

## Broad Impact Goals – adding value

- a) Increased Physical Activity (prevention of ill health)
- b) Increased Aspiration and Opportunity (addressing inequality)
- c) Increased Personal Responsibility and Participation (developing sustainability)

### 1. A positive start in life

- Reduce need for children to be in care
- Narrow the education achievement gap
- Improve education provision for 16-19s
- Better support more young carers
- Promote children's mental wellbeing
- Reduce under-18 conception rates
- Support families with significant social challenges

### 2. Promoting healthy lifestyles

- Reduce the use of tobacco
- Encourage use of green spaces and seafront
- Promote healthy weight
- Prevention and support for substance & alcohol misuse

### 3. Improving mental wellbeing

- A holistic approach to mental and physical wellbeing
- Provide the right support and care at an early stage
- Reduce stigma of mental illness
- Work to prevent suicide and self-harm
- Support parents postnatal

### 4. A safer population

- Safeguard children and vulnerable adults against neglect and abuse
- Support the Domestic Abuse Strategy Group in their work
- Work to prevent unintentional injuries among under 15s

### 5. Living independently

- Promote personalised budgets
- Enable supported community living
- People feel informed and empowered in their own care
- Reablement where possible
- People feel supported to live independently for longer

### 6. Active and healthy ageing

- Join up health & social care services
- Reduce isolation of older people
- Physical & mental wellbeing  
Support those with long term conditions
- Empower people to be more in control of their care

### 7. Protecting health

- Increase access to health screening
- Increase offer of immunisations
- Infection control to remain a priority for all care providers
- Severe weather plans in place
- Improve food hygiene in the Borough

### 8. Housing

- Work together to;
  - Tackle homelessness
  - Deliver health, care & housing in a more joined up way
- Adequate affordable housing
- Adequate specialist housing
- Understand condition and distribution of private sector housing stock, to better focus resources

### 9. Maximising opportunities

- Have a joined up view of Southend's health and care needs
- Work together to commission services more effectively
- Tackle health inequality (including improved access to services)
- Promote opportunities to thrive; Education, Employment