



“ Help the people of Norfolk live in healthy places; promote healthy lifestyles; prevent ill-health; and reduce health inequalities ”

## We will

## We will do this by...

2016-2020



**Promote**  
healthy living and  
healthy places

▶ Working with district councils to address the wider issues that affect health (e.g. housing) and to deliver joint programmes that make a positive impact on health.

▶ Rolling out a workplace health offer to reduce sickness absence and improve productivity.

▶ Delivering health improvement and prevention services, including addressing obesity and encouraging more people from deprived areas to have an NHS Health Check.

▶ Continuing to reduce the number of people killed or seriously injured on Norfolk's roads.



**Protect**  
communities and  
individuals from harm

▶ Redesigning drug and alcohol services to focus on recovery and delivery in the community.

▶ Focusing tobacco control and stop smoking services on reducing smoking rates in key vulnerable groups.

▶ Taking a multi-agency approach on issues such as mental health, domestic abuse and substance misuse.

▶ Assuring local strategies for emergency planning, protection and resilience.

▶ Halving the number of people unknowingly infected with HIV.

▶ Reducing the transmission of infections in care homes.



**Provide**  
services that meet  
community needs

▶ Commissioning a high quality health visitor and school nursing service that is linked with key services and promotes health improvement to address obesity.

▶ Ensuring that a child's development is checked at 2½ years and that all looked after children under five have their health needs assessed and met.

▶ Commissioning comprehensive sexual health and prevention services and reducing teenage pregnancy rates in key areas.

▶ Providing strategic support for NHS commissioning with a focus on health and social care integration and prevention.



Work in  
**Partnership** to  
transform the way  
we deliver services

▶ Co-ordinating the work of Health and Wellbeing Board (HWB) to address the goals of integration, prevention and reduced inequalities and priorities of mental health, dementia, early years and obesity.

▶ Delivering a new Joint Health and Wellbeing Strategy, Joint Strategic Needs Assessment and Joint Pharmaceutical Needs Assessment.

▶ Strengthening alignment between evidence and strategy and using intelligence to support a sustainable health and social care system.

▶ Undertaking analysis to monitor service performance and population health outcomes.

▶ Developing a single, fit for purpose approach to information and analysis across teams at Norfolk County Council.