



Well-being Objective 8

Live Well - Help people live healthy lives (tackling risky behaviour and obesity)

How will we do this?

Our action plan to achieve this objective

Lemon highlight means that this is not the Action or Measure's main objective

Ref	Actions and Measures	By When
	Also see <i>Objective 1 – Help to give every child the best</i> <i>Objective 2 – Help children live healthy lifestyles and improve their early life experiences</i>	
A	Eat and breathe healthily	
1	We will work with leisure catering franchisees to offer and promote healthier eating and drinking options for consumers	March 2018
2	We will continue to monitor air quality (nitrogen dioxide) for the residents of and visitors to the County implementing a sampling programme	March 2018
3	We will continue to monitor water quality for the residents of and visitors to the County implementing a sampling programme	March 2018
4	We shall ensure that a very high percentage of food establishments meet food hygiene standards (<i>PAM/023 was PPN/009</i>) <i>(2016/17 Result - 97.5%)</i>	93%
5	We shall ensure that all high risk Food businesses that are liable to a programmed inspections are inspected. (<i>PPN/001ii</i>) <i>(2016/17 Result - 100%)</i>	100%
6	To conduct a more detailed population needs assessment at a locality level within the 3 Locality areas, which are based around GP clusters. This will provide a more detailed understanding what the population needs to ensure that provision meets the needs of people who live in the 3 locality areas of: <ul style="list-style-type: none"> ➤ TTT – Carmarthen Area ➤ Aman Gwendraeth Area ➤ Llanelli Area 	April 2018
B	Physical Activity:	
1	We will support and manage a Workplace health champion to effect change in physical activity levels and general well-being of staff and adults on a sustainable basis	March 2018
2	We will ensure a range of targeted physical activity interventions are put in place across the life course to increase the activity levels of those who are inactive or at risk of becoming inactive. (<i>Action also included in Objective 11</i>)	March 2018
3	We shall develop plans for the new Llanelli Wellness Hub (Leisure Centre) as part of Wellness village and life sciences hub at Delta Lakes	March 2018
4	We will develop and implement a long term Cycling Strategy for Carmarthenshire that will focus on 5 key strategic themes: EDUCATION, DEVELOPMENT & TRAINING: Improve education, development and training by: <ul style="list-style-type: none"> • Giving every child the opportunity to learn to ride a bike • Supporting Pathways from grassroots to elite level cycling • Promoting social inclusion 	March 2018

Ref	Actions and Measures	By When
	<p>INFRASTRUCTURE AND FACILITIES: Invest £10m in Cycling infrastructure over the next 10 years and continue to deliver on the Active Travel Act by:</p> <ul style="list-style-type: none"> Developing a Closed Circuit Cycle track facility at Pembrey Re-surfacing the historic velodrome facility in Carmarthen Park Developing the Tywi Valley Path connecting Carmarthen & Llandeilo with a safe, traffic free route. Ensuring that Active Travel Networks connect key places, such as schools and workplaces, to where people live. Developing quality routes that are: safe, comfortable, continuous and direct. Continually improving the network <p>MARKETING & BRANDING: Improve Marketing & Branding by:</p> <ul style="list-style-type: none"> Developing a social media campaign to increase brand awareness Embracing technology Developing a co-ordinated approach to information provision <p>TOURISM: Work with Tourism providers:</p> <ul style="list-style-type: none"> Developing a more co-ordinated product Promoting Carmarthenshire as the premier cycling destination in Wales Working with Visit Wales to increase profile <p>EVENTS: Co-ordinating a varied range of cycle related events across the County</p> <ul style="list-style-type: none"> Working closely with Welsh Cycling and Welsh Government Support a range of events from local to elite level Host a stage of the Tour of Britain Host a stage of grand tour 	
5	We will review and implement an improved pathway of aquatics provision that enables participants to reach their full potential. <i>(Also in Well-being Objective 2)</i>	March 2018
6	We shall increase the number of visits to leisure centres per 1,000 population <i>(PAM 017 was LCS/002b) (Also in Objective 2)</i> <i>(2016/17 Result - 8,289)</i>	March 2018
7	We shall increase the % of children who can swim 25m aged 11 <i>(3.4.2.1) (Also in Objective 2)</i> <i>(2016/17 Result 66.4%)</i>	March 2018
8	We shall increase the percentage of people referred to the National Exercise Referral scheme that attend the initial consultation of the programme <i>(3.4.2.6)</i> <i>(2016/17 Result 58.1%)</i>	March 2018
9	We shall increase the percentage of people referred to the National Exercise Referral scheme that complete the 16 week programme <i>(3.4.2.7)</i> <i>(2016/17 Result 50.2%)</i>	March 2018
C	Mental Health:	
1	We will contribute to health led transformation programmes in mental health and redesign of services within learning disability	December 2017
2	We will develop the 'Stordy Digidol' digital project to widen access to our County's collections and cultural services and promote improved mental health. <i>(Also in Objective 14)</i>	December 2017
3	We shall increase the number of library visits per 1,000 population <i>(PAM/016 was LCS/001b)</i> <i>(2016/17 Result 7,646)</i>	March 2018
D	Substance Misuse	
1	We will ensure our specialist substance misuse team meets the needs of children and adult services by providing expert advice, support and direct input to front line teams	March 2018