

EXECUTIVE MEMBER REPORT TO COUNCIL

26 July 2017

Adult Social Care

Albert Park Pavilion

1. After many months of work, the Pavilion at Albert Park has been adapted to provide a high quality venue for day care for adults with learning disabilities. The development will consolidate services previously provided at Newport Settlement and at the Pavilion on one site and an open day was scheduled on Wednesday 5th July 2007 at 12noon to promote the service.

Occupational Therapy

2. The National Occupational Therapy Conference took place on the 19th and 20th of June 2017 at the ICC in Birmingham. There were over 1500 delegates present.
3. The OT team had 3 abstracts accepted for Poster presentations at the conference and 4 members of staff attended the conference to present these. The posters represented the innovative practise and service developments which have taken place here in Middlesbrough providing a good service to our customers and improving their quality of life and independence.
4. The titles of these pieces of work were:-
"Embracing the Care Act and putting Occupational therapists back on the frontline"
"Prevention and Postural Management of Residents in Care Homes"
"How Occupational Therapy Core Skills can achieve real savings for local authorities"
5. The staff spoke to Occupational Therapists from around the country about the work here in Middlesbrough and the changes which have been made. The posters represented the work well and a number of copies of these were circulated and copies of the interim report on the research taking place in care homes in Middlesbrough were given out. We have also had one enquiry so far from Rotherham wanting to discuss the services we provide as they are looking to make changes to service provision in their area.
6. The conference was a great experience and we attended some excellent sessions lead by the Housing Policy Manager at the Department of Health about the importance of housing and health, the Director of Foundations regarding the future of Disabled Facilities Grants and Better Care Fund and a Director of Adult Social Care in London on the current challenges for Social Care. There were a lot of other good and useful sessions but too many to mention here.

Dementia Friendly Middlesbrough Project

7. 84 organisations have now signed up to the Dementia Friendly Middlesbrough Project and have completed an application to outline what steps they will take to work towards becoming a Dementia Friendly Business or Organisation, such as increasing awareness and understanding about dementia among staff and making the physical environment more accessible for people living with dementia.
8. Dementia Awareness Sessions for Middlesbrough Council front line staff have been arranged and so far approximately 50 staff have either attended or booked on a 1 hour information session.
9. Some other achievements of the project has been the opening of a Dementia Friendly quiet room in Middlesbrough Bus Station, Dementia Friendly Screenings at Cineworld and Dementia Friendly Car Park Spaces in the Hill Street Centre.
10. The next stage of the project will seek to grow the initiative and ensure that working to become dementia friendly becomes a minimum standard that is expected of all organisations.

Affordable Warmth Partnership

11. Middlesbrough Affordable Warmth Partnership coordinates local winter warmth initiatives, which has the following aims and objectives:
 - Reduction of the incidence of fuel poverty in Middlesbrough;
 - Reduction in the incidence of Excess Winter Deaths;
 - Raised awareness of the issues of fuel poverty locally;
 - Achievement of local carbon reduction targets;
 - Improved financial inclusion and household incomes;
 - Addressing wider determinants of health and Excess Winter Deaths
12. To achieve these aims the partnership works collaboratively with a range of partners to deliver a programme of help and support to reduce incidents of fuel poverty and to help our most vulnerable residents cope with the cold weather. During the winter months of 2015/16 over 2600 people received support or advice. Initiatives take place throughout the year to prepare for the winter, to prevent ill health associated with cold weather conditions and to prevent excess winter deaths which are avoidable.
13. The Affordable Warmth Partnership Action Plan has been aligned with the NICE guideline (NG6) recommendations for excess winter deaths and illness and the health risks associated with cold homes. NICE recognised the work taking place in Middlesbrough and have included the Affordable Warmth Action Plan as a best practice example on their website.
14. A refresh of the Affordable Warmth Action Plan is currently underway and an Affordable warmth e-learning module has been developed and CDP accreditation for the module is being explored.

Breastfeeding Welcome Scheme

15.77 venues in Middlesbrough have now signed up to the Breastfeeding Welcome Scheme including most town centre council owned buildings and the bus station. Work is ongoing to support the contact centre and Middlesbrough House in becoming Breastfeeding Welcome. A number of volunteer promoters have been recruited including some local councillors who are helping spread the breastfeeding welcome message across Middlesbrough.

#smallchanges to Reduce Your Risk

16. As part of the Reduce Your Risk cancer prevention programme, the public health team have launched a #smallchanges campaign which will run over the summer to promote awareness of the links to lifestyle and cancer risk. The idea is to get people to pledge one small change they can incorporate into their lifestyle to reduce their risk. This might be taking the stairs instead of the lift, walking the kids to school instead of taking the car or eating one more piece of fruit a day. By making small changes, it is hoped these will lead to sustained choices around healthier lifestyles.

17. Over the next few weeks we will be running a big social media campaign around this to share the pledges and lots of information and advice around reducing your risk of cancer and it is hoped a range of partners and residents will sign up to make their pledge.



Salons for Screening

18. As part of the ongoing promotion of the local cervical screening campaign, further hair salons have been targeted as part of the Salons for Screening element. This time round, a particular focus has been given to salons in North Ormesby to fit with the wider plans in that area. We now have 100 salons across South Tees engaged in the campaign, to promote the key campaign messages and the importance of attending regular screening (just like attending for routine hair and beauty appointments). The third edition of our locally produced 'Beautiful Inside and Out' magazine has been published and distributed amongst the salons and community venues which promotes a range of features around screening and health messages.



19. The annual Faculty of Public Health Conference was held in Telford on 20th / 21st June. The Middlesbrough cervical screening campaign – Screening Saves Lives - was chosen to be presented as a poster abstract at the conference which provided a good opportunity to showcase this piece of work at a national level and share it as an area of best practice.

Men's Health Plan Update:

20. Last week was Men's Health Week focusing on obesity in men specifically fat accumulating around the waist. Regardless of overall weight, a large amount of fat around the waist increases the risk of heart disease; diabetes; high blood pressure and cancer. The 'Hazardous Waist' campaign has so far recruited over 40 men who are overweight and obese into local services.
21. Supporting the men's health week, #BoroManCan was launched which aims to change how men view their health and lifestyle choices. Men are often considered 'hard to reach' when it comes to health and it is anticipated that this campaign will increase access to local services and information for Middlesbrough men. 'How to engage men' training has also taken place with an additional 14 people recruited who will also access more training throughout the year.

Defibrillation Plan Update

22. Middlesbrough Council, along with partners, are committed to increasing the rates of emergency resuscitation in the town by increasing the number of trained public responders and public access defibrillators. Public Health has funded 11 public access defibrillators and external wall lockable cabinets. The first defibrillator has been installed in Hemlington within 500 metres of a shopping centre, church, primary school, Habinteg social housing project and lake in partnership with Swiftees running group and Habinteg housing office staff.
23. Data has been received from NE Ambulance service to identify locations for the remaining ten defibrillators based on location, footfall and demographics (i.e. those most at risk of cardiac arrest). Meetings have taken place with local authority community hub and key centre managers (including ACTES Acklam Green) to arrange installation and community support to the defibrillators. It is anticipated that the remaining defibrillators will be installed by mid-July.

Public Protection

Public health risk associated with illegal tattooists

24. Tattooists are inspected and registered by Environmental Health Officers from the Public Protection Service who check that treatments are provided in a safe and hygienic manner. People who are thinking about getting a tattoo are encouraged to use a registered tattooists. Unregistered tattooists will not have been inspected and may have unhygienic standards which can present health risks including the transmission of blood borne infections such as HIV, Aids, Hepatitis A, B and C, and/or serious bacterial skin infections which require medical intervention.
25. In May the Public Protection Service had to take legal action to remove the health risks associated with illegal tattooist. Environmental Health Officers who were investigating a complaint about illegal tattooing found that the alleged tattooist was not registered with the Council and had provided tattoos in unhygienic conditions which were a health risk to their clients.
26. Using powers under Public Health law, Officers successfully applied to Teesside Magistrates Court for a Court Order (known as a Part 2A Order) to remove the health risks presented by the illegal tattooist. The Order included a power of entry, the seizure of all items associated with tattooing and the ability to cease the illegal activity of tattooing.
27. On May 16th Officers visited the home address of the illegal tattooist and served the order. Entry into the property was gained and items used in tattooing were seized. This was the first time that Middlesbrough Council has used powers under Public Health laws to deal with an illegal tattooist. This action sends a clear message that illegal tattooists present a serious risk to the health to their clients and that the Council will not hesitate to use its powers to protect public health.
28. This case was of particular concern as the tattooist was alleged to have tattooed a person who in the eyes of the law was under 18. Young people who are attracted to getting a tattoo must be at least 18 years of age before they can legally be tattooed. For young people wanting to get a tattoo before they are 18 and cannot use registered tattooists may be led to using an unregistered tattooist, exposing themselves to potentially life-changing diseases and other serious medical conditions.

New tobacco control rules come into force

29. New rules on the sale of tobacco products came into force on 20th May. Tobacco products can now only be sold in standardised packaging, all packs must contain at least 20 cigarettes and they must display graphic health warnings that include images highlighting the damaging effects of smoking. The remaining part of the pack must be a standard drab green colour. The new laws designed to discourage people from starting to smoke and encourage smokers to quit. The larger packs will also mean a higher cost per pack which makes smoking a very expensive habit.
30. The new laws also introduce greater controls on the sale of vaping liquids used in electronic cigarettes. They include the requirement for refills to be sold in quantities

no greater than 10ml, packaging must be child-resistant and tamper evident, and there are stricter controls on product labelling. The Trading Standards team has been advising local tobacco retailers about the new laws and carrying out spot checks to ensure compliance. Any retailer found selling tobacco products that do not comply with the new laws could face legal action, heavy fines and potentially a custodial sentence.

10 years of smokefree

31. On July 1st, 2017 it will be 10 years since it became illegal to smoke in all enclosed public and work places, including transport, pubs and clubs, restaurants and shopping centres. The aim of this legislation was to protect people from the health risks linked to breathing in second-hand smoke.
32. The work of Environmental Health Officers has been crucial to the successful implementation of and compliance with smokefree laws, working together with Trading Standards Officers. They continue to play a pivotal role, working with businesses to raise their awareness of their legal requirements, to ensure compliance, raising awareness of the health risks linked to smoking and promoting smokefree environments.
33. 10 years ago 21% of adults in England reported they smoked. Since 2007 smoking prevalence in the UK has fallen significantly, with smoking rates (adults) in the North East down to a record low. Smoking prevalence in Middlesbrough is now 17.1% compared to 15.5% in England.

Food Business Closure

34. A takeaway in Linthorpe Road, trading as Pizza Central, was ordered to close after Environmental Health Officers found evidence of a serious mouse infestation and poor standards of hygiene when they visited the business on May 30 2017. Officers used their Hygiene Emergency Closure powers to shut the business to protect public health. The action was confirmed by Teesside Magistrates Court by the issuing of a Court Order requiring the business to remain closed until it had been re-inspected and the Council was satisfied that it no longer presented a health risk.
35. The business remained closed for more than a week and was given permission to re-open following an inspection by Environmental Health. Investigations into the conditions found are ongoing to determine if further enforcement action is to be taken.

Odour Nuisance Sentencing Outcome

36. The hearing to sentence the owners of the Khushi Indian Buffet on Cumberland Road was heard at the end of April. They had pleaded guilty to causing a statutory nuisance in breach of a Nuisance Abatement Notice over a period of time, after installing a sub-standard extraction system to their kitchen. This action had been taken in response to complaints regarding strong cooking odours coming from the premises
37. After hearing the facts, District Judge Harrison decided that each defendant should be fined £258 for the offence, with a victim surcharge of £30 and costs of £500, payable by £70 per month. The defendants were warned that if they fail to comply with the

notice a further prosecution may be brought whereupon the fine could be significantly increased.

38. Further action is planned to confirm whether the work required in the original Abatement Notice has been completed. If not, there are a range of legal options available to the Council to secure a solution.

Councillor Julia Rostron
Executive Member for Adult Social Care & Public Health