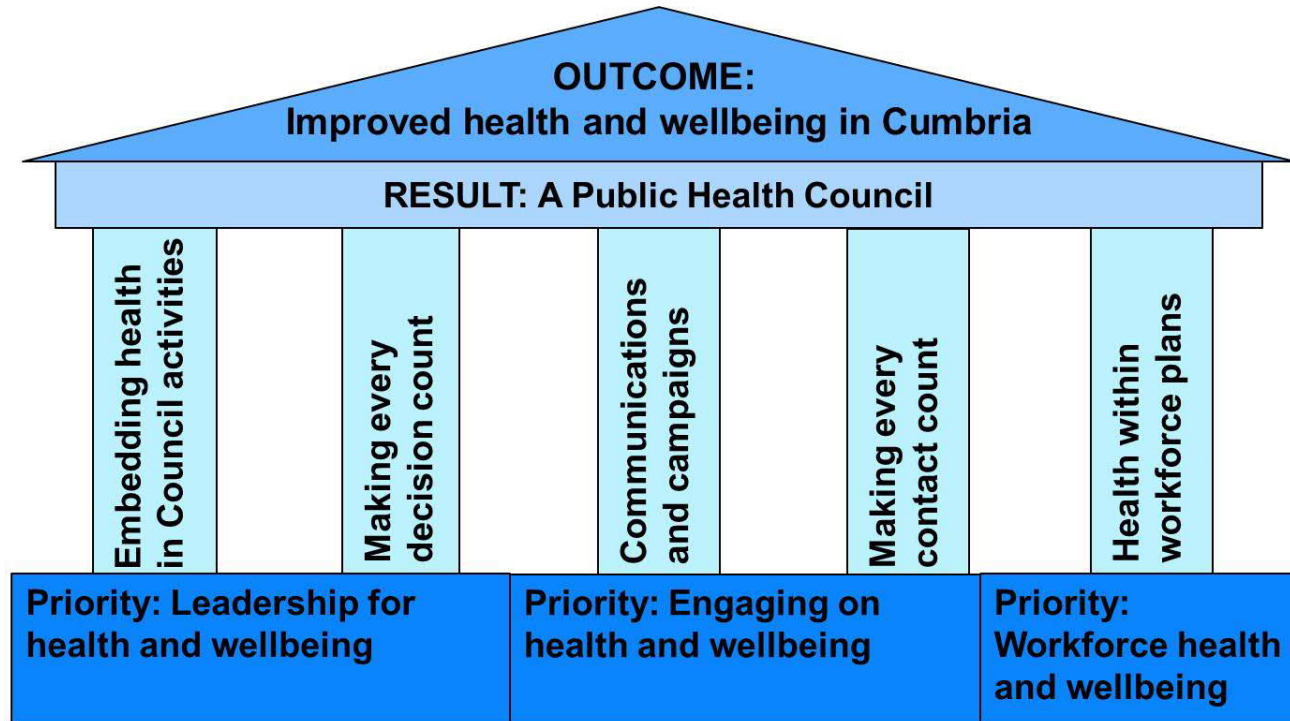




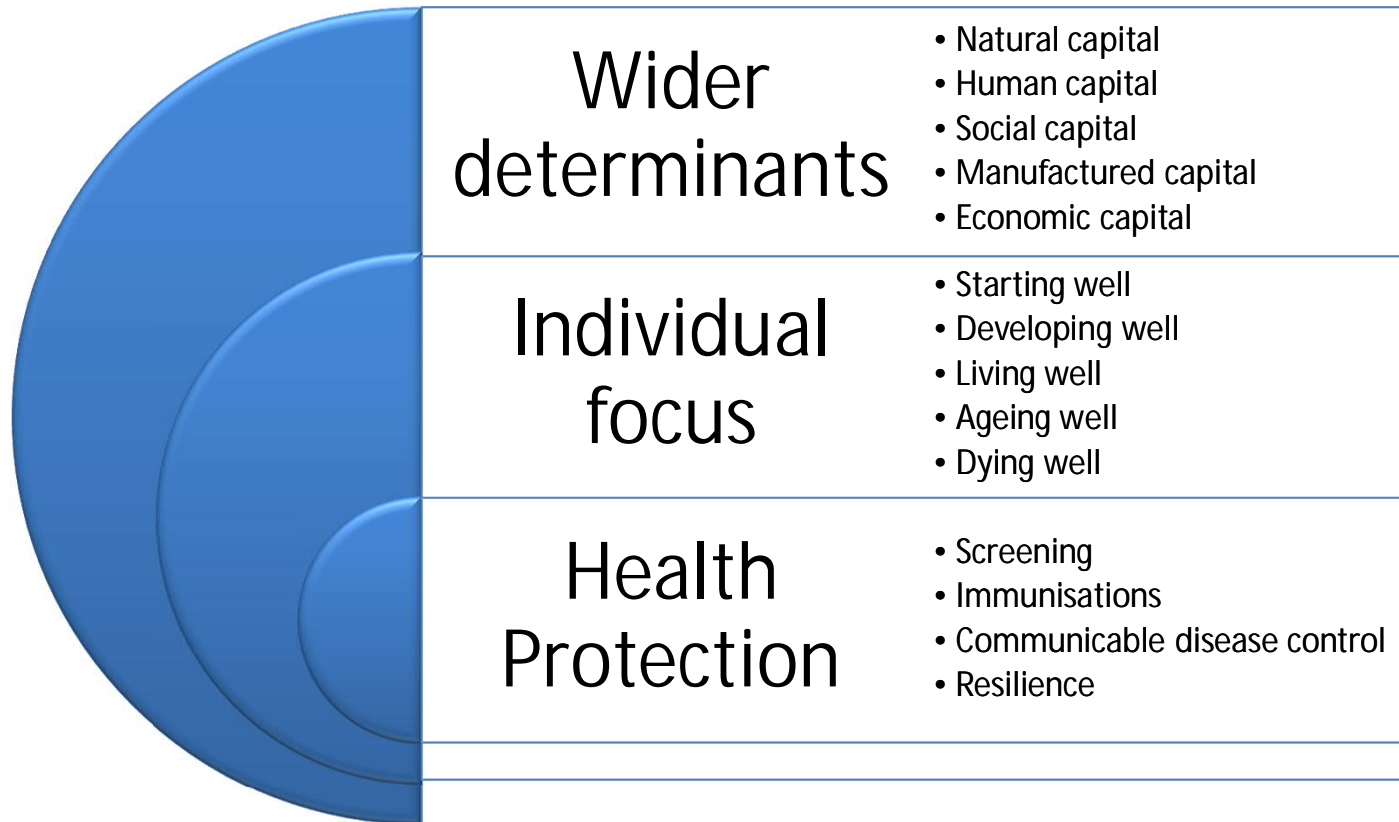
Cumbria County Council

Public Health
Strategy

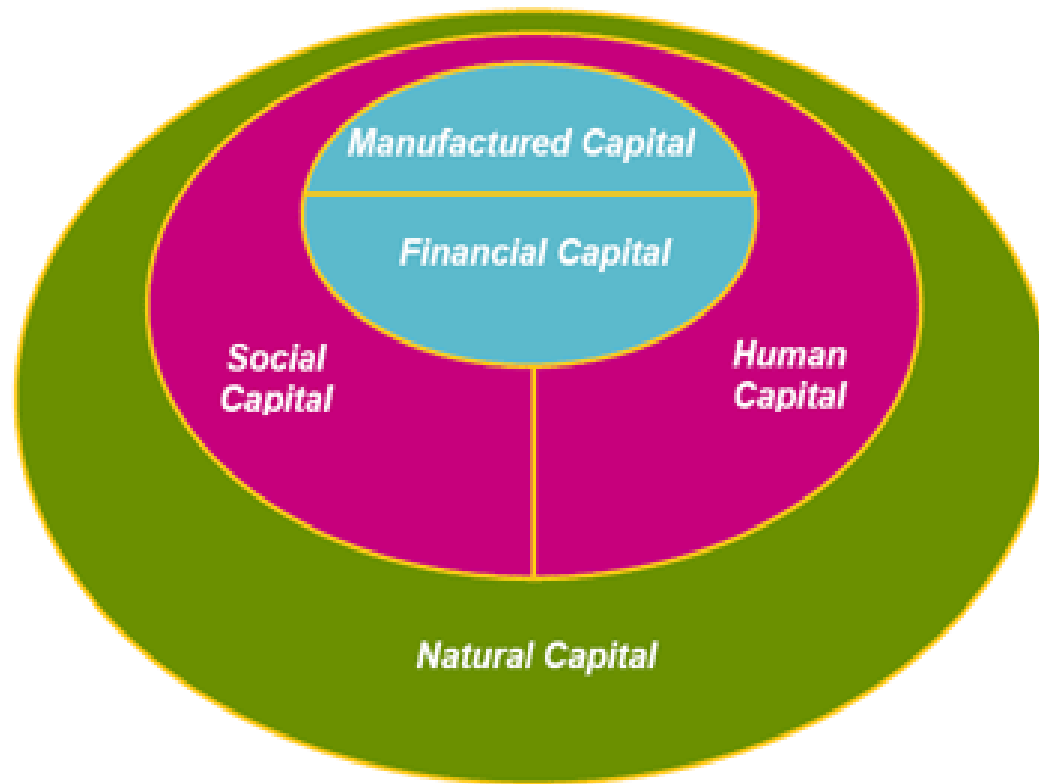
Current (Council) strategy



Broader approach



Wider determinants strategy



Natural Capital

A high quality natural environment that provides opportunities for engagement with the natural world.

- Improving the quality of and access to green space
- Promotion of biodiversity and habitats
- Tackling climate change
- Improving air quality
- Waste reduction

Human Capital

The skills, knowledge, and experience that give people the capacity to take part in society and have meaningful and fulfilling lives.

- Education/skills/lifelong learning
- Meaningful and high quality occupations for all
- Access to adequate leisure opportunities
- Engagement with arts and culture
- Tackling discrimination and exploitation

Social Capital

Networks and institutions that allow people to build human capital in partnership with others.

- Building stronger communities
- Promoting social inclusion
- Building safer communities, including tackling crime and antisocial behaviour

Manufactured Capital

Physical infrastructure including housing, transport, food distribution networks and other services.

- Healthy town and country planning
- Transport
- Housing
- Access to healthy food

Financial capital

The means of owning and trading the other sorts of capital; adequate financial resources fairly distributed.

- Tackling low pay and reducing income inequalities
- Sustainable economic development

Process/timescale

- Joint strategy
- Public Health Alliance oversight
- Detail currently being worked up
- CCC Policy Framework document – Council July18 (tbc)