

Chelmsford

health & wellbeing plan
2016 - 2019

“Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.”

World Health Organisation, 1948

1 foreword



In Chelmsford, we are committed to improving the health and wellbeing of our residents and communities, by working in partnership with local organisations and ensuring people feel empowered to achieve and maintain good health.

This new Health and Wellbeing Plan for Chelmsford will be the key to ensure that priorities for promoting health in our district are identified and work is undertaken to address them.

We are proud that the majority of our residents lead healthy and fulfilling lives, but as highlighted within this Plan, this level of good health is not shared across the entire district. There are significant issues such as differences in life expectancy across Chelmsford, high levels of obesity, isolated pockets of deprivation, and an increase in older adults suffering from hip fractures, indicating that there are some serious health and wellbeing issues that need to be addressed.

By assessing the evidence and successfully evaluating current initiatives and projects, we will endeavour to face the public health challenges that we all collectively share a responsibility for.

Chelmsford City Council will ensure that the health and wellbeing aims and priorities within this Plan emulate those that are highlighted within Essex County Council's forthcoming Public Health Strategy. We will continue to work together in a strategic and consistent manner, to enable the benefits of health and wellbeing to be available to all residents of all ages throughout Chelmsford City.

Cllr Ian Grundy
Cabinet Member for Safer Communities

2 introduction

Many factors can affect our health and wellbeing; issues such as unemployment, poor housing and feeling unsafe can all impact upon mental and physical health.

In Chelmsford, whilst the majority of our residents lead healthy, active and prosperous lives, we continue to have isolated health and social problems, including:

- Increasing excess weight and obesity amongst children and adults
- High levels of hip fractures in the over 65s

- High levels of alcohol consumption and binge drinking
- 14% of adults within the district are smokers, and whilst this is just below the England average, it is a key issue to tackle
- Less than 1 in 5 adults meet the recommended 30 minutes of daily physical activity

Our aim is to mitigate such factors, as well as encourage and empower people to take a more active role in their own and others' physical and mental health, by promoting healthy weight management through diet and physical activity, controlling excess alcohol intake and supporting people to stop smoking or find local services to help improve their wellbeing.

Furthermore, through the work of the Essex Health and Wellbeing Board and our local health and wellbeing group – Livewell Chelmsford – we aim to keep track of the work that is being undertaken to address our main health and wellbeing priorities, and review our approach to ensure evidence-based, best practice is achieved.



3our vision

Our Vision

Our vision is to work with communities and residents to reduce health inequalities and improve the opportunities for adults and children so that they can enjoy a healthy, safe and fulfilling life.

By joining the Healthy Cities Network, we have demonstrated that we are committed to embedding health and health equity in all local policies. Furthermore, by working with other organisations, we form part of a strong collective voice for public health and sustainable development.

We want the district covered by Chelmsford City Council to be a place where:

- the physical environment in which our residents live, will improve their health and wellbeing
- children grow up to reach their full potential and are happy
- older people feel valued and supported in their local communities
- people have access to good employment and work opportunities
- people stay healthy and enjoy life but have resilience to cope with life's changes
- people can expect to enjoy good health, whatever their social or economic circumstances

Principles have been identified that should underpin all health and wellbeing work in Chelmsford:

- A commitment to a partnership approach to improving health and wellbeing in the district
- A focus on prevention of ill health and early intervention
- On-going and effective communication, co-production and engagement with partners and residents about health issues
- Contribute to achieving effective health services



4our priorities

Health and wellbeing priorities for Chelmsford City Council have been established utilising the data and information captured within the Public Health Profile (2015) and the Local Authority Portrait for Chelmsford (2016), which form a part of the Joint Strategic Needs Assessment and the Joint Health and Wellbeing Strategy for Essex (2013-2018).



The key health and wellbeing priorities within the Chelmsford district are:

- Alcohol and substance misuse, including alcohol related violence
- Loneliness and social isolation
- Poor housing including fuel poverty and thermal comfort
- Hip fractures in the over 65s
- Obesity in adults and children

We will tackle such priorities through our commitment to working in partnership with local organisations, ensuring the transparency and harmonisation of ideas.

5 livewell chelmsford

Improvement in health and wellbeing can be most effectively delivered in partnership through the Livewell programme. We will work with local organisations, community groups and stakeholders under the umbrella of Livewell as part of a joint approach to tackling similar health priorities across the Mid Essex area.

The Livewell branding enables work to be categorised in relatable formats, which can be used to convey appropriate messages through social marketing.

Accordingly, we will utilise 5 key themes to address our main priorities within the Chelmsford district:



**livewell
bewell**

bewell

People of all ages, backgrounds, shapes, sizes and abilities can benefit from being physically active.

We will encourage more people to undertake regular physical activity, and provide more safe open green spaces for people to enjoy.



**livewell
eatwell**

eatwell

Healthy eating means consuming the right type and quantity of food from all food groups in order to lead a healthy life.

We will raise awareness across the district about eating and accessing healthier and more sustainable diets.



**livewell
feelwell**

feelwell

Assisting with a state of mental wellbeing in which every individual realises his or her potential and can cope with the normal stresses of life.

We will ensure that our services and facilities contribute to positive mental and emotional wellbeing.



**livewell
staywell**

staywell

Sign posting to the right clinical services at the right time, including health checks.

We will work together with the community and professionals to ensure our residents have access to the best local clinical services.



**livewell
agewell**

agewell

Assisting with planning for a healthier retirement.

We will endeavour to encourage people to look at improving their health and wellbeing now, to be able to lead a better quality of life in the future.

ourwork

In addition to our core services, including Housing, Benefits, Planning, Parks, Street care, Licensing, Leisure and Waste Management, we also carry out additional work, solely dedicated to improving the health and wellbeing of all residents across the Chelmsford district.

Examples of some of our public health improvement work:

be**well**

Motivating physical activity

Encouraging Women into Sport with "WoME**n** TIME"

Research carried out by Sport England highlights a significant difference in the number of men and women playing sport and keeping physically active, indicating that whilst females are keen to be more active, they fear being judged.

"WoME**n** TIME" was recently introduced in Chelmsford, to provide opportunities for females aged 14 and over to be more active or try a new sport, in a friendly and non-competitive environment. This project has been funded by Sport England to enable more women to be active over the next three years.

Outdoor Gyms

Many people enjoy exercising outdoors, and outdoor gyms can add further opportunities to improve fitness levels in parks and open spaces.

Chelmsford Council has two outdoor gyms; one at Chelmer Park, and one at Compass Gardens in South Woodham Ferrers.

Each gym contains 13 pieces of low impact, resistance-based equipment, suitable for young people from the age of eight to adults of any age.

These gyms enable users to exercise and have fun whether they're out walking the dog or enjoying the park with friends and family.

eat**well**

Encouraging healthier eating

"Tuck IN" to a Healthier Take Away

As part of our aim to achieve healthier diets with a reduction in excess weight in children and adults and reductions in recorded diabetes, we intend to focus on helping people make informed food choices, and also work with local independent food retailers to enable healthier options to be purchased.

Subsequently, we have introduced an Essex-wide project called Tuck IN across the Chelmsford district, encouraging local independent takeaways to sign a pledge to reduce the amount of salt, sugar and fat in the foods provided.

Allotment Schemes

Research suggests that allotments and community gardens can support mental health and wellbeing, increase physical activity and encourage a nutritious diet.

We have over 20 allotments available to the public within the district and more than 850 plots were let in 2014. With the numerous health benefits associated with owning an allotment, we recognise that it is important to maintain and encourage food growing across our City. We are committed to encourage our allotment schemes and community gardens, and seek further opportunities where food growing could take place.

stay**well**

Assisting healthy lifestyles

SOS Chelmsford

Chelmsford has a vibrant night time economy, and the City centre is particularly busy on Friday and Saturday nights. "SOS Chelmsford" is an exciting new joint night time economy initiative funded by the Late Night Levy, the Safer Chelmsford Partnership and the Mid Essex Clinical Commissioning Group. The purpose built dome is situated in the high street between the hours of 22:00 and 04:00 on a Friday and Saturday night offering medical triage, and a place of safety to meet the needs of people who are unwell, distressed or vulnerable as a result of excessive alcohol consumption.

Smoking Cessation and Litter Campaign

According to the local authority portrait for Chelmsford (2016), approximately 14% of adults living within the Chelmsford district are smokers.

In 2015, we introduced a new initiative to combat cigarette litter and also help people to stop smoking too. People issued with a £75.00 fixed penalty notice for dropping smoking-related litter, such as cigarette butts or empty cigarette packets, can have their fine reimbursed if they choose to engage with free, local support services and successfully give up smoking.

feelwell

Supporting mental health and wellbeing

The "Keep Safe" Scheme

The Keep Safe scheme has been operational in Chelmsford since 2012. It is a scheme offering vulnerable people safe havens, which have been identified across the district, for people to go into if they find themselves in trouble for any reason, for example if they have lost their carer, phone, purse or have been a victim of hate crime.

"Heart and Sole" Health Walks

Walking can benefit health in a number of ways. Not only can it improve physical fitness, but it can also support mental wellbeing. Our Health Walk scheme, Heart and Sole, offers people the opportunity to join a guided walk in Chelmsford's countryside, enabling those of all levels of fitness to be more active and enjoy the outdoors.

agewell

Staying well later in life

Dementia Friends

We want to live in a society where people with dementia feel included, involved and have choice and control over their day to day lives.

According to local prevalence data, more than 20,000 people in Essex, and more than 2,000 people in Chelmsford, are living with dementia. In May 2015, Chelmsford officially became a Dementia Friendly Community. The objective of this title is to sign up partners, services, activities and businesses within Chelmsford to increase their knowledge and understanding of dementia. By working with these partners, we can help to remove any barriers that stereotyping can bring to ensure we create a district where people with dementia, their families and carers can continue to lead happy, healthy and fulfilling lives.


Since Chelmsford's launch as a Dementia Friendly Community, 153 people have undergone training to become a Dementia Friend, and 6 have become Dementia Champions, allowing them to continue to train others.

Annual Older People's Information Day

Each year, in collaboration with the Partnership Action Group for Older People, we arrange an event, which is dedicated to providing older people with relevant information and guidance on what local services are available to them.

In 2015, the event provided 350 attendees with the opportunity to gather information from 26 different information stands. The day also featured insightful presentations from Trading Standards, Age UK, First Buses, Barclays, British Health Foundation and Essex County Council who spoke about retirement homes.





Connect Well

connecting you with help & wellbeing support

With increasing evidence to support the use of social interventions for improved health and wellbeing, we have recently worked in partnership with a range of organisations to coordinate the launch of a new social prescribing model across Mid Essex called "Connect Well". A new website has been developed to enable residents to find and/or be referred to local services that could benefit their health in a number of ways, including smoking cessation and alcohol support services, fitness and social clubs.

7 taking health & wellbeing forward

We aim to ensure that the outcomes of health and wellbeing work that has already been implemented will be effectively evaluated providing an evidence base to enable successful projects to continue.

Furthermore, through close partnership work, and the collaboration of ideas within our local health and wellbeing group – Livewell Chelmsford – we will continue to explore opportunities to implement new and innovative schemes that effectively promote good health.

What will Success Look Like?

Success will be measured by the delivery of the targets for each of the priorities, but longer term, will be measured against improvements in the Public Health Profile indicators identified for the Chelmsford district.





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