

Actions to Promote Individual, Community and Population Health

Elected Members, as leaders and advocates for their local communities, have a crucial role to play in improving the health of the local population. Actions can be taken at an individual, community and population level. Here we list some examples in relation to physical activity, tobacco control, NHS Health Checks, actions that tackle obesity and promote a healthy weight, and ideas to improve sustainability and air quality.



Get to know and promote your local Public Health Wellbeing Hub



West Sussex Wellbeing offers support and advice to any individual who lives or works in West Sussex. Each District and Borough offers a wellbeing service with trained advisors providing brief interventions and motivational interviewing on a range of lifestyle services including but not limited to- how to eat well, weight loss, how to increase levels of physical activity and reduce sedentary behaviour, and how to link into other services such as housing and benefit support.

Information for each local area can be found at www.westsussexwellbeing.org.uk



PHYSICAL ACTIVITY



- Use and promote steps/stairs rather than escalators and lifts
- Download the **Active 10** app www.nhs.uk/oneyou/active10/home
- Promote and protect all local assets that provide opportunities to be active such as green spaces, public right of way network and village halls
- Advocate for safe cycling routes that encourage non cyclists to get on their bikes.
- Support schools to take up initiatives such as the **Daily Mile**. Support communities to set up initiatives such as **Parkrun, Junior Parkrun** and **Good Gym**.
www.parkrun.org.uk www.goodgym.org
- Falls prevention - promote the "**Super Six**" (see card in your info pack)



TOBACCO CONTROL



- Communicate the benefits to be gained through stopping smoking, to selves, family, finances and workplaces
- Promote the free stop smoking services that are available across the county
www.westsussexwellbeing.org.uk/smokingservices
- Promote development of smokefree public areas such as children's play areas
- Raise awareness of the impact illicit tobacco has on the county, through unpaid tax, criminal activity and contributing to health inequalities



NHS HEALTH CHECKS



By having an **NHS Health Check**, if you meet the eligibility criteria.

www.westsussexwellbeing.org.uk/topics/nhs-health-check



Encouraging residents to accept the invitation when they receive them



Encourage your local GP surgeries and community pharmacy sites to deliver the programme and to advertise it prominently



WHOLE SYSTEMS APPROACHES TO HEALTHY WEIGHT



By following the healthy meeting guidelines

http://theintranet.westsussex.gov.uk/Library/Documents/healthy_workplace_meetings_guidance.pdf



Using and promoting active travel wherever possible



Influencing planning decisions to maintain green open spaces, and play areas, to maintain variety in the high street by being mindful of the concentration of fast food takeaways particularly in areas with high footfall from children and young people.



Encourage venues with vending machines to stock healthier alternatives



Encourage eating out establishments to apply for the "Eat Out, Eat Well Award" and promote those which have achieved it.



SUSTAINABILITY AND AIR QUALITY



Turn off engines – anti-idling. Encourage local schools to promote this.



Don't drive for short journeys (less than a mile) – walk or cycle instead. Or try the electric car – have a go, then book it for your next journey.



Promote "Adopt-An-Area" across all Districts and Borough, Parish and Town Councils, promote the AirAlert system for local residents



Take part in a litter pick.



Refill (of course) – carry your bottle, download the app, tell others.



Encourage your local green space to be managed for pollinators – planting native plants, and encouraging a wild flower meadow where possible.