

Report to the Health and Wellbeing Scrutiny Panel on the Newcastle under Lyme Health and Wellbeing Strategy

Background

One of the main purposes of the Borough Health and Wellbeing Strategy was to ensure that residents are well placed to benefit from recent health reforms.

Whilst we have the same issues locally as are faced nationally:

- Ageing population
- High levels of childhood and adult obesity
- Poor nutrition
- High levels of smoking and alcohol consumption

These issues are compounded when combined with the high levels of deprivation in certain wards. In particular there are stark differences in life expectancy and other issues related to the above factors, including dementia, diabetes and heart disease and lung and liver disease.

As well as varying levels of deprivation many residents are at risk of social isolation. The Borough Health and Wellbeing Strategy recognise the importance of communities in tackling these issues particularly in the elderly, the young and financially disadvantaged, who by the nature of their situation need support within their immediate neighbourhood.

The approach is therefore to tackle issues at a neighbourhood level and develop strategies that will help better lifestyle choices. Early detection of disease and work on Housing and Employment strategy and initiatives in the Borough is the foundation to improving life chances and lifestyle choices.

Physical Activity

A major part of the Borough Health and Wellbeing Strategy is to use physical activity both to prevent the onset of disease and to aid recovery. Within the Council this is primarily the role of the Sport and Active Lifestyle Service.

A power point presentation will be made to the meeting covering:

- The development of the Sport and Active Lifestyles
- Work to promote lifestyle changes, including Change4life, diet, obesity, exercise, and preventing heart disease.
- Work place health initiative bronze award
- Active2 Physical Activity programme for Young People
- Football Development programme in infant and primary schools
- Joint and Muscle Mobility programmes for older people
- This Girl Can campaign to engage more women in sport
- Healthy Eating and Fair Trade
- Fitness and nutrition trained staff
- Exercise Referral
- Cardiac Rehabilitation

- Arts in Health
- Support to sports clubs and inward investment into sport in the Borough
- The wider economic value of sport to health

Robert Foster
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