

CABINET MEMBER UPDATE		
Overview and Scrutiny Committee (Adult Social Care and Health)		
18 June 2024		
Councillor	Portfolio	Period of Report
Mhairi Doyle	Public Health and Wellbeing	Feb 24 – May 24

Public Health

Food and Drink Advertising Policy

Knowsley Council has recently agreed to implement a healthier food and drink advertising policy which requires that brands swap out unhealthy foods and drinks for healthier ones. The Director of Public Health has informed me that Sefton public health has been working with Knowsley and other authorities to champion this approach across Cheshire and Merseyside.

The change in advertising practice aims to reduce health inequalities, improve health, specifically diet-related diseases such as obesity, diabetes, cancer, heart disease and tooth decay.

I received a paper at my March Cabinet Member Briefing meeting which also went to the April Cabinet. The paper outlined the rationale for implementing the policy, including the background to the policy, what the policy would look like, and the options we face as a council.

The Healthy Advertising Policy was submitted to Cabinet in April and was passed for implementation in Sefton. The borough now joins Knowsley as the second borough in LCR to have this policy and we will be supporting other councils to implement their own policies as soon as possible.

Supplemental Substance Misuse Treatment & Recovery Grant 24/25

An update on the 2024/5 Supplemental Substance Misuse Treatment & Recovery Grant (SSMTRG) allocation and plan was presented. In February 2022, the Office of Health Inequalities and Disparities (OHID) Department of Health & Social Care announced additional supplemental drugs funding which all Local Authorities are eligible to receive through a Section 31 grant to support the delivery of the From Harm to Hope: A 10-year drugs plan (Dec 2021). In April 2022, Sefton council received notification of the 3yrs funding from 2022/23 to 2024/25 subject to the submission of annual OHID approved plans. The funding for year three 2024/5 is £3,169,979. As with previous years eligibility for supplemental funding is dependent on maintaining investment in drug and alcohol treatment from the public health grant in line with the outturn reported in 2020/21.

The 2024-5 plan builds on the previous (2022-24) work and continues to fund those interventions and activities that focus on delivering the aims of creating more treatment places, reducing drug related harm, improving recovery and expanding the workforce to include more medical, mental health and criminal justice staff. The Sefton Combating Drugs Partnership have oversight of the 2024/5 plan, new areas of investment were presented at the March meeting. The Memorandum of Understanding (MoU) has been issued reconfirming allocations and providing the full grant conditions. The council signed and returned a copy of the MoU to OHID.

Public Health Risk Register

The Director of Public Health shared the departmental risk register. Mechanisms are in place to mitigate against the key risks.

HIV Fast track Cities Proposal

At the Cabinet Member Briefing for Health and Wellbeing meeting in April 2024 I received a presentation detailing the Liverpool City Region's Fast Track Cities HIV programme and the intention for Sefton to be included within. This programme proposes a more coordinated way to work together across boroughs aligned to the international goal of HIV eradication by 2030. I agreed for the inclusion of Sefton to support in this goal.

Public Health Performance Framework

I received the latest six-monthly report on the Public Health Performance Framework at the May briefing. The report concentrated on 18 out of 26 indicators from the Public Health Performance Framework (PHPF), which received updates in the much more extensive national Public Health Outcomes Framework from September 2023 through February 2024. The report will also be presented at the meeting of the Overview and Scrutiny Committee (Adult Social Care and Health) on 18th June 2024. The purpose of the report is to present and interpret population health indicators, provide relevant information about public health programmes and service developments, and to highlight aspects related to enduring impacts of the Coronavirus pandemic and high cost of living. Key findings included:

- Continuing reduction in the percentage of women who continue to smoke throughout pregnancy (8.5%, 2022/23)
- Considerable drop in the under-75 mortality rate from causes considered preventable since 2020. Just over half of local authorities in the North West and in LCR have higher rates than Sefton. The introduction of Covid-19 vaccines in 2021, and continued low smoking rates play a part.
- In 2022/23, all four indicators of wellbeing (life satisfaction, life is worthwhile, happiness, anxiety) deteriorated in Sefton, which is in keeping with the trend in England.
- Under-75 mortality from cancer and liver disease are important drivers of Sefton's large inequalities in life expectancy. Both remain significantly higher

than the England average, with rates ranking higher than most areas in the North West.

- 23.9% of children in year six were classified as obese in 2022/23, which is in line with the national average. 10.3% in Reception are obese and this remains significantly above the England average in spite of a one per cent reduction from last year.
- The Office for Health Improvement and Disparities will soon switch to using a new national measure of drug treatment outcomes 'showing substantial progress', which looks at how much people have reduced their substance use in drug treatment, not just abstinence. Under this measure Sefton is in line with national averages.

Public Health Annual Workplan

An update on the 2024/ 25 workplan provided a high level focus of work for the coming year as well as a retrospective review of achievements and challenges from 2023/24. Priority activities for Public Health and Wellbeing for the next 12 months were outlined and included statutory requirements to support partners within the wider healthcare partnership. The plan will be continually updated as work is prioritised and reprioritised over the coming months. The focus and approach will be one of co-production and co-collaboration within the context of wider Council commissioning priorities and will include key priority areas such as health protection, health improvement, childhood poverty and the impact of the cost-of-living crisis on vulnerable groups. All actions in the plan reflect the Councils core purpose and priorities.

Public Health Quarterly Dashboard

I was asked to approve the Q4 Public Health Quarterly Performance Dashboard at the May brief. The dashboard highlighted several areas where performance was considered to be going well. These included:

- Good procurement practice
- Substance use plan
- Sefton Child Poverty Strategy
- Lower my Drinking App
- Informal Overview and Scrutiny Committee meeting regarding Healthy Weight and Public Health Outcomes Framework

Dissertation Deprivation/Height Inequality

I received a post-graduate research presentation on the factors leading to childhood stunting in Sefton.

Poor childhood growth is long-term health problems. There are associations between socioeconomic deprivation and increased levels childhood stunting. This research aims to describe the factors contributing towards childhood stunting in Sefton and determine the causal mechanisms for the effect of deprivation on levels of stunting within Sefton area. This research will use National Childhood Measurement

Programme (NCMP) information collected in Sefton between 2013/14 and 2022/23 on height, weight, and home postcode. This information will be grouped at small areas levels and compared against publicly available data. This research will be submitted to the University of Liverpool for a Masters dissertation in August 2024. Findings will be presented to the Health and Wellbeing committee in October 2024.

Leisure

Leisure Update

The report updated Cabinet Member on activity and progress throughout February – March 2024.

As of 31st March 2024, there were a total of 14,306 members, which is an increase from the last report of 109 members. Direct debit income for 2023/24 totalled £4,051,752.31.

Leisure passes for Looked After Children continued to be issued through the well-established referral processes with colleagues in social services. There have been 289 passes issued during 2023/24, providing free access to the leisure centres for LAC, along with the offer for them to bring a buddy along as well.

From February – March 24 there were 484 referrals onto the Exercise Referral Scheme and the team have delivered 72 full health checks, venues have included Active Sefton leisure centres. Out of these a total 39% were actioned back to their GP.

There were also 96 people referred on to the Active Ageing programme, with 8 new referral groups delivered. Recently the team have also successfully delivered a post cancer workshop with Sefton CVS. Also, working with the Active Ageing team to develop Healthy Ageing workshops to deliver information to the older population on how to live a healthy lifestyle and linking into falls prevention.

During February half term holiday, Be Active took place at a number of sites across the borough, a total of 45 sessions and over 70 hours of activity were delivered, with approximately 250 participants taking part in a range of sessions.

The HAF free swimming program has been extended for another year following its success last year. The offer is now available year-round. For those eligible, Sefton provides free swimming sessions to children under 16 who receive benefits-related free school meals. During school holidays, young people can access one free swim during half terms, Easter, and Christmas, as well as five swims during the summer holidays. Additionally, children under 8 receive a free swim pass for an accompanying adult.

Work is ongoing with an ICT audit, development of a new website, the procurement of a new CRM system, and the design and implementation of a new marketing strategy for Active Sefton.

Leisure Pricing 24/25

A proposal for an aggregated 8% price increase for Leisure, based upon the elasticity of demand in Sefton, was approved.

It is proposed to increase swimming lesson prices by 14% for 2 reasons, firstly the price has not been increased for 2 years and is currently the cheapest in the area, secondly demand far exceeds supply and even with a 14% increase the swimming lessons will still be amongst the cheapest in the area.

Please note that the proposal is to increase the gym membership by £1 which is due to the level of competition in the market place and the pricing of such.

The GP referral session prices have been held at 2023 levels in order to assist the most in need.

The alignment of the charges to more commercially viable rates will increase revenue without decreasing demand and therefore achieve the budgeted saving as stipulated.

Active Workforce – Menopause Support

In late 2020, Sefton Unison and Active Workforce launched the menopause policy for Sefton Council and New Directions staff. This also involved a live online menopause seminar offering information on the facts, symptoms, treatments, and what support was available locally. These seminars have continued, along with menopause yoga sessions, 'Chilly Dips' at Crosby Lakeside and the launch of menopause cafes for colleagues to come together to chat through their experiences.

Since Active Workforce set up their menopause support, over 5,000 employees have been engaged, raising awareness in 35 workplaces in the Liverpool City Region.