

North Somerset Council

REPORT TO THE HEALTH AND WELLBEING BOARD

DATE OF MEETING: 26 OCTOBER 2022

SUBJECT OF REPORT: JOINT HEALTH AND WELLBEING STRATEGY ACTION PLAN

TOWN OR PARISH: ALL

**OFFICER/MEMBER PRESENTING: DR GEORGIE MACARTHUR,
CONSULTANT IN PUBLIC HEALTH**

KEY DECISION: YES

REASON: APPROVAL OF REFRESHED ACTION PLAN.

RECOMMENDATIONS

The Health and Wellbeing Board are invited to review the refreshed Health and Wellbeing Strategy action plan and to provide any comments and/or approval of the action plan in its updated form. The Board are also invited to review progress in ongoing implementation of the strategy and action plan and plans for funding phase 2 of the action plan refresh process.

1. SUMMARY OF REPORT

This report summarises the refreshed Health and Wellbeing Strategy Action Plan and ongoing progress in implementing the strategy. The updated action plan includes actions agreed as part of phase 1 of the action plan refresh process and a small number of new or updated actions, as outlined in more detail in the report. A communications plan has been implemented to promote the developments made and new actions for 2022/23 progressed, as outlined in the progress update below. Further details about implementation of individual actions is available via the Health and Wellbeing Strategy data dashboard, which is available [here](#).

2. DETAILS

2.1. Refresh of the Health and Wellbeing Strategy Action Plan

The Health and Wellbeing Strategy Action Plan has been refreshed to include actions for the projects approved by the Health and Wellbeing Board in June 2022. In a small number of cases, this has necessitated addition of a new objective.

2.1.1. New objectives

i. Prevention; food, nutrition and food insecurity.

New objective: Increased uptake of interventions that prevent tooth decay in children aged under 5 years.

Rationale: This is a new objective linked to incorporation of a new action regarding provision of oral health interventions for children and young people.

ii. Prevention; substance use.

New objective: Reduction of alcohol-related harm including alcohol misuse and violent crime

Rationale: This is a new objective linked to the new action regarding prevention of alcohol-related harm via targeted action with licensed premises in town centres.

iii. Thriving communities; wider determinants of health

New objective: Advice is provided to the most vulnerable residents in cold homes to improve their living conditions.

Rationale: This is a new objective linked to the new action addressing fuel poverty via the Warmer Homes, Advice and Money project.

New objective: Residents are supported with the cost-of-living crisis through signposting, support and advice

Rationale: Health and wellbeing impacts of the cost-of-living crisis are being addressed via the North Somerset Cost of Living Working Group and the Health and Wellbeing Strategy Oversight Board agreed the importance of referencing this work in the refreshed Health and Wellbeing Strategy action plan.

2.1.2. Actions that have been added, refreshed or removed:

New actions have been included in the refreshed action plan that represent the projects funded as part of the Health and Wellbeing Strategy grants programme conducted in April-June 2022. The individual actions are not reproduced here but are highlighted in yellow in the action plan in Appendix 1, for reference.

In addition to the above actions, the refresh process has included consideration of any actions that require removal (e.g. because they are merged with other actions in the plan; outlined in grey in the refreshed action plan in Appendix 1), amendment (e.g. around the timeline or in response to changes in context around delivery), or inclusion as new actions. New actions are proposed only where the scope is clearly linked to the priority themes and other actions in the Health and Wellbeing Strategy and where progress will be of interest to the Health and Wellbeing Board. Further detail is provided below and the full refreshed action plan can be reviewed in Appendix 1.

2.1.2.1. New actions

i. Prevention; physical activity

Objective: Reduction in the percentage of adults who are inactive

Action: We will encourage residents to complete the health MOT at www.betterhealthns.co.uk for Get Active support and expand awareness of local opportunities for residents to be active (in addition to providing access to support for other areas of health and wellbeing). (2022/2023)

Objective: Reduction in the percentage of adults who are inactive

Action: We will work alongside GP practices to increase physical activity levels of staff and patients, supporting practices to become an Active Practice or Parkrun Practice linking with local Parkrun events. (2022/2024)

Objective: Reduction in inequality in inactivity by increasing engagement in physical activity in the most deprived areas in North Somerset

Action: We will develop walking and cycling provision for social prescribing in Weston-Super-Mare. (2022/2023)

ii. Prevention; substance use

Objective: Reduction in the rate of alcohol-related admissions among those aged <18

Action: We will review care pathways between Weston General Hospital and the Youth Offending Prevention Service's (YOS) Substance Advice Service.

iii. Early intervention; food, nutrition and food insecurity

Objective: Reduction in the prevalence of unhealthy weight (reception and year 6)

Action: We will complete an options appraisal for commissioning children and young people's tier 2 weight management services (2022/2024)

Objective: Reduction in the prevalence of unhealthy weight in the adult population

Action: We will offer the RSPH Level 3 Nutrition for Health qualification and Level 2 Behaviour Change qualification for Healthy Lifestyles Advisors and local tier 2 service providers; and the Level 2 Health Improvement qualification will be made available to volunteers and local health champions

2.1.2.2. Actions that have been refreshed/amended

i. Prevention; substance use

Objective: Reduction in exposure of non-smokers to cigarette smoke and role modelling of smoking.

Previous action: We will deliver a smoke free homes intervention to reduce the exposure of children to cigarette smoke.

New action: We will raise awareness amongst parents on the risks of second-hand smoke exposure through equipping parents with the tools and support to create smokefree homes through a combination of tailored, behavioural smoking cessation support and stop smoking aids to assist them in stopping smoking.

ii. Early intervention; substance use

Objective: Reduction in the rate of alcohol-related hospital admissions among adults

Previous action: We will explore opportunities for identification of patients with repeat alcohol-related hospital admissions in order to develop tailored support and care plans.

Previous action: We will explore opportunities for identification of patients with repeat alcohol-related admissions in order to develop tailored support and care plans.

New action: We will provide early help and more intensive support to individuals to reduce their alcohol use in order to increase life expectancy and quality of life as well as reduce hospital admissions at Weston General Hospital and associated NHS/Adult Social Care costs.

2.1.2.3. Actions that have been removed

i. Prevention; food, nutrition and food insecurity

Objective: Reduction in inequality in prevalence of unhealthy weight at ward-level

Action to be removed: We will support delivery of cooking programmes in schools where the prevalence of unhealthy weight is highest.

Rationale: this action is integrated into the action regarding the community food grants scheme, as cooking projects are eligible to apply for these grants.

ii. Prevention, Physical activity

Objective: Increase in the prevalence of children and young people who are active (>1h/day)

Action to be removed: 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)

Rationale: this action will be merged into development of the forthcoming North Somerset Physical Activity Strategy, which will enable consideration of the most effective and appropriate interventions to be implemented for children and young people in light of data analysis, consultation and feedback, mapping of existing activity, options appraisal and prioritisation of physical activity interventions.

iii. Prevention; physical activity

Objective: Reduction in the proportion of adults who do less than 30 mins per week.

Action to be removed: 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.

Rationale: Specific community-based actions that address physical activity for older people have now been funded and will be provided by Age UK, so this action is captured more specifically elsewhere in the action plan.

2.2. Progress in implementing the Health and Wellbeing Strategy Action Plan

Implementation of new actions for 2022/23 has started and progress for quarter 1 is available via the data dashboard. A summary for quarter 1 is provided in Table 1 below. Currently the majority of actions are either completed (15%) or in progress (58%). A smaller number of actions are not started (27%) which includes two actions that are not yet due to start according to the implementation timeline. However, progress is expected in Q2 and through 2022-23. If there are major challenges to delivery that become evident, these will be identified to the Board. The Health & Wellbeing Strategy Oversight Board meets regularly to review progress and to review risks as well as share good practice and learning.

Table 1. Progress of actions being implemented in 2022-23, Q1.

Status	No. of actions	% of actions
Completed	9	15
In progress	35	58
Not started (incl. 2 actions not yet due to start)	16	27
Totals	60	100

2.3. Phase 2 of the Health and Wellbeing Strategy Refresh

Development of the process for phase 2 of the action plan refresh are underway, and full proposals will be returned to the Health and Wellbeing Board in February 2023 for approval. A proportion of the budget may be used to fund additional capacity to ensure that progress and momentum in implementing the action plan can be maintained and beneficial outcomes maximised.

Table 2. Phase 2 process update regarding refresh of the Health and Wellbeing Strategy Action Plan

Topic area	Indicative funding	Detail
Mental health (adults)	£100K	Plans for allocating funding are being mapped out as part of the development of the all-age North Somerset Mental Health Strategy. The strategy will focus on actions for children, young people and adults. Plans require collation of findings from the adults and CYP mental health needs assessments together with findings from the consultation and engagement process, mapping, and review of evidence of interventions that can most effectively address the recommendations from the needs assessment and consultation. This will ensure that the funding process is strategic and targeted to where funding can ensure the best outcomes for our population.
Mental health (children and young people)	£100K	
Risk behaviour in young people	£50K	A literature review has been conducted to identify and summarise academic evidence and thus to support decision making. Key partners have been identified. Funding will focus on supporting mental health, wellbeing and resilience for young people with highest needs as a way of reducing risk of substance use.
Physical activity	£80K	Funding allocation will be decided as part of development of the North Somerset Physical Activity Strategy, which is currently underway. Decisions will be taking into account evidence and the findings of consultation and engagement and are likely to be made in December 2022-January 2023. Funding allocation will consider other funding streams such as the social prescribing grants programme, green infrastructure projects and the Together Fund, seeking to avoid duplication and ensure synergy. This may involve funding / commissioning specific projects rather than leading a grant funding process.
Green infrastructure	£65K	As above, a funding process is being developed identifying key partners to be involved and gaps to be addressed, that link with the Health and Wellbeing Strategy as well as other North Somerset strategies such as the Green Infrastructure and Active Travel strategies.
Equality, diversity and inclusion	£50K	Initial engagement has been conducted with the North Somerset Council Equality Scheme Implementation Group and the group are likely to be involved in decision making for each work stream to ensure that equality, diversity and

		inclusion are considered and addressed across all funding streams.
Health and wellbeing of carers	£40K	A carers needs assessment is planned to drive decision-making around funding to support the health and wellbeing of carers.

2.4. Communications

Since allocation of the grant funding was agreed by the Health & Wellbeing Board in June 2022, a communications plan and timeline has been agreed with all partners receiving funding. Grant recipients have also been provided with communications guidance to help them to promote their project and work to best effect. The overall aim of the communications is to describe the projects being funded and to demonstrate the impact that the Health & Wellbeing strategy grant funding will make to local communities and populations.

To date five press releases have been published, themed by health topics (e.g. mental health, physical activity), and released via North Somerset Council's newsroom in collaboration with BNSSG ICB. Once projects are well established and from early 2023, case studies and human stories from the funded projects will be shared and promoted via social media.

3. FINANCIAL IMPLICATIONS

Funding for phase 1 of the Health and Wellbeing Strategy action plan has been initiated with phase 2 funding to follow, after approval of proposals by the Health and Wellbeing Board.

4. CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS

The HWB strategy incorporates a range of plans to support action to address climate change, for instance, via requirements to consider climate change being included as contractual requirements where possible, and community-based initiatives that aim to provide local activities and services closer to people's homes, reducing the need for travel. Action to address climate change will be considered during phase 2 of the action plan refresh process.

5. RISK MANAGEMENT

Delivery and implementation of the HWB strategy and action plan is overseen by the Health and Wellbeing Board and risks to delivery of this work will be identified to the Board for discussion and resolution.

6. EQUALITY IMPLICATIONS

The Health and Wellbeing Strategy includes actions targeted to areas of greatest deprivation or health need or prioritise activities that address needs in particular population groups with higher need to address health inequalities. The equality, diversity and inclusion workstream of phase 2 of the action plan refresh will further ensure that equality implications are considered in forthcoming developments to the action plan.

7. CORPORATE IMPLICATIONS

The HWBS reflects North Somerset Council's vision of being open, fair and green via the focus on consultation, engagement, community-focused action, and ongoing review of impact; and a central aim of reducing inequalities. The strategy also aims to support a range of strategies and programmes already in place, such as the Economic Plan, Green

Infrastructure Strategy, Active Travel Strategy, Volunteering Strategy, Carers Strategy, and Libraries Strategy among others, as well as being linked to strategic developments across the ICB.

AUTHOR

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APPENDICES

Appendix 1: Health and Wellbeing Strategy Action Plan (refreshed version October 2022)

Appendix 2: Summary slideset

BACKGROUND PAPERS

None

Joint Health and Wellbeing Strategy 2021-2024

Action Plan



JOINT HEALTH AND WELLBEING STRATEGY 2021-2024

Action Plan (v.October 2022)

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)	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's and a children and young people's mental health needs assessment to support development of the mental health strategy for North Somerset.	2021/2022	NSC PH ¹
	We will provide holiday play schemes for disabled children and 'stay and play' sessions for families with very young disabled children.	2023/24	Springboard Opportunity Group
	We will continue funding of community- based grant programmes to support mental health and wellbeing among children and young people and adults.	2022/24	NSC PH
Publication of all-age mental health strategy for North Somerset	We will develop and publish a multi-agency all-age mental health strategy for North Somerset.	2021/2022	NSC with partners
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	2021/2023	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 with partners

¹ NSC: North Somerset Council; NSC PH: North Somerset Council Public Health; NSC RS: North Somerset Council Regulatory Services.
Yellow text: new or amended actions. Grey text: actions where it is recommended that action is removed and reflected elsewhere.

By 2024 we want (Objective)	What we will do (Action)	By when (Timeline)	Delivery Lead
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 for families in greatest need to attend a targeted online parenting support programme.	2021/2024	NSC
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
	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
	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
	We will continue to provide training around mental health, mental health awareness, suicide prevention and bereavement to professionals and volunteers.	2021/2024	NSC
	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

By 2024 we want (Objective)	What we will do (Action)	By when (Timeline)	Delivery Lead
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
	We will commission a suicide bereavement support group for those bereaved by suicide.	2022/2024	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 areas of North Somerset, including considerations around reducing social isolation and loneliness.	2021/2023	NSC PH Note: Link to the Social Isolation 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

By 2024 we want (Objective)	What we will do (Action)	By when (Timeline)	Delivery Lead
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.	2021/23	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.	2021/2024	NSC PH
	We will develop and deliver a Community Food Leaders Train the Trainer Programme to increase the capacity to deliver Community Food Programmes.	2023/2023	NSC PH
	We will support delivery of cooking programmes in schools where the prevalence of unhealthy weight is highest.	2022/2024	NSC PH
Reduction in inequality in prevalence of unhealthy 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

By 2024 we want (Objective)	What we will do (Action)	By when (Timeline)	Delivery Lead
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
Increased uptake of interventions that prevent tooth decay in children aged under 5 years	We will reduce the percentage of 5-year-olds with tooth decay through targeted toothbrushing pack distribution, commissioning fluoride varnishing programmes and targeted interventions to support specific groups of C&YP at higher risk of poor oral health.	2022/2024	NSC PH
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
	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

By 2024 we want (Objective)	What we will do (Action)	By when (Timeline)	Delivery Lead
	We will incorporate healthy diet to the North Somerset Healthy Workplace programme	2021/2022	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 Food Equality Strategy to address food insecurity and food poverty via these solutions.	2021/2023	NSC PH
PREVENTION: Physical activity (all ages)			
Increase in the prevalence of children, young people, adults and older adults who are active	We will publish a physical activity strategy for North Somerset, setting out our priorities and actions to be taken to increase the proportion of people who are active and to reduce inequalities in activity levels.	2022/2023	NSC PH and partners (Wesport, Locality Partnerships, VCFSE sector and NSC leisure centre management contractors)
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

By 2024 we want (Objective)	What we will do (Action)	By when (Timeline)	Delivery Lead
	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.	2021/2022	Wesport
	We will continue to support the Play Your Way scheme and develop Park Play sessions, enabling families to play together.	2021/2024	NSC PH
	We will implement the national ParkPlay initiative across four open spaces in North Somerset to support families becoming more active together on a weekly basis.	2022/2024	NSC PH
	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 linking with the Better Health North Somerset website.	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	2021/2022	NSC PH

By 2024 we want (Objective)	What we will do (Action)	By when (Timeline)	Delivery Lead
	support (in addition to providing access to support for other areas of health and wellbeing e.g. healthy weight).		
	We will encourage residents to complete the health MOT at www.betterhealthns.co.uk for Get Active support and expand awareness of local opportunities for residents to be active (in addition to providing access to support for other areas of health and wellbeing).	2022/2023	NSC PH
	We will ensure that the healthy workplace programme includes opportunities for increasing physical activity.	2021/2022	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 Together Fund from Sport England to support local community organisations to increase physical activity among inactive groups.	2021/2023	Wesport in partnership with NSC PH and VANS
	We will support the local workforce across the health system to champion physical activity by maximising uptake of training provided by OHID and NSC PH.	2021/2024	NSC PH
	We will work alongside GP practices to increase physical activity levels of staff and patients, supporting practices to become an Active Practice or Parkrun Practice linking with local Parkrun events.	2022/24	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. The RSPH Level 2 Health Improvement qualification will be organised for volunteers and local health champions.	2021/2024	NSC in partnership with Wesport, VANS

By 2024 we want (Objective)	What we will do (Action)	By when (Timeline)	Delivery Lead
Reduction in inequality in inactivity by increasing engagement in physical activity in the most deprived areas in North Somerset	We will re-design our Get Active scheme, ensuring that people on low incomes are able to access discounts to leisure centres and are supported to get active.	2022/2024	NSC PH in partnership with Leisure Service.
	We will continue to coordinate the existing Health Walk programme and will expand and improve groups to target different groups and to include targeted walks from GP surgeries.	2022/2024	NSC PH
	We will develop walking and cycling provision for social prescribing in Weston-Super-Mare.	2022/2023	NSC PH in partnership with NSC Transport and Pier Health
	We will expand our Healthy Lifestyles Advisor team and collaborate with Pier Health Group to strengthen and expand our Get Active offer of 12 weeks individualised support to inactive residents across North Somerset, with a focus in Weston-super-Mare.	2021/2023	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 to support this.	2022/2023	NSC PH
	We will connect the pilot Ageing Well work for Live Longer Better into local systems across health, VCSE and the council. Cascading the Live Longer Better training amongst healthcare professionals and the VCSE sector.	2021/2024	Wesport, NSC

By 2024 we want (Objective)	What we will do (Action)	By when (Timeline)	Delivery Lead
	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
	We will increase the number and variety of exercise and movement classes and events for older people.	2022/24	Age UK Somerset
Reduction in the prevalence of falls (as measured by hospital admissions for falls)	We will continue to commission the Ageing Well Physical Activity scheme for older adults linking with other provision for older adults, to include Staying Steady, Escape Pain and Fall Proof.	2021/2024	NSC PH
PREVENTION: Substance use (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 an increase in proactive compliance visits to licensed premises to ensure age related policies and challenge procedures are in place. The 'No proof of age no sale (NPOANS)' toolkit will be used to support premises with age related sales checks.	2022/2024	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
	We will review care pathways between Weston General Hospital and the Youth Offending Prevention Service's (YOS) Substance Advice Service.	2022/2023	NSC PH
PREVENTION: Substance use (children, young people and adults)			
Reduction in illegal sales of tobacco	We will collate intelligence and work in partnership with the Regional Trading Standards Investigation Team (SW) to reduce sales of illegal tobacco.	2021/2022	NSC RS

By 2024 we want (Objective)	What we will do (Action)	By when (Timeline)	Delivery Lead
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 raise awareness amongst parents on the risks of second-hand smoke exposure through equipping parents with the tools and support to create smokefree homes through a combination of tailored, behavioural smoking cessation support and stop smoking aids to assist them in stopping smoking.	2022/2024	NSC PH
Reduction of alcohol-related harm including alcohol misuse and violent crime	We will reduce short term harms relating to alcohol misuse by working more effectively with licensed premises to reduce risk for: hospital admission, impact on young people and feeling of safety in town centre.	2022/2024	NSC PH&RS (Licensing team)

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
	We will provide additional specialised counselling and peer support for people who have experienced domestic abuse, including children and young people.	2022/2024	VANS
EARLY INTERVENTION: Food, nutrition and food insecurity (children, young people and adults)			
Reduction in the prevalence of unhealthy weight (reception and year 6)	We will complete an options appraisal for commissioning children and young people's tier 2 weight management services	2022/24	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 continue to commission tier 2 weight management 12-week programmes for adults, including a focus on enhancing uptake among those in more deprived areas to reduce inequalities.	2021/2024	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
Reduction in the prevalence of unhealthy weight in the adult population	We will expand our Healthy Lifestyles Advisor team and collaborate with Pier Health Group to strengthen and expand the 12-week individualised and group-based weight management support, to also include follow on support from 12 weeks onwards, to residents across North Somerset with a focus in Weston-super-Mare. As part of this, we will offer longer term support groups, for up to a year, for individuals who have completed 12 weeks of support with a Healthy Lifestyles Advisor.	2021/2024	NSC PH
	We will offer eat well and weight loss groups for adults in workplaces or studying who wish to access support to introduce or maintain healthy lifestyle behaviour changes in a group setting, through the Healthy Lifestyle Advisors.	2022/2024	NSC PH
	We will offer the RSPH Level 3 Nutrition for Health qualification and Level 2 Behaviour Change qualification for Healthy Lifestyles Advisors and local tier 2 service providers; and the Level 2 Health Improvement qualification will be made available to volunteers and local health champions.	2022/2023	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

By 2024 we want (Objective)	What we will do (Action)	By when (Timeline)	Delivery Lead
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 use (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 in order to develop tailored support and care plans.	2022/2023	NSC PH
	We will provide early help and more intensive support to individuals to reduce their alcohol use in order to increase life expectancy and quality of life as well as reduce hospital admissions at Weston General Hospital and associated NHS/Adult Social Care costs.	2022/2024	NSC in partnership with We Are With You and WGH
	We will ensure that our workplace health programme includes signposting to assessment of alcohol use and referral as appropriate.	2021/2022	NSC PH

By 2024 we want (Objective)	What we will do (Action)	By when (Timeline)	Delivery Lead
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 set up a new Combatting Drugs Partnership for North Somerset to provide strategic leadership across the scope of substance misuse related activity delivered by partners in the local area.	2022/2024	NSC and partners
	We will continue to optimise delivery of Hepatitis C testing and treatment.	2021/2024	NSC, UKHSA, WAWY, AWP NHS Trust, BNSSG ICB
	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 ICB, 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 ICB, 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 a North Somerset Physical Activity Strategy	2022/2023	NSC PH and Leisure Service
	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
	We will improve understanding of the health and wellbeing of taxi drivers to identify interventions needed to help promote and improve their health and wellbeing.	2022/2023	North Somerset Male Health Stakeholder Group

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
	We will develop a Befriending Alliance and build on existing provision to enhance befriending services across North Somerset and to meet mental health needs.	2022/2024	VANS & BNSSG ICB
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 including food and nutrition.	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
	We will continue to provide grant funding of community-based programmes to support improved diet and nutrition and/or to address food insecurity among children, young people and/or adults.	2022/2024	NSC PH
	We will provide a new approach to addressing emergency food needs by linking Weston-super-Mare Food Bank with Food Club membership, providing longer term access to affordable food, linking the service with an offer of financial inclusion and life skills support.	2022/2024	Weston-super-Mare Food Club and Food Bank
	We will develop an asset-based and place-based approach to tackling health inequality by building on the strengths of local people's experience and skills to support them to stay connected with their local communities, increasing their resilience and wellbeing.	2022/2024	For All Healthy Living Centre
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
	We will create a bank of breastfeeding peer supporters who can support with coordinating local community activities linked to local Breastfeeding Support Groups.	2022/2024	NSC PH
	We will provide a series of engagement activity days and short courses to enable individuals to access outdoor-based activities and to address health inequalities.	2022/2024	Osprey Outdoors CIC
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

By 2024 we want (Objective)	What we will do (Action)	By when (Timeline)	Delivery lead
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
Advice is provided to the most vulnerable residents in cold homes to improve their living conditions.	We will support and expand the Warmer Homes, Advice and Money (WHAM) project helping the most vulnerable residents in cold homes to access advice on energy, money, benefits and carrying out home repairs.	2022/2024	NSC Private Sector Housing
Residents are supported with the cost-of-living crisis through signposting, support and advice	We will support implementation of the North Somerset Cost of Living Working Group Action Plan, ensuring that the health and wellbeing impacts of the rising cost of living are addressed through partnership action.	2022/2023	NSC Corporate Services 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