

EXECUTIVE MEMBER REPORT TO COUNCIL Wednesday 29th March 2017

PUBLIC HEALTH

1. Cervical Screening Campaign – showcase at national Public Health Conference

The cervical screening campaign has been accepted as a showcase example at the Faculty of Public Health Annual Conference to be held in Telford in June. This is a really good opportunity to highlight the ongoing work of the campaign at a national level.

The abstract will highlight the locally developed awareness raising campaign, based on insight from local women, the engagement of GP practices through the 'No Fear' practice concept, the Salons for Screening promotion with hair salons and the range of community engagement work. It will be a good opportunity to share best practice and highlight the success of the approach.

2. No Smoking Day

The Middlesbrough Council Public Health commissioned Stop Smoking Service hosted an information stall with free CO Screening in the Dundas Arcade, Middlesbrough for No Smoking Day 2017. This event took place near the new Live Well Centre on the 8th of March to encourage smokers to quit. A large window display demonstrated the financial gains of stopping smoking, in addition to the health benefits that are widely known.

There were Specialist Stop Smoking Advisors on hand to provide expert advice, on all the benefits of going smoke-free and the variety of support that is available to make quitting easier. Like any goal people are more likely to be successful if they plan ahead and this is the same with smoking. The Stop Smoking Advisors were offering help with preparation such as providing medication advice and setting a quit date.

Over 35 people took advantage of the free CO screening including a large proportion of Non Smokers and received advice in relation to the dangers of Second-hand smoke. In addition, an Education session was held for South Tees Back Care Management Service. 10 patients received bespoke information about how quitting smoking can benefit their condition increasing the repair process and reducing chronic skeletal pain. All GP's and pharmacies also received information packs to promote NSD within their setting.

3. Prevention Strategy Update

A town wide prevention strategy is being developed to ensure that prevention is high on the agenda for agencies across the town.

Prevention currently accounts for a small percentage of the health and social care system spend. There is need to shift from spending on 'downstream' expensive treatment and formal care, towards coordinated investment on 'upstream' interventions. The financial pressures faced by the NHS, social care, voluntary and

community sector in meeting current and future demand makes prevention an even more pressing issue.

There is a need to have in place effective interventions that prevent, reduce, delay and minimise the requirement of formal care. It is well recognised that prevention is more cost effective than crisis response and downstream interventions which very often are costly and do not always lead to improved outcomes.

At a time of financial pressure and high demand on services it can often seem difficult to focus on prevention amidst competing pressures in the here and now but we need to take a step back and look at how we all work together across the town to think seriously about opportunities for prevention.

A draft strategy has been produced and circulated widely for comment. A consultation event was held in January which was well attended by a range of partners from different agencies across the town and an online survey established for partners to have their say. The feedback from this will inform the final draft of the strategy which will be published in May.

4. Oral Health

Middlesbrough has been selected by NHS England to be one of 13 areas to receive enhanced resources promoting prevention in oral health. This is a new piece of work which will launch in April 2017 and will include working innovatively with local dental practices and community groups. This will compliment current oral health programmes operating in Middlesbrough which include Health Visitors and School Nurses working with families to promote oral health and dental practice registration, Pre-schools and Primary Schools being involved in tooth-brushing schemes (around 4,500 children), and 10 Primary schools receiving additional Fluoride Varnish services (around 2,000 children) which provides extra protection against tooth decay when used in addition to brushing.

5. The Live Well Centre

Having completed much of the development work to the previously disused office space in Dundas House, Middlesbrough, The Live Well Centre will formally open to the public at the end of March, with a full launch scheduled for 10th May 2017.

Following a subset of briefing sessions, a press release and a social media launch in February, the centre has attracted both local and national interest. The centre will offer 5 floors of multi-agency wellbeing services, with a mix of contracted providers and collaborative delivery partners, supporting a holistic wellbeing offer under one roof. The centre will also be supported by a dedicated website, which will promote self-service advice, as well as develop peer support and volunteer opportunities.

The core business of The Live Well Centre will be the provision of 3 core delivery strands – ‘Quit Well’ (addictive behaviour services), ‘Think Well’ (mental health and emotional resilience services) and ‘Energise Well’ (lifestyle services, including physical activity, nutrition, weight management and screening). Each core delivery strand will be supported by a golden thread of general social, emotional and physical wellbeing support. This approach signals a departure from traditional single-issue services, to a strengths-based empowerment model that tackles multiple issues and needs in one place.

The centre itself contains sought-after space, that offers wellbeing provider's the benefit of state-of-the-art, mixed-use facilities, and collaborative working opportunities. The centre includes: a community gym, studio, group therapy space, clinical space, counselling rooms, training kitchen, training and IT facilities, as well as hireable hot desk space.

The long-term intention of the centre is to be self-sustaining - utilising income from competitively priced room hire and training opportunities, to grow a community-owned facility that supports co-production, community connectedness and social regeneration. A market sounding prospectus has been published on the North East Procurement portal (NEPO), to offer public, provider and voluntary-sector providers the opportunity to shape the long-term delivery model for the service.



6. Improving Early Diagnosis of Lung Cancer

Lung cancer is the second most common cancer after breast cancer and kills more people than any other cancer. It is currently the single largest contribution to the gap in health inequalities in Middlesbrough, especially in women.

A major factor which influences a patient's chances of surviving cancer is the stage of the disease at diagnosis. For example, about 87% of lung cancer patients diagnosed

at stage one survive at least for one year compared with less than 20% of those diagnosed at stage four.

Achieving early diagnosis of lung cancer includes making it easier for patients to present early with lung cancer signs and symptoms. In October 2016, an Open Access Chest X-ray (OACXR) Service was established to assist in improving early diagnosis of lung cancer and related diseases. The new service enables patients with key signs and symptoms of lung cancer to attend for a chest x-ray (CXR) at drop-in sessions at James Cook Hospital and One Life Centre Middlesbrough, without requiring a referral from their GP.

The service is targeted at people who smoke and are aged 50 years or over in the most deprived communities in Middlesbrough's TS1 and TS3 areas, which have significantly higher lung cancer cases and deaths than the local and England average. Patients are reviewed by a radiographer and if they fulfil the agreed criteria (new persistent cough for more than 3 weeks, persistent chest pain for more than 3 weeks or coughing out blood), a CXR is performed.

In addition, an audit is being carried out at James Cook Hospital to obtain information on the reasons why patients with lung cancer present at A & E department, usually at the late stage of disease. Nationally 37% of patients diagnosed with primary lung cancers present via A&E. Figures show that in 2015 a total of 228 cases were diagnosed via A&E at James Cook Hospital, rising to about 315 in 2016. Some of the issues being explored include determining: the characteristics of people diagnosed with lung cancer via A&E compared with those diagnosed via other routes why they presented as emergency the reasons why early signs and symptoms of the disease were not acted upon/ignored and; how identified issues can be addressed to improve early diagnosis.

Both the OACXR service and A & E audit fit in with the strategy to reduce health inequalities associated with lung cancer in Middlesbrough. The governance for both projects is provided by the multi-agency South Tees Hospitals Macmillan Integrated Cancer Care Programme Board.

STRONGER FAMILIES

7. Children's Centres Parenting Offer

From April 24th Middlesbrough Children's Centres parenting offer will change. Following the re-focus of the Stronger Families School Readiness team on the early years and nursery readiness we will be delivering 'Parenting Puzzle Workshops'. These are a series of four weekly workshops open to anyone who cares for children under 5 years old. The Parenting Puzzle Workshops are based upon the Family Links Nurturing Programme and aim to improve family relationships and children's social, emotional and cognitive development using a restorative approach.

Workshop 1: Understanding children's behaviour, Listening and communicating, Praise and encouragement

Workshop 2: Praise and guidance vs criticism, Child-led play and positive moments

Workshop 3: Boundaries and parenting styles, Time Out to Calm Down, Dealing with stress and conflict

Workshop 4: Choices and consequences, Behaviour to ignore, Putting the puzzle together, Looking after ourselves

This is a universal offer for all parents across Middlesbrough, no referral is needed and parents/carers are encouraged to bring friends and other family members along too. This will ensure that consistent messages are being given to support children in the wider community. Stronger Families staff are undergoing training to enable them to deliver the parenting programme either in group sessions or on a one to one basis with families. This will enable the all staff within Stronger Families to have a consistent approach to parenting messages in Middlesbrough.

8. Healthy Exercise and Nutrition for the Really Young (HENRY)

Stronger Families School Readiness team are working in partnership with Public Health and Harrogate and District Health Trust to deliver a new scheme of Healthy Exercise and Nutrition for the Really Young (HENRY). HENRY is a unique and successful intervention to protect young children from the physical and emotional consequences of obesity. Bringing together three key elements of information on food and activity, parenting skills and behavior change.

Middlesbrough families will be able to access the Henry information via a number of different ways: Children's Centre staff will deliver key messages during all contacts with children and families, Health are planning to pilot a group session for families and will then run a series of group sessions throughout the year and five nurseries, including Teacher Time, Nunthorpe Nurseries, Rosedene Nurseries, Stainsby Nursery and Bright Stars, are participating in the training to then cascade HENRY to other childcare providers in Middlesbrough.

Lasting change is achieved when practitioners who use the HENRY approach to build on working in partnerships with families, developing relationships based on trust and respect and doing things with families rather than to or for them.

9. Breaking the Boundaries (Individual Programme)

The Troubled Families programme has been successful in pioneering integrated support and producing savings by reducing demand for crisis-led services. (Home Office report Troubled Families) The government is now looking to reduce the number of individuals who will be socially excluded through the reduction of government cuts by looking at the amount that is spent on Troubled Individuals. While the Troubled Families programme is aimed at coordinating support for unemployed families with problems of crime, antisocial behaviour and truancy; Breaking the Boundaries (Troubled Individuals) is targeted at individuals in Middlesbrough who have complex needs and are costing huge sums of money on public spending. They include rough sleepers, homelessness, addiction, severe debt, offending, domestic violence, poor mental health, worklessness and victimisation.

The Troubled Families Team are leading on the Breaking the Boundaries programme which will see 3 practitioners in place by the end of May 2017

10. New Children and Young Peoples Workforce Development Apprentice

Stronger Families have appointed another Level 3 Apprentice in Children and Young Peoples Workforce Development to join the other five apprentices who are already in this role. Nicola Hyde joined Stronger Families on the 1st March, having previously worked as a teaching assistant, support worker in schools and with BUPA. Nicola is

really enthusiastic about her new role and excited about being given the opportunity to pursue an apprenticeship in an area of work she feels very passionate about. Nicola will be working in all areas of Stronger Families to gain skills and knowledge to complete her apprenticeship.

STRONGER COMMUNITIES

11. Brambles Farm Hotel – Restorative Justice Update

Following reports of criminal damage to the unoccupied building, Neighbourhood Safety staff carried out 12 home visits to those identified. Work is ongoing with Unite Mediation as a number of the parents/young people have agreed to take part in a restorative justice programme. This process will help the young people gain a better understanding of the effects of their behaviour.

12. Motorbike Nuisance

Following an increase in reports of motorbike Nuisance within Pallister Park, letter drops have been carried out, encouraging local residents to report the issues. Neighbourhood Safety, Thirteen Housing and the Police have carried out a number of visits and warnings to those already identified. A site visit has also been arranged with the view of installing mobile CCTV.

13. Domestic Abuse

Middlesbrough (in partnership with five other Local Authorities) has been successful in securing £720k government funding for specialist accommodation for Domestic Abuse victims. The bid involved a collaboration between all specialist providers and Local Authorities and was focused on bridging gaps in provision and meeting identified need across all six areas. The funding will be used to develop 8 “navigator” posts that will support victims from BME backgrounds or those with complex needs who are fleeing domestic abuse. A steering group is currently being set up which will drive and oversee the project.

Funding has been secured across a number of departments to develop and deliver Level 3 Domestic Abuse training across the whole of Adult and Children’s Social Care, Stronger Families, Early Help and Youth Offending Service. The training will ensure consistency across all departments and improve the quality of interventions. It is particularly focused on improving early identification and ensuring robust risk assessment and analysis.

Troubled Families have secured funding which has enabled the appointment of a Domestic Abuse Family Solutions Worker. The role (based within Early Help) will complement the Domestic Abuse Operational Coordinator and assist in the development of a new model for working with families experiencing domestic abuse. It will provide guidance, expertise and quality assurance with Early Help practitioners working across Middlesbrough including specialist services, schools, health and police to help embed early intervention in Domestic Abuse. This funding will also develop Family group conferencing with families affected by intimate partner violence.

14. Multi-Agency Day Of Action

A multi-agency day of action was held on 17th February to offer appropriate support and advice to rough sleepers and beggars within the town. The event involved Community Safety, Street Wardens, Police, Homeless Team and local charities visiting known ‘hot-spot’ locations from 7.30am in order to check on rough sleepers’

welfare and provide them with the support they need to exit the streets. As homeless individuals are less likely to access local services, a 'whatever it takes' outreach approach was undertaken. A local business; Goodbody's on Albert Road, opened their doors and provided free food and hot drinks to those who engaged during the day. Early morning patrols did not identify any rough sleepers however organisations did come across three male beggars. The males were encouraged to attend Goodbody's and discuss their reasons for begging with the services around the table, claiming drug and/or alcohol addiction was the reason. All three males had suitable accommodation and refused any additional support offered to them.

15. Repossession Fund

Community Safety are working alongside Five Lamps to re-invent the Repossession Prevention Fund in Middlesbrough. The fund was originally set up in 2009 and its primary objective was to prevent homelessness arising from repossessions and evictions across all tenures. The fund should be used as a tool for working with the lender or landlord in order to prevent eviction by making a payment which they are prepared to accept in return for compromising the overall debt by the household. The 0% interest loans range from £1,000 to £3,000 per household and will only be issued to households at risk of becoming homeless via repossession or eviction. The loan is intended to be used to fully clear rent or mortgage arrears when all other options have failed. Referrals can be made via the Homeless Team at Rivers House.