

CABINET MEMBER FOR PUBLIC HEALTH – COUNCILLOR COLLETT

Work on Dementia

Public Health Blackpool aims to deliver a dementia awareness campaign throughout 2015/2016. This campaign began on the 5 February 2015 with the Dementia 'Books on Prescription' launch at Central Library. The self-help books are now available within all eight libraries within Blackpool.

The awareness campaign will continue throughout the year, beginning again during May to coincide with National Dementia Awareness Week. Building on the success of last year's 'Dancing with Dementia' event, public health and colleagues in marketing are currently in the planning phase. The day will play host to a number of local dance troops encouraging people of all ages to dance and become more active.

The event will be supported by a number of services who will be providing information on the day. People will be able to access information on dementia and where to access support. For those who may have concerns about their memory, they will have the opportunity to undertake a memory assessment with one of the dementia services.

The campaign will go on throughout 2015/2016 and continue to support the Prime Ministers Challenge on Dementia and the ambition to create 1 million Dementia Friends by 2015. The focus of the 2015/ 2016 campaign is to sign up local businesses in retail, transport, leisure etc. to become dementia friends

Blackpool Council has submitted an action plan to the Dementia Alliance showing their commitment for Blackpool to become a Dementia friendly community.

Cosy Homes in Lancashire (CHiL)

Green Deal and Eco are the national schemes for delivering energy efficiency improvements to properties. Green Deal provides loans and cashback incentives to homeowners, whereas ECO provides more traditional grants for qualifying properties and households.

The population of Blackpool experiences on average poorer health and lower life expectancy than the majority of the UK. Certain health conditions are exacerbated by the cold and environmental factors including cold damp housing and these contribute to excess winter deaths and high levels of unscheduled hospital admissions. There is also evidence to suggest that living in a cold home can result in poor mental health as well as lower educational attainment.

Blackpool has one of the highest levels of fuel poverty in England and a greater percentage of hard to treat houses than other areas. Hard to treat houses are those without a cavity wall or with a roof lift into the attic and therefore require expensive solid wall insulation. Blackpool Council has been working hard as an individual Local Authority to address these issues. Cosy Homes in Lancashire is now a Lancashire wide scheme supported by all the Lancashire Local Authorities. It has developed as a result of the key recommendation from an independent report, commissioned by the Lancashire Energy Officers Group, funded by Public Health Directorates across Lancashire.

The report was commissioned to investigate the potential of Energy Company Obligation and Green Deal across the County. The focus of the report was to maximise investment opportunities and

recommend the most effective potential delivery model, across Lancashire. This recommendation resulted in the development of Cosy Homes in Lancashire.

Supported by Public Health and still in its developmental stage, Cosy Homes in Lancashire (in Blackpool) is working closely with Care and Repair Blackpool regarding affordable warmth for vulnerable and fuel poor residents. The aim is to ensure those residents, especially where there is a cold related health condition, can keep warm in their home. Keeping residents warm and well, helps to reduce the amount of GP visits and emergency hospital visits, and also reduce the number of excess winter deaths.

The Cosy Homes in Lancashire scheme is able to provide free cavity and loft insulation where appropriate. Replacement high quality condensing boilers can be provided free dependent on certain benefit criteria being met. In instances where the criteria is not met, the scheme can still offer a very competitive deal for a new boiler and service package, including providing ethical finance options where no upfront payment is needed.

Care and Repair's Winter Warmth scheme provides boiler repairs and replacement, plus provision of free temporary heating and electric blankets until a permanent system can be installed. Draft excluders and carbon monoxide alarms are also available. The House and Homecare Advisor works directly with the hospital Discharge Team on a consistent basis, providing updates on the schemes and services available. The Discharge Team makes referrals to Care and Repair if they have patients who need assistance.

By working together Cosy Homes in Lancashire and Care and Repair in Blackpool can maximise the funding available in order to keep more of residents warm and well in their homes and out of the GP surgeries and hospital.

Blackpool wide PSHE (Personal Social and Health Education) in Secondary Schools Scheme

This report outlines progress to date on the key action identified in the Health and Wellbeing Board action plans for sexual health and alcohol, in the development of consistent and effective PSHE in secondary schools in Blackpool.

Through the Joint Strategic Needs Assessment and through the development of the Health and Wellbeing Board action plans for alcohol and sexual health, a need was identified for a consistent approach of Personal Social and Health Education across all Secondary Schools in Blackpool, to address the local Public Health priorities:

- Sexual Health including sexual exploitation
- Drugs and Alcohol
- Self-Harm and emotional wellbeing

The evidence base on effective Personal Social and Health Education was collated through Lancaster University, OFSTED, consultation with young people and the Personal Social and Health Education Association which collectively prescribed the way forward following a multi-component whole school approach.

To support schools in the delivery of a consistent approach, a school support package has been developed by Children's Services Specialist Support Team commissioned by Public Health, which includes:

- Personal Social and Health Education Association membership for the whole school along with three Continuing Professional Development days for Personal Social and Health

Education Leads

- Supply teacher budget to allow staff to be released for training
- TLR point for Personal Social and Health Education leads
- Personal Social and Health Education Forum has been established and Personal Social and Health Education Association Continuing Professional Development training days organised.
- 44 Core Lessons in Sex and Relationship and Drugs and Alcohol have been developed for Years 7 and 9, written by the Specialist Support Team staff in consultation with individual schools and school nurses. These are timetabled to begin in September 2015
- Risky Behaviour Training is now provided for Personal Social and Health Education staff and wider school staff:
 1. Basic Drugs Awareness
 2. Alcohol
 3. Consent and Sexual Exploitation
 4. Hidden Harm
 5. Sexual Health
- Further work is planned in relation to emotional wellbeing and resilience in 2015/ 2016 based on the outcomes of work through the pilot HeadStart programme.

Growth Portfolios and Evaluations have been developed to both show and to monitor the outcomes that have been achieved through this scheme. In addition, the bi annual Schools Health Survey will be repeated to understand the impact that the education has had at a population level.

The support package has been developed in partnership with schools and has been well received.

Health Funding

Background

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 October 2015. Funding will sit within the overall ring-fenced public health budget.

Finance

The proposed funding allocations have been released to Blackpool Council for commissioning responsibilities for 0-5 Healthy Child Programme. The Baseline Agreement Exercise document addresses a number of the concerns we had, specifically inflationary pressures and commissioning costs. The proposed allocation Blackpool Council will receive for the six-month period 1 October 2015 to 31 March 2016 is £1,551,000, this is the proposal that was expected and would be sufficient to cover the contract values. The proposed funding allocation figures have been adjusted to ensure a minimum floor for local authorities such that no local authority is funded to a level below an adjusted spend per head (0-5) of £160. The adjusted spend per child 0-5s services in the Blackpool area is £388. This is the fourth highest spend per child of all English local authorities and it is higher than both Lancashire County Council at £276 and Blackburn with Darwen at £353.

From 2016/ 2017, the allocations are expected to move towards a distribution based on population needs. The fair shares formula will be based on advice from Advisory Committee on Resource Allocation (ACRA), the successor body to the Resource Allocation Group (RAG) and the Resources Allocation Working Party (RAWP) and is an independent committee which make recommendations

on preferred relative distribution of resources to the Secretary of State for Health and NHS England. Local authorities may move incrementally to the formula position over several years.

Child Poverty

Work on developing the Blackpool Centre for Early Child Development (Better Start) has focussed on recruiting staff, developing an implementation plan, developing an outcome framework supported by evaluation and monitoring system and work to enable the drawn down of finance from the Big Lottery Fund.

The Better Start Executive Board has received proposals for the expansion of the Family Nurse Partnership programme from 150 to 200 places in the seven Better Start Wards, allowing more teenage parents to take advantage of the programme, securing better outcomes for their toddlers. In addition, the Board has considered provision of the Baby Steps programme to replace current antenatal care across the same area. This is an evidenced based antenatal programme which supports and optimises parents' and babies' health and wellbeing. It promotes protective factors against child maltreatment, as well as more sensitive parenting and secure attachments.

Together, these initiatives will make a significant difference to the life chances of young children in our most deprived Wards and will start to tackle some of the root causes of child poverty.