

Workstream 1: Building Healthier Communities

Whilst as a District Council we are not formally responsible for public health as detailed in the Health and Social Care Act 2012 we do have a role to play in addressing the health of our communities. Our health is determined by multiple factors other than health care. As a district council we have a distinct, local role in service provision, economic development, planning, helping to shape and support our communities and influencing other bodies. These are all key areas that are increasingly recognised as vital components of a true population health system.

Health is already intertwined throughout our local plan and is high on the councils list of priorities. The council seek to build a strong, competitive economy; promote sustainable transport; deliver a wide choice of high quality homes; conserve and enhance the natural and historic environment; and promote healthy communities. They have acknowledged the climate emergency and have a goal for the Borough to be net-zero carbon emissions by 2030. Consequently, there will be more focus on infrastructure that supports this. Through the planning process, initiatives such as the emerging walking and cycling strategy and initiatives to help meet emerging sustainable infrastructure needs, such as electric vehicle charging points. Embracing this approach will ultimately improve the health of our communities as several facets of the wider determinants of health are improved upon.

Deliverable	Health Inequality	Delivery Timescale	Delivery Partners	Location	Progress	Actions
Contribute towards planning applications: Develop process to assess planning applications to ensure that all Health and Wellbeing implications are considered. Where appropriate make suggestions for improvements/alterations to planning applications.	Family Health, Healthy Lifestyles, Mental Health, Wider Determinants	Short to Medium Term	H&W Officer/ Planning Team	Faversham, Isle of Sheppey, Sittingbourne	Quarterly meetings held between CCG and Planning teams in which the HWO is in attendance to discuss health implications from planning applications.	Continue to attend these meetings, and when required assist the Planning team with applications
Contribute to the revised local plan: Work with Planning Policy to review the local plan to ensure that health goals are incorporated into the plan.	Family Health, Healthy Lifestyles, Mental Health, Wider Determinants	Short Term	H&W Officer/ Planning Team/ Policy Team	Faversham, Isle of Sheppey, Sittingbourne	Quarterly meetings held between CCG and Planning teams in which the HWO is in attendance to discuss health implications from planning applications.	Continue to attend these meetings, and when required assist the Planning team with applications
Develop clear understanding of NHS infrastructure delivery ask and explore opportunities through the local plan to review the community infrastructure levy regulations.					Meetings held between various local NHS Authorities to develop understanding of Infrastructure.	Further development required and ongoing progress to be made. Opportunities to be explored.
Review internal policy.	Family Health, Healthy Lifestyles, Mental Health, Wider Determinants	Short Term	H&W Officer/Policy & Performance	Faversham, Isle of Sheppey, Sittingbourne	Minimal	Develop a Schedule to review policies over the next operational year.
Review internal policies where health and wellbeing is a factor ensuring that health and wellbeing is advocated.					Minimal	Develop a Schedule to review policies over the next operational year.
Where appropriate suggest amendments to or creation of policy.					Minimal	Develop a Schedule to review policies over the next operational year.
Strive to embed health in all relevant workstreams	Family Health, Healthy Lifestyles, Mental Health, Wider Determinants	Short Term	H&W Officer/ Other relevant departments	Faversham, Isle of Sheppey, Sittingbourne	Health is being taken into account with all workstreams in the ECS service. Green Schools, Self Isolation Funding supported.	Ongoing, continue to embed health in future Youth and Community Engagement projects as well as continuing to develop health presence in Physical Activity workstream.
Gain an oversight of all existing work/ projects relating to health and wellbeing including but not limited to: Sustainable transport, active travel, air quality and fuel poverty work.					Projects with health and wellbeing aspects are catalogued and supported by HWO.	Ongoing, Continue.
Develop understanding of work already being carried out internally and review whether there is a role for the health and wellbeing officer to be involved in this work.			H&W Officer/Comms	Minimal outside of the ECS Team, within ECS Team, Health and Wellbeing Officer involvement is progressing.	Ongoing. Development of HWO role in projects from other departments is required. Internal audit to be carried out for supporting staff. For residents, health and wellbeing will be placed at the core of all community development activities, including early intervention, improving financial well being, and general life management support.	

Communicate projects to health partners to raise awareness of work being undertaken by SBC.					VCS Forums attended regularly as well as VCS and CCG meetings attended.	Ongoing. Continue to express and work with local health partners. Review to be undertaken around team newsletters.
Champion Health and Wellbeing Agenda	Family Health, Healthy Lifestyles, Mental Health, Wider Determinants	Short to Medium Term	H&W Officer/Other Relevant SBC departments	Faversham, Isle of Sheppey, Sittingbourne	H&WB Agenda championed within every partner meeting	Ongoing, Continue.
Champion the health and wellbeing agenda within the Council and review existing mechanisms to ensure that health and wellbeing implications are fully considered in Swale's decision making.					H&WB Agenda championed within internal meetings.	Continue to champion H&WB Agenda in all projects, and offer help and support where appropriate.
Work with other departments internally. Explore opportunities to recruit 'health champions' within each department with a view to establishing collaborative working agreements.					Minimal	Reach out to other departments to further develop this. This will be a priority for 22-23.
Support the implementation of the Economic Improvement Plan (See EIP)	Family Health, Healthy Lifestyles, Mental Health, Wider Determinants	Short to Medium Term	H&W Officer/Economic and Community Services Team	Faversham, Isle of Sheppey, Sittingbourne	Minimal	Reach out to other departments to further develop this. Review EIP with ED Manager
Work with Economic Improvement Team to better understand the support the health and wellbeing officer- can lend to the implementation of the EIP. Where actions are identified add them to this plan.					Minimal	Reach out to other departments to further develop this.
Support the 'Improving Skills' Priority- Work with Economic Development team and partner agencies to better understand the wider picture. We already know there are links between employment and health. Over the coming months as unemployment rises we will need to monitor the profile within Swale and work with other agencies to address this from both a health and upskilling perspective.					Minimal, Involved in the Housing and employment sub group meetings, but they are across Kent rather than a Swale focus	Further develop this with a Swale focus, and work closely with the EIT
Support the implementation of the Visitor Economy Framework (See VEF).	Family Health, Healthy Lifestyles, Mental Health, Wider Determinants	Short to Medium Term	H&W Officer / Community Services Team	Faversham, Isle of Sheppey, Sittingbourne	Supported, when required help is offered.	Ongoing, Continue support when required.
Work with Visitor Economy Team to better understand the support the Health and Wellbeing Officer can lend to the implementation of the VEF. Where actions are identified add them to this plan					Supported, when required help is offered.	Ongoing, Continue support when required. Joint meeting required to understand how support can be provided.
Contribute towards the development of Active Swale and support residents and partners to use the platform to promote health and wellbeing e.g. through blog posts/ good news stories.					Active Swale supported through combined working with PAO and support given to HALF.	Ongoing, Continue to develop.
Continue to develop Healthy and Active in Swale pages, YouTube, Twitter and Facebook using these platforms to communicate key health messages to residents and to promote the work of partners.					Support lent to Healthy and Active in Swale pages, as well as time spent engaging with the community, one Youtube video posted with more in development from a health aspect.	Ongoing, Continue to develop.

Continue to explore collaborative working opportunities with members of the community services team.					Collaborative working with Community services team is ongoing, with Health and Wellbeing embedded in the entire aspect.	Ongoing. Continue to develop. Community Development Strategy to be produced with Health and Wellbeing running as a core theme.
Continue to support the work of Food Bank working group.					Ongoing support provided where required.	Ongoing. Continue to develop. Establish whether food bank working group is still active, and determine appropriate further support.
Work in collaboration with Community Engagement and Social Inclusion officer to develop and deliver community engagement project.					Collaborative working engagement officer continuing. Awaiting for Post to be filled with new worker.	Ongoing. Continue to develop. New work plan to be agreed for 22-23.

Workstream 2: Supporting Healthy Lifestyles

As a Local Authority we are in a position to encourage healthier lifestyles throughout our communities via several routes. Be that as a direct result of building healthier communities; By promoting and encouraging the use of our leisure provision and greenspaces; Through initiatives such as the emerging walking and cycling strategy; Through the delivery of key messages to our community via our comms team; Or by supporting the work of partners such as One You to ensure their offer is accessible to those who need to access their service.

Deliverable	Health Inequality	Delivery Timescale	Delivery Partners	Location	Progress	Actions
Maximise upon potential to use our outdoor spaces to promote health	Family Health, Healthy Lifestyles, Mental Health, Wider Determinants	Short Term	H&W Officer/Leisure and Technical Services/Comms	Faversham, Isle of Sheppey, Sittingbourne	Due to ongoing restrictions with COVID Pandemic, little progress has been made, however meetings held with Green Spaces officer and PAO to determine potential future uses.	Continue to develop further. Once COVID restrictions have eased again, further uses may be explored.
Work with Leisure and Technical services and Comms to consider how we promote our open spaces from a health and wellbeing viewpoint.					Discussions around use and feature of leisure services through Youtube promotion and through Healthy and Active in Swale pages held.	Continue to develop further. Once COVID restrictions have eased again, further collaboration can take place.
Support the promotion of our open spaces via our online platform.					Social media engagement conducted.	Ongoing. Continue to develop further.
Use outdoor spaces to deliver targeted health promotion (e.g. relaunching smoke-free play areas with clear branding)					Minimal. One park run completed throughout pandemic, organised by PAO, with some support from HWO.	Further develop smokefree initiative to include smoke free play areas. In addition, develop further health promotion activities for use in outdoor spaces.
Review existing health initiatives operating within Swale					Health initiatives by partner organisations constantly reviewed, and joint up working with statutory bodies has been initiated.	Ongoing. Continue to develop, and add to where required. Currently, there is the Whole systems obesity approach, social prescribing trial run, self isolation funding, Baby memorial gardens and more.

Review existing health initiatives operating within Swale and establish where added value can be made and duplication avoided within the borough.	Family Health, Healthy Lifestyles, Mental Health, Wider Determinants	Short to Medium Term	H&W Officer/Comms	Faversham, Isle of Sheppey, Sittingbourne	Health initiatives by partner organisations constantly reviewed, and joint up working with statutory bodies has been initiated.	Ongoing, Continue to develop, and add to where required.
Strive to promote the work of health partners e.g. One You, Kent Sport through comms.					Joint working with PAO with respect to kent sport and other activity groups, One you, Imago and other VCS services are involved in multiple meetings with the HWO and their work is promoted through social media channels.	Ongoing, Continue to develop, and add to where required.
Maximise upon opportunities for Swale Borough Council to champion priority areas of health	Family Health, Healthy Lifestyles, Mental Health	Short to Medium Term	H&W Officer/Comms/All SBC Staff	Faversham, Isle of Sheppey, Sittingbourne	Ongoing support provided where required.	Continue to develop, and increase awareness within the Council of opportunities to develop Health and wellbeing in their areas.
Explore all opportunities for the council to be involved in championing key areas of health. Including but not limited to:					Ongoing support provided where required.	Ongoing, Continue to develop.
Dementia- The council will become Dementia friends, will make it a mandatory requirement for all staff to undertake dementia training and will make Swale House a dementia friendly environment.					Dementia friends training organised and for staff to undertake across multiple sessions.	Making swale house dementia friendly is another priority that will be addressed once current COVID restrictions end.
Breastfeeding- promote breastfeeding friendly initiative across SBC and partner sites.					Breastfeeding raised by Faversham MP, there are differing initiatives used across the country, however promotion of the KCC backed breastfeeding initiative has begun	Ongoing, Continue to develop further. Promotion of breastfeeding initiatives to take place through video and social media posts and formats.
Where appropriate consider physical adaptations that can be made to our buildings to support areas that we champion. For example. Opportunities to make Swale House dementia friendly; Ensuring Swale House is breastfeeding friendly.					Minimal	Making swale house dementia friendly is another priority that will be addressed once current COVID restrictions end. Breastfeeding friendly adaptations to take place at the same time.
Explore opportunities to work in partnership with our leisure providers	Family Health, Healthy Lifestyles, Mental Health	Short to Medium Term	H&W Officer/Leisure and Technical Services/Comms/Sport and Physical Activity Officer	Faversham, Isle of Sheppey, Sittingbourne	Discussions around use and feature of leisure services through Youtube promotion and through Healthy and Active in Swale pages held.	Continue to develop further. Once COVID restrictions have eased again, further collaboration can take place.
Explore community focused opportunities with our leisure providers such as discounted off peak memberships or discounted taster memberships for those undertaking the 12 week OneYou weight loss programme.					Minimal	Initial discussions to be held. This will be a priority for 22-23.

Work with our comms team and Sport and Physical Activity Officer to communicate this offer and good news stories arising from it to residents.					Minimal	Initial discussions to be held. PAO working closely with HWO in order to develop social media presence to aid this.
Promote and Develop lifestyle change initiatives.	Family Health, Healthy Lifestyles, Mental Health	Short to Medium Term	H& W Officer/Comms/ECS Team	Faversham, Isle of Sheppey, Sittingbourne	Smokefree Agenda initiated. Schools have provided a lack of responses on the Smoke Free School Gates initiative, and are constantly being chased. Trading standards chased with regards to illicit tobacco roadshows.	Continue to develop health promotion initiatives. Information sharing to be agreed with comms. As a second priority alternative addictions will be examined going forward (substance abuse, alcoholism).
Where partners are running projects work to communicate these to residents.					Ongoing through Social media engagement. A lot of partner organisation projects have been put on hold due to rising concerns over the direction of the pandemic, and responses to the pandemic.	Ongoing, Continue where possible and practical. Mechanism for receiving project information to be implemented.
Work with internal depts to ensure most value being delivered out of pre-existing projects (e.g. using skatepark opening to promoting physical activity) Strive to highlight projects supporting the Health and Wellbeing agenda via internal comms.					Skatepark Video live and sent out via social engagement. Other projects are being highlighted (Baby Memorial Gardens, Renew Wellbeing)	Ongoing, Continue to develop.
Research new and innovative projects to better target preventative health concerns.					Constantly researching new initiatives to bring to the borough.	Ongoing, Continue to develop.
Develop and deliver projects where appropriate.					Smokefree School Gates and Tobacco roadshow have hit significant roadblocks, continuing to pursue alongside other projects.	Ongoing, Continue to develop.
Work in partnership with other agencies to deliver projects that promote lifestyle change.					Continuing to work alongside partner organisations. Working with KCC to deliver healthy weight and active lifestyle talks to schools across the borough.	Ongoing, Continue to develop.
Support and Develop projects targeting areas of health inequality for those living in the most deprived areas of borough						

Work with Community Engagement Officer and Fuel Poverty worker to ensure that we understand the health and wellbeing needs of those living in the most deprived areas of the borough.	Family Health, Healthy Lifestyles, Mental Health	Short to Medium Term	H&W Officer/Fuel Poverty Worker/Community Engagement Officer	Faversham, Isle of Sheppey, Sittingbourne	Ongoing, awaiting replacement for Community Engagement Officer. Household support fund for residents struggling with fuel costs.	Ongoing, Continue to develop.
Maintain an overview of the work being done by foodbanks and similar agencies to ensure that we are using these channels to promote health and wellbeing to those that use these services.					Overview of work held, promotion of health and wellbeing in concordance with foodbank agencies.	Further develop links between foodbanks to promote healthy eating and recipes, continuing with work through Youtube and social media engagement.
Work in partnership with other agencies on projects that directly address inequalities within the borough. For example the Holiday Hunger programme.					Partnership working with both KCC and Medway in developing social prescribing and healthy weight and obesity programmes	Further develop amongst the VCS sector, to address the challenges faced by people receiving help through charities.
Evaluating health and wellbeing work	Family Health, Healthy Lifestyles, Mental Health, Wider Determinants	Short to Medium Term	H&W Officer	Faversham, Isle of Sheppey, Sittingbourne	Ongoing evaluation of Health and wellbeing initiatives conducted, with further initiatives in various stages of development.	Ongoing, Continue to develop
Explore ways to monitor the impact of health and wellbeing work led by the Council and contribute to the wider partnership evidence base regarding successful strategies to improve health and reduce health inequalities in Swale.					Contribution to, and between various partner organisations to tackle health inequalities conducted through numerous health and wellbeing meetings that the HWO is in attendance at.	Ongoing, Continue to develop. Range of output targets to be developed in conjunction with partners.
Directory of resources	Family Health, Healthy Lifestyles, Mental Health, Wider Determinants	Short Term	H&W Officer	Faversham, Isle of Sheppey, Sittingbourne	Residents health and wellbeing page under development, for them to access resources from.	Ongoing, Continue to develop as a priority. Link in with team profile in corporate website.
Support KCC in the creation of a directory resource of health services and interventions available in Swale and ensure these are promoted to stakeholders and residents.					Collaborative working with partners at KCC to help develop resources for residents is underway and progressing well.	Ongoing, Continue to develop as a priority.

Health and wellbeing funding					Funding for Health and wellbeing through various pots, as well as financial support from larger and partner agencies available. Sports grant criteria has been widened to now include health and wellbeing.	Ongoing, continue to develop. Continue to deliver community health and wellbeing grant.
Explore all potential funding opportunities, signposting to existing services (Inside Track, SCEN etc) and support partners to apply for grants to secure funding for projects in the borough to promote health and wellbeing.	Family Health, Healthy Lifestyles, Mental Health, Wider Determinants	Short to Medium Term	H&W Officer	Faversham, Isle of Sheppey, Sittingbourne	Funding for Health and wellbeing through various pots, as well as financial support from larger and partner agencies available. Support given to some partners (Renew Wellbeing, Memeorial Baby Gardens) in where to and how to apply for grants.	Ongoing, continue to develop
Add value to existing/ new projects which link to health and wellbeing					New projects in development, and support and content added to Healthy and Active in Swale project.	Ongoing, Continue to develop
Maintain an overview of projects that relate to the health and wellbeing work stream (e.g. foodbank work, community engagement project, sports and physical activity projects, air quality work)	Family Health, Healthy Lifestyles, Mental Health, Wider Determinants	Short to Medium Term	H&W Officer	Faversham, Isle of Sheppey, Sittingbourne	Overview of projects held, with support offered to those who require it thus far. Support lent to Green Schools initiative, due to begin in february.	Ongoing, Continue to develop
Where appropriate develop joint working approaches with colleagues to ensure that health and wellbeing potential is maximised.					Ongoing, Joint working between colleagues is conducted where appropriate.	Ongoing, Continue to develop
Smokefree Agenda					Ongoing, See Below.	Ongoing, Continue to Develop
Attend and contribute at district sub group and main Tobacco control alliance group.					Tobacco Alliance Group on hold due to COVID Pandemic, District subgroup with PCN and ICP regularly attended with focus shifted from smoking to obesity.	Ongoing, Continue to Develop

<p>Explore all smoke free environment project opportunities e.g. Smoke free parks relaunch, smoke free school gates, smoke free tenancies</p>	<p>Family Health, Healthy Lifestyles</p>	<p>Short to Medium Term</p>	<p>H&W Officer</p>	<p>Faversham, Isle of Sheppey, Sittingbourne</p>	<p>Smokefree school gates on hold due to lack of response from schools (20% response rate), due to either not being a problem for the schools, or other, more pressing priorities thrown up by the COVID Pandemic. Other projects relating to smokefree are in development, such as smoke free green spaces, but in the very early stages.</p>	<p>Ongoing, Continue to Develop as a priority.</p>
<p>Support the work of OneYou. Attend regular meetings with Kent leads.</p>					<p>OneYou are in close contact with regards to smokefree agenda, and are working alongside the HWO to develop smokefree projects and an illicit tobacco roadshow with trading standards.</p>	<p>Ongoing, Continue to Develop as a priority.</p>
<p>Obesity agenda</p>					<p>Ongoing, See Below.</p>	<p>Ongoing.</p>
<p>Support KCC in the development and delivery of their obesity framework</p>					<p>Support lent to KCC, as well as Medway and Swale PCN & ICP in development and initialisation of Obesity programmes. Regular contact with Whole Systems Obesity Approach team maintained, and support given where appropriate. Development of Obesity awareness in schools tied in with Green Schools Initiative alongside KCC and SBC Colleagues conducted, and due to commence in February.</p>	<p>Ongoing, Continue to develop as a priority.</p>

Promote out outdoor spaces and leisure facilities	Family Health, Healthy Lifestyles	Short to Medium Term	H&W Officer	Faversham, Isle of Sheppey, Sittingbourne	Promotion through Healthy and Active in Swale social pages and through the use of Youtube Videos.	Ongoing, Continue to develop as a priority.
Work with community services team to address inactivity					Closely working with PAO to help develop and lend support to the Healthy and Active Lives framework, and Healthy and Active in Swale social pages to attempt to tackle inactivity.	Ongoing, Continue to develop as a priority.
Link with foodbank work to communicate messages around healthy eating					Overview of work held, promotion of health and wellbeing in concordance with foodbank agencies. Healthy Recipes to be included in previously mentioned Residents wellbeing page, and to be linked with Foodbanks, as well as video support to be developed as a matter of priority.	Ongoing, Continue to develop as a priority.
Mental Health/ Dementia	Healthy Lifestyles, Mental Health	Short to Medium Term	H&W Officer/CSU/Other Relevant SBC Depts.	Faversham, Isle of Sheppey, Sittingbourne	Dementia Awareness training organised for all staff who require potential face to face time with residents in the course of their work.	Continue to develop as appropriate. Support for mental health to be developed as a priority.
Represent the council at mental health action group meetings					Minimal, Mental health support discussed at other meetings, but Mental Health Action Group meeting not attended but will be going forward.	Develop as a matter of priority.
Work in partnership with colleagues from CSU to support work around domestic violence and mental health					Some initial discussions held with CSU, further development required.	Develop as a matter of priority.

Continue to develop partnerships with mental health services					Regular meetings held with partner agencies that support with Mental Health issues, as well as Support Charities, but further development required to support mental health statutory agencies	Continue to develop as a priority.
Undertake Dementia Champion training with a view to delivering Dementia Friends sessions to SBC employees					Dementia Awareness training undertaken, with dementia champion training to be discussed.	Ongoing, Continue to develop.
Mind Over Matter Meditech- Dementia pilot Support the delivery of pilot in Sheppey					Minimal	Continue to develop as a priority.
Family Health	Family Health	Short to Medium Term	H&W Officer/Senior Management Team/Cabinet Members	Faversham, Isle of Sheppey, Sittingbourne	Ongoing. See Below.	Ongoing. CAMHS Support to be investigated, along with educational support to be developed as a priority, and investigations into length of time for child diagnosis as a priority.
Support work programmes offered by KCC					KCC Programmes supported, with particular support given to obesity and green spaces programmes.	Ongoing, Continue to develop.
Support local offer i.e. smaller charitable sector support groups					VCS Support meetings held regularly where support is offered as required.	Ongoing, Continue to develop.
Continue to monitor areas of inequality across the borough and advocate for the borough when discussing service need					Inequalities are monitored, and support offered where appropriate.	Ongoing, Continue to develop.
Workstream 3: Developing Partnerships						
<p>This plan comes into focus at a time when the NHS is changing locally with the intention for Kent and Medway to become an integrated care system (ICS) by April 2021 with- GP practices working together in primary care networks (PCN's); Four new integrated care partnerships (ICP's) across Kent and Medway drawing together all the NHS organisations in a given area and working more closely with health improvement services and social care; and a single commissioning organisation for Kent and Medway, led by local doctors to take a bird's eye view of health priorities for local people and look at where shared challenges should be tackled together. This meant the merger of the previous eight clinical commissioning groups (CCG's) in April 2020.</p> <p>Locally two ICP's cover Swale- Medway and Swale ICP covering Sheppey and Sittingbourne and East Kent ICP covering Faversham. Despite the geographical divide these changes within the NHS bring with them fresh opportunities to work in collaboration with our NHS partners to align our priorities and to work in collaboration.</p> <p>Alongside our NHS partners we also strive to work closely with our partners from public health, businesses, voluntary and charitable organisations.</p> <p>As a local authority we are in a position whereby we have a wider enabling role through engaging with communities and collaborating with local health partners, social care colleagues, businesses and voluntary and community sector to try and join up approaches to achieve a wider-system, joined up approach to health.</p>						
Deliverable	Health Inequality	Delivery Timescale	Delivery Partners	Location	Progress	Actions
Develop positive working relationships with health sector partners					Relationships with Health Sector partners developed, and collaborative working between agencies is promoted.	Ongoing, Continue to develop further.

Ensure that SBC is represented and has a voice at various meetings chaired by PH and the NHS.					SBC Presence at multiple meetings chaired by PCN and NHS teams, as well as Regular Member briefings organised.	Ongoing, Continue to develop further.
In particular we will commit to the following representations: Chief Executive- Medway & Swale Integrated Care Partnership Board Cabinet Member- Medway & Swale Local Care Implementation Board Kent and Medway Joint Health and Wellbeing Board Medway & Swale Integrated Care Partnership Non Executive Directors and Lay Members Working Group. Health and Wellbeing Officer- Kent Housing and Health Sub Group Mental Health Action Group Tobacco Control Alliance	Family Health, Healthy Lifestyles, Mental Health, Wider Determinants	Short to Medium Term	H&W Officer/Senior Management Team/Cabinet Members	Faversham, Isle of Sheppey, Sittingbourne	In attendance by HWO. Not specifically attended, but other subgroups around mental health attended. Not Specifically attended, but regular meetings held with partner organisations with respect to tobacco control.	Ongoing. Develop as a matter of priority. Develop as a matter of priority.
Share SBC's health and wellbeing plan-					Shared between partners where appropriate.	Ongoing, Continue to develop.
Seek feedback to ensure the plan reflects the needs of our community.					Feedback sought where appropriate.	Ongoing, Continue to develop.
Ensure that this ties in with the priorities of PH and the NHS and that they have had an opportunity to feed in to this plan.					PCN, ICP and NHS aware of H&WIP, and feedback given where appropriate.	Ongoing, Continue to develop.
Explore all opportunities for collaboration.					Opportunities for collaboration continuously explored.	Ongoing, Continue to develop.
Maximise upon training offered by health partners.					When training is offered by Partners, training is accepted.	Ongoing, Continue to develop.
Develop positive working relationships with our leisure providers, voluntary & community sector partners					VCS Partners in regular communication with through regular meetings, and working relationships developed.	Ongoing, Continue to Develop
Ensure that SBC is represented and has a voice at key health and wellbeing meetings chaired by our leisure providers, the voluntary and community sector	Family Health, Healthy Lifestyles, Mental Health, Wider Determinants	Short to Medium Term	H&W Officer/ Officers from other SBC depts.	Faversham, Isle of Sheppey, Sittingbourne	SBC Presence at SCEN and other VCS Meetings, and offering support where appropriate.	Ongoing, Continue to Develop

Share SBC's health and wellbeing plan-					HWIP shared where appropriate to partners.	Ongoing, Continue to Develop
Seek feedback to ensure the plan reflects the needs of our community.					Feedback sought where appropriate.	Ongoing, Continue to Develop
Ensure that this ties in with the priorities of partner agencies. Explore all opportunities for collaboration.					Opportunities for collaboration continuously explored.	Ongoing, Continue to Develop
Maintain positive working relationships with health sector partners	Family Health, Healthy Lifestyles, Mental Health, Wider Determinants	Short to Medium Term	H&W Officer/ Officers from other SBC depts.	Faversham, Isle of Sheppey, Sittingbourne	Relationships with Health Sector partners developed, and collaborative working between agencies is promoted.	Ongoing, Continue to develop further.
Work in partnership with public health and the NHS i.e. CCG's, ICP and PCN's. Support their priorities to ensure that specific areas of health inequality in Swale are targeted.					Regular Meetings attended by HWO with PCN, ICP & NHS partners to develop and support their targets for Swale.	Ongoing, Continue to develop further.
Maintain positive working relationships with leisure providers, voluntary & community sector partners	Family Health, Healthy Lifestyles, Mental Health, Wider Determinants	Short to Medium Term	H&W Officer/ Officers from other SBC depts.	Faversham, Isle of Sheppey, Sittingbourne	VCS Partners in regular communication with through regular meetings, and working relationships developed.	Ongoing, Continue to Develop
Work in partnership with the voluntary and community sector to ensure that SBC remains an active partner.					SBC Active representation in VCS Meetings, and support offered where required.	Ongoing, Continue to Develop
Community Engagement					Ongoing, See Below.	Ongoing. With the looming cost of living crisis, support will be investigated as a matter of priority.
Ensure the Council adopts a community-led approach to health improvement helping to coordinate services & support in communities with disadvantage & health inequalities.	Family Health, Healthy Lifestyles, Mental Health, Wider Determinants	Short to Medium Term	H&W Officer	Faversham, Isle of Sheppey, Sittingbourne	Community engagement maintained through active use of social media. Further development necessary at a face to face level, but hampered by the Pandemic.	Ongoing, Continue to develop further.
Lead on the councils' community engagement in targeted areas regarding the health and wellbeing agenda.					Targeted Community Engagement maintained through active use of social media. Further development necessary at a face to face level, but hampered by the Pandemic.	Ongoing, Continue to develop further.
Projects					See Below.	Ongoing.

Provide support to local agencies who are coordinating projects and represent SBC at project meetings.	Family Health, Healthy Lifestyles, Mental Health, Wider Determinants	Short to Medium Term	H&W Officer/ Partner agencies	Faversham, Isle of Sheppey, Sittingbourne	Support given to M&S Obesity programme, as well as KCC Whole Systems Approach	Ongoing, Continue to Develop further.
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Workstream 4: Communication Strategy

Overarching our previous three priorities is our communication strategy. Communicating both our work and the work of partners internally, to partners and to residents is a vital component in ensuring that our communities remain informed and able to take advantage of opportunities available to them.

There are some challenges when communicating the health offer across the borough due in part to the geographical divide between the three areas with the local offer looking very different in each. To add to this the borough also falls within two ICP boundaries. Our comms approach needs to be sensitive to this whilst focusing on the local offer- promoting the work of smaller community based organisations as well as our NHS partners.

Our communications team have consulted on the HWAP so far and have helped to shape the strategy as it currently stands. Over time this strategy will likely evolve as different projects begin and as partner agencies communicate new information to us.

Deliverable	Health Inequality	Delivery Timescale	Delivery Partners	Location	Progress	Actions
Communicate health messages/ projects to community and partners	Family Health, Healthy Lifestyles, Mental Health, Wider Determinants	Short to Medium Term	H&W Officer/Community Services Team/Comms Team	Faversham, Isle of Sheppey, Sittingbourne	Health messages and projects regularly communicated to partners, and collaborative working between statutory and community agencies commenced.	Ongoing, Continue to Develop Further.
Continue to develop Healthy and Active in Swale brand- including pages on Visit Swale Website, YouTube Channel, Facebook and Twitter. Where appropriate use these channels in conjunction with main SBC platforms to promote key messages.					Continuing development of the Healthy and Active in Swale pages, as well as continued work on video and social engagement.	Ongoing, Continue to Develop Further.
Communicate key dates					Key dates Communicated where appropriate.	Ongoing, Continue to develop.
Work with partners to raise awareness of key areas of health. Decide upon clear calendar of health related awareness dates to promote e.g. world mental health day.	Family Health, Healthy Lifestyles, Mental Health, Wider Determinants	Short to Medium Term	H&W Officer/ Comms Team	Faversham, Isle of Sheppey, Sittingbourne	Key wellness dates marked for 2022, with work around these to be discussed with partner agencies.	Ongoing, Continue to develop.
Deliver a multi-agency communications plan	Family Health, Healthy Lifestyles, Mental Health, Wider Determinants	Short Term	H&W Officer/ Comms Team	Faversham, Isle of Sheppey, Sittingbourne	Development of residents website for communication of important health and wellbeing messages under development.	Ongoing, Continue to develop
Develop and deliver a multi-agency Communications plan to increase residents aware of health and wellbeing interventions available in the borough, utilising the 'One You' Framework and other relevant partnership mechanisms.					Development of residents website for communication of important health and wellbeing messages under development.	Ongoing, Continue to develop
Strive to embed health messages into all of the work that we do as a council					Health and wellbeing input supported where required.	Ongoing, Continue to Develop.

Work with comms to ensure that clear health messages can be delivered- e.g. by providing them with up to date info and stats that can be included in comms messages	Family Health, Healthy Lifestyles, Mental Health, Wider Determinants	Short to Medium Term	H&W Officer/ Comms Team	Faversham, Isle of Sheppey, Sittingbourne	Minimal, support to be lent where required, but further development of key dates for 2022 will be included.	Ongoing, Continue to Develop.
Explore all opportunities for the council to promote areas that we champion					Opportunities continuously explored for promotion of championed areas. Support lended where appropriate.	Ongoing, Continue to develop.
Work with comms to promote the health areas that we champion via social media and inside swale news stories.	Family Health, Healthy Lifestyles, Mental Health, Wider Determinants	Short to Medium Term	H&W Officer/ Comms Team	Faversham, Isle of Sheppey, Sittingbourne	Championed health areas promoted through Healthy and Active in Swale Socials and Videos, further work through comms team to be developed.	Develop further as a matter of priority, in particular through comms.