

EXECUTIVE MEMBER REPORT TO COUNCIL Wednesday 30th November 2016

PUBLIC HEALTH

1. New Service - Drop in Chest X-Ray

Aimed at making it easier for people who have the signs and symptoms of lung problems to get the help and treatment they need early, new drop in sessions have been established for people who meet the following criteria:

- Aged over 50
- Current Smoker
- Have one or more of the following symptoms:
 - Cough lasting for more than 3 weeks
 - Chest pain lasting for more than 3 weeks
 - Coughing up blood
- Not had a chest x-ray within the last 3 months

Providing a person meets this criteria they can just turn up to one of the sessions with no need for an appointment or a referral from a GP or healthcare professional. The sessions are held at James Cook University Hospital and the One Life Centre at a variety of times over the week.

This has been developed as a partnership between Middlesbrough Council Public Health, Macmillan Integrated Cancer Care Project, South Tees Hospitals NHS Foundation Trust, South Tees Clinical Commissioning Group, Tees Valley Public Health Shared Service and will run as a pilot for one year.



2. Lung Cancer Awareness Event – 10th November

The Public Health team held a town centre awareness event in Dundas Shopping Centre on 10th November to coincide with lung cancer awareness month. A large pair of

inflatable lungs were hired from the Roy Castle Foundation to provide an interactive way of getting the messages of good lung health across.



The main aim of this event was to promote lung cancer awareness, to promote the launch of the drop in chest x-ray service, to promote our local Reduce your Risk lung cancer campaign and to promote general good lung health. The Stop Smoking Service were present and the Health Development Team delivered physical activity promotion linked to promoting the benefit of exercise around keeping your lungs healthy.

3. Stoptober

Stoptober 'Know your CO' events were held in Middlesbrough at a variety of venues by the South Tees Stop Smoking service. The locations were:

- My Place, Middlesbrough-15th September
- James Cook University Hospital -26th September,
- Cleveland Centre on the 27th of September,
- Captain Cook - 4th and 6th October
- NACRO -5th October

Over 145 people engaged in the 'Know your CO' events as part of the Stoptober campaign. The idea was to encourage smokers to test the amount of carbon monoxide in their lungs with the aim of showing them the harmful effects of smoking. Specialist Stop Smoking Advisors were on hand to provide advice on the support and medications available to make quitting easier. Smokers were encouraged to also sign up to Stoptober and quit for good using the local stop smoking service. Free ad shell sites across the Town were also used to promote Stoptober. Information and promotional materials was circulated to a variety of partners such as Hospitals, GP's, Pharmacy's, Colleges and Children Centres. Staff such as health visitors and children centre staff were also encouraged to refer smokers as part of the Stoptober challenge

STRONGER FAMILIES

4. Bright Stars Nursery Thorntree

This Nursery has been given the highest possible rating following an inspection by Ofsted. Bright Stars Nursery received glowing praise for the 'outstanding' service it provides for its 46 children. The facility, based at Thorntree Community Hub in Birkhall Road, received the top mark in all four categories of effectiveness of leadership, quality of teaching and learning, personal development and behaviour and outcomes for the children.

In her report, Inspector Eileen Grimes pays tribute to the outstanding quality of teaching and learning delivered by 'enthusiastic and dynamic' staff. Ms Grimes writes: "Children are confident, self-assured and thrive as their needs are met incredibly well. Children are provided with a superb range of experiences to explore with awe and wonder, using all their senses." The children, she adds, "arrive each day with enthusiasm and excitement. They are highly motivated to learn and explore the environment with high levels of energy and curiosity."

Bright Stars was registered as a Middlesbrough Council nursery in 2012 and employs eight members of childcare staff. The nursery provides funded early education for two, three and four-year-olds, as well as care for children with special educational needs or disability and those who speak English as an additional language.

Ms Grimes concludes: "Children enjoy strong relationships, make friends easily and are highly successful and confident learners. All children are extremely well prepared for their move to school."

5. Barnardo's SECOS Project

Stronger Families work in partnership with Barnardo's SECOS (Sexual Exploitation of Children on the Streets) project. Together, they have engaged a group of young people in the 'Photo Voice' project where the young people were taught photographic techniques. They were tasked with writing a story and creating photographic imagery to put together a short video. Most of the group told their real life stories of abuse that they themselves had experienced but in a way that provided learning messages for professionals and their work will be used in training materials. This has provided them with an opportunity to create something positive that will benefit others. Their work will be presented at Sotheby's in London next year.

6. Troubled Families

Simon Stoker is a Prison Officer with Holme House prison who is co-located within the Troubled Families team which are part of the Early Help Hub. The Troubled Families programme looks at ways of working differently to improve outcomes and raise aspirations for families, to reduce the costs to the public purse. Simon has integrated into the team well and has made multiple links with agencies across Middlesbrough to enable him to support the Troubled Families strategic aims of reducing the number of families involved in crime and anti-social behaviour and reduce reoffending.

The way which the team identify families who may need support is through Simon who looks at adult prisoners who have less than 12 months from his/her release date with parenting responsibilities along with adults subject to license or supervision (post release) with parenting responsibilities.

Simon is developing new collaborative ways of working which include the restorative approach and is holding family group conferencing, to gain a positive outcome for prisoners and their families. He supports prisoners to gain employment by working closely with the DWP and introducing them to our Troubled Families employment advisors whilst still in prison, so they have a face they know when they are released and are looking for employment.

He has organised Family Links Nurturing programme to be run through Holme House prison to improve the prisoners parenting skills and he is attending multi agency and safeguarding meetings to support the lead practitioners with their role with children, young people and families.

This is a new initiative and which has not been used in any other local authority and is proving successful with all agencies. Troubled Families nominated Simon for the NEPACs (North East Prisoners After Care Society) Award. The photo is Simon being awarded with a certificate in recognition of the work he is carrying out with the Middlesbrough Troubled Families Team.

7. Park End Childrens Centre - Parent Network

The Park End Parent Network is a group of parent volunteers who have continued to develop in order to support the effectiveness of the Children's Centre families and targets groups, promoting the services provided and gaining funding to plan and deliver events and trips.

The Parent Network recently organised a successful 'Meg and Mog' event for the October half term using funds raised to provide new and exciting experiences from ZooLab and a disco and games from Silly Steve the Party Man. Many families attended the event and feedback was extremely positive. The event raised over £100 which the Parent Network have already identified to use for gifts for their Christmas events.

With their increased confidence, the Parent Network have taken a lead for the Christmas events by contacting and booking events and venues, collecting risk assessments, ordering resources and planning. They have arranged a festive trip to the Pantomine, Santa Train Experience and Afternoon Tea with Santa for the children of Park End.

8. Young Persons Disability Group

A team of staff from Stronger Families and My Place started a book project some time ago with the young person's disability group which meets at my Place on a weekly basis. The book called 'The Tail of the Snail' has been published and the book was launched at My Place on Thursday 10th November. A young person from the group was the primary author but there was input from the whole group and the graphics were penned by a staff member and a young person. The idea was born out of the curriculum theme crime and parody's the dangers of using internet and social media as well as breaking down stereotypes. The book is aimed at primary age and lower and intended to be read with adults to help raise awareness.

9. Looked After Children (LAC) and Care Leavers

Stronger Families arranged a bespoke event at MyPlace on Tuesday 11th October 2016 specifically aimed at LAC and Care Leavers of Middlesbrough.

Those invited were young people, foster carers and social workers and it was opened up to year 11's to have a flavour of what is on offer for them leaving education next year. Of the young people who attended a number of them signed up to providers on the day and have gone on to engage onto programmes such as Centre Point, Street League, Study Programme, Middlesbrough College and Choosing Pathways (Youth Employment Initiative).

Feedback from the event from staff, young people and providers was that it was a great event. It is positive that a number of vulnerable young people are now engaged as a result of the event. It was also a good opportunity for providers, staff, foster careers and young people to network with each other.

STRONGER COMMUNITIES

10. Myplace

Myplace has been working with Musinc, a Teesside musical inclusion resource, to enable disadvantaged young people to take part in high quality music making. Musinc is funded by the National Foundation for Youth Music and is hosted by Middlesbrough Council, with an office base at My Place. Members of the group recently performed at the Headstart Music Festival and two young people achieved an Explore Arts Award. Over 100 people attended this event including 60 young people.

11. Summer Reading Challenge

Following the completion of the Summer Reading Challenge 2016, the final evaluation figures show an upturn in children completing the challenge. Although the numbers signing up for the challenge were slightly lower, there was an 8% increase from last year in those actually reading the required number of books and receiving their certificates and medals.

	2015 Summer Reading challenge	2016 Summer Reading Challenge
Those signing up for the challenge	975	867
Those completing the challenge	433	453
% completing the challenge	44%	52%

12. Welcome to Middlesbrough Project

The Community Hub service is working in partnership with MIMA and Teesside University to establish a volunteer project to introduce refugees and asylum seekers to the services on offer from the Central Library and MIMA. Both services will be working together on this pilot project, which will see volunteers from the University help refugees and asylum seekers join the library, showcase the services they can access, for example the online 'Go Citizen' package available on library public computers. The volunteers will then introduce refugees and asylum seekers to the facilities on offer at MIMA.

13. Marks & Spencer's Partnership

The service promoted the Books on Prescription schemes at Marks and Spencer's on World Mental Health day on the 10th October. The session was successful, with most of the enquiries received relating to dementia.

For the first time, Marks and Spencer are undertaking their Christmas recruitment at the Central Library this year. This will enable promotion of the library offer, as the service will be able to showcase the Central Library to a different audience.

14. Book on Prescription for Young People

The service received funding from South Tees Clinical Commissioning Group to pilot an innovative project working in partnership with the CCG and GP's. Self- help books for young people from the Reading Agency's 'Shelf Help' collection are going to out selected GP's in the area in November. Subjects covered in the collections include anxiety, Asperger's syndrome and bullying. A bespoke survey has been created for young people who are recommended books by their GP's to assess how they feel the books have helped. The survey will look at if the book has helped with understanding of their condition. A separate qualitative survey will be carried out with the GP's themselves. This will look at whether the GP feels that as a result of having the books available in surgery, there has been a reduction in the need to prescribe medication. The evaluations will be completed in 2017.

Books from the various collections are in demand, as shown by the issue statistics for the first 2 quarters of the year.

Collection	Quarter 1	Quarter 2
Reading Well – Books for Young People	2 (<i>scheme launched May</i>)	34
Reading Well – Books for Adults	88	75
Reading Well – Books for people living with Dementia	27	46

15. BBC Love to Read Campaign

The national Love to Read campaign is the BBC's ongoing campaign to promote and encourage reading for pleasure. The service supported the campaign with an event on the 3rd November at Central Library with popular crime writer Mari Hannah. Mari is winner of the 2010 Northern Writer's Time to Write Award and the 2013 Polari First Book prize.

16. The Middlesbrough Library Offer for Schools

The new library class visit offer for schools has just been relaunched with brand new publicity materials. The service offers fun, interactive class visit topic sessions for early years, Key stage 1 and 2 classes. The topics are based on the curriculum and include sessions on pirates, people who help us and the Vikings. Class visits are priced at £55 for a class of up to 35 children. Introductory library and story sessions which are also available are offered free of charge.

17. North Ormesby Hub

The Hub has received visits from a host of VIPs this month including the Chief Constable of Cleveland Police, Iain Spittal, Home Office staff and the Regeneration Scrutiny Panel.

The 'Spirits of the Sea' a maritime adventure took place at the North Ormesby Hub on 24th and 25th October following the refurbishment of the Town Hall.

18. Warm and Healthy Homes Project

Middlesbrough Environment City has continued to implement the Warm and Healthy Homes project, funded through a grant of £75,000 from the British Gas Energy Trust. Started in December 2015, the project will now run through to March 2017. It equips vulnerable people in Middlesbrough with knowledge and practical measures to reduce their energy costs and stay warm in their homes.

The project provides community based awareness sessions and also home visits for residents, improving their knowledge of energy efficiency, encouraging tariff switching and highlighting the health effects of cold damp homes. These are aimed particularly at people over 65, those suffering from cold weather related illnesses, people with dementia or sensory loss and their carers, patients being discharged from hospital and BME, asylum seeker and refugee communities.

Since the start of the project, 721 residents have benefitted from energy advice and 598 have received small measures to improve the energy efficiency and safety of their home, including LED lights, draught proofing, thermostatic radiator valves, carbon monoxide alarms and cold alarms. 16 people have been supported to switch energy tariff to further reduce their energy bills.

In addition, 66 households have received emergency support such as temporary heaters whilst heating systems have been repaired and 58 households have benefitted from boiler repairs or new heating systems.

The project involves recruiting and training front line staff and community volunteers to deliver general energy awareness advice, identify those in fuel poverty and make referrals for additional support, with 61 people trained to date.

Further information on the project can be obtained from Middlesbrough Environment City on (01642) 579820.