

Cabinet Member Update		
Councillor	Portfolio	Period of Report
Ian Moncur	Health & Wellbeing	Sept – Dec 2017

### **Public Health Service Plan**

The Service Plan details the priority activities for Public Health and Wellbeing for the next 12 months. It includes statutory requirements to support partners such as the CCG. The plan is dynamic and adaptable to the changing landscape and is continually updated as work is prioritised and reprioritised. The focus and approach is one of co-production and co-collaboration within the context of wider Council commissioning priorities, as well as the emerging programmes of Public Sector Reform.

Six monthly updates are provided, regarding the progress and development of the Public Health Service Plan to the Cabinet Member for Health & Wellbeing.

Current significant areas of note include:

Smoking at time of delivery (SATOD) – Public Health are working on a North Mersey footprint to resolve issues which are being faced across the whole region.

### **Public Health Annual Report (PHAR)**

The Director of Public Health is required to produce an independent annual report on the health and wellbeing of their population highlighting key issues. The main points are:

- The annual report for 2017-18 for Sefton will focus on children and young people's mental health and wellbeing, and will be a digital film PHAR.
- The PHAR film will have an informal friendly style, featuring children and young people telling their stories.
- The film will be engaging and creative and not just focus on narration, but also include visuals of young people taking part in projects and initiatives.
- The PHAR film will include narrative and stories/case studies from children and young people.
- These include school and community based services, including youth service and workforce development programmes and support services for children with mental health problems. So far 5 different local examples have been identified where young people will tell 'the story'.
- The report will be completed by the start of March 2018.

### **0-19 Integrated Healthy Child Service**

The key activities and achievements in the first 6 months include:

- a. Staff engagement.
- b. Workforce development.
  - I. The proactive management of the skills gap in school nursing identified at transfer
  - II. Establishment of the immunisation team
  - III. Development of new enhanced service to support vulnerable children and families
  - IV. Recruitment of an Infant Feeding Coordinator
- c. The completion of the award of a breastfeeding peer support service within quarter 1.
- d. The continued increase in the number of ante-natal and 6-8 week contacts.
- e. The introduction of the Lancaster model of child surveillance.
- f. The continued high performance in immunisation delivery.

The feedback from NWB staff, commissioners and invited heads of service who attended the “Meet the Commissioner’s Event” held at the end of October 2017 has been very positive. Public Health will meet with senior NWB managers to discuss appropriate feedback to those who attended and follow up. Future plans include a 0-19 presentation and workshop with the new locality based workforce.

### **Healthy Living Pharmacies**

The Healthy Living Pharmacy (HLP) framework is a tiered commissioning framework aimed at achieving consistent delivery of a broad range of high quality services through community pharmacies to meet local need, improving the health and wellbeing of the local population and helping to reduce health inequalities.

Including HLPs there are 635 Pharmacies that are contracted to deliver 6 Public Health campaigns per year. The expectation is that they will work with local teams to run regionally agreed campaigns for a minimum of one week, though in general they will extend to a month.

In Sefton, there are 76 pharmacies. 43 of these are engaged in the programme and 32 of these are now an accredited Healthy Living pharmacy

The programme has had significant uptake in Sefton with almost 57% of pharmacies engaged in the programme so far.

Representation from Sefton Public Health will remain on the HLP group in 2018 to ensure all opportunities to endorse and maximise campaigns at a local level will be developed.

### **Health Checks**

A community delivery model for the NHS Health Checks Programme has been developed and will be implemented from 1 April 2018, replacing the current GP provided service. The model will utilise flexibilities within the existing Active Sefton and Living Well Sefton services to deliver Health Checks in a community setting and, potentially whilst maintaining appropriate links to GP practices. Health Checks will be undertaken by the Exercise Referral/Wellbeing specialist staff within Active Sefton and by specially trained Wellbeing Mentors in the Living Well Sefton Service. Generally, the Active Sefton Health Check service will undertake booked appointments generated through personal invitations sent to the eligible population. Active Sefton and Living Well Sefton will also undertake opportunistic Health Checks with eligible clients aligned to existing services, promotions and community events. The service is being developed to meet the current output of 5,000 booked appointments in the first year and will provide improved opportunities for onward referral into the lifestyle interventions offered across the integrated wellbeing service. The community delivery model will aim to address inequalities in access to and outcomes from the health check programme.

Arrangements for the identification of eligible patients and the scheduling of invitation letters are being developed with the CCGs. Options for managing the return of patient data to GP practices have been appraised and a preferred option that utilises existing Active Sefton and Living Well Sefton software linked to the general practice EMIS system is being followed up.

A programme of engagement has been delivered. This includes a survey of practices with follow up interviews, a meeting with the LMC chair and secretary and public engagement carried out through Health Watch. We continue to liaise with Public Health England.

Notice of termination has been sent to general practices in accordance with the terms of their current contract.

### **Health Protection Forum**

The Health Protection Forum has been re-established and met in October. The Forum, which is a sub-group of the Health and Wellbeing Board, exists to:

- Provide strategic oversight of the health protection system in Sefton.
- Improve integration and collaborative working on health protection between Sefton Council, the NHS, Public Health England and local health and care service providers, and
- Provide assurance to the Director of Public Health and the Health and Wellbeing Board, on behalf of the population of Sefton, that the threats to the public's health are understood and that there are safe, effective and locally sensitive arrangements in place for the protection of the public's health.

Terms of Reference have been revised, a work programme developed and the risk register updated. These will be approved at the next meeting in January.

### **Seasonal Flu Campaign**

The staff vaccination programme has been delivered resulting in 815 vaccinations given at 13 locations across Sefton at a cost of £5,705. The campaign was promoted through an internal media campaign and supported by 18 champions who promoted vaccinations and offered support to colleagues.

Sefton Council has worked with the two CCGs to support the seasonal flu and stay well in winter campaigns. We continue to monitor vaccination uptake in the eligible populations – those aged over 65, under 65's at risk groups, pregnant women, children 2–4 years and children 5–9 years. Additional media has been targeted at populations where take up is below target. This includes children aged 2–4 years (including a mail out to child care and early years providers) and specific at risk groups, including carers. We have also engaged with community partners, utilising a portion of the £10,000 funding received from NHS England, to deliver promotional activity in target groups.

### **Know your Numbers**

Know your numbers is a national campaign, led by Blood Pressure UK, that promotes blood pressure awareness. Sefton Council and the CCGs supported the campaign through media activity. A number of Healthy Living Pharmacies across Sefton offered blood pressure checks during the campaign. Hypertension is a priority across Cheshire and Merseyside and blood pressure awareness forms a key element of the hypertension strategy. The Know Your Numbers campaign sits alongside a broad range of work delivered through Living Well Sefton and other partners.

### **Suicide Update**

Suicide is a major public health issue for Sefton and a leading cause of years of life lost. In 2015, there were 25 deaths due to suicide or undetermined injury in Sefton; the standardised rate for deaths from suicide and undetermined injuries per 100,000 has also doubled from 2007 to 2015. The Suicide Audit for 2016 is almost completed and subject to the confirmation of data by the Office for National Statistics: we could see an increase of just under 30% compared to 2015 - a total of 32 deaths.

A real-time information system began in September 2017, linking in with The Coroner's Office, alerting local authorities public health teams within Cheshire and Merseyside to suspected suicides in their area. This system will allow us to monitor patterns and suspected instances, and take any action needed within the community. Positive meetings have been held with Network Rail, MerseyRail and

British Transport Police who will join and strengthen the well-established Sefton Suicide Prevention Group. Suicide prevention training is being delivered to teams within Sefton Council and this will continue in 2018.

30 Days of Sefton in Mind ran between World Suicide Awareness Day (10th September) and World Mental Health Day (10th October). The campaign aimed to raise awareness and promote mental health support/activity available in Sefton via the Council, both CCGs, MerseyCare and within the community, voluntary and faith sector. Evaluation of the campaign is summarised below:

- Over the course of the campaign, Sefton Council made 65 posts across its social media channels, both CCGs posted 77 times and many partners also sending dozens of tweets.
- The results were staggering with **108,941 impressions** and **1896 engagements**.
- The campaign was **highly engaging** with an engagement rate of 4.6% this is **65 times** the average Twitter engagement rate (0.07%).
- The hashtag [#seftoninmind](#) was used a massive 318 times on Twitter.

Overall the campaign was a huge success showing how closer and improved working relationships between partners (along with planning and preparation) can help positive mental health messages reach over 108,000 people. The campaign will be repeated in 2018.

### **Drug Related Deaths: Injecting Drug Use, Treatment and Recovery**

Drug related deaths are at an all-time high with the majority of deaths occurring among individuals who have never been in treatment or who have not been engaged in treatment services for long periods of time. While treatment and recovery services show improved outcomes for those engaged in treatment, little is known about the risk taking behaviours of those not engaged in the treatment system.

Sefton Council Public Health Team, in conjunction with Liverpool John Moores University Public Health Institute have established a research collaborate to investigate the extent of drug related risk among those individuals not engaged with treatment services and to carry out a feasibility study of options for treatment engagement including an appraisal of the evidence for medically supervised drug consumption facilities.

### **Improving Resilience to Debt – Central Southport**

A group of stakeholders and local residents in central Southport are taking part in applied research into improving system resilience. This is through National Institute of Health Research funding and supported by academics from three universities (University of Liverpool, University of Lancaster and Central Lancashire University). The focus in Southport is improving resilience to debt.

- Local residents have audited local debt advice services and shared their findings with the steering group.
- The award winning *video* developed with the Migrant Workers Sefton Community (MWSC) demonstrating the perils of getting involved with an illegal money lender has been further disseminated, and the possibility of showing it at community cinemas is being investigated.
- Citizens Advice in Southport is amending the information on their external *notice board* following feedback from the residents' audit.
- *Access to payday loan websites* from Council computers including in public areas has been limited with an 'access denied' message. However, we are aware that some sites are still accessible.
- The group has successfully bid for £5000 from the Stop Loan Sharks Community Fund. This will fund a *package of support for schools* to raise awareness of the dangers of gambling, to signpost families to available support services and offer money management advice. This package demonstrates the partnership working across the organisations involved in the steering group (residents, Council, Citizens Advice, Sefton CVS, Christians Against Poverty) , and new partners (Beacon Counselling, Altru Drama).