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“Health inequalities and the social determinants of health are not a footnote to the determinants of health. They are the main issue”

Sir Michael Marmot

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Introduction: the District health and wellbeing context

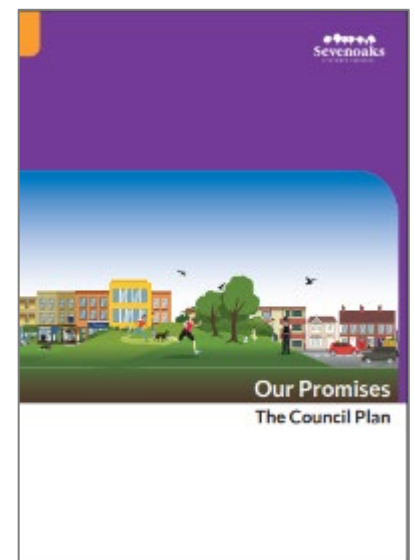
The Health and Wellbeing Action Plan forms part of a wider set of Council and partner strategies and it is important to recognise its relationship with these. This Plan aims to deliver the healthier communities priorities with the Sevenoaks District Community Plan, to help residents to have healthier lifestyles and reduce health inequalities across the District. This Action Plan also provides vital links to the following health related strategies and priorities:

- Sevenoaks District Council Plan
- Sevenoaks District Housing Strategy - Wellbeing Starts at Home
- Sevenoaks District Local Plan
- Kent Sustainability and Transformation Partnership (STP)
- NHS Five Year Forward View
- Kent Public Health Outcomes Framework
- Kent Joint Health and Wellbeing Strategy

The Objectives within the Health and Wellbeing Action Plan will support delivery of key strategic actions set out in the Community Plan and build on the work of the previous Sevenoaks District Health Inequalities Action Plan (2015-18).

Sevenoaks District Council Plan: sets out three key health related promises:-

1. Provide adaptations to people's homes to prevent hospital admissions from falls and accidents. Prevent delays to hospital discharge by adapting homes quickly so people can be supported to return to independent living as soon as they are clinically ready.
2. Provide support to tackle the non-medical reasons why people visit their GP or hospital, helping them to make and sustain the changes needed to lead healthier lives.
3. Deliver first class wellbeing services supporting residents to make healthy choices and linking them to our core services such as leisure and housing.



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Sevenoaks District Community Plan 2019-22

This creates a long-term vision for the Sevenoaks District and sets out the community's priorities for action. It addresses health and wellbeing throughout the Plan and makes the link between health and housing issues. It incorporates the health promises

The Community Plan includes key priorities that relate to reducing health inequalities. The objectives in this Action Plan are closely linked to the following Community Plan priorities:



Community Plan Theme	Priority Ref	Priority
Caring Communities	1	Support people to lead safe, independent and fulfilling lives
	2	Improve outcomes for children and young people
	3	Meeting the needs of vulnerable and low-income households
Green Environment	2	Maintain a clean local environment
Healthy Environment	1	Reduce health inequalities and improve health and wellbeing for all
	2	Tackle the housing causes of health and wellbeing issues
	3	Encourage access to health services for all
Dynamic Economy	2	Improve skills for employment
Sustainable Economy	2	Provide a good mix of decent and affordable housing across tenures
	3	Help people to shape their local community

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Sevenoaks District Housing Strategy, “Wellbeing Starts at Home”

We have developed this strategy to use all of our public health and place-shaping tools together, holistically and strategically to create environments that support wellbeing.

It reflects our belief that people’s homes can have a significant impact on people’s health.

“Wellbeing Starts at Home” focuses on health outcomes that can be achieved through a wider range of housing interventions, all of which contribute to health and the wider community. It also forms a major part of the Submission version of the Sevenoaks District Local Plan.



Other key strategies

Place-based approaches for reducing health inequalities (2019)

This has been developed by Public Health England, the Association of Directors of Public Health and the Local Government Association. It is based on an understanding that reducing health inequalities is linked to jobs for local people, decent housing, and preventing people from becoming isolated. It recognises the vital role that places and communities have to play to help people use the NHS less in later life, and when they are unwell to stay in their own home for longer, and to stay in work for longer.

These concepts are closely linked to the Council Plan, the Sevenoaks District Community Plan and the Housing Strategy, “Wellbeing Starts at Home”.

Kent Joint Health and Wellbeing Strategy (extended to 2021)

The Kent-wide Health and Wellbeing Strategy seeks to achieve the following outcomes:

- Outcome 1: Every child has the best start in life
- Outcome 2: Effective prevention of ill health by people taking greater responsibility for their health and wellbeing
- Outcome 3: The quality of life for people with long-term conditions is enhanced and they have access to good quality care and support
- Outcome 4: People with mental ill health issues are supported to live well.
- Outcome 5: People with dementia are assessed and treated earlier, and are supported to live well.

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NHS Five Year Forward View

The NHS five year forward view recognises that the NHS needs to respond to the pressures of people living longer and the growing population of the country. It includes focus on:

- Urgent and emergency care
- Looking at how to free up beds and take pressure of A&E in partnership with community services, council and hospitals
- Appointments with GPs
- Providing specialist centres to improve diagnosis and capacity for cancer patients
- Addressing gaps in services for people with mental health problems
- Increase investment in and access to psychological or “talking therapies”, for common mental health problems
- Better help for new mothers with more specialist perinatal mental health team
- 24 hour mental health liaison teams in A&E and investment in crisis response and home treatment teams
- Helping frail and older people to stay health and independent and avoid hospital stay with possible.

Kent Sustainability and Transformation Partnership (STP)

This is about how the NHS, social care and public health in Kent and Medway are working together to plan how to transform services to meet the changing needs of local people. It seeks to deliver the NHS Five Year Forward View. It includes the following priorities:

- Prevention of ill-health
- Local care
- Hospital care
- Mental health



New ways of organising health and care services
in Kent and Medway for benefit of everyone

Quality of life, quality of care

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Key health information about Sevenoaks District

Since the last Sevenoaks District Health Inequalities Action plan, we know that some statistical health data sets for the District have changed, some for better and for worse, but the overall six headline objectives remain the same priorities and these will continue to drive partnership working to improve the overall health and wellbeing of residents.

Summary of Health Profile Data from 2015 to 2018

In 2013, we published our first Health Inequalities Action Plan, based on the Kent template called 'Mind the Gap'. We have achieved a great deal since then but there is more to do. This document provides an update on our progress and sets out our new priorities for 2019-2022.

When we compare the 2018* Sevenoaks Health Profile (source: Local Authority Health Profiles - Public Health England) to that of 2015, the District has achieved the following:

- The overall prevalence of people smoking has decreased
- There has been a slight decrease in suicide rates amongst adults
- A slight increase in overall District life expectancy for men from 81.4 years to 81.9 year and for women from 84.6 years to 85.1 years
- A slight decrease in the percentage of children in Year 6 who are obese
- Decreases in teenage pregnancies and in infant mortality
- A decrease in the number of admissions for alcohol specific conditions (under 18s).

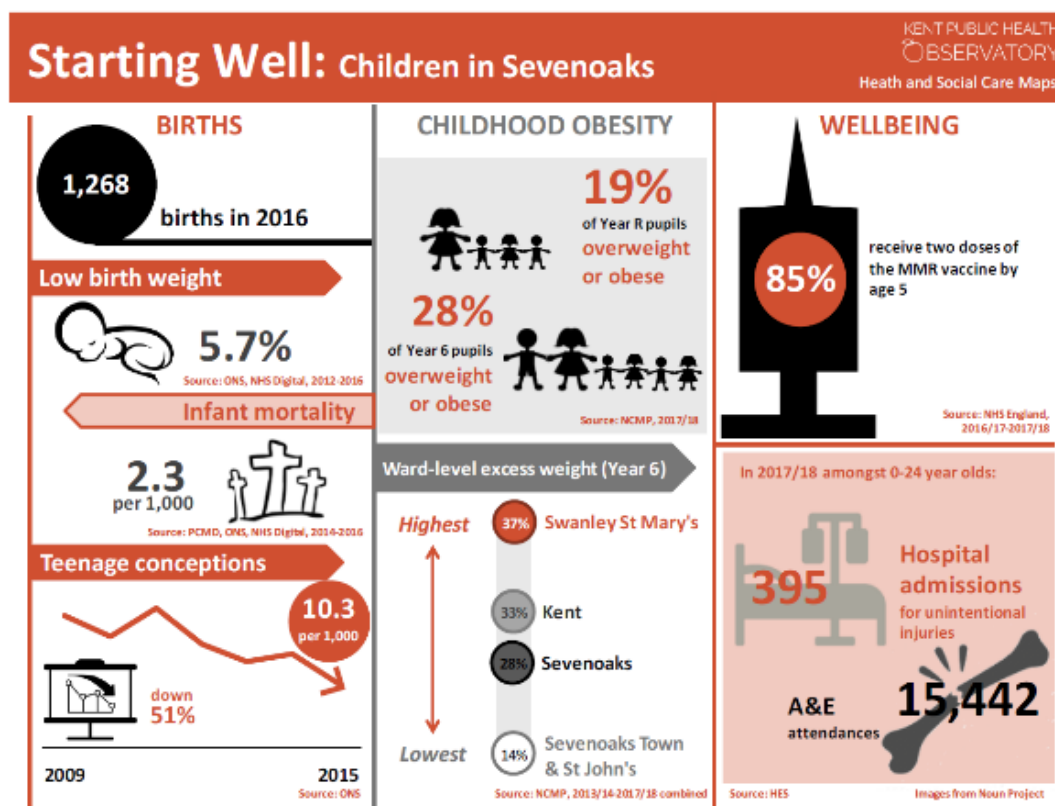
However, through the same profile for this District, for 2018, shows that there is still work to be done:

- There is still a nine year life expectancy gap overall of those living in the most and least deprived wards in the District
- The main cause of premature death is cancer, for 49% of people under 75 year old
- Around 51% of people (aged 65+) have two or more long term conditions
- Diagnosis rates for diabetes (aged 17+) and dementia (aged 65+) are significantly worse than the England average
- An increase in the number of hip fractures and A&E attendances for those aged over 65, both higher than the Kent average
- An increase in the number of winter deaths and dementia rates amongst older people
- A significant population growth forecasted over the next 10 years, by 12.9% (65-84 year olds) and 24.3% for over 85+ making Age Well a priority.

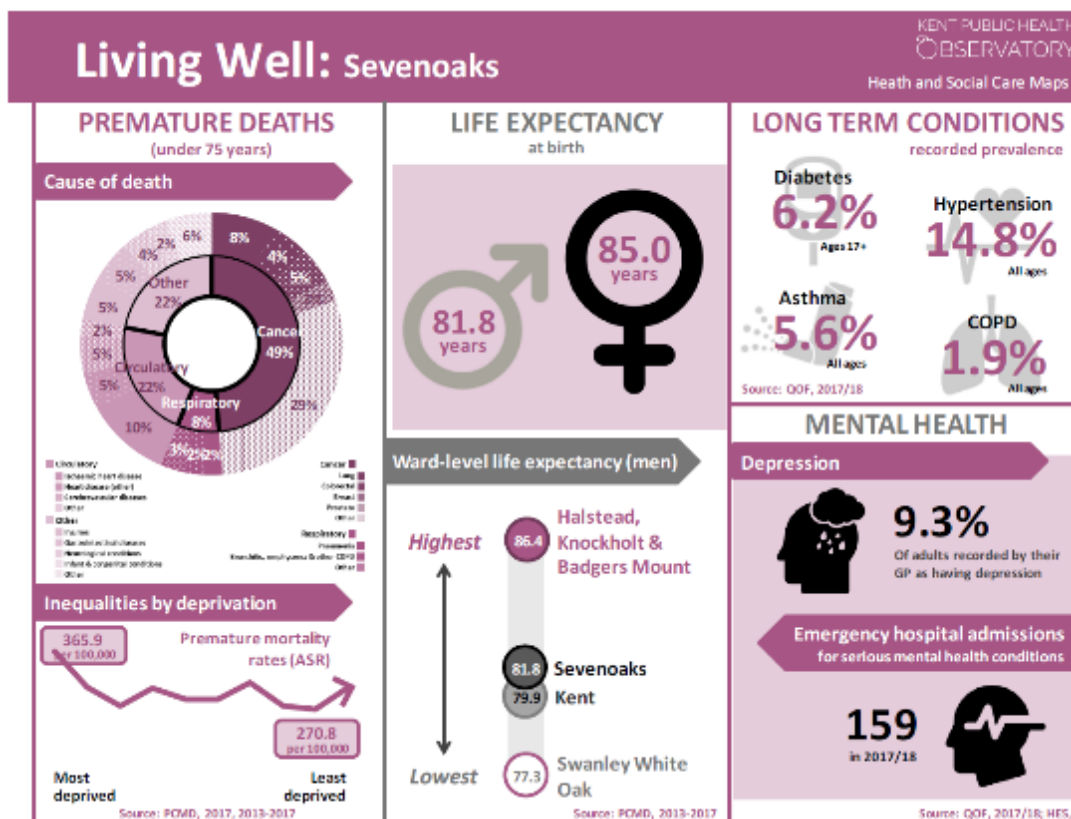
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A further summary of the key health data for the District includes:

Starting Well - Children

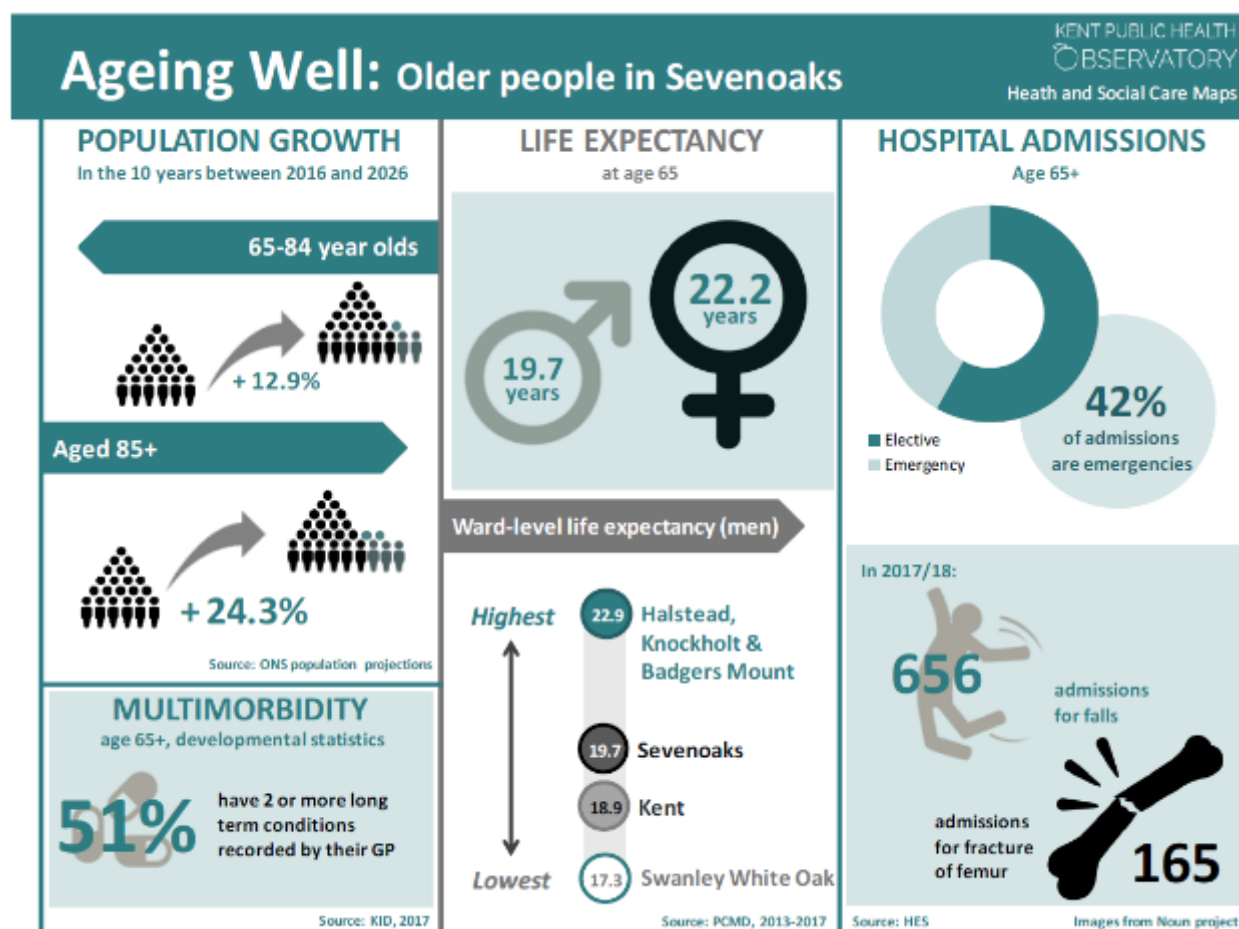


Living Well



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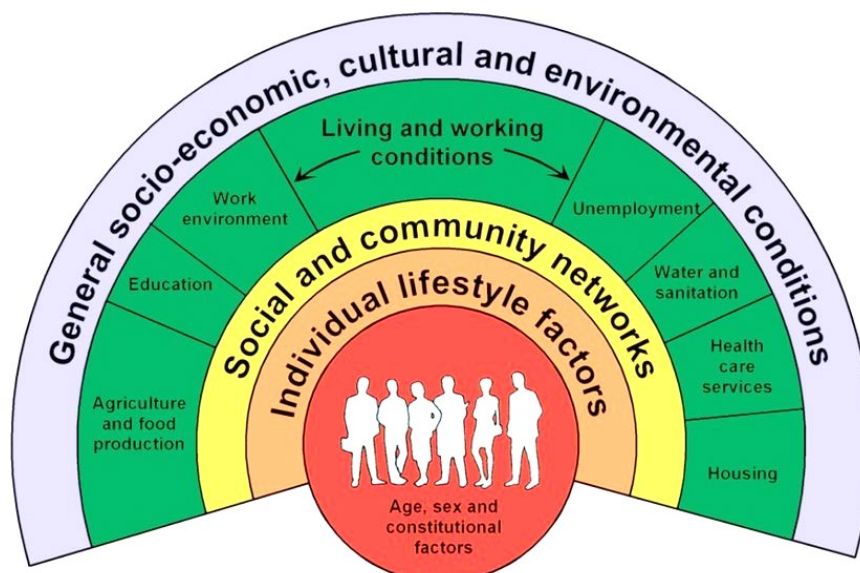
Ageing Well - Older People



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What are Health Inequalities?

Health inequalities can be defined as differences in health status, or in the distribution of health determinants, between different population groups. It is now widely recognised that our health is determined by a much wider range of factors other than health care. These also include how and if people can access employment, social, housing and other environmental factors of where they live.



Source: Dahlgren and Whitehead, 1991

A 2015 Kings Fund report (*'the district council contribution to public health: a time of challenge and opportunity'*), commissioned by the District Councils' Network (DCN), recognised that district council's play a key role in influencing these factors. Therefore, this Council aims to work with its partners and services to address these wider determinants of health.



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The Sevenoaks District Health Action Team

The Sevenoaks District Health Action Team co-ordinates the monitoring and delivery of the Action Plan. It is made up of representatives from the following organisations:

- Kent County Council
- Age UK Sevenoaks & Tonbridge
- West Kent Communities
- Moat Homes
- Mencap
- Live Well Kent
- North West Kent Citizens Advice
- Imago
- SEncio
- Sevenoaks District Seniors Action Forum
- Churches Together Sevenoaks
- West Kent CCG
- DGS CCG
- North West Kent Countryside Partnership

Logos to be provided

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What we have achieved so far

Since the last Action Plan and over the last three years, this Council and its partners have achieved:

- We have recruited **over 500 people** with a BMI (Body Mass Index) of 28+ to our 12 week Why Weight Programme. On average over **70% of people** who took part lost weight.
- Partner initiatives supported parents and their children through **nearly 560 attendances** at family exercises and healthy living courses and workshops. This included the 8-12s project led by West Kent Communities and healthy eating projects at Bore Place funded by the Kent Community Health NHS Foundation Trust.
- Improved the number of people taking part on Yoga classes for the over 50s. In this period there were over **5,000 attendances** at yoga classes. It was found that yoga helps strengthen, relax and motivate people in their ill health recovery. Of a sample of people evaluated, an average of **72%** of those taking part in yoga with pre-existing medical conditions said they improved over the three year period. At the same time, general fitness improved by an average of **88%** and mental wellbeing improved by **68%**.
- There were **2.6 million attendances** at Sencio Community Leisure Centres and facilities.
- There were **over 1,500 attendances** at exercise classes delivered by Kent Adult Education.
- We have seen over **20,000 attendances at health walks** in the District. We have also empowered local people by training over 200 new first time walk leaders. As well as volunteering having significant social and community value, volunteering opportunities helps to improve health and wellbeing. In fact nearly 80% of those taking part in health walks said that their mental health improved.
- We have seen a slight increase in life expectancy for men from **81.4 years to 81.9 years** and a slight increase for women from **84.6 years to 85.1 years**.
- **Over 270 people** have taken part in mental health projects carried out by West Kent MIND. This includes the Jasmine Project. This programme funded by Sevenoaks District Council is an 8 week therapeutic group for women to explore problems with emotional health and wellbeing. It is for women who have experienced issues such as panic, depression, low self-esteem/confidence, sleeplessness and loss after a bereavement or relationship breakdown. Women completing the course report increased confidence including building important peer support networks.

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- There has been significant progress with work relating to Dementia. The Council's efforts to train over **200 Council front line staff** as Dementia Friends, as well as Dementia training for Taxi Drivers and making changes to the Council's reception area, resulted in an award. The Council won the best Dementia Friendly Organisation from the Kent Dementia Action Alliance Kent Awards 2016.
- There were over **2,000 attendances** at dementia cafés in the north of the district supported by Alzheimer's Dementia Support Services. In addition, there were over **1,000 attendances** and dementia cafés and event in the south of the District supported by Alzheimer's Society Kent and Medway.
- During 2017, the Council set up the first Dementia run called "Run, walk or push against dementia" in association with the Sevenoaks Area Dementia Friendly Community Forum. The last three events have seen over **1,500 people** take part and raised just **over £15,000** to support local dementia projects such as dementia cafés including supporting the opening of a new dementia café, now running successfully at Knole House.
- In January 2018, the Council launch a new One You services. One You advisers tackle the non-medical reasons why people seek medical help. The team also coordinate service around residents to increase their chances of improved health and wellbeing. In the first three months. Over **60% of referrals** are received from GP's and other health professionals and the team engaged over 200 clients.
- 2018, also saw the **launched a new One You Your Home Service**. One You Your Home is an innovative partnership between Sevenoaks District Council and Age UK, including both West Kent CCG and Dartford, Gravesham and Swanley CCG. Funded through the Better Care fund, it extends the remit of the national One You Service with a unique focus on over 55s who have been referred by GPs in two surgeries in the district, who identified their 25 most persistent cases. In most cases they are experiencing mental ill health, loneliness, depression and debt problems. The two One You Your Home Coordinators are "Trusted Assessor Trained" and located in GP surgeries in Edenbridge and Swanley. They bring in practical support to prevent problems escalating and improve our residents' wellbeing by connecting them with other health, housing and community support.
- The 'One You Your Home' project was **highly commended** in the excellent partnership category of the Kent Housing Group Excellence Awards in 2018.

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Health and Wellbeing Action Plan Objectives 2019-22

It is important that approaches to health and wellbeing are integrated and holistic. The health and wellbeing priorities set out below follow Sir Michael Marmot's 2010 inspirational report on health inequalities "Fair Society Healthy Lives". This concluded that to reduce health inequalities and improve health and wellbeing, actions need to be considered within the following six objectives:



In this document, these objectives are linked to existing health and wellbeing priorities, as set out in the Community Plan Sevenoaks District Community Plan.

Objective 1: Give every child the best start in life



Supporting Key Success Measures in Sevenoaks District Community Plan (Caring Communities):

- Sevenoaks Local Children's Partnership Group (LCPG) to produce set of indicators focused on LCPG priorities (mental health, healthy weight and school attendance)

"Focus on the early years to give better health for all" Sir Michael Marmot

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Objective 1: Give every child the best start in life

The government estimate that nearly a third of children aged 2 to 15 are overweight or obese (Childhood obesity: a plan for action, updated January 2017).

There is noticeable difference between some areas in our District are worse than district and national childhood obesity averages while others, including those around the north of the district, are consistently above these (charts 1.1-1.2 below). The government recognises this as a national issue, with obesity rates higher in areas on deprivation.

Obesity is about taking in more energy through food than we use through activity. Obesity affects health. It increases the risk of developing:

- Some types of cancer and dementia, for example, it increases the risk of colon cancer by three times
- High blood pressure (more than 2.5 times the risk)
- Diabetes (more than 5 times more likely to develop diabetes).

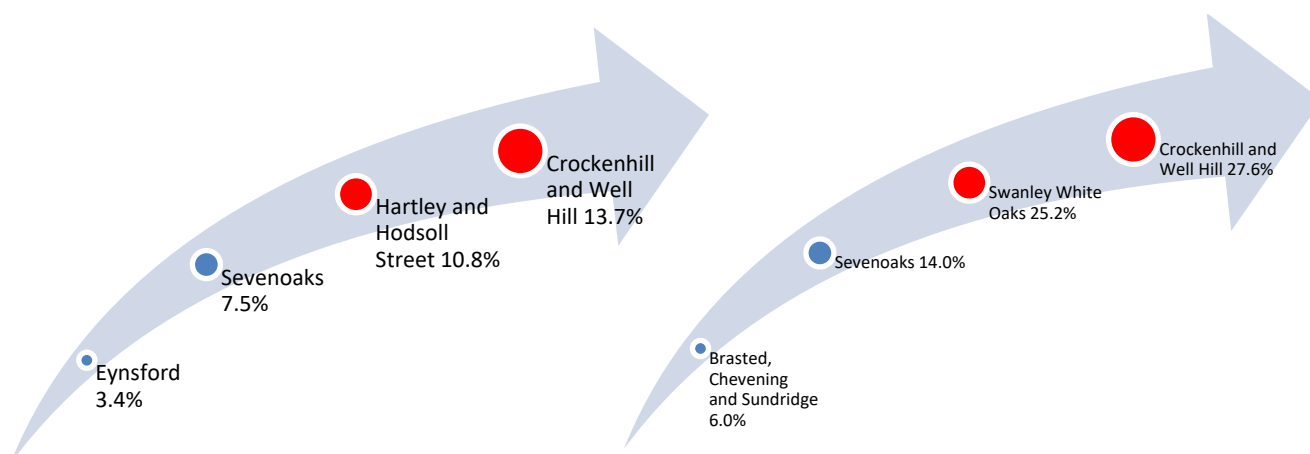
Obesity has a cost. Public Health England estimate that obesity costs the wider society **27 billion** (Public Health England, Health Matters - Local food environment)

We will continue to work in partnership to support children and their families to make healthier choices.

Chart 1.1 and 1.2

Obesity in reception children Aged 4-5 *1

Obesity in year six children aged 10-11 *2



Source:

*1: Kent Public Health Observatory (percentage of public measured as obese, BMI greater than or equal to 95th centile - 2013/14 - 2017/18)

*2: Kent Public Health Observatory (percentage of year six pupils measured as obese, BMI greater than or equal to 95th centile - 2013/14 - 2017/18)

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Objective 1: Give every child the best start in life

Objective 1:1

Improve outcomes for children and young people

We will:

- Support parents and children to maintain a healthy weight;
- Fund projects through the Sevenoaks District Local Children's Partnership Group that focus on key priorities, including, mental health, school attendance and healthy weight;
- Continue to provide support for parents and carers through partnership working with Kent County Council's Early Help programme;
- Continue to provide family fun days during summer holidays for children and young people and their families;
- Meeting the needs of vulnerable families and low-income households.



A man in a blue polo shirt with the 'sencio' logo is assisting an elderly woman on a stationary bike. The woman is wearing a black and white striped shirt and glasses. They are in a gym setting with other exercise equipment visible in the background.

Objective 2: Enable everyone to maximise their capabilities and have control over their lives

Supporting Key Success Measures in Sevenoaks District Community Plan (Caring Communities and Healthy Environment):

- Increased number of people supported to live independently
- Actions delivered in Sevenoaks District Council's Housing Strategy, Wellbeing Starts at Home, focused on supporting the Council's health outcomes

"Why treat people then send them home to the place that is making them sick" Sir Michael Marmot

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Objective 2: Enable everyone to maximise their capabilities and have control over their lives

As people get older, they are more likely to fall over. This really affects people's independence and confidence. Falls happen for a number of different reasons, including having a history of falls; muscle weakness; poor balance; visual impairment; using two or more drugs and the use of certain medicines and environmental hazards and a number of specific conditions. (NHS Rightcare Falls and Fragility Fractures Pathway)

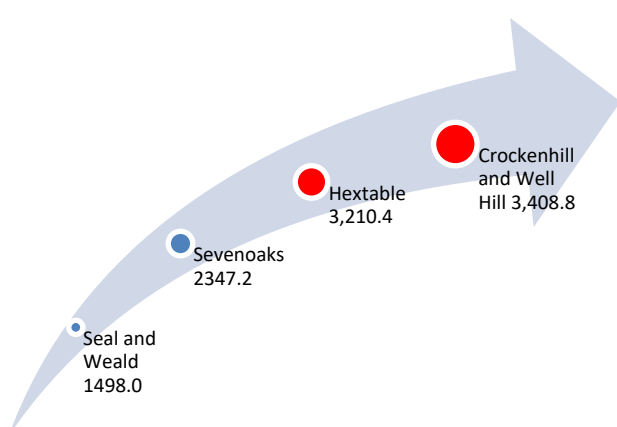
According to the NHS, the likelihood and severity of injury resulting from a fall relates to bone health. One of the main reasons bone health is affected is because of osteoporosis, this increases the risk of hip fractures. The NHS estimate that hip fractures account for 1.8 million hospital bed days and £1.9 billion in hospital costs every year, excluding the high cost of social care.

We have higher than average rates for emergency admissions for falls as well as hip fractures in the district (see charts 2.1-2.2). It should be noted some wards in the District in have a higher incidence of long term limiting illness. These impacts on social isolation, loneliness, access to services and increases risks around falls.

We must work in partnership to reduce the risk of falls. This is a key area of concern in both the Sevenoaks District Community Plan and the Council Plan. They recognise the need for preventative work to reduce the number of people who fall and support people to be independent.

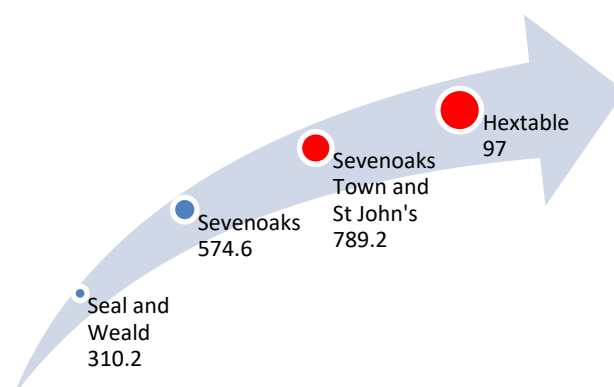
Chart 2.1 and 2.2

Emergency Hospital Admissions due to falls in people 65+



Source: Public Health Observatory – age standardised rate per 100,000 2015/16 – 2017/18

Hip fractures in people aged 65 and over per 100,000 - 2011/12-2017/18



Source: Public Health Observatory – age standardised rate per 100,000 people aged 65+ 2013/14 – 2017/18

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Objective 2: Enable everyone to maximise their capabilities and have control over their lives

Objective 2.1

Support people to lead safe, independent and fulfilling lives

We will:

- Continue to provide falls prevention classes and work through the Sevenoaks Health Action Team to provide an integrated falls pathway
- Adapt residents' homes while they are in hospital so they can be discharged as soon as they are clinically ready
- Support vulnerable people through the One You Services and Care Navigator schemes to reduce loneliness and isolation
- Help people remain independent in their own homes, reduce emergency admissions to hospital and non-medical visits to their General Practitioner (GP)
- Support the towns and villages in the District to become dementia friendly and advance local support services for people living with dementia and their families
- Work in partnership to make sure the Better Care Fund provides innovative health and care solutions based around people's needs in line with Sevenoaks District Council's Private Sector Housing Assistance Policy
- Use the District Council's Community Grant Scheme to support groups, which provides social opportunities, and reduce loneliness and isolation of vulnerable people
- Give people access to opportunities to increase their physical activity at leisure facilities and within communities



3. Create fair employment and work for all

Supporting Key Success Measures in Sevenoaks District Community Plan (Dynamic Economy):

- Deliver actions against the key themes set out Economic Development Strategy (2018-21) for Growth and Investment, Infrastructure, Visitor Economy, Skill and Enterprise.
- Develop smart action plan for the Local Strategic Partnership Skills Sub-Group and deliver positive outcomes.

“Being in good employment is protective of health. Conversely, unemployment contributes to poor health. Getting people into work is therefore of critical importance for reducing health inequalities” **Marmot Review, 2010**

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Objective 3: Create fair employment and good work for all

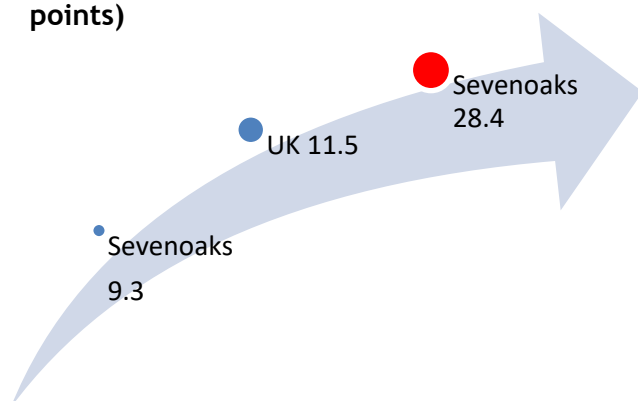
It is widely recognised that being in work is an important way of reducing health inequalities. Good health and wellbeing links economic growth to housing, transport and supporting infrastructure in our District. These are significant issues affecting businesses and their ability to recruit and retain staff.

Economic and business priorities within the Council support people with skills to ensure businesses to thrive. This will ensure our District continues to be a place where businesses can prosper and grow and people can grow and learn. Local concerns expressed within the Community Plan consultations against the 'Improve skills for Employment' priorities include:

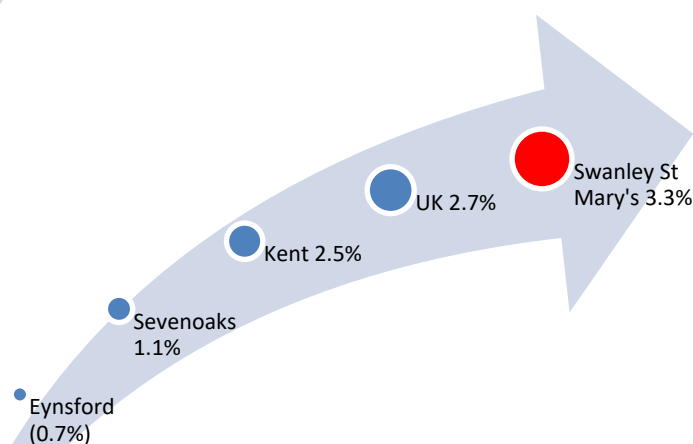
- Supporting more vulnerable groups into employment and training;
- Helping local business to employ local apprentices to ensure young people to have a great start to their working life.

Sevenoaks District has a low unemployment rate; however, the rates in the most deprived wards are higher than the county and national averages. These wards also have the highest number of people aged 16-64 claiming out of work benefits and high numbers of people with no qualifications is up to 32.5%. (Source: Kent County Council)

Gap in the employment rate between those with a long-term health condition and the overall employment rate 2017/18 (gap - % points)



Sevenoaks unemployment rate % - May 2019 (resident based ward summary)



Source: Kent County Council

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Objective 3: Create fair employment and good work for all

Objective 3.1

Improve skills for employment (Community Plan)

We will:

- Assess residents employment support needs, provide joined-up support and signpost people to appropriate services to meet their needs, particularly those needing the most support to access jobs and training.
- Support initiatives that prevent people from becoming NEET (Not in Employment, Education or Training) or support people who are NEET into pathways to work, education or training.

Objective 3.2

Support businesses to have healthy workplaces

We will:

- Engage employers to support physical and mental health and wellbeing of their workforce
- Support mental health, autism and dementia awareness training for staff and business in the District
- Continue to deliver targeted workplace health events
- Continue to carry out targeted health awareness campaigns, including raise awareness of the risk associated with smoking



Objective 4: Ensure a healthy standard of living for all



Supporting Key Success Measures in Sevenoaks District Community Plan (Caring Communities and Healthy Environment):

- Actions delivered in Sevenoaks District Council's Housing Strategy "Wellbeing Starts at Home":
 - Supporting the Council's health outcomes
 - Helping people to remain independent.
 - To provide a good mix of decent and affordable housing.

"Bad housing conditions - including homelessness, overcrowding, insecurity, and housing in poor physical condition - constitute a risk to health." **Marmot Review, 2010**

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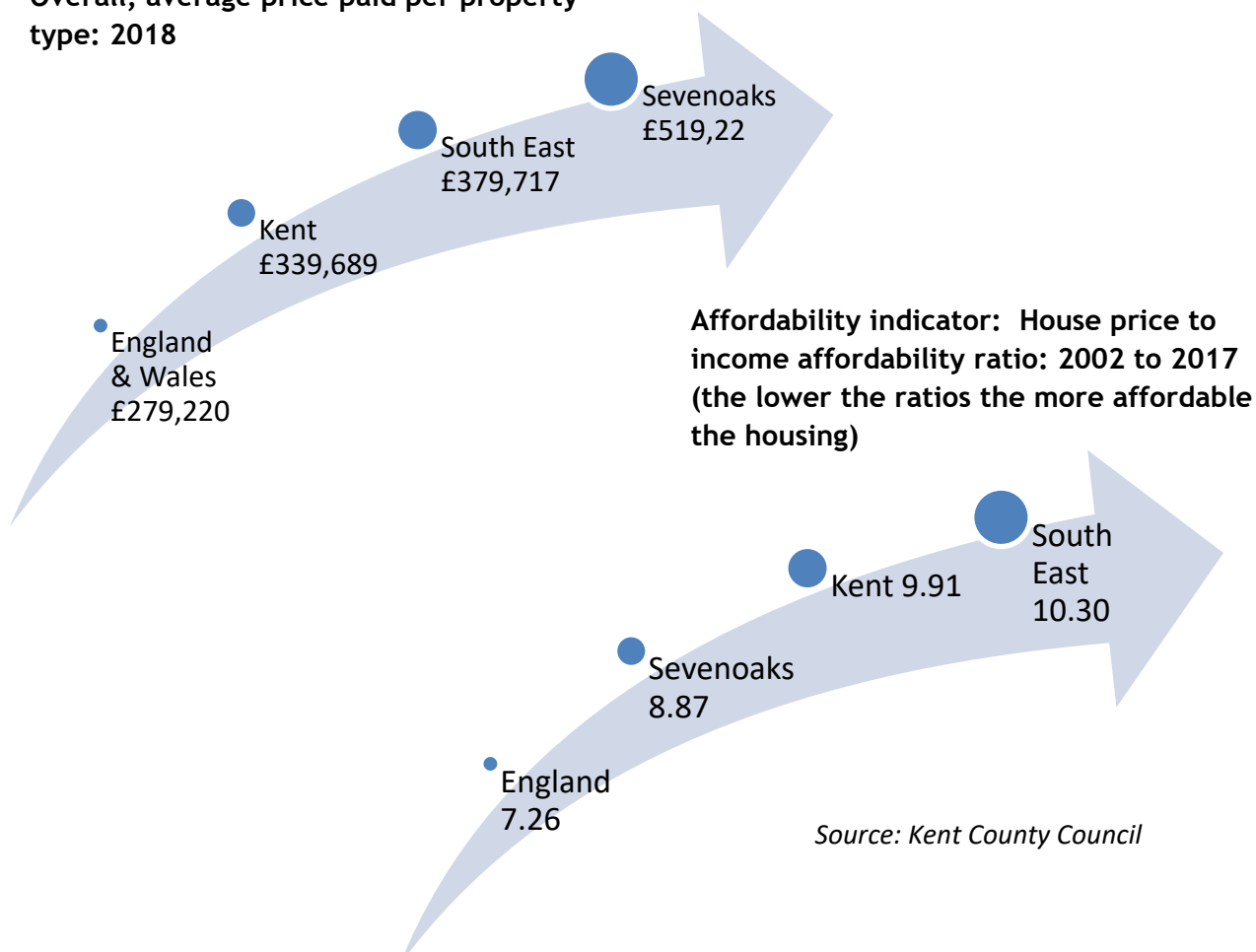
Objective 4: Ensure a healthy standard of living for all

The average house price in the Sevenoaks district is the highest in the county, with the ratio of wages to house prices making it almost impossible for younger people to step onto the property ladder. Sevenoaks also suffers from out-migration of younger people to cheaper areas to live. This contributes to breaking up families and communities and contributes to loneliness and isolation in older people. Many older people in our district are asset rich and cash poor living in badly maintained housing that contributes to poor health or falls.

Sevenoaks District Council developed a housing strategy “Wellbeing Starts at Home” (2017), which looks at using all our public health and place-shaping tools together, holistically and strategically to create environments to support wellbeing. We know that peoples’ homes can have a significant impact on health.

Together with the Local Plan, which will provide for housing choices, it is recognised that there needs to be more options, supply and better design to make downsizing more popular for older people and free up homes for families. Rural affordable housing for older and vulnerable people is important to local people. Residents are also concerned that new housing is supported by appropriate infrastructure.”

Overall, average price paid per property type: 2018



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Objective 4: Ensure a healthy standard of living for all


Objective 4.1

Meeting the needs of vulnerable and low-income households

We will:

- Tackle non-medical causes of ill health such as: housing; debt; financial capability; energy savings and employment through the work Sevenoaks District Council's HERO (Housing Energy Retraining Options) Advice Service;
- Work proactively with those likely to be affected by future welfare reform and support people to access appropriate benefits;
- Ensure advice services reach rural and deprived communities
- Provide grant support for projects offering free debt advice and debt reduction;
- Support people to maintain their tenancies and prevent homelessness;
- Provide early help support services for parents and carers affected by poverty or who have health, mental health and emotional issues



A photograph of three people walking a dog on a path through a park. The path is covered with fallen autumn leaves. The trees on either side have yellow and orange foliage. In the background, there are more trees and a building. The sky is overcast.

Objective 5: Create and develop healthy and sustainable places and communities

Supporting Key Success Measures in Sevenoaks District Community Plan (Green Environment & Healthy Environment)

- Use Planning Policies set out in the Local Plan to ensure developments are designed to a high quality and take into account distinctive local character
- Produce new Health and Wellbeing Action Plan with 75% of actions achieved in the first year rising to 80%

“Communities are important for physical and mental health and well-being, including the physical and social characteristics of communities.” **Marmot Review, 2010**

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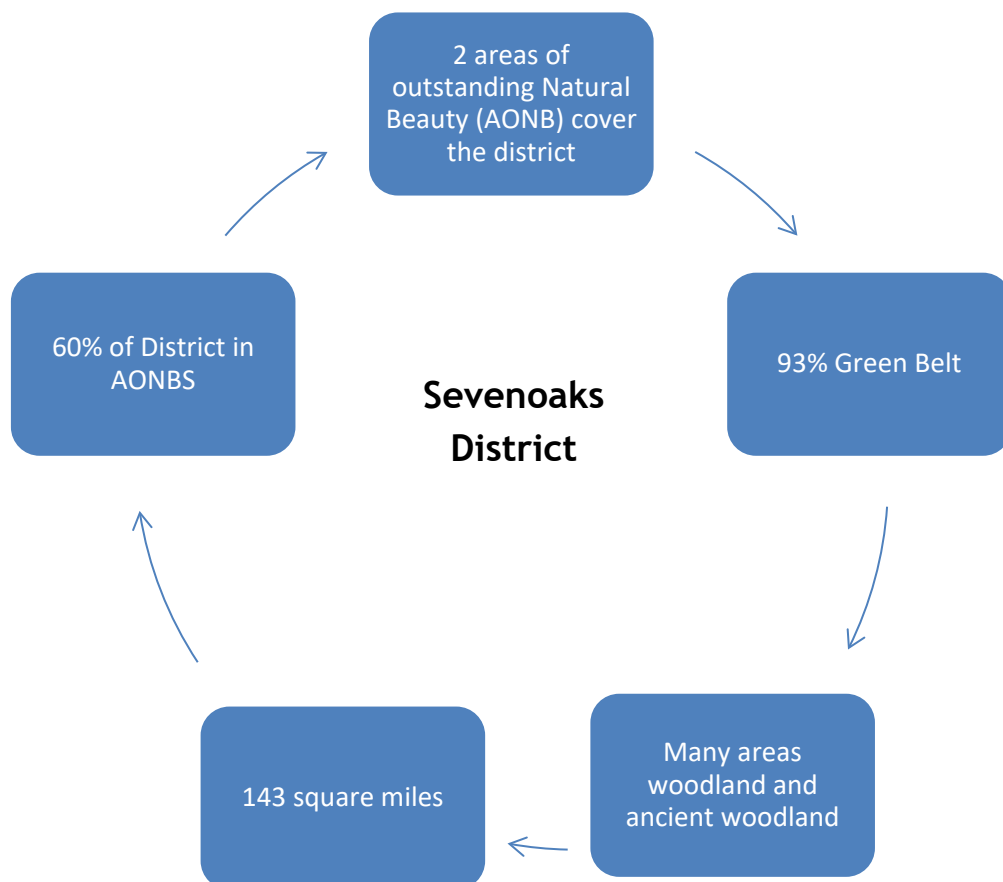
Objective 5: Create and develop healthy and sustainable places and communities

“Fair Society, Healthy Lives: The Marmot Review” Policy recommendations for this objective focus on:

- Policies that reduce health inequalities and mitigate climate change
- Improve the availability of open and green spaces
- Integrating planning, transport, housing, environmental and health systems
- Supporting community regeneration that removes barriers to participation and reduces social isolation.

Public Health England highlight the role of “Local authorities play a vital role in protecting, maintaining and improving local green spaces and can create new areas of green space to improve access for all communities.”

Access to open spaces has clear physical and mental health benefits. We will aim to improve access to green and open spaces in the Sevenoaks District.



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Objective 5: Create and develop healthy and sustainable places and communities

Objective 5.1

Encourage access to health services for all

We will:

- Support the retention of existing outdoor leisure activities and wider community sport opportunities across the District
- Support proposals to improve the quality of and/or access to the District's open spaces, Public Rights of Way, walking, running and cycling routes
- Support active lifestyles and better access to green and open spaces for outdoor recreation and sports
- Work to provide social and networking opportunities to local people within their communities, particularly targeting rural and isolated locations



Objective 6: Strengthen the role and impact of ill health prevention



Supporting Key Success Measures in Sevenoaks District Community Plan (Caring Communities and Healthy Environment):

- Produce new Health and Wellbeing with 75% of actions achieved in the first year rising to 80%.
- At least 85% of success measured in the District Health Deal to be on target.
- Service improvements delivered through a health in all policies approach.

“Many of the key health behaviours are significant to the development of chronic diseases” - Marmot Review, 2010

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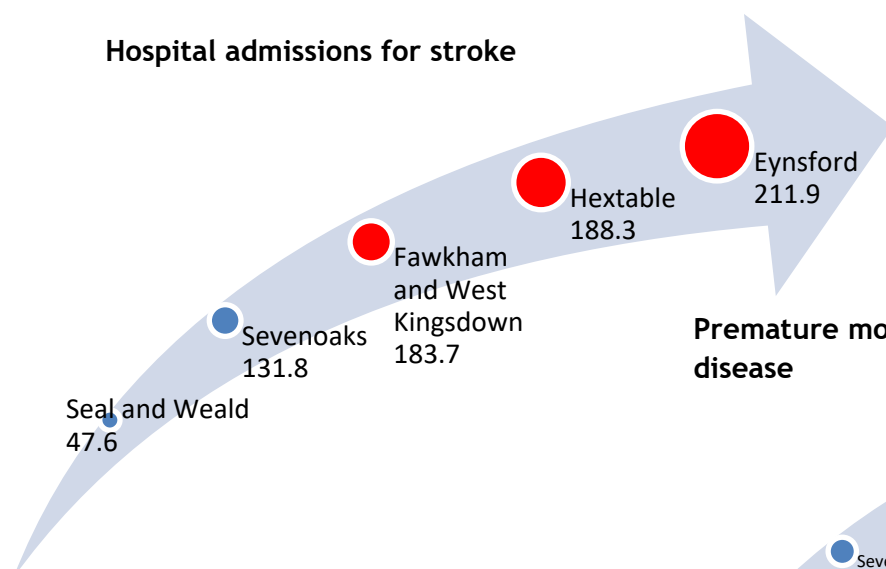
Objective 6: Strengthen the role and impact of ill health prevention

Preventative health plays a major part of reducing the likelihood of ill health in the short, medium and long term. Services will be targeted, for those in the greatest need, to support them to make unhealthy behaviour and lifestyle changes. We will ensure that the right services are delivered to the right people in the right place, by taking services out to community settings. The Sevenoaks District Community Plan demonstrates that need for these services by:

- Improving access to health care and local services
- Support people with lifestyle choices and sustain behaviour changes long term
- Creating communities that support local health and wellbeing services
- Reducing social isolation and expand support networks locally
- Improving health prevention to reduce the impact on GPs and Hospitals

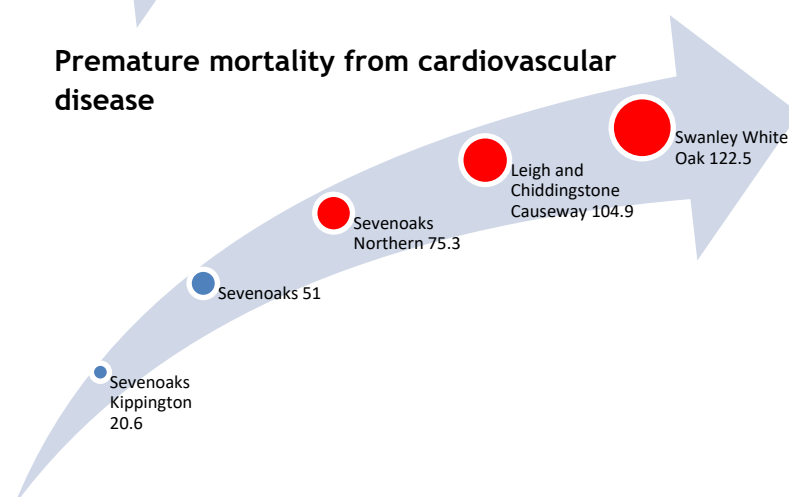
We are working with health and social care partners to transform services through integrated local care, based around the needs of individuals. The Sustainability and Transformation Partnership (STP) for Kent and Medway sets out how services need to change over the next five years to achieve the right care for people for decades to come. We aim to use local health data to deliver a targeted approach to health prevention work. It also helps the Council with its health promise to deliver first class wellbeing services supporting residents.

Hospital admissions for stroke



Source: Public Health Observatory – age standardised rate per 100,000 2013/14 – 2017/18

Premature mortality from cardiovascular disease



Source: Public Health Observatory – age standardised rate per 100,000 aged under 75 years classified by underlying cause of death 2013 – 2017

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Objective 6: Strengthen the role and impact of ill health prevention

Objective 6.1

Reduce health inequalities and improve health and wellbeing for all

We will:

- Deliver One You Kent Services that have an impact on obesity, long-term health conditions, mental health, smoking, alcohol reduction and physical activity
- Work in partnership to support people with long-term health conditions to live well
- Work with partners in the Sevenoaks District Health Action Team to identify and address gaps in health and wellbeing support services
- Work with General Practitioners and other health partners to provide coordinated services for the most vulnerable, through the social prescribing
- Work the NHS to improve the detection rate of diabetes and dementia through Health Checks and MOT's
- Use a variety of communication methods, including digital marketing, to take health and wellbeing information to residents
- Encourage people with disabilities to take part in sport and volunteering

Objective 6.2

Encourage access to health services for all

We will:

- Assess and address gaps in integrated health and social care services, through the Sustainability and Transformation Partnership (STP) for Kent and Medway
- Work with health partners to deliver integrated local care hubs to strengthen individual and community resilience
- Ensure that there is a 'health in all policies' approach that links a wider range of services such as leisure and housing advice services to the health prevention agenda
- Provide training for front line staff and partners on Making Every Contact Count (MECC) to signpost people to the most appropriate support
- Support and promote voluntary and community transport schemes and services.
- Work with partners to build mental health support services to meet local needs