



# Health and Wellbeing Plan 2022-2025

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# Foreword

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The health and wellbeing of New Forest residents is of paramount importance to New Forest District Council. We recognise that whilst the area is generally a healthy place to live, there are health inequalities and challenges that affect the wellbeing of residents. The pandemic has also increased the existing health inequalities within our Communities.

Adopting a healthier lifestyle leads to many positive benefits, not just for the individual but also for the wider District, in terms of social, economic and environmental outcomes.

The Council's health and wellbeing plan has been prepared using available evidence to identify issues, agree priorities and develop action plans to tackle health inequalities and improve the health and wellbeing of residents.

I fully endorse this plan and support a coordinated approach by agencies to make it as easy as possible for anyone, whatever age, to improve their health and wellbeing by providing opportunities to live a healthier and more fulfilled life.



**Cllr Geoff Blunden**

# Introduction

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The health and wellbeing of residents of the New Forest is pivotal to living a happier, healthier and potentially longer, more fulfilled life but it also has an impact on the District's economy and prosperity, including the desire to create more sustainable communities.

This plan looks to put health and wellbeing at the heart of the Council's services, with the aim to reduce health inequalities and sustain and improve the health and wellbeing outcomes of our local communities.

Population health data, local information, our statutory duties in relation to health and

wellbeing and our partnership working role, have all assisted in the development of the plan and identifying the priorities.

The health and wellbeing plan will be reviewed annually to measure performance against the priorities and actions.

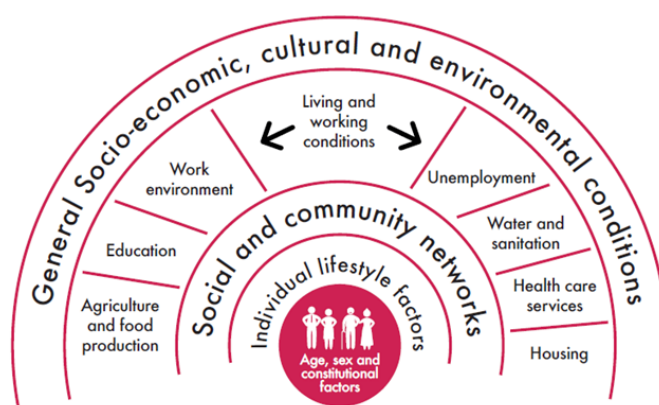
This document will support the Council in evidencing its Corporate Plan priorities and, where possible, attract extra investment to deliver and expand the delivery of interventions that will meet the key health inequalities as evidenced.

# National Context

In 2010 Michael Marmot's review (Fair Society, Healthy Lives) helped to shape national government strategy. It identified strong links between non-medical factors and unequal health outcomes. Health is closely linked to the environments within which people are born, grow, live, work and age and inequalities in power, money and resources impact on the health of an individual.

These factors are referred to as the social determinants of health.

The Marmot Review states that action on health inequalities requires action across all the social determinants in order to make an effective impact. The determinants of health can be seen in the diagram below.



Determinants of Health. From Dahlgren and Whitehead (1993)

The Marmot Review ([Health Equity in England: The Marmot Review 10 Years On](#)) identified 6 areas that have the biggest impact and should be a priority:

- Give every child the best start in life.
- Enable children, young people, and adults to maximise their capabilities to have control over their lives.
- Create fair employment and good work for all.
- Ensure a healthy standard of living for all.
- Create and develop health and sustainable places and communities.
- Strengthen the role and impact of ill health prevention.

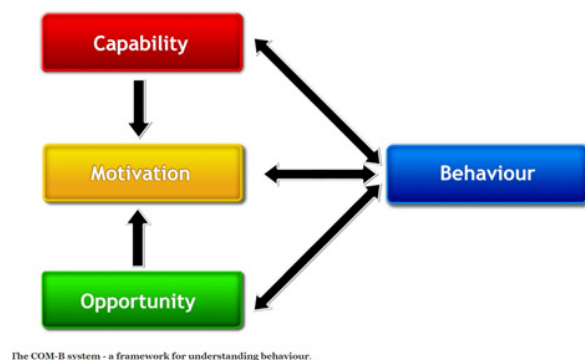
The UK Chief Medical Officers state that “If physical activity were a drug, we would refer to it as a miracle cure, due to the great many illnesses it can prevent and help treat.”

Health professionals all agree that increasing levels of physical activity and decreasing levels of inactivity have the biggest impact on health. Whatever your age, there is strong scientific evidence that being physically active can help you lead a healthier and happier life.

People who exercise regularly have a lower risk of developing many long-term (chronic) conditions, such as heart disease, type 2 diabetes, stroke, and some cancers. Research shows that physical activity can also boost

concentration, educational attainment, self-esteem, mood, sleep quality and energy, as well as reducing your risk of stress, clinical depression, dementia and Alzheimer’s disease.

In order to create behaviour change and increase levels of physical activity everyone need capability, motivation and opportunity. There is also a need to ensure that there are affordable, accessible, and sustainable leisure facilities, and access to green open spaces, and that there are strong clubs, organisations and leaders to ensure that residents have the skills, knowledge and permission to use the facilities.



Physical activity can refer to formal activity (traditional sports and activities), informal activity (i.e. walking for leisure, cycling and informal games), and active travel (activity in order to reach a destination).

According to Sport England data, the demographics that are the most inactive are those most susceptible to the highest health

inequalities. These groups will be targeted within the plan and include:

- Children and young people
- Older people
- Women and girls
- Those with long term health conditions
- Those in lower socio-economic groups

Evidence demonstrates that there are 5 steps that help to improve an individual's mental health and wellbeing. [The Five Steps to Mental Wellbeing](#) are promoted by Mind and the NHS at individual, local and regional level interventions. Supporting programmes that increase some of these aspects of wellbeing will help to improve community wellbeing.

The Five Ways are:

- **Connect**  
Good relationships and connecting with others.
- **Be Active**  
Regular exercise.
- **Take Notice**  
Be aware of the world around you and your feelings.
- **Keep Learning**  
Learning new skills.
- **Give**  
To the wider community such as volunteering.

Asset-based community development builds on the strengths and potential that exists within communities to create sustainable development. Working with communities and empowering them to have control over their lives and the ability to develop their communities by place shaping and delivering asset-based community development interventions will improve their connection and wellbeing.

# Regional Context

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There are many organisations and partners delivering the Health and Wellbeing agenda ranging from Government departments to individuals within local communities.

The emerging Integrated Care System will see the development of the Integrated Care Partnership (ICP) which will set the system strategy and priorities for Hampshire and the Isle of Wight. This partnership will oversee the Hampshire Health and Wellbeing Board, which will set the strategy locally, feed in to the ICP and guide the Hampshire Health and Care partnerships. The Council will have a role to play within the structure with other health care providers in shaping priorities, supporting the delivery of transformation programmes and working in collaboration with partners.

The transformation programmes include:

- Children and young people
- Mental health
- Learning disabilities and
- Prevention

The arts and cultural sector have an important role to play in empowering communities to shape their place. Within the District we have some strong cultural organisations, creative individuals and opportunities to develop engagement and participation in the arts for the enhancement of communities.

Energise Me (Hampshire's Active Partnership) consulted widely with people and organisations to produce We Can Be Active, a physical activity strategy for Hampshire & the Isle of Wight. It was co-sponsored by the 4 Public Health Teams, Hampshire, Southampton, Portsmouth, and the Isle of Wight. The Council were contributors to the [We Can Be Active Strategy](#) which will shape some of our delivery.



# Hampshire Health and Wellbeing Strategy

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[A Strategy for the Health and Wellbeing of Hampshire](#) was compiled on behalf of the Hampshire Health and Wellbeing Board. The priorities within the strategy are informed by the [Hampshire Joint Strategic Needs Assessment \(HJSNA\)](#). This is the primary source of information as it looks at current and future health and wellbeing needs within our population. This looks at the social determinants of health locally and identifies actions that can impact on the objective of supporting health improvement.

The 'Strategy for the Health and Wellbeing of Hampshire' identifies the key priorities for improvement which will have the biggest impact on health and wellbeing across their 4 priority areas (Starting Well, Living Well, Ageing Well and Dying Well).

These key priorities are:

- Working in partnership
- Increasing physical activity
- Reducing smoking and obesity
- Improving mental health
- Enabling people with long term conditions to live healthier lives for longer

- Creating healthier home environments to allow people to stay independent
- Supporting people at end of life
- Improving access to bereavement support and training for conversations.

Some of these priorities align with those identified in the Council's Corporate Plan. Where this is the case, we may take a lead role or work in partnership with other organisations. Where they are not identified as such, we will look to work with and signpost to other organisations and support them wherever possible in delivering their role across the District.

# Local Context

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The Council has a number of roles in health which include supporting the delivery of the public health priorities of Hampshire County Council in ensuring the best possible outcomes for our residents. We act as a “networker”, “enabler” and also a “facilitator” and have the local knowledge and expertise to support the delivery of health services for our communities. We will also work with our residents to ensure that they are included in co-designing and co-producing the necessary interventions to ensure that they are sustainable.

The health landscape is a very complex system and we are one of many organisations addressing health and wellbeing. By working closely with our partners we will look to support a whole system approach and deliver efficient, targeted and coordinated health and wellbeing services, ensuring our resources are used in an effective way by working in a delivering, coordinating, advisory, supportive, assisting and sign-posting role.

The Council’s health and wellbeing plan has been created to support the outcomes identified in the “Strategy for the Health and Wellbeing of Hampshire” where they align with the priorities of the Council.

The Council’s Corporate Plan priorities include:

- To work with partners to improve the health and wellbeing of our residents.
- To ensure that public health prevention principles are embedded across all council services.
- To increase the level of physical activity within the District, working with providers for affordable, accessible, and sustainable leisure facilities.
- To help ensure the New Forest is a safe place to live, work and visit.
- Ensuring that new development in the District creates healthy environments.
- Delivering through new development additional open space, play equipment and habitat creation.
- To increase cycling and walking routes across the District.

Many Council services contribute to the social determinants of health which include housing, planning, environmental health, economic development and community safety. This document does not sit in isolation, as other services will be delivering actions which contribute to the priorities in this plan through their own service specific strategies.

The priorities within this plan focus on three areas that are joint priorities identified in both the Hampshire Strategy and the Council's Corporate Plan which are:

- Working in Partnership
- Increasing Physical Activity
- Improving Mental Wellbeing

In order to deliver to a sustainable and effective model of behaviour change we will look to support the ambitions of the Strategy for the health and wellbeing of Hampshire to:

- Improve services so that they deliver good accessible and joined up support for those in most need.
- Champion co-production and engagement so that the voice of residents whatever their age and background is better reflected in the design and delivery of health support.
- Use local networks, knowledge, and partners to ensure activities are joined up and respond to community need.
- Work with partners to ensure our activities are aligned or combined where this is practical.
- Take a whole system approach to tackle the areas of biggest health inequalities.

## Deprivation

Evidence shows that there is also a causal link between health inequalities and economic inequalities. People living in the poorest neighbourhoods in England will, on average, die seven years earlier than people living in the most affluent neighbourhoods. People living in poorer areas will also spend more of their lives in ill health.

A key priority will be to support individuals and communities in the most deprived areas, with the aim of improving their health and reducing the level of inequality. The Index of Multiple Deprivation (IMD) which ranks relative deprivation across neighbourhoods in the UK highlights some areas in the District amongst the top 20 % most deprived in the country.

The locations with the highest levels of deprivation in the New Forest are:

- Holbury and Blackfield
- Langdown and Butts Ash
- Calmore and Totton
- New Milton East and West
- Pennington

The IMD measures different aspects of deprivation and records them in Lower Super Output Areas (LSOA) and are ranked nationally. The Income Deprivation Affecting Children Index (Children 0-5 living in income deprived households) and the Income Deprivation Affecting Older People Index (those aged over 60) are supplementary indices produced alongside the Income Deprivation Domains. As expected, these areas mirror those of the IMD.

Comparing the top areas on the various indices we can see that there are certain places that are represented repeatedly. The table below highlights these areas:

Multiple Deprivation	Deprivation Affecting Children	Deprivation Affecting Older People	Wellbeing Index	Levels of Physical Activity
Holbury and North Blackfield	Holbury and North Blackfield	Holbury and North Blackfield	Holbury and North Blackfield	Holbury South, Holbury North, Blackfield and Fawley
Langdown and Butts Ash	Langdown and Butts Ash	Langdown and Butts Ash	Furzedown and Hardley	Langdown and Dibden Purlieu
New Milton East	New Milton West	New Milton	Milton	New Milton West
New Milton West		Fernhill	Fernhill	Barton on Sea
Pennington	Pennington	Pennington	Pennington	New Milton East
	Totton and Eling	Calmore	Totton East	Totton Calmore and Totton Town
			Ringwood South	Ringwood South

*NB-The geographical areas identified above are references to particular areas set out in various documents, including the Joint Strategic Needs Assessment and Sports England data and do not necessarily match Ward boundaries of the District Council.*

These areas will require a whole system approach to tackle the issues that are impacting on these communities. Many different organisations are working within these communities and a collaborative approach is required to assist in supporting improved outcomes.

## Working in partnership

Tackling the health inequalities across the district is a complex issue and requires a whole system approach. This approach is defined as responding to complexity through a dynamic way of working, by bringing stakeholders, including communities, together to develop a shared understanding of the challenge and integrate action to bring about sustainable long-term systems change.

The Council will look to implement the whole system approach by improving departmental collaboration and through working in partnership with others to deliver the objectives of the plan.

The Council will engage with the Integrated Care System at various levels, including the Integrated Care Board, the Integrated Care Partnership and the Primary Care Networks to support the strategic delivery of local need.

The importance of working with key partners across the New Forest is recognised including the public sector, private sector and voluntary and community groups. Officers will work collaboratively across the Council on health and wellbeing themes and also engage with Town and Parish Councils and other District and Borough Councils to build on their role in delivering action on the wider determinants of health.

To achieve sustainable outcomes and affect behaviour change, we must also ensure that the residents are engaged and empowered to be involved in making the improvements to their health.

The Council is a key contributor in delivering, facilitating and supporting some of the local priorities identified in the strategy for the Health and Wellbeing of Hampshire.

This plan will identify new partnership opportunities which support the achievement of our objectives.

## Physical Activity

There are many [benefits of being physically active](#). Those areas which are most at risk from the impact of the wider determinants of health are those in deprivation. We can see a correlation between the activity levels by MSOA (below) and the previous stated areas of deprivation. Those who could benefit the most from being more active are generally

in areas with higher rates of inactivity. There are other factors that may impact on activity levels, such as an older population or long term health conditions and being active is important for continued independent living and to enable residents to live longer, better.

The Middle Super Output Areas with higher rates of inactivity are<sup>[1]</sup>:

MSOA Name	Place Name	Inactive by % (less than 30 minutes of activity per week)
New Forest 021	New Milton East	26.67
New Forest 002	Totton Calmore	24.90
New Forest 020	New Milton West	24.48
New Forest 004	Totton Town	24.23
New Forest 011	Langdown and Dibden Purlieu	23.51
New Forest 022	Barton on Sea	23.16
New Forest 014	Holbury North, Blackfield and Fawley	22.52
New Forest 013	Holbury South	22.51
New Forest 012	Ringwood South	22.28

[1] Sport England Small Area Estimates

## Mental Health

There can be a wide range of causes of mental health problems. For many people it is likely that there is a complicated combination of factors that can result in ill health. Different people can be affected differently by the various issues. Lifestyle factors such as diet, activity levels, lack of sleep etc, can affect your mental health and your resilience to deal with the impact of the wider causes. However there is often a combination of wider factors which may include economic, social and environmental factors.

Hampshire County Council Public Health have created a [Mental Wellbeing Index](#) which ranks the mental wellbeing of lower super output areas of the county. This looks at the vulnerabilities of those areas against a range of wider determinants. Each area is then ranked with regards to its vulnerability against these determinants. It demonstrates that there is a strong link between poverty and the impact on mental wellbeing. It also demonstrates that within these areas there are also strengths.

Certain groups are more vulnerable to the causes of poor mental health. Those in the Farming Industry, those in poverty and those who are socially isolated are all at heightened risk of poor mental wellbeing. Within the District these groups are represented.

Suicide is a particular problem affecting men. Males account for 77% of suicides, often associated with unemployment, debt, redundancy and social isolation. A specific and concerted programme to tackle some of the specific issues that lead to suicide, will be explored.

Programmes that can implement aspects of the Five Ways to Wellbeing should be promoted and implemented. Arts and cultural activity can play an important role as a key contributor to supporting the mental wellbeing of residents. The Council is a member of the consortium delivering the Culture in Common programme which will be engaging and empowering identified communities across the District to have the ability to shape their place, connect, learn new skills and have pride in contributing to their community.

As we have seen, the stubborn inequalities will need a whole system approach to tackle the issues impacting on communities. To achieve this, a concerted effort will be required in these particular areas and they should form the basis of collaborative working. We will also need to work WITH the communities rather than imposing interventions. It is crucial that communities have the ability to build on local strengths and are empowered to overcome the challenges they face, in order for the impacts to be engaging and sustainable.



# Action Plan



**Set out below are the Council's actions against each priority to improve the health and wellbeing of the residents of the District.**

# Priority 1

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**To work in partnership with other agencies to share resources and ensure cross organisational working to achieve better health and wellbeing outcomes for our residents.**

## **We Will:**

- Establish a Healthier New Forest Partnership and produce an action plan to target priorities.
- Work with the National Park and local health partners to deliver the Green Health Hub, to maximise the health opportunities of the natural environment.
- Engage with the 'District and Borough Wellbeing Leads' meeting to ensure strong representation to the Health and Wellbeing Board's local priorities.
- Support the reduction of anxiety linked to energy price increases and winter related deaths through continued active engagement with the Warmer Homes Collaboration.
- Support the community safety outcomes for local residents through the Safer New Forest Partnership.
- Work with community organisations and voluntary groups in order to tackle the causes and impact of health inequalities within identified and vulnerable communities.
- Further develop information sharing and collaboration between services within the Council.

# Priority 2

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**To work with partners to increase physical activity and deliver programmes that will increase activity levels within those priority groups.**

## **We Will:**

- Work with health care partners to ensure more residents with long term health conditions access the Active Lifestyles activity referral programme.
- Increase in number of Active Lifestyles participants that complete the programme and continue to lead an active lifestyle.
- Work with the School Sports Partnership to increase activity in identified groups.
- Manage the Just Got Home Scheme to ensure that residents leaving hospital are supported to be able to live an independent lifestyle.
- Deliver the healthy walks programme with Community First, growing the number of walkers, trained volunteer walk leaders and number of walks around the district.
- Deliver programmes with partners to keep older people active and connected through sport i.e. walking football.
- Administer NFDC grants (disabled adaptation grants and hospital discharge grants) to support residents living independent lives for longer.
- Work with and support partners to ensure the development of accessible sports facilities with appropriate development plans to increase participation within identified targeted groups
- Support partners to deliver the Holiday Activity Fund to ensure families on Free School Meals can access activity and hot meals through the holidays.

# Priority 3

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**To improve the mental wellbeing of residents by developing strong and sustainable places and communities, increasing connectivity, reducing isolation and empowering residents to effect change and shape place.**

## **We Will:**

- Support the delivery of the Culture in Common arts programme empowering targeted communities to co-design and deliver cultural activity locally.
- Work with the Folio network of local arts and cultural organisations to develop opportunities across the district for communities to connect positively through creative activity.
- Support the cultural organisations and creative individuals to increase opportunities to connect our communities through the new Creative and Cultural Development Officer post.
- Work with the Local Children's Partnership to increase the levels of awareness and understanding of mental health issues and empower adults to have conversations about wellbeing through the Back-to-Basics programme.
- Support partners to develop programmes to target young people's mental health issues.
- Provide training for volunteers that support residents that are homeless.
- Work with the School Sports Partnership to support young people to maximise their resilience and capabilities.
- Work to support homeless men with employment support and mentorship.
- Operate a befriending scheme targeting those residents who are homeless.
- Operate the Palliative Grants Scheme supporting residents at the end of life.

# Monitoring and Review



Performance and progress against each of the actions within this strategy will be reviewed annually in conjunction with members and stakeholders.

We will look to build on the work that is currently carried out by the Council and the established relationships with a wide range of partners, by taking a more holistic and overarching approach to delivering the Council's health and wellbeing agenda.

We will explore further opportunities and interventions to improve the health outcomes of our residents and further actions may be added.

The key to achieving the priorities set out in this plan, is how we implement the actions and the importance of monitoring and reviewing progress.



**Health and Wellbeing Plan**  
2022-2025



**New Forest**  
DISTRICT COUNCIL