

Natural Cambridgeshire

Naturally Healthy Task Group

Objective

To ensure everyone in Cambridgeshire & Peterborough has the opportunity and the confidence, to be 'naturally active' in order to improve their health and wellbeing.

We will

Champion the natural environment, as a way of promoting health equality and improving health and wellbeing. Focussing on:

1. Those at risk of or suffering from poor health, in order to reduce dependence on treatments and health services.
2. Children and young people, along with their families and schools.
3. Contributing to health improvement measures set by Cambridgeshire and Peterborough's Health and Wellbeing Boards.
4. Those who do not currently engage with the natural environment.
5. Our workforce
6. Encouraging environmental volunteering

We will achieve this through:

1. Mapping existing 'natural service' providers/projects
2. Identifying capacity of existing 'nature services'
3. Organising a programme of nature and wellbeing knowledge sharing workshops
4. Measurement of health outcomes from existing projects and share with health teams
5. Engagement with more GPs re 'green prescriptions'

6. Developing a funding bid to deliver a “naturally healthy” pilot project to develop the evidence base for a range of ‘natural services’ and identify potential for ‘scaling-up’ projects
7. Holding an annual ‘Naturally Healthy’ week starting in 2016

What success will look like

“There will be a greater number and diversity of people being ‘naturally active’ in the green spaces of Cambridgeshire.”

Cambridgeshire & Peterborough’s natural environment has huge potential for improving our health and wellbeing. Whether walking, cycling or just by being somewhere special and feeling happier and more connected to people, there are lots of ways in which we can use the outdoors to improve our health. In the woods, volunteering, walking with the family, bird watching or stargazing, we can all benefit by experiencing and appreciating the beauty of what’s around us.

Being ‘naturally active’ is even more important for people whose health is not as good as it could be. Improving access is a must if we are to harness Cambridgeshire’s natural benefits and reduce inequalities in health.

In Cambridgeshire 22% of adults are physical inactive whilst Cambridgeshire potentially provides endless opportunities for being ‘naturally active’. We know that there are many people who do not benefit from our environment, particularly those over 65, those on low pay or unemployed, members of minority groups and people with disabilities or long term illness.

Naturally Healthy Task and Finish Group

The Naturally Healthy Task and Finish Group have been set up to help set direction on the Naturally Healthy priority theme. The group will champion Cambridgeshire’s natural environment as a way of promoting health equality and improving the health of individuals in the County. The number and diversity of people being ‘naturally active’ will be the measure of the success of the group, and it is hoped that the work of Natural Cambridgeshire will lead to a greater engagement/ participation by Cambridgeshire residents in the natural environment.