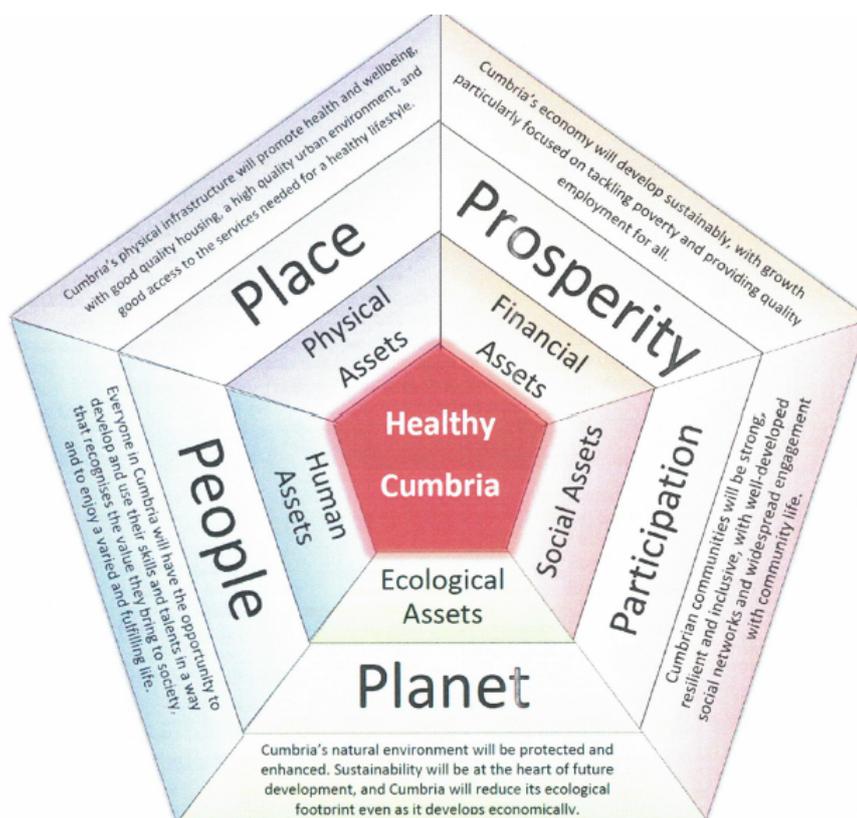


Handout for the Tackling the Wider Determinants of Health and Wellbeing Theme

Wider Determinants of Health Model



Planet: Cumbria's natural environment, from our world-class landscapes to the centre of our towns, will be protected and enhanced. Sustainability will be at the heart of future development and Cumbria will reduce its ecological footprint even as it develops economically.

Planet Key Aims:

To protect and enhance Cumbria's green and blue spaces, ensuring that everyone in the County has good access to a high quality natural environment.

To promote Cumbria's biodiversity through protection and enhancement of a wide variety of wildlife habitats.

To become a "carbon neutral" County and to mitigate the likely impact of existing climate change.

To improve air quality in Cumbria through action on transport, industrial, agricultural and domestic emissions.

To reduce the amount of waste produced in Cumbria through reduced material use, promoting greater product re-use, and improving recycling rates.

People: Everyone in Cumbria will have the opportunity to develop and use their skills and talents in a way that recognises the value they bring to society and to enjoy a varied and fulfilling life.

People Key Aims:

To reduce disparities in educational attainment and to increase the proportion of the workforce with higher level skills and qualifications.

To ensure that everyone in Cumbria has the opportunity for high quality employment or other meaningful activity as part of their daily life.

To ensure that all communities in Cumbria have good access to a wide range of leisure opportunities, including promoting improved availability and affordability of leisure options

To encourage a wide range of high quality opportunities to participate in and engage with the arts and culture, and to enable great art and culture for everyone so that participation and engagement in the arts is not dependent on where people live or their social, educational or financial circumstances.

To promote equality and diversity within Cumbria, to reduce people's experiences of discrimination, and to identify and tackle instances of exploitation within the County.

Participation: Cumbrian communities will be strong, resilient and inclusive, with well-developed social networks and widespread engagement with community life.

Participation Key Aims:

To support communities to thrive, with a strong and diverse informal and third sector, good levels of community participation, and a sense of having control and influence over the factors that matter most to them.

To tackle loneliness and social isolation by providing opportunities to help build social connections and engagement particularly for those identified as most vulnerable.

To reduce crime and antisocial behaviour and to ensure that people in Cumbria retain low levels of fear of crime across the whole County.

Place: Cumbria's physical infrastructure will promote health and wellbeing, with good quality housing, a high quality urban environment and good access to the services needed for a healthy lifestyle.

Place Key Aims:

To ensure that planning authorities across Cumbria develop and implement policy in support of this strategy, including focusing on active transport, green space, quality housing, availability of healthy food, carbon reduction and creation of employment opportunities.

To develop the physical transport infrastructure to make it low carbon and more active, including making Cumbria a great place to walk, cycle, and use electric vehicles, and to ensure that the public transport system in Cumbria provides a viable alternative to car ownership, particularly for the most rural communities

To improve the housing stock across Cumbria, ensuring that everyone has access to safe, warm, affordable housing, and that new housing supports wider aims including carbon reduction, climate change resilience, energy security, and adaptability.

To promote a vibrant and diverse food economy, with local communities having access to a range of healthy and affordable food options, and to reduce waste and the ecological footprint of the local food system.

Prosperity: Cumbria's economy will develop sustainably, with growth particularly focused on tackling poverty and providing quality employment for all.

Prosperity Key Aims

To reduce levels of poverty and income insecurity through support to vulnerable groups and a focus on supporting people into high quality employment.

To ensure that economic development supports health and wellbeing and tackles inequalities by focusing opportunities on the most disadvantaged parts of Cumbria