

Castle Point & Rochford Health and Wellbeing Strategy 2019-2021: Accompanying Action Plan

Action and outcomes to deliver the Castle Point and Rochford Health and Wellbeing Strategy

Overarching action – to produce a Communication Strategy to raise awareness amongst residents and to influence behaviour change

Overarching action				
	Actions	How will this be achieved?	Owner	Outcomes
	Produce a Communication Strategy	Strategy developed and agreed. All partners adhere to content.	Rochford District Council	Raise awareness of work of Board amongst residents and to influence behaviour change

1 Reducing levels of overweight and obesity among children and adults					
	Actions	How will this be achieved?	Owner	Outcomes	Link to Essex Joint HWB priorities
1.1	Increase the number of residents participating in regular physical activity by creating more opportunities i.e. through increased active travel and use of open spaces and leisure facilities				Addressing Obesity, Improving Diet And Increasing Physical Activity
1.2	Deliver targeted approaches to the most inactive groups (e.g. older adults, low income groups and people with poor mental health) to encourage them to lead more active lives				Addressing Obesity, Improving Diet And Increasing Physical Activity
1.3	Encourage workplaces, leisure facilities and food businesses to promote healthier eating by increasing the provision of healthier food and drink choices				Addressing Obesity, Improving Diet And Increasing Physical Activity

1 Reducing levels of overweight and obesity among children and adults					
	Actions	How will this be achieved?	Owner	Outcomes	Link to Essex Joint HWB priorities
1.4	Educate and equip residents with the skills and knowledge to eat well and adopt healthy eating principles				Addressing Obesity, Improving Diet And Increasing Physical Activity

2 Improving mental health and wellbeing					
	Actions	How will this be achieved?	Owner	Outcomes	Link to Essex Joint HWB priorities
2.1	Reduce social isolation and loneliness through increased participation in activities (including physical activity) and strengthening connections within the community				Improving Mental Health And Wellbeing
2.2	Improve opportunities for those with mental health issues and disabilities to find employment, affordable, stable housing and access public services				Improving Mental Health And Wellbeing
2.3	Continue raising awareness of dementia and supporting those living with dementia to enable them to live well				Improving Mental Health And Wellbeing Enabling And Supporting People With Long Term Conditions And Disabilities

3 Supporting people to lead independent lives to stay in their own homes for as long as possible					
	Actions	How will this be achieved?	Owner	Outcomes	Link to Essex Joint HWB priorities

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	Actions	How will this be achieved?	Owner	Outcomes	Link to Essex Joint HWB priorities
3.1	Reduce our highest housing hazards across private housing (falls and excess cold) to minimise the risk of falls, fractures and ill health, particularly during the winter months				Influencing Conditions And Behaviours Linked To Health Inequalities Enabling And Supporting People With Long Term Conditions And Disabilities
3.2	Increase residents' awareness of preventative measures they can take and their knowledge of/access to support services				Influencing Conditions And Behaviours Linked To Health Inequalities
3.3	Support residents to live safely at home through the provision of disabled facilities grants (DFG)and adaptations that meet the needs of those with disabilities or life-limiting conditions to enable them to continue living independently in their own homes				Enabling And Supporting People With Long Term Conditions And Disabilities