



# Healthy Community Plan

Palmerston North

SMALL CITY BENEFITS, BIG CITY AMBITION

2018/21

Te Kaunihera o Papaioea  
Palmerston North City Council



PALMERSTON NORTH  
CITY COUNCIL

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To fulfil the vision of small city benefits, big city ambition the Council has adopted five goals. The Connected Community Strategy was developed to achieve **Goal 3: A connected and safe community**, and this plan shows how the Council will contribute to achieving this goal.

The World Health Organisation describes health as “a state of physical, mental and social wellbeing and not merely the absence of disease or infirmity”. Health begins where we live, learn, work and play. The ‘determinants of health’ is the term used to describe the things that influence people’s health. The determinants of health include; the social and economic environment, the physical environment, and a person’s individual characteristics and behaviours. The influence of Council across these areas varies, and it shares interests with other agencies in improving health outcomes.

Council has introduced initiatives to promote healthy lifestyles, including smokefree, eco-design advice, sun-smart, and healthy food guidelines. It is also committed to helping provide better access to health services. While the health status of Palmerston North people is good compared with other communities in the Mid-Central DHB area, deaths from the main health concerns, including circulatory and respiratory diseases, cancer, and accident and injuries, appear to be more prevalent among people living in deprivation. Council’s goal is to work with other agencies to improve the co-ordination of responses to health issues, to ensure the health of Palmerston North people improves overall.



**The purpose of the Healthy Community Plan is to ensure we have a healthy community where everyone has access to healthy, safe, and affordable housing and neighbourhoods (Priority 2, Connected Community Strategy).**

Council recognises that while it has no formal role in health service delivery, it has an important role in building healthy communities, creating the conditions for people to make healthy choices and working with partners to promote health and well-being by:

- Developing evidence based policy that promotes healthy lifestyles ;
- Ensuring Council policy development considers the impact on health outcomes;
- Working collaboratively with Government agencies, community organisations and businesses to achieve a coordinated approach to ensure the health of Palmerston North people improves overall;
- Work with Māori and other partners to promote the achievement of the Whānau Ora outcome goal 'Toi te kupu, te mana, te ora – Māori living longer, fuller and culturally rewarding lives.'



## Where we are now



- The Council acknowledges it is a role model and leader in promoting healthy community outcomes.
- There is currently no mechanism in place to ensure the full extent of the impact on health outcomes is considered during policy development (unless it is in statute).
- Smokefree policies adopted by Council align with Government's Smokefree 2025 goal.
- The Smokefree reference group ensures a joint up approach between local and central government, community groups and non-government organisations in achieving Smokefree goals.
- The Council has initiated Smokefree outdoor dining, however there are some businesses who do not comply.
- The Smokefree reference group is piloting a community driven approach in Highbury in implementing the Councils Smokefree Outdoors Areas Policy, with a view to rolling it out to other suburbs that have a high smoking prevalence.
- Council has recently adopted a Sugar Sweetened Beverages policy that promotes healthy drink choices on Council premises and events and functions. There is currently no healthy food policy in place.
- Councils Sun Protection Policy provides guidelines for facilities, events and functions that contribute to minimising the adverse effects of overexposure to ultraviolet radiation on Palmerston North residents, however the policy is not being actively promoted.
- Tattoo, piercings, sunbeds and beauty therapy are currently unregulated but present potential public health issues.
- Council facilitates access to health providers through the provision of information.

## Where we want to be



- The community sees Council as a role model in healthy lifestyle choices.
- Council premises and events and functions provide healthy food and drink choices.
- Businesses work in partnership with Council to promote Smokefree Outdoor Dining.
- Palmerston North is known as a Smokefree city.
- The Palmerston North built environment has outdoor spaces that provide for protection from the sun all year round.
- Health sector stakeholders see Council as a supportive party in working towards achieving better health outcomes.
- All Council policy development includes a Health Impact Assessment to understand how proposed policy contributes to or impedes better health outcomes, and what are the solutions to mitigate the impediments.
- Council understands the issues surrounding unregulated activity in getting tattoo and piercings, the use of sunbeds, and the beauty therapy industry.

## How we're going to get there



### Day to day / ongoing actions to achieve the purpose

- Implement the Smokefree outdoor areas policy under the auspices of the Smokefree reference group.
- Administer the footpath permit under the Signs and Public Places Bylaw for Smokefree outdoor dining.
- Implement the Healthy Beverages Policy.

### New ongoing actions to achieve the purpose

- Work with the Smokefree reference group to develop a plan to get businesses working alongside Council in promoting Smokefree Outdoor dining.
- Develop and implement a mapping solution for storing information where Smokefree signs are being erected for efficiency and maintenance.
- Develop and implement a programme for undertaking a Health Impact Assessment during all Council policy development.

### Specific programmes to achieve the purpose (with timeframe)

- Review the Smokefree Outdoor Areas Policy (by end of 2018/2019).
- Review the Sun Protection Policy (by December 2019).
- Explore the possibility of extending the Smokefree implementation model to other health related policies (by December 2019).
- Investigate the feasibility of a health bylaw to regulate tattoos, piercings, sunbeds and beauty therapy (by end of 2019/2020).
- Investigate potential policy measures in regard to healthy food initiatives (by end of 2018/2019).

## Actions contributing to Council's strategic themes

### a) Smart city practices

- Use social media and other mediums to keep the community aware and connected to the Smokefree initiatives taking place.
- Develop a mapping solution for storing information where Smokefree signs are being erected for efficiency and maintenance.

### b) Sustainable practices

- Investigate the incorporation of sustainable materials for Smokefree signage.
- Health related policy is evidence based, supported by research, and does not duplicate work already being carried out by other agencies.
- Carry out a Health Impact Assessment during the policy development stage for all proposed Council policies.

### c) Iwi partnerships

- Collaborate with Rangitāne o Manawatū to provide positive Māori outcomes in the city and region.
- Seek input from iwi and Māori health providers to ensure health related policy measures are appropriate for the specific issues and community that are the focus of the policy.
- Work alongside the Te Tihi Whānau Ora Alliance, community and agency partners on the Ora Konnect programme.



#### d) Strategic partnerships

- Where appropriate seek to formalise partnerships to ensure a collaborative approach in implementing all health related policies.
- Strengthen current strategic and working relationships with the Te Tihi Whānau Ora Alliance partnerships and the collaborative initiatives developed by the Alliance.
- Annually review Smokefree formal partnerships to ensure the most relevant representatives from the Cancer Society, Heart Foundation, MidCentral DHB public health unit, and Horizons are included, and extend membership to new comers.
- Engage businesses in promoting Smokefree outdoor dining.
- Work with Midcentral District Health Board to develop a Health Charter.
- Strengthen ties with the Disability Persons Assembly.
- Use Council related health policies as leverage to engage with communities and organisations that are hard to reach.

#### Measures of success



- Businesses in the central business district become Smokefree and actively promote being Smokefree
- The number of people smoking in public areas decreases
- Healthy beverages replace sugar sweetened beverages at Council funded events and functions
- The number of spaces in the public outdoor areas that provide protection from the sun increases
- The health impact for all potential Council policy is understood

#### Related policies



- The Smokefree Outdoor Areas Policy
- Signs and Use of Public Places Bylaw (provisions relating to the table and chairs permit)
- Sugar Sweetened Beverages Policy
- The Sun Protection Policy
- Local Approved Products Policy

#### Long-term Plan levels of service

Council implements policies and bylaws to promote healthy lifestyles.

#### Long-term Plan KPIs

Description of healthy lifestyle initiatives.



**Palmerston North City Council**

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