

Director of Public Health Annual Report – 2016

Case studies from the report

January – Health work and wellbeing

- North Yorkshire County Council – Changes to working practices as part of 2020 Transformation Programme

February – Health issues in the working age population

- Mindful Employer – NYCC and others

March – The changing workforce in North Yorkshire

- Making Every Contact Count

April – Protecting the working age population

- [Pathways to Health](#)
- [National Parks](#)
- [Healthy woods: Healthy lives](#)
- [Canal and River Trust](#)
- [North Yorkshire walks](#)

May – Where are people employed?

- Making Adjustments – Creative Support Coffee Cart

June – How are people employed?

- Smokefree workplaces

July – Wide variations in incomes and salaries

- Craven College and Selby College – working together

August – Skills and education

- Scarborough Enterprise Match

September – Social inclusion in working age people

- Just the Job

October – Connectivity and work

- 95 Alive road safety partnership

November – Healthy workplaces

- Disability Action Yorkshire

December – Live to work or work to live?

- Superfast broadband in North Yorkshire

NYCC workforce wellness issues

[Centre for Better Ageing and Business in the Community – Creating age friendly workplaces](#)

[All about the local response fund skills programmes – York, North Yorkshire & East Riding Enterprise Partnership](#)

January – Health, work and wellbeing

North Yorkshire County Council – Changes to working Practices as part of 2020 Transformation Programme



EMPLOYER	North Yorkshire County Council
BACKGROUND	<p>North Yorkshire County Council is one of the largest employers in North Yorkshire, currently employing almost 9,000 staff, over 80% of whom live in North Yorkshire. NYCC is in the process of implementing significant changes to working practices and is striving to be a modern council as part of its “2020” Transformation Programme.</p>
INTERVENTION	<p>Complementary to the “20 20 vision is a recognition of the importance of workplace health and wellbeing. NYCC is committed to being an exemplar employer and taking a proactive approach to improving and maintaining the health and wellbeing of all its employees.</p> <p>One of the pivotal keys to the success of this initiative was support at a senior level for the approach and consequently one of the first steps was to obtain this commitment at the most senior level of the organisation. In NYCC this was via the Corporate Management Board.</p> <p>A major strength in the NYCC approach is the joint working across all directorates. A healthy workplace group has been convened and this is the forum for planning, implementing and monitoring progress on the healthy workplace agenda. The working group includes operational representatives from within the County Council as well as HR and Organisational Development, Workforce Development and Occupational Health.</p> <p>As a starting point to its work, the group conducted a self-assessment against the National Workplace Wellbeing Charter Framework and developed clear priorities for action, Particularly in the areas of smoking and mental health.</p>
OUTCOMES / BENEFITS	<p>As part of its commitment to mental health and wellbeing NYCC has signed up to the Mindful Employer charter. The group has also reviewed available data on sickness absence trends across the Authority, and information from our recent staff engagement survey. The group plans to conduct a health needs assessment with NYCC staff in June 2016 the results of which will also contribute to planning interventions and Priorities.</p>

	<p>Small working groups have been set up to take forward and develop action plans focused on these priorities.</p> <p>One of the challenges of promoting health and wellbeing across NYCC is that it is a large multi –site organisation. An interactive forum “Boost” has been created and has been an excellent engagement method for discussion and support on health and wellbeing issues- threads have ranged from lively debates about the price of bananas to Tai Chi classes.</p> <p>Interventions have included developing a staff intranet site, conducting a health needs assessment and promotion of health campaigns and staff led activities. For example Sports Relief where activities included a bake sale and bake off competition afternoon tea, a sponsored beard shave and the Health and Adult Services Team biked 100 miles, the width of the County, for Sport Relief, on stationary bikes.</p> <p>NYCC has a comprehensive employee assistance programme <i>Health Assured</i>, which provides a confidential support service for employees and their families and includes both counselling and an online health portal. The online health portal provides instant and unlimited access to videos and over 200 medical factsheets. It also includes personal coaching and health assessment areas which provide opportunities for employees to receive health information tailored to their own personal circumstances.</p> <p>Future plans include rolling out the “One You” public health campaign for workplaces.</p> <p>We are also developing a network of “go to” people which will help promote and facilitate health and wellbeing campaigns and initiatives locally.</p>
CONTACT	<p>Cath McCarty Head of Human Resources, Adult and Community Services Catherine.McCarty@northyorks.gov.uk</p>

February: Mindful Employers – NYCC and others

NYCC is a recent signatory to mindful employer.



However other employers such as Tees Esk and Wear Valley have been involved for some time. Being a mindful employer demonstrates our commitment to increase people's awareness of mental ill-health, and also our commitment to recruit and retain staff who have mental health issues. This is a long term pledge and with the right support, people with mental health issues can and do stay in work and can be a real asset to our business. At least 23% of staff sickness absence in our trust is mental health related. As a trust we want to ensure we are an exemplar employer to staff who experience mental health issues and we are seeking the views of staff in relation to our role as employer of people who may experience mental health issues. For more information and examples of activities see the website www.tewv.nhs.uk

For the Mindful Employer initiative visit www.mindfulemployer.net

March – The changing workforce in North

Making Every Contact Count



EMPLOYER	North Yorkshire County Council
BACKGROUND	‘Making Every Contact Count’ is a national initiative which aims to equip front line workers with the knowledge and skills to hold conversations about health at every appropriate opportunity. It is a recognised, evidence based training programme which aims to improve the health of service users who already come into contact with the wider public health workforce.
INTERVENTION	In 2015, North Yorkshire County Council launched a training programme for 3000 of their front line workers which covered five key health areas: smoking, alcohol, eating well, physical activity and mental wellbeing. Participants learnt about small lifestyle changes which can have a large impact on health, and how to engage others in appropriate conversations through the ‘Ask, Advise, Assist’ model.
OUTCOMES / BENEFITS	<ul style="list-style-type: none"> • Over 1,000 employees have attended training since its launch in September 2015 • Although the original aim of the training programme was to improve the health of the population North Yorkshire County Council serves, feedback from the participants indicate that attending the training made them reflect on their own health behaviours and how they could make small changes to benefit their own health. • Around half of participants said it would be likely they would “review or change” their own habits directly after the training, and almost one third who responded to a three month follow-up survey said they had made changes to their own lifestyles. Participants said they had joined a weight loss club, taken up swimming, reduced their alcohol consumption and encouraged family to develop healthy behaviours.
CONTACT	<p>Vicky Waterson NYCC - Health Improvement Manager Vicky.waterson@northyorks.gov.uk</p>



EMPLOYER	North Yorkshire County Council
BACKGROUND	Pathways to Health
INTERVENTION	<p>This project aims to create opportunities for all to access and benefit from the natural environment across North Yorkshire’s boundaries through walking and cycling; tackling both mental health and physical activity issues.</p> <p>The aim is to increase the use of the Public Rights of Way network by North Yorkshire communities.</p> <p>To help people get out and about walking in their local communities seven 'pathways to health' walks in Selby have been created, varying in distance from just over a mile to more challenging routes of up to nine miles. Download a map and walk directions for all seven routes here</p> <p>The next stage will be ‘pathways to health’ walks in Scarborough.</p> <p>Pathways to health survey</p> <p>To measure the health and wellbeing benefits of increasing physical activity we're asking Selby residents who are engaging with the pathways to health project to complete a short questionnaire.</p> <p>See www.northyorks.gov.uk/article/32720/Pathways-to-health for more information</p>
OUTCOMES / BENEFITS	Increased health and wellbeing through physical activity
CONTACT	Karen Lane - Project Manager, North Yorkshire County Council – Technology and Change Karen.lane@northorks.gov.uk

May – Where are people employed?

Making Adjustments – Creative Support Coffee Cart



EMPLOYER	Creative Support and North Yorkshire County Council
BACKGROUND	Creative Support is a not-for-profit agency and provider of person-centred social care services for people with learning disabilities, mental health and other needs.
INTERVENTION	<p>A new coffee cart serving fresh barista coffee was launched at County Hall, Northallerton on Tuesday 19 May 2015.</p> <p>The cart is be staffed by an employee from Creative Support working alongside people with disabilities or their carers who are training as baristas. The project is designed to create opportunities for training and professional development for those who would otherwise have limited opportunities.</p>
OUTCOMES / BENEFITS	<p>The coffee cart aims to generate income as a business and by providing individuals with training and support enabling them to build the skills and confidence they need to become a barista and obtain paid employment.</p> <p>Since it was set up in May last year, fifteen individuals have successfully completed the training. Seven of these trainees have stayed on as volunteers with the project to further develop their skills and to help pass on their knowledge to new trainees and eight individuals have moved on to paid employment or further study.</p> <p>A great achievement for the project is that as a direct result of their training two individuals are now in paid employment in cafes using the skills they gained through the training and another individual has gone on to a work placement after building her customer service and confidence skills. Six new individuals have recently started their training with the hope to complete in September 2016.</p>
CONTACT	<p>Joss Harbron, Head of Provider Services, Care and Support, NYCC Joss.harbron@northyorks.gov.uk</p>

June – Smokefree workplaces

Promoting Smoke free Workplaces



EMPLOYER	
BACKGROUND	Supporting employees to quit smoking is one of the most effective measures to improve the health of a workforce. Smoking can cost employers in sickness absence, cigarette breaks and lowered morale for non-smoking employees. NICE guidance recommends that all workplaces have a <i>smokefree</i> policy which directs employees to cessation services, as well as offering guidance, advice and recommending proven effective support to quit, such as nicotine replacement therapy. The North Yorkshire Tobacco Control Strategy 2015 – 2025 aims to widen the scope of smokefree workplaces to include whole-site bans and a whole organisation approach.
INTERVENTION	North Yorkshire’s smoking cessation service, Smokefreelife North Yorkshire www.smokefreelifenorthyorkshire.co.uk can offer support and advice to employers who want to help their employees to quit.
OUTCOMES / BENEFITS	The support of employers is essential in encouraging the uptake of smoking cessation, and individuals are four times more likely to quit when they access expert support and nicotine replacement therapy (NRT).
CONTACT	Emma Davis, Health Improvement Manager, NYCC emma.davis@northyorks.gov.uk

Craven College and Selby College – Working Together



EMPLOYER	Craven college and Selby college
BACKGROUND	Craven College’s commercial training arm, Tyro, worked collaboratively with Selby College to research, develop and deliver new training packages to the health and social care sector to improve workplace confidence, boost skills, enhance working practices and develop businesses.
INTERVENTION	Working together, the two colleges researched the skills gaps to find out where there were specific requirements in line with Government reforms on how care in the community is provided.
OUTCOMES / BENEFITS	<p>The research findings revealed the types of courses that employers were keen for their staff to undertake and also the types of training that would have the biggest impact on the area and the capacity to up skill substantial numbers of employees.</p> <p>As a result, Craven and Selby Colleges worked together to develop and then deliver a range of one day courses, training programmes and distance learning qualifications in the following areas:-</p> <ul style="list-style-type: none"> • Emergency First Aid at Work • Food Safety • Understanding the Principles and Practices of Assessment • Prevention and Control of Infection • Greater Understanding of Dementia • Understanding Dignity and Safeguarding in Adult Health and Social Care <ul style="list-style-type: none"> • Variety of training courses developed and delivered working to tight timescales, covering a wide geographical area, up-skilling a large number of employees • Staff benefit from an increased range of industry-advanced skills and improved confidence which will help businesses to grow • Long-term, the skills acquired on the courses will boost the reputation of the services providers to allow them to grow and develop as a leading business in their sector
Contact	<p>Pete Johnson Funding Manager York, North Yorkshire & East Riding Enterprise Partnership peter.johnson@businessinspiredgrowth.com</p>

August – Skills and education

EMPLOYER	Scarborough Enterprise Match
BACKGROUND	<p>Scarborough Enterprise Match (SEM) is a sister project to Scarborough Job match and from October 2011 to September 2015 was part funded by the European Regional Development Fund. The project comprised four main elements;</p> <ul style="list-style-type: none"> • Enterprise coaching in the community • Enterprise coaching at Yorkshire Coast College • Enterprise coaching in the voluntary and community sector, and • SME support
INTERVENTION	<p>Coaching and SME support delivered by Yorkshire Coast College ended in the summer of 2014, with the majority of SME support ending some time earlier as a consultancy service; the Business Transformation Team delivered most of the support for existing businesses.</p> <p>The two most successful strands of the service were the enterprise coaching in the community, delivered by our partner the West and North Yorkshire Chamber of Commerce and the enterprise coaching in the vol/com sector which in effect was a social enterprise support service delivered by Coast and Vale Community Action.</p> <p>It was these two strands that we sought to extend with the NYCC Health and Wellbeing grant as we did not want to lose the infrastructure and it was unclear where and when future funding and activity would come from.</p>
OUTCOMES / BENEFITS	<p>From October 2015 to March 2016 SEM has:</p> <ol style="list-style-type: none"> 1. Provided pre-start and new start business support that has enabled 14 new businesses to commence trading helping to create 14 new jobs with at least 4 of the business owners coming from a period of unemployment. One of the new businesses provided health related activity, providing a consultancy service for those with eating disorders. 2. Assisted 17 social enterprises, helping create 1 new job and one new enterprise, 10 of the enterprises have been set up to deliver health and wellbeing support. The social enterprise element of SEM focuses very much on enabling communities to identify local solutions to local problems and then identifying the appropriate structures (often social enterprise structures) to implement these solutions. This brings about a sense of empowerment, the feeling that people can do something about the issues they face which has inherent benefits for wellbeing. Examples include the creation of Doorstep Dinners Community Interest Company to replace the Meals on Wheels service that was withdrawn by RVS in Scarborough, the development of a church hall and café in Hunmanby into a community wellbeing hub and

	<p>support given to Musical Memories Community Interest Company to provide reminiscence activities to the isolated elderly.</p> <p>3. Whilst some of the work of SEM will become part of the new ERDF Enterprise! Project it is the coaching services provided in our most disadvantaged communities that we need to protect and enhance. Therefore we need to maintain a service until another ESIF initiative; Community Led Local Development can offer a longer term commitment.</p>
Contact	Simon Featherstone, Employment and Skills Manager, Scarborough Borough Council Simon.Featherstone@scarborough.gov.uk

September – Social inclusion in working age

Just the job – workplace occupational training



EMPLOYER	Just the Job Environmental Enterprise
BACKGROUND	<p>Just the Job is a charity and social enterprise that empowers adults to reach their potential through work-based training and learning opportunities in their community. Provides employment, education, work based training and social opportunities for vulnerable adults.</p> <p>Just the Job works with local and national bodies on environmental and conservation projects. Partners include the Adult Learning and Skills Service at North Yorkshire County Council, English Heritage, Natural England, local land owners, MOD and the Quarry Road Community Orchard</p>
INTERVENTION	Learners complete training in Northern Council for Further Education (NCFE) occupational studies in the workplace, which includes garden maintenance skills, problem solving, building confidence, health and safety, working as a volunteer and as a member of a team.
OUTCOMES / BENEFITS	Learners develop new skills, achieve qualifications and contribute to their local community, whilst also benefiting the local environment
Contact	Further information is available via www.just-the-job.org.uk .

October – Connectivity and work

95 Alive – North Yorkshire Road Safety Partnership



EMPLOYER	North Yorkshire County Council Road Safety Team
BACKGROUND	<p>We share a growing level of concern that drivers do not appreciate the length of time it takes for their body to process alcohol and are driving to work the following day whilst still over the limit. The so-called “Morning After” effect.</p> <p>Explaining how many alcohol units are in different types of drinks is complex and difficult to communicate.</p>
INTERVENTION	<p>A short visual presentation has been developed by the Road Safety team using a typical large wine glass and blackcurrant squash to demonstrate the quantity of wine that will leave the average person still over the limit at 8 o’clock the following day – when they will drive their children to school, or themselves to work. The use of unit counters and visual measures with public participation reinforces this practical and memorable demonstration of what alcohol units represent in real world terms.</p>
OUTCOMES/ BENEFITS	<p>Feedback has shown that people appreciate this demo that shows them what units mean and the risks they face if they drink too much or too late at night.</p>
CONTACT	<p>Honor Byford Team Leader – Road Safety and Travel Awareness, NYCC Honor.byford@northyorks.gov.uk</p>

November – Healthy Workplaces

Disability Action Yorkshire –
Food Safety in Catering Course



EMPLOYER	Disability Action Yorkshire, Harrogate
BACKGROUND	
	Disability Action Yorkshire provides a variety of services for disabled people in an inclusive environment. The organisation offers training for employment, supported living and assistance in developing the skills required to live independently. Staff pride themselves on their high standards of service delivery and constantly strive to improve and develop their existing skills and provision.
INTERVENTIONS	Residential Homecare Manager, Steven Taylor, regularly engages with Tyro Training and was keen to access funded training to help him and his team maintain their 5* hygiene rating. Sixteen staff took part in the Food Safety in Catering course.
OUTCOMES/BENEFITS	<p>All of the staff found the course beneficial in helping them to ensure they exceed mandatory legal requirements, enabling Disability Action Yorkshire to maintain its 5* hygiene rating and further enhance its reputation. The training served to improve workplace confidence and competence. It also assisted with the organisation becoming more economic as the training outlined new hygiene rules, highlighting various issues such as use-by dates and waste management.</p> <ul style="list-style-type: none"> • Enhanced efficiency and safety management within the organisation • Up-skilled workforce resulting in retaining good workers who understand the organisation and can help it to grow • Maintenance of high ratings to boost the reputation, attracting new service users
CONTACT	<p>Steven Taylor, Residential Homecare Manager – Disability Action Yorkshire ☐ 01423 855413 www.disabilityactionyorkshire.org.uk</p>

December – Live to work or work to
 Superfast Broadband in North Yorkshire



EMPLOYER	Partnership between NYCC, Broadband Delivery UK and European Regional Development Fund
BACKGROUND	<p>NYCC has reinforced its commitment to making the area a better place to live in and do business in by agreeing funding of £20.5 million for phase three of its Superfast North Yorkshire programme.</p> <p>Just over £12 million will come from the authority's own funds, £7.3 million from the Government's Broadband Delivery UK (BDUK) and £1 million from the European Regional Development Fund (ERDF).</p>
INTERVENTIONS	<p>High quality broadband with a minimum speed of 25Mbps will have been brought to 91% of premises across the County by next June in phases one and two of the project, which has cost £34.5 million.</p> <p>Phase three will then take the coverage up to 95-96% and a procurement process will now begin to find a technology partner for the scheme who will provide the best value for money for the taxpayer.</p> <p>The council has a further sum of £682,000 put by to target communities where there are anomalies in coverage once it has been decided where the phase three work will take place.</p> <p>It is expected that detailed planning work on phase three will start after Easter 2017.</p>
OUTCOMES/BENEFITS	Making the area a better place to live in and do business in. By the end of June 2016, 830 fibre broadband cabinets had been switched on since the launch of the project
CONTACT	

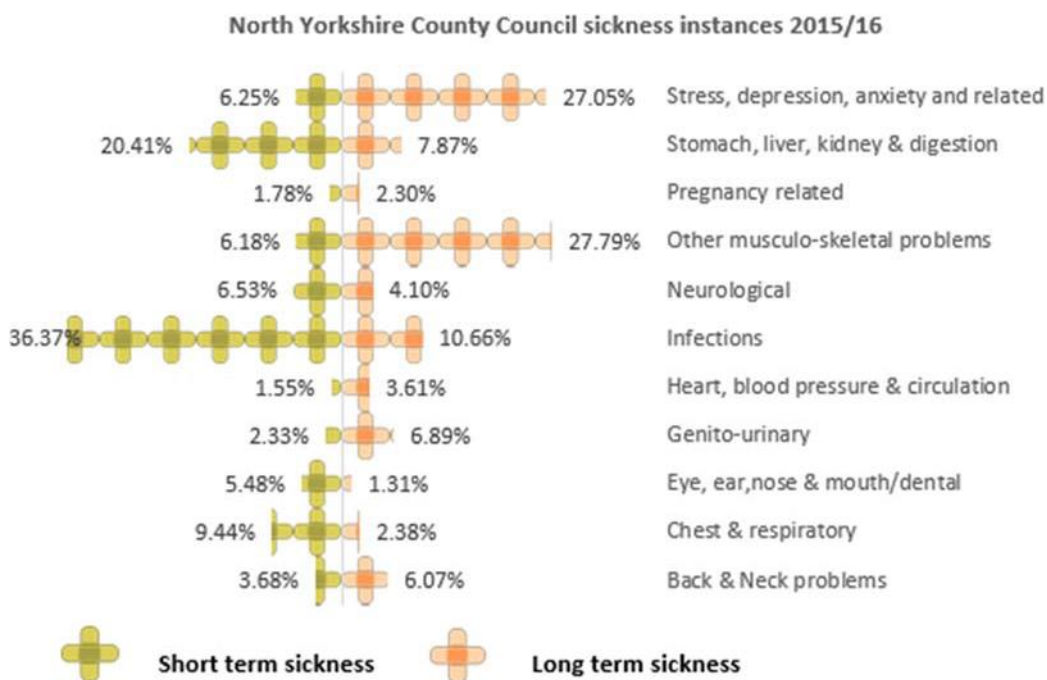
North Yorkshire County Council Workforce Wellness Issues

Short Term

During 2015/16, 52% of the work force reported no instances of short term poor health, with 48% reporting at least one instance. Which equates to a reduction in short term sickness from 50% during 2014/15 to 48% 2015/16. During 2015/16 the largest reported category was 'Infections' accounting for 36.4% of all reported instances, with the smallest being 'heart, blood pressure & circulation' accounting for just 1.6%.

Long term

During 2015/16, 95% of the work force reported no instances of short term poor health, with only 5% reporting at least one instance. Which is similar to 5.5% in 2014/15. During 2015/16 the largest category was 'other musculo-skeletal problems' accounting for 34.4% of all reported instances, with the smallest being 'ear, nose & mouth/dental' accounting for just 1.6%



Contact: North Yorkshire County Council, Employment Support Services

EmploymentSupportServices@northyorks.gov.uk