

## CABINET MEMBER FOR PUBLIC HEALTH – COUNCILLOR COLLETT

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### Public Health

#### Healthy Living Pharmacy (HLP)

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.

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.

HLP is being rolled out across Lancashire and in Blackpool commenced with a launch event in June 2014, to date 28 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.

We have assigned a dedicated member of the team to work closely with pharmacies to support them in gaining accreditation in a timely manner. We have also supplied each pharmacy signing up to HLP with a resource pack, this will support pharmacy staff to open discussion and can be used for health promotion displays.

In addition to developing a portfolio of competence, to gain accreditation the pharmacy must fulfil specific criteria:

- Leadership Training - Pharmacist (or Pharmacy Manager) must attend Leadership Training. This training inspires and motivates to lead change, focuses on developing and motivating the team, discusses the changes HLP brings and techniques and tips to support implementation and supports the development, delegation and direction of others
- Healthy Living Champion - Each pharmacy is to nominate two HL Champions as part of their pharmacy teams. The HL Champion must undertake the RSPH - Level 2 Award in Understanding Health Improvement. The aim of the HLP Champion is to help the public adopt healthier lifestyles and access the support they need.
- Brief Intervention (BI) Training - All pharmacy staff must attend a Brief Intervention training session. BI is a method of discussing health issues in a positive, non-confrontational way to encourage individuals to think about a change to healthy behaviours and enabling them to access specialist support when they are ready.

In summary, Healthy Living Pharmacy:

- Promotes healthy living and wellbeing as a core activity.
- Has a team, proactive in supporting health and wellbeing, with the community's health at centre of all it does.
- Is accessible and approachable.
- Is valued and trusted.
- Maintains premises to a high professional standard with private consultation facilities.
- Works closely with other healthcare providers, proactively and reactively.
- Will be easily identifiable by the public and healthcare professionals.
- Is a community hub capitalising on its community based social asset status.

The benefits of implementing HLP in Blackpool are:

- Improvements in outcomes, quality and productivity.
- Ability to demonstrate to commissioners what community pharmacy can deliver to improve the health and wellbeing of the local population.
- Increased public awareness of community pharmacy across a range of health and wellbeing services that can be delivered.
- Demonstrates raised awareness of the role of community pharmacy in support of Healthy Living to local populations so that increasingly community pharmacy becomes an access point of choice for patients seeking solutions to their health and wellbeing needs.
- A recognisable branding for HLP that represents excellent quality to the public and health professionals.
- An engaged and motivated pharmacy team able to deliver proactive health and wellbeing interventions and improved performance.
- Improved involvement and engagement of pharmacy team including a trained Health Champion.
- Enhanced engagement and collaboration with other health professionals.

## **Tobacco Update**

Whilst figures in other areas of England have seen reductions in the numbers of adults who smoke, in Blackpool the figures have remained static over the last few years at around 29.5% of the adult population smoking as compared to the England average at 20%. Smoking rates in the most deprived communities in Blackpool remain disproportionately high, 51% in the most deprived areas (e.g. Bloomfield) compared to less than 25% in the least deprived areas (e.g. Anchorsholme). This is a key factor in contributing to Blackpool's persistent health inequalities that result in the unfair differences in life expectancy between the richest and poorest of our communities. People in routine and manual occupations are around twice as likely to smoke as those in managerial and professional occupations. In Blackpool smokers from routine and manual groups comprise 44% of the overall smoking population, reducing smoking in this group is also critical to reducing inequalities in the town.

In addition to national initiatives, legislation and campaigns, locally various steps have been taken which go towards further reducing harm from tobacco within our population. These steps include:

- smoke free hospital and grounds to protect patients and visitors.
- signage to encourage smoke free playgrounds and parks to protect our children.
- working with midwifery services and pregnant women to reduce the rate of pregnant women smoking at the time of delivery giving babies a better start in life with initiatives including being the first are to introduce CO monitoring at 36 weeks and a positive opt out referral to stop smoking services.

- commissioning a smoking cessation service within GP practices in addition to the Specialist Stop Smoking Service ensuring wider more accessible services for those people wishing to stop smoking.
- working closely with colleagues such as Trading Standards on various operations relating to proxy sales of tobacco to children, employing specialist sniffer dogs on illicit and illegal tobacco operations and operations at Blackpool airport on smuggling.
- 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 those people information that would encourage them to seek help to stop smoking.
- an in-patient tobacco service at Blackpool Victoria Hospital offering unplanned admission access to NRT during their stay and referral to community services on discharge.
- supported social marketing projects to understand what pregnant need to encourage them to have a smoke free pregnancy and birth (e.g. BUMP magazine).
- introduced an incentive scheme to encourage women in making a quit attempt.

The Blackpool Tobacco Control Strategy builds on work already undertaken and recognises the need for a multi-faceted approach to local work, whilst balancing input and influence on a range of national, regional and sub-regional actions that complement and reinforce each other. Tobacco Free Lancashire is an important and influential forum whereby with work with wider partners to take forward some of this wider work.

In implementing decisive tobacco-control policies, Blackpool Council and our partners must show leadership in responding to the direction of travel set out in this Strategy. However, communities themselves also have a role to play. Whole population approaches such as regulation and investment in services must be supported by interventions which are driven by and meet the needs of, local communities. We all need to consider, as individuals and communities, what we can do to support each other to make smoking a thing of the past and improve not only our own health, but also the health of our local areas. Only by taking this approach can we achieve our ambition of a tobacco-free Blackpool and accelerate our efforts to tackle the underlying causes of health inequalities.

The Public Health team has been involved in the development of the Tobacco Free Lancashire Strategy 2014/ 2016. This pan-Lancashire document has been agreed by the Blackpool, Lancashire and Blackburn with Darwen Health and Wellbeing Boards.

The team has also developed with partners the Pan-Lancashire Smoking in Pregnancy Action Plan and agreed work to develop local solutions to the actions identified.

The Blackpool Tobacco Control Strategy and Action Plan 2014/ 2016 focuses on a range of actions across three priority themes as we believe these to be the areas of greatest opportunity where the greatest differences can be made:

- Prevention - creating an environment where (young) people choose not to smoke
- Protection - protecting people from second-hand smoke
- Cessation - helping people to quit smoking

### **Schools Catering Services**

From September 2014, school lunches have been provided free of charge to all pupils in Reception, Year One and Year Two throughout all schools in England and Wales. This is a Government initiative aimed at ensuring a good quality, nutritional lunch is available to all pupils and it is anticipated that this scheme will be run on an ongoing basis for the foreseeable future.

It is envisaged that the take up figure in Blackpool will be in excess of 85%, although figures are currently being analysed. In order to ensure that the pupils enjoy their meals and that parents have

total trust in what the children are being served, Blackpool Catering Services have amended their menus to provide a wider range of fresh meat products.

All the meats used are being sourced from British animals and are Red Tractor certified or have Farm Assured certification, ensuring total traceability.

Pupils continue to have a choice of hot meals available every day, complemented by a salad bar, featuring a wide range of produce, a bread basket and a selection of tasty desserts.

In preparation for the introduction of the New Food Standards in January 2015, the menus are being revised to ensure that Blackpool Catering Services provides menus that are fully compliant with the new standards.

In addition information relating to each individual menu dish will be available in order to comply with the Allergen Legislation which comes into effect on 13 December 2014.

### **Child Poverty**

Preparatory work for the Better Start programme has continued with the appointment of a new Director to drive the delivery of the work and two development officers to establish the project team and working arrangements. Councillor Taylor's report gives further details of the progress made so far.

Away from Better Start, the recently-released official figures measuring child poverty levels show that although Blackpool is now ranked as the 14<sup>th</sup> highest local authority for the level of child poverty in England (up from 21<sup>st</sup> place), the proportion of children in poverty fell from 30.2% to 29.3% in Blackpool between 2011 and 2012.

Since these figures, we have seen significant progress through a range of initiatives addressing the drivers of child poverty. The September claimant count for 18-24 year olds is the lowest since 2012, with the proportion claiming Job Seekers Allowance down from 6.2% to 3.8% September 2012 - September 2014, and 16-18 year olds not in Education, Employment or Training (NEET) down from 11.5% to 5.4% over the same period.

The Council has played a significant role in addressing youth and adult employment through a variety of projects. These include:

- The Chance2shine programme, which has delivered opportunities for work experience for 111 young and adult residents, of which 43 have gone on to achieve paid employment
- 153 people were supported to start new businesses, with £428,000 of funding being accessed as a result of our work
- Dedicated work with Care Leavers to improve their application skills has resulted in young people accessing employment and college courses
- The Summer Ventures Programme offers learning and mentoring for NEET 16-18 year olds, with 94 out of 103 people starting the programme leaving the NEET category on completion
- A pilot Virtual Early Leavers Service, which acts rapidly to support young people leaving training. 73% of the 80 people supported got back into education, training or employment
- Apprenticeships delivered through both the Council's own apprenticeship scheme, and other posts created through collaboration with partners across Blackpool

We will further build on this by appointing a local training provider to work with us on a new traineeship programme for young people not ready for apprenticeships, which will include training support and work placements.

## **Health funding**

### Finance

Under the Health and Social Care Act 2012 responsibility for commissioning many public health services was transferred to Local Government under the responsibility of the Director of Public Health (DPH) as part of a ring fenced public health grant. Nationally it has been agreed that the commissioning responsibilities for 0-5 Healthy Child Programme (Universal/ universal plus) will transfer to Local Authorities on 1 December 2015. Funding will sit within the overall ring fenced public health budget.

The methodology used for the above contract split has resulted in a £400,000 reduction in the funding in the Blackpool allocation. Blackpool Council has passed on the following comments to the Lancashire Area Team regarding the contracts for 2015/ 2016

“We do not accept the methodology for the split of the contract value based on provider information as this appears to result in a circa £400,000 reduction in the Blackpool allocation of the contract value from previous Primary Care Trust (PCT) investment. We feel this method may fail to adequately account for levels of disadvantage and skill mix”.

Indicative funding allocations were due to be released to local authorities on 20 October for consultation, but this has been delayed. We are awaiting further updates from the Local Area Team.