are also vulnerable high risk groups locally who will be experiencing loneliness, including: young adults, care leavers, carers, and people with mental health and chronic physical health. Introducing protective factors through raising awareness and providing knowledge and information at the earliest stage, will make a difference to people experiencing feelings of loneliness.

Local authorities play a key role in raising awareness of the issue. They can also work across the system to encourage opportunities for social interaction within new and existing activities where practical and appropriate, and support development of social networks.

What we achieved in the Public Health Plan 2014-2017

The Councils' first Public Health Plan really helped to set out the rationale and context of our 'new' Public Health role and has helped to achieve:

- ❖ Increased knowledge and skills with regard to public health being embedded across the organisation, including managers, staff and Members;
- ❖ Increased awareness by staff and Members of our role in the health and wellbeing of our communities;
- ❖ Both Councils signing up to the national Mental Health Challenge programme leading to workforce development around mental health awareness and tackling stigma;
- ❖ Both Executive Members for Health and Wellbeing appointed as Mental Health Champions to advocate for mental health issues in council meetings and policy development;
- ❖ The Councils actively promoting good health and wellbeing in the community through the delivery of services, such as the Wellbeing Hubs, influencing partners through our leadership of local partnerships and working to encourage positive mental health in our schools colleges and workplaces

The Public Health Plan acted as a framework that helped to bring together staff from across and within different departments to work in a more integrated way. In the first two years the plan focussed around four broad priorities:

1. Create fair employment, skills and good work for all
2. Create and develop healthy and sustainable places and communities
3. Strengthen the role and impact of ill health prevention
4. Enable all children, young people and adults to maximise their capabilities and take control of their own lives.

A new cross departmental Public Health Delivery Group, led by the Director for Communities, was established which identified opportunities for additional benefit, by joining up areas of the Councils which may not usually have worked closely, around each of the priorities. For example, the development of the Councils' approach towards worklessness included the coordination of work experience placements for long term unemployed across the organisation and with external organisations and businesses, and a work experience and skills pathway.

In the last year of the 2014-17 plan, delivery was focussed on five distinct projects, identified through consultation with staff. These included:

1. 'Eat Well', to make information on healthier food choices from Council platforms more accessible for businesses, residents and visitors;
2. 'Well at Work', to support the health and wellbeing of the Councils' staff;
3. 'Green Spaces and Positive Public Health' a report to provide a body of evidence to support the preservation of green space for the Worthing Local Plan and which could go on to influence other decisions relating to green spaces;
4. 'Journey to Work', to create a coordinated offer to support people getting back to work;
5. 'Peaceful Places' to improve the information available to ensure reports of Antisocial Behaviour (ASB) and nuisance are dealt with in a timely manner.

Underlying principles of this strategy

1. Strength based - the key to developing resilience in our communities is to build on strengths and embed a promotion of social connections across what we do
2. Cross-cutting action and influence - the focus will be on those areas of cross-cutting action on health and wellbeing, which can be developed across a number of services and / or partners.
3. Challenging ourselves and others – it is essential that our focus is always on striving for the best and challenging ourselves and others to achieve this, making use of the wide ranging tools we have, e.g. regulatory powers.
4. Co-design principles – the most effective way of bringing about improvements and outcomes is through working with communities, neighbourhoods, families and individuals, to co-design and co-develop solutions.
5. Enabling communities and individuals to set the agenda – we need to work with them to help define local problems and search out local solutions.
6. Targeting inequalities – this cuts across the core of this plan and will require a targeted focus on those in greatest need, not necessarily those who shout the loudest, to reduce inequalities and use valuable resources well.
7. Not telling people how to behave – this does not work and we need to embed the learning from behavioural insights and social marketing approaches to ensure that we are able to influence behaviour positively and effectively.
8. Mixed economy of commissioning and delivery – considering how we can commission others and what we need to retain ourselves is essential to building a partnership approach that takes strengths from others and creates more resilience.
9. A system-wide approach – each of the five priorities is focused on tackling the individual and contextual determinants of health outcomes and health inequalities along with the development of a wider understanding of public health in terms of place poverty and neighbourhood effects.
10. Evidence and efficacy – activity and programmes to be evidence-based in a way that enables them to be local, innovative and tailored to specific audiences.

How this strategy will be delivered

This strategy identifies the broad priority areas for work over the next three years, based on feedback from stakeholders and how this relates to the wider evidence base. A more detailed delivery plan will be developed to identify new and existing projects and services to contribute to the priorities.

The Delivery Plan will seek to embed a strength based approach to improve the personal health and wellbeing of our residents, based around the 'Five ways to Wellbeing'. The Five ways to Wellbeing were identified in a [review by the New Economics Foundation \(2008\)](#) and are summarised as a set of public health messages (See Box 1 below).

Box 1: Five Ways to Wellbeing

Connect... With the people around you. With family, friends, colleagues and neighbours. At home, work, school or in your local community. Think of these as the cornerstones of your life and invest time in developing them. Building these connections will support and enrich you every day.

Be active... Go for a walk or run. Step outside. Cycle. Play a game. Garden. Dance. Exercising makes you feel good. Most importantly, discover a physical activity you enjoy and that suits your level of mobility and fitness.

Take notice... Be curious. Catch sight of the beautiful. Remark on the unusual. Notice the changing seasons. Savour the moment, whether you are walking to work, eating lunch or talking to friends. Be aware of the world around you and what you are feeling. Reflecting on your experiences will help you appreciate what matters to you.

Keep learning... Try something new. Rediscover an old interest. Sign up for that course. Take on a different responsibility at work. Fix a bike. Learn to play an instrument or how to cook your favourite food. Set a challenge you will enjoy achieving. Learning new things will make you more confident as well as being fun.

Give... Do something nice for a friend, or a stranger. Thank someone. Smile. Volunteer your time. Join a community group. Look out, as well as in. Seeing yourself, and your happiness, linked to the wider community can be incredibly rewarding and creates connections with the people around you.

Conclusion

The shift towards a more strength based approach in this strategy reflects the move by the West Sussex Health and Wellbeing Board toward developing the wellbeing and resilience of our communities; we want to enable people and communities to use their personal strengths, to frame things in a positive way and to view issues as opportunities where possible. The actions that help people to do this are the Five Ways to Wellbeing.

Following adoption of this strategy, the next steps will be to engage a wider group of staff to define the Delivery Plan. Staff from different departments and services will be invited to come together to consider the priority areas and identify key areas of business to develop over the next year. The annual delivery plan will be reported to the Public Health Strategy Delivery Group led by the Director for Communities, and will be refreshed on an annual basis.

Information sources

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- III. West Sussex Joint Strategic Needs Assessment (JSNA); jsna.westsussex.gov.uk
- IV. Adur District and Worthing Borough Health Profiles 2017; Public Health England <http://fingertips.phe.org.uk>
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- VI. Community Evidence & Intelligence Framework 2016/17; Adur & Worthing Councils (internal report)
- VII. [Life Expectancy Report; Office for National Statistics](#)
- VIII. Adur & Worthing Councils Housing Strategy ([Housing Matters 2017 - 2020](#))
- IX. Green Spaces and Positive Public Health - November 2017, Adur & Worthing Councils (Internal report)
- X. Urban Green Spaces & Health Report; WHO 2017. www.euro.who.int
- XI. Annual Report of the Chief Medical Officer for England March 2018; [Health Impacts of Air Pollution, What do we know?](#)