**Previous strategy areas of work**

**Start well**

* To promote healthy pregnancy;
* To reduce infant mortality;
* To reduce childhood obesity;
* To support children with long term conditions;

To support vulnerable families and children.

**Live Well**

* To promote healthy settings, healthy workforce and economic participation;
* To promote mental wellbeing and healthy lifestyles;
* To reduce avoidable deaths;
* To improve outcomes for people with learning disabilities.

**Age Well**

* To promote greater independence amongst older people;
* To reduce social isolation and loneliness;
* To better manage long term conditions;
* To reduce emergency admissions and direct admissions to residential care;
* To support carers and families of those who care for family members.