

# HAMPSHIRE COUNTY COUNCIL

## Report

<b>Decision maker:</b>	Cabinet
<b>Date:</b>	13 June 2023
<b>Title:</b>	Development of a new Public Health Strategy
<b>Report From:</b>	Director of Public Health

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### Purpose of this Report

The purpose of this report is to update Cabinet on the development and new public health strategy for Hampshire County Council and its partners and to briefly describe plans for its implementation.

### Recommendation(s)

1. It is recommended that Cabinet:

- Sign off the Hampshire Public Health Strategy
- Support continued delivery of the strategy by:
  - a) Promoting working across all Council directorates, with our partners in health and across the wider economic system and with our communities.
  - b) Enabling effective use of the Public Health Grant to deliver the duties of the Council.

### Executive Summary

2. This paper sets out the background and content of Hampshire County Council's Public Health Strategy 2023 – 2028 and describes how the vision for public health aligns with the Council's vision to serve the people of Hampshire with purpose and pride and to improve lives today and for tomorrow. It also sets out how the Public Health Strategy aligns with the strategic direction for both Hampshire and Isle of Wight and Frimley Integrated Care Systems.
3. The strategy has two over-arching goals,

- **To increase the number of years Hampshire residents can expect to live in good health**
  - **To reduce the unfair gap in healthy life-years between the most and least healthy**
4. The strategy sets out a vision for healthy places, settings and communities, healthy lives, and healthy people and is ambitious in its aims for Hampshire people. It is primarily available as online content ([www.hants.gov.uk/publichealthstrategy](http://www.hants.gov.uk/publichealthstrategy)) with a downloadable PDF option also available.
  5. The focus of the strategy is on creating the conditions that enable people to live healthy lives. It identifies each of the three priority themes, Healthy Places, Settings and Communities, Healthy People and Healthy Lives, each of which has a set of action areas supported by a set of ambitions. The priorities are intended to support the County Council to prioritise its resources, whilst also reflecting the breadth of its public health responsibilities.
  6. The Health and Social Care Act 2012 placed responsibility on all Local Authorities to improve and protect the health of their populations and tackle health inequalities. The strategy sets out how the Council, as the local leader for public health, can use the breadth of its business and resources and work with partners to deliver those responsibilities and maximise public value.
  7. The building blocks for health are the conditions in which we grow, learn, live, work, relax and play. Actions to shape these factors, and our policies, services and partnerships will support people to maintain healthy behaviours and protect them from health risks and emergencies. This also means working to reduce the prevalence of those conditions which contribute the most to ill health, namely smoking, cardiovascular disease, diabetes, unhealthy weight, low physical activity, and poor mental health.
  8. Improving the health of the population of Hampshire and reducing the unfair differences in health and wellbeing between population groups is vital. By acting now, we can impact on the building blocks for health, prevent the lives of those in poorest health being cut short and enable people to live healthier lives for longer. We know actions that improve the health of our population will also have a positive impact on economic prosperity, environmental pollution, and climate change, and will help to reduce demand for health and social care.
  9. The links between health and wealth are well documented, healthy people make an important contribution to economic progress, as healthy populations live longer, are more productive, more able to adapt to change and to save more, increasing their financial resilience. This strategy aligns with the vision for Hampshire County Council to play a lead role place shaping and delivering public value for our residents and communities and with the strategic direction set out through the Hampshire 2050 Commission and other key strategies that shape Hampshire. By creating the conditions to keep people healthy,

economically active and enable independence for longer, the strategy will help to reduce future demand on Council services.

10. The Public Health Strategy presents an opportunity for the organisation to lead the transformation and actions necessary to improve health through its One Council approach. It will also enable us to influence our partners across the county to fulfil their roles in improving the health and wellbeing of residents.
11. As well as benefits for the Hampshire population the strategy has benefits for the Council. It enhances the Council's reputation as a high performing Council and clearly demonstrates how the Council is delivering its public health duties. The strategy supports delivery of the four strategic aims of the Council's strategic plan 'Serving Hampshire 2021 - 25' and complements the Hampshire Health and Wellbeing Strategy, informing the development of priorities for the Health and Wellbeing Board with the emerging Adult Care Strategy and with the Children and Young People's Plan. In addition, it aligns with the strategic direction for both Hampshire and Isle of Wight and Frimley Integrated Care Systems and with emerging priorities for the Hampshire Place Board.

## **Contextual information**

### **Why a Public Health strategy is important for the council.**

12. The Health and Social Care Act 2012 conferred responsibility on all Local Authorities to improve and protect the health of their population and tackle health inequalities. Local Authority public health responsibilities are wide reaching,
13. The recent changes in Council structures and governance provide opportunity to deliver on the new strategy, harnessing the breath of expertise, assets, and services as one Council and with the ongoing work to refresh and deliver on the Hampshire 2050 vision.
14. The previous Public Health Strategy *Towards a Healthier Hampshire: A Strategy for Improving the Public's Health 2016-21* has successfully driven forward a range of workstreams since its implementation and has provided an excellent basis for Hampshire County Council to demonstrate its commitment in becoming a public health Council using the full breath of council services and partnerships to create healthy environments and leverage change needed for people to live healthier lives. The role of Public Health in leading the Council's response to the global Covid-19 pandemic has also provided learning that has been incorporated into the development of this new public health strategy.
15. Good health and wellbeing are positive assets and things that we all aspire to for ourselves, families, carers, friends and communities. Good mental and physical health is essential for thriving, prosperous, resilient, and safe communities and for the success of future generations. Investing in improving

and protecting the health of the population is vital: a healthy population makes an important contribution to economic progress, as healthy populations live longer, are more productive and save more. In addition, what is good for health and wellbeing is good for the environment and for the economy.

16. Improving the health of the population of Hampshire and reducing the unfair differences in health and wellbeing between population groups is vital. By acting now, we can impact on the building blocks for health, prevent the lives of those in poorest health being cut short and enable people to live healthier lives for longer.
17. We know actions that improve the health of our population will also have a positive impact on economic prosperity, tackling environmental pollution and climate change, and reducing demand for health and social care.
18. 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.
19. We know from our Joint Strategic Needs Assessment (JSNA) that the Hampshire population is changing. Hampshire's population is ageing at a faster rate than the England population and more people are finding life financially challenging. Demand for services is rising and it is widely accepted that our services are not sustainable in their current form. We need to move to a 'wellness' model, with a shift to prevention and early intervention, supporting people to build resilience, to use their own strengths and assets and so reduce the need and demand for services.
20. Poor health does not arise by chance and is not simply attributable to genetic make-up, unhealthy lifestyles and a lack of access to medical care, important as these factors are. A wide and complex range of factors influence and determine population and individual health, including education, employment, housing, income, and the quality of our environment and tackling these, where we can have influence, is part of our strategic approach.
21. The focus of the strategy is therefore on the conditions in which we grow, learn, live, work, relax and play. Actions to shape these factors, and our policies, services and partnerships will support people to maintain healthy behaviours and protect them from health risks and emergencies. Creating the conditions that enable good health and wellbeing, developing healthy communities, and making the places that we live and work healthy and safe places. **Table 1** below sets out the key action areas for each of the three themes, **Healthy Places, Settings and Communities, Healthy People and Healthy Lives**.
22. The strategy has been informed by the JSNA using population data, published evidence of effective interventions and, where available, evidence of return on investment for the public sector and wider society as well as discussions with key stakeholders and community participatory research to gain insight from our

communities. It builds on work carried out by the Hampshire Public Health team with other Directorates and partners over the last 10 years and incorporates learning from the recent global Covid-19 pandemic.

- 23.** The strategy identifies a set of priorities for improving the health of Hampshire residents. It sets out proposals for how the County Council as the local leader for public health can use the breadth of its business and resources to deliver its public health responsibilities, reduce health inequalities and maximise public value, by identifying synergies in the work we are doing and addressing many of the influences on health through a place – based approach.

**Table 1: Strategy themes with key action areas**

<b>Healthy Places Settings and Communities</b>	<b>Healthy People</b>	<b>Healthy Lives</b>
<p><b>Transport and Climate Change</b>            Include healthy streets, active travel, and air quality in everything we do.</p>	<p><b>Health Protection -</b>            Contribute to the prevention, early detection and control of infectious and non-infectious risks to health, and support NHS screening and vaccination programmes</p>	<p><b>Best start in life -</b> Enable a healthy start in life for all Hampshire babies, children, and young people.</p>
<p><b>Planning Strategy, Policy, and Practice -</b>            Build healthy new places, and ensure our town centres and places we live in are accessible, safe and sustainable.</p>	<p><b>Public Health Emergency preparedness -</b> build capacity and capability to respond to public health emergencies.</p>	<p><b>Healthy adults -</b> Prevent the causes of ill-health and long- term conditions, focusing on those entering mid-life and enable older adults to remain healthy and independent for longer.</p>
<p><b>Healthy Settings -</b>            Develop healthy, homes, workplaces, community, and educational settings</p>	<p><b>Public Health Intelligence -</b> provide Public Health intelligence, advice and leadership to the NHS. This will inform service and pathway design and tell us where to act to reduce health inequalities.</p>	<p><b>Mental Health and Wellbeing -</b> Work to improve mental health, wellbeing and prevent suicides.</p>
<p><b>Anchor Institutions -</b>            Use our status as an Anchor Institution to contribute to the health of local communities, through our size, work, buildings, spaces and purchasing power and</p>	<p><b>Criminal Justice and Preventing Violence -</b> Deliver programmes with partners that reduce the impacts of violence, improving the health of families, communities and those within the</p>	<p><b>Sexual Health -</b> Support good sexual and reproductive health, through the provision of quality services and information.</p>

<b>Healthy Places Settings and Communities</b>	<b>Healthy People</b>	<b>Healthy Lives</b>
encourage others to also take on this role.	criminal justice system.	<p data-bbox="989 470 1372 761"><b>Domestic Abuse -</b> Prevent domestic abuse through the promotion of healthy relationships and earlier support and reduce the impacts of domestic abuse on Hampshire families</p> <p data-bbox="989 828 1372 1090"><b>Substance misuse -</b> Reduce the number of residents harmed, by providing quality prevention, treatment, recovery and enforcement services.</p>

24. Successful delivery of the strategy depends on the collective efforts of all Council Directorates and partnership working with other sectors and agencies. Implementation is led by the Director of Public Health and the Public Health team, who are part of the Adults' Health and Care Department. A high-level delivery plan has been agreed with relevant partners, some elements of which will also contribute to workplans of existing programme and partnership boards.

## **Governance**

25. Building on and learning from the existing governance structures developed for the previous public health strategy, a revised structure has been developed to oversee the implementation of the new strategy, organised around the three themes and the underpinning ambitions. Delivery of a defined set of ambitions is overseen by the Director of Public Health and his team of Consultant in Public Health (Qualified Public Health Staff) and includes Public Health team members and colleagues from the appropriate Council Directorates and where appropriate, input from external partners.
26. Regular report to the Executive Member for Older Adults and Public Health will be through regular formal meetings with updates to Cabinet as appropriate.

27. The impact of the strategy on key public health outcomes will be monitored through a combination of priority outcome indicators and 'bell-weather' indicators, which measure progress towards the outcome. A wider range of outcomes are monitored through the national Public Health Outcomes Framework (PHOF). Progress against the delivery plan and the impact on public health outcomes will be monitored by the Public Health senior management team and the Adults' Health and Care (AHC) Directorate Management Team (DMT).
28. Delivery of the strategy is dependent on collaborative working across the Council and partnership working with key stakeholders and on continued investment in financial and human resources in Public Health and public health services.

## Finance

29. The funding required to discharge the Councils public health responsibilities is paid directly to local authorities through a ring-fenced grant from the Department of Health and Social Care (DHSC).
30. Nationally, the Public Health Grant has reduced by 26% on a real-terms per-person basis since 2015-16. Taking account of additional time-limited funding for drug and alcohol treatment allocated to Councils in 2022-23 and 2023-24 and provisionally for 2024-25 means the real-terms reduction is nearer 21%<sup>1</sup>.
31. In Hampshire the value of Public Health Grant has fluctuated. It should be noted that, from 2021-22 additional funding was provided within the ring-fenced public health grant to provide services for HIV Pre-exposure prophylaxis following the decision that NHS England was liable for funding drug costs for this intervention and to cover costs of NHS pay settlements for staff employed in services commissioned by local authority public health teams.
32. The delivery of the Strategy over its lifetime, and the outcomes it is striving to achieve, will need to be met from within the Public Health budget envelope and by leveraging existing resources within the local health and care and wider system to deliver public health outcomes.
33. It is important to note that while additional time-limited income ring-fenced for drug and alcohol treatment from DHSC and for discharging new Domestic Abuse Safe Accommodation duties under the Domestic Abuse Act (2021) from the Department for Levelling Up, Housing and Communities has been allocated to Councils in 2022-23 and 2023-24 and provisionally for 2024-25 there is no certainty that funding for these areas will continue past this date and therefore

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<sup>1</sup> [Public Health Grant, what it is and why great investment is needed](#). Health Foundation 17.03.2023. Accessed 23.03.2023.



plans for implementation have been developed in line with the need to meet the challenge required by real-terms reduction in funding and to maximise opportunities to work with others to ensure that public resources deliver the maximum health benefit.

### **Consultation and Equalities**

- 34. No formal public consultation has been undertaken; however, the strategy has been developed through engagement with partners.
- 35. Equality Impact Assessment in progress and on track to be completed prior to submission to Cabinet.

### **Climate Change Impact Assessment**

- 36. Hampshire County Council utilises two decision-making tools to assess the carbon emissions and resilience impacts of its projects and decisions. These tools provide a clear, robust, and transparent way of assessing how projects, policies and initiatives contribute towards the County Council's climate change targets of being carbon neutral and resilient to the impacts of a 2°C temperature rise by 2050. This process ensures that climate change considerations are built into everything the Authority does.
- 37. The climate change tools were not applicable to this report due to it being a strategic document, which encapsulates a larger departmental programme of work across multiple workstreams. However, climate change impact from said projects can be demonstrated more broadly.
- 38. We expect there to be net positive impact on climate change through the delivery of the Public Health Strategy, as public health and climate health are inextricable – actions improving population health often also improve environmental health. We anticipate that multiple programs within the key themes will have a positive climate impact, contributing to carbon mitigation and climate change adaptation and mitigation:

### **Healthy Lives**

- 39. *Enable children, young people and their families to achieve healthier lifestyles, increase the prevalence of healthy weight, promote physical activity as the norm* - through promoting active ways to travel and influencing spatial and transport planning decisions to create healthier places and streets, Public Health support a carbon-positive lifestyle.

### **Healthy Places, Settings & Communities**

40. *Increase capacity and capability to incorporate public health approaches: into the work of Centre for Active Travel Excellence (CATE) and to support travel planning and community participatory approaches* – Public Health continues to support the Travel Planning team to deliver active travel initiatives, and also represents the department on the CATE steering group.
41. *Deliver the shared health, environment, economy and transport agenda, focusing on improving air quality* – Public Health will continue to lead projects on improving air quality through influencing the transport and spatial planning agenda, as well as developing strategic plans for air quality in collaboration with multi-agency partners
42. *Encourage inactive people to become more active using evidence-based behaviour change approaches* – in collaboration with Energise Me as well as built and natural environment partners, Public Health continue to support and advocate for interventions to reduce inactivity through walking and cycling.
43. *Support Hampshire's Climate Change strategy and action plan* – Public Health play an active role on the Climate Change Board and have committed to delivering a number of actions on the Climate Change Strategy. Public Health also have prioritised climate change as a key area of focus for a dedicated Senior Public Health Practitioner.

## **Conclusions**

44. It is recommended that Cabinet:

- Note the progress in implementing the Hampshire Public Health Strategy
- Support continued delivery of the strategy by promoting working across all Council directorates, with our partners in health and across the wider economic system and with our communities.

**REQUIRED CORPORATE AND LEGAL INFORMATION:**

**Links to the Strategic Plan**

<b>Hampshire maintains strong and sustainable economic growth and prosperity:</b>	yes
<b>People in Hampshire live safe, healthy and independent lives:</b>	yes
<b>People in Hampshire enjoy a rich and diverse environment:</b>	yes
<b>People in Hampshire enjoy being part of strong, inclusive communities:</b>	yes

**Other Significant Links**

<b>Links to previous Member decisions:</b>	
<u>Title</u>	<u>Date</u>
Implementation of the Hampshire Public Health Strategy 2016-21	<b>2017</b>
<b>Direct links to specific legislation or Government Directives</b>	
<u>Title</u>	<u>Date</u>
The Health and Social Care Act (2012)	<b>2012</b>
Domestic Abuse Act (2021)	<b>2021</b>

**Section 100 D - Local Government Act 1972 - background documents**

**The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)**

<u>Document</u>	<u>Location</u>
Commissioners' Summary Report Hampshire 2050, Vision for the Future.	<a href="https://documents.hants.gov.uk/hampshire2050/2050-summaryreport2019.pdf">https://documents.hants.gov.uk/hampshire2050/2050-summaryreport2019.pdf</a>
Hampshire Climate Change Strategy 2020-2025.	<a href="https://documents.hants.gov.uk/climate-change/Hampshire-Climate-Change-Strategy-2020-2025.pdf">https://documents.hants.gov.uk/climate-change/Hampshire-Climate-Change-Strategy-2020-2025.pdf</a>

## **EQUALITIES IMPACT ASSESSMENT:**

### **1. Equality Duty**

The County Council has a duty under Section 149 of the Equality Act 2010 ('the Act') to have due regard in the exercise of its functions to the need to:

- Eliminate discrimination, harassment and victimisation and any other conduct prohibited by or under the Act with regard to the protected characteristics as set out in section 4 of the Act (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation);
- Advance equality of opportunity between persons who share a relevant protected characteristic within section 149(7) of the Act (age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation) and those who do not share it;
- Foster good relations between persons who share a relevant protected characteristic within section 149(7) of the Act (see above) and persons who do not share it.

Due regard in this context involves having due regard in particular to:

- The need to remove or minimise disadvantages suffered by persons sharing a relevant protected characteristic that are connected to that characteristic;
- Take steps to meet the needs of persons sharing a relevant protected characteristic that are different from the needs of persons who do not share it;
- Encourage persons sharing a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

### **2. Equalities Impact Assessment:**

- 2.1 The objective and interventions are evidence based and aim to improve health and reduce inequalities in all groups of the population. All effects on groups with protected characteristics should be positive. Interventions and services contributing the strategy ambitions will be individually assessed for impact on groups with protected characteristics.