

Our vision is to improve and protect the health and wellbeing of the people of Kent, enabling them to lead healthy lives with a focus on the differences in outcomes within and between communities.

Prevention → Early diagnosis and intervention → Care and Treatment

	Starting Well	Living Well	Ageing Well
	↓	↓	↓
	<b>Supporting Outcomes</b>	<b>Supporting Outcomes</b>	<b>Supporting Outcomes</b>
<b>Smoking</b>	Reduce smoking prevalence at age 15  Reduce smoking prevalence at time of delivery	Reduce smoking prevalence in general population  Reduce smoking prevalence in routine and manual workers	Reduce smoking prevalence
<b>Healthy Eating, Physical Activity and Obesity</b>	Increase levels of breastfeeding  Increase physical activity in young people  Reduce levels of excess weight in children  Reduce levels of tooth decay	Increase levels of physical activity  Reduce levels of excess weight	Reduce levels of excess weight  Reduce injuries due to falls in over 65s  Reduce hip fractures in over 65s
<b>Alcohol &amp; Substance Misuse</b>	Reduce under 18 hospital admissions due to alcohol  Reduce levels of drug taking and use of legal highs	Reduction in number of people drinking at problem levels  Reduction in hospital admissions due to alcohol	Reduction in number of people drinking at problem levels  Reduction in hospital admissions due to alcohol
<b>Wellbeing (including Mental Health and Social Isolation)</b>	Increasing emotional resilience in families and young people  Reducing levels of self-harm and suicide rates  Ensure levels of social and emotional development	Improve wellbeing of population  Reduction in suicide rates	Improve wellbeing Reduce social isolation  Improve early diagnosis rates of dementia and people are supported to live well  People with mental ill health are supported to live well
<b>Sexual Health, Communicable Disease</b>	Reduce rates of Chlamydia  Increase levels of childhood vaccination  Reduce levels of teenage pregnancy	Increase early diagnosis of HIV  Increase levels of flu vaccination uptake in vulnerable groups  Reduce excess under 75 mortality rates	Increase levels of flu vaccination in over 65s
<b>Wider determinants</b>	Designing healthy communities  School readiness  Ready for emergencies	Designing healthy communities  Ready for emergencies	Designing healthy communities  Reduce excess winter deaths  Ready for emergencies

**Our Approaches – Make every contact count**  
 Integrated commissioning for Integrated Services – shaped around people  
 Services delivered where people want them  
 Interventions accessible to all groups by making reasonable adjustments  
 Targeted services to reduce health inequalities

