

Appendix One

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Below is a wide-ranging selection of areas where activity to support and promote the health, wellbeing and environment of residents is prominent in the work of the county council. This list is in no particular order; nor is it exhaustive of our work.

1) A new Joint Health and Wellbeing Strategy for Essex

At the end of May, the new Essex Health and Wellbeing Strategy for 2022 – 2026 was published.

The overarching vision of the strategy is:

“To improve the health and wellbeing of all people in Essex by creating a culture and environment that reduces inequalities and enables residents of all ages to live healthier lives.²

To achieve this vision, the strategy sets out our five key priorities for the next five years:

1. Improvement mental health and wellbeing
2. Physical activity and healthy weight
3. Supporting long term independence
4. Alcohol and substance misuse
5. Health inequalities & the wider determinants of Health

The strategy sets out in detail the issues behind each of these priorities, the key outcomes to have achieved by the end of it and how we as a system will go about achieving these priorities. Crucially, the strategy also sets out how the Essex Health and Wellbeing Board fits within, and works with, the other major elements within the Essex health and care system.

It is a comprehensive, system-wide approach to tackling the key health and wellbeing issues in Essex, and is available to read via this link:

<https://assets.ctfassets.net/knkzaf64jx5x/dW4ULQt3z0drmsJ44BkPT/4e1087574de56130bf7c82374758b5d5/Essex-joint-health-and-wellbeing-strategy-2022-2026.pdf>

2) Essex County Council's New Approach to Public Health

Everyone's Essex rightly provides a framework for shaping our ambitions over the next four years into four key areas. Public Health cuts across all these areas. The creation of new Integrated Care Partnerships with a broad remit to address health and care issues across their respective geographies also provides an opportunity to develop health and wellbeing strategies that seek to address both the underlying causes of ill-health (the so-called wider determinants), and also seek ways to support primary care in Essex – both in terms of NHS and community support.

Lucy Wightman, our new DPH, has been working to reset the Public Health business plan to capture these changes and wider ambitions. She will be outlining them in an all-member briefing on 10th October, to which you are all invited.

Below are a few highlights of our new thinking and plans around public health.

Our new approach focuses on the Four Ps:

- Productive Partnerships
 - Bringing together the support of local businesses, public sector organisations, local academic institutions, the voluntary sector as well as communities and individuals themselves to create the right policies, invest in the right areas and create the right culture for people to live healthier, longer lives.
- Place-based Public Health
 - Working at both a strategic level (e.g. the development of community, service, educational and cultural facilities and decarbonisation; ensuring people can access the services, facilities and jobs they need and/or aspire to have; encouraging people to maximise the facilities and services locally and contribute to their sustainability); and at a local level (e.g. building on the active and engaged communities work), we will engage directly with the people of Essex to better understand their needs and support them to identify solutions and play an active part in delivery.
- Prevention
 - Using population health management (PHM) approaches to identify groups of people at risk of developing disease or disability, we will work with partners to reduce lifestyle risk factors to drive down poor health outcomes and loss of independence and support programmes of work to delay deterioration where people are already unwell. Work programmes will cover the four stages of prevention: primordial, primary, secondary and tertiary.
- Public Health Priorities
 - Six common risk factors are responsible for 60% of deaths and a high number of years lived with disease/disability in Essex: smoking, high systolic blood pressure; high fasting blood glucose; high body mass index; high LDL cholesterol; alcohol use. We will therefore focus our efforts on reducing the prevalence of these key public health issues.

Mental Health

It is well evidenced that mental wellbeing significantly affects both our quality of life and life expectancy. Maintaining positive mental health is also important if we are to

maintain functional relationships with family, friends and the wider community. It is also a major influence on our aspirations and ability to maximise our educational opportunities and maintain fruitful employment.

- Work to break down the stigma surrounding talking about and seeking help for mental health issues
- Develop a range of services that promote positive mental wellbeing and that provide tools for people to use in their everyday lives to cope with pressure and change
- Increase the number of Mental Health First Aiders in the community to support people with low level mental health concerns and signpost them to support services
- Develop a suicide prevention strategy to develop services that better identify those at risk and provide support that is easy to access as and when its needed
- Work with partners to ensure that those at risk of poorer mental health are encouraged to be physically active and those who have confirmed mental health conditions are able to maintain their physical health

3) A reset for the Essex Wellbeing Service

Having initially been created during the early stages of the pandemic, the last few months have seen a reset of the service to create a strong, joined-up approach to supporting people with public health issues. It is delivered through a partnership approach, working closely with Adult Social Care, Providers, Charities, and Volunteers. Services include befriending, emotional and mental wellbeing support, debt, housing and employment queries, child and family lifestyle services and carers support, as well as a range of health improvement services including smoking cessation, physical activity, NHS health checks and weight management.

By working as one system and bringing together an alliance of expert partners, this highly innovative service demonstrates true integration and delivers wellbeing outcomes both at scale and sustained over a longer period. There is a single point of access and EWS uses a shared data platform for holistic assessment and case management.

The focus of the service is very much on promoting the wellbeing of people, looking at the building blocks of health and supporting those in most need, preventing needs from escalating and reducing demand on health and social care services.

Some of the outcomes in the first 100 days are:

Essex Wellbeing Service



Essex Wellbeing Service



4) Levelling Up

Poorer health outcomes among residents in deprived communities is a fundamental driver of our levelling-up programme.

Reducing the disparity in life expectancy between these areas and the most affluent in Essex is possibly our longest-term performance indicator and will be the ultimate sign of success.

There is a recognised alignment between the Levelling-Up missions and wider determinants of health. We are working to join up activity and thinking around these areas to amplify the impact.

The county council has announced significant investment for health initiatives in key levelling-up locations and it has been identified as a priority within the targeted levelling-up cohorts.

Below is a selection of some of the health initiatives currently underway:

Place	Project/Initiative	
Essex - Countywide	Community Supermarkets	To help address poor health outcomes by supporting families on low incomes to buy food and household essentials at lower prices and in turn helping to ease some of the cost of living pressures people are now facing
Canvey Island	Active Essex healthy and active best start projects in Canvey Island (Physical Literacy)	Consists of: Breakfast clubs for 300 of the most disadvantaged reception aged children and their families, offering physical activities that enable physical development and gross motor skills early EYFS/KS1 Programme for children to enable them to experience high quality, active story-based physical literacy sessions. It is hoped that by maximizing activity in lessons, children will be actively engaged for the whole lesson, have fun and love physical education, meaning they are more likely to be active throughout their childhood and into their adult lives
Colchester	ACL Multipurpose training room	To enable learners to gain improved hands-on experiences within the health and science sector. An inspiring and exciting new space will be created and designed to encouraged participation in STEM based subjects.
Tendring	Beat the Street physical activity game	Delivered in July 2022. Aimed to kick start health within the community, engaging many inactive people, in partnership with CVS Tendring and the Intelligent Health team. Evidence suggest that the majority of people who took part, will remain active six months after the game.
Tendring	Harwich Community Hub	Investment in a local community asset to enable (one of its many) aims to support Health and Wellbeing for the local community (physical activities are available alongside mental health support). The Hub advertises itself as a shared space where 'it's ok not to be ok'.
Tendring	Essex Pedal Power	To enable 2,200 people to enjoy the benefits of cycling whilst improving their health.

		Providing free bikes to citizens in most low-income postcodes in Clacton, Jaywick, Harwich and Dovercourt for multiple uses including work, shopping, fitness, and visiting friends and family.
Tendring	ParkPlay Jaywick and Clacton	ParkPlay involves bringing people together in groups for fun games and activities. Families are being encouraged to come together and get active at new weekly ParkPlay sessions in Jaywick and Clacton.
Tendring	Disability Cycling project	A new disability cycling project for Tendring engaging over 7,500 people with disabilities and long-term health conditions in regular cycling.

5) Tackling the cost of living and its impact on health and wellbeing

Essex County Council is committed to supporting households and businesses through the cost-of-living challenges we are facing. We represent everyone who lives and works in Essex and will always be their ultimate champion.

That is why, on 28 September 2022, we launched our ‘Cost of Living Support for Households and Communities’ policy paper. This sets out our approach to addressing the short-term response, medium-term resilience and longer-term root causes of the cost of living challenge. The paper sets out a six-point plan on cost of living focused on: paying for essentials; keeping warm; eating well; money management; information, advice and guidance; and well-being. The Council is investing around £50m in a range of projects to support households on these cost-of-living issues. The projects we have undertaken so far this year along with some new announcements are set out in the policy paper. However, this is just the beginning as we enter the winter period. We will be making more announcements over the coming weeks, including on how we will be spending the latest tranche of the Household Support Fund, worth £9.4million, from October 2022 through to April 2023.

Announcements include:

- The aforementioned £9.4m additional support going into the Household Support Fund to focus on essential costs and support with energy hikes.
- Launch of the new Community Winter Warmth and Welcome Programme – a new programme supporting community organisations, partners, and our own services to provide additional activity in local places so that people can keep warm whilst doing something useful. This includes a new £100,000 grant scheme (from the community challenge fund) to be made available to community groups to come forward with their ideas which we will grant fund up to £1k.
- Sustainable Warmth Programme - click [here](#) - we have secured a further £17m of government funding – administered through the South East Energy hub to help households make improvements to secure energy efficiency – this

money is available from October – and can pay for insulation and other energy saving improvements.

- Information, Advice and Guidance: as well as funding citizens' advice and other agencies to provide support services, we are also providing a central resource that pulls together advice and guidance for residents and are signposting to top tips to help people maximise use of their money. We have set up a collaboration with HSBC to provide free webinars for residents on financial planning and financial health checks to support people to manage their budgets through the cost of living pressures. We are also working with the DWP on additional support tools.

We will also be hosting a Cost-of-Living Summit on 7 November, which will bring together system partners as we seek to commandeer a system-wide response to this challenge.

6) In our schools

Below are two important complementary pieces of work are happening with schools that are engaging in our core offer, known as Trauma Perceptive Practice (TPP) for understanding and supporting social, emotional, and mental health. These are

a) ***Physical activity for Emotional Wellbeing*** - produced and led by Active Essex

This is newly launched, designed in Partnership with Essex County Council, Social Emotional Mental Health (SEMH) team. This **Physical Activity for Emotional Wellbeing** module combines and enhances the ECC full TPP course, with this module specifically focused on active interventions and the use of physical activity to help support emotional wellbeing and contribute to behaviour management.

b) ***Promoting Resilience*** - helping children manage the ups and downs of life

This is a scheme of work which has been created in collaboration with children and young people from the Multi Schools Council. It provides teachers and support staff to systematically help children to look at, understand, and support one another through the things that they are likely face as they emotionally develop at an age-appropriate way. We know that connecting and belonging to schools and communities is very strong protective factor.

There are opportunities for schools to receive training for both of these.

We also have a programme of work on-going this academic year looking at promoting better and more effective self-care. We will be using the voice of children and young people in Essex to scope how we build on the NHS '5 Ways to Wellbeing' as one tool. One of these five Ways is being physically active. The themes of the other self-care will cover topics such as:

- Sleep
- Diet and nutrition
- Social media and screen time
- Where to seek help

7) Active Essex – progressing the Find Your Active campaign and more

Active Essex is a county-wide partnership working to strengthen communities and provide tools to enable all residents to access physical activity and sport for good physical and mental wellbeing. Set out as a Strategic Priority in the physical activity and sport strategy for the county, *Fit for the Future*, Active Essex prioritise the work of *Active Environments*.

The integral work has seen some significant progress around active sustainable travel and active environments. With initiatives such as Essex Pedal Power, ParkPlay and gamification developments taking hold within the pilot areas, learning and evaluation is helping provide Active Essex with vital insight into how to develop this area further.

As part of the behaviour change campaign Find Your Active, an Active Travel guide for workplaces and schools has been created, as well as a number of new opportunities for residents to engage with physical activity in the county's green and blue spaces; Blue Therapy Active is a group that coach swim safety and bring the community together to support their mental wellbeing; whilst ParkPlay is an initiative growing quickly across the county, ensuring our green spaces are utilised at the weekend through a free, family activity session every Saturday morning. By utilising the counties green and blue spaces, Find Your Active are helping to create a healthier, safer and more active environment across the county.

The Find Your Active initiative and RideLondon-Essex event has led to a new partnership with The London Marathon Charitable Trust, who are powering a School Active Travel Grant. In addition, the relationship brokered with the Sustainable Travel team and Essex Local Delivery Pilot has helped to supercharge the Essex Cycle Grant, following the prioritisation of the active travel agenda. Further funding has been added to the well-established grant, already helping to reach a wider audience, with 75% of recipients being new to the Sustainable Travel team. The grant supports organisations throughout the county to engage with more people to get them cycling, aiming to help those needing support learning to ride or accessing a bike, as well as those who are more confident wanting to explore more of Essex on two wheels.

Lastly, working in partnership with Place Services, Chelmsford City Council, Essex County Council and the Office for Health Improvement and Disparities has enabled Active Essex to develop the Livewell Accreditation Scheme. The scheme provides a health specific development accreditation to developers that are embedding healthy placemaking and active design. This all helps contribute to the safer streets agenda and shows Essex's commitment to sustainable and active travel.

8) Job creation

The single most important factor in improving outcomes for residents is to provide them with jobs. Earlier this year we launched our [Sector Development Strategy](#) which has identified five county-wide economic growth sectors to provide new jobs. This strategy was based on research with hundreds of Essex businesses, builds on existing strengths within the county economy and predicted future trends. The five growth sectors identified are green construction; clean energy; advanced manufacturing and engineering; Digtch; and life sciences-including MedTech and CareTech.

Through the Retrofit Academy Pilots ECC are working to understand the scale of retrofitting required for Essex homes so that residents are warm, facing lower bills in the future and providing training for Essex firms and their employees to undertake this work, creating warm homes and new jobs.

9) Culture

Our investment in both National Portfolio Organisations to support their community outreach work and directly into local groups through our Arts and Culture Fund is supporting residents of all ages to engage in outdoor arts and cultural activities and participate in activities aimed at improving their mental health.

10) School Streets: plans for building on the success

a. Developing a Healthy School Street's strategy and toolkit

There are 600+ schools in Essex and it is not possible for ECC to work directly on each Healthy School Street individually, due to constraints such as funding and resources. ECC are developing a strategy to help us determine best practice in school street design, the types of intervention appropriate for Essex schools, how we can prioritise which school streets need direct support from ECC, and what schools can do themselves. Our aim is to ensure that all schools have the access to the information and tools to be able to make a difference, without the need for heavy intervention from ECC. By empowering schools the information and skills to put some actions into place, they can work directly with their children's caregivers to educate the children from a young age.

b. Creating a School Streets Design Manual for developers – design out the need to drive

We have ambitions to evolve the design of school streets from the very beginning, so all new schools built have innovative design that ensures the Healthy School Streets are safer, greener and healthier for all users. Historically schools have been designed to end the school 'street' at the school gate or to have multiple schools on single streams, causing traffic chaos. Working with developers, ECC are going to create a guidance/ policy on best practice school street design.

c. Launching a trial of 'Home Run' car share scheme

App-based Home Run is a new car share scheme specifically designed for caregivers to share lifts to and from school. It is designed to reduce traffic around schools, making it safer for those who can walk to do so. Our pilot will focus on a selection of rural and urban schools, to identify what works and where, with a view to a full roll out across the county.

d. Partnership with Sustrans and Living Streets to utilise national best practice

We are continuing to partner with charities Sustrans and Living Streets (National cycling and walking charities) on multiple projects. And will continue to develop this relationship to be at the forefront of innovative designs, and ambitions that can be achieved within the partnership. There are a number of active travel behaviour change programmes designed for schools such as Walk

on Wednesdays and Cycle to School week, that have been developed with these charities, and are promoted to all schools through ECC. These are easy, and often free, gamification programmes which schools can implement themselves.

We are also working with both parties on a consultancy / engagement basis, leveraging their national expertise, exposure and experience on more challenging school streets e.g. Sawyers Hall Lane, Brentwood and Winstree Rd, Colchester.

e. 3PR parking campaign with Parking Partnerships

3PR is a national parking behaviour change scheme focuses on caregivers of school children, encouraging Care, Caution and Consideration when parking. It's highly successful in making school streets safer. We are working with schools both NEPP and SEPP, to look at ways schools can introduce this themselves, with the support of the parking partnerships. Our ambition is to educate and change behaviours so enforcement is a last option. Empowering schools to look at the multiple ways that they can influence the behaviour of their children's caregivers will ensure long-term impact, and sustained behaviour change for future generations.

f. School Transport Planning Officer

As part of the ECC Travel Planning Team, we have a dedicated officer working on school travel planning, giving bespoke guidance and advise to schools on how to produce a travel plan and how to introduce active travel initiatives such as 3PR and Cycle to School. Again, leading on empowerment to the schools on behaviour change, we aim to have contact with all Essex schools possible, and for the School Transport Planning Officer to work closely with the headteachers using the Healthy Streets toolkits, and incorporating all of the above points; 3PR, behaviour change programmes, innovative design, car share schemes etc.