

PRIORITY 4

IMPROVE HEALTH AND WELLBEING ESPECIALLY FOR THE MOST DISADVANTAGED

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In **Priority 4** we say that we will **improve health and wellbeing especially for the most disadvantaged**. This means that we will tackle the key causes of shorter life expectancy in Blackpool:

- Mortality in people under 75 from Respiratory Disease;
- Mortality in people under 75 from Cardiovascular Disease; and
- Mortality in people under 75 from Cancer.

Challenges 2014/15

Our focus this year will be:

- Healthcare;
- Lifestyle factors such as smoking, mental health, alcohol and healthy living; and
- Wider determinants of health.

Current Activity

Healthcare:

The NHS Health Check programme aims to help prevent heart disease, stroke, diabetes, kidney disease and certain types of dementia. The programme is available to people between the ages of 40 and 74 to assess their risk of developing these conditions and to provide support and advice to help them reduce or manage that risk. All Blackpool GP practices have signed up to deliver the programme and currently 76.08% of people who are offered an NHS Health Check received one, against an aspirational target of 75%.

Lifestyle - Smoking:

Smoking is a major factor in ill health. Around 400 people die prematurely every year in Blackpool, and a further 8,000 will suffer from smoking related diseases, such as bronchitis, emphysema, cardiovascular disease and cancer.

In addition to the provision of smoking cessation services, Public Health continue to focus on addressing the issues of tobacco-related harm by working together with other local authorities in Lancashire to implement the Lancashire Tobacco Control Strategy across the county. The strategy comprises of the following tobacco control measures:

- Stop the promotion of tobacco;
- Make tobacco less affordable;
- Effectively regulate tobacco products;
- Help tobacco users to quit;
- Reduce exposure to second-hand smoke; and
- Effectively communicate for tobacco control.

A Tobacco Control strategy has also been developed for Blackpool which focuses on three areas of work which we believe will have the biggest impact on reducing tobacco harm in Blackpool. These areas are:

- **Prevention** - creating an environment where young people choose not to smoke;
- **Protection** - protecting people from second-hand smoke; and
- **Cessation** - helping people to quit smoking.

In addition to national initiatives and campaigns, various steps have been taken locally to further reduce the harm from tobacco within our population, such as:

- The installation of smoke free signs in all parks and playgrounds.
- Smoke free hospital grounds to protect patients and visitors.
- Working with midwifery services and pregnant women to reduce the rate of pregnant women smoking at the time of delivery with initiatives including the introduction of carbon monoxide monitoring at 36 weeks and an opt out referral to stop smoking services.
- Working closely with colleagues such as Trading Standards on various operations relating to proxy sales of tobacco to children and the sale of illicit and illegal tobacco.
- Commissioning a lung health check project to find the 'Missing Millions', people who may be in the first stages of Chronic Obstructive Pulmonary Disease (COPD) with the aim of giving them information that would encourage them to seek help to stop smoking.

Public Health is also working with Tommy's, a national charity which funds research into pregnancy problems and provides information to parents, to develop and test an intervention that is reactive to women's needs and circumstances in Blackpool. The aim of the research is to develop a stop smoking intervention that is a) targeted specifically at young pregnant women, b) non-judgemental, c) convenient and cost effective and d) sustainable. This research is fully funded by Department of Health Innovation Excellence and Strategic Development Fund.

Lifestyle – Mental Health:

Mental health problems are amongst the most common forms of ill health and there are strong links between mental and physical health. An estimated 13,500 people aged 18-64 in Blackpool suffer from mental health problems, with around 300 people suffering psychotic disorders. The actual numbers of suicides in Blackpool is small but is relatively high for the population size.

Work is underway on the development of a mental health and wellbeing campaign strategy for Blackpool to be implemented in 2015/16. The campaign aims to cover a wide demographic, focusing on those who may be experiencing low level mental health problems. Utilising social media and local transport to convey the campaign messages, the campaign will direct the individuals to the Wellness Service, social inclusion project and the activities offered by the wider Council departments and public mental health commissioned services such as arts for health.

Work is continuing around suicide prevention and the de-stigmatisation of mental health problems, with the delivery of suicide awareness training (safeTALK). The main aim of this training is to prepare frontline workers to identify people with thoughts of suicide and help connect them to suicide first aid resources. More in-depth Applied Suicide Intervention Skills Training (ASIST) has also been delivered to equip frontline workers with the skills needed to administer suicide first aid, with some of these key workers identified to attend safeTALK train the trainer training. This will enable us to build sustainable capacity locally to train as many people as possible in suicide awareness.

Social Prescribing services are now in place and embedded in Blackpool with a Single Point of Access. Social prescribing is an approach which seeks to improve people's health and wellbeing by providing

them with access to community-based activities which they could benefit from, for example social and leisure activities; exercise groups; volunteering opportunities; complimentary therapies etc. People experiencing mental health difficulties are given the opportunity to receive a package of care through a weekly group at Blackpool Sports Centre. Individuals are offered help to understand and manage their mental health and are encouraged to try out new activities which could have a positive impact on their wellbeing. For some individuals, their package of care may also include support to address practical issues such as accessing financial advice, employment support or childcare.

In collaboration with Altogether Now, UCreate and the Council's Communications Team, Public Health raised awareness of mental health by involving ten schools within the area to develop a radio campaign. The aim of the campaign was to promote positive mental health in line with World Mental Health Day.

Lifestyle – Healthy Living:

Blackpool Wellness Service - this service has been commissioned for 3 years to support people to adopt a healthy lifestyle. The Wellness Service works collaboratively with the Workplace Wellness Service to provide support to local employers to promote, maintain and improve the physical and mental wellbeing of employees. The service also signposts and refers individuals to community early intervention services where appropriate. Work is currently ongoing to integrate the provision of debt advice into the service. The service has some paid staff but is mainly run by volunteers.

A variety of services are provided such as:

- **Health Trainers** - a free local service offering information and support about healthier eating, physical activity, stopping smoking, reducing alcohol intake, stress, relaxation and aspects of wellbeing. The service helps people set goals and motivates them to achieve more health goals through ongoing support.
- **Health Buddies Scheme** - to encourage and support anyone who wants to lead a healthier life but who lacks the confidence or motivation to make changes by themselves. This scheme supports people to access health related services; someone to get them through the door.
- **Cooking For Health** - a free local service to increase awareness of healthy eating and cooking meals on a budget. This scheme links closely with the Food Bank Partnership.
- **Health MOT Team** - provide health MOT checks and give advice and information on healthy lifestyle changes and factors relating to coronary heart disease. They also raise awareness of other factors that may impact on an individual's health.

The Wellness Service recently won an award at the Royal Society of Public Health (RSPH) Health and Wellbeing Awards 2014. The aim of the RSPH Health and Wellbeing Awards is to recognise achievement in the development and implementation of health promotion and community wellbeing strategies and initiatives. The Wellness Service won an award for demonstrating a cross-organisation approach and for embedding a health improvement strategy that is measurable, effective and efficient, enabling the individuals and communities served to improve their health.

Healthy Living Pharmacy (HLP) - The nationally recognised concept of HLP enables pharmacies to help promote healthy behaviour choices within the local community by delivering high quality health and wellbeing services, promoting health and providing proactive health advice.

Community pharmacies play an important role and are vital to the health of the local population. Community pharmacists and their team work at the heart of communities and are trusted professionals in supporting individual, family and community health. They are often the first point of contact for advice and medication.

HLP is being rolled out in Blackpool; to date 26 of our 44 pharmacies have signed up and are working towards HLP status. Being HLP accredited and displaying the HLP kite mark demonstrates consistent delivery of high quality services and a health and wellbeing ethos in the pharmacy. In Blackpool we have developed a 'Certificate of Commitment' which the pharmacies can display in their windows, once signed up to HLP and whilst working towards full accreditation.

Falls Prevention – Public Health have commissioned a scheme that has supported 'at risk' people to access an evidence-based exercise programme for falls rehabilitation. Clients who would benefit from targeted exercise to help in the prevention, management and rehabilitation of common problems in old age such as stroke, falls, and depression are referred to this programme.

Lifestyle - Healthy Weight:

Carrying excess weight and leading an inactive lifestyle are linked with a wide range of serious health conditions. However, even small increases in physical activity can have a significant impact on reducing early deaths, help to control long term conditions and promote health improvement and quality of life.

A Healthy Weight Action Plan has been developed and implemented across partners of the Health & Wellbeing Board with the aim of transforming Blackpool into a health promoting town where choosing to eat a balanced diet and having a physically active lifestyle is the easiest option. The plan focuses on three key themes:

- To transform the environment so that it supports healthy lifestyles;
- To make healthier choices easier by providing information and practical support; and
- To secure the services needed to tackle excess weight.

Actions to tackle obesity and sedentary behaviour include:

- Fit2Go is a healthy lifestyle project, delivered by Blackpool Football Club Community Trust, under the umbrella of Altogether Now – a legacy for Blackpool. The project focuses on teaching young people and their families what is needed to live a healthy and long life, taking a preventative approach. The project has been running for 3 years and has contacted 10,000 young people and families. It is jointly and equally funded by Blackpool CCG, Blackpool Football Club Community Trust and the Council's Public Health department.
- Blackpool's Healthier Catering Award has completed its first year during which time a range of establishments have registered for the award, including Children's Centres, cafes, fish and chip shops and workplace restaurants. Examples of the simple changes that have been made include reducing sugar in rice puddings, reducing salt in mushy peas, introducing steamed fish options in fish and chip shops and increasing fibre content by offering wholegrain bread and cereals.
- The Children's Food Trust has reviewed menus and nutritional content for the free school breakfast scheme and provided their recommendations.
- Referral pathways are in place between specialist and community weight management services and other relevant services to support increased physical activity, including Leisure Services and the Wellness Service.
- Public Health held an engagement event for Sustainable Food Cities in partnership with the pan-Lancashire Sustainable Food Network, bringing together local organisations. The Sustainable Food Cities approach involves developing a cross-sector partnership of local public agencies, businesses and non-government organisations committed to working together to make healthy and sustainable food a defining characteristic of where they live.

Lifestyle – Alcohol / Substance Misuse:

There are numerous harmful effects from regularly drinking more than the recommended levels of alcohol, such as liver problems, high blood pressure, increased risk of various cancers and heart attack. Blackpool has some of the worst levels of alcohol-related harm in the country.

In June 2013, the Health & Wellbeing Board approved the Alcohol Strategy 2013-16 for Blackpool. The strategy has four objectives:

- Reduce alcohol-related ill health;
- Reduce alcohol-related anti-social behaviour and crime;
- Improve Blackpool's cultural attitude to alcohol, providing a safe, enjoyable and sustainable environment for visitors and residents to improve the town's economy; and
- Provide a safe alcohol-free environment for children and empower young people to make informed decisions in relation to alcohol.

To contribute towards reducing alcohol-related ill health, a training programme has been commissioned to increase the number of frontline staff trained to deliver Alcohol Identification and Brief Advice (IBA). The purpose of an IBA is to enable frontline staff to identify individuals whose drinking might be impacting on their health and provide advice to motivate them to reduce their alcohol consumption.

The contracts for integrated drug and alcohol treatment services for adults aged 18 plus have been successfully retendered, with contracts being awarded to Addiction Solutions, Delphi Medical and Renaissance Drugline Lancashire. These organisations work as a partnership known as Horizon Community Services to deliver recovery focused treatment services in Blackpool. Horizon also helps individuals address their wider needs such as housing issues, benefits advice, employment and training. Criminal Justice has been incorporated into the mainstream service and a bespoke employment advisor is also in post.

Public Health has developed a community partnership to address alcohol harm through the establishment of an alcohol citizen's inquiry in Grange Park. Partners include Public Health, Community and Environmental Services, Trading Standards, health services, the voluntary sector, local businesses and elected members. The 20 residents involved in the inquiry have established a range of recommendations, including:

- Establishing a community centre with a range of services in Grange Park;
- Greater community involvement in establishing licensing policy and granting of licenses;
- Reducing the hours of supply of alcohol, including off sales;
- Banning alcohol advertising;
- Constraining alcohol sales to specific areas of stores;
- Increased alcohol education in schools and the community;
- Improved marketing for alcohol services and eased accessibility; and
- Increased use of CCTV.

All partners agreed to look at the recommendations and commit to exploring those options within their service areas, and to provide support to the residents to deliver their own projects or lobby others to act. Public Health has committed further training to the participants to enable them to advocate actively for change.

Public Health commissioned Trading Standards to carry out test purchasing on Blackpool premises selling alcohol to ensure that alcohol is not sold to under 18s and that all retailers operate as safely as possible. They had a 100% success Deny to Serve rate.

Wider Determinants - Affordable Warmth:

In Blackpool there are around 20% more deaths in winter than the rest of the year. In order to reduce these excess winter deaths we are exploring strategic schemes to promote affordable warmth; predominantly the Green Deal and the Energy Company Obligation (ECO). The Green Deal is a scheme which lets people pay for energy efficiency improvements through savings on their energy bills. The Energy Company Obligation is in 3 parts – the Affordable Warmth Obligation to provide heating and insulation improvements for low income and vulnerable households; the Carbon Saving Obligation to provide funding to insulate solid-walled properties and those with hard to treat cavity walls; and the Carbon Saving Communities Obligation to provide insulation measures to people living in the bottom 15% of the UK's most deprived areas.

Funding has been secured to appoint a consultant to establish whether the Council should be a provider of Green Deal and ECO services, to ensure maximum take up of the services for Blackpool residents and create local jobs. The consultant will also explore options to implement ECO within Lancashire Public Health teams. The Lancashire Home Energy Group will oversee the appointment of the consultant and will progress any recommendations made. A Lancashire-wide organisation / community interest company is also being established to bid for energy company resources.

Wider Determinants - Healthy Urban Planning:

Public Health fund the Healthy Urban Planning agenda which aims to integrate the consideration of health objectives into the processes that create and manage the built environment we live in. It promotes the idea that a town or city is much more than buildings, streets and open spaces; it is a living community which can greatly impact on the health of its residents.

The position of Healthy Urban Planning Officer is currently out to advert. Once appointed, the post holder will work on the development of a Green Infrastructure Strategy and a set of Strategic Planning Directives to promote healthy planning, as well as conduct Health Impact Assessments on all major new developments.

Wider Determinants - Housing:

Housing quality has a huge impact on people's health and wellbeing. Public Health has contributed significantly to the selective licensing process through pump priming the Transience Team. This team works with the selective licensing officers to undertake brief interventions, identify health, social care and wellbeing needs and support people to access services, for example, to re-engage people with drug or alcohol treatment services.

Wider Determinants - Employment:

A number of employment programmes are underway, particularly targeting the selective licensing area, people in drug or alcohol treatment services and people living with HIV to regain employment. These programmes, delivered by Positive Steps, have shown significant outcomes.

Priority 4 Key Actions

Key – Overall Progress:



On track



Not on track but being managed by the department to bring back on track



Not on track and needs support from outside the department to bring back on track

Objective	Key Action	Milestones	Deadline	Dept.	Lead Officer	Overall Progress
Healthcare	To implement a system of health checks to identify people at risk of developing heart disease, stroke, diabetes, kidney disease or vascular dementia.	All GP practices signed up to scheme and delivering	Mar 2015	PH	Liz Petch	On track
		Training and support needs identified at contract review meetings during January 2014				
Smoking	To protect children from the harm of tobacco by increasing public awareness of the health impacts of secondhand smoke	Raise public awareness of the health benefits of smoke free homes.	Mar 2015	PH	Liz Petch	Not on track but being managed by the department to bring back on track
		Raise awareness and campaign for smoke free cars via culture and legislation.				
		Install 240 'No Smoking' signs in public parks, health centres and schools.				
Mental Health	Update and implement the mental health action plan for Blackpool Council	Update the existing mental health action plan, in line with the Health and Wellbeing Board thematic review of mental health and any new evidence of need and effective interventions.	Mar 2015	PH	Emily Davis	On track
	To promote social prescribing schemes to promote mental health including arts for health and books on prescription	Raise the general public's knowledge of how to improve mental health and wellbeing, to increase self-help behaviour and challenge stigma associated with asking for help. Provide a preventative social prescribing service that is embedded within both the single point of access for mental health and the wellness service	Mar 2015	PH	Emily Davis	On track
Healthy Living	Deliver training to Care Homes to improve staff understanding and practice in relation to fall prevention, healthy eating, physical activity, emotional health and wellbeing, tobacco control and other Public Health priorities	10 care homes to have completed the full programme	Mar 2014	PH	Chloe Dobson	Not on track but being managed by the department to bring back on track
		100% of care homes in Blackpool contacted with relevant educational material	Mar 2015			
	Provide a health mentor service to buddy vulnerable older people to enable them to	Provide a Health Mentor Service to "buddy" vulnerable older people to enable them to access physical activity opportunity in	Mar 2015	PH	Helen Hindle	On track

Objective	Key Action	Milestones	Deadline	Dept.	Lead Officer	Overall Progress
	access physical activity opportunities in the community and reduce emergency hospital admissions through the further development of services to prevent falls in vulnerable people following signal fracture	the Community, including facilitating access to evidence-based exercise programmes i.e. Fall Prevention Programme				
		Falls Rehabilitation Programme working effectively supported by provision of Physiotherapy Team, Health Mentors, Client Transport				
		Multi-disciplinary Falls Pathway/Strategy under development with involvement from key stakeholders.				
	Implement Healthy Living Pharmacy Programme	Establish process	Mar 2015	PH	Chloe Dobson	
		Discuss launch with pharmacies				
		Agree rollout timetable				
Healthy Weight	Healthy Weight Action Plan	Healthy Weight Action Plan developed and approved by Health and Wellbeing Board	Mar 2015	PH	Lynn Donkin	
		Ensure all elements within the control of Blackpool are delivered	Ongoing			
Alcohol / Substance Misuse	Reduce / prevent harm caused by risk taking behaviours through the development and implementation of the Alcohol Strategy for Blackpool	Alcohol Strategy 2013-16 published	Ongoing	PH	Rachel Swindells	
		Ensure all elements within the control of the Council are delivered.				
	To commission the highest quality most cost effective treatment services for residents living with drug or alcohol dependence	Increase the number of clients leaving treatment drug free and drinking within recommended guidelines	Ongoing	PH	Nicky Dennison	
		Increase the number of clients accessing Community Detox and Residential Rehabilitation to improve successful outcomes				
	To commission the highest quality and cost effective residential treatment services for both drugs and alcohol	Undertake a commissioning review of residential rehabilitation services.	Mar 2015	PH	Nicky Dennison	
		Re-tender services dependent on the outcome of the commissioning review				
Wider Determinants	Reduce fuel poverty	Implement the affordable warmth plan for Blackpool	Mar 2015	PH	Judith Mills	
	Development of a Green Implementation Strategy	Work with the Places Directorate	Mar 2015	PH	Judith Mills	

Priority 4 Performance Indicators

Key – Performance Trend:

- ✓ Performance is improving
- ✗ Performance is getting worse
- Performance is staying the same
- Data not due to be reported this quarter

Indicator	Q1	Q2	Q3	Q4	2014/15		2013/14 Total	2012/13 Total	Trend	Comments
					Total	Target				
Under 75 mortality rate from all respiratory diseases	78.1 per 100,000 (2011-13)				78.1 per 100,000 (2011-13)		81.6 per 100,000 (2010-12)	85 per 100,000 (2009-11)	✓	
Under 75 mortality rate from cardiovascular disease	125.2 per 100,000 (2011-13)				125.2 per 100,000 (2011-13)		135.3 per 100,000 (2010-12)	134.6 per 100,000 (2009-11)	✓	
Under 75 mortality rate from cancer	182.8 per 100,000 (2011-13)				182.8 per 100,000 (2011-13)		183.8 per 100,000 (2010-12)	183.9 per 100,000 (2009-11)	-	
Referrals to weight management services (total)							434	New PI		
Take up of the NHS Health Check programme by those eligible						75%	76.1%	39.6%	✓	
Smoking prevalence	26.5% (2013)				26.5% (2013)	25%	29.5% (2012)	27.2% (2011)	✓	
Hospital admissions for self-harm in those aged 0-17			312 per 100,000 (2011/12)		312 per 100,000 (2011/12)		250 per 100,000 (2010/11)	281 per 100,000 (2009/10)	✗	Area of major concern. Highest rate of any local authority and the position is deteriorating.
Healthy weight prevalence in Reception children			72.5% (2013/14)		72.5% (2013/14)		73.3% (2012/13)	77.1% (2011/12)	✗	Measured per academic year so results published in Dec 2014 will be for the 2013/14 academic year.
Healthy weight prevalence in Year 6 children			63.8% (2013/14)		63.8% (2013/14)	67.5%	63.6% (2012/13)	66.6% (2011/12)	✗	
Alcohol related admissions to hospital (broad definition)			3,140 per 100,000 (2013/14)		3,140 per 100,000 (2013/14)	2,295 per 100,000	2,988 per 100,000 (2012/13)	2,920 per 100,000 (2011/12)	✗	Rate per 100,000 population.
Excess winter deaths			19.7%		19.7%	17.6%	22%	22.8%	✓	Compares the number of deaths

Indicator	Q1	Q2	Q3	Q4	2014/15		2013/14 Total	2012/13 Total	Trend	Comments
					Total	Target				
			(2009-12)		(2009-12)		(2008-11)	(2007-10)		that occur in the winter period (Dec - Mar) with the average number of deaths occurring in the preceding Aug to Nov and the following Apr to Jul period.