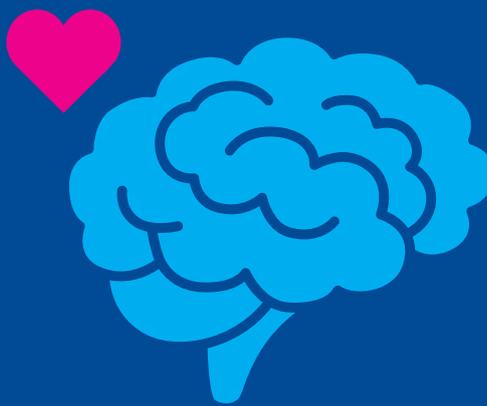
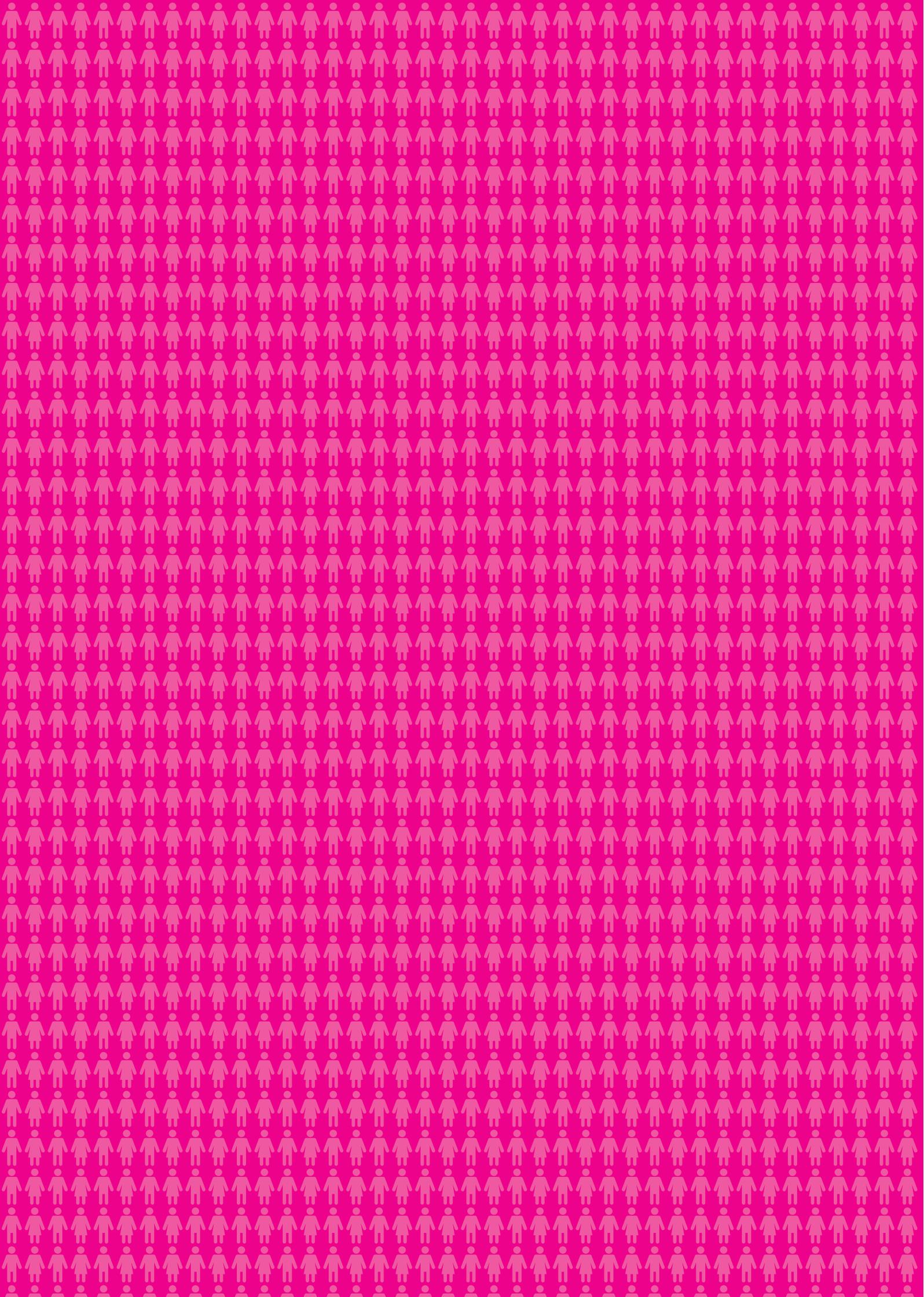


St Albans City and District Health & Wellbeing Strategy 2018-2021

Revised edition, 2020





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Thank you to the Public Health Working Group for their contributions. For further information about the contributing organisations and to get involved, please contact Scarlett.Harvey-Whitten@stalbans.gov.uk or Healthy.Hubs@stalbans.gov.uk

At a glance

147,373
people living in the District (2018)



St Albans City & District is in the
20% least deprived
Districts in England

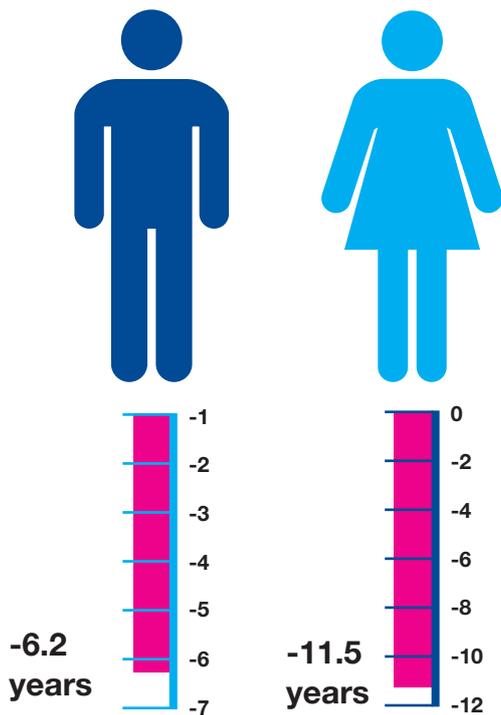


St Albans City & District performs better than average on the majority of health indicators

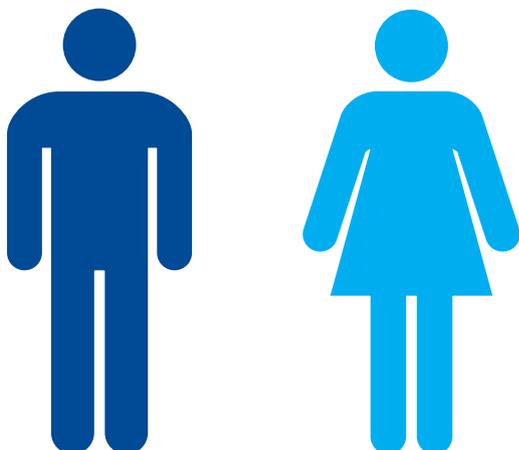
90+ age group projected to **increase** by over **200%** or **2,700 people** from 2014-2039



St Albans City & District life-expectancy is **6.2 years lower for men** and **11.5 years lower for women** in the most deprived areas of the District than in the least deprived areas



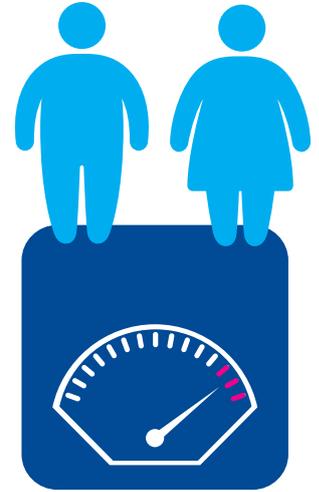
65-69 age group is set to **increase** by over **20%** or **1,600 people** from 2014-2039



48.9%

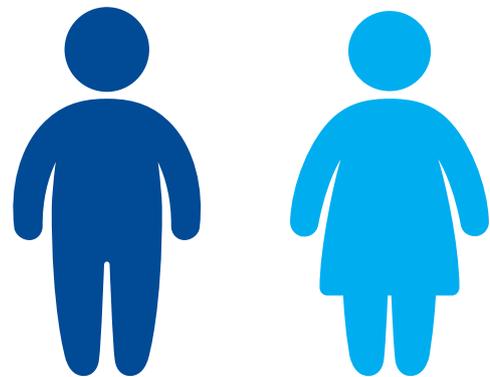
of all adults

(aged 18 and over) are classified as **overweight** (including obese) in the District (2017-18)



11.1% (205) **of Year 6s**

(age 10-11) classified as **obese** (2018-19)



For the period **2016-18 St Albans'** deaths by suicide rate was **7.8 per 100,000**. This was the **third highest** across all districts in Hertfordshire.



Our Vision

Public health aims to improve people's health and wellbeing and encourage them to adopt a healthy lifestyle through non-clinical initiatives, thereby reducing health inequalities. Our *Health & Wellbeing Strategy* highlights the progress we have made in supporting a healthy District and our plans to drive further improvements.

The overall vision of our Strategy is for a *healthy and well City and District* where everyone lives a fulfilling and healthy life. The Health & Wellbeing Partnership has identified two priorities that demonstrate the equal weight and importance of physical and mental health.

Our Priorities

Improving physical health and wellbeing



Improving mental health and wellbeing



Our Role

Health is all-encompassing and district councils, in conjunction with their key stakeholders and partners, play an important role in maintaining and improving public health in their localities. *The District Council Contribution to Public Health* (2015), published by the Kings Fund, showed that district councils perform several key public health functions, most notably in terms of housing, leisure, green spaces and environmental health. They can also influence other bodies, including local NHS partners, county councils and health and wellbeing boards. They are perfectly placed to contribute to the 'radical upgrade in prevention' called for in the *NHS Five Year Forward View*.

Improvements in the health and wellbeing of St Albans District residents, as well as the delivery of successful projects, has been made possible by effective partnership working. The St Albans Health & Wellbeing Partnership and local voluntary and community sector partners have been pivotal in providing strategic direction as well as providing an in-depth understanding of our local community.

Since April 2013, when Public Health was transferred from the NHS, local authorities have been given responsibility for improving the health and wellbeing of their local populations. St Albans City & District Council has received funding since 2014 from Hertfordshire County Council (HCC) to commission local projects aimed at improving health and wellbeing.



Local Health Profile

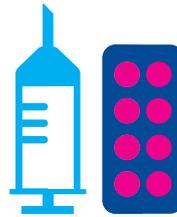
Excess weight, smoking and physical activity levels in the St Albans District are better than the England average. Similarly, rates of sexually-transmitted infections, tuberculosis, rates of statutory homelessness, early deaths from cardiovascular diseases and early deaths from cancer are locally better than average.

Other local health data for the District is as follows:

Adults



Local health data indicates that the percentage of adults (aged 18+) classified as overweight or obese is **48.9%** (2017/18) compared to 49.8% in 2016/17.



64.7% of the total number of people aged 17 and over thought to have diabetes in 2018 have been diagnosed. This was **significantly worse** than the England average of **70.8%**.



The level of people aged 16+ who are classified as inactive (less than 30 minutes physical activity per week) is **16.2%** (May 2017 to May 2018) against **17%** from May 2016 to May 2017.



The suicide rate (all persons) for St Albans District in 2016-18 was **7.8 per 100,000** - 28 people. 14 of these occurred in 2018. This is compared to **6.0 per 100,000** (22 people) for 2015-17.

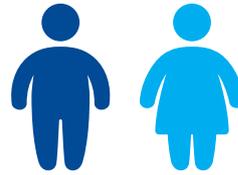


60.4% of the total number of people aged 65 or over thought to have dementia in 2019 have been diagnosed. This was **significantly worse** than the England average of **68.7%**.

Young People



In 2017/18, **10.6% (180)** of children in year 6 were classified as obese, which is **better than the average** for England (**20.1%**).



The percentage of overweight year 6 children (including obesity) was **21.4%** (2017/18) compared to **21.2%** in 2016/17 – an increase of **0.2%** points.

The Local Health Profile highlights that while the percentage of adults classified at overweight or obese has reduced from **49.8% (2016/17) to 48.9% (2017/18)**, the number remains high. Relatedly, diagnoses for diabetes are worse than the national average. The data also indicates that the diagnoses rate for dementia is worse than the national average.





Our Goals 2018-2021

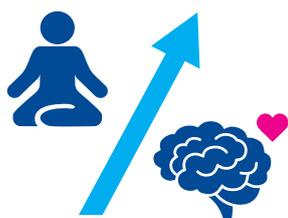
Prevention

In 2014, the NHS published their *Five Year Forward View* which set out the challenges faced by the health and social care systems. It estimated that without changes to the ways in which health services are delivered, there would be a £30 billion annual gap by 2020-21 between NHS funding and the money it requires to deliver its services. In Hertfordshire and West Essex, the area covered by the local Sustainability and Transformation Partnership (STP), there is a forecast funding gap of £550 million a year by 2020-21. This increasing pressure on the healthcare system and the need to find savings has made change necessary and prevention of physical and mental ill-health paramount.

A key priority within the Hertfordshire and West Essex STP's *A Healthier Future* document, which is echoed in the *Five Year Forward View*, is a focus on the prevention of ill health. In order to achieve this, it is acknowledged that the NHS will need to work with bodies responsible for shaping the wider determinants of health, such as housing and the availability and accessibility of green spaces. *Your Care, Your Future*, the Clinical Commissioning Group's (CCG) Strategic Review, aims to help reduce the growing demand on NHS services through a focus on prevention of ill health, better coordination of services, the strengthening of existing community assets, and by bringing services closer to users.

HCC's *Public Health Strategy, 2017-2021* also supports the prevention agenda as a means of relieving pressure on health and social care services and ensuring that Hertfordshire residents live as independently as possible throughout their life-course. This includes building mental resilience and promoting healthy weight amongst young people and adults, supporting older people by reducing the risk of loneliness as well as trips and falls which may limit mobility, planning health places, and supporting employment and workplace health.

We have used these wider objectives to set our own goals and determine the Partnership's role in delivering on the prevention agenda at the district level.



Improving mental health and wellbeing

Preventing mental ill health is equally important to us. In view of the District data, we recognise the need to ensure that no one ever feels that suicide is their only option. It is essential that we consider the mental well-being of young people, the working-age population and older people. Good mental health is crucial to young people's success throughout their lives, keeping staff in work, supporting older people living with dementia, and reducing the impact of isolation and loneliness.

St Albans City & District Council has been active in supporting good mental health as an employer. It has signed up to the Mental Health Challenge, through activity with the local Chamber of Commerce, and through funding projects for young people in school. This Strategy aims to build on that role to an extent that the City and District is seen as a leader in establishing good support for people in schools, the workplace and the community.



Improving physical health and wellbeing

We have reviewed our local data. Physical health – notably increasing activity and reducing obesity – is key to preventing a range of serious health issues. The overweight (including obesity) levels in the District (e.g. **48.9%** for adults) have remained broadly unchanged for many years, so we need to continue to encourage and support those who require help into physical activity and schemes for weight reduction.

Evaluation

We will work alongside our partners in Public Health at HCC in the monitoring and evaluation of commissioned projects. In order to ensure that we are focusing on the right priorities, we will undertake an annual review of the Strategy. This document is a 2020 review of the original strategy, published in 2018.



Our Projects 2018-2019

The Health and Wellbeing Partnership has funded and overseen local projects that have had a positive impact on the health and wellbeing of residents of St Albans City & District.

Project 1: Shape Up (Men's Weight Management Programme)

This initiative is delivered by Watford FC's Community Sports & Education Trust. The programme is targeted at men and provides nutritional advice and physical activity sessions over a 12-week period.

Since September 2017, a total of **106 men** have completed the course.



53% 56 men of the 106 course completers achieved the target **5%** bodyweight loss. This is **3% above** the target 50%.



99% 100 of the 101 course completers reported **increased levels** of physical activity.



97% 98 of the 101 course completers reported that their confidence and self-esteem had improved. This is **12%** above the target of 85%.

At the time of writing, this project is ongoing.



Project 2: Stronger Communities

Refit offered a range of exercises for those aged 55+. It enabled access to affordable physical activity sessions, particularly for those with reduced mobility.



The programme attracted **51** participants. This was **six above** the overall target of 45 individuals.



Increases in physical activity levels were measured by way of initial PAR-Q (Physical Activity Readiness – Questionnaire). **63%** of participants (32 individuals) reported an increase in physical activity.

Targeted Exercise Referral engaged closely with GP surgeries in/near the target wards to drive up referrals. For an intervention period of 12 weeks, clients were incentivised to engage in physical activity through the offer of subsidised or free entry into leisure facilities and activities.



67%

reported an increase in physical activity levels following the intervention.

Arts on Prescription was a programme which used the arts to help those suffering from stress, anxiety, depression and other conditions affecting mental wellbeing.



75% of participants measured an improvement in mental wellbeing based on the short Warwick-Edinburgh Mental Wellbeing Scale.



Qualitative case study data has demonstrated the positive impact of the project, including reducing loneliness and social isolation.

Project 3: Social Prescribing

St Albans District Social Prescribing links people with sources of non-medical support within the community. The project acts as a signposting and referral pathway for people wanting to improve their sense of wellbeing.



To date, CASTAD has referred a total of **354 more** people (unique clients) to non-medical sources of support.

Project 4: Young Health Champions

The Young Health Champions project offered a multi-faceted approach to support the wellbeing of a school community. This involved empowering and upskilling up to 15 pupils initially plus staff and parents such that they are confident to act as community health navigators, able to cascade important health messages to their peers.



14 students from Sir John Lawes School, Harpenden, completed the Royal Society of Public Health accredited Young Health Champions course.



Funding Landscape & Healthy Hubs

The Healthy Hub is a new initiative funded by Hertfordshire County Council's Public Health District Partnership. The current phase (2019-20 and 2020-21) will see Healthy Hubs in each Hertfordshire district receive £100,000 over the two years.

The St Albans Healthy Hub will be hosted by the existing Hub at the Civic Centre and will provide a range of non-clinical health-related support. Together the Hub and Healthy Hub will be a "one-stop shop" where residents can get help, information, advice and guidance to boost their physical and mental health.

We have already welcomed several new providers to the Hub, including Mind in Mid Herts, Age UK and the Living Room. From early 2020, the Hub will also allow residents to drop in for a Mini Health MOT provided by 1Life.

Another aspect of the Healthy Hub is the expansion of the Social Prescribing project which sees people with low level mental health issues signposted to sources of non-medical support in the community. Citizens Advice are carrying out Social Prescribing outreach in Redbourn, Wheathampstead, Harpenden and London Colney.

As part of the Healthy Hub initiative, a suite of training will be offered to Council staff and Hub partners, including Dementia Awareness, Deaf Awareness and Mental Health Awareness. In September 2019, the Council held a Making Every Contact Count training session which was attended by 17 people representing a range of organisations, from the Council and community and voluntary sector. It is hoped that this training will help enable staff and partners to support anyone who visits the Hub.

All of this will be supplemented by a new online Healthy Hub. The online resource will provide a tool for residents and customers to self-manage their health and wellbeing.

Contact the Healthy Hub team on Healthy.Hub@stalbans.gov.uk

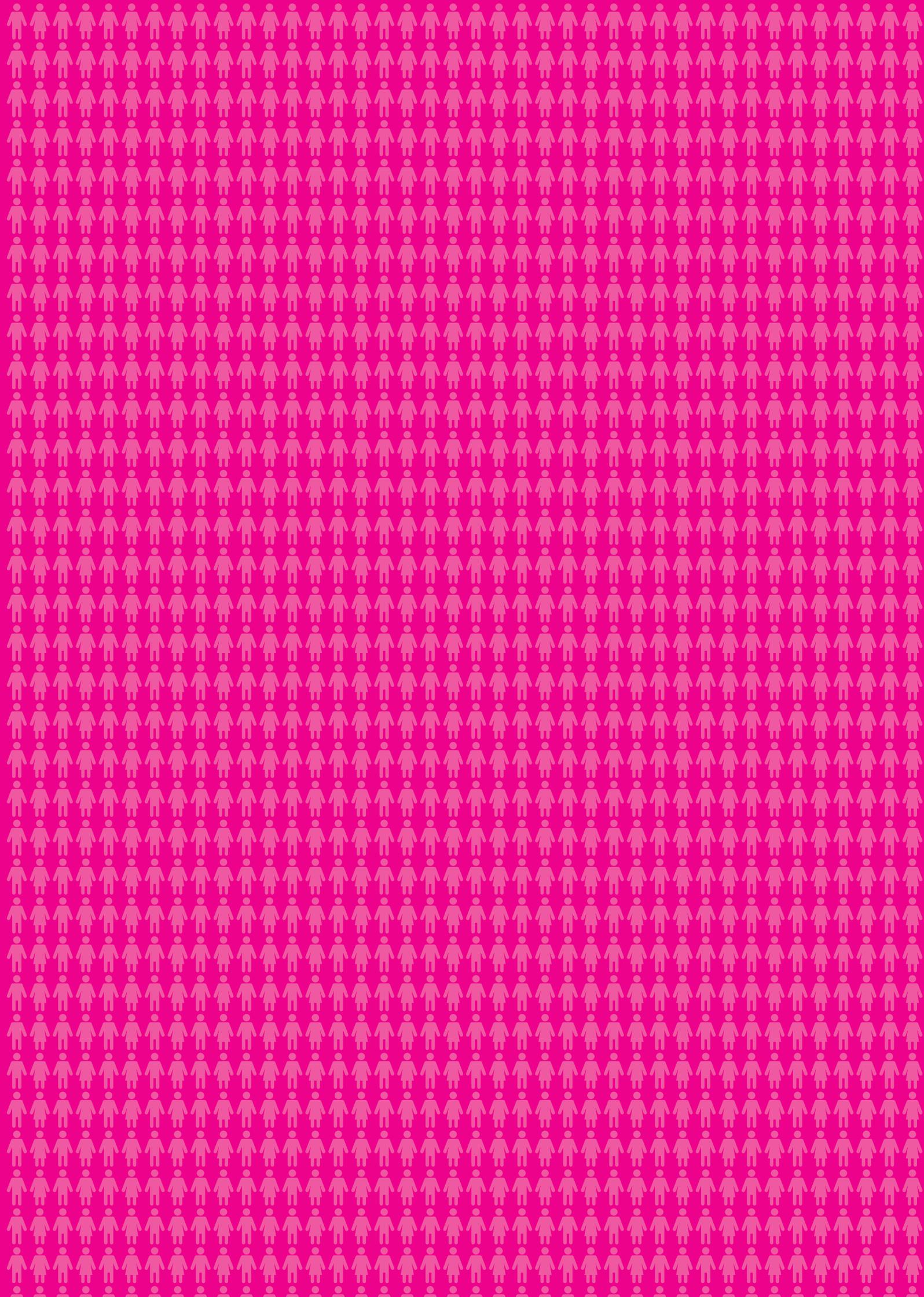
Improving physical health and wellbeing and preventing ill health

Priority	Long-Term Goal 2018-2021	Actions
Young People	By 2021, we will aim to see a year-on-year reduction in levels of childhood overweight and obesity in the District.	<ul style="list-style-type: none"> • We will promote our local parks and green spaces as attractive places in which to take part in physical activity. • We will continue to work with our leisure contractors and facilities providers to ensure provision of an adequate number of activities available for children in suitable areas. • We will continue to work with schools and Hertfordshire County Council Public Health to ensure that the District's young people receive opportunities for physical activity.
Adults	By 2021, we will aim to reduce the level of adults who are overweight and/or obese in the District and promote healthier lifestyle choices.	<ul style="list-style-type: none"> • We will continue to identify and support innovative projects that provide sustained and effective support to help adults with high BMI to increase their physical activity, and particularly those from the District's most deprived communities. • We will capitalise on Healthy Hub funding to develop the St Albans Hub and welcome new partners who are able to offer advice on and opportunities in improving physical health. • We will use the Healthy Hub initiative to approach partners promoting health lifestyle choices, including, but not limited to, addiction and mobility. • We will use the online Healthy Hub to further publicise and raise awareness of the activities available in the District to tackle poor physical health. • We will provide Mini Health MOTs in the Healthy Hub and outreach in the District's relatively deprived areas. • We will work closely with the Primary Care Networks, GPs and pharmacies to promote healthier lifestyles. • We will publicise healthy weight initiatives and use national and regional campaigns (i.e. Alcohol Awareness Week and Dry January) to promote healthier lifestyle choices.
All	To work towards reducing the negative impacts of the wider determinants of health on the health and wellbeing of the local population.	<ul style="list-style-type: none"> • We will support the delivery of the soon-to-be-published Sustainability Strategy, 2020-2023.

Improving mental health and wellbeing and preventing ill health

Priority	Long-Term Goal 2018-2021	Actions
Social Prescribing: referring those who present to a GP with a range of non-medical issues to alternative sources of advice and support in the community.	By 2021, we will expand our current social prescribing offer.	<ul style="list-style-type: none"> We will expand the District's Social Prescribing offer, reaching out to the District relatively more deprived areas. We will engage with the new Primary Care Networks and their link workers to strengthen the Social Prescribing model in St Albans. We will develop an online Healthy Hub to help people manage their health and wellbeing and find support in the local community.
Dementia Awareness and Dementia-Friendly Communities	By 2021, we will increase the number of dementia friends in the Council, business community and amongst local residents, working towards the goal of making St Albans a dementia-friendly city.	<ul style="list-style-type: none"> We will hold dementia training sessions for staff, partners and local businesses to increase the number of dementia friends. We will carry out an audit of the Council to ensure that it is as dementia-friendly as possible and prepare the Council as the average population age increases and the risk of dementia heightens. We will work with local, regional and national organisations focused on dementia in taking the next steps towards making St Albans a dementia-friendly city. We will promote services catering to people with dementia and their carers, including the Hertswise run by Age UK Hertfordshire.
Young People	By 2021, to have worked towards making St Albans City and District a place where young people can experience good mental health.	<ul style="list-style-type: none"> We will continue to work with partners to identify innovative ways to improve the mental health of young people in the District. We will work with partners to ensure that young people have more opportunities to engage in community events and groups as well as increasing awareness of facilities in the District. There will be an emphasis on working with local schools to better coordinate their approach to provisioning for mental health for young people.
Suicide Prevention	By 2021, we will work towards making St Albans City and District a place where no one thinks suicide is their only option.	<ul style="list-style-type: none"> We will, where appropriate, work alongside our HCC partners in the implementation of the HCC Suicide Prevention Strategy and support the aim for zero suicides.

Priority	Long-Term Goal 2018-2021	Actions
<p>Promoting Inclusion and Reducing Social Isolation and Loneliness</p>	<p>By 2021, to improve social inclusion for all groups and reduce the number of people experiencing loneliness, especially at times of stress, as well as challenging the stigma associated with social isolation.</p>	<ul style="list-style-type: none"> • We will use the Healthy Hub initiative to promote and drive inclusion. This will include carrying out an audit to ensure services do not exclude those who are hard of hearing/hearing impaired. • We will actively support the Council in its equality and diversity work, including the creation of future policies and strategies. • We will use the online Healthy Hub to raise awareness of activities and groups in the District that may help to alleviate loneliness. • The Council has identified reducing isolation as a priority, and we will focus our engagement, events and grants activity to aim to address this. We will work with partners to tackle further priorities such as community transport and promoting local support groups and volunteering opportunities. • We will publicise and promote events and opportunities that may help to alleviate loneliness and/or social isolation via our various communications channels. This includes promoting the dates and locations of dementia cafés more widely. • The Council will implement its Homelessness Strategy to tackle homelessness and prevent a potential source of loneliness/social isolation.
<p>Employers and Workplace Wellbeing</p>	<p>St Albans City & District Council will set the example for the rest of the City and District in terms of promoting and supporting good mental wellbeing in the workplace.</p>	<ul style="list-style-type: none"> • We will use the Healthy Hub initiative to promote and host sessions and activities aimed at improving the mental health of the Council's workforce. • We will encourage local businesses to appoint their own champions and complete Mental Health First Aid training. We will promote workplace wellbeing activities and publicise our achievements in this area as best practice. • We will continue to work with our local businesses to further embed the message and importance of 'Good Mental Health' in the workplace.



Extracts of this document can be obtained in alternative formats on request in braille, large print, on audio tape, by email or in different languages by contacting the Council on 01727 866100.