

Public Health South Tees

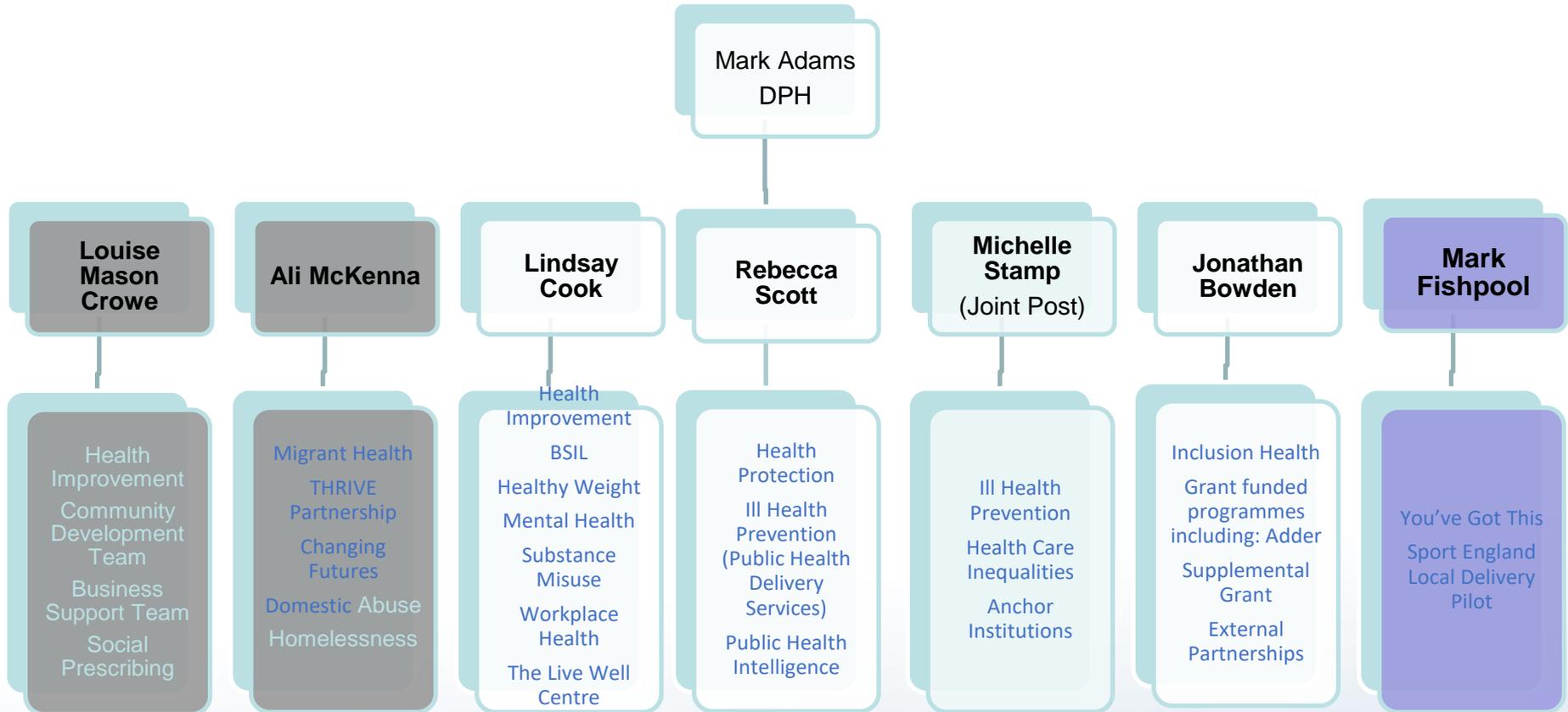
Adult Social Care and Health Scrutiny Panel Tuesday 1st July 2025

Rebecca Scott



Public Health South Tees

Roles and Responsibilities



Challenges

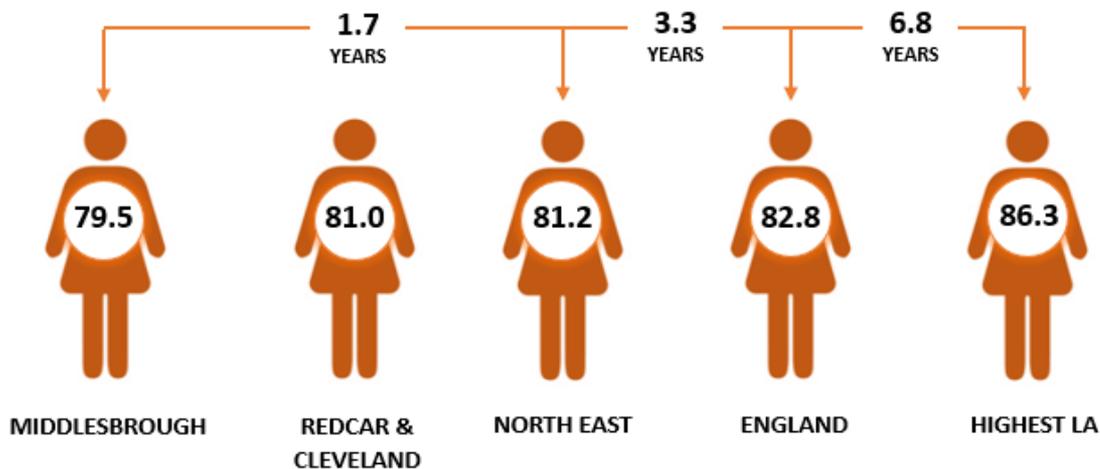
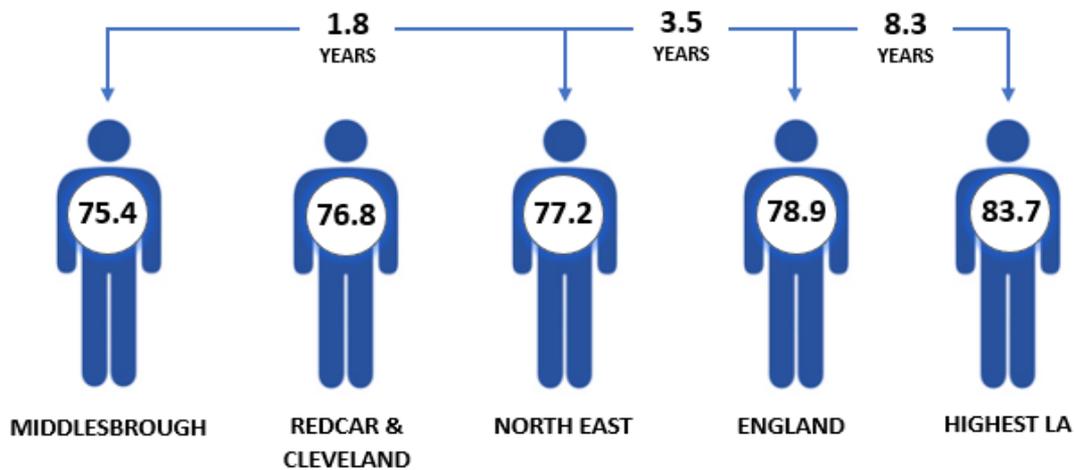
Higher levels of...

- Smoking
- Obesity
- Alcohol consumption and drug misuse
- Poverty
- Suicide
- CVD / Stroke / Diabetes / Cancer / Resp
- Dementia and age related illnesses
- Teenage and unwanted pregnancies
- Communicable diseases including STIs
- Mental ill health
- Complex needs and vulnerabilities

Lower levels of...

- Life expectancy
- Healthy Life expectancy
- Physical activity
- Engagement with screening and immunisations
- Ability to self care
- Housing standards
- Educational attainment & training
- Stigma for health inclusion groups

Life Expectancy at Birth (2020-22)



Gap vs England

Middlesbrough

	Female	Male
2010-12 years	2.9 years	2.7 years
2018-20 years	4.0 years	3.3 years
2020-22	3.5 years	3.3 years

Programme Approach

5 Programmes

- Creating environments for healthy food choices and physical activity
- Protecting health
- Preventing ill-health
- Reducing vulnerability at a population level
- Promoting positive mental health and emotional resilience

4 Core Approaches

- Address health inequalities with a determined focus on the best start in life
- Better use of intelligence to inform decision-making
- Building purposeful relationships with key partners
- Improved financial efficiencies

3 Levels of Intervention across the life-course:

- **Civic-level** – healthy public policy
- **Service-level** – evidence-based, effective, efficient and accessible services
- **Community-level** – family of community centred approaches



Priorities



Protecting Health

Aim Protect the population of South Tees from the spread of communicable disease, prevent and manage outbreaks and protect from environmental hazards

Priorities

- Strengthen the local health protection response across South Tees, by facilitating a multi-agency South Tees Health Protection Assurance Partnership
- Protect local people from environmental hazards and incidents, focusing on the South Tees Clean Air Strategy and the severe weather plan
- Use local intelligence and relationships with key partners to improve the prevention, detection and management of communicable diseases and outbreaks. With a focus on current syphilis and gonorrhoea outbreaks
- Build community resilience and capacity to prevent and manage health protection issues through making every contact count and community champions approach
- Utilise community insights/behavioural science approaches in partnership with primary care, secondary care, SAIS and education, to increase immunisations uptake rates

Healthy Environments

Aim To develop and implement a system led approach to creating places that promote healthy eating and moving more

Priorities

- **Create environments for healthy food:** Supporting the Middlesbrough Food Partnership Gold Award bid; embedding School Food Standards; implementing the Eat Well South Tees and Eat Well Schools Award; delivering HAF and using it as a healthy eating education tool.
- **Creating environments for physical activity:** Working with YGT to embed physical activity into: clinical pathways such as Prepwell, Type 2 Diabetes, tackling chronic pain and Waiting Well; social prescribing; and schools through the Creating Active Schools framework.
- **Embedding system change through development and implementation of the healthy weight declaration:** Working with planning to embed physical activity and health in the planning process; reimagining active open spaces; and building community capacity through an LMS training offer.

Preventing Ill Health

Aim To reduce inequalities in population health through the prevention and early detection of disease and support the people to manage their long term conditions

Priorities

- Lead the development of the South Tees Ill Health Prevention Board
- Develop Anchor Network across South Tees
- Improve co-ordination of local, regional and national primary prevention campaigns and maximise opportunities for preventative programmes across the system
- Increase uptake of screening programmes and recognition of signs and symptoms of ill health to ensure early presentation, diagnosis and timely access to treatment
- Consider inequalities in access, service use, outcomes and experience across all commissioned and in house service provision.
- Support South Tees Hospital Trust to implement an approach to tackling health inequalities in secondary care
- Further develop the Health on the High Street offer, improving the accessibility of health services

Reducing vulnerabilities at a population level

Aim To develop a person-centred approach across the full local Vulnerabilities system. Leading a co-ordinated and collaborative approach with key partners is the only way to achieve consistent, high quality delivery and remove duplication.

Priorities

- Developing a cross-programme partnership approach that addresses vulnerability in its broadest sense, making best use of both public health and the wider system resources to support the needs of the whole person;
- Further developing collaborative working to strengthen the interface between organisations ensuring that operationally people experience seamless systems and services, and ensure sustainability;
- Testing out more commissioning approaches, including inter-organisational/joint, to deliver better, people-centred services;
- Applying a lived experience model to support people with sustainable, positive behaviour change;
- Investing in more prevention programmes at individual, community and place level;
- Maximising system-wide leadership to create the conditions for change, communicating the vision throughout their individual organisations and our collective agendas

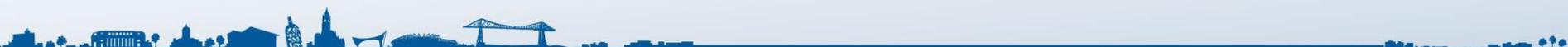
Promoting Positive Health and Emotional Resilience

Aim To work with key partners to ensure the population of South Tees are supported to be more resilient to achieve positive mental health and good emotional wellbeing.

Priorities

- Take a whole system approach to mental health and wellbeing that recognises the breadth of organisations supporting mental health and acknowledges and addresses the wider determinants of mental health, including poverty.
- To undertake review and maintain development of HeadStart Resilience Programme to ensure needs of pupils, schools and families are met.
- Maintain a Wellbeing Network across South Tees to connect wellbeing across communities and promote the use of the whole system approach.
- Strengthen protective factors for mental health – for example by supporting programmes that support wellbeing, social connections and asset-based community development
- Monitor commissioned programmes/services that address immediate needs for low level mental health support and mental health literacy e.g. bereavement support, training hub.
- Contribute to the reduction of local suicides and support the development and key areas of action in the Tees Suicide Prevention Strategic Plan
- Continue to develop Dementia Friendly Communities across South Tees

Programme Achievements



Health Protection

Health protection includes a wide range of activities designed to safeguard people and populations from environmental, biological and chemical threats to health.

Local authorities are crucial in health protection, with a key responsibility for preventing and controlling infectious diseases, such as through outbreak investigations and ensuring the public's health is safeguarded during emergencies. The Council manage environmental health, ensuring food safety, air and water quality, and housing standards, while Public Health are responsible for promoting disease prevention programs and also reducing transmission of communicable disease.

The Health Protection Programme has had several key achievements:

Governance

- **The establishment of a multiagency South Tees Health Protection Assurance Partnership with local, regional and national bodies represented**, the partnership has an annual workplan and produced an annual health protection assurance report to the Health and Wellbeing Board
- The development of the **South Tees Health Protection Assurance Reports 22/23 and 23/24** with 24/25 currently in development

Environmental

- Sign off of the **clean air strategy**
- Developed the severe weather plan for South Tees this replaced the cold weather plan and health plan and includes storms in line with the new plan for England
- Adoption of the regional approach to allergies and working with local businesses to support the implementation

Health Protection (2)

Communicable Disease

- Supporting the coordination and management of several local outbreaks include Hep A in schools, Measles and Syphilis and Gonorrhoea (these are led by UK Health Security Agency – UKHSA);
- **Successful management of the Measles Outbreak in March 24.** The outbreak primarily affected unvaccinated individuals, with a significant impact in the Romanian community across two wards. A major challenge in the response was addressing the high level of vaccine hesitancy within these communities. The lessons learn from the outbreak report highlighted the excellent community-based approach led by Public Health South Tees particularly for promoting vaccination uptake through engagement and culturally sensitive communications. A key strength of this approach was the direct engagement with community groups, the development of materials including videos in the preferred languages of the target populations, and the integration of behavioural insights into the work. PHST provided a co-ordinated response to the Middlesbrough which included letters to all parents via education, organised school MMR catch up clinics, shared info with community, trusted voices videos in English and Romanian, briefings, Romanian orientation day and church visit, drop-in MMR clinic North Ormesby Market.
- Due to the syphilis outbreak in Tees a local led to the development of a **local syphilis action plan** with support from UKHSA. The plan focused on improving screening uptake, promotion, treatment and partner notification. This approach has not seen 100% of attendees at the sexual health service being offered a syphilis test, outreach to vulnerable community groups and a new implementation of a system for partner notification.
- The development and implementation of a South Tees Outbreak Management Plan and Middlesbrough Council Infection Control Policy
- Outreach offer for sexual health has been implemented with a focus on key vulnerable groups including substance misuse, homelessness and sex workers
- Substance misuse services testing for syphilis and HIV which is not the norm across the region
- **Full service review on the Tees Sexual Health Service has resulted in a new service model which will commence on the 1st August 2025 with a new provider, a focus of the service model is improving access to sexual health services in community settings.**

Health Protection (3)

Immunisations

- **Conducted behavioural Insights work to increase uptake of all childhood vaccinations using health inequalities funding. '5 steps to protection' was launched and piloted with 2 GP practices, the registry office, children's A&E, leisure centres and family hubs. 'It's not too late' was targeted at a nursery and school admissions. The resources were well received, had a positive impact and are currently being rolled out across South Tees and there has been regional interest in adopting this resource.**
- **Led Behavioural Insights work to increase uptake of all adolescent vaccines working in partnership with the School Aged Immunisation Service, the pilot improved consent rates from an average of 50% to 75%, this approach will now be rolled out across educational settings**
- Led the regional adolescent education vaccine video project, the video should be available soon and will be rolled out across the region
- Establishment of the Tees Valley Local Immunisation Steering Group
- Improved data sharing between LA admissions team and Child Health Information Service which support the identification of young people who have not been immunised to support targeted work

Screening

- Behavioural insights work for cervical screening uptake has resulted in a refresh of GP practice communications (letter/text/contact of none attendees) and a refresh of promotion materials which will soon be available across South Tees aimed to promote screening uptake
- Commissioned a pilot to implement the resources and communications to evaluate the approach which is also showing promising signs

Healthy Environments

- **Worked with Planning and Transport Planning to embed consideration of the impact on health and health inequalities in all policies and decision making.** In addition to a stand-alone Health and Wellbeing Policy Health Impact Assessments are embedded in Planning and Transport policies
- Developed the **Health Start** model (a pilot for prevention of ill health in schools). Pilot with four Middlesbrough schools will start in May 2025
- **Healthy Weight Declaration adopted February 2024** and action plan, overseen by the Healthy Weight Alliance
- Middlesbrough Food Partnership - **Sustainable Food Places Gold Award** achieved October 2024
- The **Holiday Activities and Food (HAF) Programme** supports more than 50 providers in Middlesbrough to ensure provision close to where children live and has met ALL objectives in 24/25:
 - Increased number of eligible children and young people accessing HAF.
 - Implemented mandatory Physical Activity Training for all HAF providers, which has improved the physical activity offer in our programmes.
 - 100% compliance of school standard meals in all HAF settings.
- Embedding **Breastfeeding Borough to support the Best Start in Life:**
 - The Health Visiting Service (commissioned by Public Health) achieved **Gold Baby Friendly Initiative Re-accreditation** in August 2024.
 - **Tongue Tie Clinic:** January – September 2024 (awaiting updated figures) – 216 babies seen, 146 divisions performed keeping waiting lists down to 2 weeks. Supporting women to breastfeed for longer.
 - Maternity Support Workers at STNHS continue to provide breastfeeding support in antenatal education and postnatal feeding support. This work is supporting to increase the breastfeeding initiation figures.
 - **South Tees breastfeeding campaign to normalise breastfeeding** – recruited 12 breastfeeding Mums from across South Tees (6 in Middlesbrough) through the “Mamazing Competition” to star in the upcoming campaign. Filming, photography has taken place in March, with the campaign due to go live in April 2025. The campaign will be featured on buses, bus stops, digital billboards, radio campaign, social media, printed materials.
 - Year 4 funding for the Family Hubs Transformational Programme agreed which will deliver the infant feeding workstream.

Healthy Environments (2)

Working with schools to achieve a whole school approach to embedding school food standards and increasing and embedding physical activity opportunities:

- **Auto-enrolment of Free School meals** pilot initiative delivered – 546 pupils entitled to free school meals, which equates to £765K in Pupil Premium funding for schools. This is a saving of £218,400 to families each year. Increasing the number of children eligible to access the HAF programme. Pilot has resulted in Executive approval to proceed with auto-enrolment of free school meals on a longer-term basis in Middlesbrough.
- **Eatwell Schools Award** – working with the Council's catering service to implement school food standards in the kitchens. New menus rolled out in September 2024 and January 2025. Training has taken place with school cooks and assistant cooks to increase their knowledge and understanding of school food standards, allergens and catering for cultural, religious, dietary needs. Working closely with Macmillan Academy and Archibold Academy on the Eatwell Award and supporting the Academies strategic plans for health. Engagement has taken place with schools via Head Teacher meetings with a small number of schools progressing through the Award criteria. Continuing to engage with catering providers to support the schools to proceed with the award.
- **Breakfast clubs through the government pilot** being delivered in Pennyman Primary, St Bernadette's Catholic Primary School
- The **YGT** Deepening proposal has been agreed by the board of Sport England
- Successfully implemented disability and mental health strand of the **MUST** service in 21 care homes across South Tees, resulting in 100% increase in care homes completing nutritional screening and 152% increase in screening accuracy.

III Health Prevention

- **III Health Prevention Board** established across NHS, Public Health and Social Care
- Completed **Health Equity Audit across Stop Smoking Services** (community, acute, maternity, mental health, pharmacy) to ensure equality of access. Smoking is the biggest driver of health inequalities
- The Stop Smoking Service continues to develop and achieve targets beyond expectations. Increased access points from 1 site to 22 sites, introduced a specialist offer for health inclusion groups, first in the North East to establish Varenicline clinics and leading on the regional PGD to make this available in pharmacies, established a paediatric and A&E pathway with STHFT
- Improved uptake of screening programmes focusing on inequalities: 6 month pilot across several GP practices across South Tees to increase uptake of cervical screening in women that have not responded to previous screening invites
- Sourced funding from the Northern Gas Alliance to develop the **COPD fuel poverty project** across GP practices and secondary care, assessed over 700 patients to date
- Developed **new model for NHS health checks** across South Tees, introducing community outreach offer to target inequalities, including screening via substance misuse services
- Successful bid to NHSE re **CVD prevention** to implement community blood pressure monitoring in Middlesbrough, targeting inequalities and ethnic minority groups
- Addressing healthcare inequalities in patient access experience and outcomes - using health inequality data to shape and design delivery of care, explore greater understanding of patient profiles across specialities analysing data to see who is not accessing services and why and improve pathways and services to increase equity of access for all groups, including work across:
 - **Reducing DNAs in selected Outpatient Clinics in Paediatrics and Maternity** pilot saw a significant reduction in non-attendance from patients from the most deprived wards - in Maternity the non-attendance rate went from 15.2% to 3.7%; Paediatrics' saw similar gains (from 14.7% to 2.6%). The main barriers to attending appointments was lack of understanding of what appointment was for, childcare and unsuitable times.
 - **Paediatric Smoking Cessation Pilot** – recognises the gap in support for patients under 18 and the parents of children presenting with respiratory or acute medical illness. From January 2025 specialist stop smoking advisors Stop Smoking South Tees have been on site five days a week to provide interventions and advice.
 - **Improving Paediatric Pathways** by understanding reasons for child not brought and making improvements. 150 families from IMD 1 were contacted to understand reasons for missed appointments to understand how improvements in healthcare access and experience required.

Reducing Vulnerability

Award-Winning Substance Misuse Services:

- MBC “Team of the Year” for our substance use and specialist stop smoking services jointly delivering the lung health support;
- Jade Cook, our substance use service nurse who won the national Bronze Medal for PH Nurse of Year from the British Journal of Nursing for her work in the out of hours clinic for sex workers affected by substance use.
- Positive CQC assessment of the Recovery Solutions service, rated good across the board and outstanding in caring.
- All eight mainstream secondary schools and all alternative education provisions in Middlesbrough have had naloxone training and are engaged with the service which is an important step in proactively supporting student safety.

Accommodation-based Substance Misuse Services:

- Developed a South Tees accommodation model – primary rehabilitation at Royce House in Brotton and secondary rehabilitation at Eastbourne Road in Middlesbrough plus expansion of the Oxford House peer support model
- 8 x people in the expanded Residential Rehab at Eastbourne Road and an increasing number of people on the pathway to enter in the near future;
- Cllr Furness visited the facility last week with a community safety colleague - they were both very impressed and supportive of the positive impact this is having;

Regional Reducing Gambling Harms programme:

- Having developed excellent Making Every Contact Count (MECC) e-learning and gambling information resources, we are holding a regional MECC Gambling Harms Launch Event in May. The event will promote the programme and the MECC collaboration and deliver train the trainer sessions.

Drug Driving Pilot:

- This is the first of its kind in the country and is supported by the Dept. for Transport, who funded us to work with the provider to develop the course materials. We aim to help change legislation so that low-level drug driving offences can be treated in the same way as low-level drink driving and speeding offences with the offer of a prevention and early intervention-based training course;
- We have presence and process in Teesside Magistrates Court now, plus we have revisited the Probation pathway. This has resulted in a recent upturn in referrals/course numbers;

Promoting Positive Mental Health

Refresh Tees Suicide Prevention Strategy following release of new National Strategy

Tees Suicide Prevention Strategy 2024 -2029. Following the national strategy framework, local real time surveillance data and stakeholder discussions/ events a Tees Strategic Plan has been developed which sets out our key areas for action and how we aim to achieve our vision of reducing rates of suicide.

Review the South Tees Wellbeing Network (STWBN) and deliver on areas for growth

A personalised wellbeing network was developed and launched for people who work or volunteer in South Tees to support others health and wellbeing and has developed from strength to strength. The network approaches a thousand members and represents over 450 organisations from all sectors.

Secure delivery of the HeadStart Service from August 2025 onwards

Funding has been secured to mainstream this service within public health which has an important role to support schools and communities across South Tees to build resilience and achieve good emotional health for children and young people.

Introduce Dementia Friendly Care Home Self-Assessment Tool across all South Tees Care Homes

Dementia Friendly Care Homes - 11 Care Homes have made a commitment to the Dementia Friendly Care Home Guide and accreditation and completion of the Self-Assessment Tool which aims to improve the care home offer and to support CQC inspections and regulations.

Wider Public Health Service

- Completion of the Mission-led Health and Wellbeing Strategy and underpinning Joint Strategic Needs Assessment and development of the Mission-led Governance Model
- PH led the Poverty Sprint across the Council and with partners - a different approach to building our understanding of a complex set of issues and associated action plan.
- DPH Annual Report collating the learning from the YGT programme to support transformation programmes and the development of the governance model for the HWB Strategy
- Thrive at Five due to start in Middlesbrough, bringing in additional £4M investment and expertise across South Tees to reduce the numbers of children starting school not “ready for school”.

Performance

- Public Health South Tees have a Performance Framework with 157 metrics over the 5 programmes
- 80 programme strategy milestones
- Individual Programme Governance
- Quartey reporting into DMT and the ST Governance board

Questions?