



Healthy
Cork



Comhairle Contae Chorcaí
Cork County Council

Cork County Council

Local Community Development Committee
Healthy Ireland Strategy 2021–2024



2021 – 2024

Harnessing a Culture of
Health & Wellbeing in our Community

Foreword

Mayor of the County of Cork, Cllr Gillian Coughlan



As Mayor of the County of Cork, I welcome and support the Healthy Cork Strategic Plan. The mission of this document is to support the ability of our community to enjoy physical and mental health and well-being in our beautiful County of Cork. As residents, we take great pride in our county and know how wonderful it is to work and socialise here. This document aims to support this experience in a healthy and sustainable way.

Importantly, this document illustrates the need to support those most vulnerable within our communities and to address health inequalities. Recent experiences have demonstrated the importance of working together for the common good, and I see this Strategic Plan as a further step towards a more inclusive county, where people will be further supported to achieve their full potential.

Cork County Council has an important role to play, particularly in enabling activities for enhanced health and wellbeing. Key to this is the continued support of the community and other organisations who do superb work on the ground providing that real sense of community. The objectives of this document aim to continue to support, foster and grow our partnerships with these agencies to deliver for the people of Cork County.

Thank you to each of the organisations and agencies who are associated with this Plan and the work of Healthy Ireland in general. Finally, a special thanks to the organisations, services and agencies throughout Cork County who continually work to support and improve the health and well-being of everyone in our community.

Foreword



Chief Executive of Cork County Council, Tim Lucey.

Cork County Council is committed to supporting and facilitating the quality of life offering for the people of Cork County. As a Council, we are acutely aware that the health and wellbeing of individuals and a healthy population as a whole is one of our greatest resources.

This plan outlines the direction and objectives for enhancing health and wellbeing which we aim to achieve over the coming years. In parallel with the Ireland Framework, this plan will ensure the implementation, together with the delivery, of Healthy Ireland and its objectives. These include increasing the proportion of people who are healthy at all stages of life, reducing health inequalities, protecting the public from threats to their health and wellbeing and finally creating an environment where every individual can play their part in achieving a healthy society.

To this extent, the plan focuses on the key themes of Partnership and Collaboration, Positive Mental Health, Physical Environment, Healthy Workplaces, Tobacco Free, Alcohol & Drugs, Sexual Health, Physical Activity and Maintaining a Healthy Weight, adopting this whole of life and multi sectoral approach to health and wellbeing.

I would like to commend all those who have contributed this plan. A special word of thanks to the many groups, organisations and individuals who have informed the plan and who undertake such dedicated work across the county's communities on an everyday basis. I have no doubt that continued and further partnership with these strategic groups in our community will form the backbone of delivery on the actions set out in this plan and ultimately, improve the quality of life for everyone in Cork County



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SECTION A

A.1 Policy Context

There has been an increasing focus on the promotion of 'health and wellbeing' over the last number of years. It is borne out of a recognition as our society develops and people are living longer, that health is everyone's business. People's health is affected significantly by the environment in which they live – the housing, the education attained, the roads, the amenities, the planned spaces, the transport, the economy, the water – and it is often the factors outside the direct influence of the health services that have the greatest impact on people's health.

Where a person is born, how they grow, live, work and age can be very different within and between communities and can give rise to significant health inequalities within and between communities. But it is not just about the conditions into which people are born and live. Health inequalities are also created through policy decisions taken around resource distribution, around how communities are planned and built and around where power rests and how it is used.

While it is accepted that unemployment, poor housing, limited transport, low income, low educational attainment, lack of social and public amenities all adversely affect a person's health, it has also been shown that people in lower socio-economic groups are at greater risk of chronic diseases related to poor diet, smoking, alcohol misuse and physical inactivity. On top of that, they have less access to health care when they need it. Conversely, people who live in more affluent areas, people with access to money and resources, people who have greater life opportunities tend to have better health.

'Health and Wellbeing' can mean different things to many different people depending on their overall health condition and their life circumstances. But there are a few common traits:

There is an holistic focus on physical, mental, social, psychological and sexual health;

The emphasis is on keeping people well and preventing people falling into ill-health by creating environments that support positive lifestyle choices;

While health services are central to a persons health and wellbeing, they are just one of many service providers who have a role in effecting positive change in this regard;

Healthy individuals create healthy communities.

The Irish Government argues that health is an economic good in its own right and better health can lead to economic growth. But it also has the potential to reduce the strain on the health budget which is the second largest component of public expenditure in Ireland (after social protection). Spending is mainly directed towards diagnostic and treatment services for diseases and injury. Switching the emphasis to creating healthy communities, concentrating on quality of life and reducing health inequalities could work to 'reduce the prospect of unaffordable future health costs which will certainly arise if current health trends are not addressed'.

The central policy framework for health and wellbeing in Ireland today is 'Healthy Ireland' produced by the Government in 2013. Given that our living environment is central to promoting positive health and wellbeing, the other relevant document to introduce to the discussion is the recent National Planning Framework 2040 which sets out the blueprint for future development in Ireland. It provides the framework for policy and decision makers at national, regional and local level to guide them in planning living environments and allocating resources. The other key national policy development of note is the publication of the All Party Committee Report on the Future of Health – the 'Slaintecare Report' which proposes significant reform of the health services. These central policy frameworks are summarised below.



Ballard Waterfall Trail 1

A.2 National Health & Wellbeing Policy

Healthy Ireland – A Framework for Improved Health and Wellbeing 2013 – 2015.

The Government developed a national policy framework ('Healthy Ireland – a Framework for Improved Health and Wellbeing 2013 – 2025') in 2013 with the aim of creating 'A Healthy Ireland where everyone can enjoy physical and mental health and where wellbeing is valued and supported at every level of society'.

The many risks to the health and wellbeing of people living in Ireland include some which are obvious: issues such as overweight and obesity, mental health, smoking, alcohol and drugs. The implementation of the Healthy Ireland Framework aims to provide people and communities with accurate information on how to improve their health and wellbeing and seeks to empower and motivate them by making the healthy choice the easier choice.

It is recognised that improving population health is not just the domain of the health services. Many of the factors that influence a person's health and wellbeing, such as their education level, income, housing and work conditions are determined by social, environmental and economic policies beyond the direct responsibility of the health sector. This recognition is reflected in the Framework document which calls for a partnership approach to achieving a healthier Ireland – that the health sector alone cannot address all the problems. It is up to each person, family, community, business, state body to work collectively to change our approach.

Healthy Ireland Goals

Increase the proportion of people who are healthy at all stages of life



Reduce health inequalities



Protect the public from threats to health and wellbeing



Create an environment where every individual and sector of society can play their part in achieving a Healthy Ireland



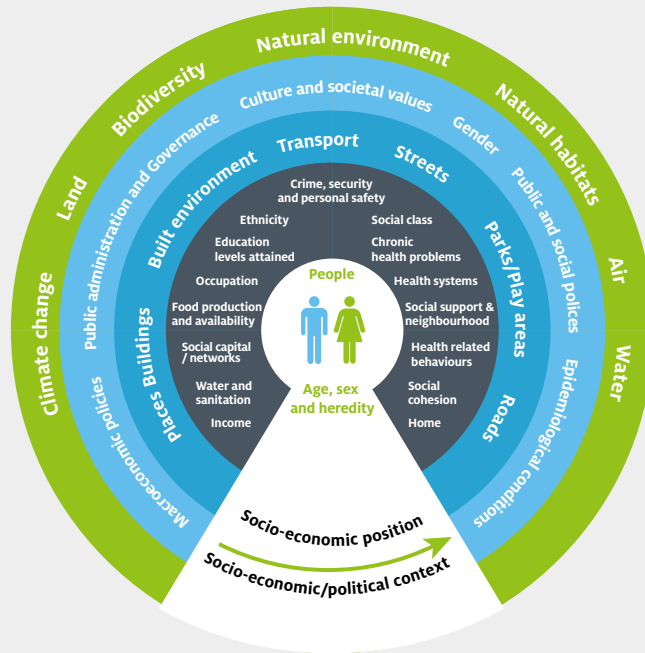
Healthy Ireland Goals

¹Health Ireland Framework, 2013, pg. 12.

SECTION A

Determinants of Health

(Adapted from Dalghren and Whitehead, 1991 and Grant and Barton, 2006)



Social Determinants of health

Healthy Ireland Implementation structures

These four goals are underpinned by a Framework of Actions consisting of 6 Themes with a series of actions associated with each theme and partners identified in the delivery of these actions. Implementation of the Framework is being overseen by the Cabinet Committee on Social Policy and the Department of Health has a Health and Wellbeing Programme which is responsible for it's coordination.



Healthy Ireland Pillars

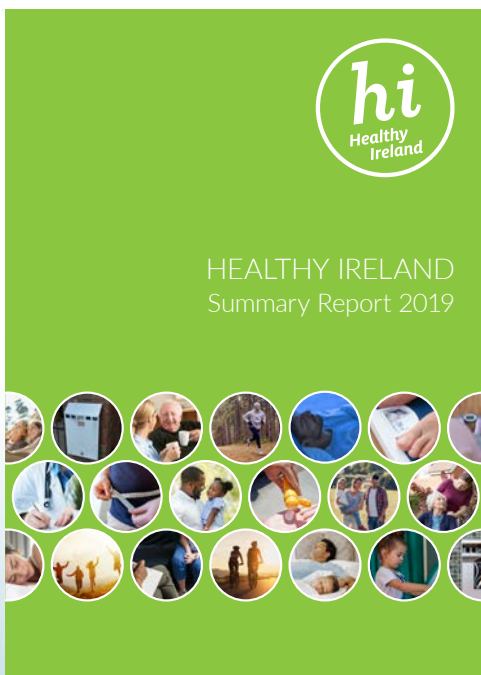


Ballyhass Lakes

A number of new structures have also been put in place to ensure that all sectors of society are given opportunities to participate in the initiative. These include a Cross-Sectoral Group comprising high-level representatives from Government Departments and key State agencies which have been established to provide strategic direction, to monitor implementation and to provide clear communications channels across Government.

The Minister for Health has also appointed 35 members to the Healthy Ireland Council, a multi-stakeholder national forum which provides the platform to connect and mobilise communities, families and individuals into a national movement with one aim: supporting everyone to enjoy the best possible health and wellbeing.

A significant amount of work has been done around national promotion of the Healthy Ireland goals and vision across the airwaves and at local level through libraries, local councils etc. On the research side of the house, three National Health Ireland surveys have been produced yearly since 2017, about the health of the nation looking at trends. A Healthy Ireland Network has been set up which looks to encourage individuals, groups, state bodies and businesses to become part of 'the movement' in whatever way is appropriate to them.



The 'Healthy Ireland' Framework builds on a number of national health policy priorities that the Government is looking to address across communities. They are: Physical Activity; Smoking Obesity and Healthy Eating; Alcohol & Drugs; Positive Mental Health; Sexual Health; Positive Ageing; Healthy cities and counties and healthy workplaces. While there are many other national health priorities, these are the ones that are perceived to have a common home under this Framework.

A.3 National Healthy Ireland Priorities

A.3.1 Physical Activity

A Get Ireland Active – National Physical Activity Plan was produced in 2016 with the aim of 'increasing physical activity levels across the entire population thereby improving the health and wellbeing of people living in Ireland, where everybody will be physically active and where everybody lives, works and plays in a society that facilitates, promotes and supports physical activity and an active way of life with less time spent being sedentary'.

It identifies 8 overall action areas:

- public awareness, education and communication
- children and young people
- health
- environment
- workplaces
- sport and physical activity in the community
- research, monitoring and evaluation
- implementation through partnership

It sets an overall target of increasing the proportion of the population across each life stage undertaking regular physical activity by 1% per annum across the lifetime of Healthy Ireland (with individual targets set for children, adults and older people).

Delivery of this national plan rests with key departments and organisations at national and local level. Much like the other actions within Healthy Ireland, it relies on a partnership approach to realise its ambition, looking for national, regional and local bodies to connect their work and strategic planning with the actions laid out in the national strategy.

Another strategy linked to the 'Physical Activity' theme is 'Get Ireland Walking – Strategy and Action Plan 2017 – 2020'. This is an initiative of Sports Ireland (funded by Healthy Ireland) and delivered by Mountaineering Ireland supported by a range of partner organisation. The vision for Get Ireland Walking is a 'vibrant culture of walking throughout Ireland'.

The Strategy provides a blueprint for the promotion of walking over the next four years working in partnership with other agencies and partners.





Ballyhoura Mountain Bike Trail

A.3.2 Healthy Weight

Obesity and overweight are among the most significant public health challenges facing the country and they are key risk factors for chronic conditions such as heart disease, cancers, diabetes, respiratory illness. One in four children are overweight or obese and six out of ten adults are overweight or obese currently in Ireland with the levels of obesity much higher in disadvantaged groups. The obesity levels are higher in girls than in boys and had been rising in the last number of years. The most recent data from the Childhood Obesity Surveillance Survey shows however, shows that figures have stabilised with 24% of girls and 14% of boys falling into the obese category. In 2016 a national policy entitled 'A Healthy Weight for Ireland – Obesity Policy and Action Plan 2016 – 2025' was launched to address this growing public health issue.

The overall aim of the Plan is to increase the number of people with a healthy weight and set out a path where healthy weight becomes the norm. As with the other national strategies it recognises the cross sectoral responsibility of all individuals, communities, organisations, government in order to tackle this issue and reach the 5 year targets set in the Plan, namely:

- a sustained downward trend (averaging 0.5% per annum as measured by the HI Survey) in the level of excess weight averaged across all adults
- a sustained downward trend (averaging 0.5% per annum as measured by COSI) in the level of excess weight in children; and
- a reduction in the gap in obesity levels between the highest and lowest socioeconomic groups by 10%, as measured by the Healthy Ireland and COSI surveys.

²Get Ireland Active – National Physical Activity Plan

SECTION A

The plan sets out 'Ten Steps Forward' laying out what needs to be done and who needs to be involved in order for the issue to be addressed. INSERT INFOGRAPHIC The Ten Steps are:

- embed multisectoral actions on obesity prevention with the support of government departments and public sector agencies
- regulate for a healthier environment
- secure appropriate support from the commercial sector to play its part in obesity prevention
- inform and empower change through a clear communications strategy
- the Department of Health will provide leadership
- mobilise the health services with a focus on prevention
- develop a service model for specialist care for children and adults
- acknowledge the key role of physical activity in the prevention of overweight and obesity
- allocate resources according to need in particular for children and disadvantaged groups
- monitor research and review.

Extensive information has also been published promoting healthy eating by the Department of Health namely, 'Healthy Food for Life – the Healthy Eating Guidelines and Food Pyramid'. A toolkit has been developed around this which includes a new Food Pyramid and guidance materials to help people make positive choices around maintaining a healthy, balanced diet with accompanying fact sheets.

An additional resource for schools was also launched last year (2017) entitled 'Nutritional Standards for School Meals' and this is looking to ensure that only healthy food choices that meet these standards will be funded for breakfast clubs, school lunches and snacks, afterschool clubs and school dinners.



A.3.3 Tobacco Free Ireland

Tobacco Free Ireland was published in October 2013 and sets a target for Ireland to be tobacco free (i.e. with a smoking prevalence rate of less than 5%) by 2025. Tobacco Free Ireland was the first policy document to be launched under the Healthy Ireland framework and it builds on existing tobacco control policies and legislation already in place.

The Plan states that tobacco use is the leading cause of preventable death in Ireland with at least 5,200 people dying from diseases caused by tobacco use every year. This represents approximately 19% of all deaths. The Healthy Ireland Survey in 2015 indicated that 23% of the population smoked with the rate dropping by a percentage point to 22% in the most recent 2017 survey.

The two key themes underpinning Tobacco Free Ireland are the protection of children and the denormalisation of smoking. Tobacco Free Ireland addresses a range of tobacco control issues and initiatives and contains over 60 recommendations with actions centreing around:

- preventing non-smokers including children and young people from starting to smoke
- encouraging, motivating and supporting current smokers to quit
- reducing recidivism rates among those who have quit
- protecting non-smokers, especially children, from the effects of second-hand smoke
- limiting the societal impacts of smoking and protect society, especially those under 18 years, from the marketing practices of the tobacco industry.

The high level action plan outlines the responsibilities, actions necessary and timelines for the implementation of the recommendations. The Plan is subject to regular annual review and yearly reports are available detailing progress on these recommendations.

A.3.4 Sexual Health

The 'National Sexual Health Strategy' is Ireland's first national framework for sexual health and wellbeing launched in 2015. The Strategy contains 71 recommendations that address a wide spectrum of sexual health services, from surveillance and prevention, to treatment, counselling and supports, to education and professional development.

This Strategy aims to: improve sexual health and wellbeing and reduce negative sexual health outcomes by ensuring that everyone living in Ireland has access to high quality sexual health information, education and services throughout their lives. This will be realised through three goals.

- **Goal 1** – Sexual health promotion, education and prevention: Everyone living in Ireland will receive comprehensive and age-appropriate sexual health education and/or information and will have access to appropriate prevention and promotion services.
- **Goal 2** – Sexual health services: Equitable, accessible and high quality sexual health services that are targeted and tailored to need will be available to everyone.
- **Goal 3** – Sexual health intelligence: Robust and high quality sexual health information will be generated to underpin policy, practice, service planning and strategic monitoring.

Reducing Harm, Supporting Recovery

A health-led response to drug and alcohol use in Ireland 2017-2025



A.3.5 Alcohol & Drugs

The 'Reducing Harm, Supporting Recovery: A health-led response to drug and alcohol use in Ireland 2017-2025' strategy outlines the Government's intent to address the harm caused by substance misuse in Ireland up to 2025. It builds on the work done by two previous National Drugs Strategies (the others being from 2001 – 2008 and from 2009 – 2016) which aimed to reduce the harm caused by the misuse of drugs, through a concerted focus on supply reduction, prevention, treatment, rehabilitation and research. This new strategy will also advocate a harm reduction approach, but will place a greater emphasis on supporting a health-led response to drug and alcohol use.

It identifies a set of key actions to be delivered between 2017 and 2020, and provides an opportunity for the development of further actions from 2021 to 2025 to address needs that may emerge later on in the lifetime of the strategy.

The Strategy relates not only to misuse of alcohol but also extends to cover illegal drugs and the abuse of prescription medicines. Substance misuse affects people from all walks of life, from different backgrounds and communities:

- the alcohol consumption rate for Ireland is one of the highest in Europe and is responsible for approximately 90 deaths every month, which include many alcohol related cancers and heart diseases
- alcohol is a contributory factor in half of all suicides
- the 2014/15 drugs prevalence survey found that one in four Irish adults (26.4%) has tried an illegal drug at least once in their lifetime
- trends over the past decade point to an increase in the rate of drug use, with the greatest increases in drug use amongst younger people
- the use of cannabis is considerably higher than any other form of drug, with 6.5% of adults using this drug in the last year. Younger people are more likely to use cannabis than older adults. In relation to illegal drug use, cannabis is the most commonly used drug among children in the 15-16 year age group
- there are an estimated 18,988 opiate users in Ireland (based on a 2014 survey). While the overall prevalence is stabilising, the spread of opiate use across the country is apparent
- overdose deaths increased in Ireland from 301 in 2005 to 354 in 2014, representing an increase of 17.6%.

The Strategy is looking to achieve: "A healthier and safer Ireland, where public health and safety is protected and the harms caused to individuals, families and communities by substance misuse are reduced and every person affected by substance use is empowered to improve their health and wellbeing and quality of life" (pg. 8).

It aims to achieve this working through five strategic goals:

- Promote and protect health and wellbeing.
- Minimise the harm caused by the use and misuse of substances and promote rehabilitation and recovery.
- Address the harm of drug markets and reduce access to drugs for harmful use.
- Support participation of individuals, families and communities.
- Develop sound and comprehensive evidence-informed policies and actions

Each of these goals have related objectives, actions and detailed indicators. The delivery of the Strategy will be monitored by a National Oversight Committee which meets quarterly and is under the responsibility of the Minister for State with responsibility for Health Promotion and the National Drugs Strategy.

A.3.6 Mental Health & Wellbeing

Positive mental health is essential to health and wellbeing and there are a range of policies and strategies that have been brought under the banner of Healthy Ireland. There is the current policy 'A Vision for Change' which is the Government strategy published in 2006 detailing a reform of mental health service provision. There is 'Connecting for Life' which is the national strategy for the reduction of suicide, which, by the very nature of the topic, deals with mental health. It articulates a vision for a country where fewer lives are lost through suicide, and where communities and individuals are empowered to improve their mental health and wellbeing' (pg. ix). **Seven national goals have been set down:**

- Better understanding of suicidal behaviour
- Supporting communities to prevent and respond to suicidal behaviour
- Targeted approaches for those vulnerable to suicide
- Improved access, consistency and integration of services
- Safe and high quality services
- Reduce access to means
- Better data and research

The Connecting for Life Strategy has been replicated across the country at county level with local county strategies put in place to address the reduction of suicide.

Healthy Ireland concentrates on promoting positive mental health and wellbeing where a person can 'realise his or her own abilities, cope with the normal stresses of life, work productively and fruitfully and be able to make a contribution to his or her community'.

It is estimated that one in four people will experience mental health problems during his/her lifetime and levels of depression and admissions to psychiatric hospital are higher among more disadvantaged groups. This underpins the importance of a persons environment and life circumstances in influencing their health.

The work undertaken under the banner of Healthy Ireland around this area centres on promotion, mental health awareness and education with the aim of improving awareness and understanding of mental health and wellbeing in Ireland – population health campaigns like 'Green Ribbon', 'Little Things', Mens Health Week, World Mental Health day. These initiatives are closely linked with the national suicide reduction strategy outlined in 'Connecting for Life'.



Surfing at Garrettstown Beach

SECTION A

A.3.7 Positive Ageing

With an ageing population, there was a recognition from Government that the country needed to prepare for this demographic shift. The National Positive Ageing Strategy aims to be the blueprint for planning for an 'age friendly' country laying out what must be done to make Ireland a good place to grow old. Linking in with the Healthy Ireland framework underpinned by the social determinants for health, the Strategy emphasises that ageing is not just about health services – it is about the environment, where people live, how they live, how they connect and engage with their community and ensuring their security. As such, it requires a whole of government approach.

The vision set out in the Strategy is that Ireland 'will be a society for all ages that celebrates and prepares properly for individual and population ageing. It will enable and support all ages and older people to enjoy physical and mental health and wellbeing to their full potential. It will promote and respect older people's engagement in economic, social, cultural, community and family life, and foster better solidarity between generations. It will be a society in which the equality, independence, participation, care, self-fulfilment and dignity of older people are pursued at all time'.

It sets out four goals:

- Remove barriers to participation and provide more opportunities for the continued involvement of people as they age in all aspects of cultural, economic and social life in their communities according to their needs, preferences and capacities.
- Support people as they age to maintain, improve or manage their physical and mental health and wellbeing.
- Enable people to age with confidence, security and dignity in their own homes and communities for as long as possible.
- Support and use research about people as they age to better inform policy responses to population ageing in Ireland.





There are also a number of cross cutting objectives that the Strategy says should be included for all policy development and service delivery for older people across all policy areas. These are (a) combating ageism and (b) improving information provision.

The national strategy is being reflected at local level through the local authorities where an 'Age Friendly Counties Programme' is being put in place. Each Local Authority area will have its own Age-Friendly County Programme involving an Alliance of senior decision makers and influencers across key public, private and voluntary agencies and the leaders of an Older People's Forum which is open to all older people to join.

Another national initiative to be flagged up here is the recently established Loneliness Taskforce looking to co-ordinate a response to the issues of loneliness and social isolation in Ireland. The Taskforce states that loneliness and social isolation are harmful to our health and estimates that 1 in 3 older people live alone. Research shows that loneliness can decrease life expectancy by up to 10 years. The Task Force is currently developing a report to tackle the 'epidemic of loneliness' across Ireland.

Relevant Documentation

B.1 Local Economic & Community Plan (LECP)

The first Local Economic and Community Plan has been developed for County Cork setting out high level goals, objectives and actions needed to promote and support economic development and local and community development over the next six years and into the future.

The Plan informs community and local development resource allocation, and inform other planning processes to foster increased co-operation among Cork County Council, public bodies, and private sector partners.

The LECP is prepared, implemented and monitored by the Local Community Development Committees (LCDCs). It is mainly concerned with the Community aspect of the Plan, while also deciding how best to co-operate with the Economic elements of the Plan.

The asset based Plan focuses on particular areas which overlap with themes which are congruent with the Healthy Ireland Framework including: Connectivity, Community, Health, Family & Home Life & Social Inclusion..

In Particular, Section 19 on Health include the mission statement and strategic objectives of the Healthy Ireland Framework

B.2 National Planning Framework.

How our living environment is planned and developed is central to a community's health and wellbeing. The Government recently launched the 'National Planning Framework: Project Ireland 2040' which provides the blueprint for future development across the country. It states that there are some key elements of the Framework which will directly impact on the 'natural and living environment' noting that: "this is why place is intrinsic to achieving good quality of life – the quality of our immediate environment, our ability to access services and amenities, such as education and healthcare, shops and parks, the leisure and social interactions available to us and the prospect of securing employment, all combine to make a real difference to peoples lives' (pg. 81).

The Framework concentrates on the development of three regions in Ireland – the Northern and Western Region, Eastern and Midland Region and the Southern Region – and sets out how Ireland should develop as the population grows by one million people over the next two decades.

The plan covers a vast range of areas from transport to health, rural regeneration to culture, childcare to housing with an accompanying commitment to significantly invest in these areas.

The County of Cork is part of the Southern Region where. Priorities fo the region include:

- the development of the three cities of Cork, Limerick, and Waterford,
- developing the more remote parts of the region,
- addressing local community and amenity facility provision in many of the larger commuter towns,
- preparing and implementing a regional rejuvenation priorities programme to shape and inform delivery of the new Regeneration and Development Fund,
- harnessing the potential of the region in renewable energy industries,
- developing a more integrated network of greenways, blueways to suport diversification of rural and regional economies and promote more sustainable forms of travel and activity based recreation.

The Framework sets out 10 Priorities one of which is solely dedicated to People, Homes and Communities with particular reference to healthy communities. The document notes that our health and our environment are inextricably linked

and it states that a whole system approach needs to be taken to address the many facets that impact on health and wellbeing and contribute to health inequalities. Individuals and communities need to be empowered to make healthier choices, thereby improving health outcomes for all (pg 82).

In order to create healthy communities, policies around physical design of environments and planning are crucial as the places in which we live, work and play can affect both our physical and mental well being. Two specific policy objectives in the NPF are laid out in this regard:

- ▶ Objective 26: support the objectives of public health policy including Healthy Ireland and the National Physical Activity Plan, through integrating such policies, where appropriate and at the applicable scale, with planning policy.
- ▶ Objective 27: Ensure the integration safe and convenient alternatives to the car into the design of our communities, by prioritising walking and cycling accessibility to both existing and proposed developments and integrating physical activity facilities for all ages.



Galley Cove Paddle Boarders

SECTION B

B.3 Positive Ageing

B.3.1 Positive Ageing in Ireland – Cork County Report.

Over the last 50 years, Ireland has changed significantly. We have a multi-national, cosmopolitan and globalised society with an increasing population. Our population aged 65 years and over is growing by approximately 20,000 each year and will have increased by 111,200 people by 2022. Similarly, our population aged 85 years and over is growing by 4% each year.

Living longer poses challenges, including living with chronic disease, isolation, cognitive loss and financial hardship. Service use and the care needs of older populations differ significantly from younger populations. A critical question for consideration is whether our society is adequately prepared for this challenge? Evidence shows that it is possible to live longer with a good quality of life by developing healthy lifestyles and social capital in our families, communities and society.

Healthy and Positive Ageing for All' marks a new milestone. The HSE will place emphasis on research on the health and wellbeing of older adults, and will focus on finding tangible solutions that will make a real difference to the Irish ageing population. As the factors that determine healthy ageing are rooted in the life course, the HSE regards ageing as an evolving process that occurs throughout every individual's lifetime. Ageing is not an illness.

The study of ageing requires a holistic, interdisciplinary approach and a comprehensive perspective, in which prevention is just as important as intervention, with excellence as the guiding principle at all times.

Our Purpose is 'to enhance population health and wellbeing over the trajectory of ageing by the creation and use of knowledge to ensure Ireland is a good place to grow old'.

Our strategic plan is based on four Pillars of research. The first three pillars are consistent with the goals of the National Positive Ageing Strategy (2013): Health, Participation, Security

The fourth pillar includes a number of cross-cutting research themes that have commonality. Each pillar is then supported by its designated research Priorities. Five research priorities have been identified for Health, three priorities for Participation, two priorities for Security, and four Cross-cutting priorities.

Underpinning its Purpose, Pillars and Priorities are the following four overarching goals:

1. To raise awareness amongst researchers of the challenges posed by older people's health and wellbeing;
2. To build evidence on the four pillars of research to inform and improve conditions for positive ageing in Ireland;
3. To strengthen communication and inform whole-of-government policy about new evidence relating to ageing; and
4. To increase capacity and capability to conduct high quality innovative research on ageing.





Abseiling The Old Head of Kinsale

B.3.2 Cork Age Friendly County Strategy 2016–2021.

Age Friendly Cities and Counties Programme Age Friendly Ireland (formerly known as The Ageing Well Network) established the Age Friendly Cities and Counties Programme in 2007, based on Louth's pilot participation in the World Health Organisation's Age Friendly City initiative and research. The programme adopts a common process and structure, but it is intended to be highly tailored to reflect the priorities of older people and service providers in each City and County. In Ireland every local authority has its own Age Friendly programme involving an Alliance of senior decision makers across the public, private and voluntary sectors. The Older People's Council, which is open to all older people and their organisations develops through a series of public consultations and exists to represent the views of older people within the Alliance.

Objectives

The objectives of the national Age Friendly Cities and Counties Programme are to: Increase the participation of older people in the social, economic and cultural life of the community for everybody's benefit;

Improve the health and well-being of older people in the cities and counties;

Demonstrate how services and supports for older people can be made more responsive, caring, professional and accessible, through imaginative and cost-effective partnerships;

Lead the way in demonstrating the processes and infrastructure that are required, the benefits to be gained and the lessons to be learnt from adopting an integrated approach to planning and delivery of services for older people.

The programme is a catalyst for change and support for better long-term planning and greater collaboration among agencies on the Alliance. The Age Friendly Strategy is informed by the Older People's Council and identifies initiatives that require development or change.

SECTION B

B.3.3 Better Outcomes Better Future – Framework for Children & Young People.

Through the implementation of **Better Outcomes, Brighter Futures** and supporting strategies, the Government aims to achieve the following 'shifts' over the 7-year period to support the achievement of better outcomes for all children and young people:

1. Support parents

- Parents will experience improved support in the important task of parenting and feel more confident, informed and able.

2. Earlier intervention and prevention

- Lift over 70,000 children out of consistent poverty by 2020.
- Children's learning and development outcomes will have been assisted through increased access to high-quality, affordable early years education.
- A focus on health and wellbeing will have permeated society and positive progress will be made, in particular in relation to childhood obesity and youth mental health.
- Emphasis and resources will have been rebalanced from crisis intervention towards prevention and earlier intervention, while ensuring an effective crisis intervention response at all times.

3. A culture that listens to and involves children and young people

- A culture that respects, protects and fulfils the rights of children and young people will be evident and the diversity of children's experiences, abilities, identities and cultures will be respected.
- The views of children and young people will be sought and will influence decisions about their own lives and wellbeing, service delivery and policy priorities.
- Ireland's democracy will actively seek the contribution and engagement of young people.

4. Quality services – outcomes-driven, effective, efficient and trusted

- Government investment in children will be more outcomes-driven and informed by national and international evidence on the effectiveness of expenditure on child-related services with the aim of improving child outcomes and reducing inequalities.
- Resource allocation within services will be based on evidence of both need and effectiveness, and services that are not working will be decommissioned.
- Education in Ireland will stand up to international benchmarks and our young people will be leaving school with critical life skills, resilient, confident and adaptable to the changing world.
- Agencies charged with safeguarding the welfare of children will be trusted and their contribution to improving the lives of children valued.

5. Effective transitions

- Transitions at key developmental stages and between child and adult services will have been strengthened.
- Young people's prospects will have improved and the trend of significant outward emigration stemmed through a coordinated programme supporting youth employment opportunities.

6. Cross-Government and interagency collaboration and coordination

- The public sector will have reformed substantially, resulting in improved implementation, greater cross-Government collaboration and coordination, increased accountability and resource efficiency.
- The State and its partners will work better together and plan service provision in a way that is child-centred and benefits from interagency and multidisciplinary working.



Red Strand, Co Cork

B.4 County Development Plan 2021

Cork County Council's County Development Plan is set out in line with Guidance, strategies and policies at national and regional level. The development plan is consistent with both Government/Ministerial Guidelines and the South West Regional Planning Guidelines. In particular, the National Spatial Strategy, Smarter Travel, the National Climate Change Strategy, which all guide and direct the national and regional policy framework for housing, settlement, retail, employment and transport strategies.

One of the Core key aims of the Core Strategy for the County is to provide "Responsible guardianship of the County so that it can be handed on to future generations in a healthy state."

Policies currently exist within the plan over a number of measures to protect Public Health but also to promote Health through (for example):

- Facilitating housing for Exceptional Health Circumstances (RCI 4-8)
- Support the Health Service Executive and other statutory and voluntary agencies and private healthcare providers, in the provision of healthcare facilities to all sections of the community, at appropriate locations, with good public transport links and parking facilities. (SC 6-1)

SECTION B

B.5 Cork 2050 – Delivering a Bright Future for Cork

Cork 2050 is a joint submission by Cork County Council and Cork City Council to the National Planning Framework. It is a whole of Cork proposition presenting an evidence-based strategy for maximizing the unique capacity of Cork to complement Dublin. Cork 2050 also positions Cork as a driver of growth internationally on behalf of the State and will deliver balanced regional growth through collaborative leadership.

The Strategy seeks to maximise the opportunities and address the challenges that Ireland will face over the coming decades, as detailed in the NPF Issues and Choices Paper. It provides a strategic roadmap for a future that takes into consideration health and well-being, community and place-making, economic and population growth, environmental stewardship and sustainability.

Outcomes – People first – Through an attractive environment, and access to services, people will continue to enjoy a high quality of life with improved health and well-being. Successful place-making and multicultural readiness will attract investment, talent and visitors. In the future, more and more new residents will choose Cork as an inclusive place to live.

Delivery of the Strategy – Key Themes

- Place-Making Strategy

Create person-focussed places that offer a strong economy but not at the expense of Cork's high quality of life, social cohesion, and well-being. The Place Strategy is delivered via five priority areas of (1) Health & Well-being (2) Quality of Place (3) Social Sustainability (4) Accessibility, and (5) Vibrancy & Activity.

Place-Making Principles:

- Consolidation at a scale appropriate to Cork
- Coordination and integration of land use and transport.
- Mixed use and vibrant places, with the City Centre as the 'healthy heart' of the Region.
- High-quality, person-centred building and urban design.
- Create conditions for the arts to flourish, promote unique cultural assets and encourage creativity.
- Community specific and community sensitive forms of development, and supporting the creation of successful neighbourhoods.
- Focus on creating quality public space and public realm with enhanced recreational activity.
- Build resilience, flexibility, energy efficiency and adaptability into Cork's varied places.

B.6 Cork County Library – Cork County Council Library Health Ireland Strategy

Cork County Council Library & Arts service

Cork County Council Library & arts service through its 25 branches and 340 mobile library stops reach all parts of the county. The very nature of the library service welcomes all and is seen as a safe and welcoming place for all. Such familiar, safe spaces can be comforting and calming, particularly those with mental health difficulties.

The library is there to inform and educate as well as entertain. This can be found in the wide range of books and items available to all and also through a wide range of programmes and events, that all contribute to the health and wellbeing of those who engage and visit. Books cover a while range of topics including many health related and wellbeing subjects. Reading both fact and fiction has been found to have multiple benefits while reading health or self help material, can develop both coping skills as well as information on particular areas. As library membership is free to all, such items are freely available to all, as well as access to a wide range of online resources such as health related e-magazines and e-books.



Activities in Libraries

Libraries offer more than just the printed word- they also act as venues to host events while also providing local as well as health information. There are always opportunities to socialize and create, interact and to get involved through book clubs, knitting and craft groups, gramophone circles, workshops, talks and drama. All these programmes and events have a health and well-being benefit to them.

Book clubs, which meet on a regular basis, provide important social interaction between members which adds to a person's wellbeing. Cork County Council Library hosts more than book clubs in 40 across the county, for both adult and children which regularly meet around the county.

In a similar way, the number of knitting groups both for adult and children, are ever growing in popularity in Branches around the county. Knitting groups can help with chronic pain and also people have reported feeling calm and happier as a result of taking part.

Other activities include creative writing groups which are held in many of our Branches. These help with self confidence while participating in various craft activities, such as jewellery making as part of eg Bealtaine Festivals, have all beneficial effects for a persons wellbeing.

A recent and very popular program, is 'A Sound Initiative', a program intended to allow people to test their skills on a particular instrument before investing a significant amount of money on an instrument of their own. Learning an instrument has great benefits for one's health from reducing stress to making us use other parts of the brain.

SECTION B

Health programmes

Two specific programmes which directly contribute to the wellbeing and health of those of County Cork are Cork County Library's:

- Your Good Self programme.
- Healthy Ireland at your Library programme

Your Good Self

Your Good self programme is a partnership between Cork County Library and HSE Psychology Service which began in 2011 in Mallow library and which won the Chambers Excellence in Local Government Award in 2015. The aim is to provide quality information to people on how to look after their emotional well-being as part of their overall health. It consists of a selected collection of reviewed titles by HSE psychologists covering a wide range of topics such as anxiety, bereavement and parenting. This is also complemented by a series of talks by the staff of the psychology services throughout the year covering a wide range of topics. This programme will be further developed in the coming years.

- Cork county library will continue to develop its Your Good Self programme

Healthy Ireland at your Library

Healthy Ireland at your library is a national programme, taking place in all public libraries throughout the county. Each branch stocks a common collection of over 100 titles, of health related titles along the themes of eat well, be well, think well, which have been selected at a national level. Access to e-book, e-audio and e-magazines are also available online.

Each branch is also required to host health related events for all ages throughout the year along the themes included in the national overall Healthy Ireland programme including Nutrition, Physical Activity and Wellbeing.

Activities for all ages are provided from the very young to the older adult and have ranged from talks on diet by qualified dietitians, visits by mobile units such as the Irish heart foundation to check blood pressure and activity workshops with the Cork Sports Partnership. A wide and varied programme is devised with at least one health related event occurring in each branch. All are welcome to attend these free events with school classes of the very young, to parents and older adults all attending.

- Cork county library will continue to develop its Healthy Ireland at your library programme in line with LGMA guidelines
- 1 Physical and Wellbeing
- 2 The library has also liaised with the Physical and Wellbeing section of Cork County Council in providing facilities for some events, such as language classes as well as displaying library resources and participating in events such Workplace Wellbeing Day.
- Cork county Library will continue to liaise with Physical and wellbeing section and link in where possible.

Perspectives: Library Development plan 2014–2019 (Cork County Library)

One of the aims found in the document was to further expand the successful Your Good Self Bibliotherapy programme to other branches around the county, which was achieved. In the lifetime of the next plan, it would be intended to further develop the programme in conjunction with the HSE Psychology services.

Our Public Libraries 2022: Inspiring, connecting and empowering communities

Health and Wellbeing features as part of one of the strategic programmes contained in the strategy under Information and literacy. In keeping with the governments healthy Ireland strategy, public libraries deliver the Healthy Ireland at your library programme which provides health and wellbeing information at a local level through the branch library network. During the lifetime of the strategy it aims to continue to further enhance health information by providing new bookstock and online collections while also providing resources and information events to support peoples' individual healthy living.



A number of other library programmes also benefit the health and wellbeing of the population:

Age Friendly

Cork county council library and Arts service is also taking part in the Age Friendly Libraries Recognition Programme to encourage libraries to develop in a more age friendly way and is in keeping with the aims and values of the Cork Age Friendly County strategy, the central aim of which is to make Cork a great place in which to grow old. The library has an Age friendly strategy and coordinator who is responsible for ensuring that the library services provided and facilities available are suitable for older adults. Fermoy library was chosen as Cork County Councils Age Friendly Library and has been presented with an Age Friendly Charter. The library has recently had an upgrade to its facilities, with the needs of its older customers in mind. It has also focused on specific events which are appropriate for and of interest to older adults, included health related events. While the Age Friendly Libraries programme will be extended to other branch libraries in the county in 2020, Cork County Council Library service already has a range of services with older adults in mind.

- Cork county council library will continue further develop age friendly branches with appropriate services.

Annually, Cork County Council Library and Arts service runs a programme of events and activities around the county for older adults during the Bealtaine Festival in May, with the emphasis on creativity and the arts. Cork libraries also hosts a programme of events during Positive Aging Week in October with a wider emphasis on all aspects of aging positively.

Children's services

Reading enables every child to reach their potential, with research showing that readers have improved mental well-being, better literacy and numeracy skills and a higher likelihood of success at school and beyond. It helps to develop their communication skills and can also help them to relax. Cork County Council Library and Arts Service offer free membership for book borrowing. Reader development activities from a young age with pre-reading nursery rhyme sessions, story-time and children's book clubs are also on offer across the County in various locations. Titles and formats suitable for children and teens are also included in the collections mentioned above, covering topics such as bereavement for children, teenage stress and anxiety.

- Collections will be further expanded and developed to include areas that will contribute to the wellbeing and health of the children and teens around the county

SECTION B

Right to read

Right to Read is a national programme aimed to promote literacy and reading development for people of all ages and backgrounds. It currently includes four national programmes designed to promote children's reading and literacy which take place on an annual basis in libraries through the county:

- Spring into storytime
- Summer Stars
- Childrens book festival
- Family time at your library

Through taking part in activities as part of these programmes, children's confidence and self esteem can be further developed.

Mobile Library service

The Mobile Library Service is an integral part of library service delivery in Cork County, ensuring that all citizens have access to a library service, regardless of their location or personal circumstances. It provides a vital link for rural and isolated communities to Cork County Council and is consistent with the Departmental aim of supporting inclusive and sustainable communities.

It is a highly customer focused service, providing accessing to quality book stock and information, enabling and encouraging members to participate in and engage with a variety of library services and programmes. The service is built on inclusion, addressing rural isolation by providing opportunities for social interaction and learning, connecting people at over 340 service points county-wide.

Inclusivity programmes

All are welcome in the library and the library is particularly conscious of catering for the needs of all. Through its inclusion programmes the library service is aiming to ensure that all are welcome and their needs catered for. One example is through providing small emergency sensory comfort kits in our branch and mobile libraries for needs of our neuro-diverse customers including those on the autistic spectrum. Other recent programmes have included providing services and events for Syrian Refugee families.

Some 2019 stats

Membership 55,243 (excluding transition branches)

Issues 1,551,822 (excluding transition branches)

Visitors 1,393,050 (excluding transition branches)

Events 4,523

Attendance 77,632

The figures include specific 62 Healthy Ireland events with 1,282 in attendance

A.2 National Health & Wellbeing Policy



Healthy Ireland: A Framework for Improved Health and Wellbeing 2013–2025, is the national Framework for action to improve the health and wellbeing of everyone living in Ireland.

Healthy Ireland takes a 'whole of Government' and 'whole of society' approach, reflecting the multiple factors that influence our ability to support our own health and wellbeing.

Healthy Ireland is led by the Health and Wellbeing Programme within the Sláintecare Programme Implementation Office (SPIO) in the Department of Health. Sláintecare is the all-party Oireachtas policy to transform health and social care services for the Irish people, the implementation of which is led by the Sláintecare Programme in the Department of Health.

One of the key principles of Sláintecare is to promote health and wellbeing and prevent illness and this principle embodies all that Healthy Ireland seeks to achieve. The ongoing implementation of Healthy Ireland is a key action under the Sláintecare Report and the Sláintecare Implementation Strategy and Action Plan 2021–23. The Healthy Ireland Framework will deliver the Healthy Living

workstream of the Health Service Capacity Review (2018) through the implementation of a range of prevention strategies. Prevention of illness, in addition to supporting people to live healthier lives, is also a vital element in reducing the demand for hospital services and improving quality of life. Since the publication of the Healthy Ireland Framework in 2013, significant progress has been made on its implementation.

To build on that progress, capitalise on further opportunities to involve more sectors and scale and expand the activity across all strands of Government and partners, the Health and Wellbeing Programme within the Department of Health has developed this cross-sectoral and strategic Action Plan to guide delivery of the Healthy Ireland Framework over the next five years. In order to develop this Plan, Healthy Ireland undertook a review of the progress made to date in the implementation of the Framework; reviewed the promotion of health and wellbeing in other jurisdictions; and carried out extensive stakeholder engagement with over 400 partners and colleagues across Government and non-governmental organisations (NGOs) at national and local levels in the creation of this Action Plan

Outline Health Profile

The Health Profile is taken from the work of the HSE based on their County Wide Health Profile completed in 2015.

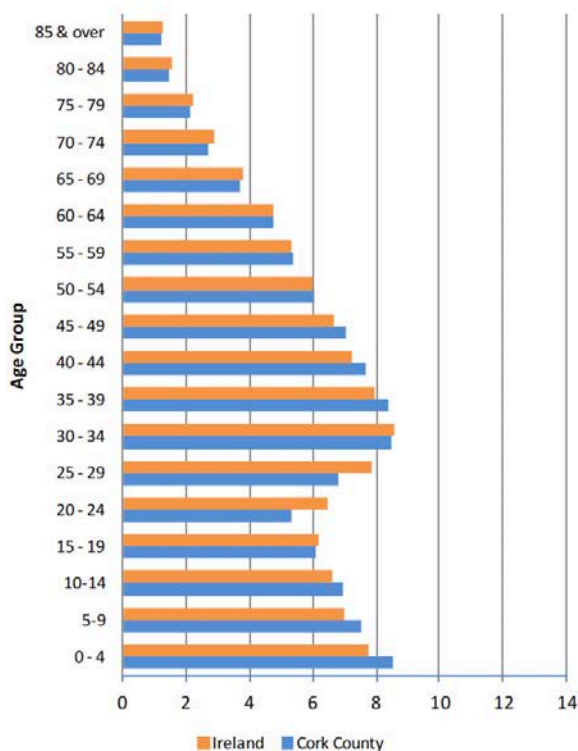
Some of the Key Summary Facts are as follows:

- It is the fourth most affluent local authority area nationally
- Is an area with below average deprivation. has a low rate of lone parents households at 9.9% (national rate 10.9%). Persons with no formal or primary education only at 12.2% (national rate 15.2%) and local authority housing at 5.2% (national rate 7.8%)
- Has the lowest percentage of those who consider their health to be bad or very bad of 1.1% (national rate 1.5%)
- Has a birth rate to those under 20 years of age of 6.2 (national rate 12.3) and has the highest breast feeding rate nationally of 54.4% (national rate 46.6%)
- Has a suicide rate of 12.7 (national rate 11.3) and below average self harm rates

Profile Statistics – County Specific Trends

C1 – Age of Population

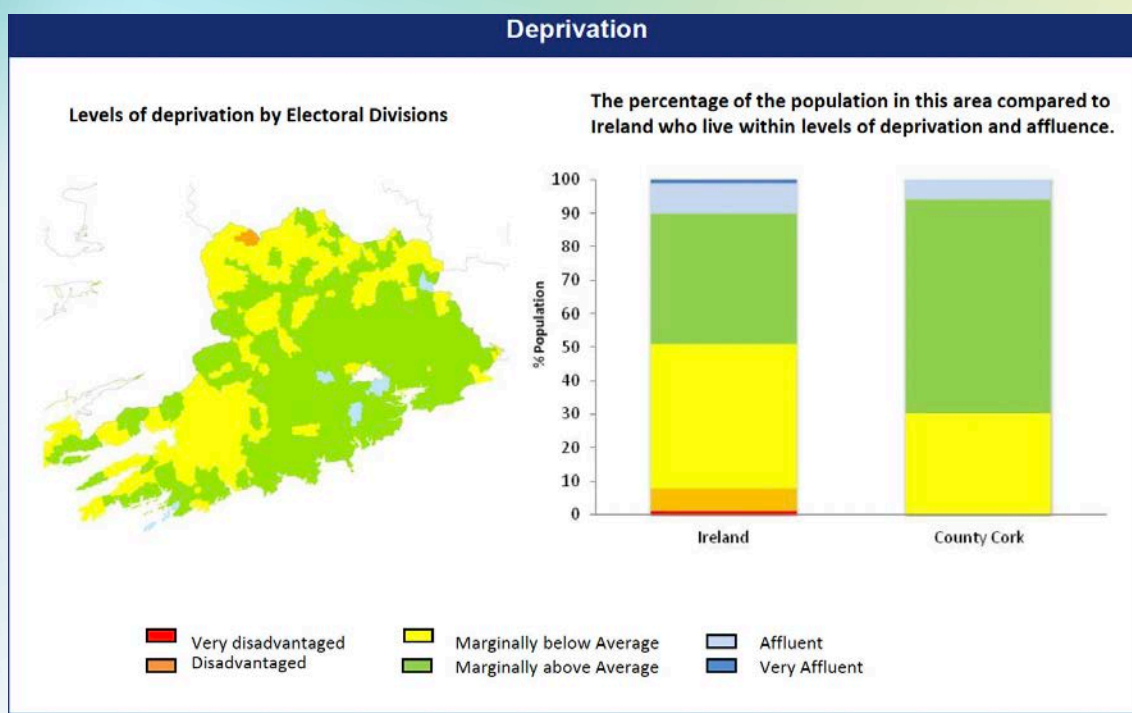
Age Comparison % of Population



SOURCE: Cork County Health Profile (HSE)

Cork County's age profile is very similar to the rest of Ireland. What is significant about this is the concentration of those currently in the age category 30–45. This is or will be a significant factor as that particular generation ages and the ability of the generation below it to support the aging population.

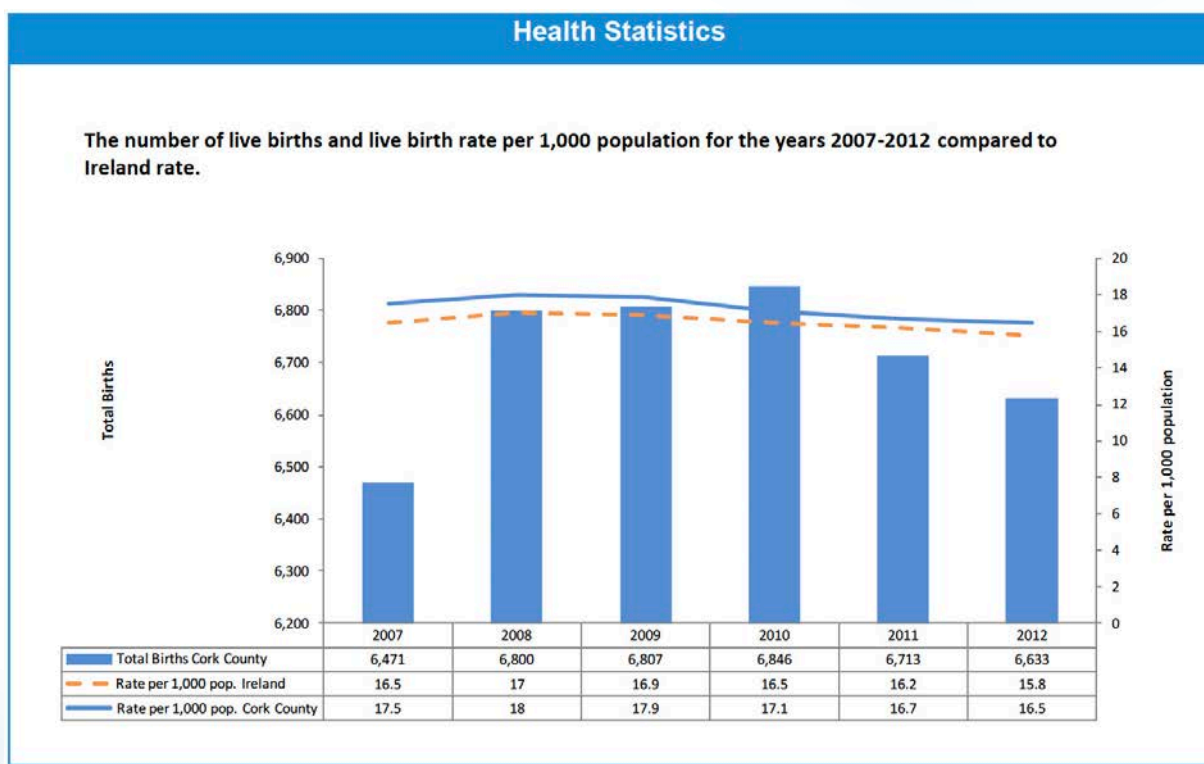
C2 - Areas of Deprivation



SOURCE: Cork County Health Profile (HSE)

As a County, Cork has lower areas of deprivation than many Counties in Ireland. However there are many areas in Cork County that are found to be marginally below average.

C3 - Live Birth Rates

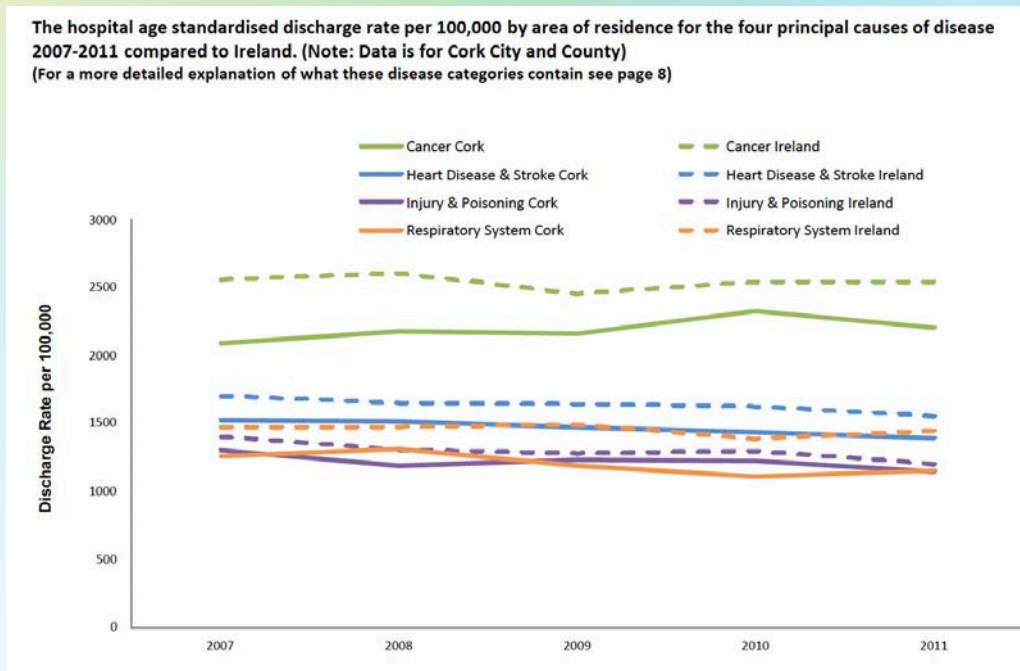


SOURCE: Cork County Health Profile (HSE)

The rate of births has performed consistently when compared with the national average since 2007. The rate within the county maintains at a slightly higher value than the national average.

SECTION C

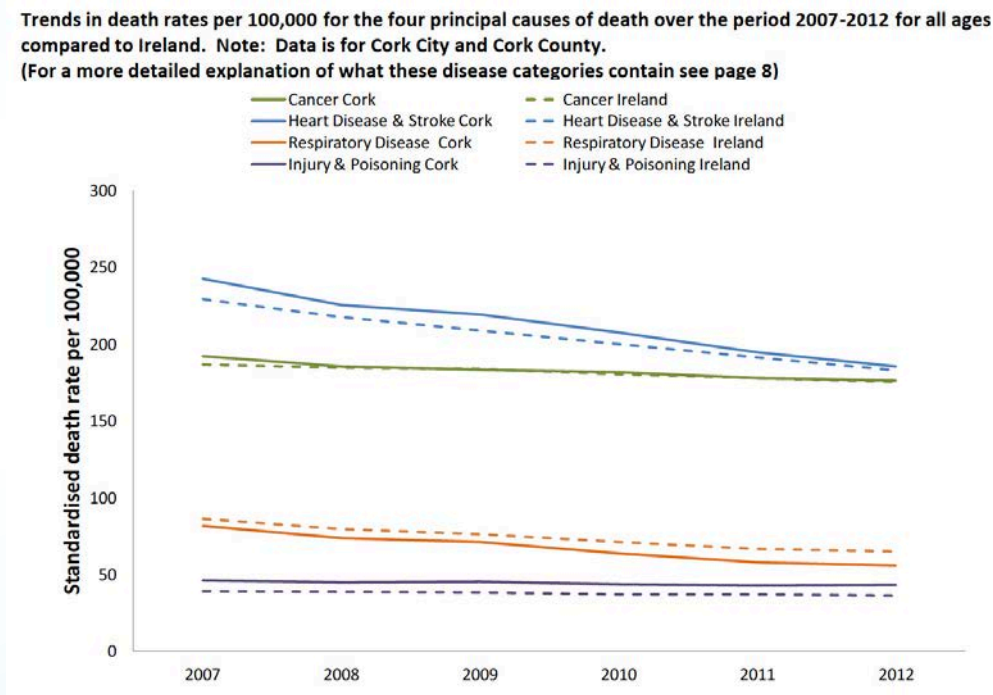
C4 – Causes of Disease



SOURCE: Cork County Health Profile (HSE)

This graphic shows the dominant issues causing disease both nationally and County wide. While national and county trends appear consistent, occurrences of all 4 causes are below the national average in Cork County, when compared on a per 100,000 population basis.

C5 –Disease Fatalities



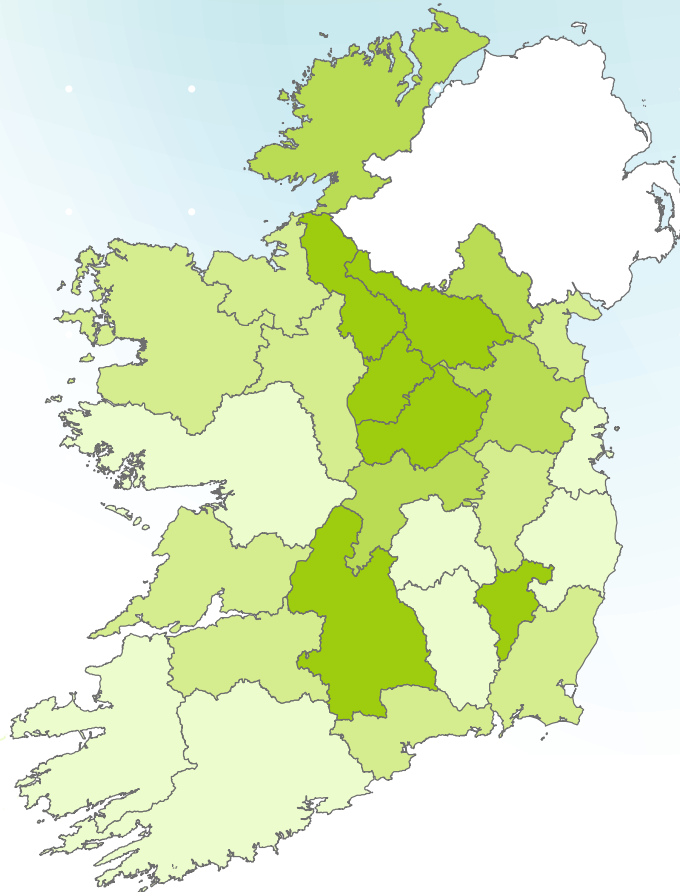
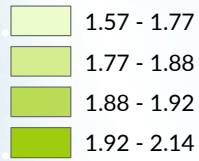
SOURCE: Cork County Health Profile (HSE)

This graphic shows the dominant issues causing death by disease both nationally and County wide. While national and county trends appear consistent, the death rate is marginally higher in the areas of Cancer, Heart Disease & Stroke and Injuries and lower in the areas of Respiratory Disease in Cork County, when compared on a per 100,000 population basis.

C6 – Fertility Rates

Total Fertility Rate by County, Ireland, 2018

Total Fertility Rate



Source: Central Statistics Office

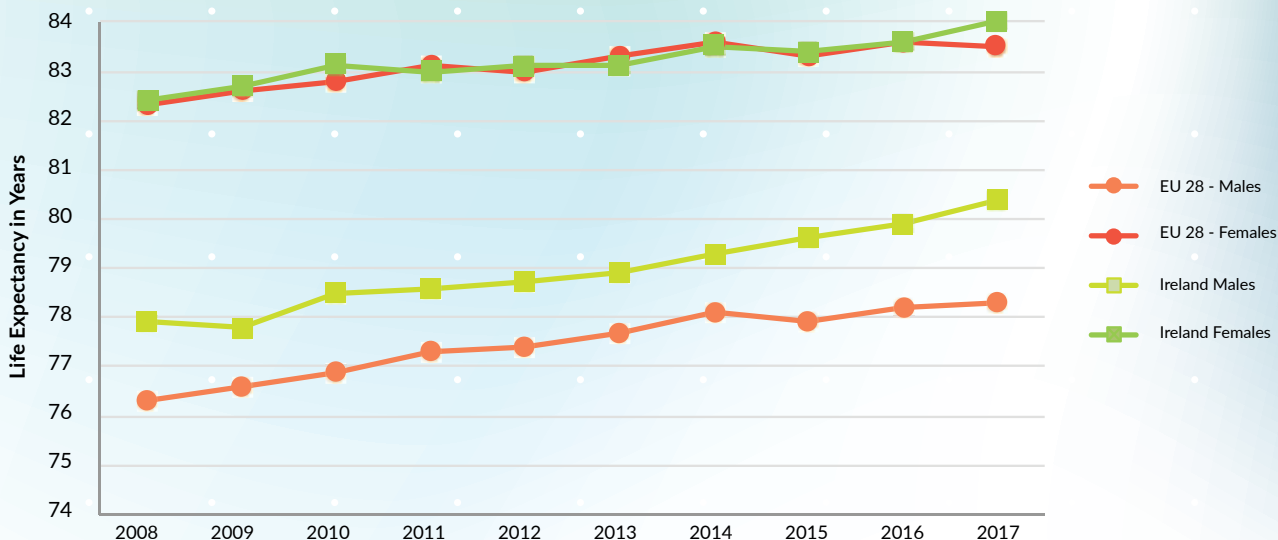
SOURCE: Cork County Health Profile (HSE)

The Fertility rate in Cork appears to be among the lowest in the country at a rate of 1.57 – 1.8 with the highest in the country being at a rate of 2.07 – 2.09

Profile Statistics – National Trends

C7 –Fertility Rates

Life Expectancy at Birth by Gender, Ireland and EU-28, 2008 to 2017



Source: Eurostat.

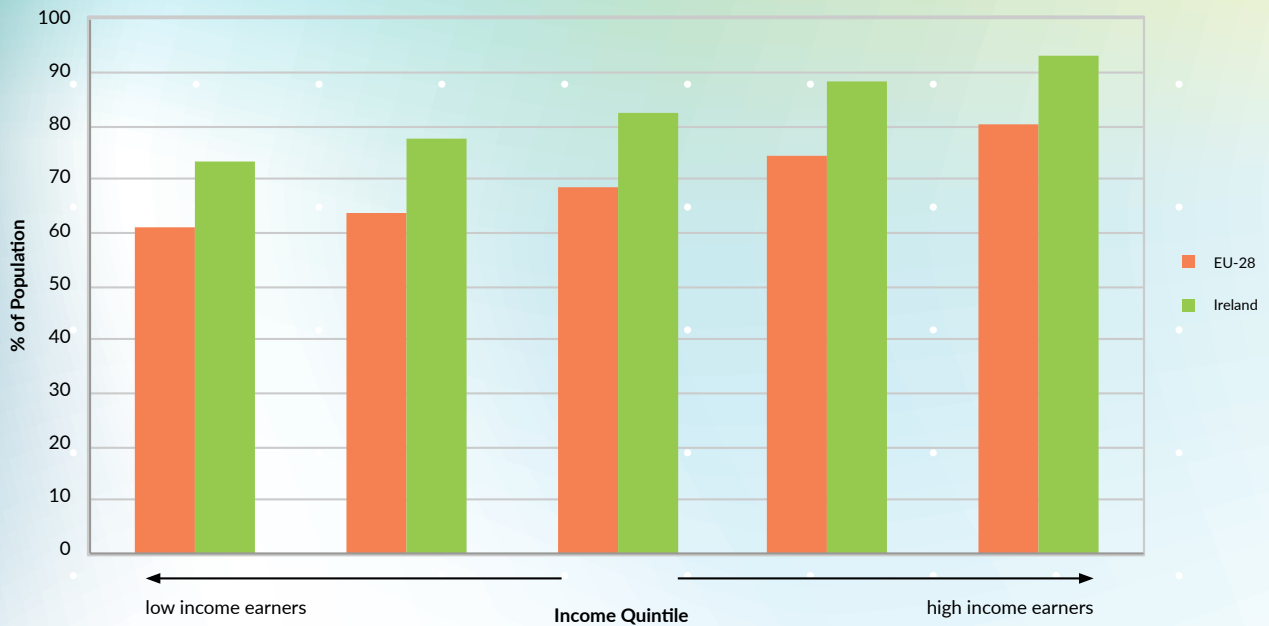
Notes:

- (i) Data for 2016 and 2017 are provisional.
- (ii) There is a break in data for EU-28 for 2010-2012.

Life Expectancy continues to increase throughout the time frame. Life expectancy for males in Ireland is consistently higher when compared with the wider EU population, while life expectancy for females is consistently in line with the wider EU population.

C8-Self Perceived Health

Self-Perceived Health Rated Good or Very Good by Income Quintile, Ireland and EU-28, 2017



Source: Eurostat.

Note:

(i) Income quintiles are calculated on the basis of the total equivalised disposable income attributed to each member of the household.

An interesting reference showing that people in Ireland would personally rate their health at a higher quality than that of the general EU population.

C9 -Sports Participation

Figure 3.3 Context for sports participation (% - multiple answers possible)



SOURCE: Irish Sports Monitor 2017 (Sport Ireland)

Sports participation throughout all ages higher among males than in females. Also noted is that as younger people move into their 20's the level of participation reduces for males but reduces at a higher rate among females.

SECTION C

C10 – Alcohol Consumption & Smoking

ALCOHOL PREVALENCE

Alcohol consumption in the last 12 months

TOTAL Population

Within Population

Drink alcohol

75%

Among Those Drinking Alcohol in Last 12 Months

Drink at least once a week

55%

Proportion by age

Within Population

Drink alcohol

66%

84%

82%

79%

75%

66%

54%

Among Those Drinking Alcohol in Last 12 Months

Drink at least once a week

40%

52%

54%

62%

66%

63%

53%

15-24 year olds

25-34 year olds

35-44 year olds

45-54 year olds

55-64 year olds

65-74 year olds

75+ year olds

BINGE DRINKING* (Among those drinking alcohol in the last 12 months)

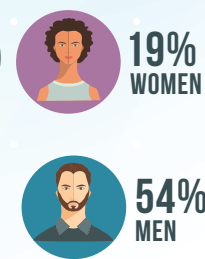
Prevalence Trend



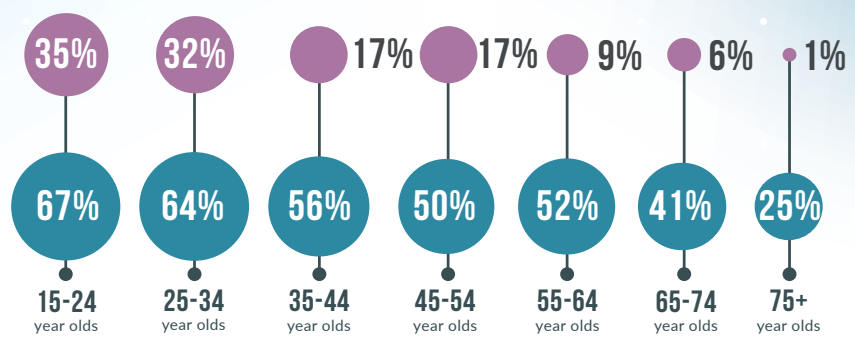
Total



Prevalence by Gender



Prevalence: Gender by Age



* Defined as drinking 6 or more standard units on a typical drinking occasion

EXPERIENCES FOLLOWING DRINKING (LAST 12 MONTHS)



15%

Feelings of guilt or remorse

14%

Being told about something they said or did that they don't remember



8%

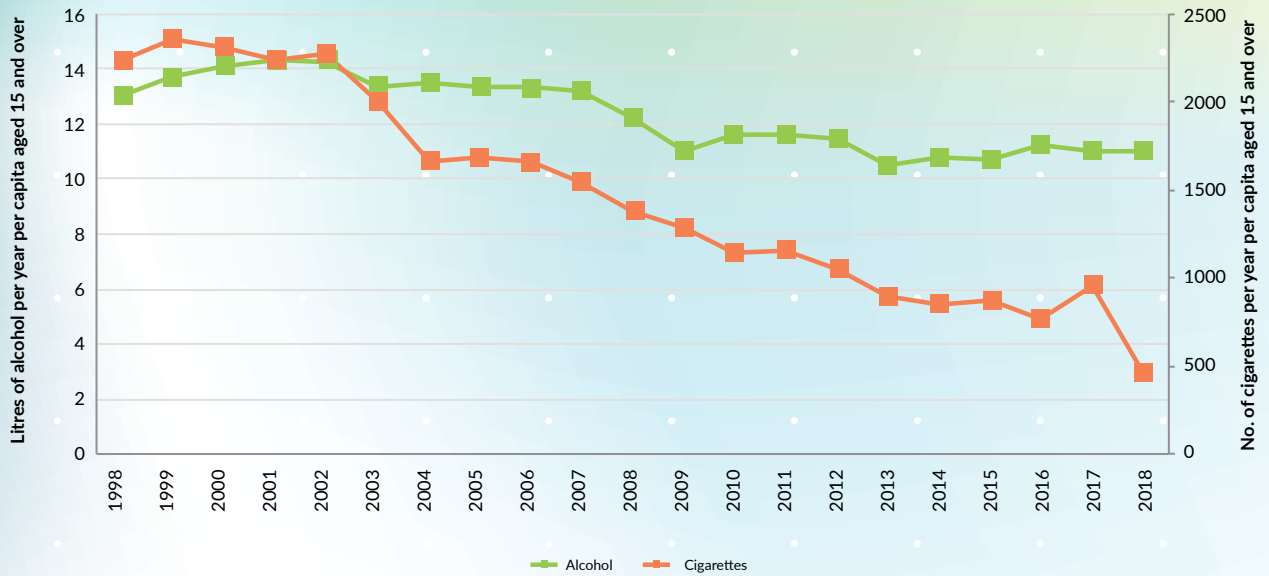
Failed to do what was normally expected of them

3%

Needed a drink in the morning to get them going after a heavy drinking session

C11

Alcohol and Cigarette Consumption per Annum, per Capita Aged 15 years and over, 1998 to 2018



Source: Revenue Commissioners, CSO (population data).

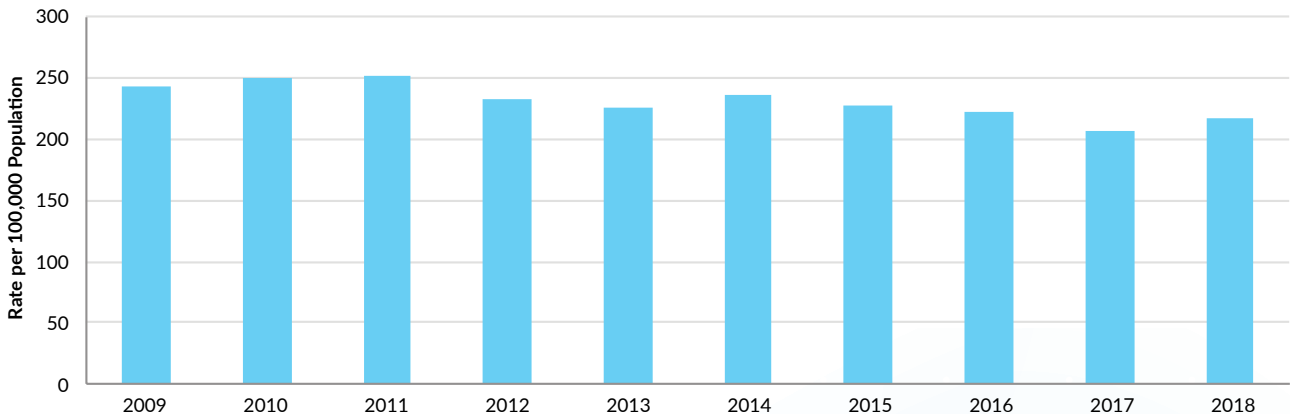
Notes:

- (i) Alcohol is measured in terms of pure alcohol consumed, based on sales of beer, cider, wine and spirits. Tobacco is measured in terms of sales of cigarettes recorded by the Revenue Commissioners.
- (ii) Cigarette consumption excludes 'roll your own' cigarettes and other tobacco products.
- (iii) The Cigarette clearances in 2017 were higher than normal due to the stockpiling of cigarettes with branded packs before the cut-off date for the introduction of plain packaging for cigarettes. The higher clearances in 2017 resulted in reduced clearances in 2018.

C12 - Drug & Alcohol Abuse

Figure 4.7

Number of Cases in Treatment for Problem Drug and Alcohol Use and Rate per 100,000 Population ages 15-64, 2009 - 2018



Source: Table 4.6

Further development of the County Health Profile

Looking at the health profile of the population of the county contains much complex data. While this Health Profile gives a general outline of the County, it is proposed that a full and detailed Health Profile be commissioned and delivered as part of this Strategy. This will inform any actions arising during this strategy as relevant but more so will inform the 1st revision of this Strategic Action Plan in late 2024. See Action 1.1.9

SECTION D

Strategy Actions

Theme	Theme Objective	Action	Action No:	Timeframe	Ref Plan	Lead & Ptrs
1. Partnership & Collaboration	1.1 Develop Enhance & Support relationships with other Organisations promoting the pillars of Healthy Ireland	Identify Collaborative Structures and create official links with relevant organisations.	1.1.1	Short & Ongoing		Cork County Council Healthy Ireland Office
		Coordinate Healthy Ireland Activities within Cork County Council remit.	1.1.2	Short & Ongoing		Cork County Council Healthy Ireland Office
		Develop links with CYPSC and HSE & City relevant structures	1.1.3	Short & Ongoing		Cork County Council Healthy Ireland Office
		Enhance Communications - Website Social media & Mainstream media	1.1.4	Short & Ongoing		Cork County Council Healthy Ireland Office
		Support actions of other initiatives and the implementation of Other Strategies such as Age Friendly, PPN, Creative Ireland, Arts, Heritage & Culture, Cork County Council Physical Activity & Wellbeing Office, Cork County Council Recreation & Amenity Strategy, Social Inclusion, Comhairle na nOg & other organisations and strategies that promote Health & Wellbeing, reducing Health Inequalities and inclusion of minorities such as Asylum Seekers, Migrants and the Traveller Community	1.1.5	Medium Term		Cork County Council Healthy Ireland Office
		Strengthen and enhance the capacity of the LSPs to further develop locally led plans and more long term sustainable physical activity programmes	1.1.6	Medium Term		Cork County Council Healthy Ireland Office, CLSP
		Collaborate with other Healthy Ireland initiatives through Libraries, etc	1.1.7	Medium Term		Cork County Council Healthy Ireland Office
		Collaborate with Cork County Council Planning Dept to implement Healthy Ireland Pillars within all Development Plans.	1.1.8	Short & Ongoing		Cork County Council Healthy Ireland Office
		Develop a detailed Health Profile for County Cork to inform implementation of actions outlined here and to further inform Revisions of this Strategy.	1.1.9	Short Term		Cork County Council Healthy Ireland Office
		Liaise & partner with relevant persons involved in the Active Communities Initiative.	1.1.10	Short & Ongoing		Cork County Council Healthy Ireland Office HSE & Relevant actors

Theme	Theme Objective	Action	Action No:	Timeframe	Ref Plan	Lead & Ptrs
2 Positive Mental Health	2.1 Improve collaborations to identify gaps in current promotion of positive mental health.	Map Existing activities within County, creating resource or signposting on Cork County Council Website	2.1.1	Long Term		Cork County Council Healthy Ireland Office, other partners to be identified
		Identify, review & upscale successful pilots for successful services provided.	2.1.3	Medium Term		Cork County Council Healthy Ireland Office
		Collaborate with other organisations to promote mental health & wellbeing	2.1.4	Medium Term		Cork County Council Healthy Ireland Office
		Examine social prescribing and feasibility in association with HSE	2.1.5	Medium Term	HSE- Compass: Healthy Ireland Implementation Plan	HSE, Cork County Council Healthy Ireland Office
	2.2 Implement national programs	Evidence-based programmes to tackle stigma should be put in place, based around contact, education and challenge.	2.2.1	Medium Term	A vision for Change 2006 - Mental Health Services	HSE, Cork County Council Healthy Ireland Office
		Evidence-based approaches to training and facilitation of employment for people with mental health problems should be explored and supported through enterprise offices.	2.2.2	Long Term	A vision for Change 2006 - Mental Health Services	Cork County Council Personnel Dept, National Learning Network, HSE, Local Enterprise Offices
		Identify and support voluntary agencies in promoting awareness and responses to eating disorders.	2.2.3	Medium Term	A vision for Change 2006 - Mental Health Services	HSE, Cork County Council Healthy Ireland Office
		Work with HSE Mental health services to ensure housing is provided for people with mental health problems who require it.	2.2.4	Medium Term	A vision for Change 2006 - Mental Health Services	HSE Cork County Council Housing Dept
		Implement uniform, multi-agency suicide prevention action plans and align them with HSE Community Health Organisations and Local Economic and Community Plans and Children & Young People's Services Committee's (CYPSC) county plans.	2.2.5	Long Term	Connecting for Life Strategy	Connecting for Life Interagency Committee
		Implement consistent, multi-agency suicide prevention action plans to enhance communities' capacity to respond to suicidal behaviours, emerging suicide clusters	2.2.6	Short & Ongoing	Connecting for Life Strategy	HSE, Connecting for Life Interagency Committee

SECTION D

Theme	Theme Objective	Action	Action No:	Timeframe	Ref Plan	Lead & Ptrs
2 Positive Mental Health	2.2 Implement national programs	Deliver training in suicide prevention to staff involved in the delivery of relevant services and to staff in government departments and agencies likely to come into contact with people who are vulnerable to/at risk of suicidal behaviour.	2.2.7	Short & Ongoing	Connecting for Life Strategy	HSE, Connecting for Life Interagency Committee
		Consider, develop and implement measures where practical to restrict access to identified locations and settings where people are at risk of engaging in suicidal behaviour, and assist generally in reducing risk factors in public locations.	2.2.8	Short & Ongoing	Connecting for Life Strategy	HSE, Connecting for Life Interagency Committee
		Deliver co-ordinated social marketing campaigns (such as Little-Things, 2014) for the promotion of good mental health and wellbeing among the whole population with a focus on protective health behaviours and consistent sign-posting to relevant support services.	2.2.9	Medium Term	Connecting for Life Strategy	HSE, Connecting for Life Interagency Committee
		Deliver campaigns that reduce stigma towards mental problems and suicidal behaviour in the whole population and self-stigma among priority groups.	2.2.10	Medium Term	Connecting for Life Strategy	HSE, Sea Change
	2.3 Implement Local Programs	Deliver County Wide programs for promoting Health & Wellbeing particularly Mental Health for children of school going age.	2.2.11	Medium Term	A vision for Change 2006 - Mental Health Services, Connecting for Life Strategy	Cork County Council, All agencies leading in Mental Health Services and supports.

Theme	Theme Objective	Action	Action No:	Timeframe	Ref Plan	Lead & Ptrs
3 Physical Environment		Physical space – explore opportunities to provide an appropriate provision of : outdoor seating, other street furniture such as picnic areas, bike parking and bike storage and locking docks	3.1.1	Long Term		Cork County Council Healthy Ireland Office, Cork County Council Recreation & Amenity Office, Cork County Council Traffic & Transportation Office, Transport & Mobility Forum
		Explore any opportunities for community gardens, pocket parks along with more elaborate developments with a dedicated support section such as allotments and support establishment where possible	3.1.2	Medium Term		Cork County Council Recreation & Amenity
		In association with Sport Ireland we will support the examination of the wider natural and built environment and how this can facilitate participation in sport and physical activity. This consideration will also take account of the type of activities towards which adults are increasingly gravitating such as running, cycling, outdoor adventure pursuits, recreational walking, etc.	3.1.3	Medium Term	Nat Sport Policy 2018–2027	Sport Ireland
		Prioritise the planning and development of walking and cycling and general recreational /physical activity infrastructure	3.1.4	Short & Ongoing	Nat Sport Policy 2018–2027	Sport Ireland
		Transport – Support sustainable travel initiatives in association with Transport Mobility Forum	3.1.5	Short & Ongoing		Cork County Council Healthy Ireland Office, TMF, Cork County Council Traffic & Transportation Office

SECTION D

Theme	Theme Objective	Action	Action No:	Timeframe	Ref Plan	Lead & Ptrs
4 Workplaces	4.1 Continue existing programs in providing workplaces promoting improved H&W	Support, facilitate and promote the PSYCHED program throughout the County	4.1.1	Short & Ongoing		Cork County Council Healthy Ireland Office, PSYCHED Steering Group
	4.2 Explore collaborations with individual or clusters of employers	Physical activities opportunities	4.1.2	Short & Ongoing		Cork County Council Healthy Ireland Office
		Healthy Nutrition opportunities	4.1.3	Short & Ongoing		Cork County Council Healthy Ireland Office
		Promote the protection of children and denormalisation of tobacco use.	5.1.1	Short & Ongoing	Report of the Tobacco Policy Review Group 2013	HSE, Cork County Council Healthy Ireland Office
5 Tobacco Free	5.1 General	Explore Partnerships with other LA's and Organisations to create a regional approach	5.1.2	Long Term	Report of the Tobacco Policy Review Group 2014	HSE, Cork County Council Healthy Ireland Office
	5.2 Implement Smoke Free Zones	Review current initiatives and policy in relation to Tobacco use.	5.1.3	Medium Term		Cork County Council Healthy Ireland Office
		Promote Tobacco Free initiatives at playgrounds & similar public spaces	5.1.4	Medium Term		Cork County Council Healthy Ireland Office, Cork County Council Recreation & Amenity Office
		Review Tobacco Free initiatives public buildings	5.1.5	Long Term		Cork County Council Healthy Ireland Office Cork County Physical Activity & Wellbeing Office, Health & Safety Advisor
	5.3 preventative measures	Promote smoke free environments, create awareness on dangers of passive smoking	5.1.6	Medium Term		HSE, Cork County Council Healthy Ireland Office
	5.4 Support quit programmes	Implement "We can quit" program	5.1.7	Short & Ongoing		HSE, Cork County Council Healthy Ireland Office
		Promote quit programs through social media	5.1.8	Short & Ongoing		HSE, Cork County Council Healthy Ireland Office

Theme	Theme Objective	Action	Action No:	Timeframe	Ref Plan	Lead & Ptrs
6 Alcohol & Drugs	6.1 Prevent & reduce drugs related harm	Support implementation of local and national strategies: Reducing Harm, Supporting Recovery	6.1.1	Short & Ongoing	Reducing Harm, promoting Recovery	HSE, Cork County Council Healthy Ireland Office
		Support festival care guidelines	6.1.2	Medium Term		Cork County Council Healthy Ireland Office
		Engage with and support local task group	6.1.3	Medium Term		Cork County Council Healthy Ireland Office
		Spread awareness on impact of alcohol & drugs misuse	6.1.4	Short & Ongoing		HSE, Cork County Council Healthy Ireland Office
		Support community policing	6.1.5	Medium Term		Cork County Council Healthy Ireland Office
		Promote website "Ask about alcohol"	6.1.6	Short & Ongoing		Cork County Council Healthy Ireland Office
7 Sexual Health	7.1 Support National Strategies	Support actions of the National Sexual Health Strategy	7.1.1	Short & Ongoing	National Sexual Health Strategy	Dept of Health, HSE, Cork Sexual Health Centre, Cork County Council Healthy Ireland Office
	7.2 Develop collaborative approaches	Participate in working group for stakeholders	7.2.1	Medium Term		Dept of Health, HSE, Cork Sexual Health Centre, Cork County Council Healthy Ireland Office
	7.3 Raise awareness	Promote initiatives to normalise discussions on sexual health	7.3.1	Short & Ongoing		Dept of Health, HSE, Cork Sexual Health Centre, Cork County Council Healthy Ireland Office
		Support and promote HSE programs and online resource sexualhealth.ie	7.4.1	Short & Ongoing		Dept of Health, HSE, Cork Sexual Health Centre, Cork County Council Healthy Ireland Office

SECTION D

Theme	Theme Objective	Action	Action No:	Timeframe	Ref Plan	Lead & Ptrs
8 Physical Activity	8.1 Improve awareness and importance of activity	Support implementation of get Ireland walking, Cork LSP strategy, national physical activity plan: get Ireland active	8.1.1	Short & Ongoing		Cork County Council Healthy Ireland Office, CLSP
		Support European week of sport and other emerging initiatives	8.1.2	Short & Ongoing		Cork County Council Healthy Ireland Office, CLSP
	8.2 Create environment to promote active way of live	Optimise cycling information signs and information sources along dedicated routes	8.2.1	Medium Term		Cork County Council Healthy Ireland Office,
		Promote and support sea swimming at coastal areas	8.2.2	Short & Ongoing		Cork County Council Healthy Ireland Office,
		Support and promote development of greenways.	8.2.3	Short & Ongoing		Cork County Council Healthy Ireland Office,
		Explore and support opportunities to provide exercise equipment in public places	8.2.4	Short & Ongoing		Cork County Council Healthy Ireland Office,
		Explore and support opportunities to provide and create awareness for beach accessibility	8.2.5	Medium Term		Cork County Council Healthy Ireland Office, Municipal Districts, Cork County Council Environment Directorate, Cork County Council Tourism Section
		Develop a publicly accessible sports/recreation facilities and amenities directory	8.2.6	Long Term		Cork County Council Healthy Ireland Office, Cork County Council Recreation & Amenity Office
		Explore and facilitate the Active School Flag programme, supporting schools to maintain or obtain flag.	8.2.7	Medium Term		Cork County Council Healthy Ireland Office, An Taisce
		Continue to support the Community Sport and Physical Activity Hubs in disadvantaged areas	8.2.8	Short & Ongoing		Cork County Council Healthy Ireland Office, CLSP
		Promote physical activity for health culture in Ireland through the development of new Get Ireland Running, Get Ireland Cycling, Get Ireland Swimming initiatives	8.2.9	Short & Ongoing		Cork County Council Healthy Ireland Office, CLSP
		Continue to support the work of the National Governing Bodies of sport in implementing programmes to promote physical activity	8.2.10	Short & Ongoing	Nat Sport Policy 2018–2027	Sport Ireland, Cork County Council Healthy Ireland Office, CLSP
	Identify & support programmes to address transitions and drop out from physical activity and sport	8.2.11	Long Term		Cork County Council Healthy Ireland Office, CLSP	

Theme	Theme Objective	Action	Action No:	Timeframe	Ref Plan	Lead & Ptrs
8 Physical Activity	8.2 Create environment to promote active way of live	In association with Sport Ireland & The LSP, support the development of Local Sports Plans consistent with the overall vision and objectives of the National Sports Policy.	8.2.12	Short & Ongoing	Nat Sport Policy 2018-2027	Cork County Council Healthy Ireland Office, CLSP, Cork County Council Trails Office, Cork County Council Tourism Section
		Support the new Active Communities Walking Programme in all LSP areas and support development of new active community walking groups around the country under the Get Ireland Walking initiative	8.2.13	Short & Ongoing	Nat Sport Policy 2018-2027	Sport Ireland
9 Maintaining a Healthy Weight	9.1 Implement the actions of the National obesity plan	Facilitate education to all ages on healthy body composition.	9.1.1	Short & Ongoing		
		Improve awareness and importance maintaining a healthy weight.	9.1.2	Short & Ongoing	National obesity plan	Government, HSE
		Develop and implement training programmes, including brief interventions, and courses on overweight and obesity, including anti-stigma, for and by teachers.	9.1.3	Long Term	National obesity plan	Government, HSE
		Develop guidelines and support materials for those working in developing the built environment for urban development and planning in relation to reducing the obesogenic environment.	9.1.4	Long Term	National obesity plan	Government, HSE



Comhairle Contae Chorcaí
Cork County Council