

<b>Report to:</b>	<b>ADULT SOCIAL CARE AND HEALTH SCRUTINY COMMITTEE</b>
<b>Relevant Officer:</b>	Dr Arif Rajpura, Director of Public Health
<b>Date of Meeting:</b>	14 March 2018

## **PUBLIC HEALTH DIRECTORATE - OVERVIEW REPORT**

### **1.0 Purpose of the report:**

1.1 To present an update from the Public Health Directorate on the following work areas: New model for 0-5 year olds' public health services; Due North; and the Health and Wellbeing Strategy.

### **2.0 Recommendation(s):**

2.1 To comment upon progress being made, propose potential improvements and highlight any areas for further scrutiny which will be reported back as appropriate.

### **3.0 Reasons for recommendation(s):**

3.1 To ensure constructive and robust scrutiny of these areas of the Public Health Directorates work.

3.2a Is the recommendation contrary to a plan or strategy adopted or approved by the Council? No

3.2b Is the recommendation in accordance with the Council's approved budget? N/A

3.3 Other alternative options to be considered: None

### **4.0 Council Priority:**

4.1 The relevant Council Priority is "Communities: Creating stronger communities and increasing resilience".

## **5.0 Background information**

5.1 This report provides the quarterly monthly update from the Public Health Directorate covering the following:

- Development and implementation of a new service model for 0-5's children's public health (health visiting)
- Progress on the recommendations arising from the Due North inquiry (2014)
- Refresh of the Health and Wellbeing Strategy

## **6.0 Public Health Directorate updates**

### **6.1 New service model for 0-5's Children's Public Health Service (health visiting)**

6.1.1 The nationally mandated requirement for local authorities to commission delivery of 5 health and development reviews as part of 0-5s children's public health services. Over the past 18 months, members of the public health team and the Better Start Partnership have been working to transform health visiting services within the town. This work is on track is on track to achieve roll out in April 2018. The new service model was developed and shaped with health visitors and aims to ensure that every Blackpool child is happy, healthy and ready to learn when they start school.

6.1.2 The new model consists of eight universal contacts to all families, six within the first year of life plus two additional health reviews, including an integrated child health review to assess school readiness. This new model is innovative in that it goes further than 5 mandated reviews, and includes an integrated school readiness review. This is a significantly important development in Blackpool as it not only offers more opportunity for contact with children and families in Blackpool with a health visitor, but enables additional needs to be identified and addressed at an early stage; and interventions provided for families to address current or anticipated issues that will impact on positive outcomes for children.

6.1.3 A significant new visit for families and children will be the Integrated child health review at 3-3.5 years. The introduction of this assessment in collaboration and undertaken concurrently with early years providers, and parents in a nursery setting is a ground-breaking opportunity (unique to Blackpool) to have the time and capacity to review a child's development and health in a holistic way, and will ensure that children are prepared for school in the three domains of Social and Emotional Development, Speech and Language and Physical Development.

6.1.4 New evidence-based assessments and tools are being introduced. These will improve the identification of need for support and services, and include the Ages and Stages Questionnaire (ASQ) introduced at the integrated 3-3.5 year review, WellComm Speech and Language tool of choice to assess speech and language at 1, 2, and 3 year

reviews. The service is also introducing new and innovative interventions: Adverse Childhood Experiences (ACE) questionnaire enquiry for every parent at two time points to raise awareness and reduce children's adverse experiences in the future and Behavioral activation, an intervention to support women with Perinatal mental health.

- 6.1.5 The new service has attracted significant national interest from other Better Start sites, other Local Authority Commissioners, and the Institute of Health Visiting, who acknowledge the Blackpool model as an exemplar of best practice in England.

A diagram of the new model is included at Appendix 6 (a).

## **6.2 Progress with recommendations arising from the Due North Inquiry**

- 6.2.1 The Director of Public Health's Annual Public Health Report for 2014 discussed the recommendations arising from the Due North Inquiry into health inequalities in the North. This inquiry was called for at the North of England Fairness Commission held in Blackpool in February 2014. It was chaired by Professor Margaret Whitehead of the University of Liverpool, a distinguished public health academic of international repute. Recommendations for action were made across four themes:

1. Tackle poverty and economic inequality within the North and between the North and the rest of England
2. Promote healthy development in early childhood
3. Share power over resources and increase the influence that the public has on how resources are used to improve the determinants of health
4. Strengthen the role of the health sector in promoting health equity (fairness)

- 6.2.2 Blackpool's Health and Wellbeing Board adopted the recommendations arising from Due North as the basis for their latest Health and Wellbeing (HWB) Strategy 2016-2020. A comprehensive action plan was written and has stimulated a wide range of work under the inquiry recommendation themes as follows:

### **6.2.3 *Tackle poverty and economic inequality within the North and between the North and the rest of England***

The Council with partners continues to progress their objectives to reduce unemployment, especially when linked to poor health. HealthWorks which draws together employment support, health including mental health, is further developing outreach employment to the new integrated health and social care teams. HealthWorks has been successful in not only becoming a research site for the Department for Work and Pensions (DWP) funded programme linking employment support and Improving Access to Psychological Therapies (IAPT) for people with mild to moderate mental health conditions but also the new Public Health England (PHE) funded research programme to assess the impact of Individual Placement and

Support (IPS) employment support as part of the local drug and alcohol treatment programme.

- 6.2.4 The Health and Social Care Academy for the Fylde Coast has been established with the NHS, Adult Social Care, social care providers, universities and Blackpool and The Fylde College, to ensure that health and social care providers have access to the number of well trained staff that they require. It includes pathways into employment and employee development to help Blackpool residents to achieve ongoing career and personal development, ranging from level 0 to level 7 qualifications and training.
- 6.2.5 The European Structural and Investment Funds (ESIF) funded programme More Positive Together aims to provide housing support with a focus on future employment for people living in rented accommodation.
- 6.2.6 All of this work is within the wider context of regenerating the town centre and the Employment Action Zone, which will generate more and better paid jobs for local people over the next decade.
- 6.2.7 *Promote healthy development in early childhood*  
Blackpool Better Start partnership, a 10 year systems change programme across all public services, continues to build its 4 Cornerstones i.e. Delivering Population level change through co-production and engagement with the community, delivering evidence based interventions and services for 0-4 and families of Blackpool. Re-framing and delivering common language on early years and systems change through the Centre for Early Child Development. All interventions are monitored and evaluated to ensure the impact of these services is fully understood in order to assure the success of the Better Start Programme on its three key areas of social and emotional development, language and communication, and diet and nutrition.
- 6.2.8 Highlights include:
- Health Visiting Service Review, introducing a new model for children's public health services for the 0-5's (health visiting), as described above. £750,000 invested by the Better Start Partnership in the redesign and embedding of the new model (described in 6.1 above)
  - £1.6 million on developing parks and open spaces
  - Establishment of the Community Connector workforce engaging with families
  - Established comprehensive Data Dashboard to enable comprehensive monitoring and evaluation of services
  - The Better Start Portfolio Review identified areas for development on Diet and Nutrition. The focus over the next year would be on nutrition and exercise. There will be a focus on optimal infant nutrition, and maternal obesity, and forging stronger links to enable access and referrals to community programmes. There will also be a key focus on Trauma Informed Care across all partner agencies

6.2.9 *Share power over resources and increase the influence that the public has on how resources are used to improve the determinants of health*  
Community Orientated Primary Care (COPC) Citizen's Inquiries (see 6.3.1 Priority 3 of the HWB Strategy update below).

6.2.10 *Strengthen the role of the health sector in promoting health equity*  
Blackpool Council Public Health have been working closely with the NHS across the Fylde Coast on the Vanguard programme of work. This aims to transform peoples experiences of healthcare and improve the health and wellbeing of residents and takes a three tiered approach, extensive provision of service for the high need patients, enhanced primary care for people with two or more long term conditions, and episodic care for those that use services as a when they need them. A key part of the ambition of the Vanguard programme is creating empowered people and communities, hence the creation of an Empowering People and Communities workstream, for which the Director of Public Health at Blackpool Council is the programme lead.

6.2.11 The Empowering People and Communities workstream has three core elements of work: -

- Empowering residents and stakeholders to work together to create solutions to issues and barriers to good health in Blackpool. This work has mainly been delivered through Community Orientated Primary Care Citizen's Inquiries
- Increasing opportunities for people and communities to self care and self manage health and well being, and a Fylde Coast Self Care Strategy is now in final draft. The emphasis of this strategy is on healthy lifestyles and behaviors in terms of prevention and early intervention
- Place based approaches to creating better health and wellbeing which is currently being taken forward by the Integration 20:20 events in Blackpool. These workshops bring together stakeholders on a Neighborhood basis to raise awareness of what exists in each neighbourhood, to connect people and organisations with each other, and increase levels of partnership working with each other and residents

### **6.3 Refresh of the Health and Wellbeing Strategy**

6.3.1 The Health and Wellbeing Strategy 2016-20 was approved in 2016 with four key priorities identified as the main areas the Board needed to focus on in order to reduce health inequalities and improve health and wellbeing in Blackpool.

### 6.3.2 **Priority One: Housing**

- Reduce the number of Houses of Multiple Occupation (HMO's)
- Develop Queen's Park Estate, creating 191 homes
- Build over 400 new homes in the Bloomfield area
- Continue to implement selective licensing
- Continue to implement Cosy Homes in Lancashire (CHil)
- Continue to support people with complex needs and chaotic lifestyles with their housing needs
- Deliver the Health Works hub to support people with health problems into work

6.3.3 Good progress is being made with this priority. The Housing Company is on track to deliver 100 new units each year to a higher standard than the existing private rented stock. Queen's Park development is on track to be completed in Summer 2018. In the Bloomfield area 150 homes have been completed with 79 let as affordable rent units and 70 sold to owner occupiers. A bid was submitted to the Communities and Local Government's (CLG's) Housing infrastructure fund to help further develop new homes at the Foxhall Village. Selective licensing has been operating in Claremont, with additional licensing for HMOs across the central areas. CHil continues to provide access to assistance with energy efficiency improvements. Approximately 100 Blackpool homes have received new central heating systems. To support those leading a chaotic lifestyle a new Housing First project funded through Fulfilling Lives has commenced, with the aim to support entrenched rough sleepers established in settled lives.

### 6.3.4 **Priority Two: Tackling substance misuse alcohol drugs and tobacco**

- Review and recommission drug and alcohol treatment services by 2017
- Continue to implement and integrate fulfilling lives to support people with complex needs
- Continue to lobby central government for a minimum unit price for alcohol
- Continue to develop specialist services to help people to stop smoking
- Utilise insights with pregnant women to develop effective interventions to reduce smoking during pregnancy

6.3.5 Delphi Medical Consultants Ltd was awarded the contract to provide an integrated drug and alcohol adult treatment provision, which commenced on 1 April 2017 (first year progress is a separate report at this Committee meeting). Fulfilling Lives project has moved into the fourth year of delivery. With the appointment of the new Partnership Manager the project had progressed well. Recently a forum was held with partners to look at system change and how the work of the project can shape future commission. Blackpool continues to lobby around minimum unit pricing and learning from the recent success of Scotland. Progress is being made on shaping a

new specialist stop smoking service which will meet the needs of the Blackpool population (new service proposals may be considered at a future Committee meeting). Work continues to look how we introduce smoke-free outdoor public spaces.

**6.3.6 Priority Three: Building community resilience and reducing social isolation**

- Self-Care Strategy
- Community Orientated Primary Care (COPC) Citizen's Inquiries
- Deliver the Children and Young People (CYP) emotional health, wellbeing resilience transformational plan
- Strengthen our approach to volunteering for public sector services
- Public Health Mental Health Action Plan

6.3.7 A Fylde Coast Self Care Strategy has been developed by a multi-agency stakeholder group with the emphasis on community centred approaches to health and wellbeing; healthy lifestyles and behaviors and building community based networks of support. Actions to date include the creation and distribution of Self care booklets for residents, the involvement of local carers groups in the development of a campaign to raise awareness of carers, and the planning of a week of events to promote self care opportunities. This will take place during Self Care week in November 2018.

6.3.8 Blackpool Council Public Health have been leading a process of engagement with residents in order to have open and honest discussions about the main things that affect people's health and wellbeing within the community in which they live, and what can be done about it. A number of Community Orientated Primary Care (COPC) Citizen's Inquiries have been established across Blackpool, in which a diverse group of local people are given the opportunity to share opinions and experiences with each other before producing a set of recommendations; things that the residents can do; things that the residents would need to work with other statutory and voluntary sector agencies on; and things that only statutory agencies can do.

6.3.9 An aim of the Citizen's Inquiry process is to encourage a move from a largely medical model of service provision (which encourages services to respond to people's health and focus mainly on diagnosis and treatment of ill-health) to one which recognises the social and other determinants of health and wellbeing.

6.3.10 Three Citizen's Inquiries have so far taken place within Blackpool, with at least a further two planned, and residents are now working closely together with agencies in order to improve people's health and wellbeing on the issues that residents themselves identified. For example; increasing the capacity of the Neighbourhood Health and Wellbeing Workers so that they can work with individuals on community based approaches to promoting health and wellbeing, increasing social connections and supporting peer support networks. Residents have also committed to work with the Council to put together a case for limiting the number of fast food takeaways

opening in an area. They have also committed to contribute to the development of a training video for GP receptionists.

6.3. Re-design underway of what is currently understood to be the Child and Adolescent  
11 Mental Health (CAMHS) service. The new model will be designed around the Thrive model using CCG funding from existing mental health provision and additional transformation monies to do this. The new service will meet the needs of CYP and put them at the centre – the remodel will include an infant mental health provision, which is a gap currently. The new model is expected to be in place by April 2019.

6.3. A new service has been commissioned to provide practical help, training and support  
12 to parents and schools for children and young people with undiagnosed conditions that are suspected to be related to Autism Spectrum Disorders (ASD). ASD diagnosis takes a considerable amount of time to undertake to be sure it is done effectively and holistically. Parents sometimes struggle for help with their children in the meantime until a diagnosis is made and for those who do not receive a diagnosis, support is available.

6.3. Good progress is being made with the mental health action plan. Non-mental health  
13 professionals are current receiving behavioural activation training to support individuals with depression. A pilot on Street Therapy is currently being run in Blackpool, to help and support individuals who are not able to access services. Front line workers in Blackpool are able to access the Applied Suicide Intervention Skills training (ASIST), which is proving successful and supporting people to be able to have conversations around suicide. Blackpool is now a Time to Change Hub and working with partners to tackle mental health in the town.

6.3. **Priority Four: Early intervention**

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- Deliver Better Start for children pre-birth and up to their fourth birthday and their families (See 6.2.1 Due North recommendation 2 above)
  - Implement Head Start for 10-16 year olds
  - Prevention and wellbeing visits
  - Implement the Healthy Weight Strategy and Local Authority Declaration on Healthy Weight

6.3. Head Start is now in its second year and has 14 out of the 16 projects underway. The  
15 programme has been developing and delivering brave and creative projects, some of which have been specifically designed for Blackpool Children. The Local Authority Declaration on Healthy Weight has been in place for two years, and good progress has been made in implementing the priorities. Blackpool was the first to sign the declaration and is being held as a beacon of success with many other local authorities across the North West implementing their own declaration. Other counties such as Yorkshire and Northumbria and the South West are looking to adopt the Local Authority Declaration. A Healthy Weight summit is being held on 8 March 2018 to

celebrate the successes of local businesses achieving the healthier choices award, along with our partners who have developed a healthy weight declaration.

A fuller update is included at Appendix 6 (b).

Does the information submitted include any exempt information?

No

**List of Appendices:**

Appendix 6 (a) Diagram of the new health visiting service model.

Appendix 6 (b) Health and Wellbeing Board Strategy update.

**8.0 Legal considerations:**

8.1 None

**9.0 Human Resources considerations:**

9.1 None

**10.0 Equalities considerations:**

10.1 None

**11.0 Financial considerations:**

11.1 None

**12.0 Risk management considerations:**

12.1 None

**13.0 Ethical considerations:**

13.1 None

**14.0 Internal/External Consultation undertaken:**

14.1 N/A

**15.0 Background papers:**

15.1 None.

Appendix 6 (a): Health Service Model

