

Joint Health and Wellbeing Strategy 2021-2024

Action Plan



JOINT HEALTH AND WELLBEING STRATEGY 2021-2024

Action Plan (v.November 2021)

The joint Health and Wellbeing Strategy 2021-2024 action plan sits alongside the joint Health and Wellbeing Strategy and maps out the actions that we will take to improve health and wellbeing and to reduce health inequalities ensuring a focus on (1) prevention, (2) early intervention, (3) thriving communities.

Actions address seven priority areas of health and wellbeing: mental health, food and nutrition, physical activity, alcohol, tobacco and drug use and wider determinants of health.

Building on the principles outlined in the joint Health and Wellbeing Strategy, the action plan is structured to ensure a focus on children and young people, working age adults and older people, to enable people in North Somerset to have the best start in life, live well and age well. Interventions are also designed to include both universal and targeted interventions to ensure the provision of new actions for all those living and working in North Somerset as well as those where there is greater health and wellbeing need. Actions address or incorporate components of the Population Intervention Triangle to contribute to effective place-based working.

The joint Health and Wellbeing Strategy 2021-2024 is available [here](#).

PREVENTION

By 2024 we want (Objective)	What we will do (Action)	By when (Timeline) ¹	Delivery Lead
PREVENTION: Mental health (children, young people, and families)			
Reduction in the prevalence of self-reported poor mental health in the NS population	We will publish an adult mental health needs assessment to support development of the mental health strategy for North Somerset.	2021/2022	NSC PH ²
Publication of all-age mental health strategy for North Somerset	We will develop and publish a multi-agency mental health strategy for North Somerset.	2021/2022	NSC
Improvement in access to timely mental health support	We will provide support for improving mental health among CYP in schools and support preparation for, and delivery of, mental health support teams.	2021/2023	NSC
	We will extend the community grant scheme for providers of community mental health programmes to promote mental health and wellbeing among children and young people from April 2022-March 2023	2021/2022	NSC
	We will provide support to community programmes that aim to prevent mental illness and improve mental health and wellbeing among young people according to evidence-based criteria in areas of highest need.	2022/2023	NSC
Prevention of adversity and trauma during childhood	We will provide additional training opportunities around attachment and early development for individuals working with children and young people.	2021/2022	NSC
	We will provide additional opportunities to attend a targeted parenting support programme	2021/2024	NSC

¹ Green: implementation commencing 2021-22; Amber: implementation commencing 2022-23; Blue: implementation commencing 2023-24

² NSC: North Somerset Council; NSC PH: North Somerset Council Public Health; NSC RS: North Somerset Council Regulatory Services.

By 2024 we want (Objective)	What we will do (Action)	By when (Timeline) ¹	Delivery Lead
PREVENTION: Mental health (working age adults)			
Reduction in the prevalence of self-reported poor mental health in the NS population	We will publish an adult mental health needs assessment to support development of the mental health strategy for North Somerset.	2021/2022	NSC PH
Reduction in the prevalence of self-reported poor mental health in the NS population	We will extend the community grant scheme for providers of community mental health programmes to promote mental health and wellbeing from April 2022-March 2024	2021/22	NSC PH
Reduction in the prevalence of self-reported poor mental health in the NS population	Building on our suicide prevention action plan, we will initiate a programme of work aimed at improving mental health and wellbeing among men	2021/2022	NSC PH
Reduction in the prevalence of self-reported poor mental health in the NS population	We will continue to provide training around mental health, mental health awareness, suicide prevention and bereavement to professionals and volunteers.	2021/2024	NSC
Reduction in the prevalence of self-reported poor mental health in the NS population	We will use a new Workplace Health programme to support better mental health and reach groups that are less likely to engage with other services, for example, men in routine manual work.	2021/2024	NSC PH
Improvement in access to, and early provision of, perinatal support	We will explore opportunities to provide additional support for perinatal mental health.	2022/2023	NSC PH
Prevention of suicide	We will develop, refresh and implement a suicide prevention action plan based on assessment of local needs and including assessment of existing interventions.	2021/2024	NSC PH
Reduction in social isolation	We will provide funding to increase the number of social prescribing destinations in communities for adults and older people, working in partnership with the VCFSE sector, and focusing effort in the most deprived	2021/2024	NSC PH Note: Link to the Social Isolation

By 2024 we want (Objective)	What we will do (Action)	By when (Timeline) ¹	Delivery Lead
	areas of North Somerset, including considerations around reducing social isolation and loneliness.		and Loneliness Strategy (2019)
PREVENTION: Mental health (older people)			
Increase in the prevalence of good mental health and emotional wellbeing	We will collaborate with libraries to facilitate community engagement, participation in public health campaigns, links to volunteering opportunities and promotion of mental health-related materials	2021/2024	NSC PH and Place Directorates Note: Link to Libraries Strategy
PREVENTION: Food, nutrition and food insecurity (children, young people and families)			
Increase in the number of babies receiving breastmilk in the most deprived wards of North Somerset at 6-8 weeks after birth	In line with our BFI Gold Award, we will continue to promote and maintain breastfeeding rates in the most deprived wards in North Somerset	2021/2023	NSC PH with Sirona CIC
Reduction in prevalence of unhealthy weight (reception and year 6)	We will develop and pilot a Healthy Early Years Settings programme.	2021/2023	NSC PH
	We will implement extended brief interventions for children who are identified as being an unhealthy weight in the school nursing service.	2021/22	NSC PH with Sirona CIC
Reduction in inequality in prevalence of unhealthy weight at ward-level	We will provide support to setting-based and community programmes that aim to enhance awareness and skills around nutritious food and improve diet in areas of highest need using specific evidence-based criteria.	2021/2022	NSC PH
	We will support delivery of cooking programmes in schools where the prevalence of unhealthy weight is highest.	2022/2024	NSC PH

By 2024 we want (Objective)	What we will do (Action)	By when (Timeline) ¹	Delivery Lead
Reduction in inequality in prevalence of healthy weight at ward level	We will maximise uptake of infant feeding support using targeted programmes in the community in partnership with children's centres and health visitors.	2021/2024	NSC PH
Increase in the uptake of Healthy Start	We will optimise awareness and uptake of Healthy Start among those who are eligible.	2022/2023	NSC PH
Reduction in percentage of 5-year-olds with tooth decay	We will develop an oral health action plan and explore feasibility of a locally shared approach to preventing tooth decay in the most deprived areas of North Somerset.	2022/2023	NSC PH with neighbouring LA partners and oral health promotion service
PREVENTION: Food, nutrition and food insecurity (adults and older adults)			
Reduction in the prevalence of unhealthy weight in the adult population	We will develop a food award programme for food businesses to improve the quality and sustainability of food offered to local residents.	2022/2023	NSC PHRS
	We will develop a North Somerset Council health and wellbeing programme that includes a focus on food, nutrition and a healthy diet (in addition to other areas of health and wellbeing), linking with the North Somerset Workplace Health Programme	2021/2022	NSC cross-directorate partnership
	We will expand and evaluate our Health Exercise Nutrition (HEN) programme to include the provision of postnatal support	2021/22	NSC PH

By 2024 we want (Objective)	What we will do (Action)	By when (Timeline) ¹	Delivery Lead
	We will review all policies in light of health and wellbeing among partners of the Health and Wellbeing Board, sign up to the Local Authority Declaration on Healthy Weight, Sugar Smart and review advertising and planning policies.	2021/2022	NSC
	We will incorporate healthy diet to the North Somerset Healthy Workplace programme	2021/2023	NSC PH
Increase in the percentage of adults eating 5-a-day	Linked to support for community programmes to improve diet (above), we will enable recipe cards, budgeting guides and videos to be accessible to enable cooking of low-cost meals with accessible, fresh produce.	2022/2023	NSC PH with VCFSE sector
Reduction in the prevalence of self-reported food insecurity	We will engage with communities to identify local solutions to food insecurity and food poverty and will collaborate with partners and North Somerset Together to develop a Community Food Alliance and Community Food Strategy to address food insecurity and food poverty via these solutions.	2021/2023	NSC PH
PREVENTION: Physical activity (children, young people and families)			
Increase in the prevalence of children and young people who are active (>1h/day)	We will run campaigns to encourage children and young people to be active locally, including a campaign to encourage children to take part in the daily mile either within, or outside of, school.	2021/2024	NSC in collaboration with Wesport
	Alongside Wesport, we will scope opportunity to use School Games funding to trial new ideas and opportunities to be active for young people facing barriers to activity.	2021/2022	NSC and Wesport
	We will scope use of the Creating Active Schools (CAS) Framework to help schools embed physical activity into everyday school life.	2022/2023	Wesport

By 2024 we want (Objective)	What we will do (Action)	By when (Timeline) ¹	Delivery Lead
	We will continue to support the Play Your Way scheme, enabling residents to set up local initiatives.	2021/2024	NSC
	We will explore opportunities to develop interventions or modes of advice and support to address high levels of screen time, sedentary behaviour and/or gaming among young people.	2022/2024	NSC PH
	We will promote active travel for journeys to school among children by creating a pilot programme including school reward-based games and resources linked to support for schools, using targeted mapping to identify where this is needed most.	2022/2023	NSC PH
PREVENTION: Physical activity (adults)			
Reduction in the percentage of adults who are inactive	We will use behaviour change principles and run social marketing campaigns about local opportunities to be active in North Somerset.	2022/2023	NSC
	We will introduce a new web platform to enable people to identify opportunities to be active and to obtain online, individualised and group support (in addition to providing access to support for other areas of health and wellbeing e.g. healthy weight).	2021/2022	NSC PH
	We will ensure that the healthy workplace programme includes opportunities for increasing physical activity.	2021/2024	NSC PH
	We will offer the Workplace Movement programme to ten workplaces to enable organisations to encourage staff to be physical active	2021/2022	NSC and Wesport
	We will use the Tackling Inactivity Funding from Sport England to support local community organisations to increase physical activity among inactive groups.	2021/2023	Wesport
	We will support the local workforce across the health system to champion physical activity by maximising uptake of training provided by PHE.	2021/2024	NSC PH
	We will develop capacity for local champions for physical activity to connect workplaces, schools, colleges and community settings and physical activity offers, enabling people to connect their interests with available offers.	2021/2024	NSC in partnership with Wesport, VANS

By 2024 we want (Objective)	What we will do (Action)	By when (Timeline) ¹	Delivery Lead
Reduction in inequality in inactivity by increasing engagement in physical activity in the most deprived areas in North Somerset	We will support and expand our Get Active scheme, ensuring that people on low incomes are able to access discounts to leisure centres.	2022/2024	NSC
	We will expand our Health Trainer team and collaborate with Pier Health Group to strengthen and expand the digital, individualised and group-based lifestyle support and coaching being provided to residents across North Somerset and with a focus in Weston-super-Mare.	2021/2022	NSC PH
PREVENTION: Physical activity (older people)			
Reduction in proportion of adults who do less than 30 mins per week	We will work with sheltered and social housing providers to ensure that opportunities to be physically active are available, information provided, and links made to local activities. We will explore feasibility of a health and wellbeing co-ordinator.	2022/2023	NSC PH
	We will support the Live Longer Better movement to support older adults to stay active for longer.	2021/2024	Wesport, NSC
	We will work with North Somerset Together and take a strengths-based approach to build opportunities for community-based physical activity for older people, linking with the volunteering and empowering communities strategies.	2022/2024	NSC, North Somerset Together
Reduction in the prevalence of falls (as measured by hospital admissions for falls)	We will continue to commission the Staying Steady – Ageing Well activity programme for older people.	2021/2022	NSC PH
PREVENTION: Substance use and misuse (children and young people)			
Reduction in underage sales of tobacco and alcohol	We will conduct multi-agency interventions targeted at underage sales of alcohol alongside increase in proactive compliance visits to licensed premises to ensure age related policies and challenge procedures in place.	2021/2022	NSC RS
Reduction in the rate of alcohol-related admissions among those aged <18	We will explore ways to optimise delivery of education about tobacco, alcohol and drug use in secondary schools and youth settings, for instance via our Healthy Schools programme.	2022/2023	NSC PH

By 2024 we want (Objective)	What we will do (Action)	By when (Timeline) ¹	Delivery Lead
PREVENTION: Substance use and misuse (children, young people and adults)			
Reduction in illegal sales of tobacco	We will continue to work in partnership to reduce sales of illegal tobacco.	2021/2022	NSC RS
Refresh tobacco control strategic plan for North Somerset	We will refresh our tobacco control plan to ensure that priorities and actions align with health need, wider system priorities and a reduction in health inequalities.	2021/2022	NSC PH
Reduction in exposure of non-smokers to cigarette smoke and role modelling of smoking	We will deliver a smoke free homes intervention to reduce the exposure of children to cigarette smoke.	2022/2024	NSC PH with Sirona

EARLY INTERVENTION

By 2024 we want (Objective)	What we will do (Action)	By when (Timeline)	Delivery Lead
EARLY INTERVENTION: Mental health (children, young people and adults)			
Improvement in rate of self-reported mental health and wellbeing among young people	We will ensure that trauma-informed practice is implemented for adults and children and regularly refreshed across providers of key services e.g. schools, youth services, criminal justice services, substance use services, police, VCFSE, and public health nursing, working in collaboration with our partners.	2021/2024	All partners
Reduction in number and rate of admissions for self-harm among young people aged 10-24 years	We will review hospital admissions for self-harm, alcohol and drug use among children and young people and identify opportunities for additional support.	2022/2023	NSC PH
EARLY INTERVENTION: Mental health (adults and older people)			
Reduction in prevalence of self-reported poor mental health in the NS population	Building on the North Somerset Workplace Health programme and linking with North Somerset Council's Economy team, we will publicise and maximise implementation of Thrive at Work across workplaces in North Somerset.	2022/2024	NSC
EARLY INTERVENTION: Food, nutrition and food insecurity (adults)			
Reduction in the prevalence of unhealthy weight in the adult population	We will commission a tier 2 weight management service for adults, including a focus on enhancing uptake among those in more deprived areas to reduce inequalities.	2021/2022	NSC PH
	We will review our Health Checks programme and explore opportunities within associated budgets to maximise uptake of Health Checks in primary care, ensuring a focus on those at highest risk through a targeted approach, a reduction in health inequalities, and links with appropriate care pathways.	2021/2022	NSC PH

By 2024 we want (Objective)	What we will do (Action)	By when (Timeline)	Delivery Lead
Reduction in the prevalence of unhealthy weight in the adult population	We will expand our Health Trainer team and collaborate with Pier Health Group to strengthen and expand the digital, individualised and group-based lifestyle support and coaching being provided to residents across North Somerset and with a focus in Weston-super-Mare.	2021/2022	NSC PH
Increase in the percentage of adults eating 5-a-day	We will implement training for midwives and health visitors regarding communication around the issue of food and weight.	2021/2022	NSC PH with Sirona CIC
EARLY INTERVENTION: Physical activity (children, young people and adults)			
Reduction in the percentage of adults who are inactive (<30 minutes per week)	We will promote opportunities to enjoy green spaces and be active via links with North Somerset's Green Infrastructure strategy and the Green Social Prescribing Project.	2021/2022	NSC Note: link to Green Infrastructure Strategy
EARLY INTERVENTION: Substance misuse (adults and older people)			
Increased number of individuals drinking alcohol at high risk that receive screening and brief intervention	In our review of the Health Checks programme, we will consider and aim to optimise referral pathways for those with higher risk alcohol use.	2022/2023	NSC
	We will strengthen delivery of screening and brief interventions in primary care with onward delivery for specialised support where required and engagement with North Somerset's web platform for health support.	2022/2023	NSC PH in partnership
Reduction in the rate of alcohol-related hospital admissions among adults	We will explore opportunities for identification of patients with repeat alcohol-related hospital admissions to develop tailored support and care plans.	2022/2023	NSC PH

By 2024 we want (Objective)	What we will do (Action)	By when (Timeline)	Delivery Lead
	We will ensure that our workplace health programme includes signposting to assessment of alcohol use and referral as appropriate.	2021/2022	NSC PH
Reduction in the rate of drug-related deaths	We will explore opportunities for developing a local hospital-based alcohol and drug service.	2022/2023	NSC and partners
Improved treatment outcomes for people with substance-use dependence	We will continue to optimise delivery of Hepatitis C testing and treatment.	2021/2024	NSC, PHE, WAWY, AWP NHS Trust, BNSSG CCG
Improved treatment outcomes for people with substance-use dependence	We will improve co-ordination of services that support health and wellbeing needs of people with substance misuse and dependence alongside mental health problems.	2021/2024	NSC PH and partners
Increase the number of successful annual quit attempts	We will strengthen our focus on quitting smoking among new parents via public health nurses and brief advice and referral.	2021/2024	NSC PH with Sirona CIC
	We will incorporate new smoking cessation technologies and aids into our service offer in line with best practice and the evidence base.	2021/2022	NSC PH
	We will support, design and deliver new care pathways from secondary care stop smoking support into Smokefree North Somerset in partnership with colleagues across the integrated care system.	2021/2024	NSC PH, NHS Trusts, BNSSG CCG, Local authorities
Reduce the prevalence of smoking among adults (18 years +) across North Somerset to 9.5% or less	We will refresh our tobacco control plan ensuring consideration of how we will address illegal tobacco, underage sales, prevention of uptake, inequalities and enhanced quit rates.	2021/2024	NSC PH

By 2024 we want (Objective)	What we will do (Action)	By when (Timeline)	Delivery Lead
Reduce the prevalence of smoking during pregnancy or at time of delivery to below 6%	We will continue to address smoking in pregnancy across the integrated care system footprint, incorporating new pilot approaches to reducing tobacco-related harms.	2021/2024	NSC PH, BNSSG CCG, NHS Trusts, Local authorities
Reduction of inequalities in smoking prevalence	We will maximise engagement with our stop smoking service, by enhancing access via our new web platform and via links with our workplace health programme, including targeted action to reduce smoking rates in the most deprived areas where smoking prevalence is highest.	2021/2024	NSC PH
EARLY INTERVENTION: All themes (working age adults)			
Improvements in mental health, dietary or physical-activity related health outcomes	We will undertake a review of 'Health in all Policies' across Health and Wellbeing Board partners	2022/2023	NSC and partner organisations
	We will develop and introduce a North Somerset Council healthy workplace accreditation scheme	2022/2023	NSC
	As outlined above, we will implement and pilot up to 8 healthy workplace schemes, developing a programme of support to enable employers to develop and deliver policies and programmes to improve employee health and wellbeing. Learning from the pilots will be used to expand the programme in years 2-3.	2021/2022	NSC PH

THRIVING COMMUNITIES

By 2024 we want (Objective)	What we will do (Action)	By when (Timeline)	Delivery lead
THRIVING COMMUNITIES: All themes			
Introduction of strengths-based approaches to improving health and wellbeing	We will enhance collaboration between economic development and health teams at North Somerset Council, including focused action to embed a co-produced systems approach to economic development focused on wellbeing outcomes.	2022/2024	NSC Corporate Services Directorate and Public Health and Regulatory Services Directorate
	We will introduce strengths-based approaches to improving health and wellbeing linking with the North Somerset Empowering Communities Strategy, Carers Strategy, Digital Inclusion Strategy and Volunteering Strategy and aiming to build communities that are connected, collaborative, resilient and cohesive and which have the capability and efficacy to identify and implement their own solutions. We will ensure actions include those targeted to areas of greatest need.	2021-2024	NSC with VCFSE sector
	We will strengthen links between food programmes via a Community Food Alliance to enhance access to food, food clubs, food banks and other services	2021-2023	NSC with partners
Enhanced capacity to implement community-based approaches to improving health and wellbeing	As outlined above, we will support the development of capacity for local initiatives that improve health and wellbeing e.g. by increasing physical activity, including training for volunteers and community leaders around mental and physical health and wellbeing.	2021/2024	NSC PH, VCFSE sector, Town and Parish Councils

By 2024 we want (Objective)	What we will do (Action)	By when (Timeline)	Delivery lead
Increased availability of tailored community-based approaches to health and wellbeing	As outlined above, we will pilot a programme to promote active travel for journeys to school in five pilot areas, building on mapping of local areas to identify areas of greatest need and use of a school-based reward programme for children	2022/2023	NSC PH
Increased health and wellbeing measures implemented across organisations in North Somerset	We will evaluate the impact of inclusion of social value-related health and wellbeing measures in new contracts	2022/2023	NSC Procurement Team
THRIVING COMMUNITIES: Wider determinants of health			
Reduction in % non-decent homes	We will contribute to the North Somerset Housing Strategy Steering Group, promoting application of public health principles and health and wellbeing outcomes.	2021/2022	NSC Place Directorate
Increase in % homes with good energy insulation			NSC RS
Increase in % homes with good energy insulation	We will continue to promote, educate and provide advice about home energy efficiency and carbon reduction, working in partnership with organisations e.g. the Centre for Sustainable Energy.	2021/2022	NSC RS
Increase in % homes with good energy insulation	We will explore opportunities to commission a stock condition survey of properties in North Somerset to guide next steps for improving thermal efficiency among lower-income households.	2021/2022	NSC RS
Reduced prevalence of domestic violence and abuse	We will contribute to North Somerset's public health approach to violence reduction and the new all agency strategic approach to reducing domestic violence and abuse.	2021/2024	NSC Place Directorate

By 2024 we want (Objective)	What we will do (Action)	By when (Timeline)	Delivery lead
THRIVING COMMUNITIES: Addressing climate change			
Increased self-reported access to, and use of, green spaces	We will contribute to promoting and implementing the North Somerset Council Green Infrastructure strategy and Active Travel Strategy.	2021/2024	NSC Place Directorate and PH Directorate
Increased awareness and knowledge of the environmental impact of smoking	We will introduce a campaign to highlight the extent of tobacco litter discarded in North Somerset each year and the environmental impacts of tobacco litter and production.	2022/2023	NSC PH
Increased requirement for commissioned services to incorporate actions that address climate change	We will encourage service specifications and key performance indicators of commissioned services to include actions to address climate change where possible, building on recent experience.	2022/2023	NSC Procurement