

Local Public Health Policy and the Natural Environment

Tina Henry

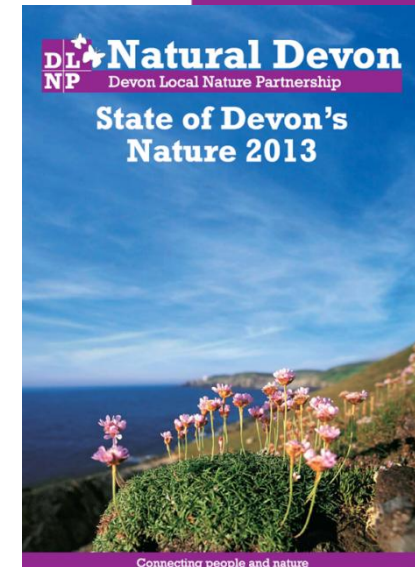
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Current Evidence

- State of the Environment report
 - part of the Joint Strategic Needs Assessment
- State of Nature Report
- LNP Prospectus
 - Direction of travel

State of the Environment Devon and Torbay Summary Document



What success looks like

A greater number
and diversity of
people being
naturally active



Devon Local Nature Partnership

Connecting people and nature



Public Health Devon



Planning Action

“Everyone in Devon the opportunity and confidence to be ‘naturally active’ in order to improve their health and wellbeing”

- Decision to focus on communications and targeted initiatives to encourage those not currently accessing the ‘green spaces’ or ‘natural environment’
- In order to direct energy into the right elements a Social Marketing behaviour change scoping review was undertaken by public health

What we know...MENE

	UK	Devon
Urban Green Space	37%	24%
Coastal	11%	23%
Frequency; once or twice a month	21%	19%
Frequency; once every two or three months	8%	7%
Never	9%	3%
In England 4 million adults are categorised as non - participants, Of those :		
Socioeconomic profile		
D: Semi-skilled and unskilled manual workers	43%	34%
E: Casual labourers, pensioners, unemployed		
C2: Skilled manual workers	19%	24%
Age bands		
65+	35%	33%
45-65	25%	32%
Reasons for non-participation		
Too busy at work	15%	27%
Poor Health	19%	26%
Old Age	16%	19%
Physical Disability	10%	14%



Scoping Review

- Strong focus on behaviour change with the person remaining at the centre
- Explores the barriers and motivators which mediate access to the natural environment
- Triangulates evidence from a range of sources
 - Literature review “Benefits to health of engagement with the natural environment”
 - Primary qualitative research in Devon
 - Local experts and stakeholders



Literature Review evidence

Table 1: Evidence overview - Natural Environment (n/e) and Health (see annex a for full literature review)

Intervention	Health Outcome	Evidence Level
Physical activity in n/e	Improved mental health (including improved self-esteem, positive mood and increased attention)	Good
Residential access to n/e	Improved mental health (including reduced stress, better general mental health, reduced anxiety, depression, and loneliness, better social support)	Good
	Improved general population health (including increased longevity, reduced disease prevalence, and perceived general health)	Good
	Reduced health inequalities (including reduced health inequalities (related to income deprivation) for all-cause mortality and circulatory disease)	Medium
	Improved mental health in children (including improved concentration and functioning, in children with ADHD, improved concentration and self-discipline in inner-city girls, reduced stress and improved self-worth in children in rural areas)	Weak
	Improved social cohesion	Weak
	Increased levels of physical activity (although some evidence that this is confounded by socioeconomic status and area deprivation)	Conflicting evidence
	Overweight and obesity	Conflicting evidence

Application of report

Aim is that through the support of the task and finish group it will be used by partners to direct and shape their ongoing and future offers/activities within the natural environment to attract and encourage those who currently do not access/ access infrequently to access on a regular basis.

http://www.devonhealthandwellbeing.org.uk/?attachment_id=5218



Naturally Healthy

Improving Engagement with the Natural Environment

Behaviour Change Scoping Report



Naturally Healthy

Barriers and Motivators:

This checklist is presented through the marketing framework of the four 'P's:

Price, Product, Place, Promotion.

Of particular note is the extent to which lack of car ownership is both a barrier in itself, and acts to exacerbate other common barriers, such as lack of time, lack of funds, and fear of exposure with no shelter.

Price - “the cost of access”

- Costs of access are not just £'s but can be fear of exposure and lack of shelter, lack of equipment, lack of time, lack of confidence.

Product - “activities within green spaces”

- Structured activities that increase confidence were highlighted as examples of good practice.
- Health is a motivator but more so is seeing animals and a sense of achieving something.
- The desire to increase access should be created when communicating about a service or activity.
- The narrative can assume prior experience of the green spaces such as happy childhood memories.

Place - “woodlands, parks, moors”

- Woodlands are associated with exploring and climbing and adventures.
- Parks are associated with children playing, dogs, sport and play equipment.
- Public transport and shelter should be carefully considered in service design.

Promotion - “using the correct language”

- When there are low costs involved and no/ little equipment requirements - this should be emphasised.
- If there is shelter and toilets, say so.
- Use trusted sources and testimonials.
- The words physical activity, paths and natural environment are not as positive as green space, woodland, fun and social.

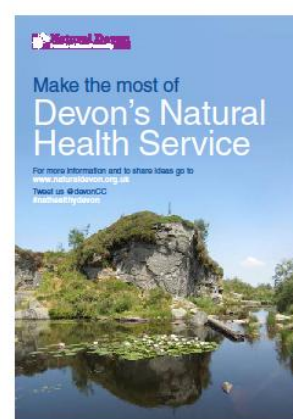
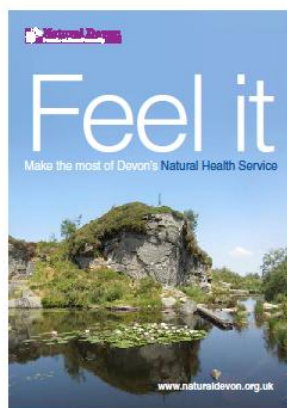
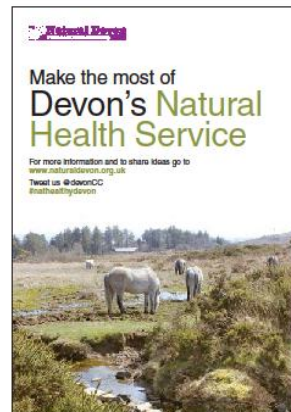
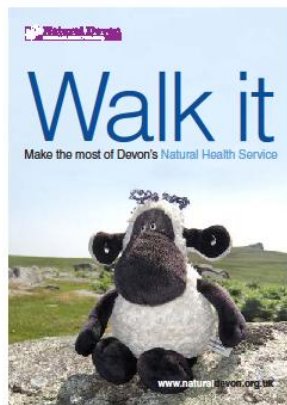
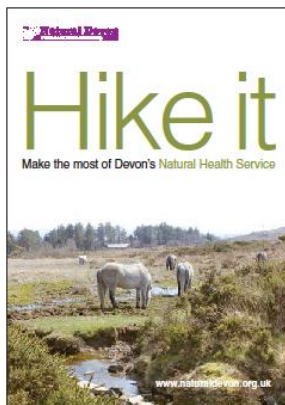


Action

Uses:

- create a specification for projects between Public Health and the two National Parks in Devon
- To influence the tone, language and content of the ‘Explore Devon’ and ‘Get Active Devon’ website
- Influence other LNP priorities such as Green Infrastructure and Naturally Healthy Schools

Naturally Healthy Week



Public Health Devon



Healthy New Towns – ‘Health at the Heart of New Communities’



Public Health Devon





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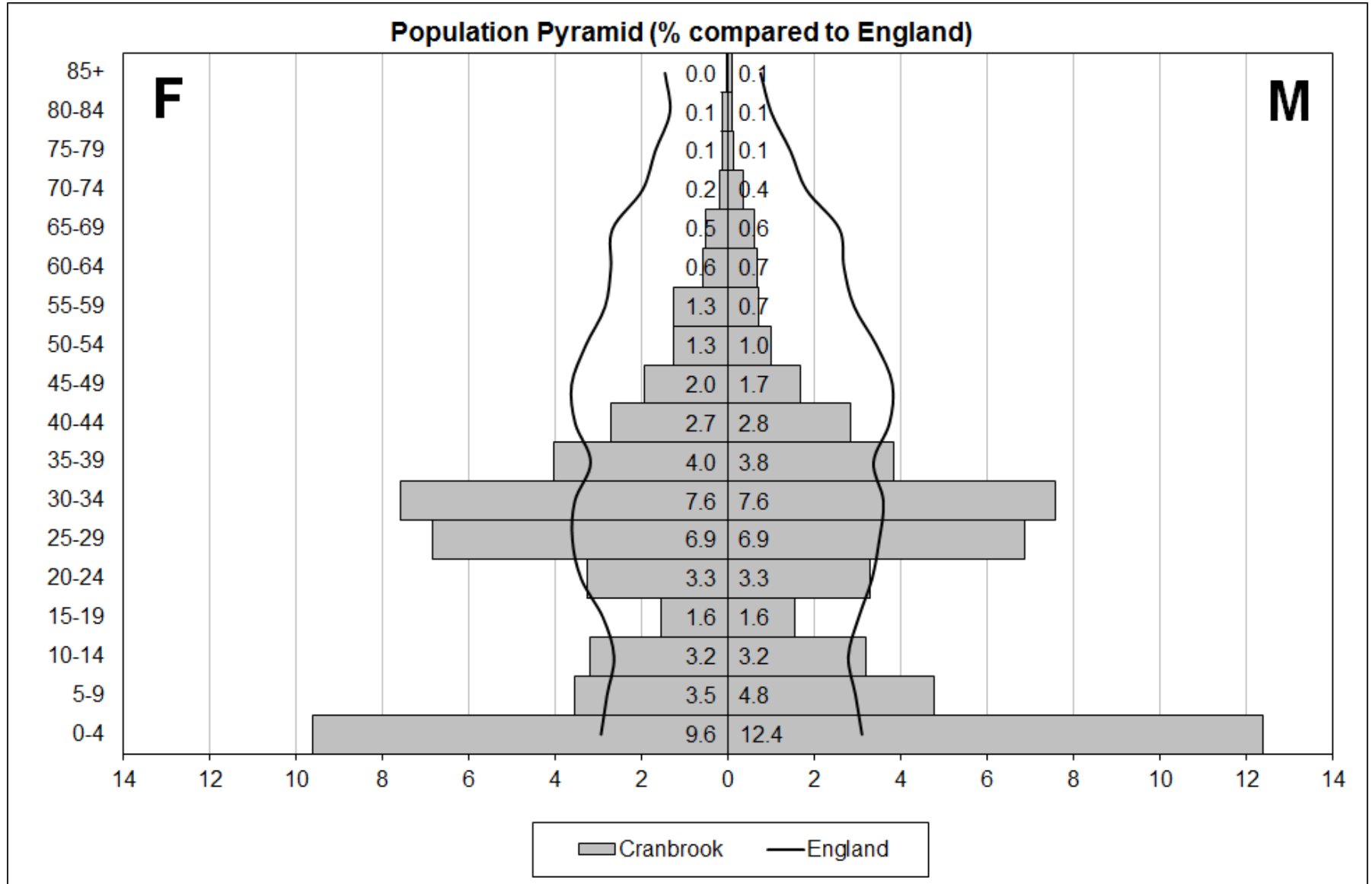
Quick Facts

- **Mid 2015 population:** 2,500
- **Mid 2015 dwellings:** 1,070
- **Tenure**
 - 60% Private
 - 20% Social Housing
 - 10% Shared Ownership
 - 10% Low Cost Rented
- **Previous LA of residence**
 - 50% Exeter
 - 25% East Devon
 - 15-20% Elsewhere in Devon
 - 5-10% Outside Devon



Population Structure

Local Estimate





Source: <https://www.rsph.org.uk/en/policy-and-projects/campaigns/health-on-the-high-street/index.cfm>

Public Health Approach to Healthy Lifestyles



Source: www.nsmcentre.org.uk



Public Health Devon

Devon
County Council