

CABINET MEMBER UPDATE

Overview and Scrutiny Committee (Adult Social Care) – 23 January 2024

Councillor	Portfolio	Period of Report
Ian Moncur	Health and Wellbeing	Oct – Dec 2023

Public Health

We're Here Campaign

The “We're Here” campaign has been developed over the past 18 months and originated through discussion at the Sefton Suicide Prevention board. At this meeting Merseyrail colleagues raised concerns that there was potentially an increase in the frequency of members of the public presenting at train stations in a mentally distressed state and staff didn't know where best to signpost to. A steering group was established involving a range of representatives from the voluntary sector including Sefton CVS, suicide prevention organisations, Public Health and both the councils' and local NHS communications teams.

On Thursday 7th September the campaign was officially launched via a roadshow across Sefton directly to local residents in their communities. The advertising company commission included promotional staff who distributed stickers and posters for local businesses across the borough to display.

On the launch day there was a team supporting this process who travelled across the borough to promote the campaign including representation from the Sefton Public Health team, Sefton Council comms, the Crisis Café, Seans Place, Parenting 2000 and Sefton CVS. The team were accompanied by a digital advertising van and stopped off at 5 locations to give out business cards and chat to members of the public about the campaign and offer reassurance that help is available for anyone in need.

On the launch day the team handed out bags of fruit to help promote the purpose of the day which allowed for more detailed engagement with local residents to listen to their experiences and thoughts on “We're Here”. Some residents who were engaged on the launch day gave some immediate feedback regarding the timeliness and benefits of having the “We're Here” campaign in the borough. Some highlights included:

- “My son has been struggling for a very long time and just doesn't know where he can go”
- “I am definitely going to check this out. I have been going through a lot of stuff with a relationship ending and would like to connect with other people going through something similar”

In November, evaluation data on the campaign from the advertising company and Radio city will be received and this should also help shape the direction of the campaign's next steps alongside data collected by Sefton CVS on usage of the directory.

Sefton Sexual Health LARC Revised GP Offer (LARC)

At Cabinet Member Briefing on 2nd October 2023, I was provided with an update on changes made to the long-acting reversible contraception (LARC) offer for GPs in Sefton. LARC is contraception that is non-user dependent; meaning the contraception is not dependent on individuals taking or using it to be effective, commonly known examples are the copper coil and the contraceptive implant. Sefton's rates for LARC delivered by GPs have historically been low, highlighting a need for improvement. The main barriers to delivery in Sefton were identified as inadequate funding, diminished workforce and training opportunities, and lack of support for those who can fit LARC.

Public Health and the commissioned Sexual Health service have implemented a number of interventions to address these barriers. These include an increase to the fees paid to GPs, a training offer to grow a workforce of trained fitters in the borough, and the creation of a peer support network for primary care fitters. It is hoped that this investment in GP contraceptive LARC will address the barriers that currently deter GP practices from delivering LARC in Sefton, increasing the activity of LARC being fitted within Sefton Primary care for contraceptive purposes, improving the contraceptive health of our local population.

Public Health Performance Framework

I received a six-monthly report on the Public Health Performance Framework. This report is also a standing agenda item at Overview and Scrutiny Committee. The framework comprises 26 indicators selected from the national Public Health Outcomes Framework. The latest report focused on 11 out of 26 indicators, updated in the period March 2023 through August 2023, and included descriptions of trend, comparisons, inequalities and relevant developments from public health services and programmes.

Key points included:

- The updated indicators discussed **reflect data collected either during the later pandemic phase in 2021, or early post-pandemic period from 2022 through 2023.**
- **Indicators continue to register impacts of the pandemic in 2020-21.** A good example, is the marked reduction in smoking rates in lower income groups during 2020, followed by a rebound to pre-pandemic rates by 2022. Subsequent editions of this report are likely to show population health consequences associated with **higher cost of living** and reduced living standards, and increasingly from **climate-related events**. Largescale adversity will tend to deepen current health inequalities.

- The best estimate from a large, routine survey in 2022 is that 7.9% of adults in Sefton currently smokes. Sefton has the **lowest adult prevalence of smoking in the North West** and amongst statistical neighbours. There are large differences in smoking rates separating home renters from homeowners; and managerial and professional from routine and manual occupations (3.5-fold difference). **Smoking remains a big driver of health inequality.** The Government has set out new policy proposals to help achieve its ambition of a smokefree generation and to prevent youth vaping, which included a public consultation.
- The **external inequality in smoking in pregnancy has been closed** (Sefton 9.0% vs England 9.1%) and the internal difference in smoking in pregnancy rates in Sefton continues to narrow (south Sefton 9.1%, vs North Sefton 7.4%). This represents a **major gain for health and health equity at the start of life** and reflects the ongoing success of partnership work spear-headed in Sefton.
- A large increase in the proportion of **physically active adults** from 61.3% in 2019/20 to 66.0% in 2020/21 has been maintained in the latest data from 2021/22. However, **higher than average rates of excess weight in adults (71.2%)**, relatively high rates of physical inactivity (24.5%), and **lower dietary quality** associated with rising food and fuel **poverty** all individually increase chronic disease risk.
- **Public Health services have an important part to play in responding to and preventing high levels of population health need.** However, as the scale of socio-economic and other inequalities in health reveals, the fundamental causes of this need are found in the complex interaction of different **health determinants** across the life-course.
- Updates in this report describe several examples of how the public health team and services are **enabling system improvements**, for example through the work of Sefton's **Combatting Drugs Partnership**, which has now been in place for one year, or input into a system-wide teenage pregnancy self-assessment exercise.

Happy 'n' Healthy

The briefing provided an update on the progress of the Children and Young Peoples Integrated Wellness Service over the past 9 months, recently renamed **Happy 'n' Healthy Sefton**, along with outlining the next steps in the development of the service.

Happy 'n' Healthy Sefton consists of a range of public health commissioned partners working collaboratively to improve children and young people's health and wellbeing, coordinated through the Happy 'n' Healthy Sefton hub. This will be achieved by facilitating strong partnership working, integration, co-production and co-delivery between the six children and young people's Public Health commissioned services (0-19 Healthy Child Programme, Kooth, Active Sefton, CGL 'Rise up', ABL (smoking cessation) and sexual health).

Key Developments

- Happy 'n' Healthy Sefton initially launched in July 2023. The team have taken a phased approach to the launch, allowing for the service to monitor demand.
- The team have provided opportunities for coproduction and cofacilitation between partners through regular meetings.
- Ensured that robust pathways are in place for support if families access the service with needs greater than universal (e.g. safeguarding and mental health).
- Supported work around the healthy weight agenda, including the development of a Children and Young People's Healthy Weight Snapshot and the roll out of the 'Why weight to talk?' training.
- Continued to support work around children and young people's mental health including facilitating a briefing session on Interpersonal Therapy (IAPT) across 0-19 workforce and supporting the dissemination of the Mental Health Snapshot across the children's system and through health partners.
- The Public Health Team recognised that there is a need for a collaborative piece of work between Smokefree Sefton (ABL Health) and Rise Up (CGL) to address substance use and vaping. Happy 'n' Healthy Sefton have facilitated shadowing opportunities between the teams to support this workstream.
- The team have worked with Early Help to develop a joined-up approach. Happy 'n' Healthy Sefton leads have attended a training session to support them to access the Early Help system. If a child or young person is being supported by Early Help, Happy 'n' Healthy Sefton will therefore offer support that will compliment and help achieve the outcomes outlined in Early Help plans.
- The team have worked with Trading Standards to facilitate completion of the Young Persons Alcohol, Tobacco and E- Cigarette surveys, in collaboration with the School Health and Active Sefton workforce. This resulted in a total of 10 secondary schools completing 812 surveys.
- Supported the wider cost- of living agenda by attendance from the partners at the Child Poverty Strategy event, supporting a working party to focus on food insecurity in families with infants under one and will be helping to raise awareness of programmes available to financially help families, such as the Healthy Start Programme.

Next Steps

- To further promote Happy 'n' Healthy Sefton by attending all relevant networking opportunities, particularly within education and primary care settings.
- Happy 'n' Healthy Sefton will continue to work with Early Help and progress discussions regarding how they can best support the Family Hub Model.
- It is the intention of the team to further integrate the offer with the voluntary, community and faith sector, including working with the adult Living Well Sefton

- The Happy 'n' Healthy Sefton team are working with the responsible Lead Commissioners from Public Health to determine how best to capture the impact of the work that Happy 'n' Healthy is doing with each of the partners and the impact that this is having on children and young people.

The report outlined key achievements and next steps in relation to each of these priorities.

Staff Flu

At Cabinet Member Briefing on 4th December 2023, the Public Health team provided me with an update following the completion of the Staff Flu Vaccination Programme 2023. 569 staff members were vaccinated as part of this year's programme, an increase of 511 staff members from the previous year. This increase is likely the result of:

1. A change in delivery model from a community pharmacy model to work-based clinics, reducing barriers and improving access to vaccinations.
2. A change in the NHS eligibility criteria from last year, increasing the age from 50 to 65 years old, meaning more Council staff were not eligible for the NHS offer.

76.4% of staff members vaccinated as part of this year's programme, had not received a flu vaccination the previous year. The departments with the largest increase in vaccine uptake were those which involve front-line roles including those who have contact with people from vulnerable groups, such as social care. A survey and evaluation of the programme will be carried out with staff to obtain feedback and learning to inform the delivery of next year's programme to further increase uptake. I noted the content of the report and verbal update.

Leisure

Leisure Update October 2023

The report updated me on the activity and progress throughout August / September 2023.

As of 30th September 2023, there were a total of 14,176 members, once again a slight increase from the last report. This is an increase of 6,944 since reopening in April 2021 and an average of 224 additional members per month.

Work commenced at Bootle Leisure Centre on the 18.09.23 to replace the Sports hall roof. Wirral based firm Speedwell Roofing will help transform the roof at the Centre in a £200,000 investment. Works are expected to take around ten weeks to complete.

Following the analysis of diagnostic assessments around client barriers to progression Sefton@Work embarked on the delivery of a range of bespoke interventions working with other Council Departments. "Fit For Success" was designed with Active Sefton as a programme to tackle mental health, wellbeing, social inclusion, and mindset among clients who are disillusioned and disengaged. It promoted a positive mindset and included class-based activities in Water Sports such as rafting, kayaking and dragon boating for team working and confidence building. Following completion of the course clients were provided with a 3-month gym pass for Active Sefton Leisure Centres to continue their wellbeing pathway. The partnership work at Lakeside has proved an enormous success and more sessions are planned in the future.

Visitor numbers remain strong for Splash World since re-opening with the centre achieving over £700k in admissions - year to date. In comparison to 2019 figures (year Splash World was last open), we have achieved the same level of admissions income – year to date, considering Splash World re-opened late May, losing 26 days of Splash World income this is exceptional.

Splash World hosted the monthly inclusive 'Quiet Night' session for September with more than 65 families attending (approx. 120 people), with carers and siblings, supported by our Aiming High staff.

Active Aquatics Swim Inclusive service is aimed at children that need a smaller, bespoke group environment offering a progressive aquatic awareness programme by combining a flexible mix of lessons and activities through the Swim England Learn to Swim Framework. We want to make swimming accessible, fun, and easy for everyone.

To expand our disability offer, Active Aquatics worked in partnership with South Sefton's community team of Specialist Paediatric Physiotherapists at Meadows leisure centre. During the summer holidays we ran a 5-week crash course of swimming lessons for children with physical disabilities supported by fully trained physios in the water and Active Aquatics Instructors on poolside. We hope to expand the lessons and run more sessions next year following the success of the initial programme.

All targeted health and wellbeing service, both for children and adults, remain at capacity with a high number of referrals. Between August - September, there were 510 referrals onto the Exercise Referral Scheme. The Active Ageing programme also continues to experience high demand, with 118 referrals made between August – September. There also continues to be high levels of referrals also being received for the MOVE IT children's weight management service. Delivery continues to be adapted to allow residents to access as soon as is feasible without compromising the programmes.

Active Sefton are now part of the recently launched Team Around the School pilot project, where we sit within the 'supporting team', and attending launch events and alike will provide us an opportunity to make professionals and the public aware of our wider programmes.

We are now also attending other focus groups such as the Mental Health in Schools Team Operational Steering Group and an Early Help Developing Integrated Practice Sub-Group. These are in addition to existing groups/forums that we attend, such as The Thrive Network, Reducing Parental Conflict Steering Group, Mental Health and Education Network, the ECM forum and Happy 'n' Healthy Sefton partners meetings.

During the summer holidays, a total of 56 sessions and 292 hours of activity were delivered, with 1,336 participants taking part in a range of sessions. October half term is once again seeing a full programme of delivery including Ditch the Stabilisers sessions, football camps in partnership with LFC Foundation and dance camps. Discretionary places also continued to be offered to those most in need through Early Help or Social Care.

The summer also saw 8 weeks of free activity delivered in parks across the borough identified by key partners such as Area Coordinators, Merseyside Police and Green Sefton as part of our Park Nights programme. This led to 154 hours across 77 sessions were delivered with 1,630 people attending. This meant that safe, fun activities enabled young people to be active outdoors in the parks to improve their physical and mental wellbeing.

The team have started delivering HENRY (Health, Exercise, and Nutrition for the Really Young), which aims to provide parents with support and knowledge to give their children the best possible start in life. The programme was launched in Seaforth Family Wellbeing centre where 3 workshops were delivered.

Working with Invest Sefton, Living Well Sefton and Sefton's Education Team, Active Workforce have recently recruited several new partners investing into their programme. From 1st September 2023, Southport Learning Rooms, Willow House Care and Barrington's Funeral Directors are all investing into the programme, and from 1st November Active Workforce are welcoming 6 of the 7 Academies in Southport Learning Trust, Stanley High, Kew Woods, Greenbank, Meols Cop, Birkdale, and Bedford. The Active Workforce Team will be working closely with each of the organisations to establish their working pattern and requirements in order to tailor the health service to suit their needs.