

Allerdale Borough Council

Executive – 25 February 2019

**Cumbria Joint Public Health Strategy**

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<b>The Reason for the Decision:</b>	To demonstrate our individual commitment and by working with the other local authorities and our partners to improve health and wellbeing within our communities by tackling the wider determinants of health and wellbeing.
<b>Summary of options considered:</b>	Not aligning with the Public Health Strategy and developing a standalone strategy.
<b>Recommendations:</b>	That the Executive agree to adopt the Cumbria Joint Public Health Strategy
<b>Financial / Resource Implications:</b>	Officer time of developing work streams to support the declaration.
<b>Legal / Governance Implications.</b>	None
<b>Community Safety Implications:</b>	None
<b>Health and Safety and Risk Management : Implications</b>	None
<b>Equality Duty considered / Impact Assessment completed</b>	Cumbria County Council are carrying out an overarching Equality Impact Assessment. Further consideration of equality impacts will take place at action planning and implementation stage.
<b>Wards Affected</b>	All
<b>The contribution this decision would make to the Council's priorities</b>	This decision would demonstrate the Councils Commitment in Tackling the Wider Determinants of Health and Wellbeing which underpins all the Council's Priorities.
<b>Is this a Key Decision</b>	Yes
<b>Portfolio Holder</b>	<u>Councillor Carni McCarron-Holmes</u>

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**Lead Officer**

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and Inequalities)  
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**Report Implications**

Community Safety	N	Employment (external to the Council)	N
Financial	N	Employment (internal)	N
Legal	N	Partnership	Y
Social Inclusion	Y	Asset Management	N
Equality Duty	N	Health and Safety	N

**1.0 Introduction**

- 1.1 The Cumbria Joint Public Health Strategy has been developed by the Cumbria Public Health Alliance, which includes partners from across local government, the health service and the third sector. Councillor Carni McCarron Holmes is the Allerdale BC representative.
- 1.2 The Cumbria Joint Public Health Strategy sits under the Joint Health and Wellbeing Strategy. The Health and Wellbeing Board is developing its 10 year Cumbria Joint Health and Wellbeing Strategy 2019 – 2029. The Cumbria Joint Health and Wellbeing Strategy sets out how the Health and Wellbeing Board will work together over the next ten years and is based around four themes; protecting the health of the population as a whole; providing high quality, person centred care; tackling the wider determinants of health and wellbeing and improving health and wellbeing throughout the life course. All Clinical Commissioning Groups, local authorities and NHS England plans should take the Joint Health and Wellbeing Strategy into account.
- 1.3 The Joint Public Health Strategy is one of the delivery mechanisms for this strategy and covers the theme “Tackling the Wider Determinants of Health and Wellbeing” over the same timescale of 10 years.
- 1.4 The Cumbria Joint Public Health Strategy is going to each Cumbrian District, the Lake District National Park and the County Council for adoption.
- 1.5 In addition, the Cumbria Joint Public Health Strategy has been considered by the Cumbria Chief Executive’s group and Cumbria Leader’s Board. The Director of Public Health, Colin Cox, gave a presentation to Allerdale’ s elected members on 10 December 2018 as part of a task and finish scrutiny group to which all members were invited and a copy of the draft strategy provided.

## 2.0 Cumbria Joint Public Health Strategy

2.1 Over recent years, much public health activity has had an individual focus, the life course approach which still remains a key theme of the Joint Health and Wellbeing Strategy. However, public health action is required at a broader social, environmental and economic level. Variation in access to or quality of the wider determinants of health and wellbeing is the single biggest driver of health inequalities and influences an individual's health behaviour. This is something that is well understood by local authorities.

2.2 The framework of the strategy is adapted from the "Five Capitals Model". For the purposes of this public health strategy, this model suggests that a community is healthy and sustainable when it has:

**Natural assets (Planet):** A high quality natural environment that provides opportunities for engagement with the natural world.

**Human assets: (People):** People with the skills, knowledge, and experience that give them the capacity to take part in society and have meaningful and fulfilling lives.

**Social assets (Participation):** A good social infrastructure, with networks and institutions that allow people to connect to each other.

**Physical assets (Place):** A good physical infrastructure including housing, transport, and a commercial environment that promotes healthy behaviours.

**Financial assets (Prosperity):** Adequate financial resources that are fairly distributed.

2.3 Key Commitment of this Strategy:

**We will ensure that our decision making takes full account of the environmental, social, human, physical and financial assets described in this strategy. We will endeavour to ensure that our decisions and actions grow these assets sustainably, and where that is not possible, we will attempt to offset any negative impact through action elsewhere, for the health and wellbeing of all Cumbria's communities.**

2.4 In the context of the Cumbria Joint Public Health Strategy the key aspects that need to be addressed are:-

Growing our Natural Assets:

- Improving the quality of and access to green space
- Promoting biodiversity and wildlife habitats

- Climate change
- Air quality
- Waste reduction

Nurturing our Human Assets:

- Promoting education, skills and lifelong learning
- Ensuring meaningful and high quality occupations for all
- Ensuring access to adequate leisure opportunities
- Promoting engagement with arts and culture
- Tackling discrimination and exploitation

Building Social Connections:

- Building stronger communities
- Promoting social inclusion
- Building safer communities, including tackling crime and anti-social behaviour

Improving physical assets:

- Promoting healthy town and country planning
- Developing a sustainable transport system
- Ensuring high quality and safe housing
- Access to healthy food

Fair and inclusive growth of our financial assets:

- Reducing income inequalities
- Promoting sustainable economic development

This framework demonstrates how the cross cutting nature of work Allerdale Borough Council undertakes supports this strategy. Adopting this strategic approach will highlight and strengthen the Council's contribution to influencing, promoting, enabling and providing services which improve the health and wellbeing of our communities.

The final draft of this strategy is attached in Appendix 1. Appendix 2 is a summary of the key aims for each key aspect.

### **3.0 Link to Council priorities**

3.1 The Joint Cumbria Public Health Strategy strongly aligns to the developing Council plan themes of economic opportunity and growth; stronger and healthier communities and quality places to live as well as supported by work being delivered through the programme boards and as we move forward developing implementation plans these will be done in the context of this strategy.

## **4.0 Customer Satisfaction and Service**

4.1 For the Cumbria Joint Public Health Strategy some of the actions may involve work to influence national policy, some actions will need to be taken across the County, while some actions will be at a more local level. It is recognised that much of the implementation of the strategy depends on the work of the District Councils. The strategy as a result will be supported by a range of action plans, developed and implemented at different levels, as follows.

Health & Wellbeing Board:

- Responsible for setting the overall Health and Wellbeing Strategy for Cumbria
- Formally recommends the Public Health Strategy to partner organisations

Public Health Alliance:

- Oversees the development and implementation of this strategy as a whole
- Responsible for developing, monitoring and regularly reviewing the County-wide implementation plan

Local Health and Wellbeing Forum:

- Responsible for developing, monitoring and regularly reviewing implementation plans at District/Local Committee level
- These plans will be formally owned by both District Councils and County Council Local Committees

Individual Organisations:

- Responsible for implementing specific actions within both the County and local implementation plans.

The Public Health Alliance and the Local Health and Wellbeing Forums will need to be refreshed to enable them to develop local action to support this strategy.

## **5.0 Finance/Resource Implications**

5.1 Officers time will be spent working with others internally and externally to the organisation to develop our work in support of this commitment. Going forward some areas may require funding which would have to be sourced and funders identified.

## **6.0 Legal Implications and Risks**

6.1 There are no legal considerations in relation to signing the Cumbria Joint Public Health Strategy

## **7.0 Recommendations**

7.1 That the Executive agree to adopt the Cumbria Joint Public Health Strategy

## **8.0 Conclusion**

8.1 Allerdale Borough Council through delivering its priorities and carrying out its statutory function is doing work that involves tackling the wider determinants of health and wellbeing, by being a part of the Cumbria Joint Public Health Strategy it is strengthening the importance of this and embedding its role as part of the wider Cumbria Joint Health and Wellbeing Strategy.

**Helen Sant**  
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