

EXECUTIVE MEMBER REPORT TO COUNCIL 28 MARCH 2018

Adult Social Care

Community Inclusion Service (CIS)- Adults with Learning Difficulties

1. The Community Inclusion Impact Drama group have just performed their annual show on the afternoon of Thursday 7th March to a full house at St Barnabas church hall. Once again the show was a marvellous success showcasing the talents of Adults with a Learning Disability. The audience were entertained for a full hour with music and drama around 'The Dream'. A big thanks goes to the stars of the show, the drama staff team and helpers, the many carers who help with the costumes, and of course the audience. I attend the event along with my fellow park ward councillor Margaret Walters. A big thanks must also go to Neville Mackay and his team (Property Services) for helping with helping set up /take down the stage and curtains.

North Ormesby Resource (Older People)

2. North Ormesby has managed to secure some funding to undertake some building projects on site from April onwards. This will see the reception being opened up to create a more welcoming feeling for people attending and visiting the resource. Added to this the ceiling in the main room is to be lowered, which will help make that room more comfortable.

Orchard

3. The demand for complex needs health and social care services continues to rise around Middlesbrough. Discussions with South Tees CCG, TEWV NHS Foundation Trust and Middlesbrough Council Adult Social Care have commenced to look at the pressures emerging over the next few years. Continued work is to be undertaken around planning and supporting this over the next few months.

Safeguarding Adults awareness campaign

4. A recent Safeguarding Adults awareness raising campaign was delivered by the Tees Safeguarding Adults Board between 4 and 18 February 2018 which was designed to: "improve the profile of adult abuse related issues across Tees, and in doing so act to help and protect adults". The campaign had the following key elements:
5. There was a radio advert "Terry's Story" running throughout the day over the two weeks on Smooth Radio and Community Voice FM (CVFM), which is a station transmitting to the BME communities in central Middlesbrough.
6. There was also a series of live interviews on CVFM with professional guests who have a link to the work of the Board, discussing a number of key issues and providing

information to members of the public Both the Team Manager and Principal Practitioner from the Middlesbrough Safeguarding Adults Team appeared on the show discussing Safeguarding issues and how individuals can raise concerns.

7. There was also a stand in the Cleveland Centre on the 5th February which was also used to raise the profile and staff handed out information leaflets.



Public Health

NHS Healthy Heart Checks within community hubs.

8. The Middlesbrough Public Health team leads on the local delivery of the NHS Healthy Heart Checks programmes within GP practices and community venues. Healthy Heart Checks target people who are aged between 40 – 74 years of age to prevent health problems such as heart disease, kidney diseases, stroke, dementia or diabetes. Anyone within this age group without the above pre-existing health conditions are encouraged to either ask for a Healthy Heart Check from their GP or attend any of the monthly scheduled community checks from the following hub centres who are piloting the community scheme:
 - Hemlington Community Hub every 1st Thursday of each month
 - Thorntree Community Hub every 1st Friday of each month
 - Newport Community Hub every 1st Wednesday of each month
 - The Live Well Centre every 1st Tuesday of each month
9. People can turn up on the day but preferably to avoid waiting, pre-booking appointments are also available. Public Health is exploring more options to increase this community offer through other commissioned services such as the Stop Smoking Service which has presence in some of the community venues like the Live Well Centre. Activity through the Live Well Centre for the pre-booked Healthy Heart Check

has been exceptional with all slots taken up for each session which is very encouraging.

10. The Public Health team suggests is our ward counsellors could have a photo call whilst having a Healthy Heart Check at one of the venues, which could then be shared through social media and will undoubtedly raise the profile of the initiative?

Sexual Health Update – 6th March 2018

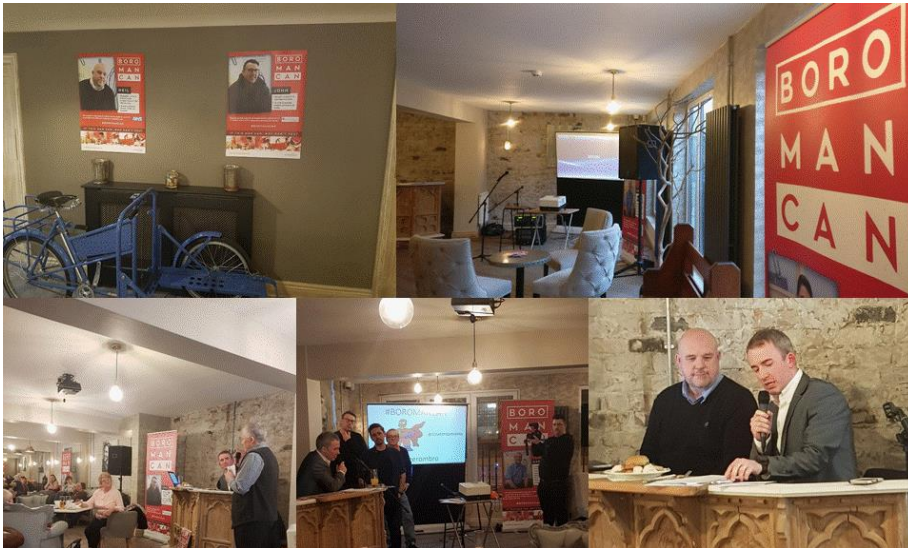
11. On Friday 24th November 2017, the annual Dr Janice Kibirige Memorial Contraception and Sexual Health Conference was once again held at the Acklam Green Centre in Middlesbrough. This educational and networking conference, organised by Public Health, offers an opportunity for health care professionals working in, or contributing to the sexual health economy across Tees, to meet to hear national speakers discussing relevant and up to date topics. This year topics included teenage pregnancy, HIV, Chem sex, contraception, Public Health England an update from the Tees sexual health service. The conference has been running for nine years and this was the sixth memorial conference in memory of Dr Janice Kibirige, A Middlesbrough GP, for her contribution to sexual health services.
12. On Friday 1st December 2017, Middlesbrough Council took part in World AIDS Day, an annual global event, by lighting up the Bottle of Notes. Across the North East key landmarks were lit up red as a reminder of the ongoing battle against HIV and AIDS. Public health were there to answer any questions the public may have had and Counsellor Matthew Storey (Central Ward) came along to support the event.

Boro Man Can Launch



13. The Public Health team, as part of their own contributions to their leadership on the Middlesbrough Men's Health Plan launched a new initiative called #BOROMANCAN.
14. Following on from the national success of Sport England's 'THIS GIRL CAN' campaign, permission was successfully sought from Sport England to create our own similar brand to promote positive stories of Middlesbrough Men.
15. The approach is designed using an evidence base suggesting males are more likely to sidestep gender stigma and engage with health when empowered by relatable 'change' stories. Inspiring men's case studies describe changes through men's own efforts with the support of specific public health partners/services.
16. The launch night, held at Bar Zero, Middlesbrough's dry bar, on Friday 23rd February, was designed as more social than traditional health event, observing men's preferred alternative style of engagement with health. It used the 'make them laugh, make them learn' approach. A variety night (with mens health stand up John Ryan, a pub quiz, live interviews with the launch case study men) was well received with nearly 70 attending. The majority were members of the public with local mens health providers also well represented. Examples at the launch were rarely limited to one health change, but included depression, anxiety, schizophrenia, weight loss, diabetes symptom

turnaround, quitting smoking, prostate cancer recovery with lifestyle changes as well as physical activity for older men. Proposals for the coming weeks and months include LA media exposure through love middlesbrough magazine, town adshels and digital screens using video and images professionally recorded on the night . A webpage is also proposed which can showcase men’s stories, submit the case studies and enable Middlesbrough Men to submit their lifestyle change pledges and contact details for direct service referrals with our public health partners.



Appointment of Suicide Prevention Coordinator

17. Suicide is a major issue for our local population and a leading cause of years of life lost in Teesside. In 2011, the suicide rate was highest in the North East at 12.9 deaths per 100,000 population rising from 11.2 deaths per 100,000 population in 2010 (ONS 2013). The average cost of suicide for those of working age in England is estimated to be around £1.67m per case (at 2009 prices). If this estimate is applied to the North East of England the projected cost to the local economy is £410.8 million for the 246 cases of suicide and undetermined injury recorded in 2012. Across Teesside the highest number of suicides are among young men (aged 20- 59). Compared to the national average of 1 female death for every 3 male deaths Teesside there is a ratio of 2.8 male deaths for each female death. There are variations by local area and other high risk groups across Tees. The picture in Teesside reflects the national picture.

18. With this backdrop, the Teesside Suicide Prevention Taskforce worked collaboratively within the intention of reversing the above trend by recruiting a Tees Suicide Prevention Coordinator. A coordinator was appointed in 2017 and started their role last November. Amongst the post holder’s key responsibilities includes:

- monitoring and implementation of the local multi-agency suicide prevention strategy
- undertaking suicide case reviews and the development of action plans following the suicide case reviews and near misses
- develop collaborative working relationships with key partner agencies
- contribute to the development of Joint Strategic Needs Assessment (JSNA)
- completion of suicide audit reports
- collaborative working with the drugs related deaths coordinator and local coroners to establish an “early alerts” system to understand potential suicide clusters.

Appointment of a Preventing Drug-related Deaths Co-ordinator

19. The mortality rate from drug related deaths has steadily increased since 2012, with the North East the highest geographical region for deaths in England and Wales based on data from the latest Office for National Statistics (ONS) report. Middlesbrough had the highest age standardised mortality rate (11.0 per 100,000 population) for drug related deaths compared to other local authorities in the North East, and almost three times higher than the England and Wales average between 2014 -2016 (11.0 compared to 4.2 per 100,000 population). Reasons for higher drug related deaths in the North East are related to economic and health inequalities, deprivation as well as high prevalence of substance misuse.
20. Clearly this is an issue that requires urgent attention, therefore, Middlesbrough, Redcar and Cleveland, and Stockton Public Health teams agreed to jointly fund a Preventing Drug-related Deaths Co-ordinator for three years. The post was filled in December 2017 and will focus on a number of key actions, including:
- A drug-related death report for the past 5 years will be assembled, to allow analysis of the current situation;
 - A shared protocol to review drug-related deaths – there is evidence that it can reduce deaths by understanding gaps in knowledge, identifying emerging trends and shared learning between key partners;
 - A network set up with local organisations/partners;
 - A ‘near-miss’ procedure will be incorporated;
 - An ‘Early Warning System’ across Tees will be created and risk communications could then be launched if a potential serious unexpected event was to occur;
 - Longer-term action points will include drug related death reviews after reporting of cases and initial data collection, analysis of improvements made in the area and a local intelligence report on drug availability including street sample analysis.

HeadStart School Quality Standard

21. The HeadStart school approach has been developed to support Middlesbrough schools in facilitating effective and sustainable change in the delivery of support for the emotional wellbeing and mental health of children and young people. The aim of the programme is to implement an early help and prevention model which will ultimately reduce the onset of common mental health problems by building resilience of pupils to better cope in difficult circumstances.
22. The HeadStart programme has been informed by the Resilience Framework (Children & Young people) Oct 2012 – adapted from Hart & Blincow 2007.
23. Schools work towards a quality standard which goes from bronze to gold, the standard was developed in partnership with schools and provides an incremental framework to achieve a whole school approach to emotional health.
24. The HeadStart school development officer is working with all primary and secondary schools in Middlesbrough to inform and support them to successfully implement and

achieve the standard. Subject to achieving the school quality standard and developing a sustainability plan schools will be able to access a grant to facilitate an improved approach in supporting emotional health.

25. Many of the Middlesbrough schools have embraced the HeadStart approach and the evidence base demonstrates improved outcomes in attendance, behaviour and attainment. 14 schools have signed the school partnership agreement. 22 primary schools are in the process of collating evidence to reach the standards, 4 of those are working towards gold and 14 towards silver pending successful audits. 4 secondary schools are also in the process of implementing the full school model and collating evidence for the programme outcomes.

26. All schools are already accessing elements of the model, roll out for full implementation across all clusters of Middlesbrough is continuing; working towards 100% of schools achieving the standard.

Period Poverty

27. Redcar and Cleveland, Middlesbrough and Stockton-On-Tees Local Authorities are proposing to work together to support efforts to tackle period poverty on a local level to ensure that:

- No woman in the Tees Valley should be forced into poverty due to her periods
- No girl should miss school because of her period
- No woman should miss work or college because of her period

28. Period poverty, when women and girls are unable to or struggle to pay for basic sanitary products, impacts on the health and hygiene of women and girls across the UK. There are efforts to tackle the issue from government and charitable institutions including a national campaign (#FreePeriods) and a government 'tampon tax fund' to allocate funds generated from the current 5% VAT on sanitary products to improve the lives of disadvantaged women.

29. Currently, there are no Tees or local level statistics to quantify the level of period poverty experienced by girls and women. However, a 2017 Survey of 1,000 UK girls and women carried out by Plan International (<https://plan-uk.org/media-centre/freeperiods-research-on-period-poverty-and-stigma>) highlighted that 1 in 10 14-21 year olds have been unable to afford sanitary wear. Media reports from across the UK also highlight cases such as girls in Leeds missing school due to being unable to afford sanitary products. Due to the stigma surrounding menstruation where girls and women feel unable to freely talk about periods and to ask for help, the true scope and size of the issue remains difficult to quantify.

30. Locally, schools and foodbanks do supply sanitary products but this is not coordinated and supplies can be limited and dependant on donations. Overall, any sanitary schemes currently across the borough rely on voluntary donations, and therefore supply and availability can vary month to month.

31. Redcar & Cleveland, Middlesbrough and Stockton-on-Tees Public Health teams propose that on a local level a scheme is devised that supports girls and women to access free sanitary products while minimising the need for registration processes,

due to both the significant coordination costs required for such a scheme and the stigma that may prevent individuals from accessing support. The LA's are proposing to:

- Complete a feasibility study into (a) providing sanitary products in schools and colleges and (b) products in mainstream providers such as foodbanks and VCS organisations for targeted groups of women who cannot afford to buy them;
- To write to the relevant Secretary of State to request financial help to alleviate period poverty using the money raised through the tax on sanitary products;
- To set up pilot areas in the most deprived wards in Middlesbrough and Redcar & Cleveland

Out of hours inspections of food businesses.

32. Some Middlesbrough takeaways operate only at night and Environmental Health Officers carry out routine inspections on an evening or late at night to ensure they are meeting hygiene standards. For health and safety reasons, visits are made in pairs with officers from other teams within Public Protection to provide additional support to the Food officers. On March 8th 2017, four teams of two officers carried out inspections which resulted in two restaurants being awarded the highest hygiene rating of 5: Khans Village Tandoori, 415-417 Linthorpe Road and Golden Chopsticks, 96 Newport Road.
33. However, one premises was found to be in a dirty and unhygienic condition with a rat infestation and was required to close using emergency powers. This action was ratified at Teesside Magistrates Court on Monday 12th March when a Hygiene Prohibition Order was granted. Officers will be working with the business to help improve their standards.
34. Middlesbrough continues to have a higher percentage of food premises rated 3 to 5 than the national average. 712 of Middlesbrough's food premises have now achieved the "very good" food hygiene rating of 5.

Revocation of Licence to sell alcohol

35. On the 27 February 2018 Licensing sub- Committee considered an application made by the Trading Standards Service to review the premises licence for MK Convenience, 31-33 Saltersgill Avenue.
36. This review followed a joint-agency operation in June 2017, which included Trading Standards, Cleveland Police, HMRC and Immigration enforcement. This premises was found to be selling high-strength imported lagers and wine which they admitted had been purchased from an unknown man in a white van. Duty had not been paid on the stock and it was the view of Trading Standards, Cleveland Police and Public Health that the operation of this business was irresponsible and not in line with the licensing objectives. High strength products at low prices are particularly attractive to vulnerable or underage drinkers, which is a concern in relation to alcohol related health harms. Public safety may be put at risk through the sale of products from an unknown source. There were also a number of breaches of other licensing conditions at this premises.
37. The Committee decided to revoke the Premise Licence in order to promotion the prevention of crime and disorder and to promote public safety.

38. Officers are now intending to visit other licensed premises in the town to provide advice on where they should purchase alcohol products to ensure they are complying with the law and that all businesses are trading fairly.

Former Middlesbrough trader sentenced for selling unsafe counterfeit cigarettes

39. On 20th February 2018 Mr Mohammed Ahmad Ahmad, attended court for sentencing after he had previously pleaded guilty to offences that took place in Boro Cash Convertors, Parliament Rd in 2016. The case concerned counterfeit cigarettes which did not meet the required safety standards in that they did not have RIP strips which cause cigarettes to extinguish if no oxygen is drawn through the cigarette e.g. if the smoker has fallen asleep. Teesside Magistrates found the case to be “extremely serious,” and sentenced Ahmad to a 12-month community order with 100 hours of unpaid work and ordered him to pay the full £2,859 cost of the investigation and an £85 victim surcharge.

40. Boro Cash Convertors has continued to be linked to the sale of illicit and counterfeit cigarettes and tobacco and in November 2017, the Public Protection Service obtained a Closure Order against the premises for an initial 3 months period, which was recently extended for a further 3 months. Ahmad is no longer associated with this premises.

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