



East Devon Public Health Strategic Plan 2019 - 2023

Executive summary

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

1 Executive Summary

What we mean by public health

Public health is the science and art of preventing disease, prolonging life and promoting health through the organised efforts of society. Throughout our Strategic Plan 'public health' is used to cover physical and mental health and wellbeing of everyone in our district.

Why public health matters to us

Most people want to be in better health. Although people are living longer, many are often in poorer health. We believe we have an overarching responsibility to consider health and wellbeing in all our council activities. Everything we do aims to ensure that East Devon is a place where people want to live, work, visit and enjoy life, focusing on where there is greatest need.

Our strategic aims

1. To help more people to be healthy and stay healthy
2. To enhance self-care and support community resilience
3. To integrate and improve support for people in their homes.

How we will approach our work, monitor progress and feed back

To approach our aims we will:

- Tackle environmental and social conditions to promote good health
- Encourage healthier behaviour so fewer people become ill
- Address loss of independence
- Promote wellbeing and self-care.

To achieve our aims we will:

- Identify health and wellbeing priorities in each annual service plan such that a golden thread runs throughout council actions
- Encourage officers, members and partners to help determine what is important to people
- Continue to build strong community partnerships, maximising partnership-working at a strategic level, ensuring clarity of roles, responsibilities and accountabilities
- Plan for healthy communities in all developments
- Adopt a health-in-all-policies approach

- Ensure that our outstanding environment contributes to health and wellbeing
- Ensure there are sufficient resources to reduce inequalities and achieve greater health and wellbeing across East Devon
- Support East Devon’s communities and residents in making it a healthier place
- Seek and respond to new opportunities such as MECC [making every contact count] and social prescribing activities
- Embrace technologies such as web and social media for sharing health messages.

To monitor and ensure our work is accountable we will:

- Develop annual implementation plans with SMART objectives based on activities across all council services
- Deliver a steering group of officers who will monitor progress
- Report and publish progress by each service against their SMART objectives annually.

Our priorities: what activities will we focus on?

- Physical activity
- Diet and nutrition
- Smoking
- Alcohol use; alcohol-specific admissions in under 18s
- Mental health – children, young people, adults; including self-harm
- Loneliness; social isolation
- Dementia
- Long-term conditions
- Frailty and falls
- Housing and homelessness
- Indoor environment factors.

We will prioritise those local activities which we are most able to influence.

Our priorities: which communities will we focus on?

We will work across the district, with particular focus in:

- Exmouth Littleham
- Exmouth Town Centre
- Exmouth Withycombe - Raleigh Moorfields Road
- Honiton Dowell Street/Northcott Lane area near High Street
- Cranbrook.