



Committee report

Committee	CABINET
Date	11 JUNE 2020
Title	ISLE OF WIGHT COUNCIL PUBLIC HEALTH STRATEGY 2020-2025
Report of	DIRECTOR OF PUBLIC HEALTH

EXECUTIVE SUMMARY

1. The purpose of this report is for the Isle of Wight Council Cabinet to approve the Public Health Strategy.
2. Our current health and care systems focus on treating illness rather than keeping people healthy. People have told us that being healthy, having a good quality of life along with being in control and making decisions about their own health is very important to them.
3. We know that the population is changing. Demand for services is rising and it is widely accepted that these services are not sustainable in their current form. We need to move to a 'wellness' model, with a shift to prevention and early intervention. This will change our reliance on services by supporting people to build resilience, to use their own strengths and assets and so reduce the need and demand for services.
4. The strategy comes at a time of a Public Health Emergency highlighting the need to focus on protecting and promoting the health of the population.
5. The public health strategy will span 2020-2025. It will set out proposals for how the Council can deliver its public health responsibilities and start to make the shift towards prevention. There are five priority areas within the strategy. These are:
 - (a) Good start in life
 - (b) Physical wellbeing
 - (c) Mental wellbeing
 - (d) Healthy places
 - (e) Protect from harm

The priority areas are all based on health needs and a drive to reduce inequalities.

6. Following approval, the Public Health team will work with internal and external partners to develop action plans to support the delivery of the strategy.

BACKGROUND

7. Public health is ‘the science and art of promoting and protecting health and wellbeing, preventing ill health and prolonging life through the efforts of society’.
8. Over 141,000 people live on the Isle of Wight. The health of the population is mixed with both challenges and opportunities. The strategy sets out the ambition for the Isle of Wight Council to address the challenges and capitalise upon the opportunities.
9. This document sets the strategic direction for how we, as a council, will work to improve the health and wellbeing of our residents. The priorities within the strategy are based on our understanding of the need. One of the purposes of this strategy is to ensure that everyone on the Island has the same opportunity to live in good health. We also know that we have a growing older population. Therefore, we have prioritised the early years with a focus on a good start in life and emphasised the importance of prevention throughout the life course into old age. We have placed physical and mental wellbeing on an equal footing, acknowledging that they are strongly connected. Healthy and safe communities have a positive impact on our wellbeing and are the settings within which we deliver our services. The current COVID-19 pandemic highlights how vital it is that we are able to plan and respond to emergency incidents. This is an important objective within the protect from harm priority.

The need for a public health strategy

10. Good health and wellbeing are positive assets and something we all aspire to for ourselves, families, carers, friends and communities. They are essential for thriving, prosperous, resilient and safe communities and vital for the success of future generations.
11. A wide and complex range of factors influence and determine population and individual health. Our current health and care systems focus on treating illness rather than keeping people healthy. People have told us that being healthy, having a good quality of life and being in control and making their own decisions about their health is very important to them.
12. We need to move to a ‘wellness’ model, with a shift to prevention and early intervention, and to change our reliance on services by supporting people to build resilience, to use their own strengths and assets and so reduce the need and demand for services.
13. The focus of the strategy is on people being in good health, having good wellbeing and for communities to be resilient. It has been informed by the [JSNA](#) (Joint Strategic Needs Assessment) bringing together work carried out by the Public Health team with other Directorates. The strategy identifies a set of priorities for improving the health

of residents. It sets out proposals for how the Council can use the breadth of its business and resources to deliver its public health responsibilities, maximise public value, by reducing duplication and identifying synergies in the work we are doing and address many of the influences on health through a place-based approach.

14. However, there are many other partners on the Isle of Wight that have a vital role in improving and protecting the public's health – “public health is everybody's business”. Effective delivery of improved public health requires continued and strengthened partnership working with residents and other agencies across the system.

STRATEGIC CONTEXT

15. There are four priorities with the Corporate plan 2019-2022: growth; regeneration; opportunity; and wellbeing. The Isle of Wight Council Public Health strategy is most closely linked with the wellbeing priority. A key focus of the strategy is to improve the physical and mental wellbeing of people living on the Isle of Wight. The outcomes within the corporate plan that are associated with the wellbeing priority, such as supporting vulnerable people and empowering people to be responsible for their own health are key objectives of the public health strategy. Beyond this, there is a focus on safety and resilience, particularly with respect to outbreaks and emergency planning. The public health strategy will also help to support the opportunity priority within the Corporate Plan. There are many ways in which a public health approach can support young people to have the best start in life such as by focusing on the first 1,000 days of life and through supporting a healthy learning environment.

CONSULTATION

16. The Strategy has not been formally consulted on but has been informed and developed by discussions with key stakeholders and through insight research with the public.

FINANCIAL / BUDGET IMPLICATIONS

17. This is a strategy document and there are no associated financial implications. This work will be delivered within the current public health ring fenced budget and through collaborative work with partners.

CARBON EMISSIONS

18. The strategy contains elements that are supportive of the Council's Carbon Management Plan as well as having a positive impact on health and wellbeing. These are particularly focused on increasing physical activity and promoting active travel.

LEGAL IMPLICATIONS

19. There are no anticipated legal implications associated with this strategy. The strategy sets out how the Council will deliver their statutory duty to improve the health of the population.
20. Section 12 of the Health and Social Care Act 2012 places a duty on the Council to take appropriate steps to improve the health of the people who live on the Isle of Wight.

EQUALITY AND DIVERSITY

21. The underlying principles of the strategy is to reduce inequalities in health and wellbeing. As such, it is anticipated that this strategy will be supportive of the council's duty to meet its statutory obligations as part of the Equality Act 2010.

OPTIONS

22. Option A – to approve the Strategy as set out at Appendix 1
Option B – to approve the Strategy at Appendix 1 subject to amendment
Option C – to not approve the Strategy.

RISK MANAGEMENT

23. The action plans that will be developed to support the delivery of the strategy will contain a live risk log. Details of this risk log will be escalated to the Public Health Senior Management Team.

EVALUATION

24.

Option	Advantages	Disadvantages
A – To approve the strategy as set out at Appendix 1	The IWC and partners can begin to implement the Public Health Strategy, making progress towards achieving the ambitions set out within.	
B – To approve the Strategy at Appendix 1, subject to amendment	Depending upon the nature and complexity of the amendments, the IWC and partners can begin to implement the Public Health Strategy, making progress towards achieving the ambitions set out within.	There may be a delay in the delivery of the strategy if the amendments require extensive consultation and/or rewriting.
C – To not approve the strategy		Depending upon the mitigating steps suggested if the strategy is not approved, the Isle of Wight Council will not be able to demonstrate leadership for its statutory duties to improve the health of the population.

RECOMMENDATION

25. Option A – to approve the Strategy as set out at Appendix 1

APPENDICES

[Appendix 1](#): Public Health Strategy

Contact Point: Simon Bryant – Director of Public Health

Email simon.bryant@hants.gov.uk

SIMON BRYANT
Director of Public Health

CLLR CLARE MOSDELL
Cabinet Member for Adult Social Care and Public Health