

Public Health Team Newsletter

Public Health in action



Second Edition
June 2018

Developing Excellence in Local Public Health: Public Health Peer Review

The Council had a peer review of public health functions and the public health team on 7th and 8th March 2018. The peer visit was led by the Director of Public Health from Sheffield and included representatives from North East Lincolnshire and the Public Health England Centre for Yorkshire and the Humber. The peer review comes at an opportune time as we look back on five years of public health in the Council since April 2013.

Sector led improvement is based on a culture of collaborative working, sharing good practice, and constructive challenge and learning. It is not an inspection. It aims to build on existing capacity to identify strengths and challenges, share experience and knowledge, and consider “what good looks like”. It offers the opportunity to reflect on how well “embedded” is local public health, and what can be done to strengthen it.

DELPH (Developing Excellence in Local Public Health) is the programme of sector led improvement (SLI) that was developed by the Yorkshire and Humber Directors of Public Health in 2014, with the support of the Local Government Association, Public Health England and the Faculty of Public Health. It is underpinned by a self-assessment toolkit and a programme of peer visits.

The reviewers reported, “We were extremely impressed by the depth of positivity and breadth of coverage your team manages to achieve. The self-assessment was impressive and humbling to read; it clearly demonstrates the breadth and reach of the team and the interfaces with the agenda of many different organisations, well beyond NYCC.”

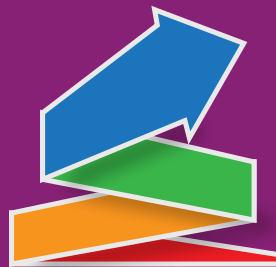
The feedback noted the strong foundations built up over the past five years and challenged the



Council to be “more assertive in shaping and developing new ideas at the very earliest stage”. They noted that “People expressed a desire that the team focus their work further upstream and try to enable the right things to happen in terms of setting the overall mission, rather than responding to the work of others.”

In particular they called for strengthening of the locality working approach with District Councils as illustrated by the Selby Health Matters initiative that was reported on in the last newsletter. Early discussions are underway to develop a forum where we can work more effectively across all our districts to identify and influence key policies that are important to public health outcomes for our residents.

Public Health Team Vision and Purpose:



Public health describes our shared efforts to improve and protect the health of all individuals in North Yorkshire. We put wellbeing at the heart of everything we do, to enable everyone to live healthier, happier lives. We do this through influencing strategic policies and actions and ensuring delivery of services that improve healthy life expectancy and reduce the variation in health outcomes between our communities in North Yorkshire.

Public Health Team Service Plan 2017-20:

Start Well:

Breastfeeding Friendly Venues

A breastfeeding friendly venue scheme is being piloted in Selby to encourage businesses to welcome breastfeeding mothers.



To apply for the award staff must actively welcome mothers and babies in their establishments and allow breastfeeding in all customer areas of the venue. Premises are also encouraged to provide a private space for those who prefer not to breastfeed in public view. Businesses and community venues that sign up to the scheme are then promoted through a [mapping tool](#) so that families know which premises welcome breastfeeding.

The initial feedback from parents, professionals and venues in the Selby area has been positive and discussions are underway about rolling out the scheme to other areas.

This breastfeeding friendly venue award compliments a wider programme of support for mothers who breastfeed. This includes providing one to one support from specialist trained staff, breastfeeding support groups and the promotion of messages through the media and other routes to normalise breastfeeding and highlight sources of advice. This support is available to all mothers across North Yorkshire.

For more information contact
Yvonne.parkes@northyorks.gov.uk



Smokefree Places Fund

North Yorkshire County Council's Smokefree Places Fund was launched in November 2017, created by the public health team as part of a strong commitment to promote and create more smokefree places across the county. This work contributes to the North Yorkshire and the Yorkshire and Humber regional ambition of achieving a smokefree generation by 2025. The fund was open to any organisation who has responsibility for environments that could become smokefree such as play areas, beaches or beer gardens. The fund has supported Harrogate Borough Council to increase the number of smokefree play areas across the locality from 3 to 22.

The fund will be re-opened in the coming months and we look forward to receiving more applications to increase the number of smokefree places, making smoking invisible to children and young people!

For more information please contact
Emma Davis 01609 797154 or email
emma.davis@northyorks.gov.uk

Live Well:



Workplace and Training Establishment

The public health team are keen to support their organisation with improving Health and Wellbeing, and lead by example for other employers within North Yorkshire.

Developing a 'Happy Healthy Workforce' is being given a priority with a mission to 'motivate cultural change throughout the North Yorkshire workforce, encouraging structured support, improving health and inspiring productivity'. Within NYCC work is being carried out to improve and support workforce health. Collaborative working groups are looking at how, as an employer, they support both physical and mental wellbeing within the

organisation. Using a commitment to charters, such as 'Mindful Employer' and the 'Workplace Wellbeing Charter', allows for a co-ordinated approach to be taken. NYCC have successfully become a Mindful Employer and are committed to the principle of 'making it healthier to talk about mental health' providing support through policies and an Employee Assistance Programme (Health Assured).

Within the Public Health team we offer work experience placements to a variety of students wishing to gain further insight into the work of public health and how our roles fit into the wider NYCC agenda.

This can showcase the work that is carried out and supports workforce development within the area.

There is a comprehensive induction pack that supports the students develop their understanding of public health whilst also allowing for their own personal learning. Many students have had placements with us and have found it a useful and insightful experience.

For further information, or if you wish to undertake a work placement within the team, please contact Ruth Hine - ruth.hine@northyorks.gov.uk.

Active Travel Access Fund

North Yorkshire County Council was successful in their bid to the Department for Transport for a proportion of the Access Fund. This will deliver a three year sustainable travel project until 2020 aiming to encourage active travel in three identified towns, Harrogate, Scarborough and Skipton.

The project builds on the recent increased interest in leisure cycling and aims to convert this enthusiasm into additional utility cycle trips. The project will see engagement with secondary schools, colleges, universities, businesses and new residential development sites, encouraging a more sustainable way to get to education and employment.

As part of the project we will be creating school travel plans and working with the establishments to embed sustainable travel and get more people walking and cycling to school to remove the issues around school gate parking, air quality and safety.

Living Well:

Having started in 2015, the Living Well service is now well embedded as a targeted prevention service across North Yorkshire and responded to over 2000 referrals during 2017/18, resulting in positive outcomes for individuals and a reduction in demand for social care services.

The Living Well team is currently extending its work with partners to include the development of a distinctive offer with health in Harrogate and with libraries in Selby and Northallerton.

From mid-May, Living Well Coordinators will provide drop in sessions in the core libraries of Selby and Northallerton. This will enable library staff to direct people there who they think may benefit from Living Well. Living Well Coordinators will be able to take self-referrals directly from people they speak to in the library.

Living Well has been working closely with health since the start of a phased engagement process in May 2016 which has resulted in an increase in the number and proportion of referrals from health professionals, now standing at 24% of all referrals to Living Well and 43% of all external referrals.

Initially BCF (Better Care Fund) investment from Scarborough and Ryedale CCG funded additional Living Well Coordinators and from January 2018, additional investment under the iBCF (Improved Better



Care Fund) arrangements was also put in place in the Harrogate and Rural District CCG area.

A GP hub arrangement has been agreed where Living Well coordinators will be located in several GP practices and take referrals directly. The aims of this initiative include seeing an increase in the number of referrals from individual GP practices to Living Well and a reduction in the use of secondary health services and demand for Harrogate and Rural District CCG.

Age Well:



'Let's talk about it'

One priority of the North Yorkshire Joint Health and Wellbeing Strategy is Dying Well. The Health Scrutiny Committee commissioned public health to undertake a deep dive into End of Life Care commissioning and provision in North Yorkshire.

A report of the deep dive was presented to the Health and Wellbeing Board in March 2017. The report also found that “people

are neither used to nor comfortable with talking about death. This is a societal issue that has far reaching consequences for people in the last months of their lives”. This mirrors national research which found 64% of people feel comfortable discussing death and dying with friends compared to discussing: sex (50%), money (78%), religion (80%), politics (82%), or immigration (85%). (ComRes, 2016).

The 2017 annual report of the Director of Public Health, Healthy Transitions Growing Old in North Yorkshire, contains four recommendations for healthy ageing. The report recommends a focus on End of Life planning, stating being able to plan with family and friends about the last stages of life ensures that

older people remain in control of the choices that affect them and those they love through the end of their life. This means that they should have access to a wide range of information to plan their end of life wishes.

The report suggests a priority action is to engage in and encourage communication around death and end of life care. Pointing out that when problems are talked about it is much easier to address them successfully. If we can normalise talking about death before people reach the dying stage it will be easier for people to have crucial conversations with carers and healthcare staff when they are most needed. In turn people are more likely to receive the right care in a place of their own choosing. Communication

should include written communication of individuals' wishes as well as verbal communication; for example the completion of advance care plans and advance directives. It should also include discussing individuals' wishes beyond just those associated with medical treatment, covering all holistic needs of individuals and their families.

To help change this culture and help people talk and think more about death, NYCC are supporting this year's Dying Matters campaign.

Dying Matters is a national coalition of partners set up to promote public awareness of

dying, death and bereavement. The aim of Dying Matters is to help people talk more openly about dying, death and bereavement, and to make plans for the end of life.

We need to ensure people plan for death. Nationally, currently only:

- 35% of adults have made a will
- 30% have let someone know their funeral wishes
- 7% have written down wishes about the care they would want if they couldn't make decisions
- 25% have asked a family member about their end

of life care wishes

- 33% have registered to be an organ donor

We all die. Talking about dying won't kill you, not talking about it can cause lots of problems, for people who are dying and loved ones left behind.

If you are interested in finding out more, information is available on the Dying Matters website: <https://www.dyingmatters.org> The website includes information to support planning ahead including information on: legal and financial matters, organ donation, end of life care, funeral plans, making a legal will and organising lasting power of attorney.

Healthy Ageing

A discussion paper on healthy ageing has been produced that reviews the evidence and identifies priorities for future action across North Yorkshire. The paper will be shared with stakeholders to identify opportunities for joint working and agree a shared vision. Suggested priorities include:

Strategic Approach to Healthy Ageing in North Yorkshire	Age Friendly Environments and reducing social isolation	Healthy lifestyles including vaccinations and a good death
<ul style="list-style-type: none"> ▶ To establish a multi-agency partnership group for healthy ageing ▶ To develop a shared vision for healthy ageing in North Yorkshire and a healthy ageing framework focussing on a life course approach ▶ To develop a communications campaign around healthy ageing, bringing together a range of services and programmes. To include setting up a twitter account and regular promotion of public health messages around exercise, nutrition, social isolation, dying matters and raising awareness of frailty. ▶ To engage with community groups and older people's networks to identify what is working well and where there are opportunities for improvement ▶ Agree a series of outcomes that will be used to measure progress on healthy ageing. 	<ul style="list-style-type: none"> ▶ Ensure older people have the opportunity to tell us what healthy ageing means to them and are involved in developing programmes of work ▶ Promote healthy ageing in all policies ▶ Secure commitment from key stakeholders to implement the eight WHO domains for age friendly communities ▶ Review progress against the criteria for developing age friendly communities ▶ Apply to join the WHO Global Network for age friendly Cities and Communities and the UK network of age friendly communities ▶ Identify opportunities for intergenerational programmes e.g. around growing food 	<ul style="list-style-type: none"> ▶ Map activity around healthy ageing across the life course to identify opportunities in current specifications and programmes e.g. workplace health, mental health ▶ Ensure mid-life programmes are compliant with NICE guidance ▶ Share evidence of effective practice around nutrition and hydration in older people with key partners and residents in North Yorkshire ▶ Develop a programme of work around physical activity for older people ▶ To share evidence of effective practice to inform work around falls, ensuring compliance with NICE guidance and PHE guidance ▶ To ensure the NYCC NHS health check programme increases uptake of health checks amongst older people ▶ To increase vaccination uptake amongst older people (pneumococcal, flu, shingles) ▶ Promoting discussion around end of life care

North Yorkshire Annual Director of Public Health Report

Our 2017 report, [Healthy Transitions](#) Growing Old in North Yorkshire, has been shortlisted in the UK Association of Directors of Public Health (ADPH) annual competition. This follows the success of the 2016 report which was awarded 1st place nationally.



Connected Communities

Stronger Communities; Investment Funds

In July 2017 the Stronger Communities Programme launched its new [investment prospectus](#), Inspire, Achieve, Innovate; to more than 500 attendees at a series of ten roadshows held throughout the County. Inspire, Achieve, Innovate sets out the offer available from Stronger Communities, examples of best practice projects, detail of the investment funds and how we plan to work collaboratively with communities moving forward.

The three investment schemes available:

- Inspire Fund – open to communities, the Inspire Fund is primarily about supporting local social

action. We want to encourage people to get involved in their local community by offering small grants to help establish new services, events or activities that help to increase social interaction, encourage neighbourliness and improve the wellbeing of individuals and communities.

- Achieve Together – our main investment programme; we would like to build longer term strategic partnerships with communities, voluntary organisations and social enterprises who share our priorities.

- Time to Innovate – to keep pace with both changing needs and an ever changing social and economic environment we are also keen to invest in creative new ideas that contribute to our priorities.

More detail about Stronger Communities, can be found [here](#)





[North Yorkshire Connect](#), the new community directory for North Yorkshire officially launches at the Wider Partnerships Conference on 3rd November.

North Yorkshire Connect has been developed in a partnership between the 2020 Customer Programme and Stronger Communities, and built in-house

by the development team within Technology and Change.

It will contribute to key priorities of the County Council by helping to reduce social isolation, using technology to enhance the way we work, and encouraging more people to go online for help and support.

It's a resource for people of all ages and the professionals working with them, helping to build self-reliance in communities and supporting customers to access services and information for community and voluntary organisations online.

The Public Health Team

New members of the team

Health Improvement Officers



Ruth Hine

Ruth joined the team in April, and has worked as a

nurse for 23 years, primarily in Public Health roles – Sexual Health/Family Planning Specialist Nurse, School Nurse and more recently an Occupational Specialist Nurse, working on the preventative side of workplace health. She will be supporting ongoing work around tobacco control, winter health and workplace health.



Beth Downie

Beth started in May and will work predominantly

across Adult Weight Management (AWM) and NHS Health Checks covering Natalie Smith's maternity leave. As a registered Nutritionist, she has previous experience across both public and private sectors and her most recent roles have included managing a Tier 2 AWM contract and a Health Trainer Service.

Health Improvement Practitioner



Jessica Marshall

Jess is a registered Nutritionist with 3

years' experience in delivering and leading the Adult Tier 2 Weight Management service for Harrogate Borough Council. She is passionate about making people healthier using fitness and nutrition education. Jess will support the sexual health work stream, smokefree sports clubs and breast feeding initiative.

In the Spotlight...



Claire Lawrence – Senior GB Team Squad

Claire has been dragon boat racing for 20 years and thought what better way to celebrate her longevity in this fantastic sport, than to up her game to see if she could get into the Great Britain squad.

“I started training with the senior British National Training Squad last October (on top of my usual club based training with Powerhouse dragon boat club in Stockton). I have to say it’s been one of

the harshest winters I have ever known and the drives down to the London based clubs, where most sessions were held, and up to 4 water based sessions/day in freezing temperatures were really tough. On Saturday 21st April I completed time trials back at my home club in Stockton, along with all the other hopefuls from up and down the county. We were put through 6 different challenging tests (some water based and some

land based) to assess strength and stamina over the course of the day. On Sunday afternoon I had the fantastic news that I have earned my place in the senior GB team!!

We race in Brandenburg, Germany this August at the European Championships”.

Discoveries on your doorstep – ADEPT Awards



‘Discoveries on Your Doorstep’ was nominated for an ADEPT (Association of Directors of Environment, Economy, Planning and Transport) awards in the

‘Improving the environment, promoting health’ category. This award is to celebrate excellence in the delivery of environmental services - in particular energy, waste management, green spaces, local air quality, flood and water management - that also generate public health benefits. For those that are not familiar with the Discoveries on your doorstep’ it was initiated by Countryside Access Service

(CAS) to improve the physical and mental health and wellbeing of residents, working in partnership with Public Health and Stronger Communities to improve access to, and promote the Public Rights of Way (PRoW) network. The project focussed on two areas Scarborough and Selby, which were identified through Public Health Intelligence as being the areas in greatest need of public health intervention.

What’s on the horizon?

Director of Public Health Annual Report - Back to the future

This year’s annual public health report will focus on looking back over the last five years and looking forward to 2025. Public Health has been seeking the views of stakeholders about what the key priorities should be over the next few years for public health in North Yorkshire. The 2018 report is due to be launched in October.

Developing the Public Health and Primary Care Vision for future working:

Together, primary care and public health need to harness efforts to improve health and reduce inequalities. In order to achieve this, we need to carry out effective engagement with primary care, identify opportunities for joint working that fit with existing service demands.

Therefore, throughout Autumn of 2018 NYCC public health team want to hear from primary care workers about how we can work together to improve population health.



Public Health Featured Service:

North Yorkshire Tobacco Control Strategy 2015 – 2025;
Trading Standards enforcement updates

Underage Sales



Trading Standards have two key priorities in contributing to the Tobacco Control strategy. Firstly, to prevent minors obtaining age restricted goods and secondly to prevent the supply of illicit tobacco.

In order to address allegations of underage sales, officers are assisted by 15/16 year old Police Cadets from around the County. Under constant supervision and with strict instruction to tell the truth at all times, the volunteers attempt to purchase age restricted goods to test whether the shops and their employees have the systems and intuition to question the sale by asking for proof of age or by simply refusing the sale outright on the basis that the purchaser is clearly underage. Throughout the year the team have attempted 84 tobacco test purchases with 19 sales taking place. This equates to a 'sale' rate of 23% which is slightly higher than the alcohol test purchase equivalent of 17%, but significantly lower than the e-cigarette sale rate of 41%.

Trading Standards acknowledge a variety of factors contribute to sale rates. Whilst most retailers are diligent regarding their legislative and social responsibilities, visible actions such as repeated premises visits and testing of age verification systems are vital to preventing underage sales.

Illicit tobacco

As a consequence of the 2016 North Yorkshire illicit tobacco survey, criminal investigations undertaken by Trading Standards and ongoing insight work, Public Health teams have joined forces in North Yorkshire, West Yorkshire and Hull Local Authorities to deliver a regional campaign called 'Keep It Out'. The campaign which was launched on 12th March 2018, intends to raise awareness of the risk and harm associated to the supply of illicit tobacco, ultimately with the intention of increasing the amount of intelligence received and justifying the enforcement of any criminal activity identified.

To date, Trading Standards officers have visited 38 retailers across Selby, Malton, and Scarborough to distribute material which will be displayed to promote the campaign to customers. Additionally, Trading Standards plan to promote the campaign through social media, car boot sale organisers, youth groups and partner organisations. For more information on the campaign visit: keep-it-out.co.uk

In August 2017, information was received from the Scarborough Safer Communities team, claiming a licensed taxi driver had been found selling illicit tobacco from his taxi. The suspect, Mr Hartley, was interviewed by Trading Standards officers and admitted the offence. He appeared at Scarborough Magistrates Court on 20th February 2018, pleaded guilty, and was fined £1000, ordered to pay costs of £400 and a £100 surcharge.

Proxy sales

In addition to allegations of underage sales and the supply of illicit tobacco, Trading Standards receive allegations of 'proxy sales' occurring. This is when a person over 18 buys an age restricted product on behalf of a person under 18. Enforcement action occurs whenever there is sufficient evidence to prove offences have been committed. However alongside this Trading Standards have been proactive by creating a poster for retailers to display on their premises which warns of the commission of an offence for those who purchase tobacco/alcohol on behalf of minors. To date these posters have been distributed to 103 premises across North Yorkshire.

Trading Standards ask that if you have any information or concerns regarding underage sales, the supply of illicit tobacco or proxy sales, then please contact David Miller on 01609 534 810, or via Jonathon.miller@northyorks.gov.uk



Public Health Grant Funded Services

This list gives the commissioned services as of 17 January 2018

<p>Integrated Health and Wellbeing Service</p> <p>LivingWell in North Yorkshire</p> <p>Tel: 01609 780780 www.northyorks.gov.uk/livingwell</p>	<p>via GP surgery</p> <p>NHS HEALTH CHECK Helping you prevent diabetes, heart disease, kidney disease, stroke & dementia</p> <p>Contact your local GP surgery for more information or visit www.healthcheck.nhs.uk</p>	<p>Stronger Communities</p> <p>North Yorkshire County Council</p> <p>Tel: 01609 780780 www.northyorks.gov.uk/stronger-communities</p>	<p>Discoveries on your Doorstep</p> <p>DISCOVERIES ON YOUR DOORSTEP</p> <p>Email: info@scarboroughtrails.co.uk info@selbytrails.co.uk www.northyorks.gov.uk</p>
<p>Smoking Cessation</p> <p>smokefree life North Yorkshire</p> <p>Tel: 0800 2465215 or 01609 663023 or text QUIT to 66777 www.smokefreelifenorthyorksire.co.uk</p>	<p>Drug and Alcohol Service – Children & Young People</p> <p>Compass</p> <p>Tel: 01609 777662 or freephone 0800 008 7452 Email: NYRBS@compass-uk.org www.compass-uk.org</p>	<p>Drug and Alcohol Service – Adults</p> <p>NORTH YORKSHIRE HORIZONS</p> <p>Tel: 01723 330730 Email: info@nyhorizons.org.uk www.nyhorizons.org.uk</p>	<p>Winter Health</p> <p>Warm & Well in North Yorkshire</p> <p>Tel: 01609 767555 www.warmandwell.org.uk</p>
<p>Sexual Health</p> <p>YSH YorSexual Health Free and confidential services across North Yorkshire and York</p> <p>Tel: 01904 721111 www.yorsexualhealth.org.uk</p>	<p>Healthy Eating Business award</p> <p>Healthier choices for a healthier you BUSINESS AWARD</p> <p>Tel: 01609 534810 www.northyorks.gov.uk</p>	<p>Road Safety</p> <p>95 ALIVE The York & North Yorkshire Road Safety Partnership</p> <p>Tel: 01609 798120 www.roadwise.co.uk</p>	<p>Healthy Child Programme</p> <p>NHS Harrogate and District NHS Foundation Trust</p> <p>Tel: 01609 780780 www.hdf.t.nhs.uk/services/childrens-services/0-5-childrens-service-ny</p>
<p>Weight Management – Children</p> <p>HEALTHY CHOICES</p> <p>Tel: 01609 798081 www.northyorks.gov.uk</p>	<p>Weight Management – Adults in Craven district</p> <p>Craven District</p> <p>Healthy Lifestyles Tel: 01756 792805 www.cravenc.gov.uk/craven-leisure/healthy-lifestyles/weight-management</p>	<p>Weight Management – Adults in Hambleton district</p> <p>HAMBLETON DISTRICT COUNCIL</p> <p>Take That Step Tel: 01609 767241 www.hambleton.gov.uk/zest/homepage/72/weight-management_scheme</p>	<p>Weight Management – Adults in Harrogate district</p> <p>Harrogate BOROUGH COUNCIL</p> <p>Fit 4 Life Tel: 01942 404799 www.harrogate.gov.uk/fit4life</p>
<p>Weight Management – Adults in Richmondshire district</p> <p>Healthy Futures</p> <p>Healthy Futures Tel: 0330 120 0544 Option 3 www.richmondshire.gov.uk</p>	<p>Weight Management – Adults in Ryedale district</p> <p>NHS Humber Teaching NHS Foundation Trust</p> <p>Humber Teaching NHS Foundation Trust Tel: 0800 9177752 www.ready-to-lose-weight.co.uk</p>	<p>Weight Management – Adults in Whitby, Scarborough & Filey</p> <p>NHS Humber Teaching NHS Foundation Trust</p> <p>Humber Teaching NHS Foundation Trust Tel: 0800 9177752 www.ready-to-lose-weight.co.uk</p>	<p>Weight Management – Adults in Selby district</p> <p>SELBY DISTRICT COUNCIL Moving forward with purpose</p> <p>Move It Lose It Tel: 01942 404799 www.inspiringhealthylifestyles.org/selby/sports-development/move-it-lose-it</p>

Health and Wellbeing Board
North Yorkshire



Contact us

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