



Health and Wellbeing

Committed to promoting health equality



Joint Health and Wellbeing Strategy for Devon 2013–2016

Summary



Introduction

Key representatives from health and social care have formed the **Devon Health and Wellbeing Board** to improve wellbeing and reduce health inequalities for people in Devon. As Health and Wellbeing Board, our role is to make sure that organisations providing health and social care in Devon focus on improving people's health and wellbeing, and measure their progress.

Every aspect of our lives has an impact on our health and wellbeing, from the health services we receive to our environment, housing, employment, education, transport and our involvement in local communities. So it is in all our interests to improve our health and wellbeing.

We have carried out a consultation on some proposed priorities, and given local residents and organisations the opportunity to influence them. Initially we will focus on families, lifestyle choices and maintaining independence in older age.

We welcome your views on our [Joint Health and Wellbeing Strategy](#). To see the full Strategy, or for more information about the Devon Health and Wellbeing Board, visit www.devonhealthandwellbeing.org.uk





What does health in Devon look like?

Devon has an older population than nationally, with peaks in the 60 to 64 years age group and in the 85 and over group. It is predicted that the population will increase by 20% in 2033 with greatest growth in older age groups. The county also attracts nearly 6 million visitors a year.

Devon is the third largest rural county in England and one of the most sparsely populated. The largest groups in Devon are residents in isolated rural communities and residents of small and medium sized towns with strong local roots. 3.4% of the population are from non-white ethnic groups and 3% from other white groups.

In Devon there are areas that are among the poorest in the country and some among the most wealthy. Devon's rural areas are generally poorer than rural areas elsewhere in England, and rural areas around some market towns are more deprived than the town itself.

There are over 7,000 births in Devon each year. Life expectancy is above the national average, with shorter life expectancy in North Devon, particularly in the towns of Ilfracombe and Bideford.

In 2009 there were 8,160 deaths in Devon, of which 2,237 were below the age of 75. In the under 75s coronary heart disease, lung cancer and cancer of the digestive system were the most common causes of death, followed by breast cancer, strokes and accidents.





Devon's health and wellbeing priorities

We've looked at people's health and care needs across Devon through a Joint Strategic Needs Assessment, and looked at issues affecting people across the course of their lives to identify some initial priorities. Public consultation has helped us refine and shape these priorities, which now form the basis of our strategy for the coming year. These priorities will challenge and span organisational responsibilities, and will be reviewed and refreshed each year.

Priority one:

A focus on families

Including families needing targeted support, teenage health, issues around under achievement and low aspirations at pre-school and at primary to secondary transition. Specific priorities are poverty, targeted family support, domestic and sexual violence and abuse, education outcomes, and transition from children's to adults' services.

Priority two:

Lifestyle choices

The importance of people taking personal responsibility for their health, to prevent future ill-health. Specific priorities include alcohol, contraception and sexual health, screening services for cancer and other conditions, physical activity, healthy eating and smoking and high blood pressure.

Priority three:

Independence in older age

The challenge of helping older people, including those with dementia, to live independent lives for longer. Specific priorities include falls prevention; support for people with dementia and carers support.

Priority four: **Social capital and building communities**

Developing community co-operation: including neighbourliness, family support and personal responsibility. Specific priorities include mental and emotional health and wellbeing, the home environment, social support, offender health, and housing.