

Cabinet

12 June 2019

Public Health Update

Ordinary Decision



Report of Corporate Management Team

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Electoral division(s) affected:

Countywide

Purpose of the Report

- 1 To provide Cabinet with a summary of developments across Public Health.

Executive summary

- 2 Local authorities' statutory responsibilities for public health were set out in the Health and Social Care Act 2012. The overall responsibility is to promote and protect the health of the local population based on needs set out in the Joint Strategic Needs Assessment. However certain elements were also mandated:
 - Sexual health services
 - NHS Health Checks
 - National Child Measurement Programme
 - 0 - 5 Health Visitor services
 - Ensuring plans to protect the public's health
 - Public health advice to NHS commissioners
- 3 This report provides an update on key developments and priorities in public health since the publication of the Director of Public Health (DPH) annual report 2018, A new vision for "The Taylors" Improving Health in County Durham. The public health team can only make a difference to

the Taylor family by working with local people and the wide range of council colleagues, partners and organisations across County Durham. This includes the County Durham Partnership and the five thematic groups that make up the partnership.

- 4 Progress is provided on key aspects of public health across the seven priorities identified in the DPH report and what impact the actions will make to the Taylor Family.
- 5 An update on health protection assurance is also provided. Other key aspects include work to secure the future of the public health grant and refresh of the Joint Strategic Needs Assessment. Finally, the report gives an update on work that County Durham is leading and involved in at a North East level.

Recommendations

- 6 Cabinet is recommended to:
 - (a) note the contents of the report and progress made to improve and protect the health of residents;
 - (b) receive a further update in the form of the Director of Public Health annual report in October 2019;
 - (c) receive the annual health protection assurance update in December 2019.

Background

- 7 This report provides an update to Cabinet on key developments in Public Health, outlining a number of key programmes of work and, gives an update on the public health team.

Director of Public Health Annual Report Update

- 8 The 2018 report focused on the new vision for the public's health in County Durham. The report shared the work that has been done in the last year to set out a new vision for the health and wellbeing of the residents of County Durham. The work was built on some huge achievements over the last five years including a major reduction in smoking levels across County Durham.
- 9 It was based around a fictional family 'The Taylors' and described the challenges the family face. However, it was also very focussed on the 'assets' that the family have and how these can protect health and wellbeing.
- 10 The report set out seven strategic priorities and then specific actions against each priority for the forthcoming year. Some actions will be able to demonstrate impact over a short period of time, others will take longer.
- 11 The priorities were based on an understanding of the health and wellbeing needs as set out in our local Joint Strategic Needs Assessment and were:
- Good jobs and places to live, learn and play
 - Every Child to Have the Best Start in Life
 - Mental Health at Scale
 - High quality drug and alcohol services
 - Healthy workforce
 - Positive behaviours
 - Better quality of life through integrated health and care services

Our priorities 2018 - 2020



Update on priorities

GOOD JOBS AND PLACES TO LIVE, LEARN AND PLAY

Actions:

- **To develop health standards for private landlords to implement**
- **Older people to have support to ensure their homes are warm and safe and not at risk of fuel poverty**
- **Set out a plan to restrict the increase in take-away food premises.**

Housing

- 12 Durham County Council are currently consulting on their Housing Strategy and associated Homelessness Strategy. Public Health are working with Housing Solutions to consult on the integration of health measures into both strategies utilising a health impact assessment approach. This activity will provide a framework in which to better integrate and improve the health and social care outcomes of tenants and housing provider's workforce. More work is required on understanding the health needs of the homeless population and this will be taken forward during the next quarter to continue to inform wider housing strategy interventions.
- 13 This work has been presented at a North East Conference focused on housing and health and was well received.

- 14 This work also links to the public health work on the County Durham Plan and development of a Private Landlords Licensing Scheme by Housing Solutions and prison pathways.
- 15 Having held a workshop with colleagues from spatial planning, housing providers, the Clinical Commissioning Group (CCG) and public health, 53 recommendations emerged to promote health and equity in the housing strategy. These include a range of specific actions like addressing the accessibility of social housing within Durham and training housing officers in Make Every Contact Count (MECC), as well as areas for development such as creating pathways to identify elderly people in their own homes but require incentives or support to improve / maintain their property in advance of falls and fuel poverty. This work will ensure that the Taylors' health and wellbeing is taken into consideration as the housing strategy is improved.

Health Impact Assessment (HIA)

- 16 In order to ensure that County Durham is a successful place to live, work, invest and visit the County Durham Plan focusses on supporting and creating vibrant communities.
- 17 HIA is a structured, solution-focused and action orientated approach to maximising the positive and minimising the negative impacts of new policies.
- 18 A steering group was established to ensure the delivery of the HIA on the County Durham Plan. This group had membership from Durham County Council spatial policy, sustainability, public health, research and public health intelligence and the Area Action Partnerships (AAPs). The HIA has provided a number of recommendations including ensuring that community facilities are conveniently located and open space within new development is accessible and of high quality, which have been incorporated into the plan.

Hot Food Takeaways

- 19 In '*Working towards a healthy weight in County Durham*' (2018) working with planning and licensing colleagues to develop public health driven policies specifically around hot food takeaways and street trading was identified by County Durham Healthy Weight Alliance as a gap and a key goal in taking forward the whole system approach to addressing obesity in County Durham.

- 20 DCC public health and spatial planning teams are working in partnership and have carried out work together to address the issue of hot food takeaway proliferation. In the County Durham Preferred Options (Local Plan) – a specific policy has been developed to addressing future development of hot food takeaways.
- 21 This policy seeks to minimise the potential detrimental impacts of hot food takeaways specifically in areas of existing high proliferation and to promote healthy behaviour among children and young people, proposing restrictions for future applications within 400m of existing or proposed school or college buildings. This policy is underpinned by the public health evidence base around fast food and its impact upon health.
- 22 Adoption of the Hot Food Takeaway Policy will support our young people and communities to be able to live and interact within environments where healthier choices are the easy choice and impact on the Taylors by supporting healthy choice.
- 23 Whilst this policy supports restrictions proposed for new premises, work is being developed by public health concurrently to support Licensing staff and Environmental Health and Consumer Protection staff to begin a dialogue with existing out of home food providers to more widely promote a healthier food and drink offer.
- 24 The work to address the existing and future out of home food offer in County Durham complements work across the whole system to address obesity that is being driven forward by the Healthy Weight Alliance a sub group of the County Durham Health and Wellbeing Board.

Healthy Towns checklist

- 25 Public Health have engaged regeneration and spatial planning colleagues around the concept of a healthy town checklist. This may allow health and wellbeing considerations to become more prominent in regeneration programmes. Public Health have engaged the Chester Le Street technical officers working group who agreed to pilot an approach. Scoping has occurred with Public Health England and other local authorities who are regarded as adopting good practice in this field. The approach will be pragmatic and provide a mechanism to prioritise decisions that impact upon health of our residents. This will ideally inform aspects of the 'master planning' process moving forward.

EVERY CHILD TO HAVE THE BEST START IN LIFE

Actions:

- **All schools in County Durham working towards healthy schools with emphasis on mental health.**
- **Provide dedicated support for women smoking while pregnant and include support for their partners.**
- **Introduce breastfeeding friendly venues.**
- **To understand the health and wellbeing needs of children with special educational needs and disability.**

- 26 The quality framework for schools is being co-developed with partners from children services and schools to provide clear understanding of the health and wellbeing needs of children and young people in County Durham.
- 27 The framework is being developed in line with the public health strategic priorities, children and young people mental health local transformation plan (CYP LTP) and the Children & Young People's strategy for County Durham and will provide a process to help schools identify to develop an improvement plan that is supported by quality assured interventions.
- 28 Key elements of the quality framework include:
- A process to facilitate understanding of the health and wellbeing (H&WB) needs of a school at a population level and included in a H&WB school development plan
 - Core offer of interventions available to education settings based on a graduated approach using a THRIVE based model
 - Quality standards developed for key H&WB areas for schools to consider best practice, and prompts education settings to self-assess against best practice when identifying their own service providers.
- 29 The framework will be implemented in September 2019. This will increase the focus on health and wellbeing within schools and ensure the Taylor family have access to schools where health and wellbeing is addressed systematically.

Tobacco Dependency in Pregnancy

- 30 A multi-agency Tobacco Dependency in Pregnancy workshop was held in November 2018. The workshop considered the latest surveillance and intelligence and recent national and local policy developments.
- 31 An action plan has been developed to take forward work towards meeting the national ambition to reduce Smoking in Pregnancy to less than 6% by 2022. Durham County Council Public Health have re-established the multi-agency County Durham Tobacco Dependency in Pregnancy Steering group, the terms of reference and action plan have been agreed and have been endorsed by the Integrated Steering Group for Children.
- 32 A number of focus groups with pregnant women who currently or who have previously smoked have been held, led by the Stop Smoking Service. The research has captured valuable insights into the journey of pregnant women who smoke. This will ensure that local women now (such as the Taylors) will form a key part of our work.
- 33 The Integrated Care System Health Strategy Group across the North East have also become a chief officer level champion of reducing tobacco dependency in pregnancy. The NHS Strategic System Leadership Group which covers the central and southern Integrated Care Partnerships (ICPs) have identified reducing tobacco dependency in pregnancy as a key area for them to support the LMS and local delivery change.

Introduce breastfeeding friendly venues

- 34 Harrogate & District Foundation Trust (HDFT) (our 0-19 service) Specialist Infant Feeding Practitioners are supporting the delivery of the Breastfeeding Peer support element of the infant feeding offer.
- 35 The number of businesses now signed up to the Breast-feeding Friendly County Durham scheme is 141 with a range of high profile organisations in discussion to receive training include Asda, Sainsbury's, Durham University and East Durham College. The Infant Feeding Practitioner is currently in negotiation with Dalton Park Shopping Centre to be the first breastfeeding friendly shopping centre in the county. Plans are being made for a Big Latch on Event in Dalton Park and Wharton Park in July/August 2019. An Infant Feeding Conference is being held jointly by DCC PH and HDFT at the Durham Centre in June 2019, to date 200 attendees have signed up to the conference.

- 36 The Growing Healthy 0-5 Health Visiting services in County Durham and Darlington have also been successful with its Gold Baby Friendly accreditation by UNICEF, with feedback from mothers rating the teams very highly for being kind and considerate.
- 37 Harrogate & District Foundation Trust (HDFT) Specialist Infant Feeding Practitioners are supporting the delivery of the Breastfeeding Peer support element of the infant feeding offer, supports the promotion of breast feeding by working with young people delivering school based interventions and contributing to the processes to develop Durham as a breastfeeding friendly county.
- 38 The marketing materials for the Breastfeeding Friendly County Durham scheme have been reviewed and revised.

Special Educational Needs and Development (SEND)

- 39 The SEND Ofsted inspection in 2017 and subsequent written statement of action identified a number of key areas that required improvement. In order to support this activity County Durham's Integrated Steering Group for Children commissioned Public Health to carry out a detailed Health Needs Assessment (HNA).
- 40 The scope of the HNA included the development of a detailed JSNA factsheet published on Durham Insights in January 2019. A multi-agency workstream provided insight and expertise and supported the development of a range of key data sets and the supporting narrative. The factsheet describes the SEND population and where possible compares County Durham to regional and statistical neighbours as well as the national picture.
- 41 The workstream are now working in close partnership with colleagues in North East Commissioning Support to carry out a data matching exercise, planned for May 2019. This exercise will provide cohort level primary, secondary and community-based service attendance information and will provide greater understanding of the health needs of children and young people with SEND in County Durham.

MENTAL HEALTH AT SCALE

Actions:

- **Support small businesses to take action about mental health, and train staff to become mental health first aiders.**
- **Get involved in *time to change* to reduce stigma and discrimination due to mental health.**

- 42 Mental health at scale is a Local Government Association (LGA) pilot programme. There are a number of prevention at scale programmes across the country. It is a priority of the Prevention Steering Group which reports to the County Durham Partnership.
- 43 The project has evolved based on partnership shared learning and its goal as: "Tackling stigma and discrimination with a focus on young people, workforce and the community in order to build more resilient communities and reduce death by suicide."
- 44 Over 200 people attended Durham County Partnership Event on World Mental Health Day in October 2018. This provided an opportunity to focus on mental health and community resilience.
- 45 The Time to Change Employer Pledge was also launched that day and signed up to by Durham County Council and key partners including Pioneering Care Partnership.
- 46 Tackling stigma and discrimination is taking place via the development of the workforce across County Durham and awareness raising through events including Time to Talk day.
- 47 Cllr Hovvels, Cabinet member for Adult and Health services, also chairs a network of elected members who lead on mental health across the North East.
- 48 County Durham, via Investors in Children, have recently been awarded Time to Change hub status. This will allow the hub to receive a small funding grant to co-ordinate stigma and discrimination work across the county.
- 49 Insight work has been carried out with children and young people and men to gain further understanding of mental health and the findings will form part of the Mental Health at Scale work. This will ensure that the views of the Taylor family are taken into consideration when developing the work.

- 50 A newly instigated workforce leads group is exploring the possibility of creating a universal approach to improving mental health across County Durham. There are many examples of good practice in County Durham and a mapping exercise has been completed to help collate best practice, define what is organisationally bespoke and what is transferable to other organisations. This will help identify and shape a common approach across County Durham.
- 51 A significant part of the workforce challenge is how to extend the reach of the County Durham Partnership into many of the other employers across County Durham. Effective implementation of preventive strategies at work can not only promote better mental health but also help avoid some of the immediate substantial costs of absenteeism and presenteeism that are associated with poor mental health. The annual cost to employers is estimated to be between £33 billion and £42 billion.
- 52 Many employers across County Durham are small and medium enterprises (SME). Due to their size and scale they may not always have the resources and infrastructure available to larger employers to support employee health and wellbeing. Business Durham provide a business development and support offer to many SMEs across the county. (Business Durham themselves have committed to achieving Better Health at Work in order to act as an exemplar employer.) Work is underway with Business Durham and its network to explore how to provide support to the SME sector from an advisory and a co-ordination aspect in order to increase the number of workplace health interventions across multiple employers. This includes a dedicated post to work with SME's on mental health.

PROMOTING POSITIVE BEHAVIOURS

Actions:

- **Introduce the Active 30 to help children to become more active.**
- **Reducing exposure to second hand smoke.**
- **Increase awareness about the risks of alcohol.**

Active 30 (children, young people and education)

- 53 The Active 30 subgroup has worked with schools to support development of 2 strands of work:
- A web-based resource hub hosted within Active Durham website for schools to access resources to support them to increase physical activity across all aspects of the school day. Active 30

hub was piloted at the County Durham Schools PE Conference in June 2018 and launched in September 2018.

- The Active 30 Campaign was launched in September 2018 and supports schools to provide Chief Medical Officer (CMO) recommended daily 30 minutes of physical activity within the school day. Schools pledge to achieve Active 10, 20 or 30 minutes of activity for all pupils, every day for the whole term. This staged approach enables schools to work towards CMO recommendations and acknowledges the impact of inequalities across the county.

54 There has been excellent uptake of Active 30 from schools with around 150 (mostly primary) schools, pledging to the Active 30 campaign. The subgroup have collated initial impact data and are working to raise the campaign profile and engage those schools not yet participating. Active 30 will have a direct impact on the Taylor family children increasing their levels of physical activity and supporting a healthy weight.

55 Work is in development with DCC Early Years to explore how the resource hub and campaign can be developed to reach children at an earlier age.

Reducing exposure to second hand smoke

56 Reducing exposure to second hand smoke, including reinforcement of the Fresh seven steps campaign, is included in all brief interventions training for midwives, health visitors and other children and family's workforce provided by Smokefree Life County Durham.

57 Questions about second hand smoke have been included in the Student Voice Survey. This will help us to understand the number of children exposed to second hand smoke.

Increase awareness about the risks of alcohol

Alcohol CLeaR (Challenge, Leadership, Results)

58 Durham was approached by Public Health England in 2018 to be a pilot area for Alcohol CLeaR and subsequently completed a self-assessment and peer assessment. As part of this process significant contribution was also made to the field-testing evaluation and the final Alcohol CLeaR process and documentation that will be launched by PHE in 2019.

- 59 The outcome of the peer report highlights our robust partnership with political and senior officer buy-in. It notes how active the public health team is across the alcohol agenda and praised the breadth of work provided as evidence.
- 60 However, the report also highlighted several concerns such as the lack of senior and strategic engagement of NHS partners and the missed opportunities this carries.
- 61 The assessment identified the need to re-fresh the Alcohol and Drug Harm Reduction action plan and recognised several opportunities for more integrated or joint working in areas such as alcohol licensing, information sharing and commissioning. This work is now underway.
- 62 County Durham continue to work closely with Balance, the alcohol control office.
- 63 Balance have continued to lobby government and MP's on Minimum Unit Price, Cheap Alcohol / tax, reinstating the duty escalator and stopping tax cuts.
- 64 Balance campaigns have covered:
- Alcohol Free Childhood - as part of Alcohol Awareness Week with the launch of a new website – What's The Harm targeting parents with messages around alcohol's harm on children and the CMO children's drinking guidelines. The campaign ran on radio and online.
 - Spot of Lunch campaign highlighting the link between alcohol and cancer, specifically for this campaign breast cancer. The campaign ran on TV and online.

HIGH QUALITY DRUG AND ALCOHOL SERVICES

Actions:

- **To support people needing help with our new drug and alcohol service.**
- **To work with families to help them with drug and alcohol issues.**
- **Promote awareness about sensible levels of alcohol intake.**

- 65 A detailed piece of work was carried out to understand the needs of Long-Term Opiate Clients. This was a requirement of the September 2017 Cabinet report where the tendering process for the new service was also approved.

- 66 The work has resulted in an increased focus on the physical and mental health needs of clients, targeted work with women clients and those that have been in treatment over six years. The work also explored Heroin Assisted Treatment and concluded that it is not appropriate to implement at this time in County Durham.
- 67 The new Drug and Alcohol Recovery Service contract was awarded in February 2018 to DISC / HumanKind as lead provider working with Spectrum on clinical interventions and The Basement Project implementing the recovery and community elements.
- 68 A series of thematic groups in spring 2018 reviewed current pathways and specification. These included pathways for children and young people, criminal justice, primary care and complex cases. There is now a dedicated family service which supports those in treatment and also children whose parents use illicit substances.
- 69 Reshaping delivery of treatment and recovery models have included changes in buildings, staff, team and centre restructures and refresh of structured day programme working with The Basement Project. The services are now more flexible to the needs of families as they include outreach provision and a dedicated team of staff working with children and young people who use substances but also providing support for children whose parents are in contact with our service. This will impact on the Taylors increasing access in local centres for alcohol or drug use.
- 70 The new services providers were Care Quality Commission (CQC) inspected in October 2018. Humankind were rated as 'requires improvement.' A robust action plan to address gaps in mandatory training and case file management has been implemented.
- 71 Early 2018 reported that for Opiates – Successful Completions had for the first time reached the National Average which is having a positive impact on the recovering of clients who use drugs or alcohol and has wider implications for community safety.

HEALTHY WORKFORCE

Actions:

- **Support organisations to promote the wellbeing of their staff.**
- **To reach more organisations with our Better Health at Work award.**
- **To support a range of marketing campaigns to promote health and wellbeing.**

- 72 Improving the population's mental health and wellbeing and preventing mental illness and suicide is a key priority for Durham County Council (DCC).
- 73 The council signed the Time to Change Employer Pledge in October 2018 and has an emphasis on mental health.
- 74 A range of training and support has been implemented across the Council. This includes:
- Mental health awareness training.
 - Online courses on Zero Suicide and Mental Health for Life are available via the e-learning system.
 - Online Mindfulness courses are being piloted.
 - Connect 5 Resilience to Stress training began in February 2019 with two places allocated on a five day course to 'train the trainer' so we have dedicated experts across service areas who can deliver resilience training to the workforce.
 - Stigma and Discrimination (Time to Change Champions) training started in October 2018, with four sessions arranged in January, two in March and one per month from April to June 2019 with a view to booking further sessions throughout the rest of the year.
 - Mental Health First Aid training started in December 2018 with once session per month planned from January to June 2019.
 - Promotion of the employee assistance programme
 - Changes to key organisational policies.
- 75 Time to Talk day was celebrated on 7 February 2019. Health advocates and Time to Change champions were asked to distribute and co-ordinate campaigns at their own sites.
- 76 The campaign had an estimated reach of 5000 staff across 16 sites. Resources including posters, conversation starters, tips cards and 5000 tea bags were distributed across 16 different sites. The work is being supported by the Corporate Management Team.
- 77 Since signing the pledge over 80 colleagues have agreed to become Time to Change (TTC) champions. The champions' role is to actively tackle stigma and discrimination in their workplace and promote good mental health.

- 78 Durham County Council have been successful in attaining the silver level of the Better Health at Work Award. The award acknowledges workplace health, as well as engaging with local and national campaigns. Campaigns focussed on mental health, alcohol consumption, cancer awareness, healthy eating and physical activity.
- 79 63 organisations across County Durham have been supported to achieve to better Health at Work Award including Citizen's Advice County Durham, Durham Constabulary, DDES CCG, Hitachi, HM Passport Office, North Durham CCG and Northumbrian Water. Tackling stigma and discrimination in relation to mental health will have a positive impact on the Taylor family and they will be able to talk more openly about mental health.

Campaign and communications activity

- 80 A range of campaigns have been supported in line with the priorities. Campaigns seek to increase awareness and provide accurate information to local people, including the Taylor family. The campaigns have been more focussed to ensure maximum reach and impact.
- **Dry January:** External and internal communications to promote Dry January sign ups. Highest number of staff ever signing up (243) and County Durham was the highest number of national sign up's with over 800 recorded.
 - **Time to talk:** Time to Talk Day on 7 February was delivered internally as part of Better Health at Work. Activity included intranet posts, vlogs posters, free tea bags in each kitchen area with the key message to encourage staff to take time out, have a chat with colleagues about mental health and wellbeing.
 - **Flu vaccinations and stay well this winter:** This campaign runs through winter months with messages to target groups to take up the flu vaccination along with stay well and warm messages during cold weather.
 - **Spot of lunch:** Balance TV campaign, highlighting the potential risks between alcohol and breast cancer. Uplifted in our area with artwork for digi screen in Durham City and TV screen displays in customer access points; leaflet distribution to family centres, One Point hubs, leisure centres and healthy living pharmacies.
 - **Community Pharmacies campaign (Help us to help you):** Bus stop advertising, bus rear adverts and internal bus advertising supporting the NHS Pharmacy Advice.
 - **Blood pressure checks** are delivered by Healthy living pharmacies encouraging people over the age of 35 to have their blood pressure checked.

- **Cervical Screening Campaign:** PHE send all GP practices and Sexual Health Clinics packs to promote the campaign. Uplifted in County Durham, through GP surgeries with 'Cancer Champions'.
- **Alcohol Free Childhood:** continued promotion within children service practitioners from a range of partner agencies to promote the AFC website and materials.
- **Tobacco:** Fresh relaunched their Quit 16 TV campaign in March 2019 and DCC supported locally with the promotion of stop smoking services. Uplifted in our area with artwork for digi screen in Durham City and TV screen displays in customer access points.
- **Joining the Dots:** Launch event for Joining the Dots and Durham County Cricket Ground. Communications included press release and press call, photography and filming of testimonials by existing service users and JTD facilitators.
- **World Autism Awareness Week:** World Autism Awareness Week takes place between 1 – 7 April. Communications included briefing, Buzz article, Intranet and Extranet articles culminating in the launch of a County Durham all age Autism strategy.
- **Diabetes Prevention Week:** promotions for this campaign included digital advert in customer access points, internal comms and social media.
- **TV coverage:** On Sunday 13 January 2019, Sunday Politics featured an item on the public health grant and potential reductions resulting from proposed changes to the funding formula. Work involved organising briefings for press and interviewees and organising film opportunities with health service users.

BETTER QUALITY OF LIFE THROUGH INTEGRATED HEALTH AND CARE SERVICES

Actions:

- **To encourage people to have the flu vaccination.**
- **To work with health and social care organisations to integrate services to improve quality of life.**
- **Support people to get involved in local social and physical activities to reduce social isolation.**

Flu

81 Increasing flu vaccination uptake is a priority not only for public health but for NHS colleagues.

- 82 Durham 2018/19 flu vaccination for over 65's, 2/3 year olds, pregnant women, as risk groups and health care staff was actively promoted. The uptake levels are currently being evaluated.
- 83 Within Durham County Council a staff flu vaccination programme was carried out during the winter season. This was focussed on eligible staff who routinely carry out up close and personal care to those who are at risk of the complications of flu.
- 84 The programme included staff in children's homes, foster carers and those in care centres for adults with learning disabilities as a few examples.
- 85 The work is being evaluated and will be reported in late June 2019 and will form the basis of plans for 2019/2020.
- 86 The council also supported the uptake of flu vaccination in at risk groups by a co-ordinated communications campaign.

Social prescribing

- 87 Social prescribing seeks to offer social and physical activities as an alternative to or to complement medical prescribing. Culture and Sport within Durham County Council offers a range of social activities via its Ways to Wellbeing Programme including arts for people who may be socially isolated or for a range of health conditions.
- 88 This is part of a wide range of work across County Durham to link people to activities to improve their health and wellbeing.
- 89 The NHS Long Term Plan has highlighted social prescribing. Funding will be made available locally to groups of GPs to appoint "link workers" who will refer to local social activities and groups.
- 90 Work is underway between the Council, Clinical Commissioning Groups, voluntary and community sector and GPs to agree how this will work in County Durham.

Wellbeing

- 91 The Mental Health Strategic Partnership, Resilient Communities work stream has been involved in reviewing a system-wide approach to wellbeing across the county.
- 92 Work has progressed over the past four months to develop a key set of principles to support greater devolution of decision making to

communities and stronger community involvement. The approach, supported by a strong emerging evidence base, is intended to increase the identification and mobilisation of assets and support to those most vulnerable in our communities. This approach to wellbeing is known to build social capital and resilience in communities, leading to better health outcomes.

- 93 A paper outlining the approach in full has been developed in collaboration with a range of partners and will be presented to the Health and Wellbeing Board in July 2019.
- 94 The Wellbeing for Life contract continues to be monitored on a quarterly basis. The service has engaged 3283 clients on a one-to-one since April –March 2018/19 (target set for 2018/19: 300 individuals). There are now 40 trained health champions working for Wellbeing for Life.
- 95 There have been 165 capacity building training courses delivered by the service (target for 100 in 2018/19). The Culture and Sport offer of Ways to Wellbeing continues to work in partnership with Wellbeing for Life to enhance community engagement through cultural, sport and leisure facilities.

Joining the Dots

- 96 Macmillan Joining the Dots officially launched on 24th January 2019. This is an innovative partnership between Macmillan and DCC providing joined up support to people affected by cancer. Since its inception in September 2018 there have been 225 people engaged with the programme. The team of Facilitators are working across 3 defined areas of County Durham – South West, North and East.
- 97 The development of clinical referral pathways is paramount to the success of the Joining the Dots project. Work continues in ensuring that Clinical Nurse Specialists, Macmillan Information Centres, GP's, palliative care nurses and Macmillan Primary Care Nurses are informed of the service and use it as a complimentary non-clinical service to the work they do.
- 98 Development work continues with Primary Care, piloting a scheme to engage those patients that have recovered from cancer and assess if holistic needs are being addressed. Support groups are being developed in primary care settings in the South West to help cancer patients who are more rurally located and therefore less likely to engage due to the availability of services. Engagement work is being prioritised with Primary Care in the East of County Durham, linking with the CCG, to help increase referral numbers and ensure that all patients living with

and beyond cancer are given the option to engage with Joining the Dots.

Joint Strategic Needs Assessment (JSNA)

- 99 The transformation of County Durham's JSNA and Insight is an iterative process. The JSNA and Insight Strategic Group (JISG) has been established to set the strategic focus of the JSNA and link it explicitly to planning/strategy development/joint commissioning.
- 100 Durham Insight is our shared online portal for intelligence, research and knowledge, supporting strategic decision making across all our partnerships. Current content includes in depth JSNA and Insight factsheets (including the recently published SEND factsheet), Health Needs Assessments and Health.
- 101 Equity Audits, DPH Annual Reports, specific topic based landing pages with County Durham context, and embedded intelligence (e.g. PHE Fingertips, LG Inform), infographics, maps and Storymaps and automatically generated standard reports utilising the latest available data for the specified geography. Further developments include a new Durham Insight logo and the creation of a desktop icon for roll out to all staff.
- 102 A JSNA and Insight workshop was held in February and was both well attended and well received. The main themes arising from the workshop centred around content prioritisation, links with commissioning, co-production, ensuring that strategy development is linked into the JSNA calendar and engagement and training around the knowledge and use of Durham Insight.
- 103 The Director of Public Health Report 2019 will be published in October 2019 and will include a measurement framework to identify the difference the programmes of work are making to the Taylor family.

Public Health Update

Health protection

- 104 The protection of the health of the population is one of the five mandated responsibilities given to local authorities as part of the Health & Social Care Act 2012. The Director of Public Health (DPH) for County Durham is responsible under legislation for the local authority's public health functions.

- 105 Durham County Council's responsibilities for public health include ensuring that local arrangements to protect the health of the population are robust and fit for purpose. This includes assuring: the delivery of screening and immunisation programmes; management of threats from infectious diseases, chemicals and poisons, radiation, and environmental health hazards; and that systems are in place for emergency preparedness, resilience and response.
- 106 A health protection assurance event was held in August 2018. This included colleagues from Public Health England, NHS England, the Civil Contingencies Unit, Clinical Commissioning Groups and Environmental Health and Public Protection. The process was supported by internal audit who provided advice. This event led to the development of a health protection action plan, with strategies for health protection assurance identified in the following five key areas of health protection:
- Screening programmes
 - Immunisation programmes
 - Outbreaks and communicable disease
 - Strategic regulation interventions
 - Preparedness and response to incidents and emergencies
 - Data and intelligence across all areas
- 107 The newly formed DCC Health Protection Assurance and Development Group will now oversee implementation of the action plan in order to ensure the population of County Durham has its health protected in line with statutory requirements. The group will meet quarterly to report to the Health & Wellbeing Board on progress towards the identified actions.
- 108 Actions during 2019 will include increasing the uptake of cervical screening, addressing the variation in uptake of MMR vaccination, the development of a local flu board to oversee flu immunisation, completion of the excess death plan for County Durham and shared learning from communicable disease outbreaks. This work will increase the protection that the Taylor family have from threats such as measles or flu.

Commissioning Quality Oversight Group (CQOG)

- 109 The Public Health Commissioning and Quality Oversight Group (CQOG), which meets on a monthly basis, is chaired by a Strategic Commissioning Manager and oversees: all Public Health contracts; commissioning processes; budget and savings; performance and quality monitoring; policy development; equality issues; and joint

commissioning opportunities. The CQOG includes representation from the Commissioning Service, Public Health, Finance and Performance.

- 110 The CQOG produces a monthly update to Public Health Senior Management Team (PHSMT) in order to escalate issues for their consideration and inform the Public Health commissioning plan. The template identifies where decisions are required on whether contract options to extend will be actioned, services will be re-procured or decommissioned. The document is also used to highlight services where there are quality issues that require further attention.
- 111 The table highlights risks in relation to finance, the market/procurement process, contract timescales, and the quality of the service/performance of the provider.
- 112 This report is being considered as part of the Adults and Health Service Performance Management Framework which will also include relevant reporting to Children and Young People's services. An update on some of the key areas commissioned is set out below.

Sexual health

- 113 County Durham & Darlington NHS Foundation Trust (CDDFT) was awarded the new integrated sexual health service (ISHS) contract from 1 January 2018. This includes provision of Genito-urinary medicine (GUM), contraception and sexual health (CaSH), and a sexual health improvement and screening team (SHIST) including human immunodeficiency virus (HIV) prevention, pregnancy prevention, young parent support, lesbian, gay, bisexual, and transgender (LGBT) support and chlamydia screening.
- 114 The service specification for the contract now incorporates responsibility to manage GP provision of Long Acting Reversible Contraception (LARC) and pharmacy delivery of Emergency Oral Hormonal Contraception (EOHC). Additionally, the ISHS provides 24 hour online testing to those aged 16+ to enable service users to order home testing kits for chlamydia, gonorrhoea, syphilis and HIV.

0-19 Healthy Child Programme

- 115 Since April 2016 the current 0 – 19 Health Visiting and School Nursing contract has been delivered by Harrogate and District Foundation Trust (HDFT). The contract is now in its final year of delivery and making good progress in achieving the key performance indicators which are aligned to public health and children's outcomes. HDFT accepted the third extension year which took the contract until 31 March 2019.

- 116 In preparation for re-procurement of a Health visiting and school nursing service, a multi-agency project board has been established to plan and manage the re-procurement, commissioned by Durham County Council (DCC). The board will ensure that planning, market engagement, service specifications and evaluation processes are fully scoped and carried out in a timely manner.
- 117 To ensure inclusiveness; reflect the local authority's duty to young people with Special Educational Needs and/or Disabilities (SEND); young people who are care leavers and the direction of the NHS Long Term Plan moving towards 0-25 services, the new service will be referred to as 0-25.

Public health grant and budget prioritisation

- 118 Work has been carried out to raise concerns with Government about the future of the public health ring-fenced grant. The original Public Health Grant that was transferred to Durham County Council in 2013 was £44.5 million. This level of funding reflected the spending levels of our Primary Care Trusts at this time and the priority given to public health in County Durham given the significant health inequalities that are faced. It is used to fund a mix of externally commissioned services such as health visiting and school nursing services, sexual health services and drug and alcohol services. The funding also supports a range of DCC prevention and improvement services.
- 119 Since the transfer of these additional responsibilities into local government, the Council's public health grant has been reduced by 12.8% since 2013, including a significant cut in 2015/16 of £3.3M at a time when health-visiting services were being transferred to local government.
- 120 There are further risks to our Public Health Grant beyond 2020 when it is anticipated that the use of 75% Business Rates Retention (BRR) will come into effect. At that point, the Public Health Grant is expected to cease and instead, funding for public health services will be allocated through the Business Rates Retention.
- 121 It is being suggested as part of discussions relating to the Fair Funding review, that the public health funding will then be allocated to Local Government based on a new formula recommended by an Advisory Committee in Resource Allocation (ACRA). Financial modelling by Special Interest Group of Municipal Authorities (SIGOMA) suggests that if these proposals were to be introduced and the ACRA formula applied, then funding for public health in DCC will be cut by £19m, or almost

40% of its current budget. This would have a major impact on public health across the County.

122 Our modelling also shows that whilst all Local Authorities in the North East will see a reduction, Durham will be the worst affected in England. However, some authorities will gain significantly under the ACRA formula modelling. These include Surrey County Council which will benefit by an estimated £14m and Hertfordshire by £12.6m – even though the health of their local populations is significantly better than County Durham. For example, there is a 7 and 9 year gap in healthy life expectancy between women in County Durham (59) compared to Hertfordshire (66) and Surrey (68) respectively. Also, the majority of health issues such as cancer and respiratory conditions are worse in Durham than in Hertfordshire and Surrey.

123 At the moment, uncertainty remains about the future of the Public Health Grant, including whether BRR actually will be applied, and how the ACRA formula will be used. However, until a decision is forthcoming we will be urging Government to:-

- continue the allocation of the current Public Health Grant;
- ensure a tailored distribution of public health funding within BRR;
- review the ACRA formula to remove unfair redistribution of public health funding.

124 Awareness of the issue has been raised in the following ways:

- Meetings with the Chief Executive of Public Health England
- Presentations at Overview & Scrutiny Committee, Clinical Commissioning Group Governing Body, North East Directors of Public Health Meeting, Cumbria & North East Health Strategy Group, Health and Wellbeing Board
- Briefing for MP's
- Letters sent from Health and Wellbeing Board, Integrated Commissioning Services Lead, CCG Governing Body, Scrutiny Chair, Office of Police, Crime & Victim Commissioner, key health partners to the Secretary of State for Health
- Joint letter with other local authorities in a similar position e.g., Blackpool
- Raised with the Faculty of Public Health
- Response to consultation on Fair Funding Review
- Close dialogue with the Local Government Association and Association of Directors of Public Health.

- 125 Only one response to the letters has been received to date. Efforts will continue to raise the issue as well as financial planning for a reduction in the grant via the Medium Term Financial Plan.
- 126 Public health is also facing financial pressures due to the NHS Pay Award and changes to a drug used within the Drug and Alcohol Service Buprenorphine. While the NHS has received funding to support the NHS Pay Award this has not been provided to Local Authorities which commission public health services from the NHS. In relation to Buprenorphine there has been a price rise in the drug which is putting pressure on the budget. Both of these issues have been flagged with NHS England, Public Health England and the Secretary of State for Health.
- 127 The public health team used the Public Health England (PHE) prioritisation framework to inform the 2019/20 budget. This process was then tested with colleagues across Adults and Health Services. This provided a transparent process for financial planning for the Medium Term Financial plan.

Performance Framework

- 128 Changes to the public's health can take many years to measure. However linked to the Taylor family, priorities, commissioned services and corporate and cabinet performance reports, a performance framework is in development with colleagues from Transformation & Partnerships.
- 129 This will include quality and key performance indicators, outcome measures and short medium and long term ambitions and form part of the Adults & Health performance framework with close links to Children's. These will also be linked to key partnership measures.

North East work

- 130 The Director of Public Health is the vice chair of the Cumbria and the North East Integrated Care System Prevention Board. The Chief Executive is the Local Authority sponsor for the Board. The aim of the Prevention Board is to provide strategic oversight and direction for the agreed priorities with the purpose of improving the health and wellbeing and reduce health inequalities amongst the North East and North Cumbria population.
- 131 The Prevention and Population Health Board has agreed the following two Prevention priorities and three enablers to influence health outcomes and health inequalities.

- 132 The agreed priorities for the Prevention to be delivered at scale across the ICS are:
- Treating tobacco addiction as part of a whole NHS smoke-free model
 - Reducing alcohol related harm.
- 133 There are 3 agreed 3 enabling workstreams supporting Prevention:
- Workforce (MECC, Increasing Public Health Capacity in Trusts, Health of the Workforce)
 - Communication and engagement at ICS level (as identified in the NECS surplus bid, to develop the narrative for a variety of audiences). Clear communication and engagement plan that supports the implementation of the prevention approach across the ICS system
 - Community asset based approach (including social prescribing).
- 134 The DPH is also the Chair of the North East Association of Directors of Public Health. This role entails supporting a programme of Sector Led Improvement and raising key issues nationally on behalf of the North East. Recent examples of these have been in relation to the NHS Long Term Plan, Public Health Grant and increase in drugs cost for local drug and alcohol recovery services.

Public health team update

- 135 The public health team was reviewed as the public health priorities were refreshed.
- 136 The team work across the life course in a starting well and living and ageing well team as well as Healthy Communities Strategy and Assurance. There was a shift in emphasis of the team with an increased focus on the underlying influences on health including poverty, housing, and education with the aim of working closely with Council and partners on these issues. It also sought to give staff career development in line with the Local Government Association employer standards.
- 137 The team consists of 18 people which seeks to improve and protect the health of local residents by working with others, including local communities and deliver on the public health priorities. The team also has several temporary posts and posts that support the NE agenda. The restructured team has a Deputy who takes a lead role in working with colleagues across the Council as well as having the lead role for starting well and social determinants.

- 138 The Deputy Director of Public Health has contributed to the development of the Children and Young Peoples Strategy, Durham's refreshed children's safeguarding arrangements and now chairs the Child Death Overview Panel. The leadership of oral health has also been a key part of the Deputies role.
- 139 A new joint strategic manager post has been created across DCC Public Health and DCC Culture Sport & Tourism. This post is responsible for setting the priorities, policy and direction of the newly defined Wellbeing and Partnerships Team within Culture Sport & Tourism ensuring these align to Corporate, Culture Sport & Tourism and Public Health priorities.
- 140 This role will develop strong partnerships with key stakeholders and existing partnerships across County Durham and will drive forward work to ensure the Culture Sport and Tourism offer addresses inequalities and targets resources within a county wide offer to support vulnerable groups and communities.
- 141 The PH team continue to work closely with public health intelligence team now based in Transformation and Partnerships.
- 142 County Durham is a training location for public health specialty registrars who undertake a five year training programme and has recently received a positive quality report about the support and environment for trainees.
- 143 The team work with others to improve and protect health and wellbeing and to reduce health inequalities. This includes key partnerships across County Durham including Area Action Partnerships, Public Health England, NHS England and most importantly local communities.

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Appendix 1: Implications

Legal Implications

There are a number of key legislation, policy developments and initiatives which have led and contributed to developments with Adult and Health Services. Public health responsibilities are set out in the Health & Social Care Act 2012.

Finance

There is a public health ring fenced grant which is utilised for key commissioned services and other public health programmes.

Consultation

No implications.

Equality and Diversity / Public Sector Equality Duty

No direct implications.

Human Rights

No direct implications.

Crime and Disorder

No direct implications.

Staffing

Effective delivery of public health is dependent upon a suitably trained and skilled workforce.

Accommodation

No direct implications.

Risk

No direct implications.

Procurement

No direct implications.