

# East Devon Public Health Plan

*Annual Review of Public  
Health Activities  
June 2016 – May 2017*



*Improving health and wellbeing for residents and  
communities across East Devon*

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*Sidford Byes play area design chosen by local schoolchildren, December 2016*

# FOREWORD

East Devon District Council activities all aim to ensure that East Devon is a place where people want to live, work, visit and enjoy. We aim to work together with local people to create great value services and an outstanding community, economy and environment for East Devon, now and for future generations.

We each value our health and it directly influences our quality of life and that of our families and those around us. The council believes that making a positive difference to the physical health and mental wellbeing of our residents and communities across East Devon is central to our activities.

This Review shows how we embraced opportunities in East Devon to take a lead in combating inequalities and encouraging healthier lifestyles over the year. We have sought effective and creative ways of achieving this within existing resources. We also recognised that we cannot achieve all our aspirations on our own and we have continued to work proactively with partners to develop improvements across the district.

*Statement of support by Councillor Jill Elson, Cabinet Member for Sustainable Homes and Communities.*



*Official opening of EDDC's Passivhaus in Exmouth*

# PUBLIC HEALTH ACROSS EAST DEVON: SUMMARY

## *Our vision*

*...making a positive difference to the health and wellbeing of residents and communities...*



📷 Campfire cooking with the Countryside education ranger

### ***“An outstanding place”***

East Devon District Council has a responsibility to protect, maintain and improve the physical and mental health and wellbeing of individuals living in, visiting and working in East Devon. We aspire to create a lasting beneficial impact across our district.

This Annual Review summarises our progress towards making a positive difference to the health and wellbeing of individuals and communities in 2016-17. Activities are grouped into four priority areas using the national [Public Health Outcomes Framework](#):

1. Improving the wider determinants of health: wider factors that affect health and wellbeing
2. Health improvement: helping people to live healthy lifestyles and make healthy choices
3. Healthcare public health and preventing premature mortality: reducing numbers of people living with preventable ill health and people dying prematurely
4. Health protection: protecting the population’s health from major incidents and other threats.

Our [Public Health Implementation Plan: priority actions 2015-16](#) followed this structure and set out thirty-six evidence-based activities aiming to make a positive difference to health and wellbeing.

Many additional activities, specifically relating to Cranbrook’s Healthy New Town programme, have been prioritised during 2016-17. Cranbrook has an unusually young population with three times the England average of 0-4 year olds and a high proportion in the 25-39 age group, and Cranbrook’s early phases of building delivered a high proportion of social housing. There are ideal opportunities for innovative approaches to health and wellbeing for this population and the newly developing community. This innovative approach is demonstrated in relevant sections throughout this Review.

Teams across the council including Housing, Countryside and Environmental Health have embraced these activities. A range of press releases and tweets covering positive stories relating to these activities have contributed to raising the profile of the council.

## WHAT WE MEAN BY PUBLIC HEALTH: DEFINITION

Public health is defined as: “The science and art of preventing disease, prolonging life and promoting health through the organised efforts of society.”<sup>[1]</sup> It includes “The assessment of the health of populations, formulating policies to prevent or manage health problems and significant disease conditions, the promotion of healthy environments, and societal action to invest in health-promoting living conditions.”<sup>[2]</sup>

In addition to a population’s physical health, the significance of mental health and wellbeing have been recognised since the early 2000s, e.g. the Department of Health’s (DH) 2011 Strategy *No health without mental health*.<sup>[3]</sup> In this review, the term ‘public health’ is used to cover physical and mental health and wellbeing of everyone in our district.

## BACKGROUND: WHY PUBLIC HEALTH MATTERS TO US ALL

Published in July 2017, Public Health England’s [PHE] [Health Profile for England: Telling a story about our health](#) uses PHE data together for the first time with additional high quality data from the Office for National Statistics and elsewhere, to tell the story of the health of people in England. The data shows that in general:

- People are living longer, but often in poorer health
- Many people will contend with disease and disability before they collect their pension
- What people eat and whether they smoke are the behaviours that have the biggest impact on their health
- Lower back and neck pain causes the most ill health and disability
- People living in more deprived areas have shorter life expectancy and spend more time in poor health.

For most people, the ingredients for a healthy life are relatively straight-forward: a good education, a good job, a healthy diet, a suitable roof over their head and people to care for and about.<sup>[4]</sup> This data reminds us again that good health is about much more than good health care and illustrates why our public health agenda matters.

### National, regional and local context

In response to Sir Michael Marmot’s *Fair Society, Healthy Lives* Review<sup>[5]</sup>, the Government’s 2010 White Paper *Healthy Lives, Healthy People: Our strategy for public health* in England adopted Marmot’s life-course framework for tackling the wider social determinants of health, and outlined commitment to protecting the population from serious health threats; helping people live longer, healthier and more fulfilling lives; and improving the health of the poorest, fastest.<sup>[6]</sup>

Public Health England published seven national priorities published by in October 2014<sup>[7]</sup>:

1. tackling obesity particularly among children
2. reducing smoking and stopping children starting
3. reducing harmful drinking and alcohol-related hospital admissions

4. ensuring every child has the best start in life
5. reducing the risk of dementia, its incidence and prevalence in 65-75 year olds
6. tackling the growth in antimicrobial resistance
7. achieving a year-on-year decline in tuberculosis incidence.

Regional and local Information is available to guide our public health work with colleagues within the council, at Devon County Council and other organisations. We use this data to prioritise our local activities:

[Devon Health and Wellbeing](#): Information on Devon’s Health and Wellbeing Board, Joint Health and Wellbeing Strategy, Annual Public Health Reports, Joint Strategic Needs Assessments and a library of strategies, plans, needs assessments and other reports and information relevant to health and wellbeing in Devon.

[Joint Strategic Needs Assessment \(JSNA\)](#): Looks at the current and future health and care needs of local populations to inform and guide the planning and commissioning (buying) of health, well-being and social care services within a local authority area.

## Local demographics

East Devon’s catchment area covers 314 square miles, and serves a resident population of nearly 140,000 plus numerous summer visitors.

In 2015 the mid-year population estimates put East Devon’s population at 138,141. The population has an older age profile, with the average age of its residents being 50.3 years (national average is 40 years). East Devon has the highest age profile of all of the districts in Devon, with the largest percentage of those aged 65+ at 28.19%.

The local population includes dispersed rural communities, several towns including the new town of Cranbrook, high percentages of older residents compared to the national average, and pockets of severe social and economic deprivation particularly in areas of Exmouth and Honiton.

## Putting a value on health

Summary costs from the National Institute for Health and Care Excellence (NICE) <sup>[8]</sup>:

	Cost to society	Cost to NHS
Smoking	£13.74 billion	£2.7 billion
Alcohol	£20 billion	£2.7 billion
Physical activity	£6.5 billion	£1.06 billion
Obesity and overweight	£16 billion	£4.2 billion

# PROGRESS OVER THE YEAR 2016/17

This Review describes progress in each priority area identified within the four-part structure based on the [Public Health Outcomes Framework](#):

## Priority Area 1: Improving the wider determinants of health: wider factors that affect health and wellbeing

### 1.1 Priority communities & groups

EDDC's Housing team have delivered a range of projects with residents helping to improve their local environment in priority communities including Littleham and Honiton.

**Littleham Grow Your Own:** this project was started after a tenant expressed an interest in growing their own vegetables. The Community Development Officer introduced a scheme to Littleham's tenants; 50 households are signed up and enjoying the benefits of being able to grow their own vegetables at home.

**Wildflowers on The Crescent, Littleham:** residents from the Littleham area were invited by the Community Development Officer to lay some wildflower turf at the top of the grassed area at The Crescent. There is now a flourishing fifty square metre area containing native flower species specifically for attracting bees, butterflies and other pollinating insects.

**Mountain Close Community Vegetable Garden, Wildflower area and Bug Hotel:** residents of Mountain Close in Exmouth created a wonderful bug hotel, wildflower area and also started some vegetable seeds in planters. The plants have flourished due to the care provided by residents.

**Honiton Community Festival:** the Community Development Officer organised a very successful day on the 1st of July, attended by approximately 500 people.

**Honiton pop up events with Countryside Team:** Community Development and Countryside staff work together to deliver pop up events over the school summer holidays, in areas highly populated by tenants and their families.


**Heathpark Switch group:** community bird and bat box making event for residents of St Peter's, St Paul's, St Leonard's and St Mark's Roads in Honiton, May 17.

Throughout 2016/17 Cranbrook has been regarded as a priority community. Its unusually young population - with three times the England average of 0-4 year olds and a high proportion in the 25-39 age group, combined with delivery of a high proportion of social housing in the early phases of building, offer ideal opportunities to support innovative approaches to health and wellbeing for the newly developing community.

### **Cranbrook's live radio broadcast**

While leading and coordinating Cranbrook's Healthy New Town programme, Environmental Health staff allocated funding and organised a live digital radio broadcast by *Sound Communities* from Cranbrook Education Campus for students to explore their understanding of health issues relevant to them and share their messages with school, families and community. As a result, six children gained radio production skills and awareness of online radio technology, using it to explore and share health issues. In [Cranbrook On Air](#) they considered energy drinks, digital overload, and anxiety. The broadcast has been played 296 times and it is hoped that this pilot will provide evidence to inform similar future work.



 *Sound Communities CIC pictured with students from Cranbrook Education Campus during and after the broadcast*

### **Cranbrook's healthy breakfast**

In January 2017 Environmental Health staff and Cranbrook's Community Development Worker devised and provided a free healthy breakfast for Cranbrook residents. This stakeholder morning aimed to provide an opportunity for people to ask questions and learn more about the Healthy New Town programme, while at the same time promoting the concept and nutritional value of healthy breakfasts. The event was attended by families, town councillors and a Devon County Councillor.

## **1.2 Fuel poverty**

Estimates suggest that 43,900 excess winter deaths occurred in England and Wales in 2014/15, with the highest numbers in the South West.

### **Devon-wide Central Heating Fund linked into Cosy Devon and Devon Fuel Poverty Project**

The free gas central heating that had been available to eligible households over the previous 18 months ended in October 2016. East Devon District Council had promoted the offer of free assistance with gas central heating systems available through the CosyDevon Central Heating Fund. The Fund is supported by local authorities and managed by their scheme partners E.ON, AgilityEco,

National Energy Action (NEA) and Integrated Energy Services. It offers eligible residents a new connection to the gas grid, a complete gas central heating system - including a new energy efficient boiler, radiators in every room and room thermostats.

### **Exmouth's retrofit Passivhaus**

October 2016 saw the official opening of the council's newly completed and innovative shared housing property for six single adults in Exmouth. This Victorian-style terraced house has been refurbished to exacting low-energy Passivhaus design principles, ensuring that it meets required low energy standards. The house has excellent thermal performance qualities, requiring very little energy to heat or cool it, thus reducing its dependence on fossil fuels, meaning lower heating bills for the tenants. It is the council's first such property, in response to recent welfare and benefit changes which highlighted an urgent need to tackle fuel poverty.



*Official opening of EDDC's Passivhaus in Exmouth*

## **1.3 Homelessness**

The council's [homelessness webpage](#) offers advice for rough sleepers, those homeless or in danger of becoming homeless, housing options and prevention of homelessness, and support for those experiencing domestic abuse. Services are signposted that contribute towards the council's aim of preventing homelessness wherever possible.

### **Young Devon**

This service has proven to be highly effective over the last few years in preventing homelessness and providing tailored support for young people aged between 16 and 25 who are facing difficulties with their housing arrangements.

### **Julian House**

This service provides weekly outreach to rough sleepers in the area, providing appropriate support and assisting those requiring help into accommodation.

## 1.4 Welfare reform and employment

Across England, data from the [Health Survey For England \[HSE\] 2015](#) showed that adults in lower income households were more likely to report acute sickness than higher income households.

### Homemaker South West

This service is free for residents of East Devon and provides independent financial advice to people from all tenures facing financial difficulties. It is regarded as a valuable resource for the housing options of customers.

### Foodbanks


During the review period, EDDC's Public Health Project Officer visited Exmouth Larder foodbank to learn about some of the issues experienced by clients and volunteers. She sourced and delivered some free "Eat well" booklets and explored whether any of the clients might benefit from cookery-skills classes – putting the Larder team in touch with Learn Devon. Separately, she also donated free copies of paperback fiction to Larder clients, via the World Book Night giveaway 2016.

### Credit union

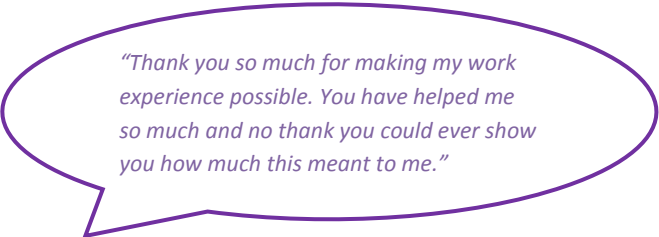
For many years and throughout this period, Plough & Share ran service points in Honiton, Exmouth and Axminster, plus a bond scheme offered through EDDC.

On 6 June 2017, [Plough & Share Credit Union Limited](#) was placed into administration and has now ceased trading. Administrators are working closely with Plough & Share's Regulators to ensure that the Credit Union's affairs are wound up as efficiently and quickly as possible. Under the terms of the Financial Services Compensation Scheme members' money is safe and will be returned.

### Apprenticeships/placements



*"I enjoyed being busy and having tasks set as it gave me sense of accomplishment."*



*"Thank you so much for making my work experience possible. You have helped me so much and no thank you could ever show you how much this meant to me."*

In the financial year 17/16 the council supported 13 students on work experience, including a placement for one undergraduate. In addition one long-term student placement from Bicton College has been supported over a 6-month period for one day per week. Feedback is sought from all students to help identify areas of improvement for future placements, and suggests that the experience has been valuable and enjoyable. The council has agreed to nine work experience placements for the year 2017/2018.

The council funded two apprenticeships on day release through Bicton and Exeter College. The intention is that apprenticeships will continue to be offered where suitable opportunities arise in 2017/2018 and beyond.

## 1.5 Planning & policy making

Health and the built and natural environment are complex, multi-dimensional systems, with a multitude of interdependent factors. To harness the health benefits identified and reported within the evidence review, a holistic and integrated approach is required, that looks at how our environment shapes and influences our choices and behaviours.

### Cranbrook Healthy New Town programme: support activities to “design in” health and wellbeing



*Aerial view of Cranbrook*

NHS England selected ten sites including Cranbrook for its Healthy New Towns programme, at a national event in February 2016 judged by a panel of experts.

East Devon District Council led the bid, working with a team of partners. Throughout the period of this review, two Environmental Health staff led and coordinated work on the Healthy New Town [HNT] programme for Cranbrook.

Cranbrook’s population of unusually high numbers of young children and young adults, along with early delivery of social housing meant that this population was of particular interest to NHS England. It offers ideal opportunities to explore innovative approaches to health and wellbeing.

The priority workstreams for Cranbrook’s HNT programme activities in 16/17 were:

1. Creating opportunities for healthy schooling
2. Exploring new models of care
3. Encouraging physical activity
4. Creating imaginative health messaging
5. Influencing development of a healthy built environment.

The local delivery team worked closely with a wide range of partners to ensure that Cranbrook residents see real benefits from being part of this programme. Partners include Cranbrook's Town Council, Cranbrook's primary and secondary schools, Devon County Council, the Northern, Eastern and Western Devon Clinical Commissioning Group, Royal Devon and Exeter Hospital, the South West Academic Health Science Network, technology companies and national experts from NHS England.

Some of the substantial work progressing over 16/17 in addition to individual projects includes:

- Planning activities and consultation work e.g. with Space Syntax to inform master plan and development management process
- Working with Devon County and NHS colleagues to help plan Cranbrook's health and wellbeing centre
- Working with Devon County and NHS colleagues to help write Cranbrook's health and wellbeing strategy
- Many activities encouraging physical activity via other funding streams.

More details of the programme activities during 16/17 are available from the [Cranbrook Healthy New Town webpage](#).

### **Research & propose health/wellbeing planning guidance**

During 2016 EHOs working with the planning team finalised information and guidance about Health Impact Assessments. These are now a requirement of the planning validation process for large housing developments and several have now been submitted and assessed. The standard of the ones seen so far is high and developers are recognising the value of these assessments when promoting the merits of their sites.

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## **Priority Area 2: Health Improvement: helping people to live healthy lifestyles and make healthy choices**

### **2.1 Childhood weight, nutrition & physical activity**

[Health Survey for England, 2015: Trend Tables](#) show that the percentage of children in England who were obese has fluctuated between 14 per cent and 17 per cent from 2008 to 2015.

[NHS Digital have interpreted Health Survey data](#), showing that:

- Most children in England are not eating the recommended five portions of fruit and vegetables per day: in 2015, only 20% of children aged 5 to 15 ate five-a-day.
- Boys meeting physical activity recommendations fell from 28 % in 2008 to 21 per cent in 2012; it remained at a lower level in 2015, at 23%.
- Girls meeting physical activity recommendations show no statistically significant change, with 19 % in 2008 and 20 % in 2015.

### **Active Communities project for age-14+**

Active Communities was a three-year project started in 2013 aimed at the market towns of Exmouth, Axminster, Ottery/Cranbrook, Honiton, Sidmouth and Seaton. Final statistics for the project show that over the three year project [LED Leisure](#) engaged with 986 individual participants and trained 80 new leaders and coaches.

In addition LED are delivering a project called Satellite clubs at Axminster Leisure Centre, Sidmouth Sports Centre and Honiton Leisure Centre. The Honiton Club was used as a case study for Sport England. LED linked with local community colleges to put on a range of activities targeting the “non-sporty, disengaged girls” i.e. girls that shy away from sports and physical activity.

### **Naturally Healthy Devon Schools project**

This ground breaking two year project was completed in February 2017. Funded by Natural England, Devon Local Nature Partnership and the Council for the Protection of Rural England. The project worked extensively with children and teachers from the eight primary schools in Exmouth. The aim was to develop and improve the extent of learning taking place in an outdoor environment, help deliver core subjects using local green space, and embed outdoor learning into school development plans.

During 2017 this project culminated in a legacy training event. Teachers from this project attended a ‘Developing young mathematicians outdoors’ course at Seaton Wetlands. This demonstrated how any outdoor environment can be used by teachers to develop mathematical reasoning and problem solving. This fully-booked event hosted 20 teachers and will be repeated in 2018.

In the two years many of the Exmouth schools have developed their provision and facilities in their school grounds, attended regular ‘best practice’ sessions, and worked across all year groups to increase the amounts of learning in the natural environment taking place. A strong network of teachers has been established to help share ideas and best practice amongst the schools.



*Teachers working with natural resources on the beach*

### **Love Parks Week**

In July 2016 East Devon took part in the national scheme *Love Parks Week* for the first time. *Love Parks Week* is a nationwide initiative that aims to get everybody outdoors, enjoying the beautiful parks and green spaces in their communities. It celebrates the parks and green spaces which are vital to every community and make a massive contribution to people’s health. Seven sessions for families including circus skills, garden games and arts and crafts were delivered in Phear Park and Manor Gardens in Exmouth and in Connaught Gardens in Sidmouth. These free, two-hour drop-in sessions were very successful in encouraging families to use their parks, with 207 people taking part.

## National Playday



*National Playday celebrations, Phear Park, Exmouth*

National Playday was run in Phear Park for the first time in August 2016. This national scheme celebrates children's play and takes place annually on the first Wednesday of August. The aim was to encourage use of the park by attracting families to enjoy free activities. The response was very positive, with over 750 people attending and enjoying themselves.

## Premier League Kicks in Cranbrook

Exeter City's Premier League Kicks Project provides free sports coaching sessions to young people aged 8-19 and in East Devon is delivered at Cranbrook Education Campus on Saturday evenings. Supported by the Healthy New Towns programme, the scheme aims to inspire more young people to get active within their local area and help them realise their potential. The scheme is funded by the Premier League and focuses on getting children active through a variety of sports. The project helps to support young people to progress into positive pathways whilst working alongside partners to create safe and strong communities.

## Supporting delivery of cookery-skills classes



*"Cranbake" participants and tutor*

Funded through Cranbrook's Healthy New Town programme, Axminster-based [Health and Local Food for Families](#) (HALFF) ran a series of four healthy food awareness classes badged "Cranbake" for invited families to cook together and eat together at the Education Campus after school hours.

*"At the end of each session, it was great to all sit down together to eat and enjoy the meal we had just prepared" [parent]*



*HALFF participant and tutor*

During the period under review, HALFF has worked with around 800 people in East Devon, supporting them through cookery and nutrition sessions, and providing practical, straightforward information for those unable to attend sessions. The groups include older people, carers, people living alone, people with heart disease, hypertension, type II diabetes and cancer as well as children and young people attending SWITCH clubs in Littleham, Exmouth, and Millwey Rise, Axminster, parents of young children and young carers in Axminster.

Typically, people attending HALFF sessions or receiving HALFF newsletters say that they feel much more confident cooking, they have better knowledge about food, nutrition, and food planning, have better diets and they feel better supported and less isolated.

As a result of votes from local people HALFF has recently been awarded a grant for the next year to run hands-on cooking sessions with young people at youth centres across East Devon and young carers at after-school clubs in secondary schools in East Devon.



*HALFF participants and tutor*

## **2.2 Adult weight, nutrition & physical activity**

[NHS Digital have interpreted Health Survey data for weight](#), showing that between 1993 and 2015, there has been a marked increase in the proportion of adults in England who were overweight or obese. By 2015, 63% of adults in England were overweight or obese. Being overweight or obese is associated with an increased risk for a number of common causes of disease and death including diabetes, cardiovascular disease and some cancers.

Most adults in England are not eating the recommended five portions of fruit and vegetables per day, as summarised by [NHS Digital](#):

- Despite an increase to 30% in 2006, the proportion getting five-a-day has since fallen back to 26% in 2015
- The average was 3.5 portions per day
- Fewer men than women meet the five-a-day guideline
- Young people aged 16 to 24 are less likely than other adults to get their five-a-day.

### **Walk this Way scheme**

LED Leisure's *Walk This Way* programme takes place across the whole of East Devon and in 2016 recorded 8,550 attendees. East Devon Walk This Way have approximately 60 trained volunteer walk leaders.

### **Volunteering programme**

The Countryside team has had a successful year developing many offers to those people looking to volunteer. With over 4,000 hours of voluntary work undertaken and 20 new volunteers registered it has been a buoyant period. Highlights have included a new surveying project set up by our Trainee Ranger, including the recruitment and training of specialist volunteers to carry out wildlife surveys, and a new *walking for health* group in Cranbrook set up by the Country Park Ranger. We have over 100 active volunteers involved in the work of the team, two practical conservation groups, information and event volunteers alongside the bird-watching guides.



East Devon Conservation Volunteers at The Knapp

### **Devon-wide physical activity project Active Mums**

Active Devon are delivering a County-wide Active Mums Cycling project seeking to increase the number of women cycling for leisure and active travel. Active Mums cycle rides are taking place in eight different towns across Devon including Exmouth and Cranbrook. The project invites a number of women with their young children to take part in a weekly cycling session that runs over 6 - 10 weeks. Each session is for a maximum of eight mums. The scheme is aimed at mums who don't feel overly confident on a bike and who want to get fit by doing something different. They can build up their confidence with being on a bike and keep fit with their children.

### **National event: opportunity to encourage cycling**

East Devon District Council was proud to support Devon County Council in hosting Stage Six of the Tour of Britain, which set off from Sidmouth's Esplanade and travels 150 km before finishing on Dartmoor. Representatives from Velo Vintage, Sid Valley Cycle Club, Active Mums and Bikeability students from Sidmouth schools took part in a lead-out ride. Schools and cycling clubs across East Devon were inspired to join in the activities planned around the Tour.

### **Additional activities delivered by LED Leisure**

EDDC's Country Park Ranger has been trained to lead Health Walks in Cranbrook called the "Cr-Amblers", to be launched in April 2017.

Another member of LED's fitness team was trained in Level 4 Cancer Rehabilitation and now delivers FORCE cancer referral projects at Exmouth Leisure Centre, Ottery St Mary Leisure Centre, Axminster Leisure and Seaton Fitness Centre.

Opportunity Club (Disability sessions) started at Bicton College with Millwater School, with a minimum of 17 participants per week and targeting years 10 and 11.



*Buggy Run*

LED's Active Mums Buggy Runs started from Honiton and Exmouth, currently with eight mums per group.

LED obtained funding through Sport England's *Make Your Move* funding which enabled LED to deliver Walking Football for over 50s at Axminster Leisure Centre, Exmouth Tennis and Fitness Centre, Honiton Leisure Centre and Sidmouth Leisure Centre. 142 individual participants attended and these sessions are continuing after the funding period, having become self-sustaining.



*Sidmouth group*

### **Supporting delivery of cookery-skills classes**

In addition to the sessions delivered to children and adults by HALFF outlined in 2.1, [Learn Devon](#) ran a cookery course as part of a Community Mental Health project, for learners who were recovering from addiction. All participants gained their Food Safety awards and three are now in recovery. One learner said that prior to starting the course, he hadn't eaten a vegetable for four years.

### **2.3 Tobacco control**

In England the proportion of adult smokers has fallen from 27% in 1993 to 18% in 2015. Smoking habits are changing, too, with the average number of cigarettes smoked per day falling from 15 to 10. There has also been a clear decline in the proportion of children who have ever smoked, with a 14% decrease since 1997. An [NHS Digital report](#) shows that the proportion of smokers was higher among those with lower incomes: 29% of adults in the lowest income quintile were current smokers, nearly three times as many as in the highest income quintile where 10% were smokers.

Within East Devon, support for smokers via *One You* and *OneSmallStep* has been promoted [see section 2.5 for further details].

## 2.4 Alcohol control

Nationally, there was a downward trend in the proportion of adults who reported that they drank alcohol in the last week [i.e. before the survey], which fell from 67% in 1998 to 60% in 2015.

### *Drink Wise, Age Well*

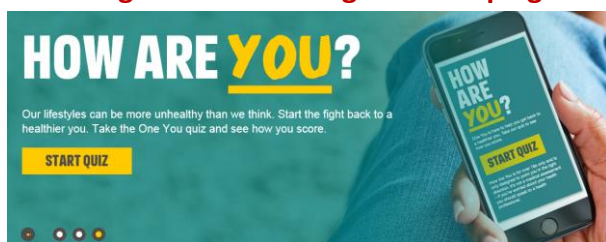
This programme aims to prevent alcohol-related harm in the over-50s by educating and advising e.g. units of alcohol and glass-size. The [Drink Wise, Age Well in Devon](#) team have attended community events in East Devon, including Cranbrook.

### **Cranbrook's mock-tail bar**

Launching in September 2016 Cranbrook's Community Development Worker instigated a monthly mock-tail bar serving non-alcoholic drinks to residents; it is run by teenagers, volunteers and partners. Between September 16 and March 17 a member of EH Commercial team staff supported this event by organising the catering alongside teaching teenagers how to cook the meals. The local Cranbrook HNT delivery team assisted at January's bar, to promote the national campaign *Dry January* by giving out mock-tail recipes and free ingredients.

## 2.5 Self-care

### Promoting national and regional campaigns



*National campaign logo*



*EDDC tweet*

Launched in March 2016, Public Health England's [One You](#) campaign was designed to help adults in their 40s and 50s get back to a healthier lifestyle. It offers advice on smoking, drinking, healthy eating, and being more active, as well as advice on managing sleep and stress. EDDC distributed resource packs: to staff, members, at EDDC's tenants' conference, to the public via leisure centres, to the police, staff at Axminster Power Tools, and to colleagues from various partner agencies. EDDC has also promoted this national campaign using a range of media.

EDDC is working to promote [OneSmallStep](#), a tailored healthy lifestyle service for the people of Devon funded by Devon County Council. Launched early in 2017, with an accelerated launch event and ongoing input in Cranbrook, it signposts help to quit smoking, lose weight, become more active or reduce alcohol intake.



### **Improving oral hygiene awareness**

Environmental Health staff allocated funding from Cranbrook's Healthy New Town programme and helped to organise oral hygiene awareness training by Peninsula Dental Social Enterprise CIC for teachers to run daily brushing clubs initially for Reception children at the Education Campus. This is to reduce tooth decay and raise awareness of dental hygiene among children. Under supervision of an adult, children clean their teeth and actively learn how to have good oral hygiene and prevent decay. The brushing club is designed to supplement tooth brushing at home.



*📷 Cranbrook Education Campus early years' teacher Julie Chivers leading the teeth brushing club with schoolchildren*

### **Online health information skills**

The Public Health Project Officer allocated funding from Cranbrook's Healthy New Town programme and organised a session on safe online health information skills training. Royal Devon & Exeter NHS Foundation Trust's library manager ran the class for Cranbrook's team of library volunteers and some members of Cranbrook Medical Centre's Patient Participation Group (PPG).

### **Delivering Junior Life Skills training**

Throughout eight full working days in June/July 2016 Environmental Health's Commercial team worked with other agencies including police and fire services to coordinate and deliver Junior Life Skills sessions. 41 primary schools from across East Devon attended, with 988 children receiving small-group training on hand-washing information and techniques from the EH team alongside other skills from the various agencies. It was observed that while the children's knowledge varied at the start of their sessions, they were taught to wash their hands thoroughly and by the end of the sessions all could follow the procedure.

## Priority Area 3: Healthcare public health and preventing premature mortality: reducing numbers of people living with preventable ill health and people dying prematurely

### 3.1 Falls prevention: Support falls prevention activities in care homes

[NICE \(2013\) clinical guideline 161 Falls: assessment and prevention of falls in older people](#) explains that falls and fall-related injuries are common and serious for older people. People aged 65 and older have the highest risk of falling, with 30% of people older than 65 and 50% of people older than 80 falling at least once a year. Falls are estimated to cost the NHS more than £2.3 billion per year. This is a significant issue, and one for which staff in Environmental Health and Private Sector Housing have endeavoured to widen networks and explore opportunities to build partnerships such as with the Hub at Budleigh Salterton due to open later this year.

### 3.2 Emotional health & wellbeing; self-harm / suicide prevention

#### Thelma Hulbert Gallery outreach activities with priority communities

East Devon District Council's [Thelma Hulbert Gallery](#) (THG) has achieved continued success as a cultural leader in the South West for access and inclusivity in the arts. Using artist-led workshops to interpret and engage with our exhibitions we work with a wide variety of community groups enhancing their health and wellbeing. These groups include Honiton Children's Centre (reaching families from low socio-economic backgrounds), Honiton Memory Café (for those with dementia and their carers), ROC, Newholme and Magic Carpet (supporting adults with learning disabilities and complex needs), Mind (supporting adults with mental health issues), East Devon Housing Tenants, Pupil Referral Units, Millwater Special School and both primary and secondary schools across East Devon.

THG won GOLD for Access and Inclusivity once again in 2016 at Devon Tourism Awards. This award recognised the accessible nature of the gallery, its exhibitions and learning programme alongside THG's positive attitude to inclusivity which extends to our volunteers, whose diverse mix includes many with protected characteristics.

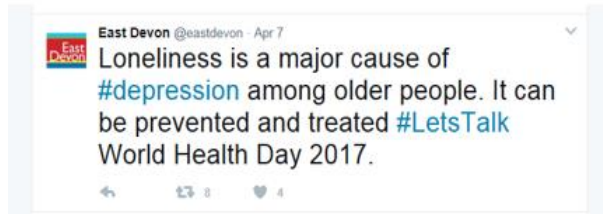


 A member of the Painting4Parkinsons group creating a picture

## Devon-wide workplace mental health toolkit

This Devon-wide project by Devon County Council in 2016 produced a mental health awareness course and [web-based toolkit](#) for frontline staff. Hosted on Exeter CVS website, the toolkit enables staff to start an appropriate conversation, signpost adult clients and provide information.

## Responding to isolation in older people



*EDDC tweet to support WHO's World Health Day*

Social isolation is known to contribute significantly to poor health outcomes. EDDC supports campaigns and responds to opportunities to help overcome loneliness among those most at need.

The [Silver Line](#) is a free confidential phone helpline providing information, friendship and advice to older people, open 24 hours a day, every day of the year. Mobile Support Workers can signpost and provide leaflets explaining the service as required.

The Mobile Support Workers have used an agency called Neighbourhood Friends over the last year. They work mainly with over 75s but they make exceptions on a case-by-case basis. They help with anything that the client needs e.g. shopping, taking them out, popping in for a chat and cup of tea.

## Responding to emotional needs of young people

Environmental Health staff while leading and coordinating the local Healthy New Town programme for Cranbrook allocated programme funding for various activities with Cranbrook's schools to help children needing emotional support:

- i. [Brain in Hand](#) app licences were purchased along with iPods on which to use the app, in an innovative pilot to support up to ten children with mental health issues. The schools' aim in that if the pilot intervention is successful pupil premiums can be used to pay for future children.
- ii. Providing an in-house art and drama therapist one day per week at the Education Campus aimed to demonstrate the importance of creative arts in supporting the emotional wellbeing of target children. In-house evaluation of the effectiveness of the intervention will inform decisions as to whether this facility is funded by pupil premium in future years.
- iii. [Sherborne Movement](#) sessions at St Martin's primary school offered a series of ten week movement therapy interventions, involving a mix of high level needs and other children, and significantly with their parents directly. Intended outcomes are improved pupil attainment and working memory, along with an improved "ready, willing and able" attitude within the parents' cohort.
- iv. From January 17 the public health project officer has been coordinating and contributing regular topical healthy lifestyle / wellbeing messages for Cranbrook Education Campus' online "thought for the week". Through this use of social media, the School and the local HNT Coordinator ensured that increasing numbers of children, parents and teachers receive a range of relevant messages about healthy lifestyles and mental wellbeing.



8th Feb 2017



**"Be kinder than is necessary. Because it's not enough to be kind. One should be kinder than needed."**

Quoted by a school teacher to students in the book *Wonder*. This is the life-affirming story of a ten-year-old boy's first year at school while coping with severe facial disfigurement. The story manages to be funny and uplifting more than it is sad.

With so much focus on body-image in the media, this book invites us to re-think our own worries by listening to a boy who has to cope with daily stares and cruel remarks.

The book is told from the point of view of his friends and family as well as the hero. It shows that everyone has their own struggles and it explores how people behave under peer pressure.

*Wonder* by R J Palacio is one of the new books being added to the school library from a national collection chosen by and for young people.

Helen Wharam; Cranbrook Healthy New Town Programme Coordinator

— February Half Term Letter from Mr Farmer

Example of School "thought for the week"

## Reading Agency mood-boosting and self-help books



New books for the Education Campus



New books for the library

While coordinating Cranbrook's Healthy New Town programme locally, the Public Health Project Officer selected, purchased and delivered relevant [Reading Agency's](#) Reading Well Mood-Boosting and Books-on-Prescription book collections for the Education Campus and Cranbrook Library. These national collections, chosen by readers and health professionals to support mental wellbeing, are available to Education Campus students and residents.

### 3. 3 Dementia: raising awareness to support local Dementia Action Alliance expansion of Dementia Friendly Town status across East Devon

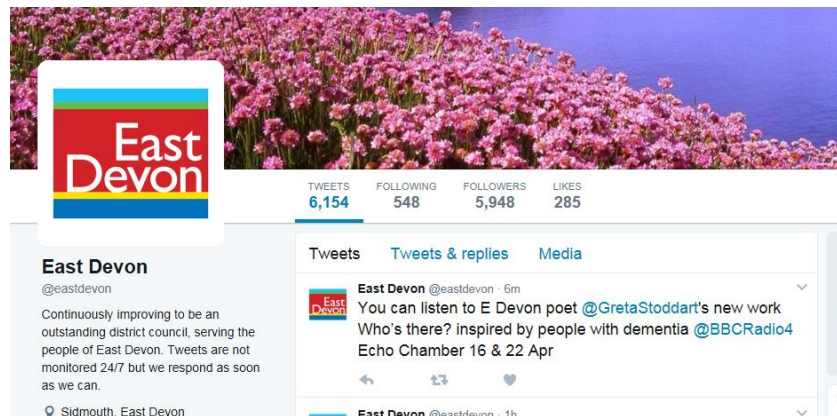
Published in February 2015 [The Prime Minister’s challenge on dementia 2020](#) set out what this government wants to see in place by 2020 in order for England to be the best country in the world for dementia care and support and for people with dementia, their carers and families to live; and the best place in the world to undertake research into dementia and other neurodegenerative diseases.



*Honiton Memory Café walk launch*

LED lead monthly Dementia Walks for Honiton Dementia Action Alliance and Honiton Memory Café. Thanks to the donation of the Otter Windows bus, the group are able to walk in different locations in East Devon. Between 15 – 25 individuals with dementia and their carers regularly attend these walks every month.

EDDC’s Comms team promoted local awareness-raising activities including BBC Radio 4’s broadcast of an East Devon-based poet’s new work “Who’s there?” inspired by people with dementia.



## Priority Area 4: Health Protection: protecting the population's health from major incidents and other threats

### 4.1 Air quality

Two air quality projects formed part of an allocated district council grant of £20,000 from the Devon Public Health Grant 2015/16, as part of an arrangement to support the public health system across the two tier structure of local government in Devon. The Devon District Local Authorities worked together with Devon County Council on these two projects; two EDDC Environmental Protection team staff contributed to this work.

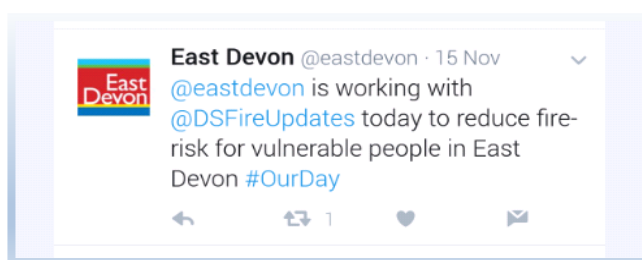
#### Devon-wide personal exposure project

A successful joint project was completed during the summer of 2016. East Devon EHOs working with colleagues across Devon carried out research work with school pupils in 3 areas relating to personal exposure to traffic related air pollutants. The project concluded that whilst walking to school is clearly beneficial, the choice of route is also important and exposure to poor air quality reduced if walking routes away from main roads were selected. The team intend to repeat this project with pupils attending schools in East Devon.

#### Devon-wide ECO stars project

This project, although supported by the Environmental Protection team, was carried out by independent consultants liaising with larger distribution and logistics companies across Devon. The aim was to encourage fleets to sign-up to Eco stars, committing to taking steps to reduce the potential for their fleets to cause traffic pollution. The project is ongoing with the final results for the first phase still awaited.

### 4.2 Partnership with Devon & Somerset Fire & Rescue Service



*EDDC tweet promoting the partnership*

This partnership aims to raise home safety fire trigger point awareness. Fire Service staff have presented to middle managers and delivered training to frontline EDDC staff, so that when meeting the public they can recognise risks of fire and have a system through which referrals can be made.

## PUBLICITY AND PROMOTION: COMMUNICATING OUR ACTIVITIES

Activities have been implemented by EDDC staff and through partnerships e.g. with LED Leisure, Devon County Council, neighbouring councils, neighbouring NHS trusts, charities and voluntary groups. Working closely with the Communications team, opportunities are taken to promote these partnerships and activities.

Efforts have been made to share messages with stakeholders via a range of methods and formats, celebrating progress and achievements, highlighting case studies, encouraging engagement and aiming to educate, via press releases and social media:



*Reading Agency tweet celebrating Cranbrook's new Reading Well books*



*EDDC tweet promoting opportunity for dental care*



*EDDC tweet promoting stroke awareness campaign*

## The year in headlines


A selection of news items are listed here, chosen to illustrate stories reflecting activities supporting Public Health priorities in 2016/7:

Date	Sample press headlines
June 16	<a href="#">Canoeists help keep East Devon beach clean</a> <a href="#">Youth Club Queens Birthday Award</a>
July 16	<a href="#">Exmouth Leisure Centre gets Sport England cash boost</a> <a href="#">Community Building Fund ready for more applications</a> <a href="#">East Devon youngsters shine at Devon Rotary Youth Games</a>
Aug 16	<a href="#">More support for people with drug and alcohol problems in Axminster</a> <a href="#">‘Working Together for the Future of East Devon’ – voluntary and community organisations invited to free conference</a> <a href="#">Council takes young people Outward Bound to Welsh mountains</a>
Sept 16	<a href="#">‘Supporting You’ conference hailed a success</a> <a href="#">EDDC Countryside volunteers raise money for local hospice</a> <a href="#">East Devon homeowners given timely reminder to check smoke and carbon monoxide alarms</a> <a href="#">East Devon supports CosyDevon gas central heating fund</a>
Oct 16	<a href="#">Risky play activity sessions helps children to explore boundaries</a> <a href="#">Young people of Budleigh Salterton decide on new sports facility</a> <a href="#">Project encourages East Devon pupils to realise benefits of outdoor learning</a> <a href="#">Council opens door to new and innovative low energy social housing property</a>
Nov 16	<a href="#">Countryside team celebrate National Volunteer Day</a> <a href="#">Local primary schools take over East Devon District Council for the day</a> <a href="#">Honiton Dragons’ Den attracts community groups in need of funding</a>
Dec 16	<a href="#">Sidford Byes play area design chosen by local schoolchildren</a> <a href="#">Feedback invited from public on dog and seagull controls</a>
Jan 17	<a href="#">Painting for Parkinson’s</a> <a href="#">Bring all-year-round outdoor learning to life in the East Devon Countryside</a>
Feb 17	<a href="#">Countryside education ranger a hit with SWITCH youth groups</a> <a href="#">Exmouth social housing scheme recognised at national Innovation Awards</a> <a href="#">Volunteers help council achieve great things for countryside in East Devon</a>
Mar 17	<a href="#">East Devon housing company will provide local homes for local people</a> <a href="#">New apple trees for Millwey community orchard</a> <a href="#">Off-road mobility Tramper named the Wetlands Wanderer</a> <a href="#">Council helps homeowners with scheme that spreads the cost of a new boiler</a> <a href="#">New multi-use games area coming in Spring 2017 for young people in Sidmouth</a>

Apr 17	<a href="#">New clubs for healthy teeth in Cranbrook</a> <a href="#">Countryside events improve health and well-being</a> <a href="#">‘Mood boosting’ books for Cranbrook Education Campus thanks to Cranbrook Healthy Town</a> <a href="#">Cranbrook volunteers learn where to find safe health advice</a> <a href="#">Cranbrook Calling!</a>
May 17	<a href="#">Wellbeing Reading Win for Cranbrook Library</a> <a href="#">New sports activity wall for Budleigh Salterton</a> <a href="#">Countryside team celebrates Naturally Healthy Month</a> <a href="#">Budding Cranbrook chefs cook-up a feast at ‘Cranbake’</a>

April 2017:



 Cranbrook volunteers trained in safe health information online



Author: Helen Wharam – Public Health Project Officer *and throughout this review period* Local Programme Coordinator for Cranbrook Healthy New Town

July 2017



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