

Annual Review of Public Health Activities April 2017-March 2018



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

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Canoe safari, © EDDC

FOREWORD

East Devon District Council activities all aim to ensure that East Devon is a place where people want to live, work, visit and enjoy. We aim to work together with local people to create great value services and an outstanding community, economy and environment for East Devon, now and for future generations.

Our health directly influences our quality of life and that of our families and those around us. A golden thread which runs through the council's activities is our work to make a positive difference to the physical health and mental wellbeing of our residents and communities across East Devon.

This Review illustrates how we created opportunities to take a lead across East Devon in combating inequalities and encouraging healthier lifestyles. Over the year we have sought effective and creative ways of achieving this within existing resources. We also recognised that we cannot achieve all our aspirations on our own and we have continued to work proactively with partners to develop improvements across the district.

Statement of support by Councillor Jill Elson, sustainable homes and communities portfolio holder



Exmouth Parkrun © LED

PUBLIC HEALTH ACROSS EAST DEVON: SUMMARY

Our vision

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



Volunteers, Seaton Tuesday task force © EDDC

“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. At its heart this equates to efforts at reducing inequalities across the district. This is a core role of the council and we aspire to create a lasting beneficial impact across our district.

Good health is about much more than good health care. This Annual Review celebrates our progress towards making a positive difference to the health and wellbeing of individuals and communities in 2017-18. Activities are grouped into four priority areas:

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

Our [Public Health Implementation Plan: priority actions 2017-18](#) followed this structure and set out our evidence-based activities aiming to make a positive difference to health and wellbeing.

Teams across the council including Housing, Countryside and Environmental Health have embraced these activities in imaginative and cost-effective ways. A range of press releases and tweets covering positive stories relating to these activities have contributed to raising the profile of the council. Additional activities have subsequently been prioritised during 2017-18 and are demonstrated in relevant sections throughout this Review.

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](#). In this review, 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

Published in July 2017, Public Health England’s [PHE] [Health Profile for England: Telling a story about our health](#) uses PHE data together for the first time with additional high quality data from the Office for National Statistics and elsewhere, to tell the story of the health of people in England. In general:

- People are living longer, but often in poorer health
- Many people will contend with disease and disability before they collect their pension
- Diet and smoking are the behaviours that have the biggest impact on their health
- Lower back and neck pain causes the most ill health and disability
- People living in deprived areas have shorter life expectancy and spend more time in poor health.

For most people, the ingredients for a healthy life are relatively straight-forward: a good education, a good job, a healthy diet, a suitable roof over their head and people to care for and about.^[4] This data reminds us again that good health is about much more than good health care and illustrates why our public health agenda matters.

National, regional and local context

In response to Sir Michael Marmot’s [Fair Society, Healthy Lives](#) Review, 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, and 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.

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

¹ Acheson D (1988) Independent inquiry into inequalities in health. London: TSO

² Naidoo J & Wills J (2010) Developing practice for public health and health promotion. Edinburgh: Bailliere-Tindall

The [Devon Annual Public Health Report 2016-17](#) reflected on the population demography and predicted trends in disease, then identified determinants of health, and healthcare conditions requiring continued focus especially where inequalities exist within our communities. Devon County's public health priorities are:

1. Smoking
2. Obesity and overweight
3. Poor dietary habits leading to physical and oral health problems
4. Inactivity and lack of physical fitness
5. Mental ill-health, poor emotional wellbeing and loneliness
6. Excessive alcohol consumption
7. Drug abuse
8. Risk-taking in sexual health
9. Domestic and sexual violence and abuse
10. Excessive exposure of the skin to the sun causing skin damage and skin cancer
11. Injury from slips, trips and falls
12. Late diagnosis and sub-optimal treatment of long-term conditions such as diabetes, heart disease, lung disease, arthritis and dementia including low 'flu immunisation rates
13. Late diagnosis and sub-optimal treatment of cancers
14. Poor air quality
15. Lack of availability of quality affordable housing.

We prioritise those local activities which we are able to influence, using various data resources:

[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.

In February 2018 the Public Health Project Officer took the opportunity to help improve subsequent versions of the JSNA by responding to a consultation by DCC.

Local demographics

East Devon's catchment area covers 314 square miles, and serves a resident population of nearly 140,000 plus numerous summer visitors.

In 2015 the mid-year population estimates put East Devon's population at 138,141. The population has an older age profile, with the average age of its residents being 50.3 years (national average is 40 years). East Devon has the highest age profile of all of the districts in Devon, with the largest percentage of those aged 65+ at 28.19%. An aging population inevitably impacts on the provision of health care, housing requirements, the labour market and economic growth. 15.9 % of East Devon's population have no car.

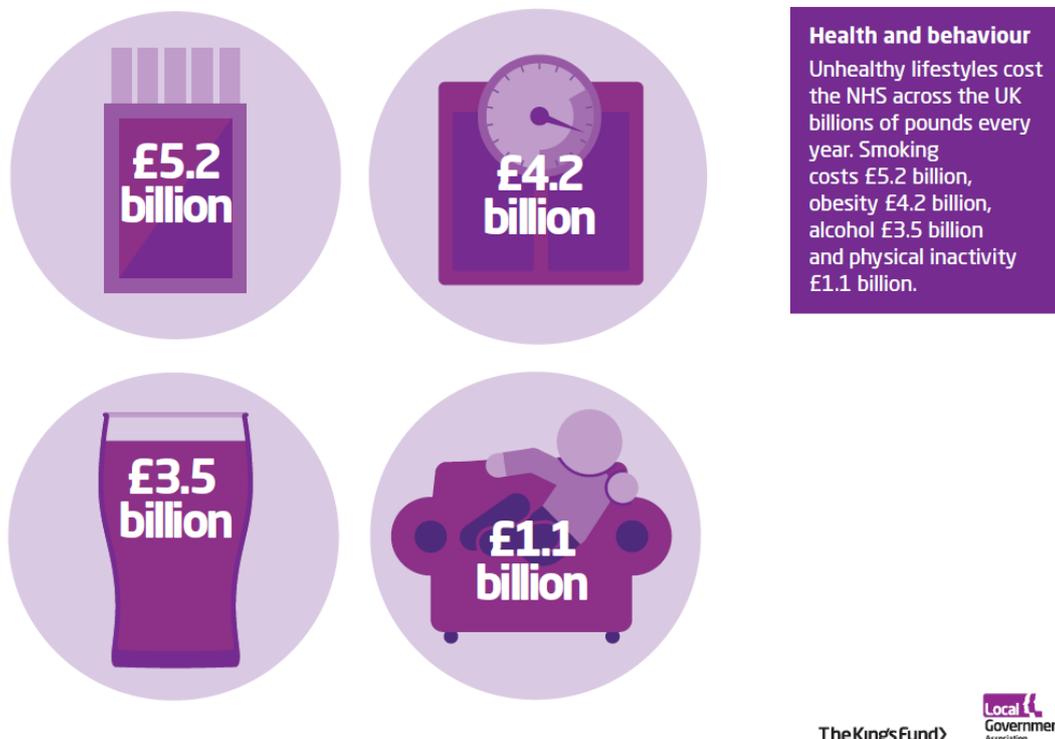
Age UK's [Briefing: Health and Care of Older People in England 2017](#) states that by their late 80s, more than one in three people have difficulties undertaking five or more tasks of daily living unaided

and between a quarter and a half of the 85+ age group are frail, which explains why it is people in this oldest cohort who are most likely to need health services and care support. Disability-free life-expectancy at age 65 has been falling from its peak in 2010-12 and there are huge socio-economic differences in disability-free life-expectancy at age 65.

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

Costs to society are acknowledged as substantially higher in each instance. Annual costs to the NHS of unhealthy lifestyles [smoking, obesity, alcohol, physical inactivity] are calculated as:



Infographic: costs to the NHS © The King's Fund and Local Government Association 2014

PROGRESS OVER THE YEAR 2017/18

This Review describes progress in each priority area identified within the four-part structure based on the [Public Health Outcomes Framework](#).

PRIORITY AREA 1: Improving the wider determinants of health: wider factors that affect health and wellbeing

1.1 Priority communities

During the period under review, the Public Health Project Officer was invited to join the WEB [Woodbury, Exmouth, Budleigh] Community Health & Wellbeing Board. Initiated by the NEW Devon CCG it comprises key stakeholders representing the community, who are responsible for overseeing the development and effectiveness of health and social care services provided for the WEB area.



EDDC’s Housing, Streetscene and Countryside teams have worked together to deliver a range of projects with residents helping to build communities and improve their local environment in priority communities including Littleham, Honiton and Axminster. The Countryside Team has delivered targeted work with 470 people via 36 specialist events. This has included attending 12 community festivals and delivering outdoor learning in 23 green spaces across the district.

Streetscene’s Parks Improvement Officer has been working on a range of new planting initiatives to provide new interest in some keys sites such as Connaught Gardens, Sidmouth and Manor gardens, Exmouth.

Screenshots of Streetscene tweets

This has included improved wildflower planting, increasing biodiversity and habitats for wildlife and a cut your own flower garden on the seafront in Exmouth. All of these initiatives are designed to get people into our parks and engaging with nature including Pavilion gardens “pick your own” vegetable garden.



Community orchards are all in targeted communities with high levels of social housing. They have been planted in unused space which will encourage wildlife into the area and promote the benefits of being outdoors. A community orchard was planted in Millwey Estate in Axminster along with six events including apple pressing organised throughout the year at all three orchard sites - Bidmead in Littleham, Moormead in Budleigh Salterton and Millwey. This engaged with 15 local families and attracted over 120 people across the year.

Community Development activities

- Working with Countryside, Housing and Active Devon to secure a place on a five-year project *Connecting Actively with Nature* events. During 2017/18 two focus groups ran in Honiton and Littleham to explore why residents were or weren't getting out and connecting with nature, and what would entice them to do so in future. Countryside and Housing teams will work with LED and Age UK Devon to run two pilots in during 2018/19.
- South West Youth Games: young people took part and won many medals.

Littleham Community Development

- Summer Sports: SWITCH children and families teamed up with Link-In Together for five weekly summer sports sessions during summer holidays. Although not a large number of families took part those who did enjoyed getting active.
- Grow Your Own fruit and veg: a project designed to get residents gardening then cooking and eating fresh healthy food. Over 50 households took part in this project and many have continued to use the skills gained to continue growing fresh fruit and vegetables.
- Wildflowers on the Crescent: Streetscene and Community Development working together to encourage all residents to enjoy the newly planted wild flowers
- Mountain Close bug hotel, allotment and wildflowers: project to encourage young and old to learn about insects, bugs, wildflowers and gardening and be

outdoors exploring the bugs living in the hotel and to dig and plant an allotment.

Cranbrook community development

Cranbrook's unusually young population - with three times the England average of 0-4 year olds and a high proportion in the 25-39 age group, combined with delivery of a high proportion of social housing in the early phases of building, offer ideal opportunities to support innovative approaches to health and wellbeing for the newly developing community.

EDDC's Country Park Ranger delivered numerous activities during this period. For example she was trained to lead Health Walks in Cranbrook called the "Cr-Ambles", launched in April 2017.

During 17/18 EDDC supported Carving Communities working with Cranbrook's young people to create a Youth Shelter for the Country Park, due to be opened officially in June 18.

Facilitated by EDDC through Cranbrook's Healthy New Town programme, Axminster-based Health and Local Food for Families (HALFF) ran classes badged "Cranbake" for invited families to cook together and eat together at the Education Campus after school hours in April 17.

After the lead roles for Cranbrook's Healthy New Town programme moved from EDDC to Devon County Council, the local team continued to provide support for example helping DCC to organise a training day for planners in August 17 and inviting the new team for a hand-over in January 18.

Honiton Dragon's Den

The event was organised by Devon County Council, Action East Devon, and EDDC. Devon County Council, Honiton Town Council and EDDC provided the grant of £6,000 and twelve local organisations were awarded a share:

- Open Arms East Devon, a mental wellness programme for adults
- Honiton Dementia Action Alliance, to help pay for a dementia nurse in the town
- Honiton Over 55s Day Care, to pay for a new dishwasher to replace their current 25 year old machine
- Hot Pennies Committee, to buy promotional material and road signage, to continue to local Good Friday tradition
- Honiton Millennium Green, to set up an environmental area
- Honiton Baptist Family Church to buy Lego kits for quiet activity for children attending church
- Health and Local Food for Families (HALFF), to teach cooking skills to people with mental health difficulties
- Action East Devon, to help recruit and train counsellors in Honiton
- Thelma Hulbert Gallery, to produce audio descriptions for people with visual impairments
- South West Heritage Trust, for help pay for a mobile display that can be taken to schools and residential/nursing homes
- Honiton Community Church, to help fund a project for adults with learning disabilities
- East Devon Special Needs Group (SNAG) to help fund a course in mindfulness for adults with a range of disabilities at venues around the town.

Thelma Hulbert Gallery activities delivered throughout the year:

- Exmouth EDDC housing tenants worked with artists on various creative activities to do with the train line doing sound recordings, social heritage research, printmaking, photography and working with artists on the actual trains along the estuary as part of SWITCH and THG's GWR [Great Western Railway] -funded project
- Visual impairment – 10 sessions with Invigorwrite, Honiton Community College and WESC Foundation to research, write and record audio guides for visually-impaired visitors at THG
- Children's Centre – 11 artist-led sessions at THG and early years groups with their parents and caregivers
- Promoting social inclusion through 2 x per year free accessible and engaging *Museums At Night* events at THG attracting over 700 participants.

"Very helpful workshop provider who gave me useful tips for teaching SEN children"

"I love the peace of this gallery and the warm welcome you receive"

"As a blind person I loved being able to touch these sculptures and to hear so many interesting facts on the audio descriptions"

Helping communities - responding to the “Beasts from the East”

When extreme weather arrived in February and March, EDDC staff worked around the clock to help snow-bound communities and keep residents safe. Officers delivered urgent medication, cooked a meal for a vulnerable resident whose carers were snowed in, arranged temporary housing for council tenants with burst pipes and took a resident to hospital.



Screenshot of #EDDCHealth tweet

The council’s emergency telephone service Home Safeguard, took more than 2,000 calls from residents with lost power, frozen pipes and boiler failures. The Housing Options team helped four single rough sleepers and one couple who were accommodated in emergency accommodation under the severe weather emergency protocol. Working with the council’s Streetscene officers, a vulnerable tenant who was stranded in Exmouth was transported back home to Budleigh Salterton. Twitter was used to send weather alerts and also to encourage neighbours to visit elderly people.

1.2 Fuel poverty

The [ONS calculates](#) that 34,300 excess winter deaths occurred in England and Wales in 2016/17.

EDDC’s Private Sector Housing Manager is a member of the Cosy Devon Steering Group. This Group has been engaging in a number of potential schemes and installers to identify the best and most appropriate approach, whether that is engaging with installers to provide specific energy efficiency measures or working towards a specific delivery method in Devon.

EDDC has welcomed the introduction of Flexible Eligibility and utilises it for the purposes of reducing fuel poverty in the district. For more details see the [Local Authority Flexible Eligibility Statement](#). EDDC utilises services offered by a charitable organisation called LEAP that provides support and advice to customers about what grants and funding is available.

1.3 Housing and homelessness

The council’s [Housing Strategy](#) was refreshed in July 17, the vision being to provide a decent home for all residents of East Devon. Our responsibilities are to:

- Provide a housing options service for all who are homeless or threatened with homelessness
- Provide, maintain and manage our own council housing stock

- Work with housing developers and housing associations to deliver more affordable housing
- Regulate and improve other social rented, private rented and owner occupier housing

And our priorities fall into three categories:

- Providing homes
- Improving homes
- Improving communities.

Affordability of homes is an issue in the district with East Devon being in the top 25% of local authority areas for house prices but one of the lowest nationally in terms of wages. Of the 229 affordable homes delivered in East Devon last year for people on the Housing Register, 60 were in villages.

Just over a year ago EDDC was awarded £1.2m from the Community Housing Fund to help rural community groups explore options for and delivery of affordable housing. This fund has enabled appointment of a community land trust specialist who works with the local groups. To date three grants have been provided to community groups, with the aspiration that the respective local Community Land Trusts will deliver homes. If successful twelve affordable homes will be provided for local people.

The Housing Options team aim to prevent homelessness and to assist those who are already homeless. Between April 2017 and March 2018 230 cases of individuals or households were assisted towards prevention of homelessness, and the council accepted a

full homelessness duty towards 28 individuals or households. Figures of under ten rough sleepers in the region are consistently reported due to strong working links with external organisations such as Exmouth's Open Door Centre and the police, alongside our partnership work with Julian House, who we fund to provide an effective outreach programme and assist people who are rough sleeping. The team works with several external organisations to achieve effective prevention and with colleagues such as the Revenues and Benefits team to provide solutions for people presenting with housing difficulties.

In addition to Julian House we fund a number of organisations who work alongside us in preventing homelessness and assisting those who are already homeless. Organisations include Young Devon (working with young people between 16 and 24), Homemaker South-West (financial advice) and the CAB court desk (to assist people in mortgage difficulties). Further funding assists domestic abuse support groups. Tools including the Rent and Deposit Bond Scheme are used to help people access and sustain accommodation in the private sector.

The council's [homelessness webpage](#) offers advice for rough sleepers, those homeless or in danger of becoming homeless, housing options and prevention of homelessness, and support for those experiencing domestic abuse. Services are signposted that contribute towards the council's aim of preventing homelessness wherever possible.

1.4 Welfare reform and employment

Across England, data from the [Health Survey For England \[HSE\] 2015](#) showed that adults in lower income households were more likely to report acute sickness than higher income households. The average income for households in East Devon in 2013/14 was £26,700 which was just above the Devon and Cornwall average of £25,456 but below the England average of £31,362.

Homemaker South West

This service gives free confidential, expert and impartial debt and benefits advice in order prevent homelessness and promote independence via offices in Sidmouth and Exmouth:



preventing homelessness, promoting independence



East Devon District Council Homemaker Southwest

Cases seen by month - Local Authority Advice Session report										
Month	No. sessions		No. clients seen		No. no shows		No. cancelled		Benefits - Financial Gains	Budgeting Uplift
	Ex'th	Sid'th	Ex'th	Sid'th	Ex'th	Sid'th	Ex'th	Sid'th		
Apr-17		13		27		19		3	£63,297.04	£19,770.40
May-17		15		38		19		8	£133,246.95	£15,638.60
Jun-17		13		29		16		8	£135,572.52	£26,570.80
Jul-17		10		29		3		3	£94,602.96	£34,133.00
Aug-17		16		40		17		6	£209,565.91	£28,770.00
Sep-17		10		20		12		1	£156,384.90	£33,355.00
Oct-17		12		24		18		8	£115,894.76	£27,651.00
Nov-17		14		40		9		4	£186,794.40	£25,139.60
Dec-17		8		19		8		2	£78,456.68	£23,351.00
Jan-18	5	6	17	19	1	5	1	3	£188,446.68	£3,017.40
Feb-18	6	5	16	16	9	9	0	1	£190,075.13	£25,053.60
Mar-18	3	5	6	15	5	4	3	1	£98,177.64	£9,981.20
Total	14	127	39	316	15	139	4	48	£1,650,515.57	£272,431.60

Table: cases seen by Homemaker South West

Apprenticeships/placements

I enjoyed my experience and had a fantastic week

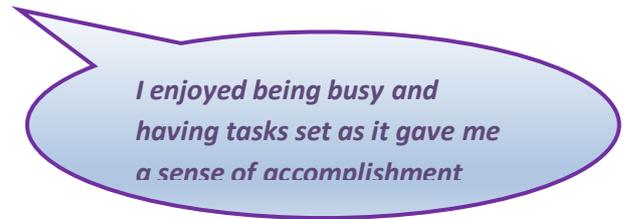
In the financial year 17/18 the Organisational Development Team co-ordinated twelve students' work experience placements from a range of East Devon secondary schools. Work experience was also provided for an adult who was returning to the workplace and needed hands-on experience to develop the skills and experience to move into sustainable employment. Feedback from these work experience placements has always been positive with 100% of students rating their

time with EDDC as 'excellent'. Work experience placements will be offered again in 2018/2019.

The council has funded three apprenticeships to school leavers on day release to Bicton and Exeter College and the intention is to offer apprenticeships in future where an opportunity arises. Apprenticeships opportunities are offered to existing employees to gain valuable qualifications which will assist with developing their career: four existing employees have enrolled onto an apprenticeship relevant to their career path.

Trainee Countryside Ranger placements ran over two years and funded through Countryside team reserves. The scheme proved to be very successful with the two

placements carrying out a wide range of activities and projects that helped to develop their knowledge and experience in wildlife management, leading public events, working and leading volunteer tasks and project development. Both Trainees secured permanent employment within the Conservation sector following their placements. The Countryside Team benefitted enormously from their involvement and would like to continue the scheme however this requires additional funding: a submission based on the proven success of the scheme was made for new funds as a Special Item to the 2018/19 O&S budget working committee but was unsuccessful.



Credit union

For many years and throughout this period, Plough & Share ran service points in Honiton, Exmouth and Axminster, plus a bond scheme offered through EDDC. On 6 June 2017, Plough & Share Credit Union Limited was placed into administration and ceased trading.

1.5 Planning & policy making

New developments, such as new houses, shops and workplaces, and the associated provision of community facilities, such as parks and open spaces, can have significant impacts on people's health and wellbeing. The planning system seeks to support and encourage high quality schemes that will bring about positive benefits for the public whilst protecting and ideally enhancing the environment. This work balances the need of providing commercially viable opportunities for developers to ensure schemes are built. Considering health and wellbeing is part of the day to day development management role in assessing planning applications. On-site open space and children's play facilities have been secured on large scale developments, along with footpath and cycle path links. Applications are determined on the basis of retaining open space, sports pitches, good range of service and facilities, good linkages and accessibility to services and facilities. Health Impact Assessments are sought to accompany the relevant applications.

Health and wellbeing planning guidance

During 2017 EHOs working with the Planning team finalised information and guidance about Health Impact Assessments. EDDC Environmental Health officers have tailored a local Health Impact Assessment [HIA] tool to meet the needs of developments in East Devon. When certain criteria are met, developers are requested to use this tool. Details have been published online: <http://eastdevon.gov.uk/health-and-wellbeing/health-impact-assessment/>.

Neighbourhood planning

Many communities across East Devon have been involved in producing neighbourhood plans that set out their priorities for development and the areas they see as important for protection: <http://eastdevon.gov.uk/planning/neighbourhood-and-community-plans/neighbourhood-plans/> The process of producing Neighbourhood Plans can draw communities together. EDDC's Planning Policy team actively support the plans. Some examples supporting health and wellbeing include:

- Protecting the ‘Hospital Garden’ in Budleigh Salterton for amenity, health and recuperation purposes
- Allocation of a small development site at Alfington on the proviso that it must include a children’s play area
- Protecting the Feniton to Ottery St Mary and the Lypmstone to Exmouth cycle paths and including community actions to maintain and promote them
- Designation of Local Green Spaces in Uplyme, protecting sports and recreation areas including ‘Uplyme Football Pitch’ and ‘King George V Field’
- Allocating a site at Beer with a high percentage of affordable housing to be delivered by a Community Land Trust based in the parish. This work has included measures to ensure that development is not harmful to protected bat species.

Planning for Gypsies and Travellers

Members of the Gypsy and Traveller communities are amongst the most vulnerable of our East Devon residents, often having poor health, inadequate access to facilities and poor quality housing. EDDC’s Planning Policy team produced the Gypsy and Traveller Site Design and Layout

Planning at Cranbrook

The new town continues to develop at a rapid rate and the Cranbrook team, supported by other council services and partners, has actively sought to ensure services and facilities are provided alongside new houses. To promote the highest quality of new development that supports healthy lifestyles and wellbeing (amongst other objectives) the Council produced and consulted on a draft plan for the future of Cranbrook in the last year. The finished draft of the Cranbrook Plan will be consulted on and hopefully adopted in the next 18 months. Key planning initiatives at Cranbrook in the last year have included:



Supplementary Planning Document: <http://eastdevon.gov.uk/media/2016282/final-doc-gypsy-and-traveller-site-design-and-layout.pdf>. This guidance seeks to ensure that future sites are safe, of high quality design and have good facilities and services; with private outside space for each family. On medium-sized sites play areas, recycling facilities and a community room (used by health visitors and other professionals for meetings as well as resident families) will be required. Evidence shows that even quite basic facilities (often missing from existing sites) can contribute greatly to health, wellbeing and happiness.

Securing community facilities from development

New homes need to be supported by facilities and services and to include affordable homes. The planning system plays the key role in ensuring that supporting facilities are provided. In the past year the Planning Policy team produced a Supplementary Planning Document on Planning Obligations: <http://eastdevon.gov.uk/media/2140634/final-version-for-adoption.pdf>, setting out what we seek from development and approaches we will take to secure provision.

- A significant extension to the Country Park received planning consent in January 2018. This allows for a substantial increase in available and accessible green space for the town. Work has started and when complete it will provide a network of paths and trails across an additional seven hectares (17.3 acres) of informal parkland which joins with that already provided in the first two phases of Cranbrook development. A combined footway and cycleway with a route east-west will link with the town centre.
- The sports hub has been landscaped and the pitches laid out.
- The first allotments received planning permission in December 2017. These will enable local access to facilities that promote exercise and locally grown food.
- Cranbrook Healthy New Town programme: activities to “design in” health and wellbeing. East Devon’s Planners and other EDDC staff continue to work with the Healthy New Towns programme. One of the priority workstreams is to influence development of a healthy built environment. Funding gained from the first year of the programme when led by EDDC has been used throughout 17/18 to support planning activities and consultation work with Space Syntax to inform master plan and development management processes.



Villages plans

The Planning Policy team have produced a new plan for development at villages in the past year. This plan was subject to a public local inquiry and should help ensure that the most vibrant East Devon villages retain their facilities and support some smaller scale development without being swamped by large new housing estates.

Wildlife conservation

Conserving wildlife and supporting safe and appropriate access to green spaces is integral to the planning process. Examples include work by the Policy team on initiatives and projects that conserve and enhance the very special Exe estuary and Pebblebed Heath wildlife sites.

Green spaces

East Devon is a good place to live with a rich natural environment where two thirds of the district are designated as Areas of Outstanding Natural Beauty and its coast line being part of a world heritage site. Following the adoption of the council’s 10-year Green Space Plan surveying and plotting the council’s green spaces has begun and an evaluation based on CABI guidance carried out assessing each site on criteria such as site infrastructure, proximity to local neighbourhood, biodiversity value etc. This provides an overall score that will help to create a green space priority list of value based on their assessment and scoring value.

PRIORITY AREA 2: Health Improvement: helping people to live healthy lifestyles and make healthy choices

[PHE's report *Local Health and Care Planning: Menu of preventative interventions*](#) [Nov 16] states that over one fifth of 4 to 5-year-old children, more than a third of 10 to 11-year-olds and two-thirds of English adults are obese or overweight. Being obese can increase the risk of developing a range of serious diseases, including hypertension, type 2 diabetes, cardiovascular diseases, some cancers, obstructive sleep apnoea and musculoskeletal problems. Root causes are poor diet and physical inactivity. Obesity disproportionately affects the most deprived communities. The annual costs associated with obesity to the wider economy, NHS and social care systems are estimated to be £27 billion, £6.1 billion a year and £352 million respectively.

What people eat and whether they smoke are the behaviours that have the biggest impact on their health. The following items demonstrate how we work to influence these and other lifestyle choices.

2.1 Childhood weight, nutrition & physical activity

A [survey \[July 17\] from Public Health England \(PHE\) and Disney](#) found that the number of children meeting the recommended amount of physical activity for healthy development and to maintain a healthy weight, which is 60 minutes a day, drops by 40% as they move through primary school.

[NHS Digital Health Survey data](#) shows that:

- Most children in England are not eating the recommended five portions of fruit and vegetables per day: in 2016, only 16% of children aged 5 to 15 ate five-a-day.
- In 2016 the rate of childhood overweight including obesity was 28%.
- Boys meeting physical activity recommendations fell from 28 % in 2008 to 21 per cent in 2012; it remained at a lower level in 2015, at 23%.
- Girls meeting physical activity recommendations show no statistically significant change, with 19 % in 2008 and 20 % in 2015.

Projects to encourage physical activity among young people

LED Leisure delivered two 8-week **Sportivate** projects:

1. Boogie Bounce for 18 non-sporty girls from Honiton Community College – fully sustainable within the Leisure Centre
2. Eight weeks of climbing for ten young people at Exmouth Leisure Centre linking with Devon Youth Service (SPACE).

LED continue to deliver **Satellite Clubs** at Honiton and Axminster Leisure Centres. LED

link with local community colleges to put on a range of activities targeting girls who avoid sports and physical activity.

Mill Water School and Bicton College **Opportunity Club** was started through LED and the Bicton College Sports Maker (now Sport and Outdoor Leisure Supervisor). The club brings together students aged 14 – 25 who may have a range of physical and/or learning difficulties. This club offers the chance to take part in “non-traditional” sports and adventurous activities e.g. climbing, raft building, kayaking, archery, high ropes,

canoeing and wheel-chair basketball. The club has engaged with over 80 students from the School and College. Club members have been upskilled enabling them to lead sessions and increase their confidence - in 2017 twelve Opportunity Club students completed the Jubilee Challenge on Dartmoor.

Outdoor Maths

EDDC's Countryside team worked to develop maths curriculum pack & assessment CPD with schools advisers and roll out to all secondary schools in the district. The Outdoor Maths teacher training day was fully booked and worked with 25 local teachers. This year the team's Education Rangers have worked with 3000 children via 93 different outdoor learning visits, working with over 60 schools and community groups.

Green spaces and play spaces

Streetscene have started work on categorising our 700+ green spaces to assess their quality and see how they might be enhanced or used differently. We are using this to inform future management of these sites. A draft play strategy was written during the period under review. There have been a number of play area improvements in 2017/18 to ensure

Projects to encourage cookery skills and healthy eating among young people

Axminster-based charity Health and Local Food for Families (HALFF) have continued their commitment to improve people's health and wellbeing by changing the way we eat and developing essential life skills. They have worked extensively with disadvantaged and isolated groups across East Devon in partnership with EDDC, schools and others over the period:

- **Youth Club Cookery sessions:** at Littleham, Honiton Heath Park, Honiton

continued provision of good quality free play opportunities such as North Street in Axminster where aging equipment has been replaced with modern equipment with higher play values. Streetscene replaced the MUGA [multi use games area] in Sidmouth's Manston area this year and it has been very well used by local children.

Love Parks Week

Streetscene ran a number of events in parks to tie in with this national campaign.

Streetscene tweet:



Town Centre, Millwey Rise, Axminster and Seaton Library. The children prepare food, cook it and sit down together to eat. They learn about nutrition and healthy eating and help to plan future sessions. These sessions reach children at a sensitive and influential time of their lives, where building healthy relationships with each other and food could change their health now and in the future.

- **Young carers:** 313 children in Exmouth, Ottery St Mary, Honiton and Sidmouth have caring responsibilities within their family. This includes siblings with disabilities, parents with mental health problems, physical conditions or substance misuse. Caring includes household tasks, personal care, household management or emotional care. Families often suffer financially as a result of experiencing disability, which can affect diet. Young carers' sessions create a fun activity with children in a similar situation at the same as learning about nutrition and how to cook healthily.
- **Schools cooking & nutrition:** HALFF ran a competition between children at primary schools in the Axminster area to design a healthy recipe using seasonal ingredients. The competition includes a set of introductory cooking sessions with the children to ensure that they have the

cooking skills and nutritional knowledge that they need to plan a healthy meal. A local chef judges the recipes and cooks it at a public event in Axminster.

- **Make and Munch for parents with young children** in the Axminster area to learn about cooking appropriate food for their children, how to avoid obesity, and to have the confidence not to depend on junk food and sugary drinks.



Healthy meal: image from RGBStock.com

2.2 Adult weight, nutrition & physical activity

[NHS Digital Health Survey data for weight](#) finds that in 2016, 61% of adults in England were overweight or obese. Most adults in England are not eating the recommended five portions of fruit and vegetables per day, as summarised by [NHS Digital](#):

- In 2016, only 26% of adults were eating five portions of fruit and vegetables per day
- The average was 3.6 portions per day
- Fewer men than women meet the five-a-day guideline
- Young people aged 16 to 24 are less likely than other adults to get their five-a-day. In 2016, 18% of people in this age group were eating five or more portions per day.

Projects to encourage physical activity among adults

Countryside's activities

Guided canoe safari trips along the River Axe with axe Vale Canoe Club and the Countryside Rangers have proved particularly popular. The Countryside team have worked to develop a wide programme of outdoor activities



Canoe safari © FDDC

including health walks, green gym projects, GP referral schemes, and cycle route developments.

Seaton Wetlands has had over 45,000 visitors during the year while total visits to all nature reserves are estimated to be 130,000 per year. Countryside have continued to promote LED's *walking for health* scheme including specialist tours at Seaton Wetlands.

The volunteering programme now has 120 active volunteers contributing over 5,000 hours of service. Volunteers help with practical site management, contributing to the conservation of the



district's wildlife and habitats. They have the opportunity to develop new practical skills and an understanding of habitat management techniques. All are welcome and no previous experience is necessary. All volunteers are offered first aid training and there are at least two social events a year.

Volunteers, Seaton Tuesday task force © EDDC

Activities delivered by LED Leisure

Exmouth Parkrun

This launched in December 2017. LED Leisure funded the £3000 start-up fee to ensure the weekly 5km run/jog/walk could take place in Exmouth. The inaugural event held on 23rd December was opened by Team GB's Jo Pavey and 710 people and children came - a record for a first Parkrun in the UK. 300 – 400 take part every week.



Jo Pavey ©LED



Exmouth Parkrun ©LED

Walk this Way scheme

LED Leisure's *Walk This Way* programme takes place across the whole of East Devon and in 2017 saw 8500 attendees with about 60 trained volunteer walk leaders. These health walks are free, volunteer led and accredited to the national *Walking for Health* programme.

Walking for Health

This is a scheme that has been introduced in East Devon to encourage people of all ages including those with health and mobility problems, and those recovering from illness, to walk for their health. These walks are free and led by qualified volunteer walk leaders, who have undergone the National Walking for Health training.

In addition to regular **Walking Football** sessions for over 50s in Axminster, Exmouth, Honiton and Sidmouth, LED linked with England Netball to support two new **Walking Netball** groups in East Devon. These take place at Bicton College and Colyton Leisure Centre.



Walking netball ©LED



Cranbrook school gate running group ©LED

LED funded a local Cranbrook community member to undertake her LiRF (Leadership in Running Fitness) qualification to start a Cranbrook School Gates Couch-to-5k group. 15 mums took part, resulting in a celebration event and prize-giving at the Cranberry Farm Pub.

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

LED took over organisation of Cranbrook's *Active Mums* sessions. Two sessions take place every Monday and both rides can take eight Mums with trailers. *Active Mums* countywide won the County Sports Partnership Network Impact Award for Physical Wellbeing.

Specialist services available through LED

Weight Management

Maintaining a healthy weight can bring a positive lifestyle; increases confidence, health and happiness.

Our weight management programme sees you teamed up with one of our qualified instructors. You will receive an individually tailored 12 week exercise programme which will include an initial and end assessment and regular contact with your instructor including nutritional advice.

You will also be able to access our facilities at any time, including exercise classes and swimming.

How much does it cost?

The cost is £35 per month for three months. This will include all of your one to one contact points with your instructor as well as nutritional advice and full use of the facilities.



FORCE Cancer Referrals

Keeping active during and after treatment

Cancer and its treatments can cause physical changes such as reduced energy levels and fatigue as well as low mood and anxiety. In the past, doctors would advise people to rest as much as possible during treatment but that has changed. Evidence now shows that simple physical activity can reduce many of the side effects of cancer treatment and also the risk of recurrence in some cancer by up to 60 per cent.

FORCE cancer referral schemes are delivered in Exmouth, Honiton, Ottery St Mary, Seaton and Axminster. An additional member of LED's fitness team from Honiton Leisure Centre was trained in Level 4 Cancer Rehabilitation during 17/18.

Screenshots from LED's brochure

Projects to encourage cookery skills and healthy eating among adults

Working closely with EDDC, HALFF ran a range of schemes for adults over the period, all aimed to show how easy it is to produce simple, nutritious and delicious food:

- **Open Arms Cookery support for adults with mental health problems:** attendees learn more about food, mental health and physical health while they learn how to cook in a fun and supportive environment.
- **Cooking Made Easy, Cooking for One, Carers Cookery and the Heart Hub for adults:** cooking demonstrations and hands on cooking courses for many groups of adults in Exmouth, Axminster, Seaton, Ottery St Mary and Honiton. Sessions help people to learn how to cook healthily and provide ongoing support. The sessions also help to reduce isolation for attendees.
- **Events in the Community and at conferences:** e.g. community lunches in Millwey Rise for elderly and young people

to eat together; "Build a Sandwich" at community festivals where parents and children make a healthy sandwich as well as receiving information about healthy lunchboxes; cookery demonstrations at the EDDC Tenants Conference in July 17.

- **HALFF's Food Hub in Axminster:** HALFF has developed its range of healthy frozen ready meals for sale. These help people who find chopping food or cooking too difficult (e.g. some elderly people and people with learning difficulties) to eat healthily.
- **Workforce wellbeing:** cookery demonstrations for staff piloted at EDDC's Environmental Health and Carparks service-planning day.



HALFF demo for EH team ©HALFF

Responding to Sugar Smart opportunities

Sugar Smart is a national campaign to improve health by reducing sugar intake, set up by Jamie Oliver and Sustain [the alliance for better food and farming].

Why does it matter? Most children and adults in the UK are consuming at least twice the recommended amount of sugar, some people much more, leading to serious health conditions such as obesity and diabetes, as well as preventable tooth decay.

Sugar Smart Exeter / Sugar Smart Devon are responding locally to this national initiative by asking businesses and organisations to make it easier for people in Devon to access healthier choices. Four EH staff attended Sugar Smart training workshops run by Devon County Council in January and March. EDDC's Public Health Project Officer published a [Spotlight on sugar](#) webpage and is planning how EDDC can further support this campaign locally. She liaised with other organisations to advise of the campaign, e.g. LED.

LED pledged to support Sugar Smart in January 18 and reported that they:



SOME PEOPLE EAT AS MANY AS 40 TEASPOONS OF SUGAR EVERY DAY THAT IS MORE THAN 5X THE RECOMMENDED DAILY ALLOWANCE

- are now working with the vending machine [supplier] to put in 4 low sugar bars and also have requested that the vending machines put the low sugar bars in the middle rows [usually reserved for high turnover / high profit goods]
- provide free water on all sites
- provide nutrition advice on site and provide monthly recipes that are low in sugar and fats etc.
- don't have any price promotions on site and no advertisements of chocolate bars
- are happy to promote through posters and can push this through gym tv screens.

Nutrition and food waste

Streetscene have focussed on implementing the new recycling and waste collection service this year, with lots of education linked to participation and waste reduction. Activities related to reducing food waste are planned for the coming year.

2.3 Tobacco control

Government [statistics on smoking](#) show that in 2016, 16% of people in Great Britain smoked cigarettes. Smoking causes cancers, circulatory disease, respiratory disease and premature labour (leading to high neonatal intensive care unit costs) as well as impotence and infertility. The same statistic sets show that in 2015, 16% of all deaths in people aged 35 or over in England = 79,100 deaths, were estimated as being attributable to smoking.

[ASH \[Action on Smoking and Health\] calculates the annual cost of smoking to society](#) to be £12.6bn in England.

In 2016, tobacco was 27% less affordable than in 2006. However an [NHS Digital report](#) shows that the proportion of smokers was higher among those with lower incomes: 29% of adults in the lowest income quintile were current smokers, nearly three times as many as in the highest income quintile where 10% were smokers. Smoking is the single largest cause of health inequalities and premature death; smoking is the primary reason for the gap in life expectancy between those in the most deprived and least deprived quintiles.



2.4 Alcohol control

[NHS Digital have estimated](#) that 24% of people aged between 16 and 65 in England consume alcohol in a way that is potentially or actually harmful to their health or well-being. [Research by the University of Sheffield \[July 17\]](#) estimate that alcohol consumption will cause 63,000 deaths in England between 2017 and 2022, equivalent to 35 deaths a day, and at a cost to the NHS of £17bn.

Alcohol dependence and harmful alcohol use are associated with increased risk of physical and mental health comorbidities including gastrointestinal disorders (in particular liver disease), neurological and cardiovascular disease, depression and anxiety disorders and ultimately, premature death.

EDDC's Public Health Project Officer published a [webpage spotlighting Stoptober](#) throughout October, signposting information and support; twitter was also used to promote this national campaign. Devon County Council relaunched the Smokefree Alliance Devon during this period; the Public Health Project Officer joined their group in March 18 and will support their activities.

During this period, EDDC's primarily staff-facing *Smoking & vaping policy* was published to reflect increasing use of e-cigarettes, known as "vaping". Although their absolute level of safety is still being researched, England's public health community agrees that e-cigarettes are significantly safer for users than smoked tobacco. An [independent review published by Public Health England in 2015](#) of evidence found that vaping is around 95% safer for users than smoking. Therefore the policy states that vaping is not permitted anywhere within EDDC owned or leased buildings or vehicles, but vaping is permitted in outdoor areas of EDDC owned or leased land and during duty hours, staff who need to use an e-cigarette to help them stay smoke-free will be able to go outdoors to vape.

[PHE's report *Local Health and Care Planning: Menu of preventative interventions*](#) [Nov 16] states that the root causes are limited awareness of health risks from alcohol consumption; addictive nature of alcohol; failure of health professionals to address alcohol as a causal factor in patients' ill health; socio-economic deprivation; lack of local system join-up.

Drink Wise, Age Well

This programme aims to prevent alcohol-related harm in the over-50s by educating and advising e.g. units of alcohol and glass-size. The [Drink Wise, Age Well in Devon](#) team have attended community events in East Devon. Their Live Wise Age Well 6-week courses provide nutrition tips, help with sleeping, alcohol consumption and balanced lifestyle.



2.5 Self-care

Supporting national and regional campaigns

Making Every Contact Count (MECC) is a national scheme that enables healthy conversations on a large scale and is part of the national drive towards preventing ill health and long term conditions.

National Institute of Clinical Excellence (NICE) found that it is effective in supporting people to reduce their tobacco and alcohol use and in improving their physical activity levels and diet. The Local Government Association (LGA, 2014) has demonstrated that MECC works well within broader roles facilitating conversations around issues such as debt management, housing and welfare rights.



Training Outline:

- > A behavioural change programme which is about encouraging frontline staff to make the most of the opportunities and contacts with people, in order to positively impact on their health and wellbeing
- > Provides and enhances skills of frontline staff, to deliver health improving conversations, and empowering people to make positive steps towards behavioural change.
- > Competence and confidence to deliver healthy lifestyle messages, to help encourage people to change their behaviour and to direct them to local services that can support them

MECC training promotional poster, One Small Step

Devon County Council Public Health team are working with organisations to embed MECC to achieve a positive impact on the lifestyles of our population. The training is also valuable for staff themselves in helping to improve their health and wellbeing and offering personal development. The Senior Management Team agreed that this training is mandatory for frontline staff and we are committed to rolling it out to help frontline staff make the most of every contact they have with people across East Devon. DCC and One Small Step started to deliver MECC training for EDDC staff in March 18.



We have proactively supported a national campaign **Active 10** launched in August 17 which aims to encourage mid-age adults to walk briskly for 10-30 minutes each day. The campaign features a free app that can be downloaded onto smartphones, encouraging anyone to fit one or more 10-minute brisk walks into a normal day. A [page on the public health website](#) gives details including ideas for local short walks devised by EDDC staff especially for this scheme. Active 10 has been promoted to elected members, town and parish councils, and internally to staff and we made the Active 10 app available in the app store on work phones. Posters were obtained and provided to LED and other organisations.



Active 10 tweet, #EDDCHealth

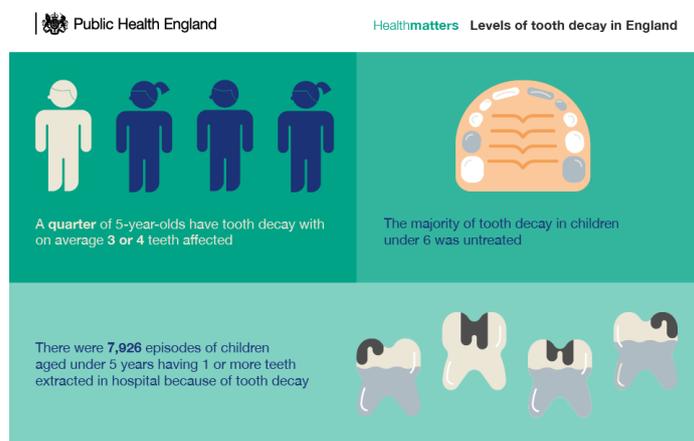


EDDC has continued work to promote [OneSmallStep](#), a tailored healthy lifestyle service for the people of Devon funded by Devon County Council. Launched early in 2017, with an accelerated launch event and ongoing input in

Cranbrook, it signposts help to quit smoking, lose weight, become more active or reduce alcohol intake. OneSmallStep gave a presentation to the Partnership Officers' Group in September 17 and had a stand for staff and public at Knowle in January 18 then subsequently in Exmouth.

Improving oral hygiene awareness

Tooth decay is preventable but is the most common reason for hospital admissions for children aged 5-9 years. Public Health England's [2015 national dental epidemiology survey of 5 year old children](#) showed that in 2015 in England, 25% of 5 year olds had experienced tooth decay, having on average 3 or 4 teeth affected. The vast majority of tooth decay was untreated. As well as causing problems with eating, sleeping and even smiling, around 60,000 days are missed from school each year.



Levels of tooth decay in England © PHE

There is no dentist in Cranbrook, so EDDC's Public Health Project Officer helped to organise oral hygiene awareness training in April 17 at Cranbrook's Education Campus by Peninsula Dental Social Enterprise CIC for teachers to run daily brushing clubs with Reception children. Under supervision of an adult, children clean their teeth and actively learn how to have good oral hygiene and prevent decay. The brushing club is designed to supplement tooth brushing at home.

The Public Health Project Officer created, published and promoted a [webpage spotlighting dental care](#) in May 17 to highlight National Smile Month, which is the UK's largest and longest-running campaign to promote good oral health - running each year between mid-May and mid-June. A Peninsula Dental School practice in Exeter, interested in reaching people not currently registered with an NHS dentist, was promoted widely to staff and partners including representatives of people with disabilities, food charities, Exmouth's Open Door and the Larder foodbank.



Dental treatment opportunity, Peninsula Dental Social Enterprise

Online health information skills

Health Information Week, in the first week of July, is a multi-sector campaign to promote good quality health resources that are available to the public. The campaign aims to encourage partnership working across sectors. Where do people get the information they need to support their health? Friends or family? GP or pharmacist? Library books? Too often it may be Google, with the risks of biased, expensive, or incorrect information. The Public Health Project Officer created and published a webpage offering tips on finding safe online [health information](#). She also distributed a sequence of health messages to councillors and public using email and Twitter, and by liaising with contacts at Cranbrook Education Campus, RD&E and local public libraries.

She also arranged delivery of face-to-face training sessions for Cranbrook's team of library volunteers and some members of Cranbrook Medical Centre's Patient Participation Group (PPG) in April 17 and at the Education Campus parents' evenings in October 17, January and March 18.

Delivering Junior Life Skills training

Throughout eight working days in June/July 2017 Environmental Health's Commercial team worked with other agencies including police and fire services to coordinate and deliver Junior Life Skills sessions. 42 primary schools from across East Devon attended, with 1080 children receiving small-group training on hand-washing information and techniques from the EH team alongside other skills from the various agencies. It was observed that while the children's knowledge varied at the start of their sessions, they were taught to wash their hands thoroughly and by the end of the sessions all could follow the procedure.

Ways2Wellbeing – coming soon

In 2017 LED started and chair a new Communities and Health working party involving locality leads from the NHS, RD&E Trust and LED. As a result it was agreed that LED and RD&E would joint-fund a Health and Wellbeing Coach to work from Honiton and Seaton GP practices on a new 12-month social prescribing project called Ways2Wellbeing. The coach has been appointed and referrals will be taken from July 2018.



You have been referred to the Ways2Wellbeing scheme to meet with a health and wellbeing coach.

Take 5 Steps To A Better Wellbeing:



Your time, your words, your presence
Talk & Listen, Be there, Feel connected
Remember the simple things that give you joy
Do what you can, Enjoy what you do, Move your mood
Embrace new experiences, See opportunities



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

People are living longer, but often in poorer health. Many people will have to contend with disease and disability before they collect their pension. The following activities illustrate our work to assist and improve these conditions.

3.1 Falls prevention

[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. LED's GP referral scheme has continued across their sites and includes balance as one of the objectives for referral.

LED brochure

Referral/Booking Form All sections must be completed for the booking to be accepted (please print)

Which healthy lifestyle scheme are you interested in attending?

Cardiac Rehab Phase 3 FORCE Cancer Referrals Walking for Health
 Cardiac Rehab Phase 4 Weight Management PULSE Scheme

Participants name: _____
Address: _____
Postcode: _____
Telephone number: _____
Email address: _____
Date of birth: _____

Reasons for referral:

Achieve fitness Weight reduction
 Hypertension Other CHD risks
 Diabetes Stroke
 Post - op Post natal
 Joint pain Muscular pain
 Depression / anxiety / stress
 Other: please specify _____

Objectives of referral / recommendations for exercise:

Light conditioning Mobility
 Balance Postural alignment
 General conditioning Flexibility

With caution: please specify why _____

Medical History

MI Heart failure
 Asthma COPD
 Osteoarthritis Osteoporosis
 Other: please specify _____

Specific aim: please identify _____

One of our team will contact you shortly.

www.ledleisure.co.uk

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

Housing team support mental wellbeing

Three **mental health workshops** organised by EDDC were held in Sidmouth to help young people, parents and working professionals understand mental illness and the issues surrounding it. The workshops were delivered by Debbie Humberstone of [The Project](#), a young persons' mental health support group

based in Axminster. The workshops, in January, February and March 18 were at Manstone Youth Centre for young people who use the centre, and at YMCA Sidmouth for parents who may have children suffering with mental health issues and/or who know of any young people who are suffering from mental health problems.

Open Arms East Devon: Mobile Support and Community Development officers assisted a supported resident by providing the tools and venue to evolve a service for mental health sufferers. The service is not-for-profit and opens two days a week in Dunning Court community centre in Honiton.

Monthly Spiritual **Awareness group** at Millwey community centre, Axminster: led by a tenant, this supported group addresses mental health issues and promotes healing through diet and lifestyle.

Thelma Hulbert Gallery outreach activities with priority communities

East Devon District Council's [Thelma Hulbert Gallery](#) (THG) is regarded as a cultural leader in the South West for access and inclusivity in

the arts. THG's positive attitude to inclusivity extends to its volunteers, whose diverse mix includes many with protected characteristics. Using artist-led workshops to interpret and engage with the exhibitions the team work with a wide variety of community groups enhancing their health and wellbeing. These activities have included four evening creative sessions with young people from *The Project* dealing with mental health issues in East Devon, and two printmaking sessions with young people at risk of social exclusion from Honiton Community College.



Thelma Hulbert Gallery © EDDC

Responding to isolation in older people

The Prime Minister announced the development of a strategy to alleviate loneliness in response to the report of the Jo Cox Commission on Loneliness (December 2017). The Office for National Statistics (ONS) was asked to develop national measures of loneliness. The ONS article [2018] [Loneliness: what characteristics and circumstances are associated with feeling lonely?](#) identified three profiles of people at particular risk from loneliness:

1. Widowed older homeowners living alone with long-term health conditions.
2. Unmarried, middle-agers with long-term health conditions.
3. Younger renters with little trust and sense of belonging to their area.

Social isolation is known to contribute to poor health outcomes. Loneliness has been associated with increased risk of heart attack and of Type 2 diabetes, and can also increase the chance of premature death. The All-Party Parliamentary Group on Hunger has claimed that more than 1 million older people are at risk of "withering away in their own homes" as a result of malnutrition caused by social isolation and cuts to public services, costing the NHS an estimated £12 billion a year.

EDDC responds to opportunities to help overcome loneliness among those most at need:

- [Silver Line](#) is a free confidential phone helpline providing information, friendship and advice to older people, 24 hours a day, every day. Mobile Support Workers signpost the service as required and comment that some tenants do use the service.
- Mobile Support Workers use an agency *Neighbourhood Friends* who work mainly with over 75s but make exceptions on a case-by-case basis. They help with anything that the client needs e.g. shopping, taking them out, popping in for a chat and cup of tea.

Responding to emotional needs of young people

Funding was provided through Cranbrook's Healthy New Town programme while led by EDDC, for various activities with Cranbrook's schools to help children needing emotional support:

- i. [Brain in Hand](#) app licences and iPods were purchased in an innovative pilot to support up to ten children with mental health issues.
- ii. In-house art and drama therapist at the Education Campus to demonstrate the value of creative arts in supporting emotional wellbeing of target children.
- iii. [Sherborne Movement](#) sessions at St Martin's primary school offered a series of ten week movement therapy interventions, involving a mix of high level needs and other

children, and significantly with their parents directly.

- iv. The Public Health Project Officer coordinated and contributed regular healthy lifestyle / wellbeing messages for Cranbrook Education Campus' online "thought for the week". The aim was that children, parents and teachers receive a range of relevant messages about healthy lifestyles and mental wellbeing.

Mood-boosting and self-help books

While coordinating Cranbrook's Healthy New Town programme, the Public Health Project Officer selected, purchased and delivered relevant [Reading Agency](#)'s book collections for the Education Campus and Cranbrook Library in April and May 2017. These national collections are chosen by readers and health professionals to support mental wellbeing.



Healthy Eating Week

Uncategorised

13th Jun 2017

This week is Healthy Eating Week, organised by the British Nutrition Foundation, reminding us to have breakfast, eat 5 a day and drink plenty of unsweetened drinks. They are encouraging all UK nurseries and schools,... [Read More](#)

Screenshot showing sample healthy thought for the week, June 17, written by EDDC

3. 3 Dementia: raising awareness

[PHE's report Local Health and Care Planning: Menu of preventative interventions](#) [Nov 16] states that 850,000 people are living with dementia in the UK, costing on average £5,300 to healthcare and £12,500 in social care costs p.a. The annual cost of dementia to society is estimated at £26.3bn.

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.

A [review of evidence for Public Health England \[July 2017\]](#) showed that changing some behaviours in midlife can reduce the chances of getting dementia in older age. The risk of dementia increases with:

- physical inactivity
- current smoking
- diabetes
- hypertension in mid-life
- obesity in mid-life
- depression.

Our local activities

LED continue to support monthly **Dementia Walks** for Honiton Dementia Action Alliance and Honiton Memory Café. These walks take place once a month at different locations for people suffering from dementia and their carers, helping to ensure that they can still enjoy time spent outside.

Thelma Hulbert Gallery have hosted two artist-led **painting workshops** engaging a total of 70 participants from Honiton Memory Café, and five reminiscence sessions engaging 30+ adults living with dementia and their caregivers.

The Gallery hosted a fundraising art auction in aid of **Honiton's Admiral Nurse Campaign** and THG's Learning Programme supporting those with dementia. Honiton's Dementia Action Alliance are working towards



raising a target of £150K to fund their own Specialist Dementia Nurse in Honiton who will work with families offering one-to-one support and expert guidance.

EDDC's Public Health Project Officer worked closely with the Living Memories CIC project to help it gain financial support to produce and distribute **reminiscence DVDs** aimed at people with dementia. The grant was used to donate multiple sets of DVDs to Honiton public library in October 17 and other organisations such as Royal Devon and Exeter Hospital and some local care homes.



Tweets supporting Living Memories

3.4 New on-site defibrillators



The council recognises the importance of first aid in its workplaces and centres, whether for staff, volunteers or visitors. The use of a defibrillator can improve survival from a cardiac arrest by up to 60% if the casualty is treated immediately. In 2017/18 EDDC teamed up with the South West Ambulance Service and invested in four new on-site defibrillators located at the Knowle in Sidmouth, Exmouth Town Hall and Camperdown Terrace in Exmouth, and at Seaton Wetlands.

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

4.1 Air quality

PHE has published a new report and cost tool announcing that the health and social care costs of air pollution in England could reach £5.3bn by 2035 unless action is taken. Last year, the costs were £42.88m. The [report and tool](#) are part of the wider [Government strategy](#) announced by the Department for Environment, Food and Rural Affairs.

Nitrogen dioxide is currently measured at over 50 sites in East Devon. Diffusion tubes are changed every month to provide monthly averages. The monthly data is annualised and then biased to provide the annual average data for comparison with health based standards. Monitoring is undertaken in areas of potential concern including the main A376 Exmouth to Exeter road and the A3052 Exeter to Sidmouth road. Results appear to indicate an overall reduction in measured nitrogen dioxide levels from 2013 to 2015.

Air quality in most of East Devon is very good; monitoring results indicate that even in our busiest towns, air pollution levels affecting where people live are below the national exceedance level criteria. However, continued pressure on development could result in increasing pollution levels from road traffic so it is important to provide sustainable transport alternatives. Details of EDDC's monitoring are available online: <http://eastdevon.gov.uk/environment/air-quality/review-monitoring-and-assessment-reports/>

4.2 Partnership with Devon & Somerset Fire & Rescue Service

Devon & Somerset Fire & Rescue Service [DSFRS] works in partnership with EDDC and Home Safeguard to help keep residents safe from the risk of fire. DSFRS are adopting a proactive approach designed to reduce accidental fires in homes. DSFRS would particularly like to carry out a simple Home Safety Visit for people who might be vulnerable and therefore more at risk from fire. The visit focuses on each individual rather than the property e.g. the technician can give free equipment to let someone with hearing loss know if their smoke alarm has detected smoke. The Public Health Project Officer has facilitated this scheme by liaising with SMT and middle managers, writing publicity and liaising with HR staff who arranged two training sessions for new staff in February / March 18. Thirty referrals had been made by April 18.



4.3 Devon's Pharmaceutical Needs Assessment - public consultation

The Public Health Project Officer submitted a comprehensive response to this consultation in January 18. It considered whether the pharmaceutical services provided are sufficient to meet needs; looked for any gaps in essential pharmaceutical service provision in the area, where services are needed and are not currently provided (gaps in provision); and considered other non-essential pharmaceutical services provided in the area.

COMMUNICATING OUR MESSAGES

Activities have been implemented by EDDC staff and through partnerships e.g. with LED Leisure, Devon County Council, neighbouring councils, neighbouring NHS trusts, charities and voluntary groups. Working closely with the Communications team, opportunities are taken to share messages with stakeholders via a range of methods and formats, celebrating progress and achievements.

Using social media to inform and help change behaviours

With the council's aim to increasing its digital provision, greater use has been made of online activity to inform and educate people about topical health and wellbeing issues. Responding to recent trends, the Public Health Project Officer has made increased use of digital media over the year.

The Public Health Project Officer completely revised the [Health and wellbeing webpages](#) in May 2017 to make information more accessible, e.g. by including topical 'spotlight' pages:

Health and wellbeing

How we promote health equality and improve health. Helps you make healthy life choices, and maintain and improve your health.

Public health priorities Information used to identify priority issues and priority communities within East Devon.	East Devon's public health plan and review of progress Planned actions and progress in making a positive difference to health and wellbeing across East Devon.	Partners, providers and more information Some of the local organisations who work with us, and sites which offer further information.
Health impact assessment Details of how we maximise opportunities for health and wellbeing that arise from planning developments.	Spotlight on... dental care It's National Smile Month. This spotlight is on dental care.	Spotlight on... sugar Many children and adults in the UK are consuming at least twice the recommended amount of sugar. Why does it matter?
Health Information Tips on finding good quality health resources.	Active 10 Exercise made easy. Information about Public Health England's national Active 10 campaign and our local response.	One You Modern life can make it hard to be healthy. Public Health England's One You campaign offers help.
One Small Step Take One Small Step towards a	Cranbrook Healthy New Town programme: phase 1	Spotlights on... archive Archive of previous Spotlights.

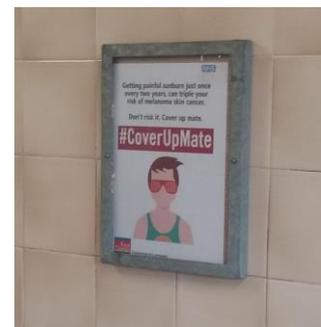
Screenshot: EDDC health and wellbeing webpage

The same Officer has written and published online evidence-based **seasonal advice** e.g.

- A [suite of webpages to support winter wellbeing](#) provided tips on staying safe and well: how to avoid some common winter illnesses, combat depression and reduce stress in the run up to Christmas, help to reduce loneliness and staying warm. This page included details of the Food Standards Agency's "let's talk turkey" campaign, which they asked us to promote.
- The [Spotlight on... New Year, new you page](#) gave tips on getting fit and improving health for the year ahead.
- A [suite of pages offering tips on enjoying the summer safely](#): skin care, keeping or getting fit, and staying hydrated.



In addition, Streetscene displayed 50 posters in our public toilets in support of the national NHS *Cover Up Mate* skin care campaign.



Poster in Exmouth public toilet block, July 2017
© EDDC

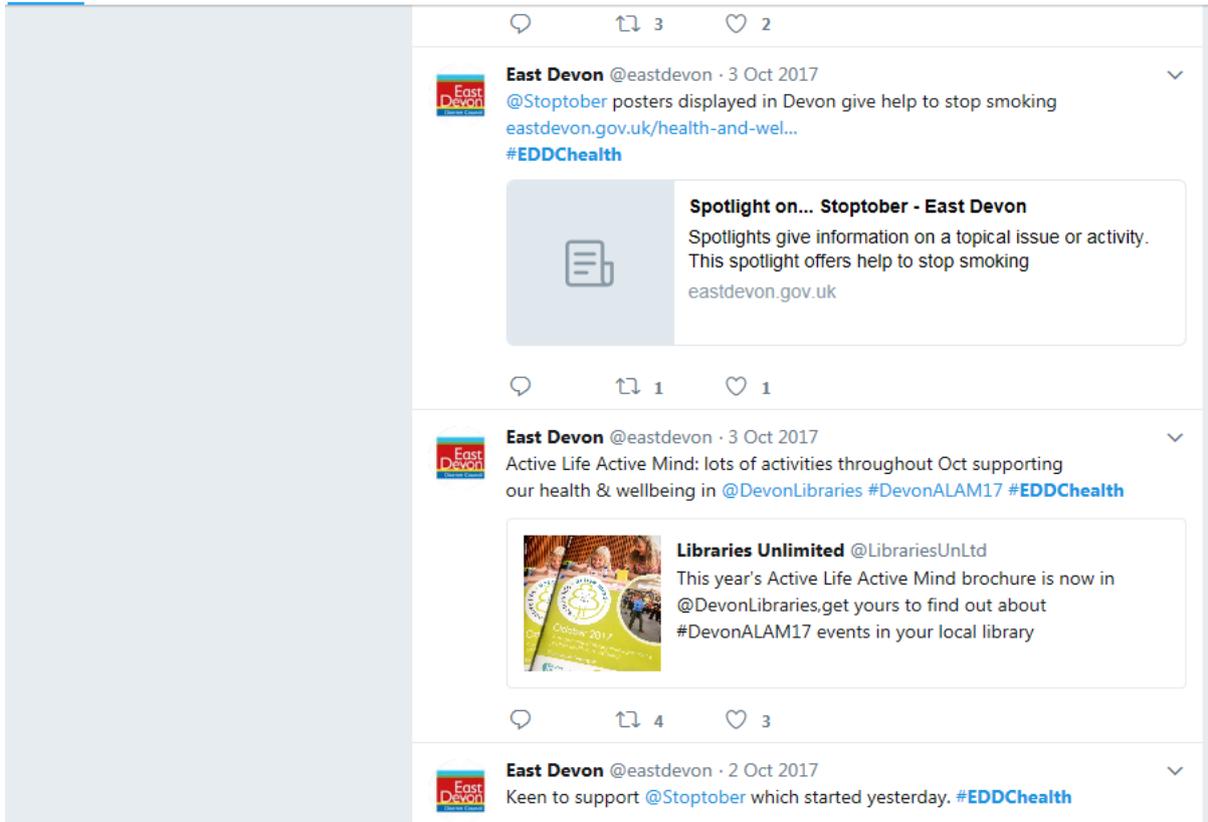
Skin care matters because across Devon all areas except Mid Devon and Torridge have statistically significantly higher incidence rates of malignant melanoma than England.

Streetscene and Countryside teams have staff who work out of doors and their managers are aware of the risks. The managers expect staff to take breaks when working in the heat, to drink plenty of water, to seek shade / shelter and to make sure that they apply plenty of sun screen. Our recycling and waste contractor SUEZ also has a significant number of people in this situation. The collection crews undertake a very physical job and are required to walk many miles whilst lifting hundreds of containers every working day. During hot spells SUEZ dedicated a vehicle and supervisor to make water 'runs' to keep the crews hydrated. EDDC also supplied a significant quantity of reusable water bottles which have been distributed to the crews.

Between September 17 and March 18 the Officer tweeted over 80 public health messages using #EDDCHealth, aiming to encourage engagement and provide advice:

#eddhealth

Top Latest People Photos Videos News Broadcasts



Sample tweets supporting national and regional campaigns, October 17, #EDDHealth

She has written items for issues of the new **Resident's e-magazine** raising awareness of health-related topics:



Use the Food Hygiene Rating Scheme to help you choose where to eat

It's not easy deciding where to eat out or where to order food for a takeaway. You want to be sure that not only the food will be delicious, but also to be reassured that the hygiene of the establishment is of a high standard. [Read more](#)

Let's talk turkey!

From buying turkey to storing leftovers, there are a number of food hygiene tips that you can follow over the festive period. [Find out more...](#)

Councils arrange Living Memories Dementia DVD donation

Copies of a new DVD designed to bring memories back to life for people with dementia have been given to Honiton and Colyton libraries. [Find out more...](#)

Screenshots of headings in EDDC's e-magazine for residents

Healthy headlines

A selection of press releases are listed here, chosen to illustrate stories reflecting council activities by various teams supporting health and wellbeing priorities in the first quarter of 2018:

Date	Sample press headlines
Jan 18	Countryside Volunteers winter workout Half Term Fun in the East Devon Countryside! Aiming high - council sets sights on delivering even better housing opportunities for all in East Devon Mental health workshops organised by council for Sidmouth people East Devon joins forces with South West Ambulance to fund new on-site defibrillators
Feb 18	Fundraising Art Auction in aid of Admiral Nurse Dragon's award local groups much needed cash (1) Dance, drama and music, coming to an East Devon village near you
Mar 18	Councillors review report on Cranbrook Plan Development Plan Document (DPD) Green light for new cycling and walking route in East Devon Summer fun with East Devon District Council's Countryside team St Martins School pupils plant a 'Great Tree' East Devon District Council swings in to action to help snow-bound communities



Streetscene tweet celebrating community gardening activities, June 17

Author: Helen Wharam – Public Health Project Officer
June 2018

DETAILS OF ILLUSTRATIONS

Page	Title	Details
2	Photo: canoe safari	EDDC
3	Photo: Exmouth Parkrun	Provided by LED
4	Photo: volunteers, Seaton Tuesday task force	EDDC
7	Infographic: costs to the NHS	© Kings Fund & LGA 2014
8	Screenshots: tweets about gardening activities	EDDC Streetscene
11	Screenshot: tweet encouraging neighbours to visit elderly people	EDDChealth
13	Table: cases seen by Homemaker South West	Provided by Homemaker SW
15	Photo: Cranbrook aerial	© Still imaging
16	Photo: Cranbrook country park	EDDC
18	Screenshot: tweet about Love Parks Week activities	EDDC Streetscene
19	Photo: healthy meal	RGBStock.com
“	Photo: canoe safari	EDDC
20	Photo: volunteers, Seaton Tuesday task force	EDDC
“	Photos: Jo Pavey and Exmouth Parkrun	Permission provided by LED
21	Photo: walking netball	Provided by LED
“	Photo: Cranbrook school gate running group	Provided by LED
22	Screenshot: LED brochure	LED
23	Photo: HALFF demo at EH service planning day	Permission provided by HALFF
25	Screenshot: MECC training promotional poster	Provided by One Small Step
26	Screenshot: Active 10 tweet	EDDChealth
“	Infographic: Levels of tooth decay in England	© PHE
27	Screenshot: dental treatment opportunity	Peninsula Dental Social Enterprise
29	Screenshot: LED brochure	LED
30	Photo: Thelma Hulbert Gallery	EDDC
31	Screenshot: healthy thought for the week, for Cranbrook Education Campus	EDDC
32	Poster: THG fundraising art auction	EDDC
“	Screenshots: tweets supporting Living Memories dementia resources	EDDC
34	Screenshot: EDDC health and wellbeing webpage	EDDC
35	Screenshots / posters: supporting national campaigns for food safety and skin care	FSA, NHS, EDDC
36	Screenshots of tweets: supporting national and regional campaigns	EDDC
“	Screenshots: headings in EDDC's e-magazine for residents	EDDC
37	Screenshot: tweet about gardening activities	EDDC Streetscene