

# Northumberland Public Health Strategic Plan on a Page – 2017-2020

**Our purpose:** “To work alongside communities and partners to maximise wellbeing and health among residents in Northumberland, through:

- ▶ Building on strengths in communities
- ▶ Improving health and reducing inequalities
- ▶ Protecting the public’s health

## WE WILL:

## WE WILL DO THIS BY:



Build on strengths of **PEOPLE** in our communities

- ▶ Building a network of partners to develop asset-based, community centred approaches to increasing wellbeing
- ▶ Using our knowledge, social networks and relationships with communities to help identify community assets and work in partnership with them
- ▶ Producing a Joint Strategic Needs and Assets Assessment that includes maps of assets identified by communities and organisations
- ▶ Working with communities, organisations and services to develop volunteer and peer roles, and support and champion the people in those roles
- ▶ Working with communities and partners to maximise resources (including financial resources, skills, and social and natural resources)



Work in **PARTNERSHIP** to improve wellbeing and health

- ▶ Working creatively with partners internally and externally to address the wider issues that affect wellbeing and health (e.g. housing, transport, education, and planning)
- ▶ Taking a whole systems approach on issues such as tobacco, healthy weight, mental wellbeing and resilience, and reducing harm from alcohol and drug use and domestic violence
- ▶ Building capacity in the health and social care system to identify and deliver opportunities for health improvement ('Making Every Contact Count')
- ▶ Working with partners to give every child the best start in life and continue throughout childhood to maximise opportunities to improve wellbeing
- ▶ Offering strategic and tactical support to the CCG and new Accountable Care Organisation to maximise health and reduce inequalities whilst making best use of resources



**PROVIDE** services to improve health and reduce inequalities

- ▶ Involving communities and using health intelligence and evidence in the design and evaluation of services
- ▶ Commissioning (or entering into partnerships to provide): stop smoking services, wellbeing services, health visitor and school nursing services, drug and alcohol services, sexual health services, and an NHS Health Check programme
- ▶ Ensuring that services: contribute to decreasing health inequalities, are effective and efficient, build on assets, build capacity, balance universal and targeted provision, meet safeguarding principles, and complement other services (e.g. social care and education)



**PROTECT** the public’s health

- ▶ Working with partners to maximise early detection of infectious diseases, including HIV
- ▶ Working with partners to maximise uptake of screening and immunisation programmes (including flu vaccination of frontline health and social care workers) and ensure that the programmes are effective, safe and equitable
- ▶ Assuring local strategies for emergency planning and response, protection and resilience

Northumberland County Council’s core values underpin all that we do: Consistency, Creativity, Customer Driven, Efficiency, Opportunistic, Passionate, Trustworthy