

East Devon Public Health Plan

Annual Review
June 2015 – May 2016



Children enjoyed making the bird feeders at the event



L-R Amy Gilbert, Property and Asset Manager for East Devon District Council, Councillor Jill Elson, East Devon District Council's portfolio holder for Sustainable Homes and Communities and Tim Baker, M-Space



Ellie Trussler, aged 5, cutting the ribbon with Councillor Helen Parr and Councillor Iain Chubb

*Improving health and wellbeing for residents
and communities across East Devon*

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FOREWORD

Each of us values our health and it directly influences our quality of life and that of our families and those around us. East Devon District Council believes that making a positive difference to the physical health and mental wellbeing of our residents and communities across East Devon is central to our activities.

This Review shows how we embraced opportunities in East Devon to take a lead in combating inequalities and encouraging healthier lifestyles over the year covered in our *Public Health Implementation Plan* for 2015/16.

We have sought effective and creative ways of achieving this within existing resources. We also recognised that we cannot achieve on our own all the aspirations stated in our *Public Health Implementation Plan* and we have worked proactively with partners to develop improvements across the District.

John Golding, Strategic Lead – Housing, Health and Environment, East Devon District Council



Aerial View of Cranbrook

PUBLIC HEALTH ACROSS EAST DEVON: SUMMARY

Our vision

...making a positive difference to the health and wellbeing of residents and communities...



Ellie Trussler, aged 5, cutting the ribbon with Councillor Helen Parr and Councillor Iain Chubb

“An outstanding place”

East Devon District Council has a responsibility to protect, maintain and improve the physical and mental health and wellbeing of individuals living in, visiting and working in East Devon. We aspire to lead the way in addressing this responsibility to ensure lasting beneficial impact across our district. This review summarises our progress towards making a positive difference to the health and wellbeing of residents and communities over the course of the year 2015-16.

Our [Public Health Implementation Plan: priority actions 2015-16](#) set out thirty-six evidence-based activities aiming to make a positive difference to everyone’s physical health and mental wellbeing across East Devon. This Plan updated work done in 2014, and grouped activities into four priority areas using the national [Public Health Outcomes Framework](#):

- i. Improving the wider determinants of health: wider factors that affect health and wellbeing
- ii. Health improvement: helping people to live healthy lifestyles and make healthy choices
- iii. Healthcare public health and preventing premature mortality: reducing numbers of people living with preventable ill health and people dying prematurely
- iv. Health protection: protecting the population’s health from major incidents and other threats.

This Annual Review records progress made in implementing these activities. Teams across the Council including Housing, Countryside and Environmental Health have embraced these activities. In addition to these stated activities, many further elements of public health work in particular those relating to Cranbrook Healthy New Town programme have contributed to the Council’s wider agenda e.g. by initiating and developing partnerships with organisations across East Devon.

A range of press releases and tweets covering positive stories relating to these activities have contributed to raising the profile of the Council.

WHAT WE MEAN BY PUBLIC HEALTH: DEFINITION

Public health is defined as: “The science and art of preventing disease, prolonging life and promoting health through the organised efforts of society.”^[1] It includes “The assessment of the health of populations, formulating policies to prevent or manage health problems and significant disease conditions, the promotion of healthy environments, and societal action to invest in health-promoting living conditions.”^[2]

In addition to a population’s physical health, the significance of mental health and wellbeing have been recognised since the early 2000s, e.g. the Department of Health’s (DH) 2011 Strategy *No health without mental health*.^[3] The term ‘public health’ is used to cover physical and mental health and wellbeing of everyone in our district.

BACKGROUND: WHY PUBLIC HEALTH MATTERS TO US ALL

The Office for National Statistics (ONS) identified that in 2008 an estimated 170 000 deaths in England and Wales, i.e. around a third of all deaths, were premature (under the age of 75).^[4] Many of these deaths could have been prevented by lifestyle changes undertaken at an earlier time of life: diseases associated with smoking, lack of physical activity, obesity and alcohol misuse feature among the leading causes of premature death in the UK.

National, regional and local context

In response to Sir Michael Marmot’s *Fair Society, Healthy Lives* Report, the Government’s 2010 White Paper *Healthy Lives, Healthy People: Our strategy for public health* in England adopted Marmot’s life-course framework for tackling the wider social determinants of health. It outlined commitment to protecting the population from serious health threats; helping people live longer, healthier and more fulfilling lives; and improving the health of the poorest, fastest.^[5]

Public Health England published seven national priorities published in October 2014^[6]:

1. tackling obesity particularly among children
2. reducing smoking and stopping children starting
3. reducing harmful drinking and alcohol-related hospital admissions
4. ensuring every child has the best start in life
5. reducing the risk of dementia, its incidence and prevalence in 65-75 year olds
6. tackling the growth in antimicrobial resistance
7. achieving a year-on-year decline in tuberculosis incidence.

Information is available to guide our public health work with colleagues within the council, at Devon County Council and other organisations.

[Devon Health and Wellbeing](#): Information on Devon’s Health and Wellbeing Board, Joint Health and Wellbeing Strategy, Annual Public Health Reports, Joint Strategic Needs Assessments and a library of

strategies, plans, needs assessments and other reports and information relevant to health and wellbeing in Devon.

[Joint Strategic Needs Assessment \(JSNA\)](#): Looks at the current and future health and care needs of local populations to inform and guide the planning and commissioning (buying) of health, well-being and social care services within a local authority area.

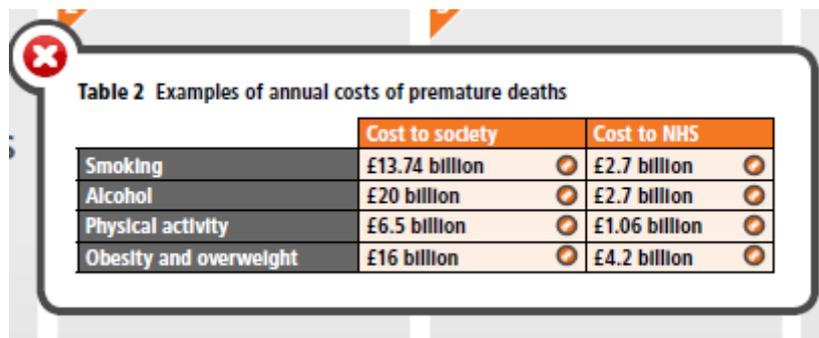
Local demographics

East Devon’s catchment area covers 314 square miles, and serves a resident population of nearly 135,000 plus numerous visitors.

The local population includes dispersed rural communities, several towns including the new town of Cranbrook, high percentages of older residents compared to the national average, and pockets of severe social and economic deprivation particularly in areas of Exmouth and Honiton.

Putting a value on health

Summary costs from the National Institute for Health and Care Excellence (NICE) ^[7]:



The image shows a screenshot of a presentation slide. At the top left of the slide content area is a red circle with a white 'X' icon. Below this is the title 'Table 2 Examples of annual costs of premature deaths'. The table has four rows and three columns. The first column lists health issues: Smoking, Alcohol, Physical activity, and Obesity and overweight. The second column is 'Cost to society' and the third is 'Cost to NHS'. Each cell in the second and third columns contains a value in billions of pounds, followed by a small orange circle icon.

	Cost to society	Cost to NHS
Smoking	£13.74 billion	£2.7 billion
Alcohol	£20 billion	£2.7 billion
Physical activity	£6.5 billion	£1.06 billion
Obesity and overweight	£16 billion	£4.2 billion

PROGRESS OVER THE YEAR 2015/16

This Review describes progress in each priority area identified within the four-part structure based on the Public Health Outcomes Framework: <http://www.phoutcomes.info/>

Priority Area 1: Improving the wider determinants of health: wider factors that affect health and wellbeing

1.1 Priority communities & groups

i. Early Help Forum

Throughout the period under review there have been ongoing changes to Early Help set-up: a co-ordinator covers Mid and East Devon. EDDC staff are involved in cases as necessary, with ongoing referrals.

ii. Switch clubs holiday activities and Switch the Channel family life skills

Milestones and Performance Indicators have been achieved:

- 13-15 families have attended holiday activities
- 6 or 7 families engaged with parts of the family life skills course; 3 families completed it. The course was amended in response to feedback. Some participants remained engaged, meeting up for lunch and subsequently opened a community café.

Families enjoyed activities arranged for the local community in Jerrard Close, Honiton:



Children enjoyed making the bird feeders at the event.

iii. Honiton Together

Funding was allocated to eight Honiton-based charitable groups which support vulnerable young people and adults; the groups were selected at a community engagement event. This objective was achieved: eight groups received funding in October '15; all progressing with the commitments made.

iv. Digital Inclusion projects: one project in community centres for older people and one project for unemployed working-age people

Sessions for older people run by Mobile Support Officers in community centres have been extremely successful. A trained tenant has now become a trainer and runs digital sessions.

Courses for members of the unemployed working-age community have been less successful. Community Development Workers revised the content after initial low uptake, but attendance remained low so the courses are not currently being delivered.

1.2 Fuel poverty: Devon-wide Central Heating Fund linked into Cosy Devon and Devon Fuel Poverty Project

Between April 2015 – July 2016 East Devon received 16 installations through the [Cosy Devon](#) scheme, which included boilers, loft insulation and cavity wall insulation. The total referrals across Devon in this time period was 511 with 132 inspections and 93 installations. Cosy Devon continues until 2017 albeit with a reduced scheme due to changing rules regarding eligibility.

The Central Heating Fund was extended until the end of February 2017. There have been approximately 40 leads generated in East Devon from which there have been 3 installations.

Agility Eco and Cosy Devon have spoken with Housing Services in East Devon regarding this project but Housing Services have already identified council housing stock and have an alternative scheme running.

In addition, East Devon commenced one of UK's first Passivhaus 'EnerPHit' standard social housing projects. This involved refurbishment work using ground breaking low energy standards, on an exciting new type of shared social housing in a Victorian style terraced house in Exmouth.



L-R Amy Gilbert, Property and Asset Manager for East Devon District Council, Councillor Jill Elson, East Devon District Council's portfolio holder for Sustainable Homes and Communities and Tim Baker, Mi-Space

1.3 Homelessness

Summary reports and statistical returns show that Young Devon, Julian House and Homemaker services are assisting customers who are either homeless or threatened with homelessness, and contributing towards the Council's aim of preventing homelessness wherever possible.

i. Young Devon - aimed at assisting young people with housing problems aged between 16 and 25

This service has proven to be highly effective over the last few years in preventing homelessness and providing tailored support for young people aged between 16 and 25 who are facing difficulties with their housing arrangements. Throughout the year 15/16 Young Devon worked with 80 young people who were homeless or at risk of homelessness.

ii. Julian House – contracted to provide outreach service for rough sleepers

This service provides weekly outreach to rough sleepers in the area, providing appropriate support and assisting those requiring help into accommodation. The numbers of verified rough sleepers have been maintained below ten throughout the year 15/16.

iii. “No second night out” scheme

This scheme is no longer in operation throughout the UK due to lack of funding, although attempts continue to be made to assist all rough sleepers who wish to engage with efforts to help them into appropriate accommodation.

iv. ‘Sleep-safe’ project

This scheme was a one-off Exeter-based project which provided additional emergency accommodation throughout the winter. The Severe Winter Emergency Protocol will continue to be available to rough sleepers in times of severe weather.

1.4 Welfare reform and employment

i. Homemaker South West

This service is free for residents of East Devon and provides independent financial advice to people facing financial difficulties. Throughout 2015/16 it has continued to perform well and is regarded as a valuable resource for the housing options of customers. Within the year, a total of £1,328,656 in benefits financial gains were recorded and a budgeting uplift totaling £144,684.

ii. Foodbanks

From April 2016 Local Welfare Support government funding ceased. This funding that had been available to the council to tackle local welfare issues had been used to assist in setting up local foodbanks. The impact of the funding is that several foodbanks in the area have become self-sufficient, being regarded as a valuable tool in assisting people affected by local welfare issues such as welfare reforms. Particular efforts were made during this period to connect Exmouth Larder with Learn Devon, and to supply simple recipe books for clients identified by the Larder volunteers as potentially benefiting from those resources.

iii. Credit unions

Throughout the period [Plough & Share](#) Credit Union delivered service points in Honiton, Exmouth and Axminster, plus the bond scheme offered through EDDC with circa £15k in savings securing tenancies. During the period under review, it had a total of 254 members, £101,344 held in savings and £33,227 on loan.



Efforts to provide a service point in Cranbrook stalled. Volunteers were recruited, trained and the service point launched in May 2015 – operating concurrently with the Thursday evening markets at Younghayes, but despite some general interest did not gain any new members.

iv. Apprenticeships/placements

*"If EDDC offered me a job
I would 100% accept
because I love it"*

*"They made me welcome
and treated me with
respect"*

In the last financial year 15/16 the Council supported 13 students on work experience, including placements for two undergraduates and one non-student. In addition two long-term student placements from Sidmouth College have been supported over a two-year period for one day per week. Feedback is sought from all students to help identify areas of improvement for future placements, and suggests that the experience has been valuable and enjoyable.

The Council funded four apprenticeships and of these four, three have been offered full-time permanent employment within the Council. The intention is that apprenticeships will continue to be offered where suitable opportunities arise in 2016/2017 and beyond.

1.5 Planning & policy making

i. Cranbrook: support activities to "design in" health and wellbeing

Aerial view of Cranbrook:



*New play area in Cranbrook's Hayes Square
officially opened:*



i. A significant first meeting was successfully organised in June 2015 which for the first time brought together EDDC planning colleagues and healthcare colleagues from a range of commissioner and provider trusts to explore healthcare delivery for Cranbrook. This facilitated networks which have been maintained.

ii. Various master-planning processes were assisted and strengthened throughout the period under review, with colleagues as above.

iii. EDDC's initial expression of interest in Sept 2015 for Cranbrook to join NHS England's healthy new towns programme was successful; subsequently the team were selected in Feb 2016 via a Dragon's

2.1 Childhood weight, nutrition & physical activity

i. Active Communities project for age-14+

Active Communities was a three-year project started in 2013 aimed at the market towns of Exmouth, Axminster, Ottery/Cranbrook, Honiton, Sidmouth and Seaton. Over two years the scheme has successfully engaged with 707 individual participants and trained 70 new leaders and coaches to sustain activities. Year three commenced in September aiming to deliver a further 32 projects, engage 350 participants and train 20 new leaders.

ii. Naturally Healthy Devon Schools project

In February 2015 EDDC won the 2-year contract to deliver this project, funded by Natural England, Devon Local Nature Partnership and the Council for the Protection of Rural England. The focus was on schools in Exmouth and part of the purpose is to monitor and evaluate health benefits of learning in the natural environment. In 2015 the project was in the development and recruitment phase: networking with schools, assessing current learning outdoors provision and recruiting both a beacon and cluster schools. Towards the end of 2015 action plans for those schools and a training programme to deliver those plans were developed.

Subsequently the Naturally Healthy Devon Schools Project has been working with all eight primary schools in Exmouth to develop and improve their outdoor learning, while also involving other local East Devon schools in the project to create a network. The project has involved individual support to schools and teachers through visits, development of actions plans and allocation of 'Green grants', as well as a number of professional development sessions.



Achievements have been: inspiring training days in which teachers have lead sessions for their peers and for which EDDC has received excellent feedback, successful growing season at Marpool Primary School following the Growing training day, Bassett Farm Primary School's successful 'Get Out and Stay Out' week following Education Ranger leading a staff meeting.

iii. Design, pilot, revise & distribute food-safety fliers for children's cookery classes

Colleagues in EH worked with the design team to create a simple flier showing tips on food safety. Feedback was sought and some revisions made before distributing copies to key stakeholders including Learn Devon and HALFF who both deliver cookery skills classes.



4 STEPS TO SAFE FOOD

1 Clean before food preparation

- Wash your hands and use clean cloths – dirty hands and cloths spread germs:



✓ Wash your hands

2 Cooking

- Defrost raw or cooked food before use. Microwaves can do this.

- Check your food is cooked until it is very hot and steaming:



- To eat it later, cover it, cool it quickly and put in fridge.

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iv. Support delivery of cookery-skills classes

Funding was sourced in March 2015 for portable cookery equipment which [Learn Devon](#) have used e.g. with six homeless and vulnerably housed people from East Devon / Exeter who were likely to be placed in accommodation in Exmouth. The small hobs were ideal because they replicated the cooking facilities available in the hostels or when rough sleeping. The tutor wrote the scheme around these limitations and created budget recipes which could be cooked quickly and easily. Learners all achieved success and three went on to gain Level 2 CIHE in Food Safety which will help them to engage in volunteering activities and possible employment. The cookery courses were run as part of a Community Mental Health project and evidenced how the course improved the participants' mental health and general wellbeing. Prior to the course, one learner had not eaten a vegetable for three years and none had sat to eat a meal as a 'family' for many years. Afterwards, all said their mental health had improved as a direct result of the course, they became more aware of good groups and healthy eating, and they began to budget for food.

During the period under review, Axminster-based [HALFF](#) has worked with around 600 people in Devon, supporting them through cookery and nutrition sessions, and providing practical, straightforward information for those unable to attend sessions. The groups include older people, carers, people living alone, people with heart disease, hypertension, type II diabetes and cancer as well as children and young people attending SWITCH clubs in Littleham, Exmouth, and Millwey Rise, Axminster, parents of young children and young carers in Axminster. Typically, people attending HALFF sessions or receiving HALFF newsletters say that they feel much more confident cooking, they have better knowledge about food, nutrition, and food planning and they feel better supported and less isolated.

2.2 Adult weight, nutrition & physical activity

i. Walk this Way scheme

[LED Leisure](#) through Ottery Leisure Centre was tasked with setting up walks in Cranbrook: links have been made with the Cranbrook Community Development Worker, a volunteer leader and local GP

surgeries. However during the period under review, Cranbrook is limited on potential for walks due to uncompleted pathways, places to walk and park permissions.

LED also worked to develop buggy walks for parents and toddlers, and Honiton’s memory walks.

ii. Nordic walking & orienteering

Seven events have been advertised during the year with a good uptake and great feedback from the two company providers. The 14 circular walks were completed and went live on EDDC, AONB and Ramblers websites. The East Devon Ramblers also delivered the walks as a guided event six times throughout 2016. 11 orienteering events have been advertised including four junior events throughout East Devon in partnership with Devon Orienteering.

iii. Volunteering programme



The volunteers enjoy a Christmas get together at Branscombe. Photo by Steve Edmonds.

Over 10 new volunteers joined the team during this year, adding to the existing group. This helped reach 4,000 hours of contributed volunteer time to the work of the team with the average session being four hours. With two weekly practical volunteer groups, four winter volunteer workdays with the Axe Vale and District Conservation Society and weekend information volunteer sessions, over 180 volunteer tasks/opportunities have been provided during the year.

iv. Devon-wide physical activity project *Active Mums*

A Devon-wide physical activity project, *Active Mums* focused on developing cycling schemes initially in Exmouth and later in Cranbrook. Mums join a six-week block of cycling sessions offered on Mondays and Fridays. In each ride they cover one to two miles along the Exe Estuary Trail with a qualified British Cycling trained ride leader. The mums are supported with equipment set up and they also receive advice and tips on their cycling technique. This is a partnership between Active Devon, LED and Bikelands, targeting mums who don’t feel confident on a bike and who want to get fit with their babies.



v. Café healthy-menu project

Council colleagues at Torbay and Plymouth shared details of similar schemes, identifying various issues that need to be considered. General desk research also provided background information and ideas. EH Commercial team staff identified two cafés whose owners appear willing to pilot a scheme locally. This did not progress owing to other work commitments arising since the plan was proposed.

2.3 Tobacco control Smokefree’s January Health Harms campaign Devon

EDDC liaised with DCC PH staff to support the [Smokefree](#) campaign run by Public Health England and the NHS. This campaign offered various tools ranging from face-to-face support, to apps, emails & text support. Free resource materials were ordered from PHE - 30 x A4 posters and 100 x A5 leaflets distributed to:

- Budleigh Salterton Hub c/o Westbank
- Cranbrook Younghayes / EDVSA [now Action East Devon]
- LED leisure centres & head office
- Kennaway Centre, Exmouth
- Open Door, Exmouth

2.4 Alcohol control *Drink Wise, Age Well* initiative - programme aiming to prevent alcohol-related harm in the over-50s

This national scheme aims to help lower alcohol consumption in the over-50s age group by addressing some of the potential triggers for excess alcohol consumption.

EDDC has supported and partnered with the [Drink Wise Age Well Devon](#) campaign during this period. It was promoted in *The Knowledge* to staff, members and public in August 2015 and via various community activities for example at the summer fete at Woodbury for tenants across Exmouth - a free event aimed at the over 50s and largely funded by Drink Wise Age Well.

2.5 *One You* self-care – PHE campaign



Launched in March 2016, *One You* was designed to help adults in their 40s and 50s get back to a healthier lifestyle by providing tools, support and encouragement. EDDC ordered and distributed free resource packs: to staff, members, at EDDC’s tenants’ conference, to the public via leisure centres, to the police, staff at Axminster Power Tools, and to colleagues from various partner agencies. EDDC also promoted this national campaign using a range of media.

Priority Area 3: Healthcare public health and preventing premature mortality: reducing numbers of people living with preventable ill health and people dying prematurely

3.1 Falls prevention: Support falls prevention activities in care homes

[NICE \(2013\) clinical guideline 161 Falls: assessment and prevention of falls in older people](#) explains that falls and fall-related injuries are common and serious for older people. People aged 65 and older have the highest risk of falling, with 30% of people older than 65 and 50% of people older than 80 falling at least once a year. Falls are estimated to cost the NHS more than £2.3 billion per year.

EDDC Environmental Health staff have carried out desk research to understand the issues, in particular that many falls result from medicines management, rather than slips, trips and falls. These staff have facilitated lots of networking; presented their findings at meetings with care home managers and attended NHS physiotherapy staff meetings and a South West regional NHS training workshop. They have enabled new contacts to meet with each other and understand each other's priorities and resources.

3.2 Emotional health & wellbeing; self-harm / suicide prevention

i. Thelma Hulbert Gallery outreach activities with priority communities:

East Devon's [Thelma Hulbert Gallery](#) (THG) won Silver in 2015 Devon Tourism awards for Access & Inclusivity. Also in 2015/16 THG received Arts Council funding to expand its audience by taking activities to those that cannot easily access the gallery for reasons including geographical, financial, health and mobility. This resulted in artists' residences, outreach workshops and activities across East Devon. In the same period THG also received government funding to create one of 87 pocket parks in the UK, creating a special, accessible venue for art activities both inside and outdoors.



The pocket park will incorporate local wildflowers, fruit trees and interactive areas for families

Funded by Arts Council England THG instigated and curated two community exhibitions in the main gallery in 2015/16. These highlighted the work of those with physical and learning disabilities, mental health issues as well as schools - main stream and those for children and young people with

additional educational needs and those with sensory loss. The work was created as part of artist led workshops held at the gallery or during outreach activities. These exhibitions gave the participants a sense of belonging and self-worth, by showing their work on an equal footing to internationally renowned artists exhibiting in the gallery.

Activities in 2015/16 included working with the following groups:

- At risk young people
- Adults with learning difficulties
- Adults with mental health issues
- Adults dealing with dementia
- Blind and visually impaired children and young people
- Deaf and hearing impaired young people
- targeted families through the Children's Centre Honiton
- Pupil referral unit
- Volunteers at THG.

*"What a treat to be
creative as a family"*



ii. Self-harm awareness training for EDDC frontline staff

EDDC HR Department hosted four workshops in October and November 2015 and February and March 2016, attended by 58 staff and 5 members, delivered by [The Project](#) advising on self-harm by young people. The Project is a peer support network that supports young people age 12-24 with mental health issues, and their parents and carers. Based in Axminster and Chard, it is a free service open to young people and their parents and carers from across East Devon, South Somerset and West Dorset. The workshops they delivered were very well received; some staff reported being very moved by the subject.

iii. Devon-wide workplace mental health project

This was a Devon-wide project to produce a mental health awareness course and [web-based toolkit for frontline staff](#), hosted on Exeter CVS website, enabling staff to start an appropriate conversation, signpost adult clients and provide information. EDDC staff provided feedback on this toolkit. A project report is available upon request.

iv. Silver Line: promotion of phone-line service for older people

The [Silver Line](#) is a free confidential helpline providing information, friendship and advice to older people, open 24 hours a day, every day of the year. During the period under review, EDDC's Landlord Services team referred 15 people to Silver Line.

3.3 Dementia: support local Dementia Action Alliance expansion of Dementia Friendly Town status across East Devon

Published in February 2015 [The Prime Minister's challenge on dementia 2020](#) set out what this government wants to see in place by 2020 in order for England to be the best country in the world

for dementia care and support and for people with dementia, their carers and families to live; and the best place in the world to undertake research into dementia and other neurodegenerative diseases. Supporting this agenda, a number of initiatives have formed in East Devon:

- Dementia-friendly activities at Thelma Hulbert Gallery
- LED dementia-friendly walks from Honiton Beehive which anecdotal feedback suggests are proving popular
- Devon County Council's Dementia Friendly Communities Partnership Development Officer was invited to present Devon-wide picture to East Devon's Partnership Officers' Group meeting
- EDVSA [now Action East Devon] sourced funding for the Axe Valley Visiting Scheme and Forget Me Not Reminiscence Service
- Various memory cafés operate across East Devon
- Various local individuals are working on their own schemes (e.g. poetry, film) and have been connected with other groups/individuals.



Priority Area 4: Health Protection: protecting the population's health from major incidents and other threats

4.1 Air quality

Two air quality projects formed part of an allocated district council grant of £20,000 from the Devon Public Health Grant 2015/16, as part of an arrangement to support the public health system across the two tier structure of local government in Devon. The Devon District Local Authorities worked together with Devon County Council on these two projects; two EDDC Environmental Health staff contributed to this work.

i. Devon-wide personal exposure project

None of the grant funding was finally allocated to this project, which was designed to trial a potential harm reduction approach to air pollution. The study involved six school pupils from two schools in Newton Abbot and Braunton. This project was completed in April 2016 and the [Report](#) is available. Results suggested that in some areas walking routes away from main roads significantly reduced exposure to vehicle pollution.

ii. Devon-wide ECO stars project

This project received 100% of the £20,000 funding and focussed on recruiting companies into the [ECO stars](#) scheme. A [brief report](#) is available. There would be scope to further progress the Eco Stars programme in East Devon and we will review this again in the future.

An additional project which fits within priority 4 and instigated during this period was the setting up of a partnership with Devon & Somerset Fire & Rescue Service, to introduce home safety fire trigger point training. Fire Service staff delivered training to frontline EDDC staff, so that when meeting the public they can recognise risks of fire and have a system through which referrals can be made.

PUBLICITY AND PROMOTION: COMMUNICATING OUR ACTIVITIES

Activities have been implemented by EDDC staff and through partnerships e.g. with LED, Devon County Council, neighbouring councils, neighbouring NHS trusts, charities and voluntary groups. Opportunities are taken to promote these partnerships and activities.

Efforts have been made to send messages to all stakeholders via a range of methods and formats, celebrating progress and achievements, highlighting case studies, encouraging engagement and aiming to educate, via:

- Press releases
- Tweets



Public Health activities in the headlines

A selection of news items are listed here, chosen to illustrate stories reflecting activities highlighted in our Public Health implementation Plan in 2016:

Date	Sample press headlines
Jan 16	New £70,000 play park opens in Exmouth Volunteers help maintain East Devon's countryside
Feb 16	Pocket park to come to Thelma Hulbert Gallery Cranbrook's community spirit tops the polls again Work to start in April on new play area in Axminster
Mar 16	New improved Phear Park play area now open and ready for action Seaton Wetlands marks Disabled Access Day Cranbrook wins NHS "Healthy New Town" bid
Apr 16	Go wild in East Devon as part of Naturally Healthy Month East Devon commences one of UK's first Passivhaus 'EnerPHit' standard social housing projects Two Honiton play areas to get a £46,000 facelift! Thelma Hulbert Gallery (THG) Highly Commended for its outstanding contribution to the 2015 Get Creative Family Arts Festival
May 16	Exploring the countryside with East Devon's education rangers Sport England grant will enable council to improve popular sports pitch in Ottery New Play Area in Hayes Square officially open
June 16	Families have fun at Jerrard Close, Honiton East Devon Homes Littleham Community Festival is a winner

Exploring the countryside with East Devon's education rangers:



The Countryside Education Rangers provide a range of activities and events for children to explore the outdoors.

Author: Helen Wharam – Public Health Project Officer *and also throughout this period* Local Programme Coordinator for NHS England's Cranbrook Healthy New Town programme

June 2017

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