Shaping Healthy Communities:
Healthy Place Shaping in Oxfordshire

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Oxfordshire County Council**

What are our challenges?

- Stubborn Health inequalities
- Lack of affordable homes
- Resilience of Primary Care
- Town Centre decline
- The Climate Emergency
- The economic impact of Covid-19

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In Oxfordshire our health needs are changing...

INCREASING CHRONIC DISEASE
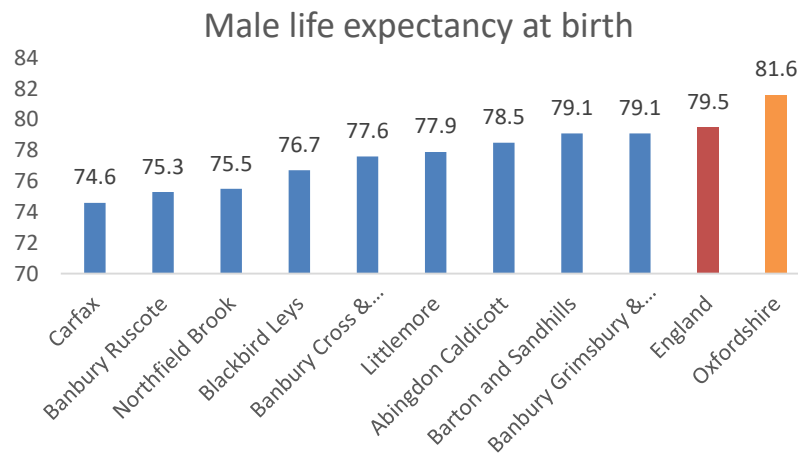
INCREASING POPULATION AGE

INCREASING HEALTH INEQUALITIES

INCREASING BIRTHS FROM GROWING POPULATIONS

What are the health outcomes of the most deprived wards of Oxfordshire

Life expectancy of the 9 out of 10 most deprived wards are below national average and considerably below Oxfordshire average.

Male life expectancy at birth

Ward	Value
Carfax	74.6
Banbury Ruscote	75.3
Northfield Brook	75.5
Blackbird Leys	76.7
Banbury Cross &…	77.6
Littlemore	77.9
Abingdon Caldicott	78.5
Barton and Sandhills	79.1
Banbury Grimsbury &…	79.1
England	79.5
Oxfordshire	81.6

The gap between Carfax and Oxfordshire average is more than 7 years.

Analysis of a range of health outcomes shows that people from these more deprived parts of the county are more likely to be ill earlier in their lives and to die before they reach the age of 75 (the age at which we consider death to be "premature" as it is lower than average). This is reflected in the life expectancy and healthy life expectancy of the population.

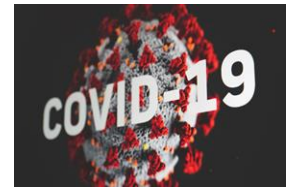Healthy Place Shaping Oxfordshire

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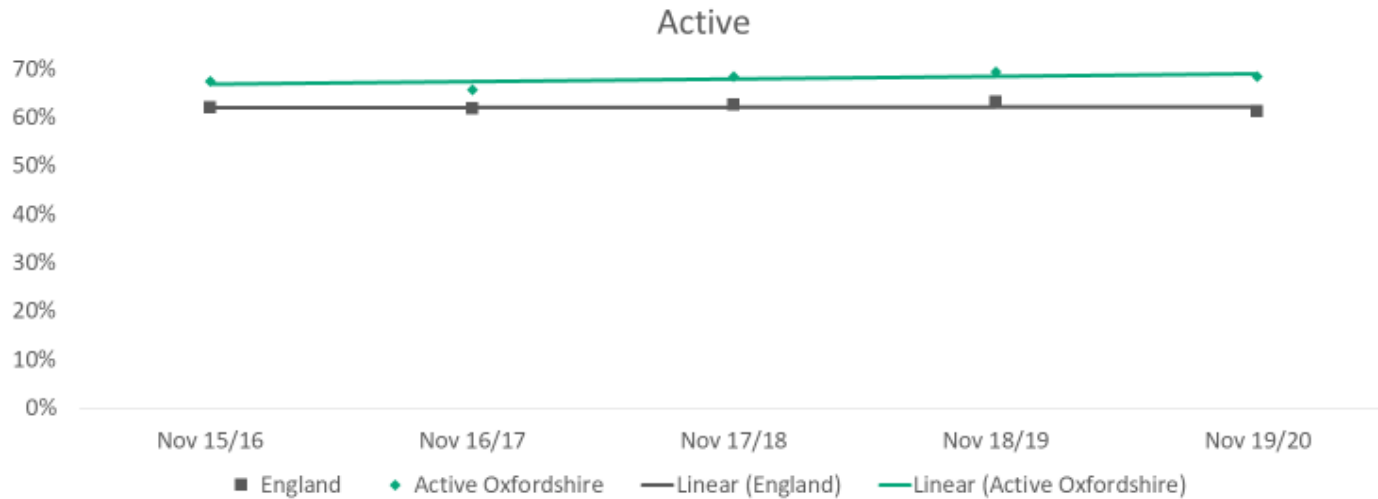
Health and Wellbeing Challenges for Recovery

- Increase in Health Inequalities
- Physical activity has decreased in some groups
- Mental wellbeing has deteriorated in some groups
- Increase in use of food banks
- Increase in unemployment

Inactivity levels remain high

Active trend

Active

70%				
60%				
50%				
40%				
30%				
20%				
10%				
0%				
Nov 15/16	Nov 16/17	Nov 17/18	Nov 18/19	Nov 19/20

■ England   ◆ Active Oxfordshire   —Linear (England)   —Linear (Active Oxfordshire)

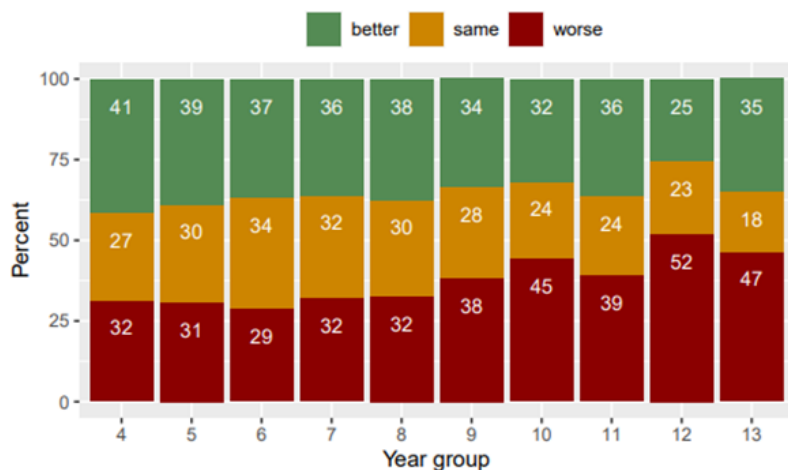Source: Sport England Active Lives Nov 15/16 – Nov 19/20
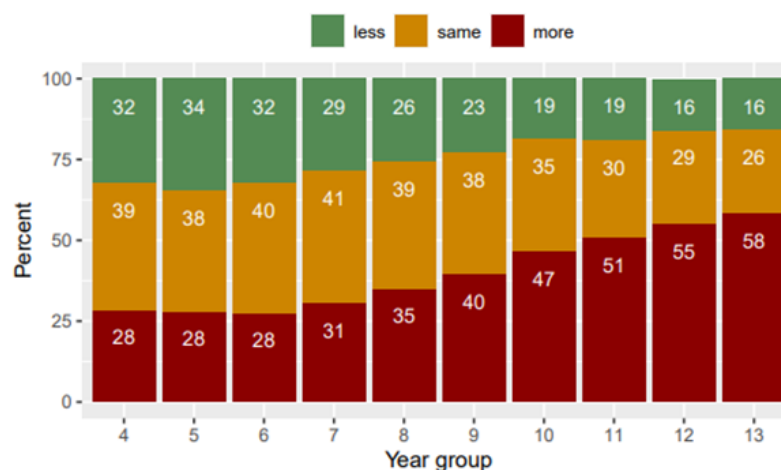
Mental wellbeing in schools

OxWell Survey 2020
A survey of 19,000 children and young people at schools in six counties in the south of England

Effect of lockdown on general happiness

Effect of lockdown on feeling lonely

Source: Oxford University, Preliminary Summary Report from the OxWell School Survey 2020, Oxfordshire OxWell School Survey 2019

Positive Health and Wellbeing Outcomes from Covid

- Increase in community connection, 'mutual aid' and volunteering

- Increase in the importance of staying local - the 20 minute neighbourhood

- Increase in walking and cycling amongst some residents

- Increase in appreciation of the health benefits of the natural environment

- Improvement in partnership working

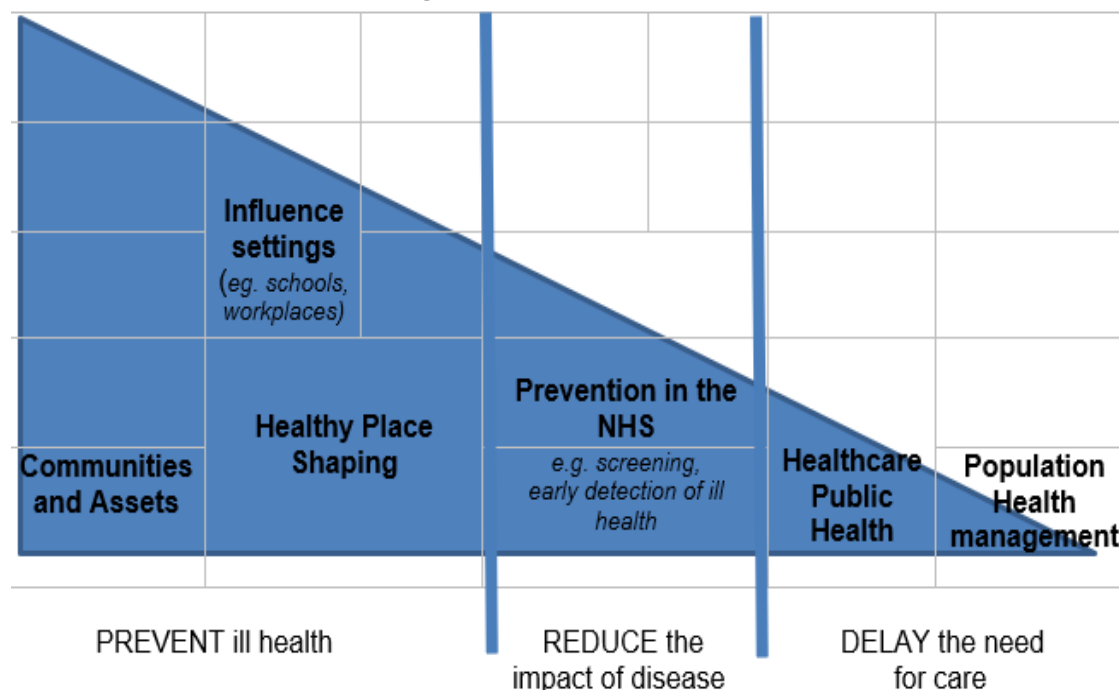- Increase in innovation, creativity and flexibility

Prevention

- Working collaboratively with communities using community activation in a more empowerment based approach to health promotion can improve outcomes

Prevention Spectrum

Influence settings (eg. schools, workplaces)

Communities and Assets | Healthy Place Shaping | Prevention in the NHS (e.g. screening, early detection of ill health) | Healthcare Public Health | Population Health management

PREVENT ill health | REDUCE the impact of disease | DELAY the need for care
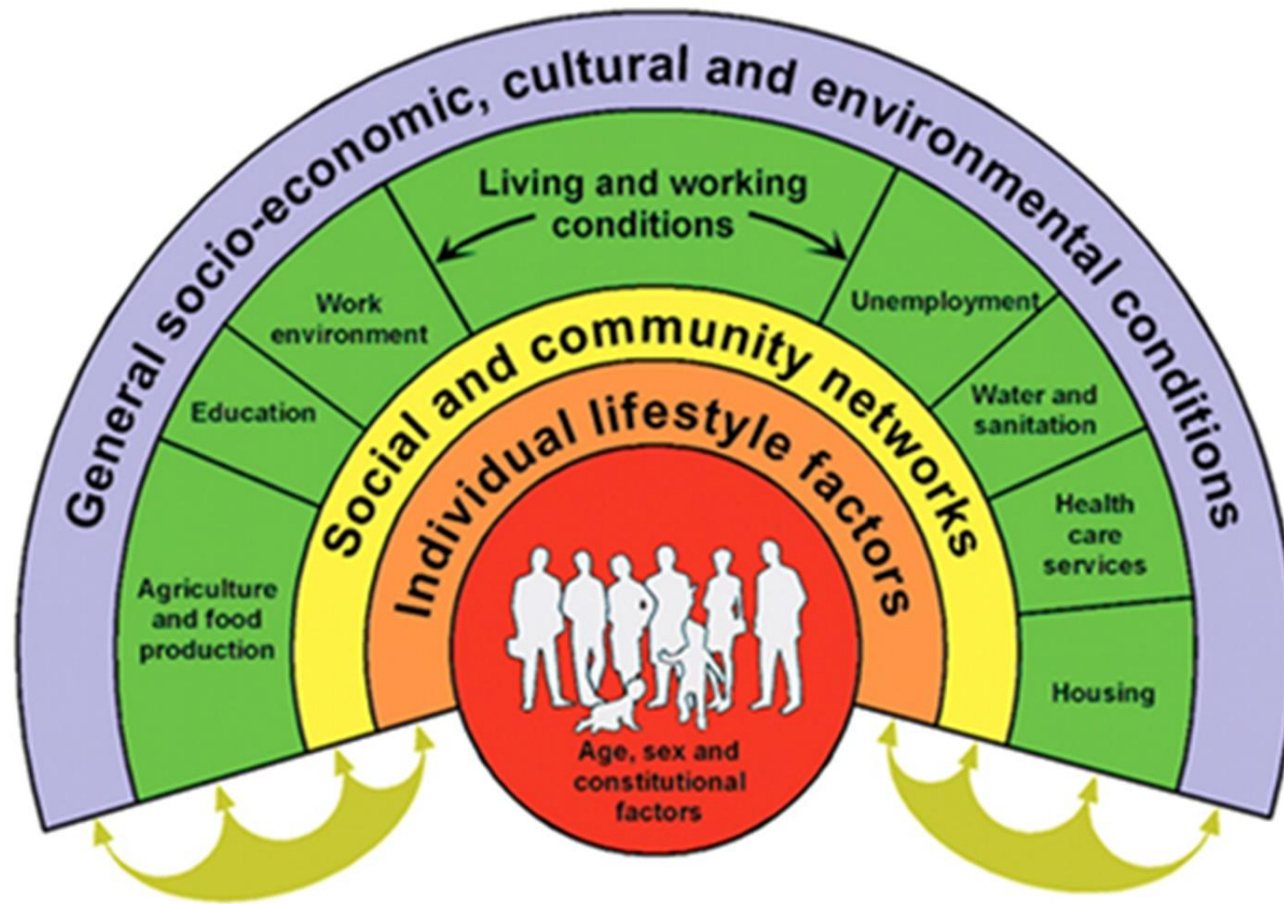
Addressing the wider determinants of health and wellbeing

Place Based Working

Neighbourhoods — **Barton, Grimsbury, Kings End, Kidlington, Blackbird Leys**

Towns — **Didcot, Bicester, Banbury, Eynsham, Abingdon**

Districts and City — **Corporate strategies, Local Plans, community development, regeneration schemes**

County wide — **Oxon Health & Wellbeing Board strategy, Growth Board Strategy, Oxon Prevention Framework, LTCP5**

Ox-Camb Arc — **Strategic planning**

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Healthy place shaping aims to:

- Develop healthy and sustainable communities

- Reduce health inequalities

- Work together to improve health and wellbeing

- Support climate action
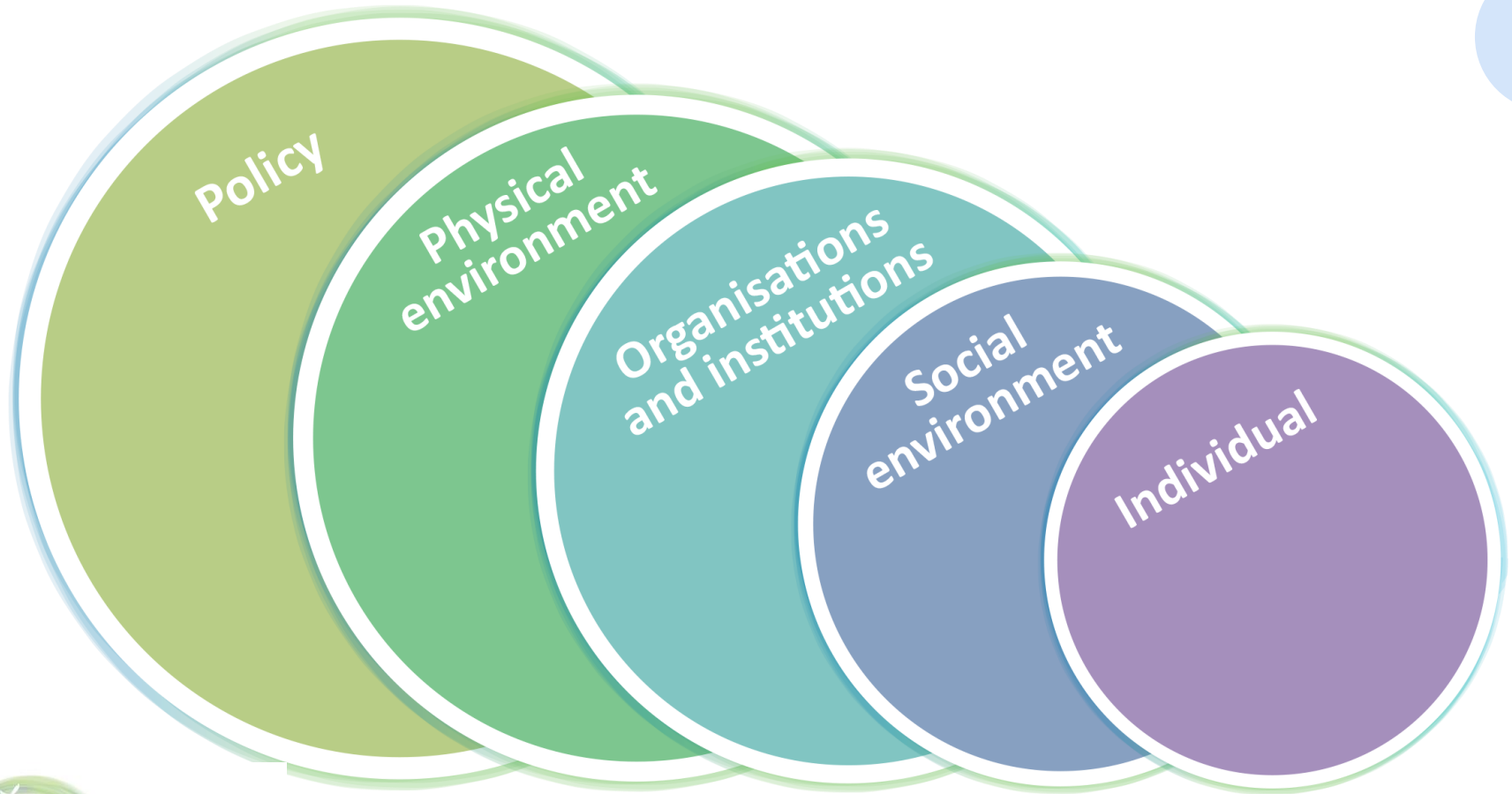
Healthy Place Shaping

- **IS** a series of approaches that support ideas that are made with and alongside local people.

- **IS** about supporting people to be healthier and happier.

- **SAYS** a decent home, friends and a job, are as important to your health as the NHS.

- **Healthy Place Shaping** tries to stop you from becoming ill in the first place.

Core Healthy Place Shaping Principles

- Co-production with people and partners – in design, delivery and evaluation
- Linking people to local assets
- Place specific
- Continuous learning and evaluation
- Connecting up the system

A whole systems approach

Partnership in Action
Co-producing and co-delivering healthy places

Healthy Place Shaping Strategic Framework

Built Environment

- developing healthy homes

- increasing access to green spaces

- supporting active, sustainable travel

- developing connected communities

- increasing access to sustainable healthy food environments

- supporting Healthy High Streets and 20 minute neighbourhoods

- supporting access to flexible community facilities

Community Activation

- promoting healthy eating

- reducing loneliness

- promoting physical activity

- supporting community resilience and capacity

- promoting an inclusive economy

- supporting workplace wellbeing

- encouraging local stewardship

- supporting community cohesion

New models of care

- promoting self care and peer support

- supporting health enabling conversations

- supporting social prescribing

- enabling population health management and neighbourhood working

- supporting preventive models of health and social care

- supporting the NHS and planners to provide facilities that support new models of care

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Built Environment:
Creating an environment that supports healthy living

- Promoting Access to Green Spaces

- Creating a community where it is easy to walk and cycle

- Developing and implementing planning policies that support the creation of a healthy environment

Community Activation

- Supporting schools and nurseries to encourage children to be more active

- Promoting health and wellbeing at work

- Working with local community groups to increase their resilience and enable residents to connect to them

Encouraging people to be active, eat well and connect with their neighbours

Making exercise fun and affordable e.g. Mobile phone charging from a free outdoor gym

Supporting community events like the Big Lunch

Play Street Tag with friends this Half Term and enjoy the outdoors whatever the weather!

STREET TAG — Available on the App Store — GET IT ON Google Play

Making walking and cycling into a game with the Street Tag app

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Health care remodelling

- **New ways of delivering services to promote self-care**
  e.g**.** social media, social prescribing, virtual group support

- **Development of sustainable and enhanced primary care estate** fit to meet the needs of the growing population

- **Testing new ways of delivering care** e.g. diabetes management

"I didn't know all of these were available and there are activities I can join just down the road from where I live."

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Healthy place shaping is a key mechanism for addressing the climate emergency

✓ Promoting active sustainable travel

✓ Promoting provision and use of green infrastructure

✓ Encouraging access to a healthy, sustainable local food environment

✓ Promoting access to good local employment

✓ Using technology to deliver new models of care and enable increased access to local services

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Priorities for Covid Recovery

- **Targeted community-based support** for those disproportionately impacted by Covid

- Focus on **promoting access to green spaces** and the countryside for their health and wellbeing benefits – people need to feel safe, welcome and supported

- **Prevention** needs to promote physical activity, healthy eating and community connection **for men and women over 50, especially those with a long-term health condition**

- Support to **reduce digital exclusion**

- Supporting **the mental wellbeing of children adolescents and young adults**

Priorities for Covid Recovery

- **Sustain the improvements in partnership working**, to avoid duplication of effort and maximise impact

- **Enable health and care providers to access community assets** to help meet demand for care and support

- Work with police, parish, town, district and county councils to **create a safe, attractive built environment that encourages walking and cycling and social interaction**

- **Enable access to the natural environment**

- Collaborate with local businesses to **promote the recovery of local High Streets**

- Work with **community and voluntary groups to understand their needs, support their resilience, and restart their activities**

- **Support digital inclusion**

Some of our learning:

- **Coalition of the willing**
- **Work with partners who have trusted relationships with residents**
- **Keep interventions simple, based on local insight**
- **Use a strengths based, positive narrative**
- **Stay flexible and responsive**
- **Meaningful community activation takes time but is essential to support behaviour change**

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Increasing National Guidance

- **Town and Country Planning Association (TCPA) Creating Health Promoting Environments (December 2017)**

- **Public Health England Spatial Planning for Health: an evidence resource for planning and designing healthier places (July 2017)**

- **Public Health England Place based approaches to reducing health inequalities (July 2019)**

- **NHS Guidance Putting Health into Place (Sept 2019)**

- **Building for a Healthy Life (July 2020)**
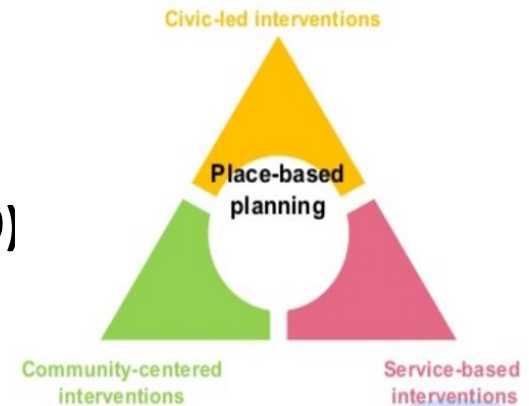
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