

Public Health Team Newsletter

Public Health in action



January 2018



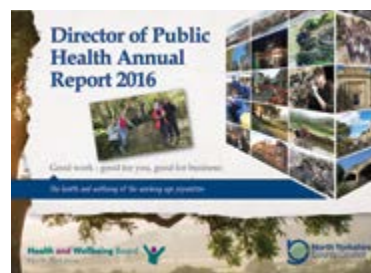
Public Health team vision and purpose

Public health describes our collective organised efforts to improve and protect the health of everyone in North Yorkshire by putting wellbeing at the heart of everything we do to enable each person to live healthier, happier lives.

The Public Health team provides leadership, advice and support to partners and communities for collective efforts to shape, facilitate and inspire everyone in North Yorkshire to live healthier, happier lives. This is done through influencing strategic policies and actions and ensuring delivery of services that improve healthy life expectancy and reduce the variation in health outcomes between communities in North Yorkshire.

North Yorkshire Annual Director of Public Health Report success

Our 2016 Report won first place in the UK Association of Directors of Public Health (ADPH) annual competition and was awarded this prize in May 2017. This follows the success of the 2015 report which was awarded 3rd place nationally.



The reports have followed the course of life with the 2015 report on children and young people and the 2016 report on the working age population.

The latest report (2017) is about our older population.

ADPH states “Directors of Public Health (DsPH) in England have a statutory duty to write an Annual Public Health Report to demonstrate the state of health within their communities. It is a major opportunity for advocacy on behalf of the health of the population and as such can be

extremely powerful both in talking to the community and also to support fellow professionals in public health. As the reports are aimed at lay audiences, the key feature of the reports must be their accessibility to the wider public which offers an opportunity for the DsPH to reconsider their rhetoric and focus on the key impact messages they want to convey. Entries are judged by an independent panel who look for readability, accessibility and innovation as well as relevant and challenging content.”



Public Health Team Service Plan 2017-20

The Public Health team service plan is structured under the following themes which reflect the Joint Health and Wellbeing Strategy for North Yorkshire:

■ Start Well ■ Live Well ■ Age Well ■ Connected Communities

Start Well

A good start to life, building emotional resilience and getting maximum benefit from education are the most important markers for good health and wellbeing throughout life. This enables all children, young people and adults to maximise their capabilities and have control over their lives.

Healthy Weight Pathway for Children, Young People and Families in North Yorkshire

In partnership with the NYCC Prevention Service, the HDFT 0-5 and 5-19 Healthy Child Programme, the Healthy Choices Programme and Midwifery Services the Public Health team have developed the “Healthy Weight Pathway for Children, Young People and Families in North Yorkshire” booklet (draft copy attached for information). This resource has been designed predominantly for professionals working in North Yorkshire. It supports them in identifying and raising the issue of overweight and obesity, delivering healthy lifestyle brief advice, and knowing how and where to signposting their clients for further information and programmes that help them to achieve and maintain a healthy weight.

Unintentional Injury Pathway & Booklet

NYCC (Public Health team and the Prevention service) and HDFT (the 0-5 Healthy Child Programme) worked collaboratively to develop a multi-agency pathway and home safety booklet that contributes to reducing the number of unintentional injuries and hospital admissions in children across the County. The pathway creates a standardised and systematic approach for professionals involved with all children aged 0-5 and supports local decision making. It ensures services are as streamlined and efficient as possible and that duplication and gaps in service provision are reduced. The booklet provides a systematic evidence based tool to assess and reduce risk in and around the home and consists of a number of interventions for



parents to use in the context of their own homes, which are age-specific and focus on transitional stages of a child’s development. The resources were launched at the start of the year and continue to be embedded in practice. An evaluation of the resources is underway and aims to identify whether the Pathway and Booklet have been successful in supporting practitioners to deliver home safety and unintentional injury prevention messages and also to explore what could be done better in the future.



Live Well

By working in partnership to create fair employment and good work for all we encourage a healthy standard of living and enable all working age people to live healthy, active and engaged lives fulfilling their ambitions and aspirations.

National Diabetes Prevention Programme (NDPP)

The Public Health team have been working with colleagues across all three STP footprints to implement the Healthier You: National Diabetes Prevention Programme, that is part of a wider package of measures to support people with diabetes and those on the cusp of it, to stay fit, well and prevent further deterioration. Public Health have worked with HaRD CCG to implement the wave 2 roll out of the NDPP whereby over 442 referrals have been received into the programme. Public Health colleagues are developing prospectus for wave 3 roll out in both Humber, Coast and Vale STP and Darlington,

Durham Tees and Hambleton, Richmondshire and Whitby STP and have successfully attended NDPP evaluation training and will be involved in the procurement process for the Wave 3 bids.

Alcohol Strategy

The Public Health team launched the second annual progress report of the North Yorkshire Joint Alcohol Strategy 2014-2019. The report describes the main developments against the three priority areas and the impact we have had on reducing alcohol-related harms. A key achievement is the delivery of alcohol Identification and Brief Advice (IBA) by GPs. The new primary care contract went live in April 2017 with GPs being offered bespoke training during May and



June. The feedback about the condensed two hour training sessions delivered by Drugtrain was very positive, with many courses being delivered within GP surgeries as twilight sessions. As well as the training being well received, the delivery of interventions by GPs has exceeded expectations. Based on feedback from pharmacies, who started delivering alcohol IBA in 2016, we provided materials and resources at the outset to support GPs to initiate that first conversation.

Age Well

Strengthening the role and impact of ill health prevention and promoting independence will enable older people and carers to enjoy life, continue to make positive contributions in their communities and make informed choices about their future as they age.

End of Life Care

NYCC Public Health team undertook a deep dive exploring End of Life Care (EoLC) in North Yorkshire as part of the JSNA refresh in 2016. This report was presented to the Health and Wellbeing Board who committed to forming an EoLC Forum to take forward the recommendations. The multiagency forum has been convened chaired by HRW CCG.

The first priorities of partners is to identify inequalities in access to good EoLC at CCG level and agree a charter stating what good EoLC is.

Physical Activity for Older People

The Public Health team have worked with the Stronger Communities team to commission a physical activity service for



Older People. The service will include a universal offer that will build on existing opportunities as well as a targeted offer for people at risk of falls. The bid by North Yorkshire Sport (lead) and REACT has been successful.

Connected Communities

Creating, developing and maintaining healthy and sustainable places and communities where people shape services and have control of their lives are necessary for North Yorkshire to remain a special place for everyone to live, work and visit.

Selby Health Matters

The NYCC Public Health team has been working with Selby District Council to develop a strong partnership group to develop and deliver a public health action plan. The Selby Health Matters steering group has produced a document outlining health needs in Selby District, combining information on demographics and epidemiology and views from previous public consultations. 36 broader partners were identified and interviewed and an analysis of these interviews was also produced. In October a Selby Health Matters event was held,

attended by 64 people. Workshops were held to begin to develop action plans to address the priority areas. An action plan framed around the district authorises opportunities to improve population health (housing, leisure services, planning, environment, economic development and engaging with communities) is being developed following the event.

Pharmaceutical Needs Assessment (PNA)

The Public Health team on behalf of the Health and Wellbeing Board are leading development of a PNA which will come into effect in April



2018. The PNA is used by NHS England to ensure that pharmacy and dispensing services are delivered equitably across all communities in North Yorkshire. There has been an excellent response to the engagement surveys to gather the views of stakeholders on pharmacies in North Yorkshire. Almost 500 stakeholders provided feedback in addition to information gathered through focus groups at the older people's forums and learning disability task group.

The Public Health Team

New members of the team

Consultants



Kathryn Ingold started her new role in September and has a lead role for Healthy

Ageing and Health Protection. She also has a lead role for the Selby district and is the consultant link with the Vale of York.



Val Cameron was appointed to a fixed-term position as consultant with

responsibility for adult social care commissioning. She works across the Health and Adult Services Commissioning team and the Public Health team to develop our approach to joint commissioning. Val has worked most recently in the Channel Islands.



Rory O'Connor joined us in October and works for one day a week. He will lead on

Health Inequalities and support our work with our three Sustainability and Transformation Plans (STPs). Rory has worked with the PHE Knowledge and Intelligence Team while employed successively with Wakefield and Kirklees Councils. He was instrumental in developing the Spending and Outcome Tool (SPOT) that helps Councils to compare their spending and public health outcomes.

Health Improvement Managers



Sarah Tunnicliff and Sarah Hoyes were



appointed as a job-share to the Health Improvement Manager post (children and young people). They will lead our work on children's obesity, oral health and unintentional injuries. Sarah Hoyes will also be the public health lead for road safety.

Health Improvement Officer



Phillippa Sellstrom rejoined the team as Health Improvement Officer in September.

Phillippa previously lead the Healthy Choices team (weight management for children and families) in Children and Young People Services. Phillippa supports work on sexual health and substance misuse. She leads the Drug and Alcohol Related Deaths process.

Health Improvement Practitioner



Sam Crowson joined as Health Improvement Practitioner which is

a fixed-term entry level post with the team. He has demonstrated his commitment to a public health career by completing an MPH and an unpaid placement working with the City Council and CCGs in Sheffield.

Health and Adult Service Award nominations 2017



Commended

Emma Davis was runner-up for the "Promoting prevention and early intervention" award. Emma leads on Tobacco Control. Over the past six months she has been focusing more closely on smoking in pregnancy across North Yorkshire.

North Yorkshire currently has a rate of 12.9% significantly higher than the England average of 10.7%. She is currently part of three task and finish groups, Harrogate and Rural District, Hambleton, Richmondshire and Whitby and Scarborough and Ryedale. The hospital maternity teams, our commissioned service (Smokefreelife North Yorkshire) and the Public Health team have action plans in place for whole system working in an attempt to reduce the smoking at time of delivery rates. Where the rates are highest we have launched an extended treatment programme pilot in Scarborough and the CCG have independently commissioned a rapid review of smoking in pregnancy for this locality. The pilot is in its infancy but already shows improved engagement with mums and increasing numbers of quits.

Jenny Loggie was runner up in the "Making a difference behind the scenes" category. Jenny leads the NHS Health Checks programme.

Jenny has been developing and enhancing a suite of searches that would replace Questbrowser, a web based system that supported GP practices to deliver and report on delivery of the mandated NHS Health Checks Service.

As part of this work, she worked collaboratively with a sponsoring CCG, general practices and GP clinical system providers, SystmOne and EMIS, to replicate the search functionality previously offered by Questbrowser. Since the launch of the new 'clinical system eligible population searches' in early April, she has been visiting key practices who were struggling with this change, and offered one-to-one support and training, around the new process. She piloted the searches within a number of practices, working alongside the clinical and administrative teams and shared good practice with our providers across North Yorkshire. As a result of the new searches, thankfully there has been no attrition in numbers providing the mandated service and eligible patients continue to be identified and invited for the NHS Health Check.

Public Health Services

Substance Misuse

Specialist Drug & Alcohol services for adults in the County are delivered by North Yorkshire Horizons. The Single Point of Contact to North Yorkshire Horizons dealt with 22,880 calls in the last year with 3,141 people accessing treatment of which 37% were for alcohol only. Over 1,200 recovery groups were on offer with c.7,700 attending. North Yorkshire Horizons participated in two CQC reviews in 2016-17 (one relating directly to the service and the other as part of the NHS children's safeguarding review) and received positive feedback.

North Yorkshire Horizons continued to expand their Volunteer Programme and Passport: North Yorkshire Horizons is supported by and supports an average of 35 volunteers at any one time. There were 247 formal volunteer interviews conducted; volunteers participated in c.500 hours of formal training; North Yorkshire Horizons benefited from c.10,500 hours of volunteer capacity.

Nineteen volunteers have secured employment with North Yorkshire Horizons or Partner agencies since the contract commenced.

North Yorkshire Horizons is contactable via the Single Point of Contact (SPOC):

Telephone: 01723 330730
Email: info@nyhorizons.org.uk
Website: <http://www.nyhorizons.org.uk/>

Sexual Health

The Public Health team is responsible for commissioning sexual health services for North Yorkshire residents.

This includes paying for North Yorkshire residents who attend genitourinary medicine (GUM) services outside of the North Yorkshire area. In 2016-17 there were 15,336 attendances by NY residents at all clinics across England, of these 71% attended services within the County compared to 53% in 2012-13.

NYCC is part of a regional Yorkshire and Humber agreement which sets out the conditions and payment terms for cross-charging; this has been endorsed by all Yorkshire and Humber Directors of Public Health Network (YHDPHN).

The policy was approved through the full Council Executive on 5 September 2017 and provides organisational support for a fair and transparent payment system.

The team worked with legal and democratic services and Executive Members to ensure support for the policy.

Further information about the service, including clinic locations and information for professionals can be found here www.yorsexualhealth.org.uk

Central booking and information line:
01904 721111.

Tier 2 Adult Weight Management

In order to tackle the rise in excess weight in the adult population of the County, we successfully commissioned a Tier 2 adult weight management service for all seven district/borough council areas. A pilot service has been operating

across the County which had been evaluated by Teesside University. The learning from the pilot and the evaluation informed the new service specification. The new service is based on evidence based practice as detailed by NICE. The service is a free multi component 12 week programme consisting of weekly nutritional advice and physical activity underpinned by structured behaviour change strategies with a target of 5% weight loss. This is followed by a further 12 week maintenance programme for those that had achieved the 5% target.

The procurement took place in two stages. In the first stage we were only able to award the new contract for the Selby area. Selby commenced delivery of the new service from 1 July 2017 and extensions to the pilot in the other six areas was approved until 31 December 2017.

A new tender was issued in July 2017 for six lots and new services are expected to commence from 1st January 2018. The results of the second stage procurement are:

Lot 1 (Richmondshire) – Maple Health Group
Lot 2 (Harrogate) – Harrogate Borough Council

Lot 3 (Craven) – Craven District Council

Lot 4 (Hambleton) – Hambleton District Council

Lot 5 (Scarborough) – Humber NHS Foundation Trust

Lot 6 (Ryedale) – Humber NHS Foundation Trust

Key contacts

Warm and Well North Yorkshire

Website: www.warmandwell.org.uk
Email: wnw@northyorkslca.org.uk
Telephone: 01609 767 555

Smokefreelife North Yorkshire

Website: www.smokefreelifenorthyorkshire.co.uk
Email: info@smokefreelifenorthyorkshire.co.uk
Telephone: 01609 663023 / 0800 246 5215

0-19 Growing Healthy Team in North Yorkshire (formerly the Healthy Child Programme)

Website: www.hdft.nhs.uk/services/childrens-services/0-5-childrens-service-ny/
www.hdft.nhs.uk/services/childrens-services/5-19-ny/~
Telephone: 01609 780780

Healthy Choices

A free and confidential 12 week programme designed to support children and young people to achieve and maintain a healthy weight

Website: www.northyorks.gov.uk/healthy-choices

Compass REACH, North Yorkshire Service for Young People

Service offering both psychosocial and clinical interventions to young people who are involved in risk-taking behaviours relating to substance misuse and poor sexual health.

Website: www.compass-uk.org/compass-reach
Email: NYRBS@compass-uk.org
Telephone: 01609 777662/ 0800 008 7452

Healthier Choices

Healthier Choices is a free certification scheme that supports businesses who provide their customers with healthier eating options

Website: www.northyorks.gov.uk/healthier-choices

North Yorkshire Community Infection Prevention and Control Service

Website: www.infectionpreventioncontrol.co.uk
Email: ipccommunity@hdft.nhs.uk
Telephone: 01423 557340



Health and Wellbeing Board
North Yorkshire



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