

Appendix 8a

# DRAFT FOR COMMENT

## Protecting the health of residents and visitors in Blackpool (2023-2027)

## How this strategy was produced

On the 21<sup>st</sup> September 2022 key stakeholder from the Local Authority, NHS, Healthwatch, & UKHSA came together to start to plan Blackpool's first Health Protection Strategy

The day was chaired by the Director of Public Health Arif Rajpura and the Health and Well Being Portfolio Holder Cllr Jo Farrell

The days focus on:

- Setting the scene (key data and intelligence)
- Reviewing our Strengths, Opportunities, Threats and Weakness (SWOT)
- Visioning our strategy
- Planning next steps

The following strategic overview is the result of that planning session and other engagement with key stakeholders.

**Our purpose** To work together across Blackpool to protect the health of residents and visitors based on best practice and best evidence.

**Our vision** The ensure that the health and wellbeing of residents and visitors in Blackpool is protected against all health protection hazards and threats.

What we will achieve for our residents and visitors

Priority 1	Priority 2	Priority 3	Priority 4
Protect our children by increasing vaccination rates	Protect our vulnerable residents and reduce inequalities	Enhance the way we communicate risk to our residents and visitors	Work together to address outbreaks and incidents

How we will work together to achieve our vision for Blackpool

Priority 5	Priority 6
Shared data and intelligence platform and governance	learn from others & from our residents

**Building blocks**

Recognised place of good practice where good work is recognised

Our residents and visitors are informed of risk and have the opportunity for increased self care

Comprehensive approach to risk and risk management

A place where we make every contact counts

High ambitions on behalf of our residents

For the public health family

Ensure Blackpool has capacity to address all Health Protection issues and that specialists are trained and competent.

## Priority 1 Protect our children by increasing vaccination rates

Vaccination is the most important thing we can do to protect ourselves and our children against ill health. They prevent up to 3 million deaths worldwide every year.

Since vaccines were introduced in the UK, diseases like smallpox, polio and tetanus that used to kill or disable millions of people are either gone or seen very rarely.

Blackpool has higher than average rates of vaccination for our children, but we struggle with seasonal flu vaccination and pre-school boosters

To address this we will:

- Work with the commissioners of childhood vaccination and monitor their uptake and coverage
- Work with our best performing PCNs to learn how to improve vaccination rates across all of Blackpool
- Work with our health visitors and school nurses to champion vaccination
- Ensure our asylum seeker and all other transient populations are given access to vaccination services.

## Priority 2 Protect our vulnerable residents and reduce inequalities

Over the past years, there have been impressive social economic and health improvements in the North West.

Unfortunately, not everyone in Blackpool have been able to share the benefits of these improvements. It is essential that everyone is empowered and encouraged to do so.

Health inequalities are unacceptable. Tackling health inequalities is one of the top priority areas for health protection across Blackpool and is focused on:

Narrowing the health gap between disadvantaged groups, communities and the rest of the country; improving health protection responses overall.

We will work together across Blackpool, working with partners in many different sectors, as well as directly with communities, to ensure we make best use of our collective efforts and resources

Targeted activity to protect the health of those most vulnerable in Blackpool, especially homeless, asylum, older populations.

## Priority 3 Enhance the way we communicate risk to our residents and visitors

Lessons learnt from the coronavirus pandemic has reaffirmed the importance of health communication, especially communicating how to stay safe, understanding risk and challenging myths and misinformation.

Well-designed health communications have been shown to have a real impact, especially when we work with our residents to understand their beliefs about how a health issue is relevant to them, for example, can help professionals to craft effective health messages.

To address this we will:

Engage or residents and work to make sure our communication is timely and appropriate to their needs

We will work within good practice guidelines to develop any health information for our residents and population

We will commit to an annual programme of communications for health protection issues such as flu vaccination and AMR champions

## Priority 4 Work together to address outbreaks and incidents

Outbreaks of disease — the occurrence of more cases than expected — occur frequently.

These can range from hospital acquired infections to influenza in a care home.

It's essential to have a comprehensive response to managing outbreaks and incidents in order to protect the health of residents and visitors to Blackpool through preventing or controlling the threat to health.

Work with UKHSA to develop on MOU to guide response to incidents and outbreaks locally.

Ensure all working on health protection in public health are skilled and competent

Work across key agencies in Blackpool to enhance the monitoring and evaluation of key statistics

Strengthen governance and engagement with our partners

## Priority 5 Shared data and intelligence platform and governance

We will bring datasets together in a timely manner to maximize their use and empower services and staff. These datasets will be overseen at the Health Protection Board

Immunisations and health inequalities will be a main focus for the first few years of the strategy

These datasets will be user friendly and allow us to work collaboratively across Blackpool

We will share data appropriately and sensitively to protect the health of all living and visiting Blackpool



## Priority 6 Learn from others & from our residents

We will engage with our key stakeholders on improvement activity, focusing on care homes and childhood vaccination initially

We will share good practice across our governance systems and ensure the good work conducted in Blackpool is recognised

We will raise the competence in our staff by attending appropriate networks and learning opportunities and sharing the good practice across Blackpool

# Crucial Interdependencies

This strategy intends to drive action and activity to protect the population of Blackpool's health, it *does not* cover all action and activity on health protection. The health protection board has oversight of other key actions and ambitions such as:



Blackpool Teaching Hospt. hospital Acquired Infections



UKHSA public health protection and infectious disease capability




Asylum seekers & migrant health Blackpool Council



Clean Water Blackpool Council

Health Protection Strategy and Board




Infectious disease teams including IPC and TB NHS & Blackpool Council



Public Protection in Blackpool Council (food safety, housing & environmental Protection)



Clean air Public Protection in Blackpool Council



Emergency Preparedness Blackpool Council & Teaching Hospital