

Appendix A: Kent County Council and Key Partner Strategies

One You Kent (OYK) supports the Council to deliver against:

Council's Strategy 2022-2026: Stop smoking, weight management and healthy lifestyle services supports the Council to achieve the following priorities set out in the Council's Strategy 2022-2026 'Framing Kent's Future':

- Priority 1: Levelling up Kent
 - To see significant improvements in the economy, connectivity, educational attainment, skills and employment rates and public health outcomes in deprived communities in coastal areas so that they improve faster than the rest of Kent to reduce the gaps
 - To work with our partners to hardwire a preventative approach into improving the health of Kent's population and narrowing health inequalities
 - Adopt an unrelenting focus on reducing cardiovascular disease in our population by continuing to focus on healthier behaviours, stopping smoking, taking up exercise and healthier eating.

Securing Kents Future: Stop smoking, weight management and healthy lifestyle services supports the Council to achieve the priorities set out in Securing Kents Future, by preventing people from getting long term health conditions linked to smoking, being overweight and living unhealthy lives, which increase's demand and costs in Health and Social Care.

Kent & Medway Integrated Care Strategy: Stop smoking, weight management and healthy lifestyle services supports the Kent & Medway Integrated Care System to achieve the following outcomes set out in the Integrated Care Strategy:

- Helping the most vulnerable and disadvantaged in society to improve their physical and mental health; with a focus on the social determinants of health and preventing people becoming ill in the first place
- Helping people to manage their own health and wellbeing and be proactive partners in their care so they can live happy, independent and fulfilling lives; adding years to life and life to years.

Smoke Free Generation: On 4 October 2023, the government published 'Stopping the start: our new plan to create a smokefree generation'. This included a programme of funding to support current smokers to quit smoking, with £70 million additional funding per year for local authority stop smoking services and support. This new funding is in addition to the Public Health Grant and will be provided through a new Section 31 Grant on top of the current Public Health Grant allocations. This funding will be ringfenced for local authority led stop smoking services and support. To receive the funding, KCC must maintain its existing spend on stop smoking services, based on the stop smoking service data KCC submitted for the year 2022 to 2023. KCC should ensure it then maintains this level of funding throughout the whole grant period.

Whole System Obesity: The NHS Long Term Plan outlines key commitments in tackling obesity. There is a clear emphasis on working collaboratively alongside local partners to establish effective, whole systems approaches to tackling obesity and improving population health. The Whole Systems Obesity Approach programme started in 2020 and aims to make tackling obesity everyone's business. The provider(s) will be a key strategic lead in Kents Whole Systems Obesity Approach programme and will support in delivering actions set by the programme which aims to make tackling obesity everyone's business.

Weight Management Strategic Action Plan: Weight management and healthy lifestyle services supports The Kent & Medway Integrated Care System to deliver the Kent Weight Management Strategic Action Plan. The vision of the Weight Management Strategic Action Plan is to offer the best possible adult Weight Management services for our Kent population, appropriate to their needs and within the context of the current landscape challenges. This includes ensuring equity of access for everyone who needs our services living locally and using the best available evidence from local and external populations. Through collaboration, innovation and a person-centred approach we can empower our population to make healthier lifestyle choices, create environments that promote healthier behaviours and enhance the quality of their life.

Inequalities, Prevent and Population Health (IPPH) Prevention Sub Committee Action Plan: Stop smoking, weight management and healthy lifestyle services supports the delivery of the IPPH Prevention Sub Committee Action Plan. Below details the IPPH objective set:

- Stop Smoking:
 - Increase number of smokers from high prevalence groups referred to stop smoking services
 - Prevent young people taking up vaping and encourage those currently vaping to quit. Develop public facing information on young people and vaping
 - Ensure sustainable models of acute stop smoking services within acute care that work synergistically with community stop smoking services. Ensure the maternity and acute Long Term Plan models are implemented and sustainable
 - De-normalise smoking by creating smokefree public spaces which will help reduce the take up of smoking, encourage quitting and reduce the risk of harms caused by second hand smoke.
- Weight management and healthy lifestyle:
 - Developing whole system obesity networks and increase engagement from system partners such as NHS clinicians and commissioners
 - Clear and equitable weight management pathways for children and adults in place and implemented for all tiers across Kent and Medway
 - Users have clear and accessible guidance on the criteria and referral methods
 - Kent specific: Ensure equitable family centred approach (FCA) to weight management services
 - Deliver healthy weight related training. Increase the number of people trained in MECC and workforce confidence in raising healthy weight conversations
 - Work with anchor institutions to increase physical activity and healthy eating within their workforce, service users and visitors. Ensure promotion of physical activity, healthy eating and healthy weight amongst the workforce amongst the workforce and site users
 - Help people understand their relationship with food in a different way. Pilot interventions around psychological support to improve relationships with food.

Kent Drug and Alcohol Strategy 2023-2028: The Healthy lifestyle Service forms part of the alcohol pathway, along with the commissioned Drug and Alcohol services. The Service offers advice and support with low-level alcohol misuse and therefore contributes towards the strategy outcomes:

- Reducing Harms from Substance Misuse and Preventing the escalation of use and harm within young people, including supporting young people so they do not become adults dependent on substances

- Increased awareness of substance misuse in the population and where to get help if required.

Moving Together – Physical Activity Strategy 2023-2027: Weight management and healthy lifestyle services contribute towards the Kent Moving Together Strategy, to achieve the following objectives:

- Creating partnerships that enable everyone to benefit from an active lifestyle
- Connecting Communities – Making it easier for people to be active locally and using sport and physical activity's unique ability to make places better to live in and bring people together, particularly where inequalities are greatest
- Active Environments – Creating and protecting places and spaces that make it easier for people to be active
- Supporting Sport – Supporting local organisations to better understand their community and to deliver activities that are appropriate to people's needs and motivations.