

## Our Vision for Public Health

*Working to improve the health and wellbeing of all Milton Keynes citizens and communities, and to reduce health inequalities*

Our aims for public health are simple but ambitious:

### Promote good health

Through the transfer of public health leadership from the NHS to the council, we will connect public health with wider factors that determine health, ill health and health inequalities in order to maximise our contribution to the health of citizens in Milton Keynes.

### Prevent and tackle ill-health

We will work with the NHS to prevent avoidable ill health. Where ill health does exist, we will support the NHS in ensuring that high quality, evidence based care is available and any barriers to treatment and care faced by disadvantaged individuals and communities are proactively removed. We will ensure that our citizens have access to high quality immunisation and screening programmes and are protected through robust emergency preparedness resilience and response systems across agencies in Milton Keynes.

### Reduce health inequalities

Reducing health inequalities is a matter of fairness and social justice. To help reduce these inequalities, we will invest our resources in a way which aims to achieve similar outcomes for each of our communities. We will invest across the whole life course, from life in the womb to old age; but will particularly focus on the early years, when the foundations for every aspect of future life are laid.

### Enable all to make healthier lifestyle choices

We will work with people to ensure they have maximum choice and control in designing their own solutions to issues which adversely affect their own health and the health of their families and communities. We will actively build on the strengths of communities and engage people in action to address the root causes of ill health. As lifestyle 'choices' are heavily influenced by the circumstances in which people live, citizens may need our help in changing their circumstances in order to lead healthier lifestyles.

### Develop public health capacity and know-how across organisations and communities

Public health will be part of the DNA of Milton Keynes Council, so that every contact the council has with citizens will be informed by Our Vision for Public Health, in order to have a positive impact on health. Assisted and developed by the council, public health capacity, expertise and effort will also be active and visible in local communities, amongst GPs, in the NHS, in wider public services, in the voluntary, community and faith sector, and in local businesses.

By following our vision, we will improve health and wellbeing for all.