

# Public Health Strategy

2025-2030





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# Foreword



**Anna Hartley**  
**Executive Director of Public Health and Communities**

As Executive Director for Public Health, I believe that all Barnsley residents deserve to live long and healthy lives. I am proud of everything we have achieved so far through collaborative action with our partners and residents. For example, our smoking rates have reduced from 24% in 2011 to 15% now. This means that fewer people will die of smoking-related diseases or live with life-limiting conditions. Barnsley has also commissioned a range of mental health support for children and young people which include an out of hours helpline (NightOwls), a designated texting service (SHOUT) and an anonymous online platform which offers a range of support and services including counselling (Kooth). Under-18 conception rates have seen a significant long-term decline in Barnsley and the addition of our Family Nurse Partnership team has ensured that younger parents and their babies have better lives by providing intensive targeted support.

There is a lot of evidence about what building blocks we need to have in place to ensure the best health for our residents. This strategy focuses on what the Public Health team will deliver to improve the health of our population.

It reflects what we have learnt from residents about what is important to them and aligns with the new Health and Wellbeing Board Strategy, created by Barnsley partners to deliver system-wide priorities in improving health. We have focused on the most effective and important things we can do to help every Barnsley resident have a good life.

We have also thought about how we deliver our strategy. This involves listening to our communities and designing things with them, taking a neighbourhood approach and ensuring what we deliver is based on the best evidence of what works. This strategy aims to complement and enable other Barnsley plans and strategies. Our Health and Wellbeing Board Strategy is clearly reflected in the high-impact areas of this Public Health strategy—especially in its strong emphasis on improving mental health and promoting physical activity.



**Councillor Wendy Cain**  
**Cabinet Spokesperson for Public Health and Communities**

Through this renewed Public Health Strategy, we can continue to build on the great work that's already happening across Barnsley, further improving the health and wellbeing of our residents by working across all three domains of public health and tackling wider determinants.

We are keen to put the people of Barnsley at the heart of everything we do, and we strive to improve healthy life expectancy and reduce health inequalities.

We know the high-impact areas highlighted in this strategy will help us do this, being carefully selected for the impact they have on avoidable illness and early death. Both these factors have wide-reaching consequences, such as a lower quality of life, lost economically productive years and increased pressure on health and social care services.

By working with our partners, we can achieve great things in these areas, enabling our residents to live healthier and happier lives.

# Our Public Health Strategy 2025-2030

**Vision: Everyone in Barnsley will live longer, healthier, happier lives.**

These are the five key Barnsley Council ambitions our work fits into:

Healthy Barnsley

Learning Barnsley

Enabling Barnsley

Growing Barnsley

Sustainable Barnsley

We will achieve a Healthy Barnsley by continuing to deliver across the key functions of public health:

**Health improvement:**

Assessing population health needs and commissioning programmes and initiatives to promote healthy behaviours, reduce avoidable diseases and address determinants of ill health, all of which reduce health inequalities.

**Health protection:**

Collecting, analysing and interpreting health data to identify trends, outbreaks and potential health risks, developing strategies for disease prevention, control and response.

**Healthcare public health:**

Working with the NHS and partner organisations to improve patient outcomes and reduce health inequalities, ensuring prevention is embedded into all health services.

We will focus on three key areas where we feel we can have the biggest impact across public health:



Creating a Smokefree Barnsley



Increasing physical activity and helping people to move more



Supporting good mental health

Pregnancy, infancy and early years

Childhood and adolescence

Working age adults

Older people

We will tailor our approach to help people at different points in their lives:

Co production from the start

Targeted approaches to reduce inequalities

A neighbourhood first approach

Bringing communities together

Evidence based practice and sharing success

We will do this by using:

# Health Inequalities & Healthy Life Expectancy

## What are health inequalities?

Health inequalities are unfair, avoidable differences in health between different groups of people. This includes differences in how long people are expected to live, the conditions they experience and their access to healthcare. These differences are closely linked to levels of deprivation and the wider determinants of health, such as income, food access, education, employment, housing, environment and access to services. All of these factors shape and influence people's opportunities to live healthy lives.

People living in more deprived areas are significantly more likely to experience poorer health, live with multiple long-term conditions and ultimately die at a younger age than those in more affluent communities. This is particularly pertinent given that approximately 39.4% of the Barnsley population live within the 20% most deprived areas in the country (IMD, 2019).

Inequalities also exist within Barnsley itself. Life expectancy at birth for women living in Stairfoot is 78.6 years compared to 86.1 years in Penistone. Similar inequalities exist for men, with life expectancy at birth ranging from 74.7 years in Worsbrough to 83.1 in Penistone East.

Health inequalities matter because they undermine social justice, leading to preventable illness, premature death and wasted potential. They also carry significant costs for individuals and society through lost productivity and increased demand for services.

## What is healthy life expectancy?

Healthy life expectancy (HLE) is an estimate of the average number of years a person lives in good health. It is important to note is that is an estimate, not an absolute measure, and is calculated using mortality data and responses to a survey question about how residents feel about their health.

People living in Barnsley have some of the lowest HLEs in the UK (2021-2023 data):

**Out of UK areas,  
Barnsley ranks:**

**150th (out of 151) for men**

**151st (out of 151) for women**

The average HLE for women in Barnsley is **52.6 years**, and for men its **52.8 years**.

These are nearly **10 years lower** than the UK average.

In Barnsley, total life expectancy is **80.5 years** for women and **76.5 years** for men. For England its 83.0 years for women and 79.0 years for men. Therefore, people in Barnsley live for shorter than average and get sicker earlier.

## Inequalities

### Healthy Life Expectancy (2021-23)



**Males: 52.8 Years**  
Compared to 61.5 for England  
Average: 56.5 Y&H average



**Females: 52.6 Years**  
Compared to 61.9 for England  
Average: 59.3 Y&H average

### Inequality in Life Expectancy (2016-20)



**Worsbrough**  
74.7 Years  
**Male**



**Stairfoot**  
78.6 Years  
**Female**



**Penistone East**  
86.1 Years

# What Makes Us Healthy?

Health is our most precious asset. Having good health and wellbeing enables us to live happy, fulfilling lives and helps us achieve our potential, supporting positive social and economic outcomes for people and communities.

Sadly, we don't all have the same opportunities to live healthy lives. As we have seen previously in this strategy, in parts of Barnsley, some people are dying years earlier than in others. But this isn't inevitable. There is much we can do to reduce these unfair differences by improving the things that underpin our health.

Although the NHS provides a valuable healthcare system in the UK, it is widely accepted that healthcare accounts for only about 10% of a population's health. The social determinants of health, such as income, employment, education, housing and the broader environment, have a significant and well-documented impact on health outcomes and how long people live, often overshadowing the direct effect of clinical care. For this reason, these 'wider determinants' are the essential building blocks for improving health and wellbeing.

Improving health and reducing health inequalities therefore requires a complex system, including the NHS, national and local government departments, the voluntary sector, the private sector, the media and local communities, working together to make a difference to people's lives.

 [Read more information on what makes us healthy](#)



Graphic: The Health Foundation, What builds good health?

# Wider Determinants Of Health

## Income

Health and wealth are closely linked.

Income can affect almost every area of our lives, not only the material aspects, but our social lives too, both of which can influence our health. Our More Money in Your Pocket website provides residents with information to help them reduce their outgoings and maximise their income.



[!\[\]\(83f22ed94ec5517769dd76d702c6bfd8\_img.jpg\) Read more about our More Money in Your Pocket campaign](#)

## Our Surroundings

Our surroundings play a key role in shaping our health. They can affect it directly, such as the increased risk of asthma and lung cancer associated with air pollution, and indirectly. For example, crime levels in an area can influence how safe you feel, potentially negatively impacting your mental health and whether you take part in healthy activities like outdoor exercise.



[!\[\]\(3cb60d42b10e53f9522bb0b392c1c4cd\_img.jpg\) Read more about Love Where You Live](#)

## Food Security

The gap in consumption of healthy foods is widening between food-secure and food-insecure families. Food insecurity can be experienced in many different ways. This includes increased anxiety and stress about the cost of food, access to a limited variety of foods, consistently eating the same few low-cost meals and feeling the need to compromise on nutrition to save money. The Eat Good Feel Good website provides residents with information about how to make healthier food choices, and access low cost, good quality food. Our Good Food Pantry initiative has established a network of community pantries across Barnsley, while Community Shop on the Go sells highly discounted fresh surplus produce from leading retailers from sites across the borough.



[!\[\]\(0d7ca0919e6c47bbd874bfa0189fe22e\_img.jpg\) Read more about affordable and nutritious food in Barnsley](#)

## Transport

Transport can affect our health directly, such as the health benefits provided by walking and cycling, also known as active travel. It can also affect our health indirectly by enabling other aspects of good health, such as providing access to public services and our place of work.



[!\[\]\(683dba75afe26e28cd4de5730b776760\_img.jpg\) Read more about our Active Travel Strategy](#)

[!\[\]\(df47d6bec273bbb8b349135fff3a20f7\_img.jpg\) View the free transport incentive for under 18s](#)

## Living Conditions

Our Housing Strategy 2024-28 sets out the following ambition:

"Living in good quality, affordable housing supports our health and wellbeing and is something every resident in Barnsley should have access to."



[!\[\]\(488d36215f31304317ffb20d512ebb61\_img.jpg\) Read our Housing Strategy](#)

To meet this ambition, we are working to develop a one-stop healthy homes hub to bring together housing support across the borough. The hub will make it easier for everyone in Barnsley to access good quality housing advice relevant to their needs at the earliest opportunity, helping everyone to live in safe, warm homes and reduce levels of homelessness.



## Employment

Finally, our unemployment rate is linked to poor health. For every 10% increase in an area's employment rate, healthy life expectancy increases by five years (The Health Foundation).

[!\[\]\(481b3a1bc27da3029f4c9642b320d18b\_img.jpg\) Read more about our Pathways to Work programme](#)

Public Health works in partnership with the rest of the council and wider partner organisations on all of the above. These are everyone's business and we can all contribute to helping make our residents healthier and happier.

# Public Health Work Programmes

At Barnsley Council, we ensure public health priorities and functions run through many of our services and directorates, including Adult Social Care, Children's Services, Communities and Growth and Sustainability. This model ensures that public health is everyone's business.

Our Public Health colleagues and teams are currently working on a wide variety of programmes, including:



# The Life Course Approach

We value the health and wellbeing of both our current and future generations. To effectively achieve our vision, we know we must provide services and interventions across the whole life course.



Pregnancy, infancy  
and early years

Childhood and  
adolescence

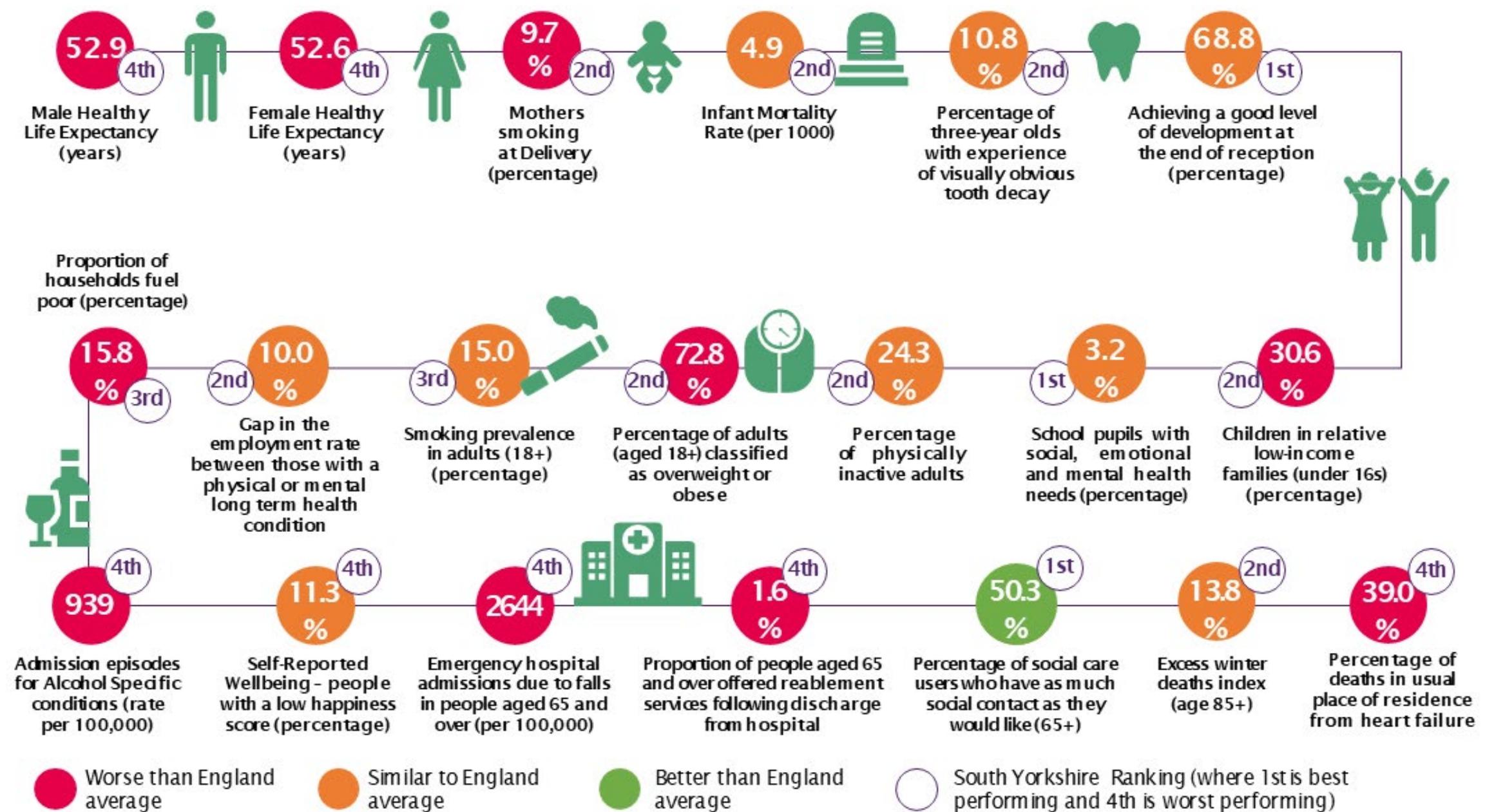
Working age  
and adults

Older people

# Health in Barnsley Through the Life Course

## Based on our Joint Strategic Needs Assessment (JSNA)

and the public health outcomes framework, we have developed a life course summary, which shows the key performance indicators for each area of the life course. This summary shows where we are now, and how we are performing compared with rest of England and our South Yorkshire neighbours. To enable a comparison with other areas, we have only used published and publicly available data.



# Where Can We Make the Biggest Difference to Health?

After analysing current local data, reflecting on government priorities and engaging with stakeholders, we have identified three areas that could significantly impact the health of our residents. Tackling these will help us deliver on our public health vision where everyone in Barnsley will live longer, healthier, happier lives.

## 1. Creating a smokefree Barnsley

**Biggest preventable killer:** Smoking is still the single largest cause of preventable illness and death in Barnsley, linked to cancers, heart disease and respiratory conditions.

**Health inequalities:** Smoking is the single largest driver of health inequalities in England. Smoking rates are higher in more deprived areas, so tackling it can reduce the health gap between Barnsley's most and least affluent communities.

**Protecting children:** Reducing smoking uptake breaks the generational cycle of addiction and prevents life-long health harms. We also want to protect children and young people from the harms of second-hand smoke.

**Cost savings:** Smoking costs Barnsley £261m per year (ASH, 2025). This is healthcare and social care costs and loss of productivity. Smoking also has substantial financial costs to the individual, pushing more families into poverty.

**Impact potential:** By changing social norms and reducing the prevalence, visibility and impact of smoking, Barnsley can significantly improve the health of residents, reduce costs and have a real impact on reducing health inequalities.



## 2. Increasing physical activity

**Our Active in Barnsley Partnership is working to understand local need:** Barnsley has higher-than-average rates of physical inactivity, linked to obesity, type 2 diabetes, heart disease, some cancers and poor mental health.

**Health inequalities:** Helping people to find their way of being active is harder in areas of deprivation, so we need to adopt a proportionate approach to how we provide support and resource to help give everyone the opportunity to benefit.

**Wider benefits:** Being active improves mood, social connection and independence in later life, enabling people to live happier, longer lives in better health. This also helps reduce the demand on health and social care services.

**Economic impact:** More active populations have lower sickness absence rates and improved productivity, which benefits the local economy.

**Ripple effect:** Physical activity, such as walking groups and local sports, encourage community engagement and cohesion. It enables people to think more positively about their communities. With activities like active travel, it also supports environmental goals.

**Impact potential:** Promoting physical activity addresses not only obesity but also many related health conditions like heart disease, diabetes, dementia and poor mental wellbeing – all of which place a strain on local health services and drive inequalities.

# Where Can We Make the Biggest Difference to Health?

## 3. Improving mental health

**High local prevalence:** Barnsley faces higher-than-average rates of depression, anxiety and suicide, often linked to poverty, unemployment and chronic ill health.

**Ripple effect:** Poor mental health reduces physical health outcomes, increases substance misuse and limits employment opportunities.

**Early intervention power:** Supporting good mental health in schools, workplaces and communities can prevent crises and reduce long-term demand on health and social care services.

**Community resilience:** Better mental health can strengthen social networks, reduce isolation and support people to take part in community life.

**Impact potential:** Strengthening community mental health can help more people engage in work, reduce long-term dependency on benefits and cultivate resilience – benefiting public services, the economy and social cohesion.

## Why are these our chosen high-impact areas?

They are interconnected. Physical activity boosts mental health, quitting smoking improves mental and physical wellbeing, and better mental health increases the likelihood of people quitting smoking and being active.

They target root causes. All three areas address lifestyle and social determinants rather than just treating illness.

They reduce inequalities. Barnsley's most deprived communities are disproportionately affected by inactivity, smoking and poor mental health.

They have measurable, long-term benefits. Improvements in these three areas can lead to healthier, longer lives and reduced health and social care costs.



# 1. Creating a Smokefree Barnsley



## Our ambition

**A Barnsley that's free from smoking, where tobacco is a thing of the past. We aim to reduce smoking prevalence to less than 5% of Barnsley adults by 2030.**

**<5%**



## Current achievements

- In Barnsley, we have seen significant falls in all our smoking prevalence data. In the last five years, adult smoking prevalence has fallen by 3.3%, which is more than the drop seen nationally. Therefore, we are closing the gap.
- The Barnsley Tobacco Control Alliance continues to bring partners from across Barnsley together with a shared vision of creating a Smokefree Barnsley.
- Our 'Make Smoking Invisible' programme has led the way in creating smoke-free areas, de-normalising the habit and helping to reduce the number of young people starting smoking.



## Looking forward

- Effective use of the national smoking grant will enable us to build on our already highly successful local stop-smoking support for residents, providing targeted and tailored support to the people who need it most in the most accessible way.
- We will create more voluntary smoke-free areas, growing our 'Make Smoking Invisible' programme.
- Although vaping can be an effective way to help adults quit smoking, we will work to reduce the number of children and young people who vape.
- Working with partners across the region, we will deliver more training to those working in smoking cessation to enable us to have world-class services, and we will deliver evidence-based campaigns to drive smokers into these services.
- Through our Trading Standards team, we will continue to build on work to reduce the availability of illicit tobacco and vapes in Barnsley.

# 1. Creating a Smokefree Barnsley



## Examples of our existing smoke-free initiatives



### NHS Yorkshire Smokefree Barnsley

Our commissioned stop-smoking service is working collaboratively with Barnsley Family Hubs to share a space in Barnsley Market, helping to improve access and promote their support.

### Our 'Make Smoking Invisible' campaign

We worked with Barnsley College to support them to go smoke and vape-free as part of our 'Make Smoking Invisible' programme. A launch event was organised, and new signage was produced across their sites.



### Workplace Health Fayres

Working with businesses across Barnsley, we're linking up our stop-smoking services to provide cessation support in the workplace and helping to organise Workplace Health Fayres. Here's one we visited recently at Smithies Depot.



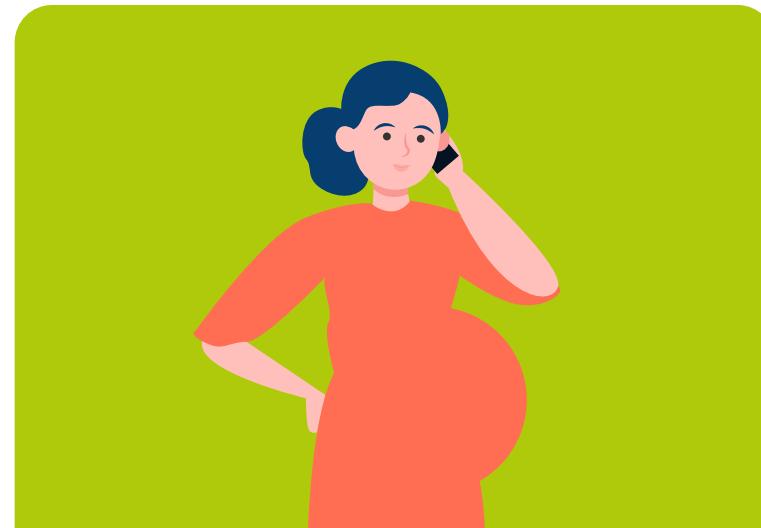
### Effective tobacco control

The Trading Standards team are working hard to discover and seize illicit tobacco and vapes across Barnsley, often being stored in elaborate hiding places. Reducing the availability and access of illegal tobacco and vapes and tackling underage sales is a vital part of effective tobacco control.

# 1. Creating a Smokefree Barnsley



## Achieving our smoke-free ambition across the life course

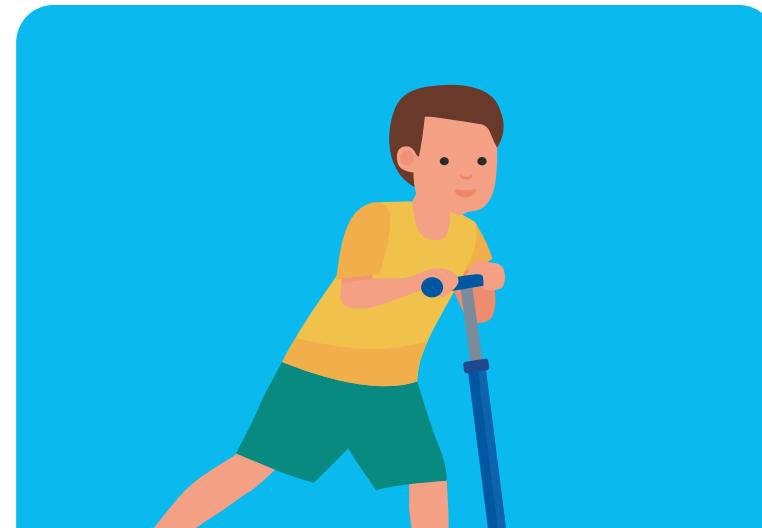


### Pregnancy, infancy and early years (0-5)

Reduce smoking during pregnancy and increase the number of smoke-free homes.

**We will provide effective support to mothers who smoke and their families.**

**We will encourage smoke-free environments for children, including homes, cars and schools.**

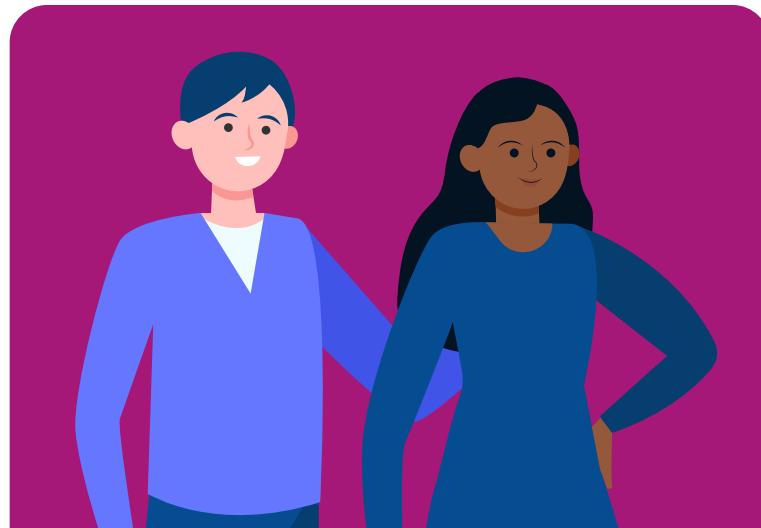


### Childhood and adolescence (5-24)

Reduce the number of children and young people taking up smoking and vaping.

**We will de-normalise smoking and vaping through evidence-based campaigns.**

**We will work with settings to create more smoke and vape-free environments as part of our 'Make Smoking Invisible' ambitions.**

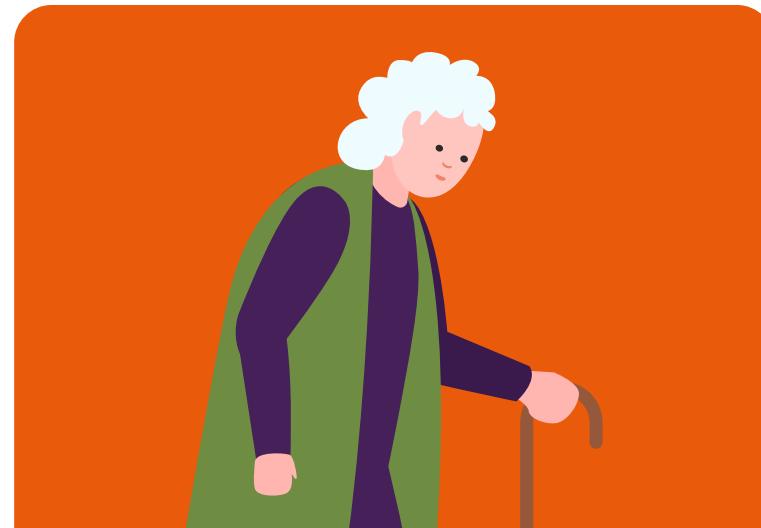


### Working age adults (16-64)

Reduce smoking prevalence, especially amongst target groups like routine and manual workers and those with mental health conditions.

**We will increase the likelihood of smokers successfully quitting through effective, accessible smoking cessation services.**

**We will provide free, evidence-based support, tailored and targeted to meet people's needs.**



### Older people (65+)

Support more older people to quit smoking by ensuring services are provided in the right place and at the right time.

**We will work with Barnsley Hospital and other health partners, ensuring all those accessing health services are asked about their smoking status and are directly referred to specialist support where appropriate.**

## 2. Increasing Physical Activity



### Our ambition

**A healthy and proud Barnsley where active living is part of everyday life for everyone. This is the vision behind our Active in Barnsley Strategy for physical activity.**



### Current achievements

- The development of the Active in Barnsley Partnership and our Physical Activity Strategy has enabled a collaborative approach to increasing physical activity across schools and education settings, in communities and workplaces.
- The Active in Barnsley Partnership has created a whole-system approach to physical activity through the 'Big Idea', with a focus on key areas of impact. These areas look at supporting communities to be more active, creating active schools, embedding physical activity in health and social care, and creating a strong, single message for the benefits of physical activity.

### Looking forward

- The Active in Barnsley 'Big Idea' has gained support from Sport England through an initial £950,000 of funding, with a view to additional funding to secure long-term behaviour change.
- Additional resources in the form of a range of new posts and revenue budget will help the 'Big Idea' make a meaningful impact on our communities, aiming to get 20,000 more people active.



**‘‘ 99**

**If physical activity were a drug, we would refer to it as a miracle cure, due to the great many illnesses it can prevent and help treat.**

Chief Medical Officer report, 2019

## 2. Increasing Physical Activity



### Examples of our existing move more initiatives



#### Walk, cycle or wheel

Creating and delivering opportunities for all children to think about walking, cycling and wheeling for leisure and for travel, whether that is getting to and from school or during the school holidays.

In 2024, our approach engaged over **1,800 children** in Bikeability and saw over **4,000 attendees** at our RampUp sessions in the school holidays.

#### Active in Barnsley Partnership

Our Active in Barnsley Partnership has worked together to create What's Your Move Festivals, engaging communities to promote the message of moving more.

Together, we have secured **£950,000** in investment from Sport England to help **20,000 people** feel the benefit of moving more.

#### Local wellbeing walks programme

Our walking programme has helped over **3,300 attendees** to explore our borough across over **380 wellbeing walks**, supported by a network of fantastic volunteers.

We have also trained up 34 new walk leaders to continue growing the programme, offering a group walk in every community.

#### Active communities

We are working collaboratively with communities and local organisations to help enable residents to move more for better physical and mental health. Our work will create six new Better Health Partnerships resourced with capacity and investment to help create the conditions for physical activity behaviour change. This includes six new Community Connectors and capacity support for our anchor providers.

## 2. Increasing Physical Activity



### Increasing physical activity across the life course



#### Pregnancy, infancy and early years (0-5)

Enhance awareness of moving more to support a healthy pregnancy and child development, which is a foundation for life-long active living.

**We will provide support and information, raising awareness of the benefits of physical activity for residents, families and early years settings.**



#### Childhood and adolescence (5-24)

Enhance the opportunities for and quality of physical literacy and uptake in sports and leisure activities for children and young people through our education system and communities.

**We will ensure that education settings receive the support they need to develop an excellent experience of physical activity, providing the foundation for a strong connection to community sport and leisure opportunities.**



#### Working age adults (16-64)

Enhance awareness of how important moving more is, promoting opportunities through workplaces, active travel and in communities to support better physical and mental health.

**We will raise awareness of and connect people with opportunities to be physically active through our 'What's Your Move' campaign.**

**We will support people to take up active forms of travel for short journeys and become physically active for good health.**



#### Older people (65+)

Promote opportunities to move more, enhancing awareness of the importance of physical activity to support better health, mobility and independence.

**We will support a range of services and groups that work with older people to promote the importance of moving more to maintain balance and strength, reducing the risk of falls.**

# 3. Supporting Good Mental Health



## Our ambition

Create a supportive and inclusive Barnsley that promotes good mental wellbeing for all residents, fostering community resilience and ensuring access to quality mental health services and support.

## Current achievements

- Barnsley's Mental Health and Wellbeing Strategy sets out our ambition to ensure we have the right conditions and culture to enable residents to achieve their potential and enjoy those things that help them feel positive about their lives. They will also be able to remove access high-quality support and compassionate services when they need them.
- We recently developed our Barnsley Family Hubs and Start for Life offer, embedding opportunities for good parental and infant mental wellbeing.
- We recently established a Mental Health Network in partnership with Barnsley CVS, ensuring the voices and experiences of our residents are heard and are integral to planning and delivering projects supporting good mental health in Barnsley.



[Read our Mental Health and Wellbeing Strategy](#)



- We created Branching Minds Barnsley, which brings together local mental health support for young people under one roof, helping families get the right support at the right time while providing more seamless care for mental health and emotional wellbeing.
- We're supporting a wide range of community-based projects that aim to improve mental health and wellbeing in Barnsley. This includes creative wellbeing initiatives, targeted men's groups, peer support, bereavement services and mental health training for frontline staff, businesses and communities.



## Looking forward

- We want to ensure people with lived experience are given opportunities to have meaningful engagement in service design and development.
- We want to make it easier for residents to access support, information and advice about their mental health.
- We want to make sure all our residents have access to meaningful activities which improve their health and wellbeing.

# 3. Supporting Good Mental Health



## Examples of existing mental health initiatives



### Perinatal mental health

Last year, we launched an animation to raise awareness about perinatal mental health across Barnsley. The campaign aimed to highlight the common signs and symptoms, break down barriers and encourage local mums, dads and carers to reach out to local support services. The animation is available on the Barnsley Family Hubs YouTube channel, our Virtual Family Hub and NHS South Yorkshire's Healthier Together website. It's also available in Polish and Romanian.



### Healthier Futures Barnsley

Healthier Futures Barnsley is an online platform developed by the Children and Young People's Public Health team. It includes our bi-annual school-based survey 'Let's Hear Your Voice', which provides valuable insights into the emotional health and wellbeing of children and young people across the borough. This hub of online resources also aims to help education settings support the next generation to:

- Enjoy life in good physical and mental health.
- Thrive in their education and achieve their full potential.
- Feel connected and supported by their peers and mentors.
- Gain key life skills and experiences to support them in the future.



### Things To Live For

The 'Things To Live For' project is a series of creative, therapeutic interventions to improve mental wellbeing. These interventions include activities like creative writing, arts, music, street art, physical activity and nature.



### Mental health innovation grants

The Mental Health Innovation Fund was designed to develop mental health and wellbeing projects that support people at risk of suicide and self-harm. We funded 15 local charities and community groups to deliver a wide range of initiatives, including creative arts, outdoor activites, music and physical activity.

# 3. Supporting Good Mental Health



## Supporting good mental health across the life course



### Pregnancy, infancy and early years (0-5)

Enhance mental health support for pregnant and postnatal mothers, dads and partners in infancy and early years.

**We will provide accessible, evidence-based support and services, tailored to the needs of our residents.**

**We will ensure new parents and carers have access to high-quality activities and educational resources, such as DadPad and My Baby and Me.**



### Childhood and adolescence (5-24)

Better support the emotional health and wellbeing of Barnsley's children and young people.

**We will design and deliver evidence-based initiatives, targeted support and professional training across the children's and young people's workforce.**



### Working age adults (16-64)

Improve the mental health of Barnsley adults by providing accessible resources, targeted support and community-based initiatives.

**We will commit to fostering a compassionate, inclusive work and community culture which prioritises mental health.**

**We will ensure residents feel valued, understood and empowered to thrive, both personally and professionally.**



### Older people (65+)

Reduce poor mental health for older people in Barnsley.

**We will create age-friendly services and communities to meet the emotional health and wellbeing needs of older people in our local communities.**

# Delivering our Public Health Strategy

To effectively deliver our Public Health Strategy, we will:



**Work with people to design things together from the start.**



**Focus our resources where people need them most.**



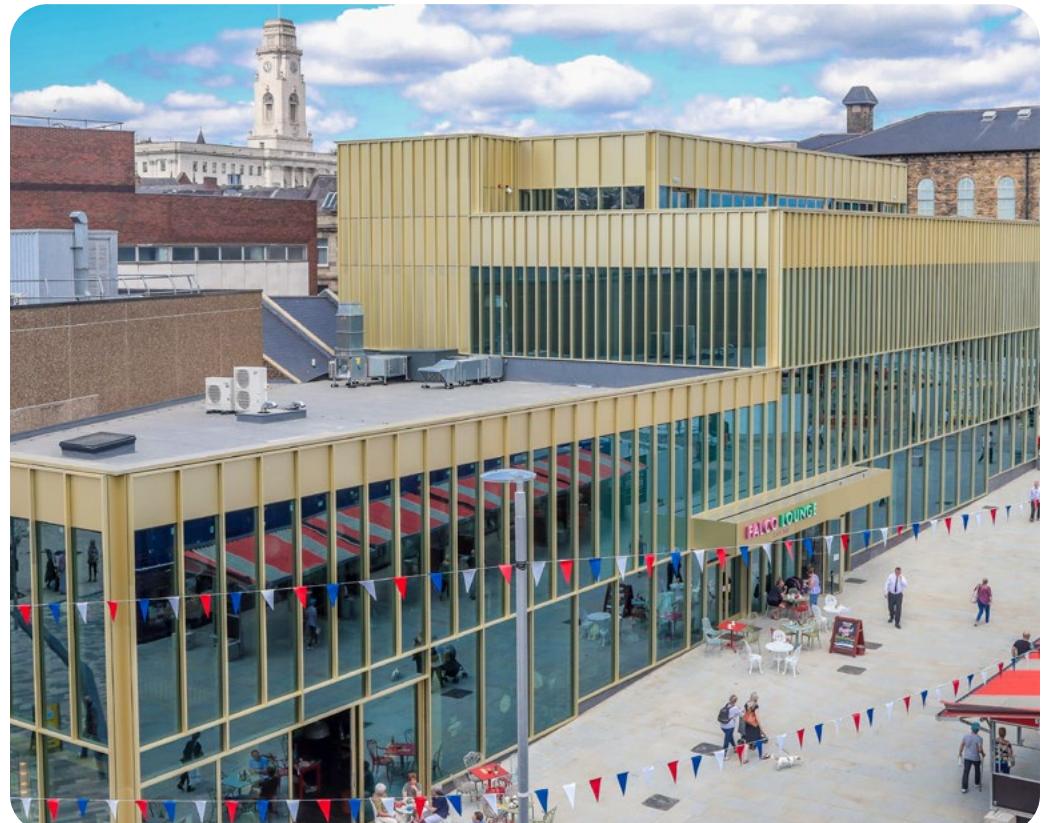
**Start from where people live and take a neighbourhood-first approach to delivering services, acknowledging the voluntary and community sector as essential and equal partners.**



**Bring together communities where everyone is valued.**



**Ensure that our decision-making is based on evidence, and that we share our knowledge.**



# How Will We Measure Success?

In order to measure our success against these high-impact areas, we will utilise our existing partnership alliances, strategies and action plans.

## Creating a Smokefree Barnsley

The Barnsley Tobacco Control Alliance is a borough-wide partnership group that provides strategic leadership and drive for the tobacco control agenda in Barnsley. The group contributes to the improvement of the health, environmental and economic status of people living and working in the borough through co-ordinated, effective and sustained action against tobacco and vaping by organisations working in partnership.

At the time of writing this strategy, the Barnsley Tobacco Control Strategy was in draft. Please contact [PublicHealth@barnsley.gov.uk](mailto:PublicHealth@barnsley.gov.uk) if you would like to request a copy.



## Increasing physical activity

Our Active in Barnsley Partnership is made up of a variety of partners focussed on increasing physical activity levels across the life course. These organisations work together to deliver on our shared vision: 'A healthy and proud Barnsley where active living is part of everyday life for everyone'.

[Read our Active in Barnsley Strategy](#)



## Supporting good mental health

Barnsley's Mental Health, Learning Disabilities and Autism Partnership (MHLDDA) brings together place-based leaders from across the borough. The partnership will work collaboratively to improve the health and wellbeing outcomes of Barnsley residents who have mental ill health, a learning disability and/or Autism.

[Read the Barnsley Mental Health and Wellbeing Strategy](#)

It's important that we review and reflect on these priorities on a regular basis as we know the needs of our residents are ever changing.



# We hope you've enjoyed reading our Public Health Strategy 2025-2030.

Thank you to all our services and partner organisations that contribute to improving the health and wellbeing of our residents.

 [Read more about health and wellbeing in Barnsley](#)

 [Read the Barnsley Health and Wellbeing Board Strategy](#)

