

EXECUTIVE MEMBER REPORT TO COUNCIL 20 June 2018

Adult Social Care

Community Inclusion Service (CIS) - Adults with Learning Difficulties

1. The Community Inclusion Service based at Cumberland Resource Centre has seen the completion of additional 'Changing Place' facility in May 2018 to help support the increasing number of people accessing the service who require such a facility.

North Ormesby Resource (Older People)

2. Work continues on preparing North Ormesby for the pending building works within the unit. It is more than likely that one of existing groups will have to relocate for a temporary period. Management are currently looking at suitable alternative resources within the local community.

Orchard

3. Work remains active around demand for places at the Orchard. Some work is currently being explored around internal building re-configurations as well as continuing discussions with South Tees CCG, TEWV NHS Foundation Trust to establish some proposals for the services provided for individuals with complex needs.

Living Life

4. Service remains focused on delivering some very good rehabilitation and therapy support for Adults with Mental health in Middlesbrough, including the development of Peer support mentors. The service measures progression for individuals through its Recovery Star model, which has proved to be extremely beneficial around monitoring fluctuations and activating appropriate interventions around various mental health conditions. Ongoing external evaluation is providing a steer on the qualitative aspects of the services, which to date have revealed some very positive feedback from people accessing and using the services.

Occupational Therapy – Maintained Equipment Reviews – Update

5. The Occupational Therapy Social Care Worker post was funded at the start of 2016. This role was to address the backlog of OT reviews, clean up historical data, manage all the reviews for the maintained equipment and improve the service to our customers.
6. Over the first year the backlog was addressed, non-reviewable provisions were ended, deceased cases closed and the Maintained equipment review list formulated. In the second year the maintained equipment reviews have taken place which we have a duty to complete annually. The annual reviews involve a telephone call to the

customer to check that the equipment is still working for them, whether it is still meeting their needs and if there have been any changes in their situation where they require further support.

7. The outcomes from the OT Social Care Worker review post over the last 2 years has been:-
 - 840 reviews have been completed in total, 89 items of equipment which were no longer required have been collected with a saving of £15,000.
 - 52 pieces of equipment or minor adaptations (e.g. Rails) have been provided to customers who required a small change to assist them which could be resolved over the phone and a number of onward referrals were made for customers who had further needs.
 - A Reduction in risk to the individual and the council by ensuring that the equipment is used correctly and meets the customer's needs.
8. The following feedback has been received from our customers regarding this service:-
 - "Thank you for the service / provisions that you have provided, it has made my life so much easier."
 - "Thank you for taking the time to contact me to check how I am doing and also in regards to the provisions in place. I look forward to the annual review to continue and that the council are taking the time in keeping in touch with the general public."

Public Health

Physical Activity Action Plan

9. The Middlesbrough Physical Activity Action Plan outlines our aspirations for increasing physical activity in the town and reaping the benefits that a more active lifestyle brings. In Middlesbrough, less than half of adults are physically active with particularly low levels amongst females aged 14-24 years; black and minority ethnic groups; and people on lower incomes.
10. The plan has been developed in collaboration with a number of partners who attend the Physical Activity Strategic Partnership including the Council, Teesside University, Middlesbrough College, Middlesbrough Football Club, Everyone Active, Sport England, Middlesbrough Environment City and numerous other organisations and agencies with a vested interest in physical activity.
11. The plan has three priority areas: physical activity as prevention; physical activity as prehabilitation and treatment (including rehabilitation); and developing an environment that promotes physical activity. The plan will help support the development and implementation of the Sport England Delivery Pilot which Middlesbrough and Redcar and Cleveland was successful in securing funding for over a 4 year period.

Middlesbrough Baby Café Launch

12. A pioneering venue to support breastfeeding mums and their family opened in Middlesbrough on 20th April 2018. Middlesbrough Baby Café, funded by Public Health, was launched in The Live Well Centre and is the first of its kind in the North East. The Baby Café is a focal point for free support, with weekly drop-in sessions aimed at local breastfeeding mothers and those who want more information about breastfeeding.

13. Public Health have worked collaboratively with health visiting, midwifery and Baby Café staff to develop pathways to ensure women receive seamless breastfeeding care and support which continues after their visit to Baby Café.
14. Current rates of breastfeeding in Middlesbrough are considerably lower than the national average with only 25.9% of women continuing to breastfeed at 6-8 weeks despite recommendations that babies are exclusively breastfed for the first 6 months of life. Research shows that 80% of women who stop breastfeeding in the first few weeks would have liked to continue and many stop through a lack of support. It is hoped by providing another opportunity for women in Middlesbrough to discuss issues with feeding in a relaxed and supportive environment we will support more women to continue their breastfeeding journey for as long as they would like.

Sexual Health

15. The English Sexual Health and HIV Commissioners Executive Board aims to provide a strategic forum to bring together those with commissioning responsibility for HIV, sexual health and reproductive services, for improved population and patient level outcomes in sexual health and HIV in England. Key objectives include supporting the development of integrated commissioning approaches for the delivery of effective integrated sexual health services, within a multiple commissioner landscape as well as influencing legislation and sexual health policy at a local, regional and national level.
16. Two of our Public Health officers were this year successfully selected to sit on the Executive Board for a three year tenure, representing the North East of England.
17. Having officers visible at a national level has enhanced the delivery of local sexual health services and raised the profile of the Council, enabling them to share with other commissioners information, challenges, ideas, models of good practice and to support problem-solving. This is important to protect and improve local people's sexual health, reduce health inequalities and improve the quality and cost effectiveness of commissioned services.

Fairtrade Town Status

18. Middlesbrough has successfully renewed Fairtrade Town status for a further two years, which means that we have now held the accolade continuously since 2007. Fairtrade is an international programme that ensures that producers in developing countries receive a fair and consistent price for their goods and also supports health and education projects in producers' communities. In Middlesbrough the programme is managed by the Middlesbrough Fairtrade Group, with support provided by Middlesbrough Environment City. There are over 100 shops, cafes and community venues in the town where Fairtrade products are available, which are listed in the Fairtrade Directory. The Fairtrade Group also organises events around Fairtrade Fortnight to promote the programme, which this year included a programme of Fairtrade coffee mornings to provide more opportunities for local people to find out more about the programme and taste Fairtrade products. In granting the renewal, the Fairtrade Foundation commented on the strong support from the Council for the programme and the work to support businesses to stock Fairtrade products.

HeadStarters Conference

19. 'HeadStarters' is the youth engagement pathway used by HeadStart Middlesbrough within schools to build up young people's awareness of emotional wellbeing and mental health. Going through a bronze to platinum work plan, our HeadStarters become mental health champions within their school and community. The pathway sees them taking part in projects, undertaking training that can be applied to their CV in the future and delivering the pathway to the next cohort of HeadStarters which creates sustainability for the project within schools.
20. On the 23rd of April, HeadStart Middlesbrough held their first ever HeadStarters conference at MyPlace. The conference was held to celebrate the work that was undertaken by the HeadStarters during the school year as well as acting as an opportunity to bring all of the young people on the pathway together to build peer relationships.
21. The conference saw 82 young people from 7 Middlesbrough primary and secondary schools get involved in various workshops focused on different aspects of mental health and emotional wellbeing. Workshops on the day included Breathing and Relaxation; Digital Resilience; Drama Therapy; Men's Health; Mental Health in Sport; Positive Activities and Voice of the Child consultation which were delivered by partners including the HeadStart Middlesbrough team and Risk and Resilience team from Middlesbrough Council, SchoolHouse Arts LTD., ex Middlesbrough player Andy Collett from Premier Player Football Academy, Involve Tees Valley CIC and Voice of the Child.
22. 90% of the young people rated the day as excellent and 10% as good. Feedback from the teaching staff who attended was equally positive with calls for further events. Teaching staff were particularly impressed by the attitude of the secondary pupils towards primary pupils. As a result of this HeadStarters from a primary school visited a secondary to jointly work together shortly after the conference.

HeadStarters Pathway - Asdan Accreditation

23. As part of the HeadStart early intervention and prevention emotional well-being programme in schools HeadStarters engage with children and young people to support them to become mental health champions. HeadStarters is being rolled out to all schools and colleges and has recently become the only accredited programme of its kind.
24. The Asdan HeadStarter award is broken down into 3 sections:
 - Bronze which provides a basic introduction to mental health and wellbeing;
 - Silver where HeadStarters need to incorporate a community project themed around mental health and wellbeing. Examples of this have included developing a nurturing garden or space within their school or community or arranging an activity afternoon for a local elderly care home; and
 - Gold which ensures that the HeadStarters pass their knowledge and experience onto another group via assemblies delivered within school, parent's evenings, the creation of a website or leaflet or other means that could be determined by the group.

25. HeadStarters work will be internally moderated by peer HeadStarter schools through school task groups. These task groups will ensure that best practice is shared and the programme can be adapted and amended given the changing nature of mental health and wellbeing.

Cervical Screening Award:

26. On Monday 21st May we received a visit from Rob Music the Chief Exec from Jo's Trust, the leading national charity for cervical cancer screening, to formally present our Highly Commended Award for work in improving cervical screening rates locally, as part of their annual awards programme highlighting best practice. Developed as a partnership with NHS England, the programme of work has been based on insight with local women to tackle the barriers faced when attending regular routine screening. A local campaign and action plan was implemented to overcome the issues raised to ensure that screening is more accessible to women. This included a large scale community awareness campaign, targeted work with GP practices and sexual health, promotion of accessible appointments and Salons for Screening, engaging hair salons to promote the key messages.

27. A number of partners who all played an active role in taking forward the cervical screening work locally, were invited to celebrate the achievement and progress made to date and look to the priorities going forward, these include strengthening the No Fear approach across all GP practices, exploring opportunities to promote cervical screening within sexual health services and building on the Salons for Screening programme. It was a good opportunity to hear from a national perspective and to be recognised nationally by a leading charity for work developed locally.



Improving Dental Health in Children - Starting Well Pilot in Middlesbrough

28. The LGA has recently highlighted Middlesbrough as an area of good practice on their website in relation to improving children's dental health. The article raises the profile of Middlesbrough and the work of South Tees Public Health in collaboration with NHS England, PHE, local dental practices and early year settings.

29. Dental programmes commissioned to address this include pre-school supervised tooth brushing programmes; supervised tooth brushing for 3 – 6 year olds in schools; school

based fluoride varnish programme; oral health training for key professionals able to deliver direct messages about prevention of dental disease. Health Visitors also encourage parents with 0-3 year olds to start brushing and register with a dental practice, and if a child indicates through one of the school programmes that they are not registered with a dentist they can be signposted.

30. Through funding from NHS England Cumbria and the North East, dental practices are being asked to nominate "Dental Practice Champions" who work on an outreach basis in partnership with wider social and health care professionals to target high risk groups.
31. It is hoped that as a result of the programme there will be an increase in under 5's attending dental practices; increases in prevention activity with key groups; increases in under 5's receiving fluoride varnishing; reduced numbers of general anaesthetics and therefore reduced waiting times for general anaesthetics; and reduced financial cost (using tooth brushing as an example, for every £1 spent after 5 years there is a £3.06 saving).

Sporting Lodge fined following injury to child

32. Middlesbrough Council Public Protection Service is responsible for regulating health and safety laws in over 2000 workplaces in the town. Officers carry out inspections, respond to complaints from members of the public and employees and they also receive notifications of accidents which require investigation.
33. This case was brought after Environmental Health Officers had investigated a serious accident at the Sporting Lodge which had been reported to them. A 5 year old child had sustained serious burns after tripping over an electric cable which caused a soup kettle containing scalding hot gravy to tip over her. The child still has scars from the accident which happened in November 2016.
34. Officers found that Here For You Hospitality had failed to take reasonable steps to prevent the public from being harmed. On 21st May the company attended Teesside Magistrates Court pleading guilty to breaching health and safety laws at their premises. They were fined £6,000 and ordered to pay £4,000 to the victim and £1645 towards the Council's costs.

Seizure of equipment from an unregistered tattooist.

35. Any person carrying out the business of tattooing must register with the Council and meet certain hygiene standards which aim to protect customers from infections particularly from bloodborne infections. The premises they operate from must also be registered and officers carry out inspections prior to registration to ensure they meet the requirements. There are over 70 registered premises in Middlesbrough which carry out a range of treatments which involve piercing the skin including tattooing, micro blading, cosmetic piercing, acupuncture and electrolysis.
36. On 17th May, officers from the Public Protection Service executed a Court Order to prevent a man from tattooing customers from domestic addresses under unhygienic conditions. Officers had applied for the Order after receiving a number of complaints from members of the public about an unregistered tattooist at two addresses in the town. The Court Order required the immediate cessation of tattooing but also the seizure and destruction of all tattooing equipment. Officers entered the addresses

supported by Officers from Cleveland Police. Officers found the conditions at the property and the procedures used were inadequate and put the public at serious risk of contracting infection. They seized a large amount of tattooing equipment including loose used needles.

Closure Orders for shops selling illicit tobacco

37. Two shops selling counterfeit and illicit cigarettes and tobacco were shut down using Closure Orders as part of the continuing drive to reduce the availability of illicit tobacco and to support safer communities.
38. The Public Protection Service had received complaints from residents about the noise linked to the vehicles used for the storage of the illegal products and from businesses in the area about the impact on their customers. At Middle Eastern Mini Market Trading Standards Officers had found illicit cigarettes and hand rolling tobacco hidden in the loft where an individual was employed to pass cigarettes and tobacco through the hatch to order. At Parli Road Butchers, a unit within the former Westminster Hotel, illicit tobacco was found on the premises and in a vehicle used for storage.
39. Teesside Magistrates Court heard evidence from Middlesbrough Council Trading Standards Officers and they agreed that under the Anti-Social Behaviour Order, Crime and Policing act 2014, both premises should remain closed for a period of three months.

Councillor Julia Rostron
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