

EXECUTIVE MEMBER REPORT TO COUNCIL **Wednesday 6th January 2016**

STRONGER FAMILIES

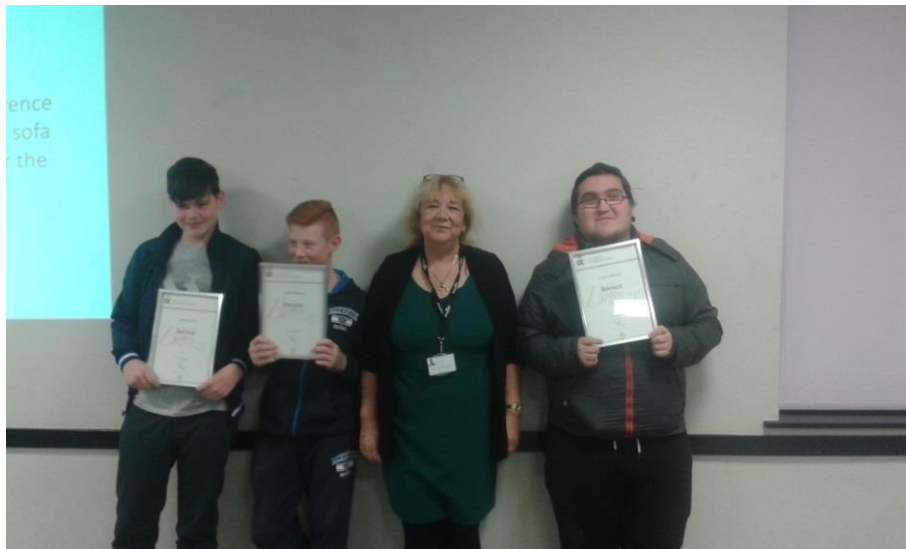
1. Duke of Edinburgh Award Presentation

The Duke of Edinburgh Award is completed in four sections, Volunteer, Skills, Physical and Expedition. The DofE group from Joe Walton's Youth Centre, aptly named Wallies Walkers recently completed their bronze DofE award.

The final section of the award included an expedition in which the young people were trained to complete a journey of 12km per day for 2 days with an overnight stay in a tent. They had to carry all equipment and cook their own meals. The route they took was the coastal route of the Cleveland Way from Sandsend to Saltburn by the Sea.

All of the young people completed a peer mentoring course as part of their Duke of Edinburgh award and have all gone on to support young people in other youth centres.

Following a presentation on how they achieved their award and a slideshow of their qualifying expedition, Councillor Mick Thompson presented each young person with their certificate and badge and commended them all for doing so well. Councillor Thompson also praised their commitment and determination to complete the expedition.



2. Martonside Children's Centre

A Christmas Event was held at Martonside Children's Centre, inviting families who attend Stay and Play and Baby Play. 22 families attended (45 people in total).

Children took part in craft activities, singing and story round the Christmas tree and a visit from Santa.

The underlying message to families was around fun activities with their children which strengthen important messages around literacy, through singing and sharing stories with their children.



STRONGER COMMUNITIES

3. Community Hubs Update

Libraries

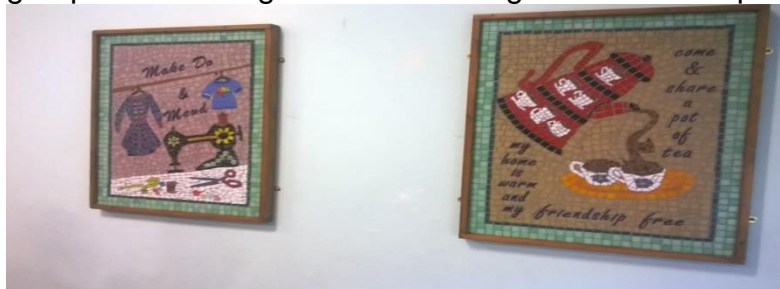
The Libraries around the town have benefitted from a major upgrade to all the provision across the town. This has meant some down time for users but will lead to a more efficient public computer network and service. The public computers are now free to all users, which was put in place to address the issue of people on low income or benefits finding it difficult to meet the cost. The public computers also have two new shortcuts that will take our users immediately to the Universal Job Match website or the Preparing for Work website.

The service has also been successful in securing £60,000 from the Arts Council which will allow the provision of Wi-fi in every Library facility across the town by April 2016. The service has been working consistently with Middlesbrough and Stockton MIND over the last six months at many of our sites across the town resulting in the following courses being delivered to thirty seven residents over seventeen sessions of an average two hour length: Staying Well, Taking Back Control, Introduction to Mindfulness, Thinking More Positively, Improving Your Sleep, Introduction to Spirituality and Alternative Therapies, Assertiveness and Confidence Building.

Participants report increased confidence and self-esteem and knowledge of coping strategies and resources, increased knowledge of other services that can help, increased knowledge of other activities on offer in the hubs / leisure centres and a new network (or community) of support from the other participants

North Ormesby

The mosaics illustrated, created by a craft group operating from the North Ormesby Community Hub were unveiled at an event in November. Members of the group were drawn from the local area and various mental health and physical disability groups. The group is continuing to meet following the end of the project.



Due to an increase in the number of refugee families moving into North Ormesby it was felt that there was a need for basic English lessons for refugees and some local residents who struggle with reading and writing. Middlesbrough Community Learning now provide these classes with more people showing interest each week.

Grove Hill

The Friends of Grove Hill Hub have attracted £2,409 in external funding so far this year. This has been used to pay for family outings during the Summer and October half-term and a Halloween party attended by 50 children

In December the Hub hosted a Christmas Fayre to raise money for activities for next Summer. In addition a Christmas party for local children and 50 places were booked at Middlesbrough Theatre for families from Grove Hill. Approximately thirteen families will benefitted from this.

Thorntree

The Corners Art Project; Three artists - Julie Myers, Lucyna Kolenda, Gdansk and Bojan Mucko and Zagreb will be joining the Thorntree Roses art group on Tuesdays and have arranged a group trip to Mima for regulars at the Wednesday Coffee morning. They're researching for a project that will use local stories and online radio broadcasting and this project will be run in a number of places within Europe during 2016 and 2017, sharing stories from one Corner of Europe with another. In 2017 they will be bringing a number of other projects, including this one, to Middlesbrough and we hope will continue to be involved with the Hub.

Newport

The Aspire team, who support adults with learning difficulties, hosted two Christmas lunches. In addition, in partnership with MIND and North East Refugee Services held a Christmas give-away where gifts and warm clothing will be handed out to those seeking asylum in the area and finally, the whole community were able to attend a pantomime for a nominal fee funded by the Crown Group.

4. Operation Autumnus

Operation Autumnus has been developed over a number of years in response to the issues experienced across Middlesbrough over the Halloween and Bonfire Night period. The Operation is a partnership between many services, which aim to reduce offences through the development of intelligence, effective use of preventative measures, and

enforcement activity. 2015 was hailed a success by many agencies in comparison to previous years. Criminal Damage saw a reduction from 92 incidents in 2014 to 57 in 2015, F3 deliberate fire setting saw a reduction from 42 in 2014 to 25 in 2015 although Anti-Social Behaviour saw an increase from 93 in 2014 to 126 in 2015.

It is believed that due to all but two Middlesbrough wards having Dispersal Orders during this period, could be responsible for the increase in reported ASB when people are directed to leave the area to prevent involvement in ASB. Key elements of the operation included high visibility policing in conjunction with undercover officers and partner agency staff to deter and detect ASB and criminal behaviour. Intelligence led deployment of mobile CCTV cameras to hot spot locations and visits to known perpetrators were made.

Visits to 17 Primary Schools and 1 Secondary School to educate pupils about the dangers of Firework and Bonfires also took place. A full evaluation is available on request along with recommendations for an improved operation next year.

5. Resolving ASB at Garratt Walk

Complaints were received from residents in Garrett Walk about the noise and disruption caused by a high volume of people using the ball court (MUGA). The MUGA is situated opposite a residential housing complex and has been in situ for over 30 years without any problems. Over the summer of 2015 the area became very popular with young people; using the courts throughout the day and into early hours of the morning. Although the courts were being used for the right purposes, the sheer volume of people and associated noise until early morning was causing a lot of distress to local residents. Neighbourhood Safety worked closely with Thirteen Group (Garrett Walk landlord), 0-19 Service, Unite Mediation, Police and Street Wardens. Meetings were held with local residents, young people who used the courts and mediation services to help alleviate the problem. Floating support was given to vulnerable residents and Police and Street Wardens patrolled regularly to ensure there was no conflict in the area. Issues were raised regarding the safety of the MUGA and it closed temporarily due to unsafe flooring. Stronger Families continued to work with the young people and supported them to access other similar provisions in the area. Residents in Garrett Walk have reported that the problem has been completely resolved. A town wide assessment has been conducted on all MUGA's and a permanent outcome is hoped to be decided in the New Year.

6. Domestic Violence

Additional funding for the Domestic Violence Perpetrator Programme has been secured to enable early intervention work to prevent reoffending.

Funding has also been agreed for a Domestic Violence Situational Violence Worker to work with families who wish to remain together, to reduce the risk to them and harmful impact on any children in the household.

A Domestic Violence Operational Coordinator has now been appointed and will commence duties on delivering the DV strategy actions in the New Year.

7. Selective Landlord Licensing

The North Ormesby scheme is on schedule for launch and delivery for January 2016, including recruitment of key operational staff, a live website, online application and payment facility. A Governance Board who will have strategic overview and scrutiny of the scheme has also been developed.

8. In Out of The Cold

The scheme took place in Middlesbrough Town Hall Crypt on 15th December. This included a warm festive welcome with festive entertainments, free food and shoebox gifts with essential items, hosted by volunteer agencies and advice and support agencies to help those affected by homelessness and hardship issues.

9. Troubled Families Update

To reduce crime in the area, the Troubled Families team are working closely with Cleveland Police to target the most problematic families in Middlesbrough. A nominated Police Inspector has now been linked to the Middlesbrough Troubled Families programme to coordinate work with practitioners and agencies to vastly improve the life chances for families that incorporate issues such as ASB, missing from home, sexual exploitation, youth offending, drugs & alcohol and domestic violence within the family.

10. Middlesbrough Council Welfare Rights Unit

Middlesbrough Council Welfare Rights Unit is an established service providing support, advocacy and representation to the residents of Middlesbrough. The team work with service users, council departments and external partners including the National Health Service. A dedicated Advice Line is provided 5 days a week and the team also offers front-line advice in ten surgeries at various locations across Middlesbrough.

Welfare Rights provide direct support to the Hospital Social Work Team by providing a dedicated Welfare Rights Officer who works within James Cook University Hospital and also works closely with the Council's Estates Team dealing with residents who are unable to manager their own affairs.

The Councils Welfare Rights Unit offers 400 pre booked appointments per month through its Surgeries and Advice Line. It also represents the public at Tribunal and has a success rate of over 90% at appeal. This work raises approximately £4 million per year for our client group which goes straight back into the local economy or is used to finance care packages currently in place.

PUBLIC HEALTH



11. Have a Word

The "Have a Word" programme supports healthcare and community professionals to deliver alcohol brief interventions. Alcohol brief interventions are face to face, usually around five to ten minutes in length and are opportunistic. They are evidence based and proven to reduce alcohol consumption.

The Have a Word programme has proved successful in introducing alcohol interventions to the wider generic workforce, helping staff in a very pragmatic way to initiate a conversation about alcohol that is timely, meaningful and bespoke to their own work setting. It is supported by a strong evidence base of effectiveness as a method to engage generic staff in delivering alcohol interventions and also in achieving behavioural change

with a simple philosophy that interventions should be delivered in everyday practice and should not be an additional burden on workloads.

Since 2012, the Have a Word programme has been successful in supporting healthcare and community professionals to deliver alcohol brief interventions across a wide range of settings in Wales. In December 2014, Public Health Wales was commissioned by the Public Health England to support the regional initiatives in England: Yorkshire & Humber; South West and the North East to promote the Have a word programme. A regional development group has been set up with LA leads from each of the areas to help develop the programme.

Middlesbrough is one of 11 LAs in the North East taking part in Have a Word and we have identified three key areas to embed alcohol brief interventions using the Have a Word programme, these are as follows:

- Middlesbrough Council's Stronger Families service (children and families provision);
- Health Champions identified in front facing LAs services such as Community Hubs and Community Safety teams;
- Specific groups like Police, DV Services etc.

Trainers for each of the three areas recently attended a two day train the trainer workshop and in 2016 they will begin to deliver a one day train the trainer workshops to identified leads. These leads will then in turn deliver two hour training sessions to frontline staff to equip them to deliver 'Have a Word' alcohol brief interventions to the Middlesbrough public.

The programme will be monitored for six months and outcome information reported back to Public Health England who will then publish a regional evaluation.

It is hoped that the programme will equip staff to have the competence to deliver alcohol interventions in their workplace, working alongside other initiatives to reduce alcohol consumption and associated costs in Middlesbrough.

12. Focus on Undernutrition



**Focus on
Undernutrition™**

Malnutrition is estimated to cost the UK health economy more than £19 billion per annum (Bapen, 2015). Improving the identification and treatment of malnutrition is estimated to have the third highest cost saving potential to the NHS (The National Institute for Health and Care Excellence (NICE, 2011).

Focus on Undernutrition (FoU) within Middlesbrough Council Public Health team provides free nutrition training and currently supports 12 elderly care homes in Middlesbrough. The Malnutrition Universal Screening Tool ('MUST') is used to identify malnutrition in elderly residents and ensures that residents at risk of malnutrition are given appropriate nutrition support.

The service provides accredited training and support for care staff on the identification and treatment of undernutrition. This allows each care home to embed excellent nutritional care into everyday practices, which is linked with recommendations by National Institute for Health and Care Excellence, Care Quality Commission, the National Patient Safety Agency and National Prescribing Centre.

Care home catering staff also complete a six session specialist catering course. The course covers menu planning, diabetic diets, fortified diets, dementia diets, high fibre diets and altered consistency diets.

FoU delivers a unique whole care home approach. The home is required to fulfil minimum quality standards in order to receive the Focus on Undernutrition certification. This certificate is awarded annually if the home achieves the quality standards.

Implementing the Focus on Undernutrition service within elderly care homes has resulted in an increase in MUST accuracy and reduced prevalence of undernutrition through early identification of undernutrition and treatment through a 'food first' approach. Of the 9 out of 12 care homes in Middlesbrough that participate in Focus on Undernutrition, MUST scores calculated over a 6 month period have shown that 89.3% of residents have remained the same or improved. The remaining 3 care homes are still in the early stages of implementation; therefore data is not yet available.

It is hoped that Focus on Undernutrition will eventually be rolled out in every elderly care home in Middlesbrough, to help equip care home staff with the skills and knowledge to improve identification and treatment of malnutrition.

13. Healthy Child Programme 0-19 (and up to 25 for those with SEND)

Following the tender of the Middlesbrough Healthy Child Programme, Middlesbrough Council has successfully awarded a 10 year contract to Harrogate and District NHS Foundation Trust commencing April 2016.

The service will provide a range of universal and targeted Health Visiting, Family Nurse Partnership and school-age public health services to children, young people and their families in Middlesbrough. Advice and support will be provided on a range of public health priorities such as dental health, growth and development, healthy weight, emotional health and wellbeing, smoking cessation and drug and alcohol misuse.

Harrogate and District NHS Foundation Trust will be working closely with Public Health, Stronger Families and Safeguarding services to ensure a fully integrated service that compliments existing transformational work within the local authority and wider partners. This approach will help to deliver efficient and effective services at a community, local and individual level, providing a clear focus on prevention and early intervention and a reduction in health inequalities.

14. Tackling Cancer Together

Tackling Cancer Together is a multiagency group aimed at bringing together key work happening locally around tackling cancer. With a strong emphasis on prevention and early diagnosis, the group has a specific remit around strengthening efforts in Middlesbrough to improve cancer outcomes.

Work has begun to develop a town wide, long term, changing perceptions campaign which will aim to increase people's awareness of lifestyle risk factors, knowing what signs and symptoms to look for and what to do about them and try to overcome fears and myths associated with cancer.

A cancer awareness survey is currently live to allow us to get a baseline of what local people's general awareness of cancer is and what some of the lifestyle risk factors are. This will provide valuable insight into how we shape a campaign in terms of the messages we need to portray and how we communicate these.

A key piece of work within the overall changing perceptions programme is a dedicated lung cancer awareness campaign, particularly linked to smoking as the biggest risk factor. It is felt that this needs to be tackled as a priority given the high number of lung cancer diagnosis and deaths in Middlesbrough and a high proportion of patients presenting late with symptoms limiting their treatment choices, quality of life and ultimately increasing pressure and cost to the system.

A series of focus groups will be held in January to gain a range of views around what a local campaign will look like and the development will follow a similar approach to that taken with the cervical screening campaign – ensuring the campaign is designed around local people to encourage real and lasting behaviour change.

15. Cervical Screening Campaign

The Middlesbrough cervical screening campaign has been live since June 2015 and is in the process of being fully evaluated to assess impact and results. The evaluation will be available early January 2016.

The campaign consisted of a range of activities including GP engagement and the development of 'No Fear' practices, radio campaign, bus advertising, town centre adverts, posters, leaflets, social media targeting, professional information packs for frontline staff and a range of community development work and events.

Although the campaign reach has been town-wide, it has been developed based on targeted insight with groups of women who are statistically the typical non-attenders for regular cervical screening in Middlesbrough, particularly:

- Women from BME communities
- Women aged 25-35
- Women from deprived wards
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A range of insight work was carried out with representation from the above groups, including focus groups and questionnaires aimed at exploring in detail the barriers to attending screening and how a campaign could be designed to allay some of these fears and allow women to make an informed choice around screening.

The primary objectives of the campaign were to:

- Raise awareness of the importance of attending regular routine cervical screening
- Increase access to cervical screening for all women, regardless of their circumstances
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A range of targeted community development work has taken place to ensure that the key messages of the campaign are being actively passed on to the target groups. This has included cervical screening training being offered to a range of voluntary and community groups, specific promotion via radio Ramadan, an event with women with learning disabilities, children's centre promotion and a pilot dedicated staff cervical screening clinic being established at James Cook University Hospital.

Early figures show that screening uptake has increased in 17 out of 26 GP practices across Middlesbrough with all the 'No Fear' practices engaged by the campaign seeing an increase. A recent report published by the Health and Social Care Information Centre shows that uptake has risen locally, bucking the national trend with uptake rates from Middlesbrough up from 69.8% (2014) to 70.6% (2015). This increase is mainly attributed

to the rise in the number of younger women attending. Nationally, uptake shows a decline from 74.2% to 73.5% for the same period.