

South Canterbury District Health Board Health Promotion and Prevention Strategy 2019-2024

Population health
programmes
protect our
community

Every encounter is
seen as an
opportunity to
promote health

The places we work,
live, learn and play
promote and support
our community's
health and wellbeing

About the Health Promotion and Prevention Strategy

The South Canterbury District Health Board (SCDHB) is committed to supporting all people to live well and stay well. Consequently, SCDHB sees that as well as the delivery of health services, it has a role to invest in promoting health and preventing disease across the South Canterbury population.

Nearly 60,000 people make up the population of South Canterbury. While many in South Canterbury are flourishing, this is not the case for every group. The greatest burden of disease within the community comes from long term conditions such as diabetes and cardiovascular disease. Certain groups experience poorer health outcomes than other groups. Māori who make up 8.4 % of the South Canterbury population, have poorer health outcomes than non- Māori. Other groups that experience inequitable health outcomes are Pasifika, people who are low socio-economic and people with severe enduring mental illness. South Canterbury also has an aging population.

In order to guide this work and its partnerships with health and other sectors, the SCDHB has developed the 'Health Promotion and Prevention Strategy (2019-2024).'

This Strategy is about promoting the health of all people within South Canterbury, with a focus on reducing health inequity and identifies three goals.

It is not inclusive of all health promotion and prevention work within South Canterbury district, but instead identifies priority areas needing focus to improve outcomes for the people of South Canterbury. Consequently, it does not include 'business as usual' health promotion and prevention work such as tobacco control and suicide prevention

The 'South Canterbury District Health Board Public Health Plan' and the SCDHB Annual Plan umbrella this strategy.

The three goals of the Strategy are:

1. Population health programmes protect our community
2. The places we work, live, learn and play promote and support our community's health and wellbeing
3. Every encounter is seen as an opportunity to promote health

Each goal will have a programme of work that is led by either an Alliance or collaborative group that focuses on priorities for this goal. The work will be documented in a work plan that will have a focus on the priority areas identified, but also acknowledge the great amount of ongoing work that addresses each of the goals.

This Strategy aligns with the [New Zealand Health Strategy](#) which has as its goal 'All New Zealanders live well, stay well, get well, in a system that is people-powered, provides services closer to home, is designed for value and high performance, and works as one team in a smart system.'

The principles of this Strategy are in line with the New Zealand Health Strategy and include:

- A commitment to Māori health. We see that the Treaty of Waitangi establishes the unique and special relationship between iwi, Māori and the Crown. We recognise that we have obligations to honour the Treaty and its principles.
- Equity of health outcomes – that all people and communities have health and wellbeing possible for all New Zealanders throughout their lives
- The need for collaboration and partnership with other health sector organisations and across sectors to achieve equitable health outcomes
- Taking a life-course approach

1. Population health programmes protect our community

Population health programmes are national programmes that prevent disease and include:

- Screening programmes such as new born hearing screening, B4School Checks (for 4 year olds), cervical screening and breast screening. By 2021, South Canterbury will also be participating in a bowel cancer screening programme.
- The immunisation programmes in New Zealand are the childhood immunisations (protect against a variety of infectious diseases such as measles and mumps), HPV for boys and girls in year 8 and influenza immunisation for over 65 year olds and people with long term conditions.

To get the full benefit of these programmes and not worsen health inequities, there needs to be high levels of participation across the whole population. To ensure coverage across the population, different approaches need to be tailored for different groups.

The SCDHB works closely with partners to make these programmes successful. These partners include general practice teams, NGOs, education settings, Community and Public Health (public health unit) and the National Screening Unit of the Ministry of Health.

While coverage is high for many of these programmes such as childhood immunisation programme, breast screening and B4School Checks, there are other programmes where South Canterbury has not got such good coverage including HPV immunisation programme and cervical screening.

South Canterbury priorities

Oversight

Increase HPV immunisation coverage and equity of coverage	Maternal and Child Health Alliance
Increase cervical screening coverage and equity of coverage	Primary Care Alliance

2. Every encounter is seen as an opportunity to promote health

Diabetes, cardiovascular disease and other long term conditions make up the greatest burden of disease for South Canterbury. Healthier lifestyles for our communities can reduce the likelihood of long term conditions developing for individuals, families, whanau and communities.

Health care professionals truly can make ‘every moment matters.’ Every day health care professionals engage people in conversations about their health and health related behaviours. A great deal has happened already around this with particular focus having been on:

- Identifying smokers and offering smoking cessation support in primary care settings
- Promoting physical activity with green prescription

Also identified in South Canterbury is the importance of focus on the early years. In particular the first 1000 days is a critical time period in establishing a healthy life course. A recent survey with health and social services in South Canterbury has highlighted the need to positively support parents in their role.

Alcohol harm has also been identified as an area that needs strengthening to minimise this harm across the community.

South Canterbury priorities

The first 1000 days and parenting

Alcohol harm minimisation

Oversight

Maternal Child Health Alliance

Primary Care Alliance

3. The places we work, live, learn and play promote and support our community's health and wellbeing

Our community's health is in part determined by health services. However, the greatest influence on the health status and health inequities is from the wider determinants of health. These include social, cultural, economic, environmental, housing and educational determinants. These determinants have the greatest impact on health inequities that we see in our communities.

Health services, including the SCDHB, can make an impact in improving the environment we live in for the better. We can advocate with local government bodies to have policies that promote clean air and urban design that encourages active transport. We can promote health through supporting healthy environments such as educational settings. This approach is an investment in the long-term health outcomes for our communities and the reduction of health inequities and has the potential of a large impact.

SCDHB has advocated for healthy environments through submissions on environmental policies of regional, local and district councils such as Smokefree outdoor dining and policies that impact on air and water quality. Healthy public policy can be strengthened further in South Canterbury.

SCDHB has made a longstanding investment in education settings being places that promote health and wellbeing. This is through the WAVE programme, a collaborative programme based at Community and Public Health. In 2019, this has been reviewed which is leading to stronger focus on environments that promote healthy nutrition and physical activity in education settings.

South Canterbury priorities	Oversight
South Canterbury wide healthy environments – water, air quality and built environment	Health Promotion Steering Group
Healthy nutrition and physical activity environments within education settings	WAVE Steering Group