

# Public Health Team Newsletter

Public Health in action



Fourth Edition  
June 2019

## Protecting Population Health – Flu and Vaccination Planning

As part of the local authority's responsibilities set out in the Health and Social Care Act, the Director of Public Health has a duty to prepare for and lead the local authority's response to incidents that present a threat to the public's health. This includes health protection.

Health protection involves protecting populations from the health impacts of infectious diseases, chemicals, poisons, radiation and environmental health hazards. Health protection also covers screening, immunisation and winter health.

In North Yorkshire the public health team works very closely with Public Health England (PHE) the lead organisation who respond to health protection incidents, and oversee screening and immunisation programmes;

and our local Resilience and Emergencies Team (RET), who prepare plans to respond to emergencies when they arise. Other areas of health protection work that the team lead include:

- Joint commissioning of the countywide Community Infection Prevention and Control Team with Clinical Commissioning Groups (CCGs) and City of York Council
- The North Yorkshire Winter Health Strategy
- Input into environmental planning permits
- Supporting health protection campaigns for example sun safety and antimicrobial resistance

INSIDE



Public Health England

#ValueofVaccines

### Vaccines save lives

After clean water, vaccination is the most effective public health intervention in the world. Vaccines save lives and promote good health. It's vital that everyone eligible gets vaccinated.

NYCC Public Health team were peer reviewed in 2018 and the reviewers complimented the good relationships with PHE, CCGs and other practitioners in district and borough councils across North Yorkshire in relation to health protection. The team were identified as an “island of stability in a sea of chaos”. Recently we have been developing three main areas of work.



## Developing a mass treatment and vaccination plan

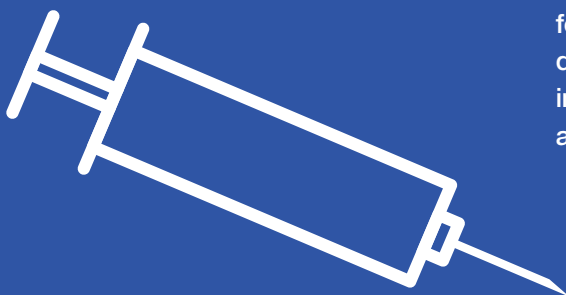
Partners in North Yorkshire have also been working together to develop a Mass Treatment and Vaccination Plan. Colleagues from CCGs, Public Health England, our acute hospitals trusts, 0-19 services, community infection prevention and control team and screening and immunisation team have been meeting to work out what would we do if we had to respond to a number of likely scenarios. These include the need to administer:

- Meningococcal vaccination for children in school settings to control or prevent an outbreak of meningitis
- Provide mass vaccination against Hepatitis A in community settings to prevent spread of infection following an outbreak
- Mass meningococcal prophylaxis in nurseries or schools to prevent illness in people who were in contact with a case of meningitis
- Mass swabbing in communities in response to emerging respiratory outbreaks to identify potential cases
- Screening for tuberculosis in nursery, school or workplaces in response to exposure to confirmed cases in those settings
- Antiviral medications for people exposed to avian flu

Since the Health and Social Care Act in 2013, there has been a lack of clarity on roles and responsibilities of organisations and there has been little national guidance on how to respond to these scenarios. The Public Health team has provided leadership in helping partners to work very well together in North Yorkshire to agree core principles for managing threats to population health and developed detailed plans. The plan was exercised in May. Further work is underway to ensure an agreed response is understood for all scenarios.

## Planning for a pandemic flu outbreak

Pandemic flu is different to seasonal flu as it arises when a flu virus emerges for which there is no human immunity and no vaccine available. Pandemic influenza remains the top risk on the National Risk Register of Civil Emergencies. A pandemic could emerge at any time of the year, anywhere in the world, including the UK. Regardless of where it emerges it is likely to reach the UK very rapidly and, from arrival, it will probably be a further 1-2 weeks until sporadic cases and small clusters occur across the country. The Public Health team and the Resilience and Emergencies Team worked together to develop a plan for NYCC to respond to a pandemic outbreak. The plan focuses on two key responsibilities; business continuity and communication with the public. The plan was exercised in January with the aim of testing the capacity and resilience of NYCC directorates and services in the event of a pandemic flu outbreak, with the assistance of partner organisations, including North Yorkshire Police, NHS England, Public Health England and local CCGs. The event was attended by approximately 30 people. Participants fed back that the event had increased their understanding of pandemic flu, roles and responsibilities during a pandemic and how best to work with partners.

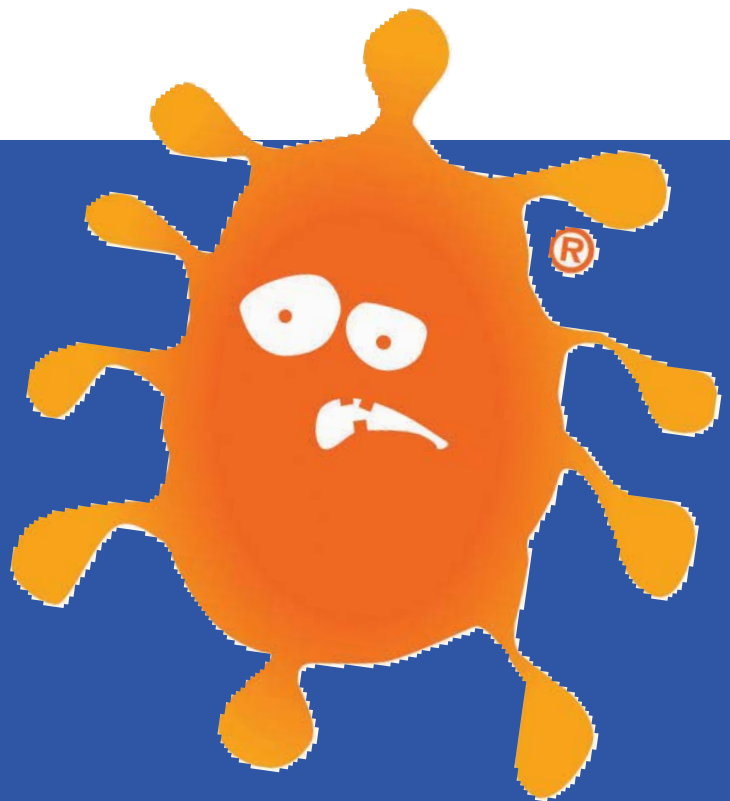


# Flu vaccinations for social care staff

Improvements were made in 2018/19 to work to support uptake of the flu vaccination by adult social care staff. We achieved a 42% uptake rate in NY compared with an estimated 25% uptake rate nationally. A recent review of the NYCC approach to vaccinating social care staff has been completed and is shaping plans for the 2019/20 vaccination programme. Recommendations include:

- Explore whether pharmacies could be commissioned to offer vaccines at staff sites across North Yorkshire
- Survey staff to gather feedback on the programme and any barriers
- Agree eligibility criteria for the programme early – don't wait for a decision on the national flu programme
- Finalise the pharmacy Patient Group Direction early and promote to pharmacies to encourage sign up
- Explore ways of increasing and monitoring uptake amongst externally commissioned providers
- Roll out flu presentations dispelling myths across team meetings at the same time the vaccine is available on site

Members of the Public Health team presented these findings in a poster which was presented at the regional Sector-Led Improvement Conference in March.



**North Yorkshire County Council**

## Fighting flu in a rural area

Authors: Carly Walker, Ruth Hine and Kathryn Ingold

**Introduction:**  
North Yorkshire is England's largest county spread over 3,000 square miles. There are approximately 2,500 social care staff employed by North Yorkshire County Council (NYCC) in 53 settings, plus around 8,000 staff in commissioned services, working in 199 privately owned Care Homes and 91 privately owned Domiciliary Care Agencies.

**Aim:** To increase uptake of the seasonal influenza vaccine amongst all health and social care staff in a rural area.

**Methods and reflections**

**What did we do?**  
**Worked with pharmacies to:**  
 - Set up a patient group direction (PGD) enabling them to vaccinate health and adult services staff not eligible through the national flu programme  
 - Piloted a pre-pay voucher scheme from [www.fluvouchers.co.uk](http://www.fluvouchers.co.uk)  
 - Invited a pharmacist to vaccinate care home staff at a county wide network meeting

**What did we learn?**  
 • Pharmacies and staff are familiar with the NYCC PGD and process for claiming payment  
 • The PGD took time to develop and sign off  
 • Only 15 pharmacies out of 113 signed up to the PGD which left large areas unprovided for  
 • The pre-pay vouchers were popular with staff, easy to use and most pharmacies accepted them. However it is not possible to track whether the pre-pay vouchers have been used and who by  
 • Inviting a pharmacist to vaccinate on site during large team meetings was a success  
 • The late national decision to include some health and social care staff led to delays in planning  
 • We have struggled to engage with social care providers commissioned by NYCC to identify what support they need to increase and monitor uptake

**What did we do?**  
**Commissioned a hospital trust to:**  
 - Vaccinate staff at a large county wide meeting  
 - Allow NYCC employees to access hospital staff drop-ins across the county

**What did we learn?**  
 • Bringing vaccines to staff was successful – large numbers of staff (80 out of 86 attendees – 70%) were vaccinated at a large meeting  
 • Presentations to staff at the same time as having the vaccine available increased uptake. Powerful messages were used in presentations which helped increase uptake e.g. 77% of people with flu have no symptoms and that one third of flu deaths are in previously healthy people  
 • Timescales did not allow a full procurement exercise. Capacity issues prevented additional on-site drop ins being offered  
 • The hospital trust is not coterminous with NYCC boundaries – not all areas had access to hospital drop-ins

**What did we do?**  
**Monitored uptake of the flu vaccine amongst staff by:**  
 • Introducing an incentive – staff reporting having had the vaccine were entered into a prize draw for £250 of shopping vouchers  
 • Asking all managers to report uptake for their teams through a spreadsheet

**What did we learn?**  
 • Ethical issues have been raised about asking staff if they have been vaccinated – and some staff are reluctant to disclose  
 • Collating returns has been time consuming. Not all teams have returned forms and some data are incomplete

**Results**  
 Data gathered through the monitoring forms returned is as follows:

Source of vaccination	% vaccinated
Blank	55.33%
Over GP	14.79%
NYCC drop in	14.37%
Pharmacy	8.10%
Hospital drop in	4.41%
Care home	1.71%

Total number of staff responded = 1,092, of approximately 2,000

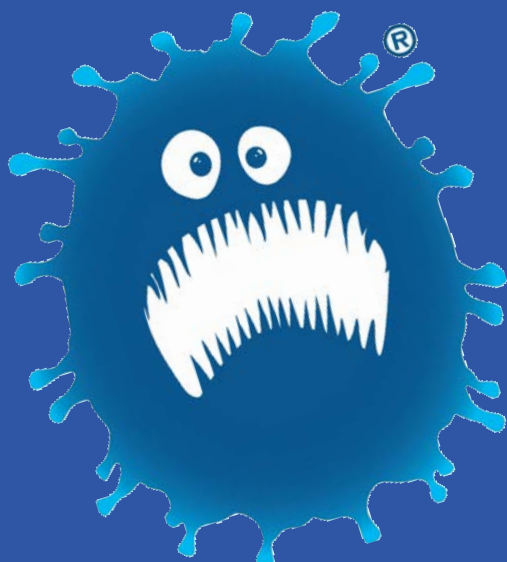
Of these, 452 reported having had the flu vaccine (41.5%)

**Recommendations for 2019/20**

- Explore whether pharmacies could be commissioned to offer vaccines at staff sites across North Yorkshire
- Survey staff to gather feedback on the programme and any barriers
- Agree eligibility criteria for the programme early – don't wait for a decision on the national flu programme
- Finalise the pharmacy PGD early and promote to pharmacies to encourage sign up
- Explore ways of increasing and monitoring uptake amongst externally commissioned providers
- Roll out flu presentations dispelling myths across team meetings at the same time the vaccine is available on site

**Questions:**  
 How do you offer vaccination to social care staff?  
 How do you work with externally commissioned providers to encourage uptake of the vaccine?  
 What cohort of staff are eligible for the vaccine?

For further information contact Carly Walker at: [carly.walker@northyorks.gov.uk](mailto:carly.walker@northyorks.gov.uk)



# Start Well

## Preventing unintentional injury to the under-5s. A workshop to make a difference!

Family life today is more complex than it's ever been and often the very things that help make life more convenient bring new risks. This year's Child Safety Week ran from Monday 3rd June to Sunday 9th June 2019. The theme was **Family life today: where's the risk?**

Child Safety Week 2019 aims to offer families and practitioners working with families some simple answers to accident risks.

#childsafetyweek #familylifetoday  
[www.capt.co.uk](http://www.capt.co.uk)

Reducing accidents and hospital admissions due to unintentional injury in the early years of life is a recognised 'High Impact Area' which can make a significant difference to the safety, wellbeing and future life chances of babies and young children growing up in North Yorkshire.

In partnership with the Early Help Service, 0-5 Healthy Child Service and the Child Accident Prevention Trust, members of the Public Health Team delivered a half day stakeholder event in February. The aim of the event was to focus on ways of improving capacity and collaboration for reducing unintentional injury rates specifically in the Richmondshire area.

This event supported the ongoing partnership work that has been undertaken by the County Council and Harrogate and District NHS Foundation Trust to help families across North Yorkshire keep their children safe, especially in the early years and in the home environment. Learning from the event will also inform a Department of Health funded project led by the Child Accident Prevention Trust to develop and test accident partnership models to improve

home safety for under-fives in local areas and in the context of local injury data and prevention needs.

The event successfully gathered a large range of partners to share national evidence and priorities, explore local issues and risk factors, and share ideas on how partner organisations could work collaboratively to contribute to keeping children safe.

The contributions from our partners in Early Years Settings, Environmental Health, Trading Standards, Community & Road Safety Teams, Fire & Rescue Service, Libraries, Ministry of Defence, Home Start, and Richmondshire District Council, brought a wealth of knowledge and led to the beginning of some interesting discussions and ideas.

Since the event a first meeting of local partners has taken place to explore the themes and ideas from the workshop and how this can be translated into local action, beginning to look at possible solutions from within the community.

We are looking forward to developing this locality approach and sharing the lessons learned with other localities in the future.

For more information please contact Catherine Baker, Health Improvement Manager: [Catherine.baker@northyorks.gov.uk](mailto:Catherine.baker@northyorks.gov.uk) or Yvonne Parkes, Health Improvement Officer: [Yvonne.parkes@northyorks.gov.uk](mailto:Yvonne.parkes@northyorks.gov.uk)





## Smokefree Sports Clubs Scarborough

Creating more smokefree places is a priority in the North Yorkshire Tobacco Control Strategy, and we are working with sports clubs in Scarborough to become smokefree. This means staff, members and visitors will be asked to refrain from smoking indoors and outdoors, anywhere on site, including all playing fields, and in parked cars when under-18s are using the facilities.

The North Yorkshire Tobacco Control Strategy aims to reduce the prevalence of tobacco use, encourage people to quit and prevent children from starting smoking. The Breathe 2025 ambition aims to inspire a smokefree generation by 2025 where smoking is seen as unusual.

Research shows that children and young people who see adults using tobacco think that smoking is more common than it actually is. Smoking in front of children and young people can make them think that it is normal, acceptable or OK to smoke. Second hand smoke is particularly dangerous for children and young people, as their bodies are still developing. Smoking still kills nearly 1,000 people every year in North Yorkshire. We want to reduce the likelihood of North Yorkshire's children and young people taking up smoking themselves. It is estimated that 17.9% of Scarborough's adult population are smokers (2017). This is approximately 15,886 adults.

The Public Health team have launched a smokefree sports clubs Scarborough task group with collaboration from Scarborough and Ryedale CCG, Scarborough Borough Council and Coventry University (Scarborough Campus), as well as various sporting

facilities including Everyone Active and Scarborough Rugby Club. The partnership aims to work with clubs initially to explore the issue of smoking and the need to implement changes such as smokefree policies when children are using the facilities.

Being a smokefree sports club is not about targeting smokers unfairly or making them feel bad. Research shows that around 70% of smokers want to quit, and we want to support the local population to stop smoking for good.





# Live Well

## Workplace Wellbeing Award

In March we launched the North Yorkshire Workplace Wellbeing Award, which has been introduced because the importance of workplace health and wellbeing has been increasingly recognised in recent years. We are pleased to see that it is an area of interest for many of our local employers, and we are now working with businesses we have previously had no contact with.

As the UK workforce continues to age and the State pension age continues to rise, there will be an increasing number of employees living with long-term conditions so it is more important than ever to make changes that improve and maintain the health and wellbeing of the North Yorkshire workforce.

Britain's healthiest workplace report 2017 showed productive working days lost due to physical

and mental health issues cost the UK economy approximately £77.5 billion a year. In Yorkshire and the Humber region it is estimated that workplace injuries and new cases of ill health absences cost businesses £1.3 billion in 2016/17.

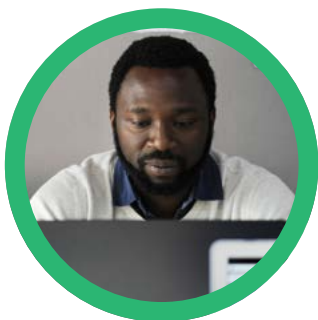
After short-term illnesses the most common reasons for sickness absence are musculoskeletal problems such as back pain and mental health issues, in particular stress, depression and anxiety. The Workplace Wellbeing Award is designed to address these health problems. It is open to any size and type of business in North Yorkshire: public, private or voluntary sector organisations.

There are three levels to the award – bronze, silver, and gold. Each level builds on previous achievements and has core components relating to organisational culture, leadership

and employee engagement along with specific lifestyle elements to deal with preventable ill health issues in the workplace.

Improving workplace health not only benefits individuals, but it leads to greater job satisfaction, which in turn improves the productivity of the business and enhances our local economy.

We want as many people as possible to benefit from this so if you are looking to encourage a healthy workplace culture and improve the wellbeing and productivity of your employees please visit our webpage [www.northyorks.gov.uk/workplacehealth](http://www.northyorks.gov.uk/workplacehealth) for further information and an application form, or [contact nyworkplacehealth@northyorks.gov.uk](mailto:contact.nyworkplacehealth@northyorks.gov.uk)



## Reducing fuel poverty

North Yorkshire County Council has secured funding to help people living in Ryedale, Scarborough and Hambleton reduce their energy bills and transform their home heating facilities as part of the North Yorkshire Winter Health Strategy. The Council was one of a number of successful Local Authorities to secure funding through the Warm Homes Fund in November – an innovative funding stream established by National Grid to help make households in Great Britain warmer, healthier and cheaper to heat. We worked with energy experts, YES Energy Solutions and the Warm and Well Team at Citizens Advice Mid-North Yorkshire to secure over £250,000 of funding.

Homeowners and private renting tenants who currently use inefficient storage heaters, room heaters or fires could get an A-rated gas-powered central heating system installed in their home at no cost. To qualify for the funding, each resident must either be in receipt of certain state benefits or have a household income below £21,000 and live in a property that wastes energy. Householders that are vulnerable to the effects of living in a cold home could also receive support.

The Council is currently exploring additional funding opportunities to support residents who are living in cold homes. For more information about the winter health strategy contact [carly.walker@northyorks.gov.uk](mailto:carly.walker@northyorks.gov.uk) or to access support around fuel poverty, get in touch with the warm and well single point of contact by phoning 01609 767555 or email [wnw@northyorkslca.org.uk](mailto:wnw@northyorkslca.org.uk)



## Social marketing campaign to reduce alcohol harms

In January's newsletter we talked about our appointment of Hitch Marketing to lead this work. Hitch has now completed both primary and desk based research. As well as key documents and data, the desk based research included the study of similar alcohol campaigns, efficacy of approaches and any lessons learned that could be considered in the design of the North Yorkshire campaign.

Hitch also conducted stakeholder interviews, a series of focus groups across North Yorkshire, and an online survey which went out far and wide in April. We have had over 1,200 returns for the survey and analysis will be completed shortly.

Creative development and co-production will begin in July with the final strategy and campaign development completed at the end of 2019. Roll-out of the campaign will be in 2020.

For more information please contact: [claire.robinson@northyorks.gov.uk](mailto:claire.robinson@northyorks.gov.uk)



## Suicide prevention and self-harm

We work closely with Sustainability and Transformation Partnerships (STPs) and other NHS organisations to reduce suicides and self-harm. In April 2018, the Durham, Darlington, Tees, Hambleton, Richmondshire and Whitby STP was invited to submit a plan to NHS England for suicide prevention. The funding enhances existing work underway through the locality Suicide Action Plan and improves access to and quality of mental health services, preventing suicides. Funding for the Hambleton, Richmondshire and Whitby (HRW) CCG area is delivered via the Stronger Communities grant process and launched in January 2019, contributing towards a national 10% reduction in the suicide rate by 2020/21. Due to the success of the Stronger Communities programme to deliver this STP grant, we now manage the Darlington grant funding on behalf of the STP.

Organisations could bid for £500 to £5,000 up to the end of March 2019 focusing on a range of targeted interventions to strengthen and build resilience and make a positive contribution to one, or more, of the following:

- Reducing stigma and discrimination
- Developing mentally healthy communities and workplaces
- Reducing loneliness and social and emotional isolation
- Reducing suicides

Additionally, STP funding has been secured to further develop Mental Health First Aid (MHFA), Applied Suicide Intervention Skills Training (ASIST) and SafeTalk training in the HRW CCG area. Other STPs are developing their approach to this important public health concern. Risks include coordination across all three STPs covering North Yorkshire, given their different stages of funding allocation for suicide prevention. In each STP, the provision for postvention or bereavement support may be different; NYCC currently has the Major Incident Response Team (MIRT) providing some trained volunteer support through coroners.



MHFA England



GRASSROOTS  
SUICIDE PREVENTION





## North Yorkshire Horizons

The Council awarded the contract for the next phase of North Yorkshire Horizons (specialist, recovery focussed adult drug and alcohol service) in March. The existing service was originally commissioned in 2014 and has demonstrated improved outcomes and value for money. The contract is for an initial 5 year term, with the facility to extend for an additional period of up to 5 years, and will commence on 1st October 2019. The Council along with our co-commissioner the Office of the Police and Crime Commissioner for North Yorkshire are committed to continuing to work in partnership with the providers of North Yorkshire Horizons, and the broader systems in which the service operates, to give individuals the best chance of achieving and maintaining recovery from drug and alcohol misuse, including promotion of harm reduction. The clinical aspect of the service was recently one of the first community substance misuse services to be inspected by the CQC under the new 'rated review' process, and we're delighted that they received an 'outstanding' rating across all key lines of enquiry. Angela Hall (Public Health), Cllr. Dickinson (Portfolio Holder), Richard Webb (Corporate Director – Health & Adult Services) and Sam Bainbridge (Office of Police & Crime Commissioner) attended their celebration event in March.

## North Yorkshire Drug and Alcohol Partnership Group

The North Yorkshire Drug and Alcohol Partnership Group is a multi-agency group, chair by Lincoln Sargeant which takes a lifecourse and multi-faceted approach to addressing drug and alcohol misuse across the County. This year the group is trying out a new format this with the aim of developing a partnership plan. The group focussed on 'supply and enforcement' in its November meeting and discussed implications arising from a range of presentations, including one from North Yorkshire Police's Director of Intelligence and Head of Organised Crime, who discussed the emergence of 'County Lines' (drug dealing network targeting rural shires led by serious organised crime gangs). In February the group focussed on 'prevention', and discussions included how we maximise the opportunity presented by the sport and physical activity offer across North Yorkshire. In June the group will focus on services and interventions, hearing from and discussing a range of services that are commissioned to support individuals with drug and alcohol misuse. Services discussed will include North Yorkshire Horizons (specialist adult drug and alcohol), the Job Centre, and Offender Liaison and Diversion. If you're interested in attending the meetings or want to hear more please contact Angela Hall [angela.hall@northyorks.gov.uk](mailto:angela.hall@northyorks.gov.uk) or Claire Robinson [claire.robinson@northyorks.gov.uk](mailto:claire.robinson@northyorks.gov.uk).

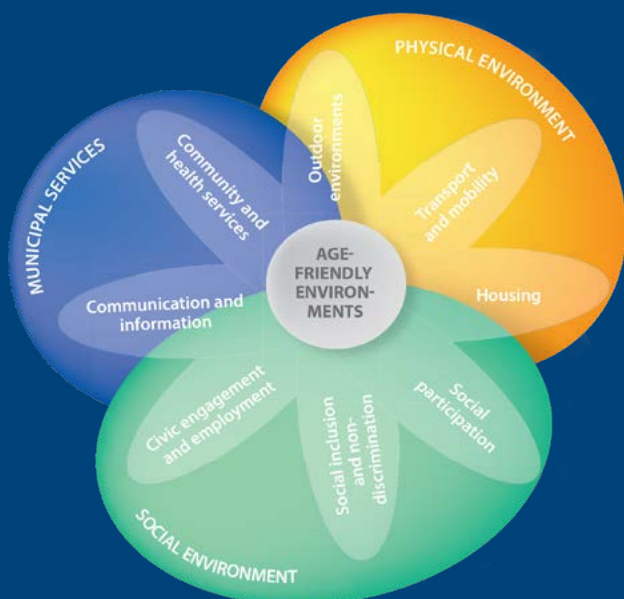


# Age Well

## North Yorkshire joins the UK network of Age-friendly communities

North Yorkshire County Council has been successful in their bid to become a member of the UK network for Age-friendly communities. The UK network is part of a global initiative led by the World Health Organisation. The aim of the Age-friendly communities network is to foster healthy and active ageing, making it possible for people to continue to stay in their homes, participate in the activities that they value, and contribute to their communities, for as long as possible.

To become a member of the network, the County Council had to demonstrate that it is committed to working towards becoming a full member of the Global Network for Age Friendly Cities and Communities by implementing strategies and work programmes that support older people through community initiatives. The next steps will be to engage with stakeholders and produce an action plan based on priorities identified.



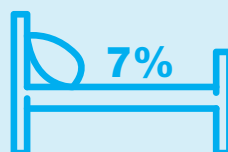
## Dying matters

The North Yorkshire end of life care forum has been working together to raise awareness of dying matters, to encourage people to have open conversations about death and dying. The forum wants to encourage people to take five simple steps to make their end of life experience better, both for them and for their loved ones. These are:



**Write your will** – did you know that only 35% of adults have made a will?

**Record your funeral wishes** – 30% of people have let someone know their funeral wishes



**Plan your future care and support** – only 7% of us have written down wishes about the care we would want if we couldn't make decisions

**Consider registering as an organ donor** – 39% of adults have registered to be an organ donor



Dying Matters Awareness week 2019 took place from 13th-20th May – aiming to raise awareness of dying, death and bereavement. Events for council staff took place across North Yorkshire including invitation to a death café and sessions on planning personal and meaningful funerals. Further information on the topic can be found here [www.dyingmatters.org/AwarenessWeek](http://www.dyingmatters.org/AwarenessWeek)

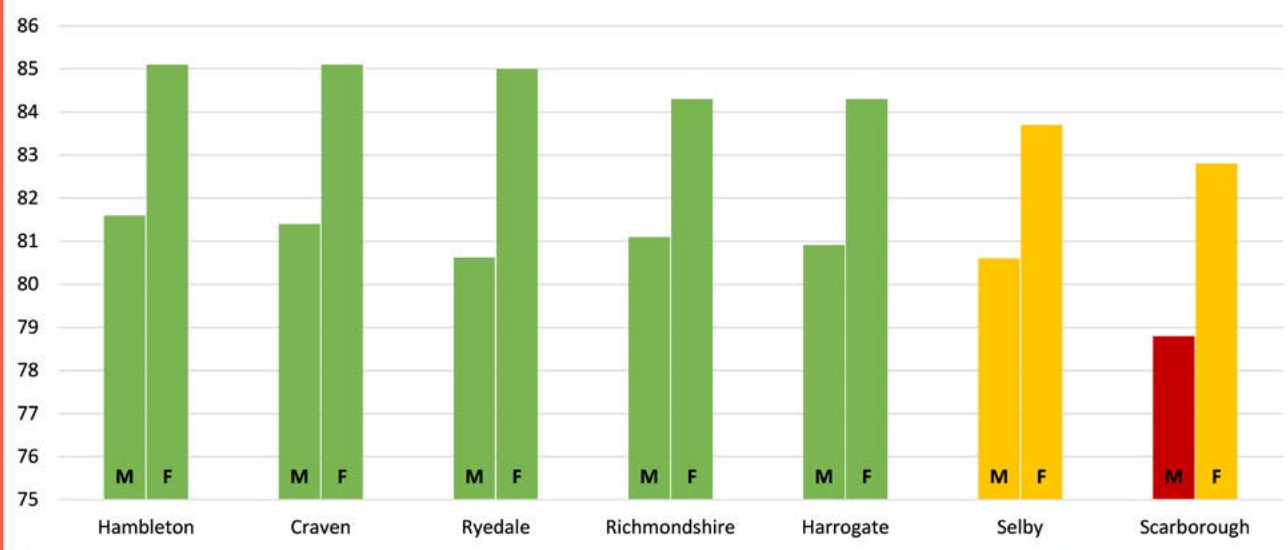
# Connected Communities

## North Yorkshire JSNA County Profile

The Public Health Intelligence Team has produced a county-level health needs profile, completing a set which includes both District and CCG profiles, as reported in our January newsletter. The county profile follows a similar format to the districts, with a focus on the wider determinants of health such as poverty, education, employment, housing and transport. It also includes details on lifestyle and behavioural factors such as smoking, alcohol consumption, nutrition, physical activity and sexual

health and finishes with consideration of the main causes of illness and death. Additionally, the county profile compares and contrasts districts for selected indicators. For example, life expectancy in North Yorkshire is significantly higher than England and this is true for five districts. However, Selby and Scarborough have lower life expectancy compared with other districts within the county and male life expectancy in Scarborough is significantly lower than the England average.

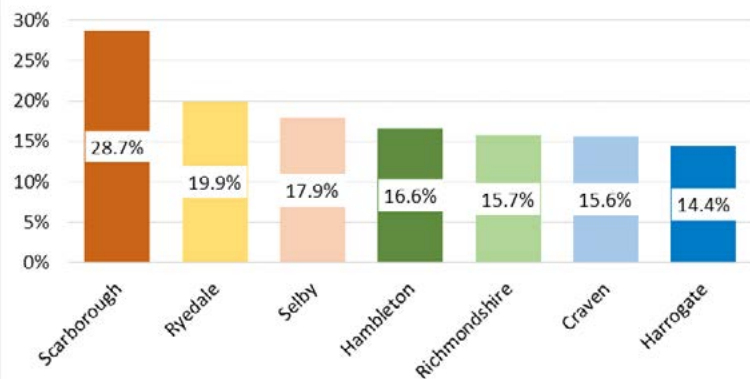
Life Expectancy at birth by district, 2015-17



Poverty is found throughout North Yorkshire. However, a higher proportion of children grow up in poverty in Scarborough compared with other districts. There are three wards in Scarborough where more than 40% of children live in families experiencing poverty, compared with an average of 17% in the county as a whole.

Child poverty after housing costs in North Yorkshire, by district July-Sept 2017

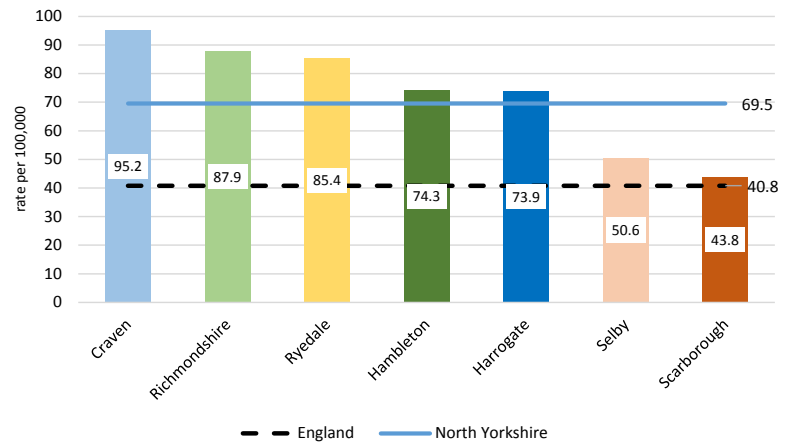
Source: [endchildpoverty.org.uk](http://endchildpoverty.org.uk)



North Yorkshire has a higher rate of people being killed and seriously injured (KSI) on roads compared with England. The county rate has been decreasing for the past 7 years, closing the gap with England. However, all districts in North Yorkshire have rates significantly higher than the national rate, other than Scarborough which is statistically similar to England. There are relatively small numbers of casualties and differences must be interpreted with caution.

Killed and seriously injured casualties on the road, North Yorkshire, by district, 2015-17

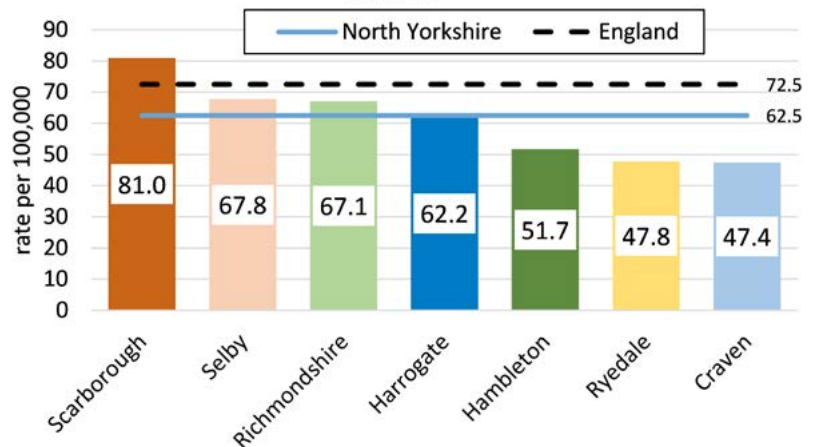
Source: PHE



Cardiovascular diseases continue to be the leading cause of death in North Yorkshire, with over 1,800 deaths recorded in 2016. Deaths from cardiovascular diseases aged under 75 vary by district from 81.0 per 100,000 in Scarborough to 47.4 per 100,000 in Craven.

Under 75 mortality rate from all cardiovascular diseases, 2015-17

Source: PHE



The county profile is available, along with the district and CCG profiles on the North Yorkshire Partnerships website: [www.nypartnerships.org.uk/jsna](http://www.nypartnerships.org.uk/jsna).

Please contact Leon Green, Senior Public Health Intelligence Specialist, North Yorkshire County Council: [leon.green@northyorks.gov.uk](mailto:leon.green@northyorks.gov.uk) if you have any feedback or would like further details.



# Team Members Update

## New Roles



### Jessica Marshall

Jess Marshall joined the Public Health team in May 2018 as Health Improvement Practitioner after working at Harrogate Borough Council as an instructor on the Adult Weight Management Service for four years. Jess is a registered nutritionist and has experience in the public and private sector working with clients to achieve individual goals. She has recently started working towards her Master's in Public Health with the University of Manchester to further develop her skills and knowledge. In April 2019, Jess was successfully appointed to the role of Health Improvement Officer and will now be working on the Tier 2 Adult Weight Management Service, Selby locality, Childhood Obesity Trailblazer Project, and the Healthy Weight, Healthy Lives Strategy. She is an advocate for nutrition education skills training and continuing physical activity throughout the life course. She will continue to support the Director of Public Health annual report with an interest in the wider determinants of health and access to services.



### Natalie Smith

Natalie Smith one of our Health Improvement Officer has progressed to the position of Health Improvement Manager, Natalie has worked for over 14 years in various sport, health, physical activity, management and Development roles in local authorities, universities and schools in the North East and Yorkshire. Natalie has a wealth of experience in Public Health and will be the lead for Primary care, Cardiovascular disease, NHS Health Checks, National Diabetes Prevention Programme and the Research portfolio.



### Phillippa Sellstrom

Phillippa Sellstrom joined the Public Health team in September 2015 and has worked across a number of portfolio areas including children and young people's health, substance misuse and primary care commissioned services. From the 1st June Phillippa is excited to be moving into the position of Health Improvement Manager leading on place shaping and reducing health inequalities, strategic leadership for tobacco control and public health communications. Initially starting her career in youth work, Phillippa has worked within frontline and management health related roles both in the private and public sector. Phillippa is passionate about improving the health of individuals and communities and enjoys working across the diverse population in North Yorkshire.

# Retirement – 25 years – Jacqui Fox, Health Improvement Officer



## After 25 years it is finally time to say goodbye to Public Health...

Having worked in a variety of roles over a quarter of a century it's interesting to reflect on where it all began and where we are now. When I first started all those years ago working for North Yorkshire Health Authority we were a county wide organisation with locality bases. On my first day, I was told I'd arrived at a time of great change and would be going through a restructure imminently. Having TUPED several times since that first day, including North Yorkshire Specialist Health Promotion Service (even managed at one point by the University of York), Craven CCG, Craven and Harrogate PCT, North Yorkshire PCT and then finally North Yorkshire Council, I seem to have gone full circle quite a few times, ending back with a county wide organisation and Public Health moving towards locality working – and I'm still here!

The roles have changed – Office Co-ordinator, Resource Officer, Public Health Intelligence Specialist, Health Improvement Officer – and many colleagues who have come and gone, but through all these years I've always considered myself very lucky to have my job and to work with such a great set of supportive people.

When eight of us arrived at NYCC in April 2013 with Lincoln already in place since the November, we were made to feel very welcome and after the tricky days of the PCT I think it's amazing to see how the team has developed over these six years, and what has been achieved.

Hopefully I've played a small part in helping make a difference, as in Public Health it's often a long term view! People don't always understand public health, but when you explain the broad range of topics and areas we cover, they usually gain some insight and find a connection – after all public health is everyone's business.

So I'm now going to put into practice some physical and mental health wellbeing – I'll be walking the dog and out in the garden – hopefully other people's gardens as well as I'm not quite ready to put my feet up yet. Thanks to all who have been part of my journey through the last 25 years, keep up the good work.

## 'A fond farewell – celebrating the career of Jacqui Fox' – Ruth Everson

For over 25 years Jacqui Fox, Health Improvement Officer, has been championing health improvement and public health in key roles within health and local authority. Starting her public health career in 1994 at North Yorkshire Health Authority, Jacqui has taken on lead roles for managing and co-ordinating public health resources and information, supporting the procurement management of commissioned services and facilitating the implementation of key public health strategies.

Jacqui's extensive public health knowledge and experience gathered over the past 25 years has been significant in the achievements of the public health team when placed in the old health authority, the primary care trust and since transition into local authority. The collation and sharing of the constantly emerging evidence base, sharing of new articles and journals, and establishing and co-ordinating an extremely successful journal club has contributed to developing relationships and public health capacity across North Yorkshire. Most recently, Jacqui has been core to the development and facilitation of the Healthy Weight, Health Lives Strategy, co-ordinating multiple stakeholders, driving forward priorities within the Strategy and annually reporting progress to the Health and Wellbeing Board. Jacqui's support for the bidding process and implementation of the national Childhood Obesity Trailblazer Programme discovery work has been invaluable; the project being key to addressing one of the key public health priorities in the County.

Due to Jacqui's dedication, hard work and commitment to each organisation she has worked for, the teams she has worked in, and her passion for health improvement and public health work, she has paved the way for those that follow in her footsteps. Jacqui has been such a valued, highly regarded and respected member of the team, having some of the same colleagues working alongside her for many years; colleagues who have become life-long friends, which is testament to Jacqui's caring and supportive nature to all those she works with.

Jacqui is starting a new chapter in her life now and has lots of exciting new ventures to look forward to. Please join the public health team in wishing Jacqui the very best, thank her for her dedication and commitment to her career in the public health field and the contributions she has made to the health of our local population, and celebrate the wonderful memories we have of working with such a cherished colleague and friend.

This is not goodbye, Jacqui, but a farewell!



# Public Health Commissioned Services

This list gives the commissioned services as of June 2019

<p>Integrated Health and Wellbeing Service</p> <p><b>LivingWell</b> in North Yorkshire</p> <p>Tel: 01609 780780 <a href="http://www.northyorks.gov.uk/livingwell">www.northyorks.gov.uk/livingwell</a></p>	<p>via GP surgery</p> <p><b>NHS HEALTH CHECK</b> Helping you prevent diabetes heart disease kidney disease stroke &amp; dementia</p> <p>Contact your local GP surgery for more information or visit <a href="http://www.healthcheck.nhs.uk">www.healthcheck.nhs.uk</a></p>	<p>Stronger Communities</p> <p><b>North Yorkshire</b> County Council</p> <p>Tel: 01609 780780 <a href="http://www.northyorks.gov.uk/stronger-communities">www.northyorks.gov.uk/stronger-communities</a></p>	<p>Discoveries on your Doorstep</p> <p><b>DISCOVERIES ON YOUR DOORSTEP</b></p> <p>Email: <a href="mailto:info@scarboroughtrails.co.uk">info@scarboroughtrails.co.uk</a> Email: <a href="mailto:info@selbytrails.co.uk">info@selbytrails.co.uk</a> <a href="http://www.northyorks.gov.uk">www.northyorks.gov.uk</a></p>	<p>Smoking Cessation</p> <p><b>LivingWell</b> Smokefree</p> <p>Tel: 01609 797272 Email: <a href="mailto:stopsmoking@northyorks.gov.uk">stopsmoking@northyorks.gov.uk</a> <a href="http://www.northyorks.gov.uk/stopping-smoking">www.northyorks.gov.uk/stopping-smoking</a></p>
<p>Drug and Alcohol Service – Children &amp; Young People</p> <p><b>Compass</b></p> <p>Tel: 01609 777662 or freephone 0800 008 7452 Email: <a href="mailto:NYRBS@compass-uk.org">NYRBS@compass-uk.org</a> <a href="http://www.compass-uk.org">www.compass-uk.org</a></p>	<p>Drug and Alcohol Service – Adults</p> <p><b>NORTH YORKSHIRE HORIZONS</b></p> <p>Tel: 01723 330730 Email: <a href="mailto:info@nyhorizons.org.uk">info@nyhorizons.org.uk</a> <a href="http://www.nyhorizons.org.uk">www.nyhorizons.org.uk</a></p>	<p>Winter Health</p> <p><b>Warm &amp; Well</b> in North Yorkshire</p> <p>Tel: 01609 767555 <a href="http://www.warmandwell.org.uk">www.warmandwell.org.uk</a></p>	<p>Sexual Health</p> <p><b>YSH YorSexual Health</b></p> <p>Free and confidential services across North Yorkshire and York</p> <p>Tel: 01904 721111 <a href="http://www.yorsexualhealth.org.uk">www.yorsexualhealth.org.uk</a></p>	<p>Healthy Eating Business award</p> <p><b>Healthier choices for a healthier you</b> BUSINESS AWARDS</p> <p>Tel: 01609 534810 <a href="http://www.northyorks.gov.uk">www.northyorks.gov.uk</a></p>
<p>Road Safety</p> <p><b>95 ALIVE</b> The York &amp; North Yorkshire Road Safety Partnership</p> <p>Tel: 01609 798120 <a href="http://www.roadwise.co.uk">www.roadwise.co.uk</a></p>	<p>Healthy Child Programme</p> <p><b>NHS Harrogate and District</b> NHS Foundation Trust</p> <p>Tel: 01609 780780 <a href="http://www.hdft.nhs.uk/services/childrens-services/0-5-childrens-service-ny">www.hdft.nhs.uk/services/childrens-services/0-5-childrens-service-ny</a></p>	<p>Weight Management – Children</p> <p><b>HEALTHY CHOICES</b></p> <p>Tel: 01609 798081 <a href="http://www.northyorks.gov.uk">www.northyorks.gov.uk</a></p>	<p>Weight Management – Adults in Craven district</p> <p><b>Craven</b> DISTRICT</p> <p>Healthy Lifestyles Tel: 01756 792805 <a href="http://www.cravencd.gov.uk/craven-leisure/healthy-lifestyles/weight-management">www.cravencd.gov.uk/craven-leisure/healthy-lifestyles/weight-management</a></p>	<p>Weight Management – Adults in Hambleton district</p> <p><b>HAMBLETON</b> DISTRICT COUNCIL</p> <p>Take That Step Tel: 01609 767241 <a href="http://www.hambleton.gov.uk/zest/homepage/72/weight-management_scheme">www.hambleton.gov.uk/zest/homepage/72/weight-management_scheme</a></p>
<p>Weight Management – Adults in Harrogate district</p> <p><b>Harrogate</b> BOROUGH COUNCIL</p> <p>Fit 4 Life Tel: 01942 404799 <a href="http://www.harrogate.gov.uk/fit4life">www.harrogate.gov.uk/fit4life</a></p>	<p>Weight Management – Adults in Richmondshire district</p> <p><b>Healthy Futures</b> <a href="http://www.healthyfutures.org.uk">www.healthyfutures.org.uk</a></p> <p>Healthy Futures Tel: 0330 120 0544 Option 3 <a href="http://www.richmondshire.gov.uk">www.richmondshire.gov.uk</a></p>	<p>Weight Management – Adults in Ryedale district</p> <p><b>NHS Humber Teaching</b> NHS Foundation Trust</p> <p>Humber Teaching NHS Foundation Trust Tel: 0800 9177752 <a href="http://www.ready-to-lose-weight.co.uk">www.ready-to-lose-weight.co.uk</a></p>	<p>Weight Management – Adults in Whitby, Scarborough &amp; Filey</p> <p><b>NHS Humber Teaching</b> NHS Foundation Trust</p> <p>Humber Teaching NHS Foundation Trust Tel: 0800 9177752 <a href="http://www.ready-to-lose-weight.co.uk">www.ready-to-lose-weight.co.uk</a></p>	<p>Weight Management – Adults in Selby district</p> <p><b>Inspiring healthy lifestyles</b></p> <p>Move It Lose It Tel: 01942 404799 <a href="http://www.inspiringhealthylifestyles.org/selby/sports-development/move-it-lose-it">www.inspiringhealthylifestyles.org/selby/sports-development/move-it-lose-it</a></p>

**Health and Wellbeing Board**  
North Yorkshire



## Contact us

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If you would like this information in another language or format please ask us.

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