



## Well-being Objective 7

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

Excellent progress has been made in enhancing our health and well-being offer for the residents of Carmarthenshire by developing opportunities to engage online whilst investing in our physical infrastructure to encourage and support people to stay healthy.

#### Why this Well-being Objective is important

- ⦿ Our way of life is changing, people are living longer with a higher quality of life.
- ⦿ The challenge is to prevent ill health.
- ⦿ Living healthy lives allows people to fulfil their potential, meet educational aspirations and play a full part in the economy and society of Carmarthenshire.
- ⦿ Many of the preventive services and interventions required to maintain health, independence and well-being lie outside health and social care.
- ⦿ Mental ill health is something that one in four adults will experience in the course of their lifetime.
- ⦿ Playing a part in providing accessible, inclusive, exciting, sustainable services, which promote and facilitate learning, culture, heritage, information, well-being and leisure.



How well are we doing (and how do we know)? Sources of evidence

#### Success Measures / Explaining the Results



**68.6%** of  
Adults who  
say their  
general health

is Good or Very Good  
(2021/22)

Previously 69.7% (2020/21)  
Source: National Survey for Wales



**40.1%**  
of Adults  
who say  
they have a

long-term illness (2021/22)  
Previously 51.2% (2020/21)  
Source: National Survey for Wales



Adult Mental  
Health  
score of  
**48.8**

(Out of a maximum of 70  
Warwick-Edinburgh Mental Well-  
being Scale)

Previously 51.1  
Source: National Survey for Wales

**92.4%**

of Adults who  
have **two or  
more** healthy  
lifestyle  
behaviours



(2021/22)

Previously 87.6%  
(2018/19 & 2019/20)  
Source: National Survey for Wales

The following [National Survey for Wales](#) shows:

#### General Health Good or Very Good

- ⦿ 68.6% of Carmarthenshire participants said their general health is Good or Very Good, this has reduced slightly from 69.7% in the previous year, but comparatively we have remained in 18<sup>th</sup> position in Wales. We continue to work with partners such as Public Health via the Public Services Board to promote a healthy environment for Carmarthenshire residents, including exercise, nutrition and cleaner air.

#### Long-term Illness

- ⦿ 40.1% of Carmarthenshire participants said they had a longstanding illness, disability or infirmity, this has reduced considerably from the previous survey results which has been around 50%. The Welsh average has also reduced from 45.7% to 33.4%, but comparatively we have moved from 17<sup>th</sup> to 20<sup>th</sup> position in Wales. The lower number with a longstanding illness or disability or infirmity the better.

## Adult Mental Health

- Our mental health affects how we think, feel and act. Looking after our mental health is as important as our physical health, the link between the two factors of health is becoming increasingly better understood. Poor psychological and emotional well-being can act as a barrier to full participation in society. Issues such as confidence, anxiety, fatigue and stigma can limit an individual's capacity to interact with others or to find work for example.

Data from Public Health Wales is gathered from the National Survey for Wales and analysed according to the [Warwick-Edinburgh Mental Well-being Scale](#). It shows that Mental Well-being in Carmarthenshire has declined from a score of 51.1 (out of a possible score of 60) in 2018/19 to a score of 48.8 in 2021/22. The decline is in line with the rest of the country and is representative of the Welsh average of 48.9.

The Warwick-Edinburgh Mental Wellbeing scale was developed to enable the monitoring of mental wellbeing in the general population and the evaluation of projects, programmes and policies which aim to improve mental wellbeing. It is based on statements about feelings and thoughts, whereby individuals would indicate which best describes their experience of each over the last 2 weeks. Some of the statements include: *I've been feeling useful; I've had energy to spare; I've been thinking clearly; I've been feeling loved etc.*

## Two or more healthy lifestyle behaviours

- Based on questions asked in the 2021/22 National Survey for Wales, participants were asked if they have **two or more** healthy lifestyle behaviours which include:
  - not smoking
  - not drinking above weekly guidelines
  - eating five or more portions of fruit and vegetables the previous day
  - being physically active for at least 150 minutes in the previous week
  - maintaining a healthy weight/body mass index

Lifestyle choices impact on our future health and well-being. Carmarthenshire residents compare well to the rest of Wales in some areas such as physical activity, not drinking too much and eating healthily, however, there are a number of lifestyle choices where we compare poorly such as overweight or obese and smoking. 92.4% of participants in Carmarthenshire have two or more healthy lifestyle behaviours this has increase on the previous result of 87.6%, we continue to be below the Welsh average of 92.9%, but we have moved up from 18<sup>th</sup> to 13<sup>th</sup> best in Wales.

## Progress on the steps we are taking to achieve this Well-being Objective

### Eat and breathe healthily

- An Air Quality Delivery Plan has been developed and adopted by the AQ Action Steering Group. Local authorities are responsible to declare Air Quality Management Areas (AQMA) if national air quality objectives are not likely to be met. In Carmarthenshire there are three active AQMAs

AQMA Name	Pollutants
<a href="#">Llandeilo AQMA</a>	Nitrogen dioxide NO <sub>2</sub>
<a href="#">Llanelli AQMA</a>	Nitrogen dioxide NO <sub>2</sub>
<a href="#">Carmarthen AQMA</a>	Nitrogen dioxide NO <sub>2</sub>

- Investment at Pembrey Country Park includes a new playground, an expansion of the cycling pump track, new mobile catering units, glamping pods, and enhancements to paths and eating areas at our camping and caravan site.

- ⦿ Mynydd Mawr Woodland Park has also recently secured close to £86k of external funding investment to enhance walkways, and bio-diversity at that site.
- ⦿ We have invested over £200k of internal and external funding at Llyn Llech Owain Country Park including a new toddlers play area, improved walks, and interpretation.



## Physical Activity

- ⦿ We successfully hosted the 2021 Men's Tour of Britain professional cycle race in September 2021, as part of our wider commitment to developing sporting events and activities across the County to inspire future generations to lead healthy, active lifestyles
- ⦿ Llandovery Leisure Centre site masterplan completed, with creation of new fitness and multi-purpose rooms to complement the existing 20m pool. Outdoor multi-use courts also being incorporated into the community offer, working closely with Ysgol Gynradd Rhys Pritchard.
- ⦿ We have secured £2m of internal and external funding, £1.7m CCC capital funding /£300k external grant funding to develop the next phase of the Amman Valley Leisure Centre site masterplan. This will provide a state of the art full size, floodlit school and community use 3<sup>rd</sup> Generation all-weather artificial turf pitch and enhanced athletics facilities for school, public and club users.
- ⦿ Work is ongoing with the development of our Actif Anywhere online platform to stream classes and activities to people's homes; community halls; care homes; surgeries; hospital physio support (linking with the National Exercise Referral Scheme); and schools (pilot of 18 schools completed with potential to roll this out across Wales as a paid for extra-curricular service, with our USP being bi-lingual delivery).
- ⦿ We have appointed a main contractor to develop the new Leisure Centre in Llanelli as part of the Pentre Awel development.

## Mental Health

- ⦿ Carmarthenshire Libraries have introduced new digital, technological and creative "Maker" services at key Library points, where users and communities are encouraged and supported to participate in an increasingly digital world. As part of our libraries core offer, maker services promote hands-on learning, creativity and collaboration, where people of all backgrounds and abilities can come together to share ideas and equipment that inspires confidence and helps users acquire new skills, building and igniting individual ambitions and encouraging learning for life.
- ⦿ The council has invested significant growth resource to address this which will be used to recruit more social work and social care staff to focus on two specific areas: early intervention and prevention, and a more robust and timely crisis response.
- ⦿ We have been collaborating with the Health Board and the third sector to develop initiatives in this regard developing a Single Point of Access and a 24/7 crisis response service.
- ⦿ The Twilight sanctuary crisis response in Llanelli, which was council led, goes from strength to strength and the model is now being rolled out across the region.
- ⦿ We are embarking on an ambitious programme of change in relation to accommodation. Our vision is to reduce the reliance on residential care and develop more community options accommodation, which promote choice and independence



## Substance Misuse

- ⦿ We have been working with colleagues in the health board ,and third sector to improve access and intervention for those who have substance misuse and mental health issues ,and also for those who have alcohol related brain damage .
- ⦿ The Fulfilled Lives Scheme has been a successful pilot which supports people with Alcohol Related Brain Damage to remain living independently within the community

## Is anyone better off?

### ACTIF RESTART – WINTER OF WELL-BEING GRANT



The aim of the Actif Restart project was to improve the overall health and well-being of identified NEET (not in education, employment or training) population as they are supported through a journey to prepare for integration into their community through sport either as participants or voluntary/paid roles.

Throughout the project opportunities were provided to the participants to further enhance transferable job-based skills and qualities such as confidence, communication and leadership which can be taken forward with them in their futures.

Project Participants benefited from the following:

Actif Adult workshops	Tag leaders award
Coaching experience at rugby festivals	Coaching development opportunities
Club integrations	CV and interview preparation
Paid employment opportunities within Actif	Links to apprenticeships and further education
Opportunities to reflect on the project both individually and as a group	

The need for the project was identified after consulting with local organisations with a heavy focus to prepare young people for future careers or further education that were currently not in Education or Employment. Further discussions then took place with Dyfed Powys Intact project and CCC departments such as Youth Services and Employment Support. The data below highlights how important links with the listed partners are to provide young people with positive role models and support groups to help reduce the risk of crime in the local area. By introducing participants into social and safe environments within sports teams and encouraging ongoing involvement with clubs after the project the aim is to help reduce the risk of the individuals becoming involved with any criminal activity.

Through individual consultations with participants, it was possible to identify suitable sports clubs to signpost them to as a player or volunteer. Introductions into sports teams created a sense of affiliation and belonging for the Actif Restart participants within their chosen teams, providing them with a positive surrounding and reinforcing rules and disciplines to follow whilst at training and playing games. For this target group, embracing principles of sportsmanship, teamwork, and interactions with peers were all incredibly valuable aspects of the project for the participants to develop important life skills and help strengthen self-belief. Having positive experiences within these sports clubs has now allowed participants to increase their physical activity levels and encouraged them to restart or continue their physical literacy journey.

## What and how we can do better

Our delivery plan to achieve this objective

Ref	Actions and Measures	Date/Target	Owner/Resp. Officer
#			
1	We will work to reduce waste and our carbon footprint across our Leisure and Cultural services, whilst increasing opportunities to lead healthy, fulfilled lives (16119)	31/3/23	Ian Jones
2	Development of a 10-year future direction document for discussion, input, and endorsement by the new political administration for the County in early 2022/23 (16120)	1/9/23	Ian Jones
<b>A</b>	<b>Eat and breathe healthily</b>		
1	Air Quality action plan progress and matters arising will be reported through the Net Zero Carbon plan report (16131)	31/3/23	Rhodri Griffiths
<b>B</b>	<b>Physical Activity</b>		
1	We will implement a Cycling Strategy for Carmarthenshire that will focus on 5 key strategic themes: Education, Development and Training; Infrastructure and Facilities; Marketing & Branding; Tourism Events (13195)	31/03/23	Carl Daniels
2	We will develop Ammanford Leisure Centre facilities with upgrades to internal wet-side changing facilities (phase 1 - completed); and improvements to parking infrastructure and external sports facilities linked to wider school site masterplan (phase 2) (14705)	30/03/23	Carl Daniels
3	We will need to work towards regaining and exceeding membership and income to pre-covid levels - with the effects of the Covid-19 pandemic changing lifestyles and habits, this will be the services' greatest challenge (16121)	31/3/23	Ian Jones
<b>C</b>	<b>Mental Health</b>		
1	Implement Service delivery changes in Mental Health as part of the transforming Mental Health Agenda (16122)	March 22	Avril Bracey
<b>D</b>	<b>Substance Misuse</b>		
1	See Mental Health action	March 22	Avril Bracey



View our [detailed progress commitments and targets here](#) for 2021/22 against this objective