



Resilience Through Health

Staffordshire Public Health Delivery Plan 2021-2026

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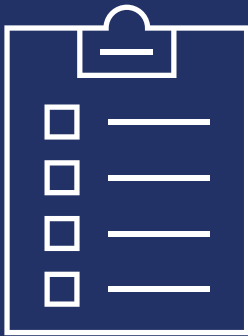
Good quality work, education, and homes:

by facilitating affordable, warm, and dry homes, meaningful activity and employment and good educational outcomes.



Mental resilience and good emotional wellbeing:

with a partnership approach to promotion of good mental health, resilience and becoming a 'suicide safer' county.



Working towards healthy behaviours as the 'norm':

by adopting whole-systems approaches, creating environments and communities that enable healthier living and empower individuals to achieve sustainable behaviour change.



Protection and recovery from external health threats:

including ongoing response to the Covid19 pandemic, as well as inclusive restoration and recovery, and developing resilience against other infectious diseases and environmental challenges.



Promoting independence and self-care:

by working to ensure community assets are developed and engaged, promotion of health-seeking behaviour and enabling citizens to live independently.

Introduction

This document is a refresh of the Staffordshire county council delivery plan for public health and prevention. It aligns directly to the corporate [strategic plan](#) and has been informed by a detailed assessment of local assets and need. The Plan aligns with the Staffordshire Joint Health and Wellbeing Strategy, and it will support and enable our contribution to shared partnership agendas and the development of the Integrated Care System in Staffordshire.



This plan feeds into the Staffordshire health, care, and wellbeing directorate strategic plan, which recognises the importance of personalisation and choice, helping people to achieve goals they define for themselves. The strategic objectives are to:

- Protect the population from Covid and other threats to health.
- Build a healthy Staffordshire with an environment and communities that promote well-being.
- Offer extra support for people who need it to maintain health and independence and get them back on their feet at times of crisis.

- Maintain long term care services so that when people do require care, there are quality services that meet their needs at an affordable price.
- Safeguard adults with care needs from abuse and neglect.
- Operate within the resources available and ensure financial balance.
- Demonstrate and showcase excellence.

This plan sets out how Staffordshire county council seeks to support delivery of key strategic priorities and improve health and wellbeing outcomes for local people through delivery of an effective public health and prevention programme, embedded across the organisation.





Ambition:

A resilient and independent population and a fair distribution of good health and wellbeing.

Priorities:

1. Good quality work, education, and homes.
2. Enabling mental resilience and emotional wellbeing.
3. Working towards healthy behaviours as the 'norm'.
4. Protection and recovery from external threats to health.
5. Promoting independence and self-care.

Values

- **Communicate clearly** making sure we're understood, and that information is accessible to everyone.
- **Prevention and early intervention** at the core of everything we do.
- **Equity and targeted to specific needs** understanding that some people will need more support and help than others.
- Understanding our impact with a continuous cycle of improvement.
- **Strengths-based**, making the most of existing community assets and insight.
- Working as a system to **break the cycle of poor health and wellbeing**.
- A focus on **coproduction and communities first**.

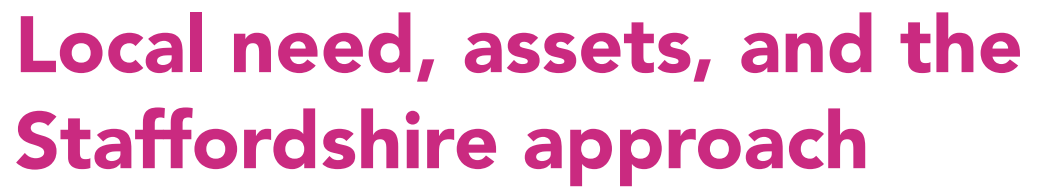




Differences in health outcomes arise because of inequalities and inequities in society. It is important to have fair distribution of resources and services, but also to ensure everyone is enabled to access the same opportunities to achieve good health. Tackling health inequity is a core part of improving access to services and health outcomes. It does not require a separate health agenda, but action across the whole of society¹. Because of this, local government is well placed to impact on health and wellbeing through a range of actions.

1. Marmot, M (2010) Fair Society Healthy Lives, available [online] at <http://www.instituteofhealthequity.org/resources-reports/fair-society-healthy-lives-the-marmot-review/fair-society-healthy-lives-exec-summary-pdf.pdf>





- Annual earnings are below average, and 1 in 10 residents live in low income households.
- 1 in 4 adults are physically inactive – ranked one of the worst in England.
- Excess weight is a concern in both children and adults and is often focused in the more deprived localities.
- Fuel poverty has been higher than average for 5 of the last 7 years.
- Hospital admissions for alcohol are consistently higher than national averages.
- A high number of excess winter deaths.
- Infant mortality rates are higher than England
- Rates of smoking in pregnancy remain a challenge.

- Educational attainment.
- Good parenting and child safeguarding.
- Workforce productivity and a stronger economy.
- Better community safety and less crime.
- More independence and less reliance on social care and healthcare services.

As an organisation we have started to make great progress in many areas, such as:

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| Strengths-based approaches to providing care | Establishing a network of community champions | All age, whole systems approach to healthy weight |
| Health as a key matter for economic growth | Health and community impact assessment | Corporate action on air quality and climate change |
| Health in all policies | Active travel plans | Use of assistive technology across care and other services |
| Cross-organisational response to Covid19 | Support for schools to develop the SEND and Inclusion Hubs and develop their awareness of health | Organisation as an exemplar for workplace health |

However, we need to be even more ambitious and systematic in our approach. To really start to make a difference to local outcomes, we need to get to a place where equitable health and wellbeing is at the core of everything we do.

This might include:

- Innovation in development and use of the green and built environment
- Health embedded in planning and licensing decisions
- Health as a consideration in all policies and external funding bids
- Smarter use of data to predict health and care needs
- Increasing opportunities for good education and better jobs
- All front line practitioners recognising its importance and supporting people to make positive improvements to their health and wellbeing.





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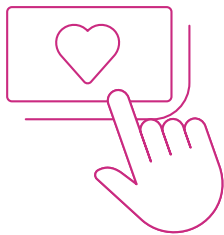
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by working to ensure community assets are developed and engaged, promotion of health-seeking behaviour and enabling citizens to live independently.





Actions

Good work, education, and homes

Without a good home, there can be no health. The right home environment protects and improves health and wellbeing. Similarly, having meaningful work and activity promotes good health, creates a sense of purpose, and prevents ill health. We will seek to ensure fair access to good housing, meaningful work or activity and a good education for everyone in Staffordshire, through:

- Enabling equal access to good education and training, particularly in early years.
- Recognise the critical role of the parent in creating early attachment, impacting on lifelong healthy choices and healthy behaviours.
- Implementation of a warm homes scheme targeted at those in greatest need.
- Roll out of a programme to support businesses to keep their employees well.
- Engage communities in opportunities for employment and meaningful activity.
- Embedding health and wellbeing as a consideration in economic growth strategies.

Mental resilience and good emotional wellbeing

Our emotional wellbeing is essential to our wider health and life outcomes. Building mental resilience allows us to develop skills to cope with and adapt to new situations, thereby protecting our mental wellbeing. Actions to enable this will include:

- Build mental resilience across the population using the '5 ways to wellbeing'.
- Work to prevent suicide by targeting high risk locations, providing specialist training and encouraging more people to 'talk'.

- Reduce loneliness and isolation through community-led initiatives.
- Creating built and wider environments that are clean, green and accessible to all.
- Deliver the Children's Emotional Wellbeing Strategy which embeds the i-thrive model of working.
- Ensure Staffordshire residents have access to places to go and things to do.

Working towards healthy behaviours as the 'norm'

While our environment and our genetics play an important part, there are lots of things we can do to improve our health and wellbeing and prevent disease. Our lifestyle choices and behaviours make up about 40% of our health outcomes. To enable healthy lifestyles as the norm, we will work to:

- Provide and promote information, advice and guidance and tools to help residents of all ages adopt healthier lifestyles.
- Provide specialist support for populations who need it most, making sure access is equitable.
- Work with partners across the system to embed brief advice into healthcare and other pathways, and ensure every contact counts.
- Enable active travel and embed health considerations in planning and licensing.
- Consider aligning action to address unhealthy behaviours and promote healthy lifestyles across the whole system to achieve a greater impact.



Protection from threats to health

While some external threats to our health are unpredictable, for many we can seek to prepare a robust response through sound planning, good intelligence and working in partnership with other organisations and communities.

- Continue to provide a robust response to Covid19, including inclusive restoration and recovery.
- Embedding resilience for protection against all infectious disease and other environmental threats.
- Planning and response to environmental threats, such as air quality.

Promoting independence and self-care

While it is important that we have access to good health and care services when they are needed, better outcomes are achieved if we can maintain our independence and look after our own health and wellbeing for as long as possible. Actions will include:

- Embedding a strengths-based approach to social care assessment to make the most of people's own assets.

- Enabling and promoting community assets and networks.
- Supporting and encouraging partners to champion and advocate these messages, as early as possible to create lifelong habits.
- Provide and promote good information, advice, and guidance, accessible to all.
- Promoting good uptake of screening and immunisation to prevent and identify disease early.
- Embed the Placed Based Approach and Early Help to support people within their communities and earlier.
- Deliver an accessible local offer for families to know where to go for help and support.

