Norfolk County Council

Public Health Strategic Framework

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

We will

1. **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.

2. **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 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.

3. **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.

4. **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.
   - 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.

2016-2020