

CABINET MEMBER UPDATE		
Overview and Scrutiny Committee (Adult Social Care and Health)		
7 January 2025		
Councillor	Portfolio	Period of Report
Mhairi Doyle	Health, Wellbeing & Inclusion	Oct - Dec 24

Public Health

Public Health Risk Register

In October I received the updated public health department risk register. I was assured that all risks were being proactively managed within the service.

Health Checks

At the Cabinet Member Briefing on 1st October 2024, the Public Health Team updated me on developments around the NHS Health Check offer in Sefton. This included an update on the progress of delivery pilots with Southport, Formby, and South Sefton PCN, alongside an update on the Department of Health's Workplace Cardiovascular Checks pilot.

In April 2018, Sefton moved from a GP model of delivery on NHS Health Checks to an in-house community delivered offer. This has been delivered by the Active Sefton team, but currently a key challenge for the service is the available capacity to deliver NHS Health Checks. The current estimated eligible population in Sefton for NHS Health Checks equates to 71,222 people. This is delivered over a 5-year cycle, equating to approximately 14,245 people eligible each year, and the current offer is not reaching high numbers of the eligible population.

The public health team have been working closely with the Sefton ICB place team and PCN areas and are awaiting decisions and feedback regarding possible GP pilot delivery models that could potentially be rolled out.

In addition, during September 2024 it was announced that Sefton was selected as a pilot area for workplace cardiovascular disease health checks. This pilot will deliver CVD checks in workplace settings through the Active Sefton team until 31st March 2025. Active Sefton are currently recruiting two new staff who will provide a dedicated resource for both the workplace CVD pilot and to the NHS Health Check programme once the workplace pilot has completed.

Combatting Drugs Partnership 1 Year Progress Report

At the November Cabinet Member Briefing meeting, I was presented with a paper summarising the annual updates on Sefton's Combating Drugs Partnership (SCDP).

The paper outlined the progress of the SCDP during 2023–2024 and provided an overview of the partnership’s background, developments, performance as well as its achievements in relation to national milestones. The report outlined the next steps for the partnership, highlighting key areas for future development and collaboration.

Public Health Performance Framework

I received a twice-yearly report on updated indicators in the public health performance framework. The report focused on 12 indicators for which new data was published in March to August 2024, reflecting outcomes that mostly occurred in the ‘post-pandemic’ period – 2022 to 2023. Indicators related to pregnancy, health behaviours, public health services and preventable deaths. Strong and improving measures were identified as follows: smoking in pregnancy, substantial progress in drug treatment, and alcohol-related hospital admissions. Points of note were overweight and obesity rates in adults (69.2%, 2022/23), which remain significantly higher than the national average (64.0%); physical inactivity (26.8%), also higher than the England rate, and delivery of NHS Health Checks as the programme undergoes redesign. Strategic and service-level improvements focused on population health improvement and reduction of health inequality were noted across all the areas discussed in the report. The contents of the report were noted and will also be presented at Overview and Scrutiny Committee (Adult Social Care and Health) on 7 January 2025.

Public Health Draft Workplan

I received the latest Public Health Service Plan, providing a high-level focus for the 2024-2026 delivery plan as well as a retrospective review of achievements and challenges from 2023/24. Section included:

- *Setting the scene*: a breakdown of key public health areas of practice and principles of how the department operates.
- *Where are we now*: included recent evidence of effectiveness as commissioners and partnership working.
- *Performance against objectives and key performance targets*: This section described how the service fulfils the criteria set out in the Public Health Grant and delivers on the priorities set out by the Office of Health Improvement and Disparities.
- *Key Achievements*
- *What requires improvement*
- *Key strategic priorities for the department for next 12-18 months*

Sexual Health Service Re-Procurement

Sefton Council commissions sexual health services in Sefton; these include contraception services, services for the prevention, detection, and treatment of sexually transmitted infections, teenage pregnancy services and health improvement and outreach services. Sexual Health Services are nationally mandated under the

Health & Social Care Act 2012. The incumbent provider for is Mersey and West Lancashire Teaching Hospitals NHS Trust.

The existing integrated sexual health service contract expires on the 31st March 2025. Sefton Council Public Health team wish to award the incumbent provider with a new contract, with a 4-year core contract period starting on the 1st April 2025, with 3x 12-month extension options available. I provided my endorsement for the Public Health team to seek Cabinet's approval to re-procure the integrated sexual health service via direct award process C of the Provider Selection Regime (2023) Regulations.

Smokefree Generation Plan

I received an update on the Smokefree Generation Plan. Tobacco is a uniquely harmful product. It is responsible for 1 in 4 of all cancer deaths and up to two-thirds of long-term users will die from tobacco related diseases and illness.

Moreover, the uniquely harmful effects of tobacco are not confined to those who smoke. Smoking causes indirect harm through exposure to second-hand smoke affecting children, pregnant women, and people with pre-existing health conditions. In October 2023 the Government announced a comprehensive plan to create a smokefree generation and outlined a package of measures, including an additional £70 million per year over the next 5-years, to increase the support available for smokers to quit. An additional ringfenced investment was made available to local authorities to support the Public Health grant to allow local authorities to deliver an enhanced stop smoking support provision. An additional ringfenced investment of £231.529 for 2024/25 was made available to Sefton Council to support the Public Health grant to allow local authorities to deliver an enhanced stop smoking support provision. Modelling for Sefton suggests an expected increase in quits by year 5 of 962, from a current rate of 1,588 per year to 2,550.

Detailed spending/improvement plans have been submitted by Sefton Specialist Stop Smoking Service amounting to £162,490.00 leaving a projected underspend of £57,462.55. Authority was given to vary the current contract with the Specialist Stop Smoking Service to accommodate the proposed enhancements and increase the contract value. There was also agreement on a proposal to utilise the projected underspend to explore two further pieces of work; commissioning a short insight/engagement research project and commissioning local targeted promotions campaign.

We're Here Campaign Second Phase

I received an update about the second phase of Sefton's "We're Here" mental wellbeing campaign, which will launch in January 2025 and run for five weeks.

The We're Here campaign signposts residents to local support services for mental and physical wellbeing, via the Sefton in Mind Directory. The first phase of the campaign was recognised by the UK Faculty of Public Health as an example of best practice.

Phase two will combine similar community-based media methods (including bus, supermarket and phone kiosk advertising) with digital advertisements posted on Facebook, Instagram, Spotify and websites such as the Liverpool Echo. The online components have the advantage of enabling viewers to access the Sefton in Mind Directory through a single click. Utilising a combination of online digital and physical community-based advertising aims to further widen the reach of the campaign in the borough, building and reinforcing awareness of both the campaign itself and its core message.

Public Health Quarterly Dashboard

I was asked to approve the Q2 Public Health Quarterly Performance Dashboard at the December brief. The dashboard highlighted several areas where performance was considered to be going well.

These included:

- Substance use insight work
- Sefton sexual health service visit
- Suicide audit completion 2020-2022
- Health improvement activity

Residential Rehabilitation Placement DPS

At the December meeting a report was presented seeking Cabinet Member for Health, Wellbeing and Inclusion approval for the extension of the Dynamic Purchasing System (DPS) contracts for the provision of substance misuse residential rehabilitation placements for an additional year, from 1st April 2025 to 31st March 2026. Residential Rehabilitation is an integral part of any drug treatment and recovery system and a vital option for some people requiring treatment for dependency to substances. Sefton has a Dynamic Purchasing System (DPS) in place to manage providers of these placements. The current arrangements were agreed by Cabinet and have been in place since April 2022 for a period of 3 years. There is provision within the DPS to extend for 2 x 12 months. This report requests approval for the first 1 year extension.

Research on the Socioeconomic Inequalities in Childhood Stunting in Sefton

Childhood stunting is a term used to identify children who are not meeting their full growth potential and is associated with long-term health problems. Previous research in the UK has shown socioeconomic inequalities in childhood height. This study used data from the National Childhood Measurement Programme (NCMP) in Sefton from 2013/14 to 2022/23 which measures the heights of children in reception (4-5 years) and year 6 (10-11 years). This data was used to assess for socioeconomic inequalities in childhood stunting in Sefton and examine possible

explanations for this. The rates of stunting in reception and year 6 pupils were higher in children from the most deprived 5th of the population versus the least deprived 5th. Proposed mechanisms for how socioeconomic deprivation could cause childhood stunting included low birth weight, pre-term birth, low breastfeeding rates, food insecurity, and lack of access to healthcare. In reception pupils, these proposed mechanisms did not explain the effect of socioeconomic deprivation on childhood stunting in Sefton. However, the proposed mechanisms explained most of the effect of socioeconomic deprivation on childhood stunting in year 6 pupils. Rates of childhood stunting did not significantly change in reception or year 6 pupils in Sefton between 2013/14 and 2022/23. The results of this research will be disseminated to relevant partners within Sefton. This research will be submitted for publication in a relevant academic journal in 2025.

CGL Southport Visit

On Monday, 2nd December 2024 I attended the relaunch of the recently renovated drug and alcohol service, Change Grow Live (CGL), Southport Hub. I had the privilege of formally opening the building by cutting a ribbon and toured the newly improved premises. Stakeholders, partners and service users were also in attendance, providing them with the opportunity to view the building and see the improvements.

During my visit I engaged in some of the group activities provided by CGL and interacted with service users who shared their experiences with me. They spoke about their personal journeys and highlighted how the support and resources offered by the service have been instrumental in their progress and recovery.

Leisure

Leisure Update

The report updated on activity and progress throughout August - September 2024.

As of 30th September 2024, there were a total of 14,538 members, which is an increase from the last report of more than 462 members from the same period last year.

Across all six leisure centres, the group exercise instructors have completed the on boarding process to be set up as council employees rather than freelance.

The options for repairs to the sports hall floor at Bootle leisure centre are being reviewed. The Bunk Barn and roof terrace is now complete with the grass roof now flourishing and the roof terrace now having received full sign off with Building Control allowing for groups to gather for events. Crosby Lakeside has successfully renewed its AALA licence which is required to oversee courses and activities on the lake. The health bus was at Netherton Activity Centre during August and September providing cervical screening services for the local community.

Whilst visitor numbers and income has been strong at Dunes Splash World, in the early part of the year visitor numbers decreased over the summer period. August,

saw a £75k decrease in income (compared to Aug 23) and September (24) income was down £12k in comparison to September 23. Macmillan have started a weekly swim session in Splash World to support those persons looking to regain fitness and enhance their well-being after surgery and treatment. These sessions are term time only on Wednesdays at 10.30am in Splash World.

The Active Lifestyles organised a falls prevention awareness event as part of falls prevention week, which was held at Netherton Activity Centre. The event consisted of talks on safety in the home from the fire service, demonstrations of basic strength and balance exercises followed by a talk/activity on trip hazards in the home. In addition, we also had organisations including South Sefton PCN, Affordable Warmth, Fire Service, Active Lifestyles Weigh Forward team to offer advice and information for those who attended.

During the 6-week summer holidays, Be Active took place at a number of sites across the borough, a total of **119** sessions and over **140** hours of activity were delivered, with approximately **818** participants taking part in a range of sessions.

Building the new leisure management system is underway with the aim of the new system going live in April 2025. The new LMS training and building is well underway. The project team includes colleagues from finance and Agilisys to support the smooth implementation of the new LMS into our six leisure centres, programmes, and services.

Junior Park Run

The report updated on junior parkrun, with a new event at Hesketh Park, Southport which has been recently established, as well as the existing event at Derby Park, Bootle which was set up in January 2020.

Junior parkrun is a free timed 2km event which takes place every Sunday at 9 am in open spaces across UK, Ireland, and Australia, it is specifically for 4- to 14-year-olds. There are currently three very popular 5km parkrun events (taking place on Saturday mornings) in Sefton held in Crosby, Southport, and Kew Woods. Following the success of these there was a keen interest for a 2km junior event to be held in the borough, which would provide 4–14-year-olds the opportunity to increase their physical activity levels.

Although the events are free and entirely run by volunteers, there is an initial set up cost of £4,000 for each event. This covers the cost of the IT equipment, including a laptop and the software for the time keeping, as well as equipment for marshalling the route such as cones, markers, and start/finish flags.

The ethos of parkrun is to have an organic growth model, and not to advertise and be inundated as the event establishes, but instead to grow via word of mouth and local community networks. Information regarding the event has also been distributed through Active Sefton colleagues to use as an exit route for programmes such as Move It, 121 referral programme, and Active Schools. Green Sefton colleagues have

given permission to use the park and will advertise on the noticeboard in the park to make the local community aware and made the Friends of groups aware should they wish to be involved.

As the events grow, it will inevitably lead to bigger attendances and have a positive impact on the local community. Hesketh Park junior parkrun has seen the attendance grow from 35 participants at the test event, to over 100-week now. Derby Park junior parkrun has now held 157 events, with 416 different children attending.

Opportunities for further junior events can be explored, but this would depend on having the funding available, along with the volunteers and a suitable location for an event to take place.