



Sláintecare.

Healthy Ireland

Strategic Action Plan 2021–2025

Building on the first seven years
of implementation



Rialtas na hÉireann
Government of Ireland

Contents

Foreword by An Taoiseach Micheál Martin	2
Foreword by Minister of State Frank Feighan	3
1. Introduction	4
2. Stakeholder Engagement	6
3. Healthy Ireland Outcomes Framework	8
4. Framework for Phase II (2021–2025)	9
5. Healthy Ireland Focus 2021–2023	11
6. Healthy Ireland Strategic Action Plan 2021–2025	19
Theme 1 - Governance and Policy	19
Theme 2 - Partnerships and Cross-Sectoral Work	22
Theme 3 - Empowering People and Communities	26
Theme 4 - Sláintecare Health Reform	27
Theme 5 - Research, Evidence, Monitoring, Reporting and Evaluation	28
Theme 6 - Reducing Health Inequalities	29
7. Implementation of the Strategic Action Plan	31
Appendix 1 - Methodology	32

Foreword

An Taoiseach Micheál Martin

Improving and supporting the health and wellbeing of the people of Ireland is central to work of Government.

The Healthy Ireland Framework, which was launched in 2013, provided for the first time, a cross-Government focus to deliver the vision for a Healthy Ireland, where “everyone can enjoy physical and mental health and wellbeing to their full potential, where wellbeing is valued and supported at every level of society and is everyone’s responsibility”.

Since the publication of the Healthy Ireland Framework, significant progress has been made to implement this vision. A dedicated team was established within the Department of Health, working collaboratively across Government Departments and with a huge network of partners across all sectors of society. Government policies were developed and are being implemented across a range of health behaviours that impact the health and wellbeing of our people, including physical activity, obesity, smoking, alcohol and sexual health. Major national surveys, including the Healthy Ireland Survey and the Health Behaviours in School Aged Children, provide a strong evidence base to guide the work of Healthy Ireland and the Healthy Ireland Outcomes Framework was developed to track the impact of the measures taken as part of the Healthy Ireland Framework. Public engagement and communications campaigns have highlighted the important role that each of us plays in supporting our own health and wellbeing and providing supports to everyone to do so. I commend all of those who have been involved in establishing and implementing the Framework, in various Government Departments and across the huge network of partners involved.

Building on the first seven years of the implementation of the Healthy Ireland Framework, this Healthy Ireland Strategic Action Plan will provide a roadmap for the next five years of implementation. It builds on the cross-society approach that is central to Healthy Ireland by involving Government Departments, local authorities, public bodies, schools and education institutions, businesses and employers, sports, cultural, creative and voluntary groups, communities, families and individuals.

The Oireachtas Committee on the Future of Healthcare strongly highlighted in its report the importance of prevention of illness. From the outset, Healthy Ireland has been a core framework for the implementation of Sláintecare. The Framework provides the central platform to address the social determinants of health that impact how well people can live their lives. We know that health and wellbeing is not evenly distributed across the population, with the most deprived communities bearing a higher burden of chronic disease and increased levels of mortality.

In order to drive the change that achieves the vision of Healthy Ireland we know that it requires the involvement of the whole of society. Healthy Ireland has built significant partnerships towards the realisation of this. It is therefore especially important that this plan has gained the agreement of fourteen other Government Departments to lead on the implementation of actions. These actions will work to directly address the determinants of health which have a direct impact on health outcomes. The greatest strength of the Healthy Ireland Framework is this continued commitment across Government to work in partnership toward better health and wellbeing.

I wish to sincerely thank everyone who was involved in the development of this plan, from all across Government and beyond. Those who took part and facilitated stakeholder workshops and consultations, those who took part in the online survey, and to everyone who took the time to provide advice and feedback during the development stage. This is testament to the dedication, hard work and expertise of so many, and has been delivered in a time of trying circumstances.

As we as a society look forward in uncertain times, Healthy Ireland provides the foundation on which to build a healthier society and a brighter future.

Micheál Martin
An Taoiseach

Foreword

Minister of State Frank Feighan, TD

Recent times have been unlike any other. The challenges of the last year have brought the issue of health and wellbeing to the forefront of all our lives like never before.

As we navigate our way through this time we are reminded again and again of the importance of simple needs of good health, access to services, healthy environments, and the promotion of resilience, and that is why the timing of the publishing of this Healthy Ireland Strategic Action Plan is so important. It gives us a clear roadmap of how we as a society can work together to bring about these things, and to make sure to reach everyone, and that no one is left behind.

Good health and wellbeing involves many factors and covers all aspects of life, from how you eat to where you live and work. Because of this, a collaborative approach is needed. Partnership has been the cornerstone of Healthy Ireland, it has highlighted the importance of bringing together key players and stakeholders, to work together to a common goal, both at a local and a national level. This next phase of Healthy Ireland is no different. I greatly welcome and wish to acknowledge the huge engagement from all across Government with the development of this action plan and indeed with the implementation of the Healthy Ireland Framework so far.

Resilience is the ability to adapt to challenging circumstances. Many of us face challenging circumstances every day and over this past year, we as a nation, have seen our resilience tested like never before. Looking after our wellbeing, both physical and mental, is key to building resilience. This cross-sectoral plan provides the building blocks for how we as a society can empower ourselves and influence those around us, to take charge of our own health and wellbeing, to make healthier choices and to make disease prevention a priority in all our lives.

It has been said that the true measure of any society is how it treats its most vulnerable. The vision of Healthy Ireland is to ensure that “everyone can enjoy physical and mental health and wellbeing to their full potential” and in this next phase of Healthy Ireland this issue has been brought to the fore with an emphasis on challenging health inequalities and ensuring that those that are hardest to reach are empowered to achieve their own health and wellbeing goals. I particularly welcome the focus on the Sláintecare Healthy Communities Programme, which will place an emphasis on the areas of highest deprivation to reach the most marginalised in our society.

I wish to thank everyone who contributed to the development of the Strategic Action Plan.

Frank Feighan
Minister of State with responsibility for
Public Health, Well Being and National Drugs Strategy

1. Introduction

Healthy Ireland: A Framework for Improved Health and Wellbeing 2013–2025, is the national Framework for action to improve the health and wellbeing of everyone living in Ireland.

The Healthy Ireland (HI) Framework aims to:

- bring a concerted focus on life-long wellbeing, prevention of illness
- seeks to reduce health inequalities
- address the settings in which health and wellbeing is impacted, and
- emphasise the need to empower people and communities to better look after their own health and wellbeing.

Healthy Ireland takes a ‘whole of Government’ and ‘whole of society’ approach, reflecting the multiple factors that influence our ability to support our own health and wellbeing. Healthy Ireland is led by the Health and Wellbeing Programme within the Sláintecare Programme Implementation Office (SPIO) in the Department of Health.

Sláintecare is the all-party Oireachtas policy to transform health and social care services for the Irish people, the implementation of which is led by the Sláintecare Programme in the Department of Health. One of the key principles of Sláintecare is to promote health and wellbeing and prevent illness and this principle embodies all that Healthy Ireland seeks to achieve. The ongoing implementation of Healthy Ireland is a key action under the Sláintecare Report and the Sláintecare Implementation Strategy and Action Plan 2021–23. The Healthy Ireland Framework will deliver the Healthy Living workstream of the Health Service Capacity Review (2018) through the implementation of a range of prevention strategies. Prevention of illness, in addition to supporting people to live healthier lives, is also a vital element in reducing the demand for hospital services and improving quality of life.

Since the publication of the Healthy Ireland Framework in 2013, significant progress has been made on its implementation. To build on that progress, capitalise on further opportunities to involve more sectors and scale and expand the activity across all strands of Government and partners, the Health and Wellbeing Programme within the Department of Health has developed this cross-sectoral and strategic Action Plan to guide delivery of the Healthy Ireland Framework over the next five years.

In order to develop this Plan, Healthy Ireland undertook a review of the progress made to date in the implementation of the Framework; reviewed the promotion of health and wellbeing in other jurisdictions; and carried out extensive stakeholder engagement with over 400 partners and colleagues across Government and non-governmental organisations (NGOs) at national and local levels. Throughout the review of progress to date and the stakeholder engagement, it was considered whether the six themes (Figure 1) of the Framework remain valid.

1. Introduction continued

Healthy Ireland Framework Themes

Phase 1

	Theme 1 Governance and Policy
	Theme 2 Partnerships and Cross-Sectoral Work
	Theme 3 Empowering People and Communities
	Theme 4 Health and Health Reform
	Theme 5 Research and Evidence
	Theme 6 Monitoring, reporting and evaluation

Figure 1: Healthy Ireland Framework Themes in first phase (2013-2020)

The clear message from stakeholders is that all six themes remain valid. However stakeholders also believe that, whilst substantial progress has been made in the implementation of Healthy Ireland across the broader population, there is now a pressing need to address health inequalities and place a greater emphasis on promoting Healthy Ireland amongst disadvantaged and harder to reach communities. As a result, the six themes were reconfigured to merge Theme 5 and 6 into one research and evidence theme and introduce a new Theme 6, Reducing Health Inequalities (Figure 2).

As Healthy Ireland enters its next phase, we will work with our partners and colleagues across Government to implement the Healthy Ireland Strategic Action Plan to promote health and wellbeing and prevent illness amongst all populations in Ireland. Our focus will remain on working in partnership with colleagues across all sectors to empower people from all walks of life to achieve their health and wellbeing goals.

Phase 2

	Theme 1 Governance and Policy
	Theme 2 Partnerships and Cross-Sectoral Work
	Theme 3 Empowering People and Communities
	Theme 4 Sláintecare Health Reform
	Theme 5 Research, Evidence, Monitoring, Reporting and Evaluation
	Theme 6 Reducing Health Inequalities

Figure 2: Healthy Ireland themes for the second phase of implementation (2021-25)

In addition to continuing the cross-sectoral implementation of the Healthy Ireland Framework, key areas of focus for this next phase of Healthy Ireland will be on:

- Prevention, through healthy behaviours and the implementation of national strategies to support better health and wellbeing.
- The full implementation of the Health Service Capacity Review (2018) recommendations under the Healthy Living workstream.
- The Sláintecare Healthy Communities Programme, taking an area-based approach to tackling health and wellbeing with a strong focus on areas of highest deprivation to address health inequalities.

This Action Plan is a cross-Government, cross-sectoral plan that sets out the key actions by theme for the period 2021-2025, the specific implementation actions that will be achieved by end of 2023 and identifies the lead Department for each action.

2. Stakeholder Engagement

The Healthy Ireland Strategic Action Plan was developed following extensive stakeholder engagement within the Department of Health, with our partners in national and local government, the Health Service Executive (HSE) and key stakeholders in health and wellbeing.

+400

We consulted with over 400 stakeholders as set out in Figure 3.

These included one-to-one meetings with leadership within the Department of Health, HSE, wider government and previous Healthy Ireland Council Members. In addition, a series of workshops were conducted with Government Departments, HSE, NGOs and leading researchers in the health and wellbeing area.

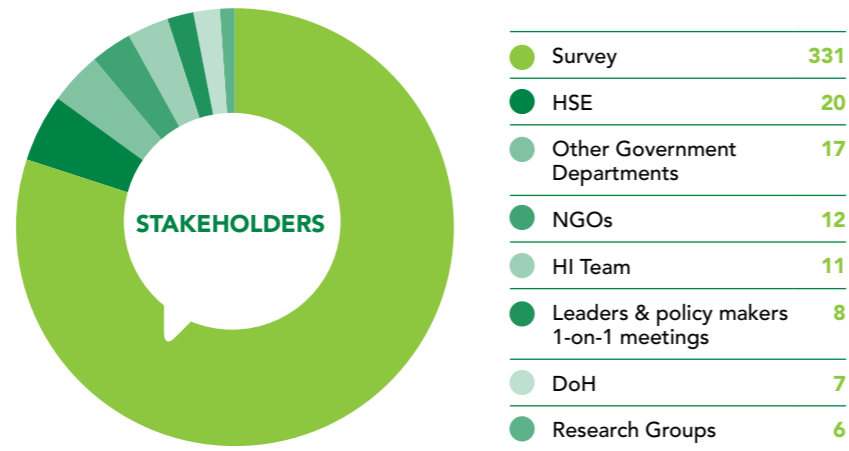


Figure 3: Key Stakeholders consulted to input the Strategic Action Plan

An online survey broadened the reach across national and local government and agencies.

Overall, stakeholders viewed positively the progress that Healthy Ireland has made to date, recognising that the promotion and roll-out of improved health and wellbeing is a long-term programme and welcoming its status as a key Government priority. Healthy Ireland is now a recognisable brand with a clear vision, and the first seven years of the Healthy Ireland Framework has provided an excellent foundation upon which to build.

Many stakeholders addressed Healthy Ireland's success in developing partnerships and connecting with communities, engaging with local authorities, and working with organisations, including Children's and Young People's Services Committees (CYPSCs) and the Local Community Development Committees (LCDCs). Accordingly, Healthy Ireland will maintain and strengthen the existing partnership approach to address the issues that impact on the health and wellbeing of the nation.

There was a clear message from across the stakeholder groupings that whilst Healthy Ireland was successful in promoting health and wellbeing across the broader population, those who are marginalised or who are living with disadvantage or deprivation in their daily lives were not as effectively reached by Healthy Ireland's whole population approach.

2. Stakeholder Engagement continued

The realignment of the Healthy Ireland themes to include a new Theme six addressing health inequalities demonstrates Healthy Ireland's renewed focus on addressing the social determinants that result in health inequalities within our population.

This dovetails with the Sláintecare principles, shown below in Figure 4, and one of the two Reform Programmes, 'Addressing Health Inequalities', which are set out in the Sláintecare Implementation Strategy and Action Plan 2021–23.

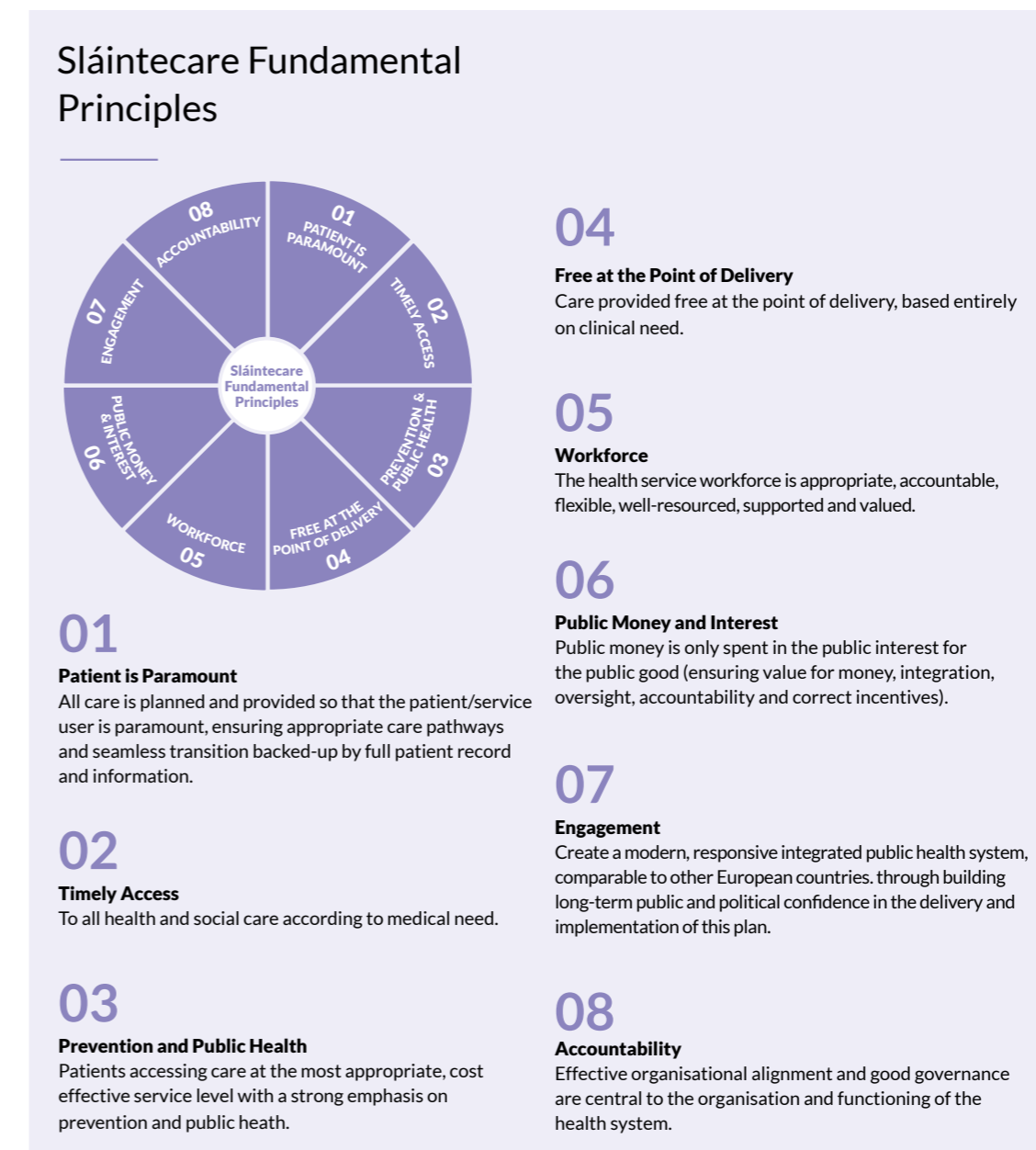


Figure 4: Sláintecare Fundamental Principles

3. Healthy Ireland Outcomes Framework

The establishment of the Healthy Ireland Outcomes Framework (2018), to collate, monitor and evaluate the achievement of Healthy Ireland’s targets and performance indicators, was a key action in the Healthy Ireland Framework.

The Healthy Ireland Outcomes Framework was developed through an iterative process, involving consultations with a range of Government Departments and key stakeholders.

The Healthy Ireland Outcomes Framework sets out four high level outcomes which reflect the broad determinants of health and wellbeing across the life course.

These outcomes are:

1. Responsibility is shared in addressing the social determinants of health and wellbeing.
2. People of all ages and abilities participate in education, work, and leisure activities to their full potential.
3. Children are active and healthy, with positive physical and mental wellbeing.
4. We live longer healthier lives in safe, healthy environments in resilient communities.

The outcomes are supported by three indicator sets, which work together to create an overall picture of health and wellbeing and will, in time, provide a holistic view of the effectiveness and impact of current policies, as trends become apparent. These are shown in Figure 5. The Strategic Action Plan for the Healthy Ireland Framework seeks to deliver on, and improve the outcomes set out in the Healthy Ireland Outcomes Framework. Thirteen additional indicators have been included, such as housing and homelessness, these factors can have a significant impact on mortality and morbidity. Further wider environmental indicators on noise pollution, fuel poverty and the incidence of skin cancer have also been included.

3. Healthy Ireland Outcomes Framework continued



Figure 5: Board Indicator Sets – Healthy Ireland Outcomes Framework

4. Framework for Phase II (2021–2025)

Vision

A Healthy Ireland, where everyone can enjoy physical and mental health and wellbeing to their full potential, where wellbeing is valued and supported at every level of society and is everyone’s responsibility


Goals


1. Increase the proportion of people who are healthy at all stages of life
2. Reduce health inequalities
3. Protect the public from threats to health and wellbeing
4. Create an environment where every individual and sector can play their part in achieving a healthy Ireland


Ethical Principles


- > Equity
- > Fairness
- > Proportionality
- > Openess and Accountability
- > Solidarity
- > Sustainability


Framework of Actions


 **Theme 1:** Governance and Policy

 **Theme 2:** Partnerships and Cross-Sectoral Work

 **Theme 3:** Empowering People and Communities

 **Theme 4:** Sláintecare Health Reform

 **Theme 5:** Research, Evidence, Monitoring, Reporting and Evaluation

 **Theme 6:** Reducing Health Inequalities

Guiding Principles for Implementation

- > Better Governance and Leadership
- > Better use of People and Resources
- > Better Partnerships
- > Better Systems for Healthcare
- > Better use of Evidence
- > Better Measurement and Evaluation
- > Better Programme Management

How We Will Deliver

- > Cabinet Committee on Social Policy
- > Health and Wellbeing Programme, Department of Health
- > High-Level Implementation Plan
- > Implementation Plans for Specific Priority Areas
- > Outcomes Framework

5. Healthy Ireland Focus, 2021–2023

The Healthy Ireland Strategic Action Plan 2021-2025 was developed following stakeholder engagement and the methodology as set out in Appendix 1.

This detailed Plan is shown in Section 6 below and priority focus areas for 2021-2023 extracted from this are shown below in Table 1, illustrated using the themes of the current Healthy Ireland and wider Government ‘Keep Well’ campaign to support resilience during COVID-19, and other key initiatives.


Table 1a: Priority Focus Areas for Healthy Ireland for 2021–2023

Keep Well	2021	2022	2023
<p>Keeping Active</p>	Review and renew the National Physical Activity Plan (NPAP).	Continue implementation of a refreshed Physical Activity Plan and support its monitoring and oversight, contribute to sport and physical activity promotion in partnership, through the NPAP IG and Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media (DTCAGSM) Sports Leadership Group.	Ongoing implementation of the National Physical Activity Plan and support its monitoring and oversight as per 2022, in continued partnership with DTCAGSM, Sport Ireland and other key stakeholders.
	Continue monitoring and oversight of implementation of the NPAP aligned to the Healthy Ireland Outcomes Framework and compile the NPAP Progress Report for 2020.	Continue engagement with the Department of Education (DoE) to develop an education programme in schools to promote physical literacy and enhance students’ understanding of the benefits of physical activity, and work to encourage increased participation in physical education and physical activity in primary and secondary education.	Encourage close collaboration between the Departments of Education, Health, and Tourism, Culture, Arts, Gaeltacht, Sport and Media and sporting organisations to encourage and enable physical activity among children, in particular at primary school.
	Continue Healthy Ireland’s representation on the DTCAGSM Sports Leadership Group, managing the implementation of the National Sports Policy, ensuring a coordinated approach to implementation of both policies.	Explore the merit and feasibility of setting up a tailored sport and physical activity national sports insurance policy to better guide and facilitate community-based initiatives in these fields.	Encourage workplaces to facilitate workers who cycle and run to work.
	Commence the development of an online Living Well platform and portal for citizen engagement.	Ramp up the Cycle Right Programme to ensure that all children are offered cycling training in primary school. Progress the development of the online Keep Well platform.	Widen the eligibility of the Bike to Work scheme to provide an increased proportionate allowance for e-bikes and cargo bikes.

Figure 6: The Healthy Ireland Framework with the updated themes 5 and 6

5. Healthy Ireland Focus, 2021–2023 continued

Table 1a: Priority Focus Areas for Healthy Ireland for 2021–2023 continued

Keep Well 			
	2021	2022	2023
Staying Connected	Sustain Community Call ethos as we emerge from COVID-19 and examine the merits of maintaining it on a more permanent footing.	Engage with the Department of Social Protection to develop initiatives in the community that leverage local resources such as the Intreo offices.	Support the Department of Children, Equality, Disability, Integration and Youth (DCEDIY) in transitioning the housing of International Protection applicants from direct provision to the community and ensure that appropriate community-based supports are provided.
	Continue the 'Keep Well' campaign in line with the Government's COVID-19 Resilience and Recovery 2021 - The Path Ahead.	Engage with established local structures to review and enhance their roles and increase capacity at community level through CYPSC and LCDCs and others.	
	Continue to identify and build relationships with relevant stakeholders at national and local level including NGOs, private sector, and community groups.		
Switching Off and Being Creative	Engage with DTCAGSM in the ongoing implementation of the Creative Ireland Programme.	Continue appropriate engagement with DTCAGSM in the implementation of the Creative Ireland Programme.	Ongoing engagement with DTCAGSM in the implementation of the Creative Ireland Programme.
	Work with local authorities to allow the fulfilment of long-term strategic cultural and arts planning at a local level.	Continue work with local authorities on their long-term strategic cultural and arts planning at a local level.	Continue engagement with local authorities on their long-term strategic cultural and arts planning at a local level.
	Explore the potential impact and interventions for lifelong learning in creativity.		


5. Healthy Ireland Focus, 2021–2023 continued

Table 1a: Priority Focus Areas for Healthy Ireland for 2021–2023 continued

Keep Well 			
	2021	2022	2023
Eating Well	Review and refresh Obesity Policy and Action Plan.	Implementation of the refreshed Obesity Policy and Action Plan.	Ongoing implementation of Obesity Policy and Action Plan.
	Support the design and implementation of an end-to-end child and adolescent overweight and obesity prevention and treatment policy, building on the HSE Model of Care for the Management of Overweight and Obesity.	Support the implementation of Reformulation Roadmap.	Continue roll-out of the end-to-end child and adolescent overweight and obesity prevention and treatment policy.
	Finalise Reformulation Roadmap for foods high in saturated fats, sugar, and salt.	Undertake an evaluation of the sugar sweetened drinks tax against the stated aims of the tax.	Ongoing engagement to support the implementation of Reformulation Roadmap.
	Set up an implementation and monitoring framework, to preserve the integrity of the implementation of the Voluntary Codes of Practice on the advertising and marketing of food and non-alcoholic beverages.	Work with Government to support the planning restrictions on outlets selling high calorie 'junk-food' and beverages adjacent to schools.	Set out a nutrition and healthy eating policy.
	Implement HSE Healthy Weight for Children (0-6 years) Framework (2018) in line with plan and funding.	Develop a comprehensive programme of work to further explore the drivers of food poverty and to identify mitigating actions.	Continue the implementation of the commitment to use planning to address the obesogenic environment.
	Explore with key stakeholders, potential issues around the introduction of a Public Health (Obesity) Act, including examining restrictions on promotion and advertising aimed at children.	Implementation of the commitment to use planning to address the obesogenic environment.	
	Work with the Department of Children, Equality, Disability, Integration and Youth (DCEDIY) in the provision of parenting programmes that support healthy eating.	Develop a guideline to address the issue of sponsorship of sports, festivals and other activities by food and alcohol providers.	
	Support the commencement of the EU Farm to Fork Strategy.		
	Strengthen participation in nationally recognised community healthy eating programmes.		
	Commence the exploration of addressing food poverty.		
Form a working group in partnership with relevant stakeholders to look at how planning can be used to address the obesogenic environment.			

5. Healthy Ireland Focus, 2021–2023 continued

Table 1a: Priority Focus Areas for Healthy Ireland for 2021–2023 continued

Keep Well 			
	2021	2022	2023
Minding your Mood	Work across the Department of Health, HSE and other partners to implement relevant recommendations of Sharing the Vision: A Mental Health Policy for Everyone and develop a coordinated approach to mental health promotion.	Finalise and launch Mental Health Promotion Policy.	Continue implementation of Mental Health Promotion Policy.
	Implement the extended Connecting for Life Policy, focused on reducing the loss of life by suicide and reducing cases of self-harm.	Develop a plan aimed at tackling loneliness and isolation, particularly among older people, as outlined in the Roadmap for Social Inclusion, including promoting active retirement and positive ageing initiatives to tackle social isolation.	
	Launch Social Prescribing Policy.	Seek to expand social prescribing where patients are referred to non-clinical activities, as a means of positively influencing mental health and wellbeing and consider scaling of successful Sláintecare Integration Fund projects.	
	Increase access to talk therapies and improve access to specialist expertise, when it is required, in line with Sharing the Vision – a Mental Health Policy for Everyone and successful projects funded by the Sláintecare Integration Fund.		
	In partnership with local authorities explore the feasibility of developing guidelines for access to green space and other health promoting infrastructure for communities.		

5. Healthy Ireland Focus, 2021–2023 continued


Table 1a: Priority Focus Areas for Healthy Ireland for 2021–2023 continued

Keep Well 			
	2021	2022	2023
Minding your Body	Implement public engagement messaging targeting key lifestyle behaviours, together with partners.	Ongoing engagement with partners to implement public engagement messaging targeting key lifestyle behaviours.	Continue engagement with partners to implement messaging targeting key lifestyle behaviours.
	Work with HSE to ensure full restoration of sexual health services impacted by COVID-19.	Continue with implementation of a refreshed Sexual Health Strategy, 2021-2025.	Ongoing implementation of the Sexual Health Strategy 2021-2025.
	Review Sexual Health Strategy and develop new strategy for 2021-2025.	Continue to work with Government to provide smoking cessation initiatives for disadvantaged groups.	Ongoing engagement with Government to provide smoking cessation initiatives targeted at disadvantaged groups.
	Work with Government to provide smoking cessation initiatives targeted at disadvantaged groups.	Progress and expand the creation of Tobacco Free spaces in community settings.	Development of Tobacco Free campuses across all preschools and schools through engagement with the DoE and DCEDIY.
	Conduct a midway review of the Tobacco Free Policy.	Examine taxation regimes in relation to novel tobacco products and electronic cigarettes in consultation with the Department of Finance following the revision of the EU Tobacco Products Tax Directive.	Develop legislation to prohibit the advertisement of electronic cigarettes at events/ locations primarily intended for children under 18 years of age.
	Refresh and oversee implementation of the Healthy Ireland Alcohol policy to reduce harm and support recovery.	Oversee ongoing implementation of the Healthy Ireland Alcohol policy to reduce harm and support recovery.	Oversee ongoing implementation of the Healthy Ireland Alcohol policy to reduce harm and support recovery.
	Implement the Public Health (Alcohol) Act and commitment to introducing minimum unit pricing in consultation with Northern Ireland.	Provide measures at community level to delay the initiation of alcohol consumption by children and young people.	
	Implement an innovative pilot of a 'whole system' response to childhood obesity in line with the Sláintecare Healthy Communities Programme and the HSE Model of Care for the Management of Overweight and Obesity, similar to the approach taken in Amsterdam and UK cities where more disadvantaged communities are supported.		
	Continue implementation of the National Drugs Strategy, Reducing Harm and Supporting Recovery.		
	Continue to work with the NCCP, the HSE, and other partners on the implementation of the National Skin Cancer Prevention Plan 2019-2022.		

5. Healthy Ireland Focus, 2021–2023 continued

Health is created and lived by people within the settings of their everyday life; where they learn, work, play, and love. A settings-based approach to health promotion maximises disease prevention by utilising a whole systems approach, thereby addressing the wider determinants of health. Settings enables the support of populations that experience health inequalities and address the challenges specific to the identified area. The settings that will be addressed include, homes, communities, cities and counties, schools, campuses clubs and workplaces. Many of these settings have existing health and wellbeing activity underway.

Table 1b: Priority Focus Areas for Healthy Ireland for 2021–2023 Place-Based Settings

Healthy Places 			
Setting	2021	2022	2023
Healthy Homes	Support the Department of the Environment, Climate and Communications (DECC) to combat energy poverty.	Continue to support the Department of the Environment, Climate and Communications in their work to combat energy poverty.	Ongoing engagement with the Department of the Environment, Climate and Communications to support their work to combat energy poverty.
	Work with the SEAI to support initiatives that deliver on the Healthy Ireland Outcomes Framework.	Continue to support the clean air unit in their work to support initiatives that deliver on the Healthy Ireland Outcomes Framework.	Ongoing engagement with the clean air unit to support their work with initiatives that deliver on the Healthy Ireland Outcomes Framework.
	Establish the Sláintecare Age-Friendly Healthy Homes Scheme.	Roll-out the Sláintecare Age-Friendly Healthy Homes Scheme, in partnership with Age Friendly Ireland and local authorities, to support people to live in their own home with dignity and independence, for as long as possible, being and feeling part of their community, by ensuring they are in a suitable living environment, for accessibility, size, safety, and environment, including warmth.	Continue development and implementation of the Sláintecare Healthy Homes Scheme.
	Explore the issue of digital poverty, including access to Broadband as a barrier to access for older people within the Sláintecare Healthy Homes Scheme.		
	Explore how Universal Design Principles can be incorporated into housing supply.		
Healthy Communities	Develop the Sláintecare Healthy Communities Programme, an area-based approach to community health and wellbeing improvement with a particular focus on areas of deprivation.	Develop initiatives in the community that leverage local resources such as the Intreo offices, and Family Resource Centres.	Ongoing implementation of initiatives in the community that leverage local resources.
	Engage across Government Departments and agencies to empower local government to mobilise available resources to address local needs to promote health and wellbeing.	Continue to support local government to develop initiatives that empower people to make informed decisions about their wellbeing in their community.	Ongoing engagement with local government to support initiatives that empower people to make informed decisions about their wellbeing in their community.
	Develop initiatives to address health inequalities in marginalised groups.	Review implementation of first tranche of areas.	Implement Healthy Communities Programme in further wave of areas.
	Develop the positioning of Healthy Ireland as the trusted source of information on wellbeing in every community.	Continue to roll-out the Healthy Communities Programme to additional areas.	Provide ongoing support to cross-Sectoral approach to deliver a holistic approach to healthy communities.
		Continue to work with children and youth organisations to improve the decision-making capacity of children regarding health and wellbeing.	

5. Healthy Ireland Focus, 2021–2023 continued

Table 1b: Priority Focus Areas for Healthy Ireland for 2021–2023 Place-Based Settings continued

Healthy Places 			
Setting	2021	2022	2023
Healthy Cities and Counties	Publish the Healthy Cities and Counties Strategic Development Plan.	Work in partnership with Healthy Cities and Counties of Ireland Network to improve health and wellbeing at a local level.	Work in partnership with Healthy Cities and Counties of Ireland Network to improve health and wellbeing at a local level.
	Develop the Healthy Cities and Counties of Ireland Network.	Promote the implementation of the Design Manual for Urban Roads and Streets (2013) which incorporates good planning and design practice to support and encourage active travel (walking and cycling) in urban areas.	Promote planting of 'protection forests' along rivers and lakes to protect water quality and assist in managing flood risks.
	Work in partnership with local authorities to develop the Healthy Cities and Counties Network.	Strengthen the Healthy Cities and Counties infrastructure to deliver on the Healthy Cities and Counties goals.	
	Ensure that health and wellbeing is an integral part of the guidelines for the Local Economic and Community Plans.	Work with HSE to develop, define, and embed the health and wellbeing promotion and improvement officers' functions at local level and provide adequate resourcing and training.	
	Empower local authorities to identify local needs and align their policies to meet the Healthy Ireland objectives for the local population.		
	Embed ageing-in-place options for older people into the planning system, as the County and City Development Plans and Local Economic and Community Plans are redrawn.		
	Work to ensure that through the Healthy Cities and Counties Network, all local authorities embed actions on obesity prevention in future County and City Development Plans and Local Economic and Community Plans.		
Healthy Schools and Pupils	Establish a new Primary School Healthy Eating education programme and build on a range of current initiatives to support healthy eating education.	Ongoing support and further development of the Active School Flag Programme, through the Healthy Ireland Fund.	Continue our engagement with the Active School Flag Programme, through the Healthy Ireland Fund.
	Develop a Healthy School model for post-primary school in consultation with young people.		Explore funding mechanisms to enable access to sports and physical activity for secondary school pupils.
	Continue our support of the Active School Flag Programme, through the Healthy Ireland Fund.		

5. Healthy Ireland Focus, 2021–2023 continued

Table 1b: Priority Focus Areas for Healthy Ireland for 2021–2023 Place-Based Settings continued

Setting	2021	2022	2023
Healthy Campuses and Students	Launch Healthy Campus Framework and develop a National Network of Healthy Campuses.	Commission the development of Toolkit to support Higher Education Institutions with implementation.	Commission interim report of progress.
	Engage with the Department of Further and Higher Education, Research, Innovation and Science to develop the Healthy Campus Programme.	Develop evaluation guidelines.	Host National Conference for the National Network of Healthy Campuses.
	Establish Healthy Campuses Advisory Group and agree seed funding.	Host meetings of National Network of Healthy Campuses.	Identify models of good practice in healthy campus initiatives.
Healthy Clubs	Complete Phase 4 with 150 GAA clubs.	Recruit 150-200 clubs for Phase 5 of project.	Complete Phase 5 of project.
	Scope the potential for extending the Healthy Club Programme with other sporting organisations.	Agree action plan to drive implementation.	Review and evaluate progress.
Healthy Workplaces	Launch Healthy Workplace Framework.	Recruit worksites to engage in Phase 1 of the implementation of the Healthy Workplace Framework.	Develop Healthy Ireland Award for workplaces.
	Launch website to support workplaces in implementing the Healthy Workplace Framework.	Develop evaluation guidelines for workplaces.	Continue implementation and recruitment of workplaces to the National Network for Healthy Workplaces.
	Establish Implementation Group for the Healthy Workplace Framework and develop action plan with key stakeholders.	Continue to support the implementation and evaluation of 'On Feirm Ground' health and wellbeing programme for farmers and the rural population.	Host National Conference to showcase good practice in Healthy Workplaces.
		Launch National Network for Healthy Workplaces.	

6. Healthy Ireland Strategic Action Plan 2021-2025

Theme 1 Governance and Policy

Timeframe 2021–2025		Timeframe 2021–2023		Lead
Ref	Strategic Action	Ref	Implementation Actions	Department
1.1	Strengthen the mechanisms for planning and coordination of the Healthy Ireland Framework within the Department of Health and HSE.			Department of Health (DoH)
1.2	Develop the implementation of Healthy Ireland within the Department of Health in terms of alignment to Sláintecare and the other structures required to support implementation.	1.2.1	Define the roles and responsibilities of the various structures (internally and externally) that have been created to support the implementation of Healthy Ireland to ensure they are mutually supportive.	DoH
1.3	Establish a high level inter-Departmental group to support ongoing implementation and oversight of Healthy Ireland across Government and across sectors.	1.3.1	Define terms of reference and put in place a high level inter-Departmental group to promote and support a cross-Government approach to the implementation of Healthy Ireland.	DoH
1.4	Establish a second Healthy Ireland Council to provide intersectoral leadership to implement actions to realise the strategic outcomes of Healthy Ireland.	1.4.1	Set out the terms of reference and the appropriate membership of the Healthy Ireland Council and convene the Council.	DoH
1.5	Build the scope and capacity of the existing Healthy Ireland Network to establish appropriate governance at local level to facilitate engagement, empower citizens and facilitate the bringing together of all Healthy Ireland policies to leverage shared knowledge and resources to improve health and wellbeing at national and local level.	1.5.1	Define and refresh the role of the Healthy Ireland Network and establish appropriate governance and processes to leverage the network to achieve Healthy Ireland goals.	DoH
		1.5.2	Engage with the Healthy Ireland Network to identify and support local initiatives to promote and scale up Healthy Living initiatives.	DoH
		1.5.3	Engage with relevant NGOs to collaborate and build partnerships to leverage shared knowledge and resources to improve health and wellbeing.	DoH
1.6	Establish the governance and policy processes to implement the Healthy Ireland Outcomes Framework.	1.6.1	Implement the required processes to support the implementation of the Healthy Ireland Outcomes Framework.	DoH
1.7	Refresh and support implementation of A Healthy Weight for Ireland: Obesity Policy and Action Plan 2016–2025.	1.7.1	Progress priority initiatives aimed at tackling obesity through the Obesity Policy Implementation Oversight Group.	DoH
		1.7.2	Support the implementation of the HSE Healthy Weight for Children (0-6 years) Framework (2018) and HSE Model of Care for the Management of Overweight and Obesity in line with plan and funding.	DoH
		1.7.3	Set up an implementation and monitoring framework, with respect to determining the most robust monitoring mechanism to preserve the integrity of the implementation of the Voluntary Codes of Practice on the advertising and marketing of food and non-alcoholic beverages.	DoH
		1.7.4	Participate in EU joint action on best practices in reformulation, marketing, and food procurement.	DoH
		1.7.5	Develop a guideline to address the issue of sponsorship of sports, festivals and other activities by food and alcohol providers.	DoH & Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media (DTCAGSM)
		1.7.6	Undertake an evaluation of the sugar sweetened drinks tax against the stated aims of the tax.	DoH
		1.7.7	Implement the roadmap for reformulation of food and drink with industry.	DoH
		1.7.8	Explore with key stakeholders potential issues around the introduction of a Public Health (Obesity) Act, including examining restrictions on promotion and advertising aimed at children.	DoH

6. Healthy Ireland Strategic Action Plan 2021–2025 continued



Theme 1 Governance and Policy

Timeframe 2021–2025		Timeframe 2021–2023		Lead
Ref	Strategic Action	Ref	Implementation Actions	Department
1.7	Refresh and support implementation of A Healthy Weight for Ireland: Obesity Policy and Action Plan 2016–2025 (continued).	1.7.9	Set out a nutrition and healthy eating policy.	DoH
		1.7.10	Work with Government to support the planning restrictions on outlets selling high calorie 'junk-food' and beverages adjacent to schools.	Department of Housing, Local Government and Heritage (DHLGH)
1.8	Refresh and oversee implementation of the Healthy Ireland Alcohol Policy to reduce harm and support recovery.	1.8.1	Provide measures at community level to delay the initiation of alcohol consumption by children and young people.	DoH
		1.8.2	Introduce minimum unit pricing in consultation and collaboration with Northern Ireland.	DoH
1.9	Promote and oversee implementation of the Tobacco Free Ireland Policy.	1.9.1	Support an increase of the excise duty on tobacco in the years ahead to further discourage smoking.	DoH
		1.9.2	Progress and expand the creation of Tobacco Free spaces in community settings.	DoH
		1.9.3	Examine taxation regimes in relation to novel tobacco products and electronic cigarettes in consultation with the Department of Finance following the revision of the EU Tobacco Products Tax Directive.	Department of Finance (DoF)
		1.9.4	Conduct a midway review of the Tobacco Free Policy.	DoH
		1.9.5	Develop legislation to prohibit the advertisement of electronic cigarettes at events/locations primarily intended for children under 18 years of age.	DoH
		1.9.6	Development of Tobacco Free campuses across all preschools and schools through engagement with the Department of Education and the Department of Children, Equality, Disability, Integration and Youth.	DoH, DCEDIY & Department of Education (DoE)
		1.9.7	Ban the sale of nicotine-inhaling products, including electronic cigarettes, to people under 18 years, introduce a licensing system for the retail sale of nicotine-inhaling products, and restrict the types of retailers that can sell these products.	DoH
		1.9.8	Work with Government to provide smoking cessation initiatives targeted at disadvantaged groups.	DoH
1.10	Refresh and oversee implementation of Get Ireland Active, the National Physical Activity Plan for Ireland.	1.10.1	Review and renew the National Physical Activity Plan in 2021 and continue monitoring and oversight of implementation aligned to the Healthy Ireland Outcomes Framework.	DoH
		1.10.2	Promote more physical exercise among all sections of the community, young and old, for the long-term health and benefit of society.	DTCAGSM
		1.10.3	Continue Healthy Ireland's representation on the DTCAGSM Sports Leadership Group, managing the implementation of the National Sports Policy, ensuring a coordinated approach to implementation of both policies.	DoH
		1.10.4	Encourage workplaces to facilitate workers who cycle and run to work.	DoH/Department of Enterprise, Trade and Employment (DETE)
		1.10.5	Widen the eligibility of the Bike to Work scheme to provide an increased proportionate allowance for e-bikes and cargo bikes.	Revenue Commissioners
		1.10.6	Ramp up the Cycle Right Programme to ensure that all children are offered cycling training in primary school.	DoH & DTCAGSM

6. Healthy Ireland Strategic Action Plan 2021–2025 continued



Theme 1 Governance and Policy

Timeframe 2021–2025		Timeframe 2021–2023		Lead
Ref	Strategic Action	Ref	Implementation Actions	Department
1.11	Develop an updated National Sexual Health Strategy and implementation plan.	1.11.1	Review and update the Sexual Health Strategy in 2021 and continue and expand monitoring and evaluation of implementation in line with the Healthy Ireland Outcomes Framework.	DoH
		1.11.2	Continue roll-out of national PrEP HIV prevention programme in line with national standards.	DoH
		1.11.3	Oversee roll-out of HIV Fast Track Cities with city level stakeholders in Dublin, Galway, Limerick, and Cork.	DoH
		1.11.4	Continue to implement SHCPP Sexual Health Promotion Training Strategy to provide training and associated resources to professionals and parents to enable them to promote sexual health within their roles.	DoH
1.12	Renew and manage the Healthy Ireland policy portfolio to ensure all policies linked to the Healthy Ireland Framework are aligned and work together across Government.	1.12.1	Collate and review all relevant policies and identify programme for renewal as appropriate.	DoH
1.13	Increase the availability and uptake of immunisation programmes.	1.13.1	Support the ongoing protection of the nation's health and wellbeing through immunisation and infectious disease control.	DoH
		1.13.2	Examine the possibility of introducing a national immunisation register.	DoH
		1.13.3	Examine the inclusion of the chickenpox vaccine in the children's immunisation schedule.	DoH
		1.13.4	Continue to develop the National Vaccine Alliance in promoting the uptake of childhood vaccines and reducing vaccine hesitancy.	DoH
		1.13.5	Following completion of the work of the Health Research Board on approaches to vaccination in other countries, act on its advice and recommendations.	DoH
1.14	Improve public understanding, confidence and uptake of population-based screening programmes.	1.14.1	Support the age extension of BreastCheck.	DoH
		1.14.2	Support the age extension of BowelScreen.	DoH
		1.14.3	Support a collaborative communications strategy to improve public understanding and trust in screening.	DoH
		1.14.4	Promote uptake of screening through Healthy Ireland networks and initiatives, including those targeting inequalities.	DoH
1.15	Develop an assessment of excess winter deaths policy.			DoH
1.16	Implement the Sláintecare Healthy Homes Scheme.	1.16.1	Establish and roll-out the Sláintecare Healthy Homes Scheme, in partnership with Age Friendly Ireland and local authorities, to support people to live in their own home with dignity and independence, for as long as possible, being and feeling part of their community, by ensuring they are in a suitable living environment, for accessibility, size, safety, and environment, including warmth.	DoH
		1.17	Support gender-based health promotion on women's and men's health, building on existing initiatives, for example the Women's Health Taskforce and HSE Men's Action Plan.	DoH, DCEDIY, other relevant Departments.
1.17	Support gender-based approaches to specific areas of health promotion, such as physical activity in men and collaboration with the Women's Health Taskforce on physical activity promotion aimed at women and girls.	1.17.1	Progress implementation of relevant recommendations of the Period Poverty Report 2021 (produced by a Sub-Group of the National Strategy on Women and Girls). Consider relevant recommendations and associated implementation requirements and contribute to Oireachtas legislative process regarding access to period products.	DoH, DCEDIY, other relevant Departments.
		1.17.2	Develop gender-based approaches to specific areas of health promotion, such as physical activity in men and collaboration with the Women's Health Taskforce on physical activity promotion aimed at women and girls.	DOH & DTCAGSM

6. Healthy Ireland Strategic Action Plan 2021–2025 continued



Theme 2 Partnerships and Cross-Sectoral Work

Timeframe 2021–2025		Timeframe 2021–2023		Lead
Ref	Strategic Action	Ref	Implementation Actions	Department
2.1	Continue the successful partnership with the Department of Education to further align policy and initiatives in schools with Healthy Ireland policy and support the development of curricula that include, for example, physical education and relationship and sexual education.	2.1.1	Continue engagement with the Department of Education to develop an education programme in schools to promote physical literacy and enhance students' understanding of the benefits of physical activity, and work to encourage increased participation in physical education and physical activity in primary and secondary education.	DoH, DoE & DTCAGSM
		2.1.2	Engage with the Department of Education on the development of the follow-on literacy and numeracy strategy.	DoE & DoH
		2.1.3	Complete the new DEIS identification model.	DoE
		2.1.4	Provide additional supports for students who are homeless, resident in family hubs, or in direct provision.	DoE
		2.1.5	Establish a new Primary School Healthy Eating education programme and build on a range of current initiatives to support healthy eating education.	DoE
		2.1.6	Continue support of the Active School Flag Programme, through the Healthy Ireland Fund.	DoH
		2.1.7	Develop a Healthy School model for post-primary schools in consultation with young people.	DoE & DoH
		2.1.8	Encourage close collaboration between the Departments of Education, Health, and Tourism, Culture, Arts, Gaeltacht, Sport and Media and sporting organisations to encourage and enable physical activity among children, in particular at primary school.	DoH, DoE & DTCAGSM
2.2	Engage and collaborate with the Department of Housing, Local Government and Heritage to align policy and initiatives with Healthy Ireland policy.	2.2.1	Implementation of the Housing First Programme.	DHLGH
		2.2.2	Implementation of the commitment to use planning to address the obesogenic environment.	DHLGH
		2.2.3	Invest in a multi-annual capital funding programme to improve the quality of drinking water in group water schemes, while protecting water quality.	DHLGH
		2.2.4	Implement Irish Water's Small Towns and Villages Growth Programme 2020-2024, which will provide water and wastewater growth capacity in smaller settlements that would otherwise not be provided for in Irish Water's capital investment plan.	DHLGH
		2.2.5	Reduce the incidence of the release of wastewater into waterways.	DHLGH
		2.2.6	Engage with local authorities to work with Approved Housing Bodies, co-operatives, private developers, and Age Friendly Ireland on the development/ redevelopment of older person housing.	DHLGH
		2.2.7	Embed ageing in place options for older people into the planning system, as the County and City Development Plans and Local Economic and Community Plans are redrawn this year.	DHLGH & Department of Rural and Community Development (DRCDD)
		2.2.8	Promote the implementation of the Design Manual for Urban Roads and Streets (2013) which incorporates good planning and design practice to support and encourage active travel (walking and cycling) in urban areas.	DHLGH & DTCAGSM

6. Healthy Ireland Strategic Action Plan 2021–2025 continued



Theme 2 Partnerships and Cross-Sectoral Work

Timeframe 2021–2025		Timeframe 2021–2023		Lead
Ref	Strategic Action	Ref	Implementation Actions	Department
2.3	Engage and collaborate with the Department of the Environment, Climate and Communications to align policy and initiatives with Healthy Ireland policy.	2.3.1	Implement the Climate Action Plan.	Department of the Environment, Climate and Communications (DECC)
		2.3.2	Work to ensure that older people who are at greater risk of fuel poverty and the respiratory illnesses associated with air pollution be prioritised in climate action and climate-mitigation plans.	DoE & DoH
		2.3.3	Extend the Smoky Coal ban to new towns and, over the term of Government, move towards a full nationwide ban.	DECC
		2.3.4	Publish the first ever clean air strategy.	DECC
		2.3.5	Develop a regional approach to air quality and noise enforcement.	DECC
		2.3.6	Invest in the network of monitoring stations, to provide scientific evidence of air quality across different parts of the country, including real-time and localised air quality information.	DECC
		2.3.7	Develop a multi-agency approach to clamping down on the sale of high-sulphur content fuel imported from the UK, with local authorities and the Revenue Commissioners involved.	DECC
		2.3.8	Implement the EPA National Radon Control Strategy 2019-2024.	DECC
		2.3.9	Enable the Department of the Environment, Climate and Communications to combat energy poverty.	DECC
2.4	Build capacity and structures at all levels across national and local government and various settings to improve the health and wellbeing of the population.	2.4.1	Work with all Government Departments to include Healthy Ireland actions in each Department's Statement of Strategy.	DoH
		2.4.2	Promote Healthy Ireland engagement with local government to develop local governance for Healthy Ireland funded initiatives.	DoH
		2.4.3	Work in partnership with local authorities to develop the Healthy Cities and Counties Network.	DoH
		2.4.4	Work with relevant partners to continue development of existing settings-based health and wellbeing programmes and progress new settings-based approaches.	DoH
2.5	Continue the strong partnership with the HSE to ensure alignment of health services and priorities with the Healthy Ireland Framework, and further develop partnerships with General Practice, Pharmacy and other key health delivery stakeholders.	2.5.1	Promote a more cross-Divisional and cross-Unit support network between the Department and the HSE, and wider health delivery partners, so that the Healthy Ireland Framework is considered across all new polices and all aspects of delivery of the health system, and work with the National Clinical Care Programmes in this regard.	DoH
		2.5.2	Establish a Health and Wellbeing cross-Unit group, incorporating relevant Departmental Units, Sláintecare and the HSE, to work on the prevention workstream to support the implementation of the Health Capacity Review (2018).	DoH
2.6	Working with the Department of Enterprise, Trade and Employment engage with relevant private sector organisations to leverage their experience and expertise in areas of shared interest around health and wellbeing and align their organisational goals, where appropriate to those of Healthy Ireland.	2.6.1	Engage with private sector organisations to explore ways that Healthy Ireland goals can be aligned with organisational goals and opportunities for co-funding.	DoH & DETE
		2.6.2	Launch the Healthy Workplace Framework, establish an implementation group, develop an implementation plan and launch the National Healthy Workplaces Network.	DoH & DETE

6. Healthy Ireland Strategic Action Plan 2021–2025 continued



Theme 2 Partnerships and Cross-Sectoral Work

Timeframe 2021–2025		Timeframe 2021–2023		Lead
Ref	Strategic Action	Ref	Implementation Actions	Department
2.7	Engage and collaborate with the Department of Rural and Community Development to align policy, funding, and initiatives with Healthy Ireland policy.	2.7.1	Sustain community supports as we emerge from COVID-19 and examine the merits of maintaining targeted initiatives (e.g. Community Call) on a more permanent footing, as a means of linking the wide range of services and supports available at local level and into an overarching cross-Departmental group at national level.	DCRD
		2.7.2	Ensure that health and wellbeing is an integral part of the guidelines for the Local Economic and Community Plans.	DRCD
		2.7.3	Provide training and capacity for governance, oversight and reporting requirements in the community and voluntary sector.	DRCD
2.8	Engage and collaborate with the Department of Children, Equality, Disability, Integration and Youth to align policy and initiatives with Healthy Ireland policy.	2.8.1	Implementation of the next iteration of Better Outcomes Brighter Futures and First Five, which recommends the examination of new funding models for childcare and outlines new poverty prevention measures.	DCEDIY
		2.8.2	Implementation of the National Traveller and Roma Inclusion Strategy.	DCEDIY
		2.8.3	Implementation of the National Strategy for Women and Girls and Sub-Group on Period Poverty.	DCEDIY
		2.8.4	Expand access to parenting support programmes that have been proven to be effective.	DCEDIY
		2.8.5	Implementation of the National LGBTI+ Inclusion Strategy.	DCEDIY
		2.8.6	Examine the introduction of a new ground of discrimination, based on socio-economic disadvantaged status to the Employment Equality and Equal Status Acts.	DCEDIY
2.9	Continue to identify and build relationships with relevant stakeholders at national and local level including NGOs, private sector, and community groups.			DoH
2.10	Work with the Department of Agriculture, Food and the Marine to promote health and wellbeing of farmers and rural population.	2.10.1	Develop, implement, and evaluate the 'On Feirm Ground' health and wellbeing programme for farmers and the rural population.	DoH/Department of Agriculture, Food and the Marine (DAFM)
		2.10.2	Promote planting of 'protection forests' along rivers and lakes to protect water quality and assist in managing flood risks.	DAFM
2.11	Work with the Department of Further and Higher Education, Research, Innovation and Science to promote health and wellbeing in all third level institutions.	2.11.1	Implement the Higher Education Healthy Campus initiative, including launch of a Healthy Campus Framework and the establishment of a Healthy Campus Advisory Group.	DoH/Department of Further and Higher Education, Research, Innovation and Science (DFHERIS)
		2.11.2	Publish a new 10-year adult literacy, numeracy, and digital literacy strategy to support learners.	DFHERIS
		2.11.3	Implement a new 10-year adult literacy, numeracy, and digital literacy strategy.	DFHERIS
		2.11.4	Further develop access to Higher and Further Education for students from disadvantaged groups, including members of the Traveller Community, those in direct provision, and those who are socio-economically disadvantaged.	DFHERIS

6. Healthy Ireland Strategic Action Plan 2021–2025 continued



Theme 2 Partnerships and Cross-Sectoral Work

Timeframe 2021–2025		Timeframe 2021–2023		Lead
Ref	Strategic Action	Ref	Implementation Actions	Department
2.12	Work with the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media to promote health and wellbeing.	2.12.1	Continue support for and roll-out of Healthy Clubs, including the completion of Phase 4 and the launch of Phase 5 of the development phase.	DTCAGSM
		2.12.2	Work to ensure that local authorities are sufficiently supported to allow the fulfilment of long-term strategic cultural and arts planning at a local level.	DTCAGSM
		2.12.3	Examine 'Agent of Change' initiatives, whereby existing cultural spaces must be considered when building is taking place.	DTCAGSM
		2.12.4	Ensure the timely delivery of arts and culture capital investment commitments, including our National Cultural Institutions, as outlined in Project Ireland 2040.	DTCAGSM
		2.12.5	Engage with DTCAGSM in the ongoing implementation of the Creative Ireland Programme.	DTCAGSM
		2.12.6	Foster further collaboration between local authorities and local arts organisations through Creative Communities.	DTCAGSM
		2.12.7	Enable people with disabilities to participate in cultural and heritage-related activities and programmes.	DTCAGSM
2.13	Work in partnership with the Department of Social Protection to promote health and wellbeing.	2.13.1	Implement the Roadmap for Social Inclusion 2020-2025, to reduce consistent poverty to 2% or less and make Ireland one of the most socially inclusive countries in the EU.	Department of Social Protection (DSP)
		2.13.2	Implement the cross-Departmental delivery of Roadmap Commitment 61: Develop a comprehensive programme of work to further explore the drivers of food poverty and to identify mitigating actions.	DoH; DSP; DRCD; DoE; DCEDIY; Department of Public Expenditure and Reform (DPER)
		2.13.3	Continue to support and develop the School Meals Programme.	DSP/DoE
		2.13.4	Continue to implement commitments under the National Carers Strategy.	DSP
		2.13.5	Collaborate with the Department of Social Protection to implement Healthy Ireland initiatives in the community.	DSP
2.14	Work in partnership with the Department of Justice to promote health and wellbeing.	2.14.1	Enact the proposed Policing and Community Safety Bill.	Department of Justice (DoJ)
		2.14.2	Implement a new Youth Justice Strategy in line with the commitment in the Programme for Government.	DoJ
2.15	Work in partnership with the Department of Public Expenditure and Reform to support the wellbeing and equality budgeting process.			DPER
2.16	Engage across the Department of Health and wider Government to support the implementation of strategies and policies that align with Healthy Ireland.	2.16.1	Implement the National Drugs Strategy.	DoH
		2.16.2	Conduct a review of other Departments' and partners' relevant strategies to identify appropriate linkages and areas of collaboration and opportunities for alignment with Healthy Ireland.	DoH
2.17	Engage with colleagues in Northern Ireland to develop an all-Island Health and Wellbeing policy.	2.17.1	Work with the Institute of Public Health to support North-South initiatives and foster cross-Border collaboration.	DoH

6. Healthy Ireland Strategic Action Plan 2021–2025 continued



Theme 3 Empowering People and Communities

Timeframe 2021–2025		Timeframe 2021–2023		Lead
Ref	Strategic Action	Ref	Implementation Actions	Department
3.1	Further develop partnership arrangements and enabling activities with the Healthy Ireland Fund to realise the outcomes in the Healthy Ireland Outcomes Framework.	3.1.1	Take a more targeted approach to Healthy Ireland Fund allocation, consider weighting initiatives that address key priorities of Healthy Ireland, and be flexible to local needs.	DoH
		3.1.2	Review approach to annual funding and consider multi-year funding to support initiatives with longer term objectives.	DoH
		3.1.3	Establish a streamlined system to administer Healthy Ireland Fund initiatives and eliminate unnecessary administration.	DoH
		3.1.4	Establish a more robust approach to KPIs and reporting from recipients of the Healthy Ireland Fund and assessment of the impact of initiatives aligned with the Healthy Ireland Outcomes Framework.	DoH
		3.1.5	Continue to invest in Healthy Ireland Fund initiatives in national activities such as the Active School Flag, a 'Healthy Ireland at Your Library' initiative, Age Friendly Ireland, and strategies for the development at local level of walking, swimming, cycling and running, in partnership with Sport Ireland.	DoH
		3.1.6	Strengthen participation in nationally recognised community healthy eating programmes.	DoH
3.2	Strengthen robust structures and processes in local government to facilitate the implementation of Healthy Ireland.	3.2.1	Strengthen the autonomy of Healthy Cities and Counties infrastructure to deliver on the Healthy Cities and Counties goals.	DoH
		3.2.2	Empower local authorities to identify local needs and align their policies to meet the Healthy Ireland objectives for the local population.	DoH
		3.2.3	Engage with established local structures to review and enhance their roles, and increase capacity at community level through CYPSC and LCDCs.	DHLGH
		3.2.4	Work with HSE to develop, define, and embed the health and wellbeing promotion and improvement officers' functions at local level and provide adequate resourcing and training.	DoH
		3.2.5	Explore the merit and feasibility of setting up a tailored sport and physical activity national sports insurance policy to better guide and facilitate community-based initiatives in these fields.	DTCAGSM
		3.2.6	Engage with local stakeholders to identify the most appropriate and effective use of funds at local level that are aligned to the Healthy Ireland Outcomes Framework.	DoH
		3.2.7	Continue to work with children and youth organisations to improve the decision-making capacity of children regarding health and wellbeing.	DCEDIY
3.3	Develop a national Healthy Ireland Citizen Engagement Strategy, aligned with Sláintecare, building on the learnings of previous campaigns.	3.3.1	Continue the 'Keep Well' campaign in line with the Government's COVID-19 Resilience and Recovery 2021 – The Path Ahead and subsequent campaigns, as requested/required.	DoH
		3.3.2	Work with Sláintecare citizen engagement to develop appropriate and coordinated citizen engagement for Healthy Ireland messages.	DoH
		3.3.3	Develop a national health and wellbeing communications plan to engage with citizens in response to health and wellbeing challenges emerging as a result of COVID-19, as well as core Healthy Ireland lifestyle messaging.	DoH
		3.3.4	Develop local communication and engagement campaigns to increase the delivery of specific messages to the targeted population groups and in the advertising of new services, driving increased demand for new local programmes and services.	DoH
		3.3.5	Develop a mechanism by which Healthy Ireland stories are captured and may be used in various ways for communications purposes.	DoH
		3.3.6	Develop the positioning of Healthy Ireland as the trusted source of information on wellbeing in every community.	DoH
3.4	Use behavioural science to develop, implement and evaluate evidence-based policy and campaigns that empower and enable people to lead healthier lives, ultimately improving population health.			DoH

6. Healthy Ireland Strategic Action Plan 2021–2025 continued



Theme 4 Sláintecare Health Reform

Timeframe 2021–2025		Timeframe 2021–2023		Lead
Ref	Strategic Action	Ref	Implementation Actions	Department
4.1	Develop and implement a multi-annual five-year plan with input from Department of Health, HSE and other key stakeholders for the Healthy Living workstream as input into the overall multi-annual Health Capacity Review implementation programme.	4.1.1	Set out plan and targets for primary prevention for high-risk populations and implement in line with agreed plan.	DoH
		4.1.2	Set out targets for secondary prevention for chronic disease as part of overall multi-annual Capacity plan and implement in line with agreed funding.	DoH
		4.1.3	Establish targets for 'Making Every Contact Count' Programme and support the implementation in line with agreed plan.	DoH
		4.1.4	Establish Healthy Ireland implementation funding guidance, as part of multi-annual planning.	DoH
		4.1.5	Promote an increase in the number of new mothers breastfeeding, through the implementation of the Breastfeeding in a Healthy Ireland: Health Service Breastfeeding Action Plan 2016 – 2021, including increasing support in maternity hospitals and primary care centres, through access to lactation specialists and public health nurses.	DoH
		4.1.6	Implement the Public Health (Alcohol) Act and commitment to introducing minimum unit pricing in consultation with Northern Ireland.	DoH
4.2	Engage with chronic illness programmes and other partners to promote and empower better self-management by persons with chronic diseases including diabetes, asthma, COPD, and cardiovascular disease.	4.2.1	Continue to implement national strategies and models of care, particularly those where healthy behaviours can contribute to prevention and self-management.	DoH
4.3	Continue to collaborate across Government to strengthen the focus on cancer prevention.	4.3.1	Continue implementation of the National Cancer Strategy.	DoH
4.4	Implement relevant recommendations of the national mental health policy, Sharing the Vision – a Mental Health Policy for Everyone.	4.4.1	Building on work undertaken by the HSE to develop its Mental Health Promotion Plan, develop a National Mental Health Promotion Policy.	DoH
		4.4.2	Establish a Youth Mental Health Promotion Plan in line with Sharing the Vision 2020, Have Your Say and youth voice in decision making in collaboration with the Department of Children, Equality, Disability, Integration and Youth.	DoH
		4.4.3	Develop a plan aimed at tackling loneliness and isolation, particularly among older people, as outlined in the Roadmap for Social Inclusion, including promoting active retirement and positive ageing initiatives to tackle social isolation.	DoH
		4.4.4	Ensure that the HSE provides a dedicated funding line and resources to deliver the necessary health and mental health and wellbeing supports required to assist homeless people with complex needs.	DoH
		4.4.5	Work closely with the National Suicide Prevention Office to develop specific suicide prevention policies and to ensure a whole-of-Government approach to suicide prevention.	DoH
		4.4.6	Implement the extended Connecting for Life Policy, focused on reducing the loss of life by suicide and reducing cases of self-harm.	DoH
		4.4.7	Increase access to talk therapies and improve access to specialist expertise, when it is required, in line with Sharing the Vision – a Mental Health Policy for Everyone and successful projects funded by the Sláintecare Integration Fund.	DoH
		4.4.8	Seek to expand social prescribing where people are referred to non-clinical activities, as a means of positively influencing mental health and wellbeing and consider scaling of successful Sláintecare Integration Fund projects focussed on this service.	DoH

6. Healthy Ireland Strategic Action Plan 2021–2025 continued



Theme 5 Research, Evidence, Monitoring, Reporting and Evaluation

Timeframe 2021–2025		Timeframe 2021–2023		Lead
Ref	Strategic Action	Ref	Implementation Actions	Department
5.1	Support Government in the development of an overarching Wellbeing Framework for Ireland.	5.1.1	Provide expertise from the Healthy Ireland Outcomes Framework to contribute to the development of an overarching Wellbeing Framework as a member of the newly established Wellbeing Working Group, chaired by the Department of the Taoiseach, which is steering this work.	DoH
5.2	Review and establish appropriate governance for the Healthy Ireland Survey, including in response to changes resulting from COVID-19.	5.2.1	Consider the development of a Health Examination Survey (HES), either as part of the Healthy Ireland Survey or independently.	DoH
5.3	Engage with research departments across Government and agencies and third level to influence the inclusion of more wellbeing research within research strategy and plans.	5.3.1	Engage with Higher Education to establish stronger links with the academic sector in the area of policy.	DoH
5.4	Establish expert groups and a robust evidence process to inform health and wellbeing guidelines.			DoH
5.5	Work with local authorities to develop appropriate oversight of funded initiatives that will inform funding decisions at local and national level.			DoH
5.6	Engage with appropriate Departments to ensure that the suite of survey instruments across Government and the CSO align appropriately to eliminate duplication, ensure consistency in methodology and allow comparison across demographics.	5.6.1	Engage with DoH Research and Policy Services Unit to support the development and roll-out of a health literacy survey.	DoH
		5.6.2	Coordinate activities with CSO, TILDA, Growing up in Ireland and other longitudinal studies to identify appropriate expertise and data to support the work of Healthy Ireland.	DoH, DCEDIY
5.7	Promote mental health research to assist in better responding to the mental health needs of the population.	5.7.1	Engage with research institutions to develop a strong evidence base for mental health promotion policy supported by the modules in the Healthy Ireland Survey.	DoH
5.8	Establish evaluation and monitoring tools to measure the impacts of health and wellbeing activity programmes across different agencies and Departments.	5.8.1	Set up a monitoring and evaluation mechanism for Healthy Ireland funded Physical Activity projects through Irish Physical Activity Research Collaboration (IPARC).	DTCAGSM/ DoH
		5.8.2	Set up an evaluation mechanism to measure the impact of key policy areas.	DoH
		5.8.3	Review the outcomes data set for social prescribing and other innovative initiatives related to health and wellbeing for input to the Healthy Ireland Outcomes Framework.	DoH

6. Healthy Ireland Strategic Action Plan 2021–2025 continued



Theme 6 Reducing Health Inequalities

Reducing Health Inequalities is a priority theme for Healthy Ireland and aligns with Sláintecare's Strategic Action Plan 2021–2023. The approach will be informed by a population needs based assessment and research and targeted interventions undertaken as illustrated below.

Sláintecare, Healthy Ireland – Addressing Health Inequalities

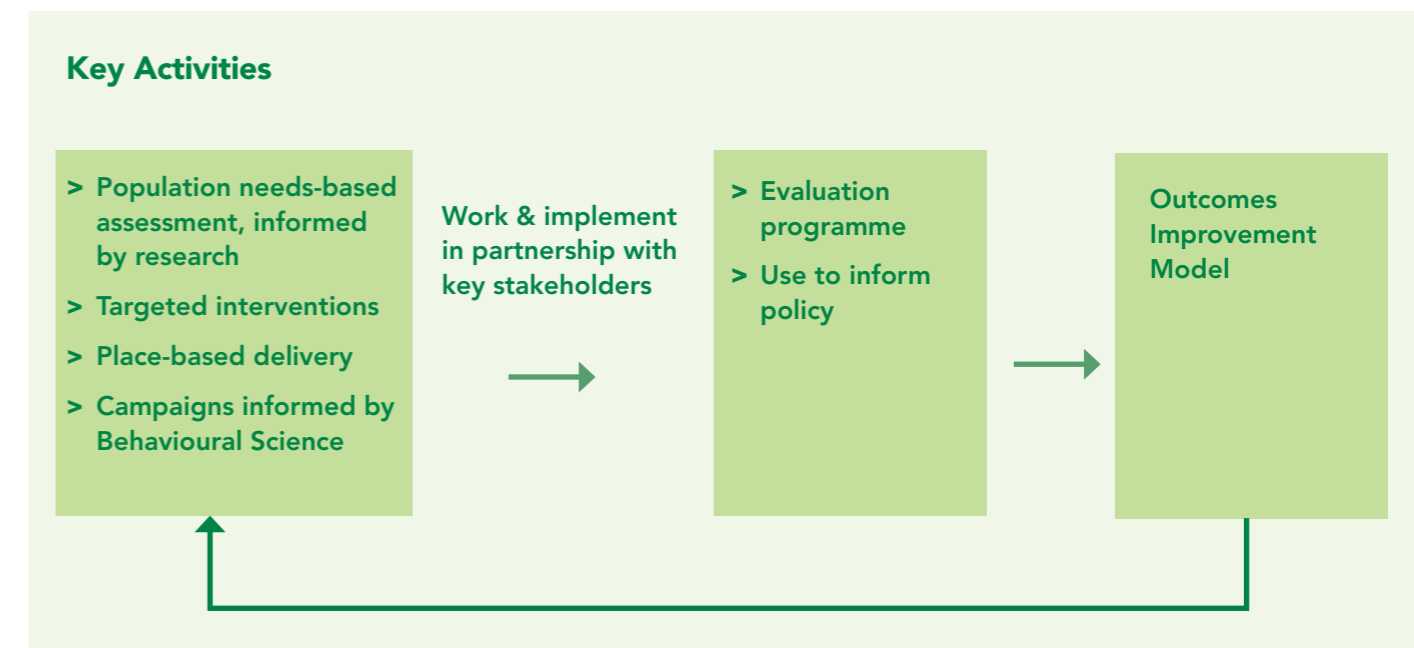


Figure 7: Sláintecare, Healthy Ireland – Addressing Health Inequalities

Theme 6. Reducing Health Inequalities

Timeframe 2021–2025		Timeframe 2021–2023		Lead
Ref	Strategic Action	Ref	Implementation Actions	Department
6.1	Develop and implement the Sláintecare Healthy Communities Programme to facilitate an area-based approach to health and wellbeing.	6.1.1	Target specific areas in order of deprivation level and support the implementation of specific, agreed health interventions with greatest potential impact on health and wellbeing in target areas.	DoH
		6.1.2	Engage across all relevant Government Departments and agencies to develop a collaborative, holistic and comprehensive approach to address the social determinants that impact on health and wellbeing and reduce health inequalities.	DoH
		6.1.3	Develop initiatives to address health inequalities in marginalised groups.	DoH
6.2	Assess and influence Government policy development and implementation against the Healthy Ireland Outcomes Framework.			DoH
6.3	Implement initiatives to achieve the Sustainable Development Goals in Ireland.			DoH

6. Healthy Ireland Strategic Action Plan 2021–2025 continued



Theme 6 Reducing Health Inequalities

Timeframe 2021–2025		Timeframe 2021–2023		Lead
Ref	Strategic Action	Ref	Implementation Actions	Department
6.4	Engage across Government Departments and State agencies to empower local government to mobilise available resources to address local needs to promote health and wellbeing.			DoH
6.5	Review, evaluate and implement changes to our obesity and smoking policy suite to address the inequalities as defined by the Equal Status Act.	6.5.1	Support the design and implementation of an end-to-end child and adolescent overweight and obesity prevention and treatment policy, building on the HSE Model of Care for the Management of Overweight and Obesity.	DoH & DCEDIY
		6.5.2	Implement an innovative pilot of a 'whole system' response to childhood obesity in line with the Sláintecare Healthy Communities Programme and HSE Model of Care for the Management of Overweight and Obesity, similar to the approach taken in Amsterdam and UK cities where more disadvantaged communities are targeted.	DoH & DCEDIY
		6.5.3	Support the development and implementation of targeted population Healthy Eating Guidelines.	
		6.5.4	Work to ensure that through the Healthy Cities and Counties Network, all local authorities embed actions on obesity prevention in future County and City Development Plans and Local Economic and Community Plans.	DHLGH & DRCD
		6.5.5	Work with relevant Departments to strengthen the delivery of agreed national programmes and initiatives including NURTURE and growth monitoring, START Campaign, SMART Start, Active School Flag, Wellbeing Curriculum in Schools, Healthy Food Made Easy, generic parenting programmes, and more within the implementation site catchment area.	DoH
6.6	Develop initiatives to address health inequalities in marginalised groups	6.6.1	Transition the housing of International Protection applicants from direct provision to the community and ensure that appropriate community-based supports are provided.	DCEDIY
		6.6.2	Establish a high-level cross-Departmental and cross-Agency taskforce to consider the mental health and addiction challenges of those imprisoned, and primary care support on release in line with the Programme for Government.	DoJ
		6.6.3	Complete the Prison Health Needs Assessment and implement recommendations in conjunction with DOH.	DoJ/DoH
		6.6.4	Ensure coordination between the work of the high-level taskforce on mental health and the governance arrangements for the Youth Justice strategy in the context of youth detention and mental health needs focussing on interagency cooperation.	DoJ

7. Implementation of the Strategic Action Plan

This Strategic Action Plan is cross-sectoral, with shared responsibility for implementation across Government.

Each action has an identified lead Government Department with overall responsibility for its implementation. However, the success of the plan is predicated on all Government Departments and State Agencies at national and local level working in partnership to achieve the shared Healthy Ireland Vision

“where everyone can enjoy physical and mental health and wellbeing to their full potential, where wellbeing is valued and supported at every level of society and is everyone’s responsibility.”

Figure 8 below provides an overview of the key Government partners in Healthy Ireland.

To support this partnership approach, a key strategic action under Theme 1, Governance and Policy, is to strengthen the mechanisms for planning and coordination of the Healthy Ireland Framework within the Department of Health. In addition, the plan seeks to set out the core structures for the implementation of Healthy Ireland. These will include a high-level Inter-Departmental Group that will support implementation and provide oversight across Government and sectors. Furthermore, to provide intersectoral leadership and promote partnership working across sectors, Healthy Ireland will establish a second Healthy Ireland Council and build the scope and capacity of the existing Healthy Ireland Network.

The Healthy Ireland Framework, since its inception, has been successful in building a strong brand that is synonymous with the vision and goals of the Framework across the broader population. It is playing, and will continue to play, a leading role in promoting health and wellbeing during and beyond the COVID-19 pandemic. The focus for this next phase will be on working with all partners to provide for the Healthy Communities Programme in disadvantaged communities across Ireland, to address health inequalities in the areas of highest deprivation.



Figure 8: Key Government Partners in Healthy Ireland

Appendix 1 – Methodology

This strategic and cross-sectoral Action Plan for the next phase of Healthy Ireland, 2021 to 2025 was developed following an extensive research phase which included both desktop research and stakeholder engagement to identify the emerging priority areas (see figure 9) for the next phase.

This was followed by the development of a draft action plan strawman which underwent robust debate and consultation with the Healthy Ireland team, the Department of Health and partners in other Government Departments and the HSE, culminating in drafting of this final, cross-sectoral Healthy Ireland Strategic Action Plan to support the next phase of the Healthy Ireland Framework.

This approach included:

1. Extensive stakeholder consultations with over 400 stakeholders.
2. A rapid review of the progress to date on each of the themes in the Healthy Ireland Framework.
3. A desktop review of practices in other jurisdictions which included Australia, Canada, UK, and the Nordic countries.
4. Development of a draft action plan strawman.
5. Development of a final cross-sectoral Healthy Ireland Strategic Action Plan for the next phase of the Healthy Ireland Framework.

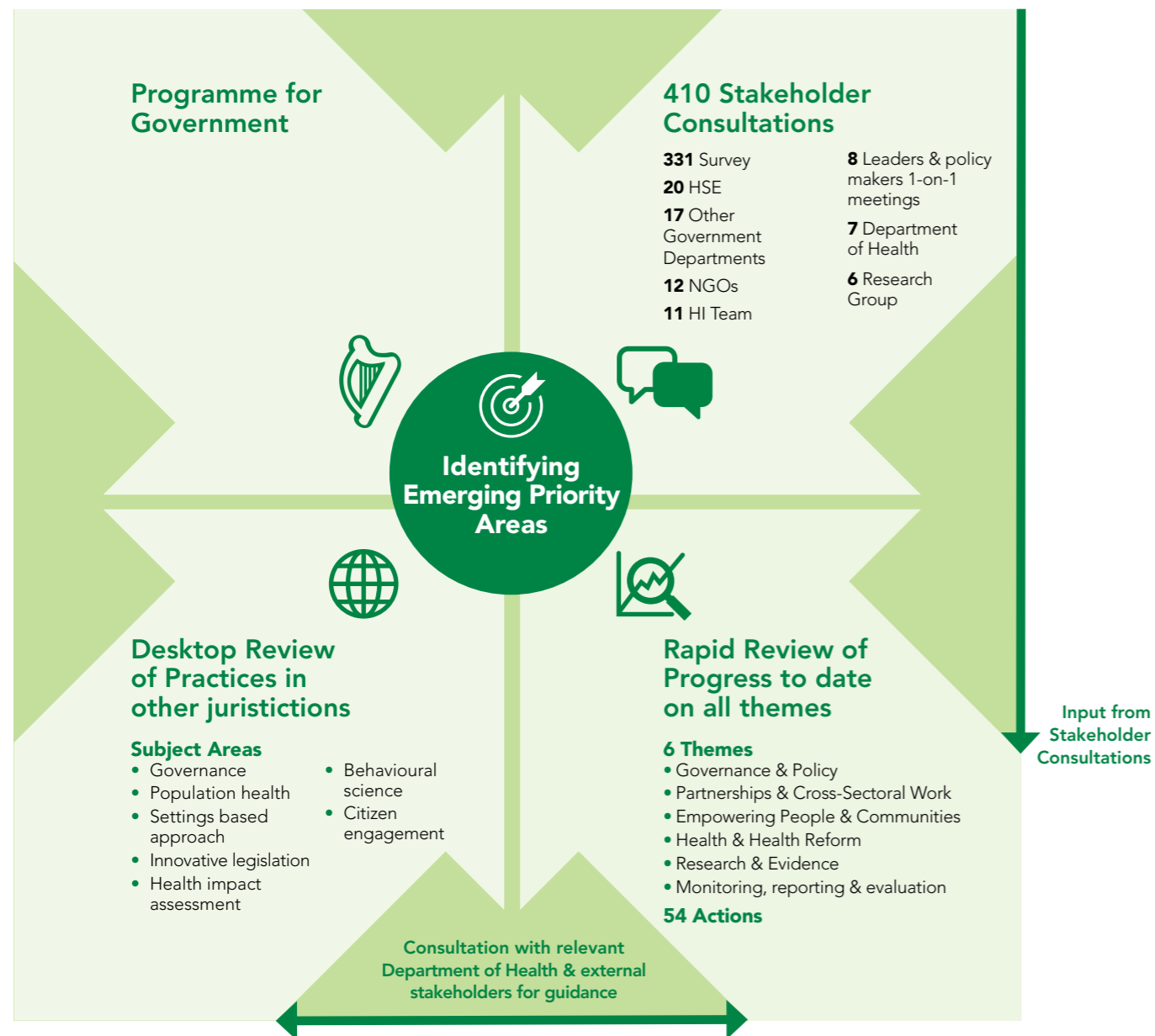


Figure 9: Identifying emerging priority areas for the next phase of the Healthy Ireland Framework

Appendix 1 – Methodology continued

1. Stakeholder Consultations

Stakeholder consultations commenced in January 2020 and were completed by the end of March 2020. All the one-to-one meetings and most of the workshops took place in person, prior to the introduction of necessary COVID-19 restrictions. Two workshops with the NGOs and Research Groups took place virtually, after the introduction of restrictions. The outputs from all stakeholder consultations underwent extensive analysis and were synthesized into a series of emerging priority areas for consideration.

The consultations consisted of:

- one-to-one meetings with leaders in health and wellbeing.
- a series of workshops within the Healthy Ireland team, Department of Health, HSE and other Government Departments.
- a series of workshops with external stakeholders including NGOs and Research Groups with specific expertise in health and wellbeing.
- an online survey issued to Healthy Ireland stakeholders; responses were received from a broad range of stakeholders which included national and local Government Departments and Agencies, local community development committees, NGOs, and Public Participation Networks.

2. Rapid Review of Progress to Date in each theme of the Healthy Ireland Framework

The review of progress to date commenced with an internal review by the Healthy Ireland team in the Department of Health, which identified the progress made under each theme and the areas that required further focus. This was followed by an analysis of the feedback from the stakeholder consultations where specific areas of progress were identified and areas requiring further consideration suggested.

3. Review of Practices in Other Jurisdictions

This review was carried out under agreed terms of reference, aimed at identifying and reviewing certain examples of good practice in promoting and improving health and wellbeing in specified jurisdictions. In addition, three subject experts provided direction on examples of approaches to behavioural science, mental health and wellbeing and health impact assessment. The review included examples from Australia, Canada, UK, and Nordic Countries, with additional information being sourced from the Netherlands New Zealand, and the World Health Organisation.

Specifically, we reviewed the subject areas:

- approaches to the governance of health and wellbeing.
- innovative approaches to improving the health of the population.
- the use of a settings-based approach to health and wellbeing improvement.
- innovative new legislation to promote health and wellbeing.
- approaches to health impact assessment.
- the use of behavioural science to improve health outcomes and
- citizen engagement.

While this rapid desktop review is by no means exhaustive, it provides a succinct overview of initiatives that have been undertaken in recent years in other countries, evidencing the extensive work undertaken to develop, encourage and support the health and wellbeing of the greatest possible number in their respective populations.

4. Development of Draft Action Plan Strawman

Following a review of all outputs from the research phase, the Programme for Government, Sláintecare and other relevant documents, the Healthy Ireland team developed a draft strawman of proposed strategic actions and a number of shorter term implementation actions that had been identified during the process. The team, in response to stakeholder feedback, also decided to realign the six themes of the Framework to include the additional theme of addressing health inequalities and consolidating the previous Theme 5, Research and Evidence, and Theme 6, Monitoring, Reporting and Evaluation into one theme. This reflected the strong message from stakeholders requiring increased focus introduced regarding addressing the health inequalities amongst some sectors of the population.

The strawman underwent a number of iterations following extensive discussions within the Healthy Ireland team, before being shared with colleagues in the Department of the Taoiseach, Department of Health, HSE and across Government who will work in partnership with Healthy Ireland and will share responsibility for its implementation.

5. Development of Final Cross-Sectoral Strategic Action Plan for the next phase of the Healthy Ireland Framework

Following all consultations, the cross-sectoral Healthy Ireland Strategic Action Plan 2021-2025 was agreed by the lead Departments. This Plan sets out the key strategic actions under each theme, shorter term Implementation actions and the lead Government Departments responsible for its implementation.