



Report of Andrea Petty, Strategic Manager – Partnerships, Durham County Council

Electoral division(s) affected:

Countywide

Purpose of the Report

- 1 To provide the Health and Wellbeing Board (HWB) with an update on how partners meet the requirements of the charters/pledges which the HWB have signed up to.

Executive summary

- 2 Since the inception of the HWB in 2013 all partners have signed up to support 8 charters or pledges. A wide range of work has been carried out across all partner agencies to improve services in the areas covered by the charters. Areas covered include dementia, disabled children, tobacco control, pensioner's dignity, homeless health, motor neurone disease and children with special educational needs and disabilities (SEND).

Recommendations

- 3 Members of the Health and Wellbeing Board are recommended to:
 - (a) Accept the report for information;
 - (b) Note the work being done by partners to meet the charters/pledges;
 - (c) Agree that the report is provided to organisations who administer the Charters as an update from the Health and Wellbeing Board on the continued work to meet the commitments.

Background

- 4 The 8 charters or pledges are:
 - (a) National Dementia Declaration for England (January 2013);
 - (b) Disabled Children's Charter (June 2013);
 - (c) NHS Statement of Support for Tobacco Control (November 2013);
 - (d) National Pensioners Convention Dignity Code (March 2014);

- (e) Dementia Action Alliance Carers Call to Action Charter (September 2014);
 - (f) Charter for Homeless Health (July 2015);
 - (g) Motor Neurone Disease Charter (March 2017);
 - (h) Special Educational Needs and Disability (SEND) Promise (November 2017).
- 5 HWB partners have been working within their service areas to deliver against the criteria laid out in each of the charters. The key criteria for each charter/pledge can be viewed in appendix 2.
- ### National Dementia Declaration for England
- 6 To deliver, in part, against the National Dementia declaration Durham County Council have commissioned and funded a Dementia Advisor Service (DAS) in County Durham. The Alzheimer's Society deliver the contract throughout County Durham initially employing 5 dementia advisors. Further funding has since been given for 2 dementia support workers. Since its launch in 2016, they have received nearly 2500 referrals to the service from professionals and service users with dementia and their carers.
- 7 The Dementia Advisor Service provides a wide range of support to people with dementia, their family or carers, for example, they:
- (a) Provide timely information and support to people with dementia and their carers and help people to access appropriate services and make informed choices;
 - (b) Focus on maintaining quality of life for people within the community, with universal/preventative services being the preferred option (where appropriate) for ongoing support;
 - (c) Play a key role in supporting the Dementia Friendly Communities initiative in County Durham, assisting local communities to become more dementia friendly and to improve their ability to support those living with dementia.
- 8 Key partners such as County Durham and Darlington Fire and Rescue Service (CDDFRS) continue to support the service and regularly make referrals through their Safe and Wellbeing Visits to people's homes. CDDFRS also chair the Durham Dementia Action Alliance which works to help support dementia friendly communities throughout County Durham.
- 9 The Dementia Advisory Service also has excellent links with the carers centre and social care teams to develop their knowledge of Dementia, including how referral pathways work, as they have access to potential

service users that may not be involved with other services but who require support. The DAS is a member of the 'Advice in County Durham' (AiCD) Network, who receive referrals from, and making referrals to, relevant member organisations through the portal.

- 10 A research project in Durham with the University of Oxford, The London School of Economics, The University of Bradford and North of England Commissioning Support has been set up. This project aims to develop practical strategies that will improve services for those living with dementia and those that support them.

Disabled Children's Charter

- 11 Detailed and accurate information on the disabled children and young people living in the area is held and used to inform the JSNA process and as part of the school census. This information is held on the Children's Network register which is used to ensure that parents and carers receive relevant details of news and support, and are given the chance to comment. County Durham also have a well-established and robust parent participation forum, Making Changes Together.
- 12 The Clinical Commissioning Groups (CCG) in County Durham (North Durham CCG and Durham Dales Easington and Sedgefield CCG) work collaboratively to ensure they continue to meet the needs of disabled children, their parents and families across County Durham. They have a duty of care to ensure the services commissioned are of excellent quality, and they continue to work with the providers to monitor and review services as and when required.
- 13 The CCGs have jointly appointed a qualified Children's Nurse as the SEND Designated Clinical Officer (DCO) and a local General Practitioner (GP) as the Designated Medical Officer (DMO) for SEND. The DCO and DMO work closely with Local Authority colleagues to ensure that children and young people's needs are identified early and appropriate measures taken to ensure those with SEND are able to reach their full potential and thrive. There is also active involvement in terms of CCG Governing Body Lay Representation, from the Clinical Chair of DDES CCG and Clinical Chair of North Durham CCG, both taking responsibility with specific SEND Champion roles.
- 14 The CCGs also work in partnership with Durham County Council on the children and young people's agenda, which has included the SEND Strategy and vision for the county. Engagement and consultation with children, young people and families is a key driver of the work undertaken by the CCGs to ensure true co-production of services. For example, the CCGs, as lead commissioners, are currently reviewing the Children's Therapy Services which includes engagement with children,

young people (with and without a disability) and their families to ask their views and experiences of accessing and using these services.

- 15 The CCGs also have long standing local agreements in place in relation to the funding split for jointly funded individual packages of care for severely disabled children, which allow one agency to take the role of lead commissioner, thus simplifying the pathways for families.
- 16 The new Children and Young People's Strategy 2019 – 2022, which is replacing current Children, Young People and Families Plan, includes specific consultation with the Investing in Children's 'eXtreme' reference group; consultation specific to children with a disability. Children and young people contribute through the Investing in Children (IIC) service to address high-profile issues such as obesity, emotional health and sexual health, and they regularly attend the Children and Families Partnership to discuss these issues.
- 17 The Learning Difficulties and Disabilities Inclusion Service work in partnership with schools, children and young people, parents and carers and other professionals and agencies, in order to seek and promote educational inclusion and achievement of children and young people with learning difficulties or disabilities.
- 18 County Durham offers independent advocacy advice and support to parents of children with special educational needs through the Parent Partnership Service.

NHS Statement of Support for Tobacco Control

- 19 Partners and services have, through the County Durham Tobacco Control Alliance, implemented a wide range of projects and initiatives across the county across eight key strands of tobacco control including reducing the numbers of people starting to smoke, supporting people to stop smoking and reducing exposure to secondhand smoke. Examples of these include:
 - (a) DCC have implemented a voluntary code to make play areas smoke free and have also trialed smokefree sidelines at junior football matches;
 - (b) Training has been designed and delivered for professionals who regularly work with families and communities to encourage smokefree homes;
 - (c) Support in improving compliance with smoke free NHS continues through the provision of training in identification and brief advice and development of referral pathways through to community stop smoking services to enable referral of patients to their nearest stop smoking support clinic, supporting patients to continue their smoke free journey outside of hospital.

- (i) Tees, Esk and Wear Valleys NHS Foundation Trust have been smoke free since March 2016 and over 3200 staff have been trained in providing brief advice to patients about smoking cessation, with all inpatient hospitals stocked with nicotine products including e-cigarettes.
 - (ii) County Durham and Darlington NHS Foundation Trust have identified priorities to ensure everyone is aware that there is no smoking on NHS property. A smoke free lead has been identified and every front line professional discusses smoking with patients, where appropriate.
- (d) A three year targeted well-being approach has been undertaken in Stanley, to establish local smoking prevalence, this has involved training local people to carry out a community survey of smoking and well-being;
- (e) The 'BabyClear' project, which trains midwives about how to support mothers during pregnancy to stop smoking, has been introduced. This project has seen a rise in the number of referrals to specialist support and quitters during pregnancy;
- (f) Fresh, utilising media, communications and social marketing have ran a variety of targeted campaigns, which partner organisations have delivered. These include World No Tobacco Day, Don't be the 1 (smoking and Chronic Obstructive Pulmonary Disease campaign), Stoptober, No Smoking Day, New Year's Health Harms, 16 Cancers, Smokefree Cars and Keep it out (illicit tobacco campaigns);
- (g) Making Every Contact Count safe and wellbeing visits, delivered by County Durham and Darlington Fire & Rescue Service (CDDFRS), include questions on smoking and smoking in homes;
- (h) Joint working between DCC consumer protection team and Durham Constabulary has resulted in reduced the availability of illicit tobacco available in communities.

National Pensioner's Convention Dignity Code

- 20 The principles of the National Pensioners Convention (NPC) Dignity Code are inherent in contracts entered into between Durham County Council Adult and Health Services and adult social care providers.
- 21 Examples of where dignity principles are included in the revised older persons residential and nursing care contract, and the domiciliary care contract are given below:
- (a) The support will be delivered with respect and dignity, and service users' individuality respected to ensure a positive experience of care and support. Service users will be enabled to lead as

- independent a life as possible so that their ability to exercise choice and achieve personal fulfilment is maximised;
- (b) Staff are taught the importance of the privacy and dignity of service users and that staff must treat service users with courtesy and respect;
 - (c) Service users' cultural and beliefs are respected and accommodated, e.g. food preparation practices, dignity issues and communication arrangements are appropriate for those whose first language is not English.
- 22 The practices and actions that are considered to be unacceptable within the National Pensioners Convention Dignity Code are addressed by staff working in Older People, People with Disabilities and Sensory Impairment and County Durham Care and Support services through the Council's Code of Conduct - the legislative framework that covers the work of the service e.g. the Care Act 2014 and the Mental Capacity Act (MCA) 2005.
- 23 For example:
- (a) Workers within the services are required by legislation to comply with the wishes and feelings of service users. If service users reach a stage of lacking capacity for self-determination in decision making, the MCA governs actions that need to be taken and to ensure decisions are made in the 'best interests' of service users taking into account any views/wishes expressed when they had capacity as appropriate.
 - (b) The Care Act 2014 requires that service users are able to participate in the needs assessment process and in developing their care plans where eligible needs are identified. DCC commissions Rethink advocacy service to provide advocates for service users where required.

Dementia Action Alliance Carers Call to Action Charter

- 24 The Carers' Call to Action project was concluded on 31st March 2015. However the campaign succeeded in raising the profile and unique needs of carers of people with dementia, and the legacy from the charter continues to influence service delivery today.
- 25 Partners across County Durham came together to develop the Dementia Strategy for Durham and Darlington 2014 – 2017, which was signed off by the HWB in July 2014. The aim of the strategy was to ensure the future needs of people with dementia and their Carers are planned for and delivered in an efficient way, and the multi-agency Dementia Strategy Implementation Group (DSIG) was set up to deliver this. The Strategy has since been reviewed and is now a Plan on a

Page, and Dementia now sits within the Mental Health Strategy and Concordat.

- 26 Carers views and involvement has been promoted in a number of ways and has helped shape the implementation of strategy. Carer representation on the DSIG and carer views have been central to the development of the Integrated Dementia Pathway which aims to improve information and support for people with dementia, their families and carers and to identify any gaps.
- 27 A variety of projects have been set up, for example The Dementia Advisor Service has been developed to offer pre and post diagnosis support and information to people living with memory problems/dementia, their families, and carers.
- 28 General dementia awareness raising has been encouraged amongst the general public and professionals to work towards reducing stigma and discrimination, and Dementia Connect – an online site with comprehensive up to date information on services and advice for people with dementia and their carers, has been developed and promoted extensively across the county.

Charter for Homeless Health

- 29 The charter asks that the health needs of people who are homeless are included in the Joint Strategic Needs Assessment. Homelessness is mentioned in the Health Inequalities and Social Determinants of Health Integrated Needs Assessment, which can be see via this [link](#). The statutory homelessness indicator focuses on households in temporary accommodation, where the County Durham figure is significantly better than the England average.
- 30 Following on from the key priority areas highlighted in the Charter for Homeless Health, Public health will be working to ensure the association between health and housing is fully embedded in County Durham's Housing Strategy. Housing Solutions will be coordinating a consultation on the local Housing Strategy and associated Homelessness Strategy from January 2019 onwards.
- 31 To support this activity, Public Health will also undertake a Health Impact Assessment on the agreed Housing Strategy to inform the strategic direction for addressing health inequalities and housing across the County. The development of a private landlord licensing scheme and contribution to a wider prevention offer will also help increase the health, wellbeing and social outcomes for those individuals, families and carers who are homeless.

- 32 As part of the Mental Health@Scale programme, housing providers will also be offered the opportunity to engage with training designed to improve mental health and wellbeing outcomes and reduce suicides. Specific emphasis will be given to those who present to housing providers with complex vulnerabilities (such as homelessness) and/or are ex-offenders requiring community support.
- 33 NHS England have awarded the County Durham, Darlington, Tees Valley and Hambleton Richmondshire and Whitby (DDTHRW) areas £400k to deliver a range of schemes, between 2018 and 2021, which have an impact on suicide rates in the local areas. The DDTHRW Suicide Prevention Alliance (SPA), which includes partners from the CCGs, are managing the dissemination of this funding. A SPA key action area is to contribute to reducing the risk of suicide in key high-risk groups, including people who are homeless.

Motor Neurone Disease Charter

- 34 GPs across the county, often the first point of contact for someone showing symptoms of Motor Neurone Disease (MND), have been trained to provide early identification of a range of neurological problems, including MND. This enables people to access the treatment care and support they need at the earliest possible point. Patients also have access to online information and support through the 'Locate' website, a free resource which offers a wealth of information, advice, and services to help people live independently and find the right care and support to meets their needs.
- 35 In order to ensure the services people with MND receive are of the highest standard, with a focus on continuous improvement, Health and social care professionals attend forums with the regional clinics regarding patients/clients treatment. They share best practice about the ongoing research work undertaken regionally and nationally in relation to the condition.
- 36 Once diagnosed with MND, people have access to co-ordinated multidisciplinary care managed by a key worker with experience of MND. Patients are offered an advanced personal care plan, which ensures their wishes are met by delivering a person centred service. This makes sure that people with MND have timely and appropriate access to equipment, home adaptations, environmental controls, wheelchairs, orthotics and suitable housing, along with timely and appropriate access to disability benefits, respite, counselling and bereavement services for carers.
- 37 The key worker also ensures early access to specialist palliative care and to appropriate respiratory and nutritional management and support,

as close to home as possible, are provided. A palliative end of care life plan is put in place to deliver high quality sustainable services and improvements for patients and carers with MND who are coming to the end of their lives.

Special Educational Needs and Disability (SEND) Promise

- 38 A wide variety of work has been delivered across partner organisations to achieve the pledges detailed in the promise (appendix 2), including:
- (a) **Improving local short breaks and the respite offer** - all short break contracts require providers to co-produce their plan of activities jointly with children, young people and parent/carers from their local area. Providers are checked as part of the contract monitoring process to ensure that they are doing this. When commissioning respite services DCC have built 'family choice' as part of the selection process for awarding individual packages, and a buddy service has recently been commissioned with an emphasis on supporting greater independence for young people.
 - (b) **Independent travel** – An Independent Travel Training programme has been developed with the aim of allow more independence and improving access to leisure activities for young people. It was piloted in County Durham between April and July 2018 on a small group of students to determine the impact this had. The pilot is being evaluated to consider whether it can be extended to more students in the future.
 - (c) **Provide affordable leisure activities** - An hourly charge has been introduced for children accessing short break activities. This charge was agreed as part of a consultation with a wide range of parent/carers to ensure that this was affordable. This will be considered as part of the review process for any future contracts.
 - (d) **Provide quality leisure provision** – The Culture and Sport Service have recently implemented the Customer Charter in all venues, which was supported further through extensive delivery of improved customer care training. Including a robust system of safeguarding and accreditation to ensure all pool lifeguards have increased awareness of the needs of children with a disability.
 - (e) **High standard of education** – To ensure that there is a good knowledge of SEND in the Education Health and Care workforce SEND toolkit training for all front line practitioners in Education, Health and Care has been introduced, and level 2 training has been rolled out for all SEND lead officers. Also, a SEND e-

learning package has been produced and made accessible on the Local Offer.

- (f) **Health** - The Integrated Steering Group for Children have prioritised a new health needs assessment (HNA) of young people with SEND commissioned by Durham County Council's Public Health Team. The HNA process is being coproduced with a range of key stakeholders including parents, children and young people to ensure that co-production is at the heart of all future service design and that the voice of children, young people and their families is captured in a meaningful way. One of the identified areas for 2019 is specifically to improve health and reduce inequalities for children with SEND.
 - (g) **Employment** – The Preparation for Adulthood Group is working to sustain the increase in young people with SEND participating in education, employment or training. Through the development of a coproduced plan with young people their parent carers and partner organisations the group developed an action plan to drive an increase in education, employment and training opportunities (EET) for young people with SEND. This plan aligned to the priority within the County Durham Progression Plan of improving the participation rate of young people with SEND.
 - (h) **Information** – The SEND Local Offer provides a range of valuable information to families of children and young people with Special Educational Needs or Disabilities, from birth to the age of 25. This includes SEND specific information; for example on childcare, Health, education, things to do, getting around and independent living. The Local Offer is easily accessible through the County Durham Families Information Service website.
- 39 The Local Area SEND Strategy has been refreshed in coproduction with representatives from Making Changes Together, the eXtreme group of young people and partners across education, health, care and commissioning. The SEND Strategy will provide a shared understanding of the vision for the local area incorporating the findings and recommendations of the extensive Local Area review work, which is underpinned by the Children and Young Peoples SEND Promise developed by the eXtreme group.
- 40 Work will take place early in 2019 to promote the strategy to raise public and partner awareness through a cross service partnership communication plan. There will be further revisions to the SEND Strategy in September 2019 based on the findings of the needs assessment and additional engagement activity.

Other Charters and Pledges

- 41 There are other examples of charters or pledges, that partner organisations have signed up to, which contribute towards meeting the HWB agreed priorities in the County Durham Joint Health and Wellbeing Strategy 2016-19.
- 42 Durham County Council and the Office of the Durham Police, Crime and Victims' Commissioner have signed up to the [Local Government Declaration on Alcohol](#), which is a pledge to take action that demonstrates our commitment to protecting local communities from the harm caused by alcohol.
- 43 NHS and local government partners support the [Breastfeeding Call to Action](#). This includes supporting mums in their communities, supporting local business to be breast feeding friendly, and addressing the social and cultural norms through education of children and young people.
- 44 Members of the County Durham Partnership signed the [Time to Change](#) Employer Pledge at an event to mark World Mental Health Day on 10th October 2018. The Employer Pledge demonstrates the commitment to change how we think and act about mental health in the workplace, and make sure that employees, who are facing these problems, feel supported.
- 45 Tees Esk and Wear Valley Trust (TEWV) have signed up to the Charter for Employers who are Positive about Mental Health, as part of the [Mindful Employer](#) initiative. This is a NHS initiative that supports employers to help people with a mental health condition to remain in employment.
- 46 North Tees and Hartlepool NHS Foundation Trust have signed up to the Royal College of Midwives [Caring for You Charter](#), which aims to improve the health, safety and wellbeing support available to midwives and maternity colleagues.
- 47 Working with Durham Police and the North East Ambulance Service, County Durham and Darlington Fire and Rescue Service have signed up to [The Strategic Commitment on Dementia](#), which aims to improve the lives of people with dementia.

Conclusion

- 48 This report summarises the multi-agency work carried out by partners which delivers against the criteria detailed in each charter or pledge.

- 49 Partners have worked together to deliver services which improve the lives of people who are covered by the charters, and strategies and plans are in place to ensure we continue to provide improved integrated services in the future.

Background papers

- None

Other useful documents

- None

**Contact: Andrea Petty, Strategic Manager – Partnerships
3000 267312**

Appendix 1: Implications

Legal Implications

N/A

Finance

N/A

Consultation

N/A

Equality and Diversity / Public Sector Equality Duty

As the charters impact on the lives of some of the most vulnerable people in County Durham equality and diversity are central to the work reported here.

Human Rights

The human rights of the people within the scope of the charters are central to the work being carried out.

Crime and Disorder

N/A

Staffing

N/A

Accommodation

N/A

Risk

N/A

Procurement

N/A

Appendix 2: Charters and Pledges Key Criteria

See attached.