

Public Health Sefton 2016 Annual Report



Protecting the health
of the public

The best start in life

Helping people
find good jobs and
stay in work

Active
and safe
travel

Warmer and safer
homes

Access to
greenspace
and the role of
leisure services

Health
and spatial planning

Healthy schools
and pupils
Strong
communities,
wellbeing and
resilience

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Matthew Ashton Director of Public Health



Welcome to this year's Public Health Annual Report for Sefton, and my first as Director of Public Health in Sefton.

I started in Sefton in February 2016. Since then I have been impressed with the passion and commitment of council officers, elected members and partner organisations, in working together to improve health and wellbeing for people who live, work and play in Sefton.

It is for this reason that I have decided to focus my annual report on the 'wider determinants of health'.

We know that the causes of good health and indeed poor health are often rooted within the social, economic and physical environments where we are born, work and live. In the first chapter, we will introduce this idea in more detail, before going on to look at what we are doing in Sefton in relation to wider determinants of health.

The nature of wider determinants of health is very broad and often outside the control of the

Public Health Team. For this reason, this report covers the work of a wide range of services and partners, to demonstrate the breadth of work that is underway across Sefton.

We would like to extend our thanks to colleagues across the Council and within our partner organisations for contributing to this report, and supporting our view that improving health and wellbeing really is everyone's business.

I also want to provide an update on last year's annual report. Last year the annual report 'Good Health in Tough Times' focused on what we can do together in Sefton to help people stay healthy, at a time of public sector funding cuts. The report captured the findings of the 'Good Health in Tough Times' workshop which brought together people from across Sefton. The workshop included representatives from the Council, health and social care and the voluntary, community and faith sector. It was motivating to see how we can work together to support our population despite the challenging financial climate.

Last year the annual report made a series of recommendations and challenges to the Council and partners. These recommendations and updates are contained at the back of this report in the appendix.

Matthew Ashton
Director of Public Health
Sefton Council

Councillor Ian Moncur, Cabinet Member for Health and Wellbeing



Welcome to the 2016 Public Health Annual Report for Sefton Council.

The Public Health Annual Report is an opportunity to take stock of the health of people in Sefton and to look at what the Council and our partners in Sefton can do to maximise wellbeing.

This year the report will focus on the wide range of factors in our everyday lives that shape our health. These are called 'the wider determinants of health' and include housing, education, jobs and training, transport, the environment and our local communities.

The Council, and many partner organisations across Sefton are working hard to ensure people living in Sefton can grow up, work, and live in communities which help them to be healthy. This report provides an opportunity to share some of this good work.

It also provides an opportunity to think about how we can work together more effectively in the future, at a time of continued cuts to public funding. Despite these challenges the Council

remains committed to protect the wellbeing of the most vulnerable, and tackling the root causes of health inequalities in the borough.

As portfolio holder for Public Health I endorse this report and hope you enjoy reading it. Please do get in touch with any feedback or suggestions for topics to cover in future reports.

Councillor Ian Moncur
Cabinet Member for Health and Wellbeing
Sefton Council

National context

There have been a number of key documents produced in recent years which suggests how local areas can work in order to influence the wider determinants of health. These include:

- Institute of Health Equity (Feb 2010) '**Fair Society, Healthy Lives**' (Marmot Review)
- Improvement and Development Agency (March 2010) '**The Social Determinants of**

Health and the Role of Local Government'

- Kings Fund (2013) '**Improving the public's health - A resource for local authorities**'
- Public Health England and Institute of Health Equity (September 2014) '**Local action on health inequalities - A series of evidence papers**'
- University of Liverpool and CLES (September 2014) '**Due North - Report of the Inquiry on Health Equity for the North**'

Local context

Tackling the wider determinants of health is at the root of how Sefton Council and partners will operate in the future, and this is illustrated through the Sefton 2030 vision.



Sefton's 2030 Vision

- Sefton residents are prepared for change and will look out for each other. People will take responsibility for their own health and well-being. Communities and individuals will benefit from volunteering opportunities. People will rely less on public sector services.
- We are supportive of communities where everyone has the opportunity to live an independent and proactive life.
- People enjoy being part of energetic local communities with their own unique identities and sense of pride.
- Sefton will develop strong public sector partnerships, an entrepreneurial culture and a strong workforce. Communities will benefit from integrated educational, learning and skills development links with business.
- Communities and businesses benefit from new digital technologies that keep people informed and connected.
- The community plays a key role in the regeneration of their area.
- Sefton's coastline and greenspaces are preserved and celebrated for the enjoyment of future generations. Everybody works together to keep Sefton clean and green.

How have we developed this report?

The wider determinants of health are a broad topic area and a wealth of activity related to this is underway in Sefton on a daily basis. This report provides just a snapshot of this activity. It also focuses largely on work that can be directly influenced by the Council or by working with local partner organisations.

The format of this report is largely based on the Kings Fund document mentioned on page 6. It draws on available best practice and recommendations for activities that local areas can undertake to improve the wider determinants of health. For the best results, the Kings Fund recommend work on nine topic areas and these form the structure for the rest of this report.

- The best start in life
- Healthy schools and pupils
- Helping people find good jobs, stay in work
- Active and safe travel
- Warmer and safer homes
- Access to green and open spaces and the role of leisure services
- Strong communities, wellbeing and resilience
- Public protection and regulatory services
- Health and spatial planning

Each chapter within the report will consider;

- Why is this issue important?
- What could we do about this?
- Did you know? – Key facts about this issue in Sefton
- What are we doing in Sefton?
- What more should we do in Sefton?

The central pages within the report provide a snapshot of health within Sefton during 2016, and relevant local statistics are given at the end of the report.

In developing this report we have spoken to a range of colleagues from throughout the Council and other local organisations, who are responsible for work in relation to the different chapters. We have also discussed the report with local community organisations including Healthwatch Community Champions, who have provided us with case studies.

Next steps

Each chapter contains recommendations which will guide the work of Sefton Public Health Team in addressing the wider determinants of health over the coming year and beyond. Some recommendations relate to activity which the Public Health Team will undertake itself, whilst others refer to work which we will progress in partnership with others within the Council and wider organisations. We will report on progress made against these recommendations in the 2017 Public Health Annual Report.

At the time of writing, a further audit of wider determinants of health activity was underway by the Public Health Team. This will provide a more detailed assessment of related work against existing evidence and will produce further recommendations.



1 The best start in life

Why is this issue important?

The foundations for a healthy and fulfilling life are built in the first few years of a child's life. Even before birth, a mother's health before and during pregnancy can impact on the future health of her child. This is why it is important to focus on the health and wellbeing of pregnant women, and families with young children; making sure children have the best possible start in life.

When we are born, our early life experiences help to shape our future habits, behaviours and attitudes to the world around us. This means that positive early experiences, both with our family and in early years education settings, can provide us with better life chances and more chance of being healthy.

What can we do about this?

Local authorities can ensure that the most vulnerable children and families are supported through targeted initiatives offering more intensive support to families with young children, as and when it is needed. This should be offered alongside universal services for all families with young children.

Provision of support for any vulnerable families during pregnancy and during early years (0-2) can improve a wide range of aspects of child and maternal wellbeing, including school readiness and maternal employment outcomes.

Did you know?

- In 2015, 7 in 100 babies born in Sefton had a low birthweight and 1 in 100 had a very low birthweight, which is similar to the national average.
- Babies with a low birth weight are five times more likely to die in the first year of life than babies born with a birth weight in the normal range.
- Childhood immunisation rates for primary vaccinations (given in the first year of life) in Sefton are above 90%; this is significantly higher than England as a whole.

What are we doing in Sefton?

In 2014, the Sefton Public Health Annual Report: Nurturing the hearts and minds of children, focused on children aged under 5 years. This report provided a detailed assessment of the health and wellbeing of children aged under-five in Sefton. Many of the issues highlighted in that report remain relevant today. This includes; protecting mothers and babies, and ensuring school readiness. A copy of this report can be found on Sefton Council's [website](#).

Healthy Child Programme

Giving every child the best start in life remains the foundation of Sefton's Health and Wellbeing strategy. Sefton's continued commitment to this can be seen through development of the new 0-19 Healthy Child Programme, which will mean that health visitors and school nurses will be part

of a new integrated nursing team supporting children and families.

This new service will be provided in Sefton from April 2017 by Northwest Boroughs Healthcare NHS Foundation Trust (formerly 5 Boroughs Partnership). Alongside the universal services, which deliver a schedule of health and development reviews, screening tests, immunisations, health promotion and support in parenting to all families, the new service will support the most disadvantaged and vulnerable children and families through an intensive

support programme based on individual need. The mix of universal and more intensive support services will help us to reduce health inequalities among Sefton families.

Sefton Council is grateful to the help provided by NHS and voluntary sector organisations in shaping the new service, and especially thankful to those young people, parents and staff who responded to our consultation on services. Members of Sefton's Youth Cabinet also helped the council choose who would deliver the new service.

Consultation on the new 0-19 Healthy Child Programme Service in Sefton

The development of the new 0-19 Healthy Child Programme Service has utilised the latest evidence and best practice, and the voice of parents and professionals working with young children and their families, to develop an offer which is appropriate for the needs of Sefton residents.

In developing the new service we needed to speak with families, young people and front line staff. The views of parents and young people highlighted changing needs and health priorities, suggesting ways services could be improved; including how the future service works with parents, children and young people. This has allowed the new service to be shaped around the people the service is intended to support.

What more can we do in Sefton?

In 2017 and beyond we hope to do more work to give Sefton children the best start in life. We will do this by:

- Continuing to develop and improve the new 0-19 Service by listening to the views of families and young people, to ensure that the priorities of families, children and young people in Sefton are addressed.
- Ensuring that the new 0-19 service is linked into other services such as Living Well Sefton in order to provide a wider offer for families.
- Providing support for pregnant women on a range of health issues including stop smoking services and breastfeeding support through development of a peer support model.



2 Healthy schools and pupils

Why is this issue important?

Helping each child and young person reach their full potential at school provides them with better life chances. It can also help them to live a longer and healthier life. Positive experiences we have at school can help us to develop interests and learn about the world around us in a way that can enrich our lives, and therefore the lives of others in our community.

A high-quality education will ensure that children and young people, gain knowledge and develop a wide range of life-skills preparing them for future employment and social opportunities. Schools are also settings in which healthy behaviours can be influenced and developed, for example through supporting healthy diets. Conversely, we know that bullying within schools can have a negative impact on the emotional and mental wellbeing of pupils in both the short and longer term.

What can we do about this?

In order to help schools ensure each child reaches their full potential, local authorities and partners can support schools, in order to:

- Reduce bullying through implementing evidence-based programmes and seek outside support when required. PSHE lessons provide an opportunity to talk to pupils about bullying and healthy/unhealthy relationships, including

recognising the features of exploitative friendships and tackling attitudes which can lead to bullying.

- Reduce the prevalence and impact of conduct disorders, through programmes aimed at improving social and emotional skills, attitudes and behaviours, and attainment.

Schools can be supported to provide healthier environments by:

- Encouraging more physical activity into the curriculum, and promote healthy eating.
- Developing a wide range of life skills for their pupils, including building emotional wellbeing and resilience to peer pressure, coping with social media use and media pressure.

Did you know?

During the 2015/16 school year in Sefton:

- Seven out of 10 pupils gained a good level of development in the Early Years Foundation Stage. This is higher than the rates seen in the North West and England.
- Six out of 10 pupils achieved or exceeded the expected standard for reading, writing and maths in Key Stage 1. This is lower than the rates seen across the North West and nationally.
- One in 10 Sefton pupils in reception was obese, rising to 1 in 5 for pupils in Year 6.

What are we doing in Sefton?

There are a range of initiatives aimed at children and young people underway in Sefton, designed to improve physical, mental and emotional wellbeing.

Emotional wellbeing in schools

This service is delivered as a component of the School Nursing Service in Sefton, and is a targeted confidential service for children, young people and their families, providing support with emotional and mental health difficulties that fall below the threshold of other specialist services.

The service helps to support children and young people with anxiety, anger issues, low mood, low self-esteem, bullying or friendship difficulties, behavioural problems at home or school, self-harming behaviours, school difficulties. It recognises the importance of early identification, early assessment and early intervention, to improve the outcomes for children and young people across the borough.

“ Within this role, I am able to provide accessible and timely access to evidence-based interventions for children and young people. I work jointly with families and young people to assess problems and develop interventions which support positive change.

I also work in partnership with School Nurses to develop capacity and capability around emotional health and wellbeing, as well as linking in with other professionals to ensure that children and young people achieve the best outcomes.

Cath Brindle, Specialist School Nurse for Emotional Mental Health and Wellbeing

Bully Busters



Sefton Council commission Bully Busters to work with schools. A team of specially trained staff operate the confidential telephone helpline and take calls from victims, parents or from people with information about the bullying of children. As well as acting as a listening ear service, the team provides practical advice and can act as a mediator between the organisation where the bullying is taking place and the parent/carer of the child involved. They also operate a full anti bullying initiative providing training and awareness sessions for young people, children, professionals, Governors and parents or carer's.

Young Carers

A young carer is someone under 18 who helps look after someone in their family, or a friend, who is ill, disabled or misuses drugs or alcohol. The average age of a Young Carer is 12 years old with 1 in 3 young carers spending 11-20 hours per week caring. Evidence suggests that more than half (53%) of young carers have problems coping with school work and nearly 60% struggled to meet deadlines. Sefton Carers Centre has been working with schools in Sefton to help to support Young Carers and their families, and has recently hosted a Young Carers Awareness Day event in partnership with Greenbank High School in Birkdale.

At the event local schools and organisations were invited to hear about work being undertaken to identify young carers in the school setting and provide support on a holistic family approach using the Carers Trust Young Carers in Schools toolkit. Over 35 young carers have now been identified and the school is working towards

“ The support has helped me to achieve my goals and helped me to feel happy and secure. I just want other people to get the support I've had for them to have an easier, happier life and for people to know that there's always someone they can speak to. ”

Olivia Rushton,
a young carer
and pupil at
Greenbank
High School



the bronze level of the Young Carers in Schools programme which they hope to achieve imminently.

A free step by step guide to Supporting Young Carers in Schools is available to be used locally, for more information please contact John Hill, Sefton Carers Centre, **0151 288-6060** / john.hill@carers.sefton.gov.uk



Active Sefton

Sefton's Sport & Recreation Service provides a range of programmes for children and young people in schools, with the aim of providing education around healthy eating, physical activity and healthy lifestyles. This includes Move It, Active Kids, Sportivate, Active Academies and many more. More information about the service can be found in Chapter 6 and here - www.sefton.gov.uk/sport-leisure.

What more can we do in Sefton?

In 2017 and beyond we hope to do more work to ensure we have healthy schools and pupils in Sefton. We will do this by;

Developing and implementing a Healthy Weight Declaration across Sefton, which will encourage healthier food and promote physical activity within schools and other settings.

Developing and promoting resources for children and young people which focus on emotional resilience, as an essential life skill. This is an area identified as a priority by young people within Sefton.



3 Helping people find good jobs and stay in work

Why is this issue important?

Finding a good job can ensure we are financially better off and gives us a sense of purpose in life. These factors generally have a positive effect on our physical and mental wellbeing, which can also be felt by our immediate family.

On the other hand, for people who experience unemployment, or insecure employment, there may be a negative impact on health and wellbeing. People with a long-term health condition or disability can face barriers to finding and staying in work, with around half of people with a long-term health problem experiencing difficulties within the workplace.

Whilst working is generally good for our health, the type of work we do is also important. Stress at work, job insecurity and a lack of control over work are associated with long-term physical and mental health problems. Most illnesses caused by work are musculoskeletal or related to stress, depression or anxiety.

What can we do about this?

Councils and partner organisations can encourage uptake of supported employment schemes, such as apprenticeships. This is particularly important for groups such as those with a disability and disadvantaged in the job market; including long-term unemployed, older workers and young people aged 16-19 not in education, employment or training (NEET).

Councils can promote inclusive growth, this means that local investments and developments are used to create opportunities for all segments of the population and the benefits of this are distributed fairly across society.

Local authorities can play a role in supporting and challenging local businesses to do more to promote workforce health, and support employers in helping employees with health conditions.

Did you know?

- Between January and December 2015 there were approximately 15,000 workless households – almost 1 in 5 of all households within Sefton.
- Following a decline in recent years Sefton's rate of 16 to 18-year-olds who are not in education, employment or training (NEET) has shown an increase in 2016. The rate in Sefton remains significantly higher than the England average.
- When surveyed 2.3% of Sefton employees had at least one day off due to sickness absence in the previous week, similar to the national average.

What are we doing in Sefton?

There are a range of initiatives underway in Sefton by the Council and partner organisations to support people into good quality employment.

Sefton@Work

Sefton@Work is a free service which provides employment information, advice and guidance to Sefton residents aged 16 and over. Sefton@Work offers a range of programmes including 'Ways to Work'. This initiative combines employment advice, guidance, job preparation skills and paid work placements for Sefton residents who have little or no work history. This programme aims to improve long term economic resilience by helping residents into the job market and through providing a working role model for children within the family.

Ways to Work is one of the first projects of its kind to be run through the Liverpool City Region Combined Authority and we are working closely with all the other local authorities to deliver a consistent offer. Part of the grant offer includes funding from a European fund called Youth Employment Initiative (YEI) which specifically targets people under 29 years old who have no work experience or little work history.

Nature 4 Health

Sefton@Work has also been working with Mersey Forest as part of the Nature for Health programme, to improve mental wellbeing in those furthest from the job market and encourage skills development through participation in voluntary activity. The project



also aimed to increase the number of hours participants spent outdoors interacting with nature and participating in activities outside of their comfort zone.

Twelve participants were involved in the project; all were registered with Sefton@Work. The project was undertaken at SAFE Regeneration in Bootle and involved a 6 week course with 2 sessions per week, including horticulture, vegetable growing and art based activity.

Since the course seven participants have continued to attend SAFE Regeneration on a regular basis. Two have since gained employment; including one who has started an apprenticeship at SAFE Regeneration. Informal feedback found that some participants who were previously socially isolated had seen a noticeable improvement in attitude towards work.

“ I was stuck in a bit of a rut and wasn't really doing anything; I heard about the Nature for Health Project through Sefton at work and thought I would visit SAFE to check it out. I was made to feel comfortable and instantly felt I wanted to get involved in the gardening and make a difference. I'm now really enjoying life and getting involved at SAFE, I have a job gardening and maintaining the grounds and things couldn't be better! ”

Nature 4 Health participant

Some were now also engaging with Living Well Sefton – Sefton's integrated health and wellbeing service. A full evaluation of the project is currently underway by Liverpool John Moores University.

What more can we do in Sefton?

In 2017 and beyond we hope to do more work to help people find good jobs and stay in work in Sefton. We will do this by:

- Developing the Well Sefton programme to include opportunities to support enterprise and innovation activity, and promotion of Bootle as an area which actively encourages new investment and creation of future employment opportunities.

- Developing a plan to promote and protect the health of the workforce across the Council and wider organisations in both public and private sector. This will include preventing ill-health and creating a health enhancing offer for employees.





4 Active and safe travel

Why is this issue important?

Whether we are commuting to work, completing the school run, or on a more leisurely outing, how we get from A to B can have a major impact on our health and wellbeing.

Using active forms of transport like walking and cycling provides many health benefits. This includes helping us to achieve and maintain healthy body weight, reducing our risk of heart disease and stroke, and reducing our chances of developing diabetes. Building active travel into

“ I knew I had to do more exercise, but the walking groups grabbed my attention as I knew I would meet people and just the fact you can walk and talk comfortably and you’re doing it within a group is ideal for me. The walking groups have been a lifesaver for me as they have got me into a weekly routine again, I have dates and times in my diary each week and I know people are going to be at the walks rain or shine. ”

Doreen has been walking with the Active Walks Programme for over 6 months to meet new people and improve her mood.

our daily routines can also improve our mental wellbeing.

Active travel can reduce the number of short car journeys we take, which in turn can reduce congestion and improve air pollution. This also helps to make roads safer, especially for cyclists and pedestrians; and can make our communities more appealing and attractive.

What can we do about this?

Both public and private sector organisations can promote cycling to work, which can lead to a healthier workforce and fewer days lost through ill-health. One way to achieve this is through the cycle to work scheme, which reduces the up-front cost of buying a bicycle. Councils can support cycle safety through cycle training and guided cycle routes to build the skills required to cycle safely.

In order to ensure safe travel Councils and partner organisations could consider:

- Developing safer routes to schools, colleges, and common destinations, in more densely populated areas, with high levels of road casualties.
- Create safe and attractive local environments which promote cycling and walking over car use.

“ I used to be a keen cyclist but I was knocked off my bike a couple of times. After the second accident, I lost my confidence riding on the road. This led to my fitness and mood dropping, and I suffered from depression. I attended a Dr Bike session, where Sefton’s Cycling Development Officer not only fixed my bike but also explained what he was doing so I could fix it myself the next time. I went on to assist with the Dr Bike sessions as a volunteer and now have completed a City and Guilds level 2 in bike maintenance. ”

My confidence and self-esteem have improved and I am currently seeking employment as a bike mechanic.

Ken

Did you know?

- The Sefton rate of people killed and seriously injured on the roads is similar to the England average.
- Just over half of Adults in Sefton (56%) achieve the recommended 150 minutes of physical activity per week.
- Around 1 in 10 adults in Sefton cycle at least once a week. This means around 20,000 residents.

What are we doing in Sefton?

The Local Transport Plan sets out the approach to travel within a local area, including the promotion of active and safe travel. For Sefton, this document is produced by Mersey Travel for the Liverpool City Region Combined Authority and is called **‘A Transport Plan for Growth’**.

Sefton Council also provides a number of programmes which support people to walk and cycle more and to reduce the number of car journeys people make. 20 mph zones have been introduced in residential areas across Sefton to encourage people to drive more carefully and slowly and make neighbourhoods safer.

Active Travel Sefton

Sefton’s Active Travel Team provide a wide range of services to help get people who live, work and visit Sefton involved with cycling, walking and using sustainable transport. Active Travel Sefton provides a wide range of one-off events and week to week activities to join in with.

The Active Travel Sefton **website** brings together information on what is going on across the borough and includes a weekly timetable of activities as well as links to the Sefton Travel App and information for local businesses and employees.

A wide range of initiatives are delivered across the borough including:

Schools and Colleges

Each year around 5000 school pupils take part in cycle skills sessions provided by the active travel team. The team also support initiatives such as walking buses, providing an active, safe, and car-free journey to school for hundreds of primary school children across Sefton.

Community

Over 2600 people take part in 'Health Walks' and around 1200 people take part in led cycle rides each year in Sefton. Local health walks are offered across the whole of the borough and cater for all ages and abilities, and include Nordic Walk training. These provide a number of benefits to both physical and mental health.

Practical cycle maintenance training is also offered to residents, along with bike servicing at Dr Bike sessions and learn to ride sessions for complete non-cyclists or on-road cycle training for occasional riders.

On a weekly basis around 90 residents take part in Wheels for All cycling sessions which enable children and adults with disabilities and differing needs to engage in a quality cycling activity. Sefton's centres are equipped with a range of specially adapted cycles and welcome individuals, groups and families to be involved.

Visitors and Local Business

The active travel team can offer businesses in Sefton support in developing travel plans and can also assist in the promotion of sustainable travel and provide practical and informative work based sessions to employers and their employees.



For visitors to Sefton, detailed information on how they can use walking and cycling is available from a range of sources including the **Active Travel Sefton** and the **VISIT Sefton and West Lancashire** websites. To encourage visitors to cycle whilst visiting the local area, bike hire is available from a number of popular locations across Sefton. Each year over 1500 people use these hire bikes to get around.

What more can we do in Sefton?

In 2017 and beyond we hope to do more work to help people to engage in safer and more active travel in Sefton. We will do this by:

- Continuing to support walking and cycling programmes, including safe cycle training in schools and community settings across Sefton.
- Continuing to support local employers to develop sustainable travel plans which encourage active travel and reduce the number of car journeys made.



5 Warmer and safer homes

Why is this issue important?

Living in a home that is warm, safe and in a good state of repair is fundamental to keeping ourselves well, whatever our age or circumstances. When our housing meets our needs we are better able to access services and build relationships with people living in our local community.

What can we do about this?

Local authorities have statutory responsibilities for housing; including providing accommodation for people who are homeless, tackling homes that are of a poor standard and ensuring that enough affordable housing is available. Registered providers (housing associations) own and manage local supplies of socially rented housing, whilst other organisations such as Fire and Rescue Services work hard to ensure safety within homes.

Suggested actions that local organisations should take to ensure good quality housing include:

- Making homes warmer - Each year over 20,000 deaths in the winter months, in people aged over 65 are related to under-heated homes. These 'excess winter deaths' are caused by cold homes increasing the risk of cardiovascular disease, stroke and respiratory illness.
- Preventing accidents in the home - Each year in the UK over 1 million children attend A&E following an accident in the home.

Did you know?

- Over 1 in 10 of households in Sefton is estimated to be living in fuel poverty. This is higher than the England average.
- In Sefton there are, on average, 20% more deaths in winter compared to non-winter months.
- Sefton's A&E attendance rate for children age 0-4 is significantly higher than the England rate.

What are we doing in Sefton?

There are a range of initiatives underway in Sefton by the Council and partner organisations to ensure good quality housing within the borough.

Affordable Warmth

In 2013, the Public Health Annual Report focused on affordable warmth activity in Sefton and a version of that report can be found [here](#).

Hillary Drive Affordable Housing

Hillary Drive in Waterloo is an example of an affordable housing development, completed in April 2016. The mix of properties was developed in discussion with Sefton's Housing Team based on an identified need for local affordable housing, particularly smaller family homes and those that require ground floor accommodation.

The scheme has achieved Secure by Design accreditation, meaning that the properties are designed to ensure a safe and secure environment. The properties contain high levels of insulation, so they are more affordable to heat. Some units also meet Lifetime Homes criteria and include level access to front and rear of properties, level access showers in some ground floor flats and provisions for stair lifts in the houses. This means that the scheme will more easily adapt to ever-changing needs of our residents.

Safe and Well Visits

Over the past year, Merseyside Fire and Rescue Service (MFRS) have been working with local Public Health Teams to broaden their current Home Fire Safety Check to tackle local health priorities. Under the banner of 'Safe and Well' the new visits will incorporate information on five key health issues, in addition to fire prevention and safety.

MFRS will start their visits in April 2017 and hope to visit over 7000 homes across Merseyside. In Sefton, their team of prevention advocates will refer those requiring further support into local health and wellbeing services such as Living Well Sefton.

Five key health areas for Safe and Well visits:

- Falls assessments
- Alcohol advice
- Smoking cessation
- Bowel cancer screening (over 60's)
- Blood pressure checks

What more can we do in Sefton?

In 2017 and beyond we hope to do more work to ensure warmer and safer homes in Sefton. In Sefton:

- We know that conditions in the private rented sector in particular areas of the borough are poor, so we will continue to support the Council's intention to develop Selective and Additional (Housing in Multiple Occupation) Licensing within some areas of the borough, in order to ensure private landlord properties are of a decent standard.
- We will consider how best to support local action to reduce levels of childhood injury in Sefton.



6 Access to greenspace and the role of leisure services

Why is this issue important?

Good quality and well-managed greenspaces provide a range of physical and mental health benefits for a local area. They also provide opportunities for biodiversity and can support better local air quality.

Time spent outdoors, either by the coast, woodland or in a park can increase our levels of wellbeing. Engaging in leisure activities can also help us to relax and unwind, and provides opportunities to meet new friends, and develop new skills and confidence.

Being able to access greenspace and leisure services means we are more likely to be physically active, helping to reduce the risk of a wide range of long-term health conditions including heart disease, musculoskeletal problems - such as arthritis and cancer.

What can we do about this?

To increase access to open and greenspace, the local organisations should consider:

- Good maintenance of parks and greenspaces and in particular, ensuring that anti-social behaviour does not act as a barrier to the enjoyment of these areas.
- Working in new ways to ensure the financial viability of parks and greenspaces in the long term. This could include links with local third sector organisations and local businesses.

- Engaging with community groups and volunteers including 'friends of' groups in the ownership, management and maintenance of greenspaces. This encourages people to improve their local environment and provides health benefits for the volunteers.
- Planning the use of leisure facilities to maximise the health of local residents, with a particular focus on vulnerable groups.

Did you know?

- Sefton has 8 leisure centres, and over 30 sport, exercise and health activities which operate under the banner of 'Active Sefton'.
- Sefton has 22 miles of coast, including beaches, sand dunes and coastal woodlands.
- Sefton has over 27 parks across the borough, as well as 61 play areas and 183 open spaces.
- 16% of Sefton residents are estimated to have visited outdoor spaces for exercise/health reasons in the last seven days, compared to 18% nationally.

What are we doing in Sefton?

There are a range of initiatives underway in Sefton by the Council and partner organisations to ensure access to greenspace and leisure opportunities.

Sefton's Sport & Recreation Service

Sefton's Sport and Recreation Service is directly responsible for six leisure facilities. This includes Dunes Splash World, Meadows Leisure Centre, Netherton Activity Centre, Litherland Sports Park, Crosby Lakeside Adventure Centre, and Bootle Leisure Centre.

The service is also responsible for the management of two major leisure management contracts at Formby Pool and Crosby Leisure Centre. Active Aquatics, Active Sports and Active Lifestyles programmes are also delivered by this service, which offer a vast range of local leisure activities including to those in need of additional support.

Sefton's leisure offer forms a major part of the cultural landscape of the borough. In addition to fulfilling the traditional leisure function of enabling people to be healthy and happy, the service is also highly valuable to the wider

economy by helping to make Sefton an attractive place to live, work and visit.

Consultation on greenspaces

At the time of writing, Sefton Council was undertaking a public consultation to look at new ways of approaching access to and maintenance

of local greenspace, at a time of financial restraint and cuts to public spending. The consultation considers how the natural greenspaces within Sefton can be protected so that future generations can enjoy them.

**active
 sefton**

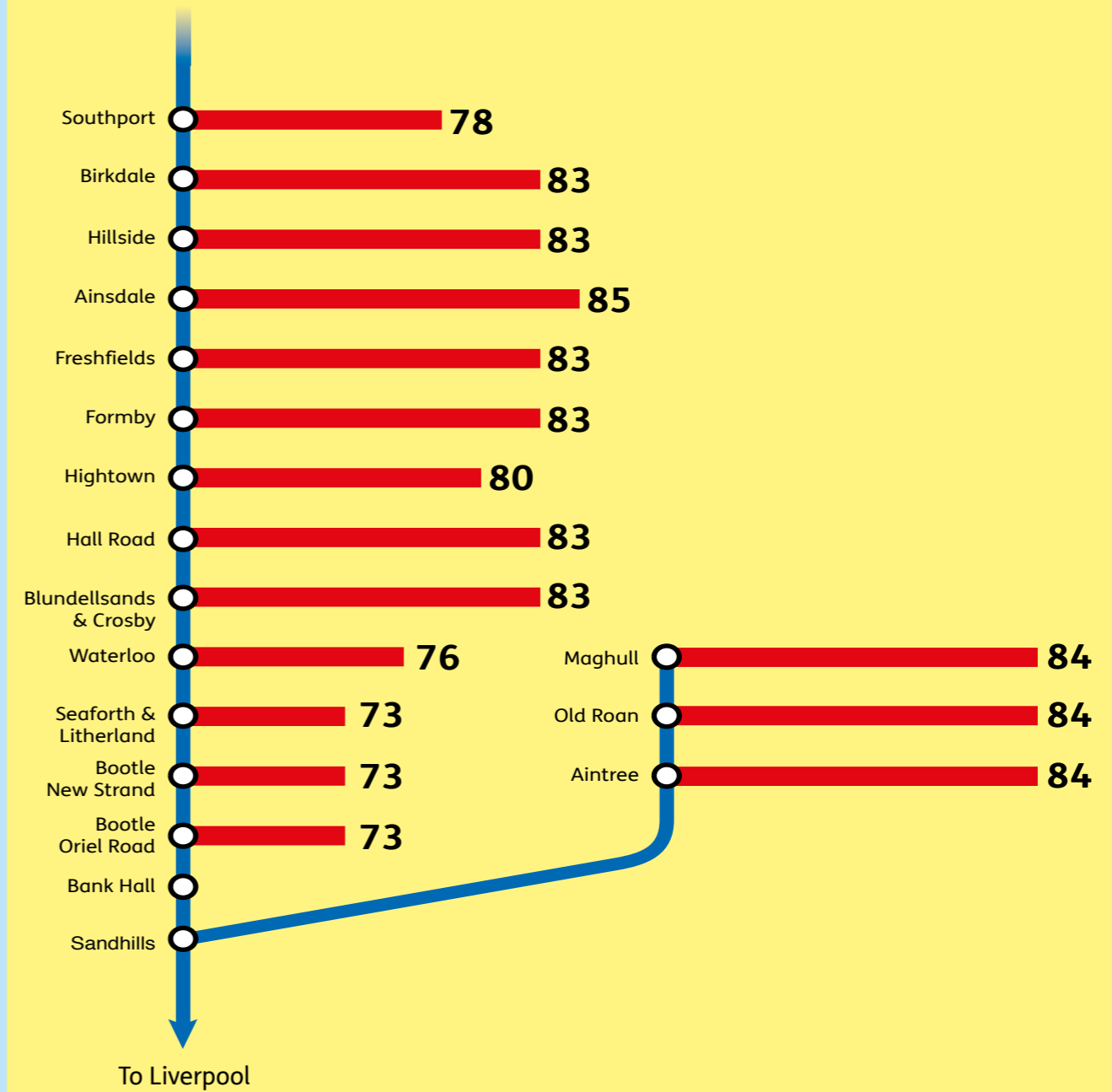
Rimrose Valley, Forest School

A 12 week forest school was run from April 2016, for children from Hatton Hill Primary School After-School Club. It was funded by the Big Lottery Reaching Communities fund, in partnership with the Mersey Forest Nature4Health Project and Sefton Council Coast Rangers. The project aimed to increase use of nearby Rimrose Valley by both



Life Expectancy in Sefton

River
 Mersey



Health & Wellbeing Indicators in Sefton 2016

Key

Statistical significance compared to England average:



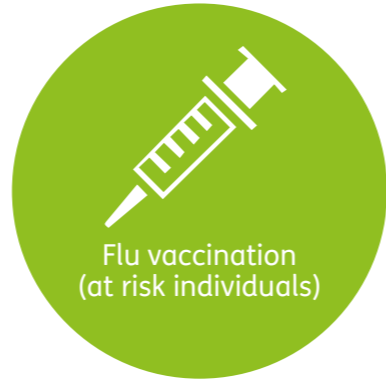
Better



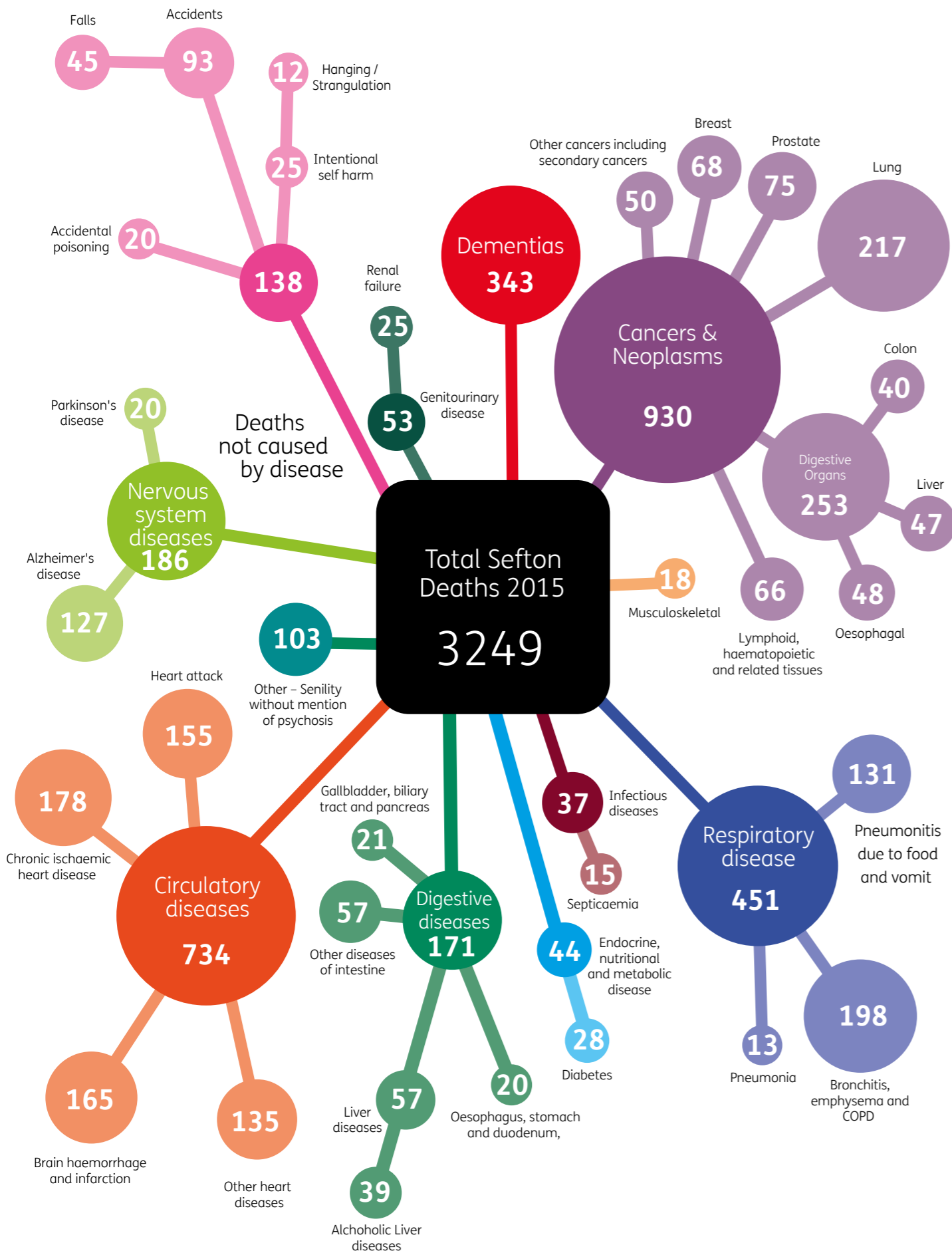
Similar



Worse



Main causes of death in Sefton



the children and their families, increasing their time outdoors doing a physical activity. Activities included learning practical skills such as coppicing trees, whittling, den building, tying knots, lighting fires safely and eating food cooked over the fire. As part of the final celebration, the children invited their families down to see what they had been doing and take part in some of the activities.

An evaluation of the project carried out by Liverpool John Moores University showed that:

- 6 out of 14 children reported increased physical activity levels from week 1 to week 12.
- 7 out of 14 also reported feeling more relaxed when asked questions about their mental wellbeing.

Most importantly, 95% of the children said that they wanted to visit the woodlands again with their family.

Children taking part in the Forest School said.....

- "[I] enjoyed making fires and making dens".
- "I really enjoyed using the tools to chop wood"
- "I liked making dens and finding bugs"

What more can we do in Sefton?

In 2017 and beyond we hope to do more work to ensure access to greenspace and leisure opportunities in Sefton. We will do this by:

- Using the findings from the public consultation on greenspaces and parks in Sefton, to allocate resources in the most effective manner, and encourage increased use and participation in the management

of the natural resources within the borough, particularly by those groups who currently access it least.

- Working with Sports England and the Amateur Swimming Association through the new Swim Pilot Programme, to modernise local swimming facilities and introduce new and innovative ways of motivating people to swim.
- Maximising opportunities for health promoting activities and campaigns as part of Sefton's 'Year of the Coast 2017' and beyond.





7 Strong communities, wellbeing and resilience

Why is this issue important?

Communities have a unique role to play when it comes to our environment, safety, happiness and welfare. Supporting strong local communities is hugely important in ensuring people are healthy and able to support one another.

Having support from family, friends and others can improve your wellbeing, and it can also help you recover from illness. However, in communities where people don't have social support, levels of good health and wellbeing are more likely to be lower. For example, loneliness has been shown to be as bad for our health as moderate smoking, obesity or high blood pressure.

Most communities have both strengths and challenges. Strengths can be as simple as neighbours who look out for one another or residents who pick up litter on their street. Formal support networks such as luncheon clubs, knitting or gardening groups can also help to create strong communities. Recent changes to the welfare system and reduced public funding are challenges which have affected many local communities. This can be seen nationally through rising levels of personal debt and use of foodbanks. This issue was explored through the Public Health Annual Report 2015 called '**Good Health in Tough Times**'.

What can we do about this?

In order to support local communities, Councils and partner organisations can:

- Use local knowledge to understand community strengths and challenges, and to plan local services better.
- Support community groups to provide services within communities, where appropriate and where they are best placed.

“The Leadership Collaborative was an eye opening experience and a wonderful opportunity to meet people from a number of different sectors and share common stories of the challenges of leadership. I gained new insights in particular as to how the NHS operates and the differing perspectives on how to improve health and wellbeing. I look forward to continuing to collaboratively work with Well North as we seek to bring hope and regeneration to Bootle.”

Claire Morgans, Chief Executive of the Bootle-based young person's charity Ykids and first became involved in Well Sefton through the Sefton Leadership Collaborative.

Drop in activities at Strand by Me:

- **People First** – promotion of wellbeing for those with learning difficulties
- **British Lung Foundation** - monthly meetings of the Sefton Breathe Easy Group
- **Mersey Care** - Drug and alcohol clinic and mental health drop in service
- **May Logan Centre** – Weekly health check services
- **The Alzheimer's Society** - monthly drop in service and help to develop plans for a Dementia friendly shopping centre.
- **Galloway's Society for the Blind** - regular monthly drop in service
- **Strand House** – Residents meeting and drop-in surgery two mornings a week
- **Chiropody service** – monthly 'treat your feet' service
- **Veterans in Sefton** – weekly clinic for those with Post Traumatic Stress Disorder



- Support residents to volunteer and take part in good neighbour activities, including befriending.
- Provide support for those most affected by recent changes to the welfare system, for example, through debt advice.

Did you know?

- Sefton is the happiest place in Merseyside (Government's wellbeing survey).
- Sefton has over 1300 active local charity and community groups, as listed on the Sefton VCF Direct [website](#).
- 7% of people in Sefton are estimated to have low life satisfaction (compared to 5% for England as a whole).
- 21% of people in Sefton are estimated to have high anxiety, similar to the England average.

What are we doing in Sefton?

There are a range of initiatives underway in Sefton by the Council and partner organisations to support strong local communities.

Areas of statutory responsibility for the Council:

- Food safety, including hot food takeaways
- Alcohol and gambling licencing
- Control of illicit tobacco and fire safety
- Sunbed shops
- Tattoo shops
- Air quality and pollution control.

Well Sefton

Sefton is one of nine Well North pilot areas. The programme is designed to improve health and wellbeing areas through the development of enterprising and resilient communities.

In developing the programme Sefton Council Public Health Team have been working with Sefton Council for Voluntary Services, Sefton's Clinical Commissioning Groups, local GPs and representatives from several local community groups and social enterprises.

Well Sefton's mission statement is Building a Brighter Bootle, and focuses on four topic areas:

- Developing Community Leaders
- Encouraging investment in Bootle
- Connecting partners to enable more access to community-based services
- Using food as a platform to build community resilience

Strand by Me – Community Asset Workers

In 2015, Sefton Council and South Sefton Clinical Commissioning Group invested in a team of Community Asset Workers. The role of the team was to:

- Identify community skills, assets, issues and needs; ensuring that local people have their say in community activities.
- Develop support networks between individuals and community groups.
- Empower local people to develop their own potential and to improve their communities.

Since then the team have undertaken a wide range of activities to support local community groups and have also taken over the day to day management of the Strand by Me shop

in Bootle Strand Shopping Arcade, which has provided a base from which to work directly with communities. On average, around 20 people a day visit the Strand By Me shop; some with a particular purpose, for example, to have a health check, to find out how to volunteer or stop smoking (or both)! But increasingly it is just to 'find out what's going on'.

Informality is important to the work of the Asset Officers. Although 'a friendly face, a cup of tea and a chat' may be all that's required as a starting point, the team are always looking for opportunities to identify people's skills and talents and help people to develop.

Some case studies illustrating the work of the team are given below.

Case Study: Mrs Smith

A diagnosis of Chronic Obstructive Pulmonary Disease and changes in family demographics had left Mrs Smith, from Bootle, isolated in her flat. She has lost confidence in her ability to connect with other people; "I did not go out unless I really had to for nearly two years".

Following her first meeting with the asset team, Mrs Smith has since been linked to the Breathe Easy Group that now runs out of Strand By Me once a month. She is also now using Netherton Feelgood Factory healthy living courses and accessing a chair based exercise class, and has become the secretary of a local resident group.

What more can we do in Sefton?

In 2017 and beyond we hope to do more work to support resilience in local communities, by working closely with local third sector organisations. We will do this by:

- Supporting positive behaviour change within local communities and working to promote both formal and informal volunteering opportunities including through 'Pay it Forward Day' and 'Good Deed Day'.
- Ensuring that local organisations continue to work together through the Welfare Reform agenda to reduce the impact of welfare reforms on local communities.
- Ensuring that large-scale health and wellbeing programmes under development locally, such as 'Well Sefton' and the Collaboration for Leadership in Applied Health Research and Care – Improving resilience to debt in Central Southport' programme, continue to focus on the development of strong and resilient communities.

Case Study: Clive's Story

Clive wanted to find an organisation that could support him as a dad and recognised that there are lots of other dads who would like to get support from people who have similar experience with regard to child access and child support. Clive is currently being supported to apply for funding through the new Living Well Sefton Fund.



8 Protecting the health of the public

Why is this issue important?

The Council has responsibility for ensuring the health and safety of local residents. It does this by regulating some of the activities that are carried out in the borough, to make sure that relevant policies and laws are complied with.

The Council will inspect all food premises to ensure any food served has been prepared hygienically and in a way that will not make anyone ill. In addition, licences to sell alcohol from off-licences or pubs and bars are issued when the applicant can demonstrate that no public nuisance or increase in crime will happen as a result.

In ensuring compliance with all relevant laws, the Council can make sure that activities in the borough reach a minimum acceptable standard. This helps to protect local communities from any harm such as noise or other nuisance.

Where possible, good practice suggests that the Council should also undertake work alongside these processes to ensure that the health of local residents is not only protected but is also improved.

What can we do about this?

The potential impact of the above areas of regulation on local communities is significant. A few examples of the impact of these activities on health are given below.

Alcohol: Alcohol-related harm costs the UK economy an estimated £20 billion a year and the health service £1.7 billion/yr.

Hot Food Takeaways: Hot food takeaways often selling food which is high in saturated fat, salt and sugar. In the UK there is a direct link between communities with high numbers of takeaways and high levels of obesity.

Betting shops: Problem gambling can have a negatively impact on family life, relationships, employment, finance, sleep, anxiety and depression. The highest rates of problem gambling are among lower income groups and the youngest age groups. Recent evidence suggested that problem gambling costs the UK between £260m and £570m a year across health, welfare and employment, housing, and criminal justice (IPPR, 2016).

Sunbed shops: The NHS spends approximately £70m on skin cancer each year, with the main causes being UV radiation from the sun and sun beds. The risk of malignant melanoma is increased by 59% in those who being to use sunbeds under age 35 (for other skin cancers risk also raised around 29-67%).

Air quality: Each year in the UK around 40,000 deaths are attributable to outdoor air pollution. The resulting costs to the NHS and business total more than £20 billion. The impact of air pollution has been linked to cancer, asthma, stroke and heart disease, diabetes, obesity, and changes linked to dementia (RCPC and RCP, February 2016).

Did you know?

- There are 822 establishments in Sefton which hold a licence to sell alcohol and 107 that hold a gambling licence.
- There are currently 4 air quality management areas within Sefton.
- In Sefton 4% of adult deaths are estimated to be due to particulate air pollution (fine particulate matter, PM2.5).

What are we doing in Sefton?

Sefton Council is undertaking a range of activity to ensure the health of local residents above the minimum legislation.

Air Quality

Sefton produces an Air Quality Annual Statement (AQAS) in line with statutory guidance. This report for the borough is based on comprehensive air quality monitoring data. The most recent document was produced in August 2016 and found that air quality within Sefton was largely within national standards. However, there are pockets of the borough that have been adversely affected and this has mainly been caused by

HGV vehicles and general traffic on local roads. This has led to the designation of four air quality management areas within Sefton, and actions have been undertaken to improve levels of air quality within these areas.

There are a number of ongoing and planned developments in the borough, which are aimed at growing the local economy, providing employment for local people and attracting further inward investment. This includes the expansion of the port. Whilst providing many benefits to the borough, these plans are also likely to increase traffic movement. It is, therefore, important to work jointly across departments within the Council and with other local partner organisations to mitigate against any impact on air quality of these developments.

Public Health is committed to closer working with Sefton's Air Quality Team, and in 2016 the Director of Public Health provided the foreword for the AQAS Report. Another example of this joint working is the Ecostars project.

Ecostars:

Emissions from freight traffic, particularly HGVs have been shown to be a significant contributor to pollution levels in some parts of Sefton. To improve air quality in these areas, an ECO Stars fleet recognition scheme has been introduced. The scheme provides free advice to operators on how to operate their vehicle fleets more efficiently to reduce fuel consumption, CO2 emissions and air pollution. Through the scheme, operators are assessed on their individual vehicles and overall approach to fleet management, and awarded a star rating.

A first phase of the scheme was run between 2013-2015, during which a total of 40 operators had joined the scheme, with around 80% receiving star ratings of 4 or 5 (out of 5).

The scheme has also just received additional funding until 2019 and it is expected that at least a further 15 operators will join the scheme during this time.

Alcohol Licensing

Alcohol misuse across Cheshire and Merseyside (C&M) costs around £994 million each year (£412 per head of population). Of these costs, only £218 million are direct costs to the NHS.

Sefton Council are working with CHAMPS, the public health collaborative led by the Cheshire & Merseyside Directors of Public Health, in developing a broad approach to tackling harm from alcohol, through the use of current licencing legislation.

This will involve a range of work including:

- Campaigns which aim for greater enforcement of the law prohibiting the sale of alcohol to people who are already drunk.
- Engaging with off-licences and encouraging them to voluntarily restrict the sale of high-strength products.
- Development of best practice in relation to local licencing strategies.

What more can we do in Sefton?

In 2017 and beyond we hope to do more work to ensure public protection activities contribute as much as possible to improving the health of local communities. For example, equipment to monitor fine particulate matter (PM2.5) has been purchased and will be installed in one of the air quality monitoring stations in Bootle shortly.

Further work in 2017 will include:

- Continuing to work at a Cheshire and Merseyside level to ensure full use of alcohol licensing powers available.
- Exploring opportunities to raise awareness of problem gambling and available local services, particularly for young people.
- Establishing an Air Quality Steering Group which will bring together partner organisations and provide a forum for collaborative work around air quality within Sefton.



9 Health and spatial planning

Why is this issue important?

The places and spaces in which we live have the potential to make a huge impact on our lives, whether it is our house, our local park or our local high streets.

The planning system sets out the requirements for new development and therefore governs many of the physical changes that could happen in our local environment. It is really important that in making these decisions, there is careful consideration of the impact on the health of local communities.

Good planning decisions can improve the quality and layout of new housing and garden space. It can also improve road safety, community safety and support the 'viability' of neighbourhoods through the provision of facilities like shops and schools. There are also mechanisms available within the planning process to ensure developers provide infrastructure to support new developments such as greenspace, foot and cycle paths.

What can we do about this?

Evidence suggests that the Councils should undertake some of the following actions to ensure planning decisions support the health of local communities.

- The Local Plan governs how planning decisions are made within a local area.

Each Local Plan and its supporting documents should include health and wellbeing as a core objective and address local health needs throughout.

- Officers making planning decisions should have knowledge of the health of the local population and how planning decisions may impact on health.
- Health Impact Assessments should be encouraged in relation to large developments to ensure the health impact on local communities is fully considered.
- Local planning policy should be used to limit groupings of fast food outlets, betting shops and other uses which may be detrimental to health.

Did you know?

- Sefton's Local Plan has just been adopted which sets out the borough's approach to planning within the area over the next 15 years.
- Dukes ward has the highest concentration of hot food takeaways followed by Church ward with 39 and 25 outlets respectively.

What are we doing in Sefton?

Sefton's Draft Local Plan includes several policies to make sure that new development in the borough contributes to the health and wellbeing of local communities, by maximising opportunities for people to lead a healthy and

active lifestyle. Policies include encouraging provision of a range of amenities which will benefit health and wellbeing including:

- A choice of homes to meet current and future need
- Jobs
- Safe waste storage or recycling opportunities
- Safe and attractive public areas which minimise opportunity for crime and reduce the fear of crime, and which promote social cohesion
- Opportunities for people to take physical exercise through walking, cycling, outdoor recreation and sport
- Appropriately located food and drink shops, hot food takeaways and drinking establishments
- Accessible homes, education, jobs, public transport services, health and other services
- Measures to ensure homes are warm and affordable to heat

Sefton's draft Local Plan also contains a policy which aims to ensure that food and drink outlets which have the potential to negatively impact on local communities are appropriately located. This will include restricting groupings of hot food takeaways where they may harm public health or the amenity of neighbourhoods through noise or odours. There are further restrictions where the proposed outlet is near to residential areas and schools.

At the time of writing a Supplementary Planning Document is also currently undergoing consultation with the public which will set out more detail about the new policy for food and drink outlets. This document will also cover a similar approach to betting shops, as part of measures to prevent harm from problem gambling within local communities.

What more can we do in Sefton?

In 2017 and beyond we hope to do more work to ensure planning decisions contribute to the health of local communities. We will do this in the following ways:

- Providing training to colleagues within planning in relation the health of the local population and how planning decisions can have a positive impact on health.
- Working together to identify forthcoming large developments and where appropriate, carry out Health Impact Assessments to ensure that developments have a positive impact on local communities.

Key Recommendations

The following recommendations will guide the work of Sefton Public Health Team in addressing the wider determinants of health over the coming year and beyond. Some recommendations relate to activity which the Public Health Team will undertake itself, whilst others refer to work which we will progress in partnership with others within the Council and wider organisations. We will report on progress made against these recommendations in the 2017 Public Health Annual Report.

1. The best start in life

- Continue to develop and improve the new 0-19 Service by listening to the views of families and young people, to ensure that the priorities of families, children and young people in Sefton are addressed.
- Ensure that the new 0-19 service is linked into other services such as Living Well Sefton in order to provide a wider offer for families.
- Provide support for pregnant women on a range of health issues, including stop smoking services and breastfeeding support through development of a peer support model.

2. Healthy schools and pupils

- Develop and implement a Healthy Weight Declaration across Sefton, which will encourage healthier food and promote more physical activity within schools and other settings.
- Develop and promote resources for children and young people which focus on emotional resilience, as an essential life skill. This is an area identified as a priority by young people within Sefton.

3. Helping people find good jobs and stay in work

- Develop the Well Sefton programme to include opportunities to support enterprise and innovation activity, and promotion of Bootle as an area which actively encourages new investment and creation of future employment opportunities.
- Develop a plan to promote and protect the health of the workforce across the Council and wider organisations in both the public and private sector. This will include preventing ill-health and creating a health enhancing offer for employees.

4. Active and safe travel

- Continuing to support walking and cycling programmes, including safe cycle training in schools and community settings across Sefton.
- Continuing to support local employers to develop sustainable travel plans which encourage active travel and reduce the number of car journeys made.

5. Warmer and safer homes

- Continue to support the Council's intention to develop Selective and Additional (Housing in Multiple Occupation) Licensing within some areas of the borough, in order to ensure private landlord properties are of a decent standard.
- Consider the most appropriate support required to reduce levels of childhood injuries within Sefton, and ensure this is reflected in current service provision.

6. Access to greenspace and the role of leisure services

- Use the findings from the public consultation on greenspaces and parks in Sefton, to allocate resources in the most effective manner, and encourage increased use and participation in the management of the natural resources within the borough, particularly by those groups who currently access it least.
- Work with Sports England and the Amateur Swimming Association through the new Swim Pilot Programme, to modernise local swimming facilities and introduce new and innovative ways of motivating people to swim.
- Maximise opportunities for health promoting activities and campaigns as part of Sefton's 'Year of the Coast 2017' and beyond.

7. Strong communities, wellbeing and resilience

- Support positive behaviour change within local communities and working to promote both formal and informal volunteering opportunities including through 'Pay it Forward Day' and 'Good Deed Day'.
- Ensure that local organisations continue to work together through the Welfare Reform agenda to reduce the impact of welfare reforms on local communities.
- Ensure that large-scale health and wellbeing programmes under development locally, such as 'Well Sefton' and the 'CLAHRC – Improving resilience to debt in Central Southport' programme, continue to focus on the development of strong and resilient communities.

8. Protecting the health of the public

- Continue to work at a Cheshire and Merseyside level on a programme of work designed to ensure full use of alcohol licensing powers available.
- Explore opportunities to raise awareness of problem gambling and available local services, particularly for young people.
- Establish an Air Quality Steering Group which will bring together partner organisations and provide a forum for collaborative work around air quality within Sefton.

9. Health and spatial planning

- Provide training to colleagues within planning in relation the health of the local population and how planning decisions can have a positive impact on health.
- Work together to identify forthcoming large developments and where appropriate, carry out Health Impact Assessments to ensure that developments have a positive impact on local communities.

Data Table

Key:

Statistical comparison to England average

■ Worse
 ■ Similar
 ■ Better

Indicator	Measure	Time period	Sefton	North West	England
Infant Mortality	Rate per 1,000 births	2013-15	4.6	4.2	3.9
Low birth weight babies	Percentage	2015	2.5	2.8	2.8
Breastfeeding Initiation	Percentage	2014/15	56.0	64.6	74.3
Hospital admissions for deliberate and unintentional injuries to children (0-4 yrs)	Rate per 10,000 population	2015/16	93.6	182.0	104.2
5 Year Old Children Free from Dental Decay	Percentage	2014/15	77.3	66.6	75.2
Child Excess Weight in 4-5 year olds	Percentage	2015/16	24.7	23.2	22.1
Child Excess Weight in 10-11 year olds	Percentage	2015/16	35.2	35.2	34.2
Under 18 conception rate	Rate per 1,000 females aged 15-17	2015	21.0	24.7	20.8
First Time Entrants to the Youth Justice System	Rate per 100,000 population aged 10-17	2015	269.9	336.1	368.6
Fuel Poverty	Percentage	2014	11.2	11.2	10.6
Households in Temporary Accommodation	Rate per 1,000 households	2015/16	0.1	0.5	3.1
Excess Weight in Adults	Percentage	2013-15	69.7	66.6	64.8
Eating '5 a day' on a 'usual day'	Percentage	2015	45.3	48.1	52.3
Achieving at least 150 minutes physical activity per week	Percentage	2015	56.4	53.7	57.0
Smoking Prevalence	Percentage	2015	14.3	18.6	16.9
Injuries due to falls in people aged 65 and over	Directly standardised rate per 100,000 population	2014/15	2,398.0	2,465.0	2,125.0
Hospital Admissions for alcohol related conditions	Directly standardised rate per 100,000 population	2014/15	766.0	741.0	641.0
HIV late diagnosis	Percentage	2013-15	48.3	46.3	40.0

Data Table *(continued)*

Key:

Statistical comparison to England average

■ Worse
 ■ Similar
 ■ Better

Indicator	Measure	Time period	Sefton	North West	England
Chlamydia detection rate (15-24 year olds)	Rate per 100,000 people aged 15 to 24	2015	2,217.0	2,328.0	1,887.0
Flu Vaccination Coverage (65+)	Percentage	2015/16	73.7	73.7	71.0
Flu Vaccination Coverage (At risk individuals)	Percentage	2015/16	46.5	49.0	45.1
Emergency readmissions within 30 days of discharge from hospital	Percentage	2011/12	11.9	12.4	11.8
Male Life Expectancy at Birth	Years	2013-15	78.3	78.1	79.5
Female Life Expectancy at Birth	Years	2013-15	82.2	81.8	83.1
Male Healthy Life Expectancy at Birth	Years	2013-15	61.2	61.1	63.4
Female Healthy Life Expectancy at Birth	Years	2013-15	63.0	62.0	64.1
Mortality from causes considered preventable	Directly standardised rate per 100,000 population	2013-15	219.8	224.9	184.5
Under 75 mortality from all cardiovascular diseases	Directly standardised rate per 100,000 population	2013-15	77.5	88.5	74.6
Under 75 mortality from cancer	Directly standardised rate per 100,000 population	2013-15	155.9	153.9	138.8
Under 75 mortality from liver disease	Directly standardised rate per 100,000 population	2013-15	26.1	25.9	18.0
Under 75 mortality from respiratory diseases	Directly standardised rate per 100,000 population	2013-15	38.1	44.3	33.1
Excess Winter Deaths	Percentage	Aug 14- July 15	32.4	27.3	27.7
Suicide rate	Directly standardised rate per 100,000 population	2013-15	12.6	11.3	10.1

Appendix A:

An update on recommendations from the 2015 Public Health Annual Report

- We need to agree the best way to measure the impact of austerity on people living in Sefton. This will help us decide what to do to help people where it matters most**

In 2016, the Welfare Reform and Anti-Poverty Action Plan has been refreshed and sets out the ambition to address the pressures felt by low-income households in Sefton. It sets out a multi-agency approach to address the impact of changes contained in the Government's Welfare Reform programme, alongside Sefton's commitment to addressing poverty. As part of this action plan, data is regularly collated and reviewed to monitor the impact of reduced incomes and benefits locally.

- The Council and the NHS should always work together to provide the best possible social, health and wellbeing services**

The Council and the two local Clinical Commissioning Groups have a joint commissioning group that reports to the Sefton Health and Well-being Board Executive Group. There are a number of joint projects which have been developed through this collaboration including a healthy weight project and work on emotional wellbeing and resilience.

- Services should be designed through working together. The people of Sefton's voice needs to be heard and valued along with those who deliver services**

Over the past 12 months, we have commissioned a number of services including the new 0-19

service and substance misuse service. Both have sought the views of local residents in order to shape how the service should be delivered in Sefton.

In developing the 0-19 service we sought the views of:

- Staff who currently work in with children and young people across Sefton
- Members of the public including young people

These views not only shaped the design of the new service (more details of this can be found in Chapter 1: The best start in life), but also development of the Council's Children's and Young People's Emotional and Wellbeing Strategy.

- Services should work together to reduce duplication and service competition, and this way of working should be at the forefront of all partnership working**

We have been working with our partners across Sefton to reduce any duplication. An example of this is through Living Well Sefton, which is a new service with a focus on supporting people with issues that may be affecting their health and wellbeing. In this service, multiple providers work together, share resources, develop consistent approaches and have a single referral pathway for local residents.

- All partners should commit to developing "communities of practice" – this is a forum for services to share good practice, exchange ideas and solve problems together**

Within Sefton, and across the region, there is a range of ways partners have been working

together to share ideas and examples of good practice. Examples of this include both the domestic violence prevention strategy and alcohol licencing work which have involved collaboration across the Cheshire and Merseyside area.

6. Promote and reward new ideas amongst service providers

The Living Well Sefton community resilience grants are an example of how innovation can be rewarded within local third sector organisations. Projects receiving funding include:

- Sefton OPERA – Funding for swimming lessons for older people at Bootle and Formby.
- Seaforth Information Network Group – Kids Kitchen – summer holiday meals for families.
- Company of Men - Men On Track – establishment of a buddy network to decrease social isolation and increase physical activity.
- Eden Tots Healthy Cooking Classes – development of healthy cook and eat sessions with families attending the play group.
- Art for Art's Sake – therapeutic art and photography classes funding equipment and materials.

7. All services working with the public should be prepared to make every contact count. For example, Making Every Contact Count (MECC) is a simple approach that helps improve health. It is a method that supports & encourages conversations that help people consider ways to improve their own health

Delivery of Making Every Contact Count (MECC) training for workers in Sefton commenced in

January 2017. Over ten training sessions have been delivered and over 200 individuals have been trained.

8. Involve communities, and encourage self-support and support from others in the community

The CLAHRC programme 'Improving resilience to debt in Central Southport' is actively engaging local residents and stakeholders in identifying and making changes to improve the delivery of local debt advice services. The project involves finding and training local resident advisors, who are given the skills to support with local consultation and research.

Support has also been provided to Sefton Council for Voluntary Service to promote 'Pay it Forward' day and related activities which encourage small-scale community action and acts of kindness in order to support local community wellbeing.

9. We should all focus on what works well, not what is wrong, and share this

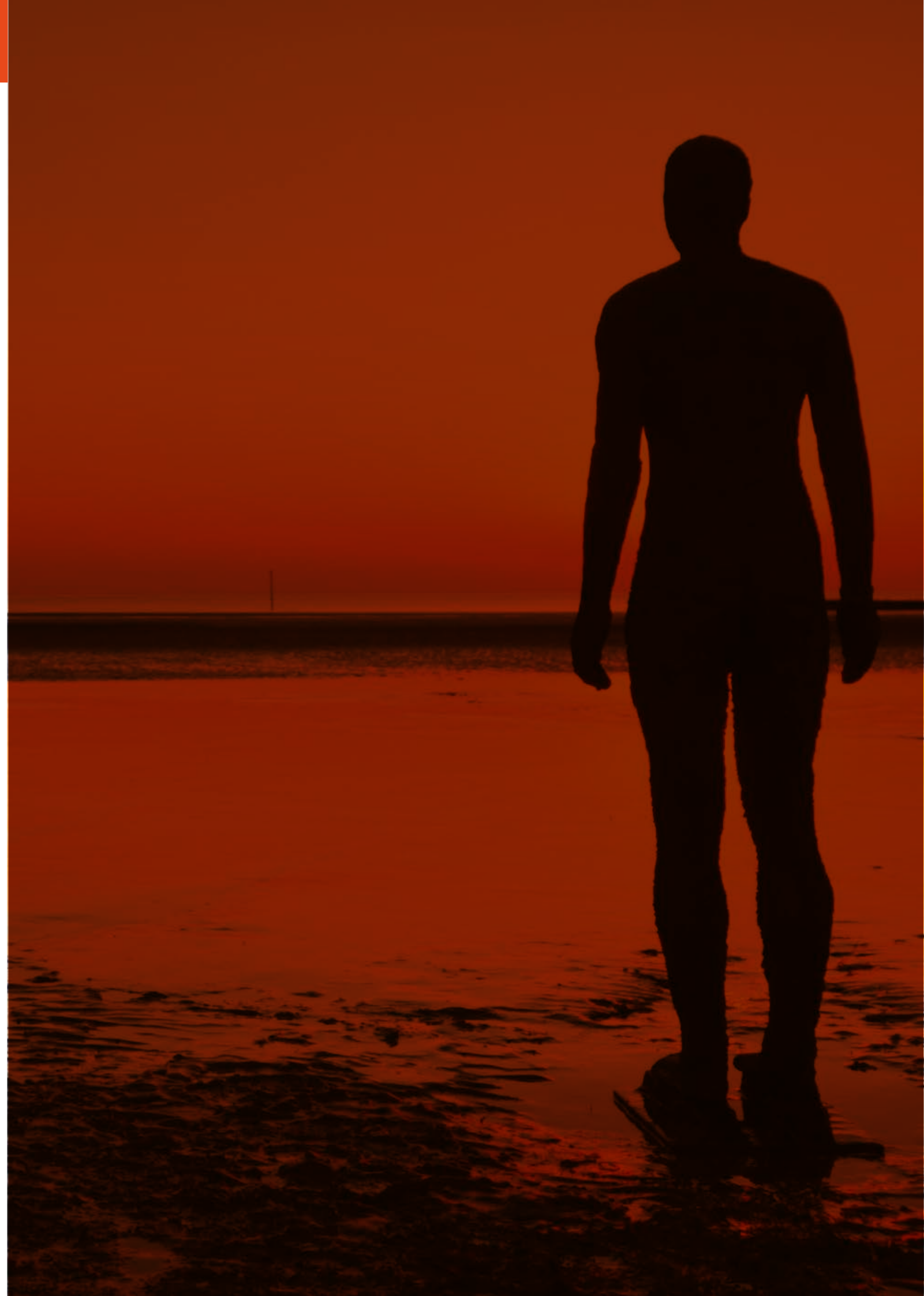
This recommendation is part of a wider organisational cultural change within Sefton Council and partner organisations, which is illustrated by the new Sefton 2030 Vision set out in the introduction to this report.

Part of the function of this Annual Report is to share examples of what is working well from within the team and across local organisations. Public Health remains committed to this and will continue to look for opportunities to learn from and share best practice from within Sefton and further afield.

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Sefton's Corporate Parenting
Strategy



Sefton Borough Council.

Inspection of services for children in need of help and protection, children looked after and care leavers.
Report Published 27th June 2016

Inspection findings

Sefton Corporate Parenting Board

"The corporate parenting board has appropriate oversight of important issues and the work of the board contributes to the improvement of outcomes for children looked after in Sefton. Chaired by the lead member and with membership from across the council and wider partnerships, including care leavers, it has been instrumental in setting up effective systems for monitoring children and young people looked after placed in Sefton and those from other areas, ensuring that they are safe and receiving appropriate services. Strong challenge from board members and especially the MAD group is evident. The annual survey in relation to the pledge for children who are looked after is an example of good practice because it is clear that children and young people are listened to and that action is taken as a result. An example is the development of an action plan to promote advocacy to children and young people after increasing numbers reported that they did not know about the service."

MAD Group, Participation and Involvement

"Participation and involvement of young people is a strength in Sefton and this is creating meaningful opportunities for young people to engage in strategic thinking and planning. The MAD group has strongly influenced actions in important areas and the group provides a range of training to foster carers and elected members. It exerts influence in most important strategic groups and planning forums. Moreover, its contribution is highly valued by senior leaders, staff and elected members"