

Improving the health and wellbeing of people in County Durham and reducing health inequalities



County Durham Health and Wellbeing Board Annual Report

2018/19



County Durham Health
and Wellbeing Board

www.countydurhampartnership.co.uk

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If you would like more information about this report email HWB@durham.gov.uk

Welcome from the Chair and Vice-Chair of the Health and Wellbeing Board

Welcome to the County Durham Health and Wellbeing Board Annual Report 2018/19. As Chair and Vice Chair we are pleased to say that the Board have had a successful year, having worked to improve people's health and reduce health inequalities across the county.

We are privileged to have been supported by a group of partners who have continued to work together to deliver our shared vision to "improve the health and wellbeing of the people of County Durham and reduce health inequalities".

The Health and Wellbeing Board (HWB) have continued to deliver on the six priorities in our [Joint Health and Wellbeing Strategy 2016-19](#). This report highlights some of the work programmes which have contributed to delivering this strategy.

The report includes some excellent examples of our achievements including delivering the 'Prevention at Scale' pilot which focuses on mental health, significant reduction in smoking prevalence, further development of 'Dementia Friendly Communities', introduction of the 'Active 30' programme in schools and the three-year Pharmaceutical Needs Assessment (PNA), which considers the health needs of the population and the provision of pharmaceutical services.

We have met formally six times during the year and you can view the HWB papers for these meetings by clicking on this [link](#) to Durham County Council's website.

We would like to take this opportunity to thank all the Health and Wellbeing Board members for their hard work and commitment to improving the health and wellbeing of County Durham's residents.



Councillor Lucy Hovvels MBE

Chair of the Health & Wellbeing Board

Cabinet Portfolio Holder for Adult & Health Services



Dr Stewart Findlay

Vice Chair of the Health & Wellbeing Board

Chief Officer, North Durham and Durham Dales, Easington & Sedgefield Clinical Commissioning Group

About the County Durham Health and Wellbeing Board



The County Durham Health and Wellbeing Board (HWB) is a strategic partnership which sets the vision and direction for health and wellbeing across the county. The HWB's vision is to "improve the health and wellbeing of the people of County Durham and reduce health inequalities". To achieve this, we have identified six strategic objectives in the Joint Health and Wellbeing Strategy (JHWS) 2016-19:

1. Children and young people make healthy choices and have the best start in life.
2. Reduce health inequalities and early deaths.
3. Improve quality of life, independence and care and support for people with long term conditions.
4. Improve mental and physical wellbeing of the population.
5. Protect vulnerable people from harm.
6. Support people to die in the place of their choice with the care and support that they need.

Responsibilities

The HWB has a longstanding track record of partnership and integrated working and undertakes development activity to ensure it is operating effectively. The HWB works closely with County Durham health overview and scrutiny committee to deliver a complementary work programme.



The HWB is committed to engaging with local people as a basis for its work. Recent examples include the 'voice of child' dialogue between children and young people and senior leaders, and a 'resilient communities' event for over 200 people.

The main responsibilities of the HWB are to:

- Assess the health and wellbeing needs of the local population and how they can be addressed through a Joint Strategic Needs Assessment (JSNA).
- Produce and implement a Joint Health and Wellbeing Strategy 2016-19 (JHWS) based on the information in the JSNA.
- Promote improved partnership working and joining up services across health, public health and social care services.
- Work closely with organisations or departments who provide services related to the wider determinants of health.
- Promote integrated working between commissioners of health services, public health and social care.
- Produce a Pharmaceutical Needs Assessment.

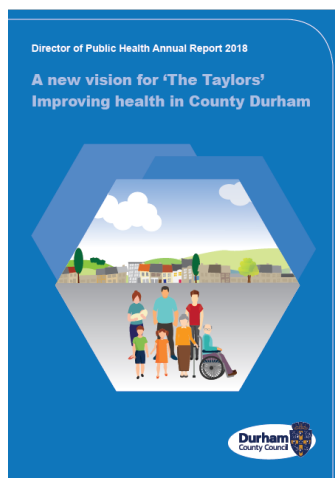
The refreshed JSNA provides an overview of the current and future health and wellbeing needs of the people of County Durham which forms part of [Durham Insight](#), a shared intelligence, research and knowledge-based website for County Durham. This informs the wider strategic planning across Durham County Council (DCC), its partners and the county's thematic partnerships. The site provides links to data, analysis, external frameworks, local profiles, strategies and plans relevant to life in County Durham.

Key Performance Achievements

Monitoring performance against the JHWS is important to the Health and Wellbeing Board. Below is an idea of the direction of travel on several of the key performance indicators, from the different life course stages.

- The downward trend continues in under-18 conceptions, with a reduction of 64% since 1998.
- 155 businesses have signed up to the county's Breastfeeding Friendly Scheme encouraging mothers to breastfeed and making it the 'norm'.
- 2,253 secondary school pupils aged 14-15 have participated in the Youth Aware of Mental Health programme, helping with anxiety, depression and healthy lifestyle choices.
- Estimated smoking prevalence has improved (aged 18 and over) and, for the first time, is not significantly different to both national and regional averages.
- Durham has a higher rate of people who participate in sport and physical activity than England and the North East.
- The percentage of people who have been screened for breast, cervical and bowel cancer is higher than national and regional averages.
- Durham continues to be a high performer in preventing delayed transfers of care from hospital.
- The adult safeguarding process continues to be successful, with 95.7% of individuals fully or partially achieving the desired outcomes they set at the start of the process.
- The proportion of people using social care, who report they have enough choice and control over the care and support services they receive, is above national and regional averages.

Director of Public Health (DPH) Annual Report – A new vision for ‘The Taylors’: Improving health in County Durham



The Director of Public Health is a statutory member of the Health and Wellbeing Board. Under the Health and Social Care Act 2012, one of the statutory requirements of the Director of Public Health is to produce an annual report about the health of the local population. The local authority has a duty to publish the report. The government has not specified what the annual report might contain and has made it clear that this is a decision for individual Directors of Public Health to determine.

The 2018 report focuses on the new vision for the public's health in County Durham. The report shares the work that has been undertaken in the last year to set out a new vision for the health and wellbeing of County Durham. The work is built on achievements over the last five years including a major reduction in smoking levels across County Durham.

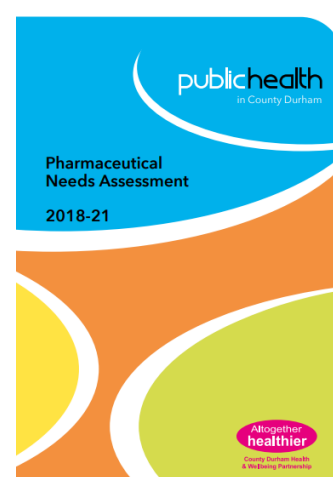
It is based around a fictional family ‘The Taylors’ and describes the challenges the family faces. It is also very focussed on the ‘assets’ that the family has and how these can protect health and wellbeing. It is recognised that not all people in County Durham live within a family, but this helps to identify what the family can do to support itself and what services are available.

The annual report can be seen on the Durham County Council (DCC) website at [Public Health Annual Report 2018](#).

Joint Strategic Needs Assessment and the Pharmaceutical Needs Assessment

In line with the statutory responsibilities of the Health and Wellbeing Board, a three-year Pharmaceutical Needs Assessment (PNA) was approved in April 2018. The PNA is part of Durham Insight and can be found at www.durhaminsight.info/pna/.

Durham Insight provides information on the health and wellbeing needs of County Durham now and in the future, through interactive webpages. It includes specific themed factsheets which have the most up to date statistics, providing an evidence base at a number of geographies.



Health and Social Care Plan

Durham Health and Wellbeing System Plan 2019-2020



The HWB supported the development of a one year Health and Social Care Plan for County Durham, outlining key programmes of work and any areas of consultation for children and adults services.

Work is also going on to develop a longer-term five year plan which will deliver the requirements of the NHS

Long Term Plan. This plan will demonstrate the journey towards greater system thinking in commissioning, delivery, performance monitoring, driving efficiency and improving outcomes for the people of County Durham.

County Durham has a strong track record of integrated health and social care working based on effective partnerships.

For example, the development of:



- Intermediate Care Plus (a short-term health and social care service to support adults cared for, in and out of hospital, to assist recovery and rehabilitation).
- The 0-19 pathway (including school nursing).
- Mental Health and Learning Disability Services.
- Community Equipment.
- Carers Services.
- Social Prescribing.
- Post Diagnosis Autism Service.

Partners have been taking the opportunity to build upon this, to define how we want health and social care services to be shaped and delivered across the County, to further improve outcomes for local people. Some examples of recent progress include:

- Teams Around Patients (TAP) are operational across County Durham. TAP are designed to promote prevention and independence and deliver care in the community in line with local need. The TAP are being further developed into Primary Care Networks.
- A new Integrated Governance Framework has been implemented and includes an Integrated Commissioning Group and an Integrated Steering Group for Children.
- The Integrated Care Board has also expanded its membership to include Primary Care.

- The NHS Durham, Darlington and Teesside Mental Health and Learning Disability Partnership has been established to manage integrated NHS commissioning relating to learning disabilities and mental health.
- An integrated provider model of service delivery has been developed for NHS Community Services to be managed alongside Social Care.
- Development of an integrated cultural competency framework and leadership programme for middle managers in Adult and Health Services, and County Durham and Darlington NHS Foundation Trust (community services).
- Establishing the Integrated Senior Leadership Team.
- The Integrated Commissioning group has been developing the options for an Integrated Strategic Commissioning function.

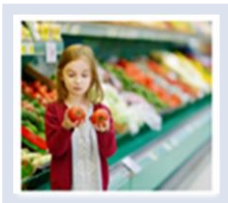
In August 2018, an appointment was made to the joint post of Director of Integrated Community Services, with overall responsibility for the delivery of Integrated Community Services across County Durham.

The Integrated Community Care Partnership (ICCP), a collaborative arrangement between the NHS and Durham County Council, has been set up to deliver joined up care, ensuring that delivery is efficient, is of high quality and meets the needs of the population.

- Children and Young People.
- The Integrated Steering Group for Children governance and work programme.
- Integrated commissioning approach for children and the priorities linked to the inspection regimes in children's services.
- Therapy services review.
- Development of place based 0-19 services.

Achievements of the Health and Wellbeing Board

This section details key programmes of work for the Health and Wellbeing Board and developments that have taken place in 2018/19 to achieve the strategic objectives in the Joint Health and Wellbeing Strategy.



Priority 1: Children and young people make healthy choices and have the best start in life

The Children and Young People's Strategy 2019/22 ensures continued delivery and support for our young people; and where this impacts on health and wellbeing outcomes it will be jointly delivered with the Health and Wellbeing Board.

NHS Dental Care Provision



Following a request from the HWB, it was provided with assurance from NHS England that programmes of work were being taken forward to support the sustainability and access of dental care practices in County Durham. The HWB endorsed the work currently being carried out with the local dental network, and other key stakeholders, to

better understand the challenges facing NHS dental providers, with a view to developing a local practice resilience programme.

The HWB endorsed the development of a dental practice resilience programme which provides support to dental practices countywide. Work undertaken to date includes:

- A recruitment event for Foundation Dentists to meet with practices who have vacancies.
- Work with Health Education England to develop a mentored training programme aimed at attracting overseas dentists into areas of need.
- Work with Health Education England and Local Dental Committees to develop educational events aimed at raising awareness of dental regulations and assurance processes.
- Funding peer review audit events aimed at supporting practices by increasing awareness and knowledge of Delivering Better Oral Health.

A tooth brushing 'train the trainer' scheme has successfully been offered across the top 30% of deprived areas in County Durham. This multi-agency training has been delivered across the early year's settings, 0-19 and family services. This has provided an enhanced tooth brushing offer to 2-year-old children within settings and the home environment for those who are not accessing a childcare setting.

Children and Young People with Special Educational Needs and Disabilities (SEND)

The HWB supported the refinement of partnership governance arrangements and have approved the Special Educational Needs and Disabilities (SEND) Strategy, along with the Integrated Steering Group for Children, which has resulted in service improvements for Children with SEND. This includes providing better co-ordinated services, having high quality support to meet people's needs, that young people are well prepared for adult lives and can live independently.



The Health and Wellbeing Board have signed up to the SEND Promise to make the lives of children and young people better. An update on this work was presented to the Board which included:

- 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.
- The introduction of a pilot for Independent Travel Training was developed with the aim of allowing more independence and improving access to leisure activities for young people.
- A new health needs assessment (HNA) of young people with SEND was commissioned by Durham County Council's Public Health Team in conjunction with young people themselves. This has helped inform the new Strategy.

Case study

L a Year 6 boy presenting with anxiety; felt that school was about '3 out of 10' and could not think of anything that he liked about it, Ls behaviour resulted in long periods out of class. Following a 12 week support programme L made positive steps towards being able to talk about his feelings and use calming strategies. By the end of the intervention L was in class for up to 75% of the school week, grandparents reported that 'his mood is much lighter; he seems happier in himself and he is talking about his feelings much more'. L said that he felt school was now '6 or 7 out of 10' and that this was because he now 'has someone to talk to'.

Children and Young People's Mental Health, Emotional Wellbeing & Resilience Local Transformation Plan

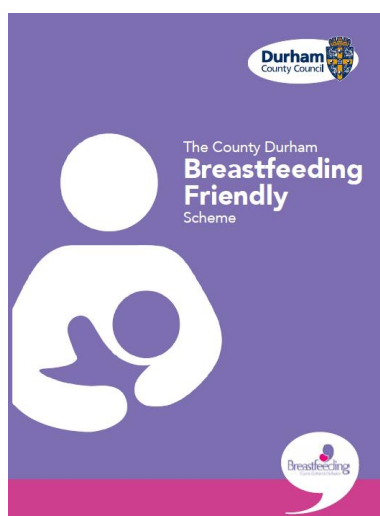


Improving children's mental health and emotional wellbeing is a key objective for the HWB, and a main priority within the County Durham public health strategic plan. The aim of the Local Transformation Plan (LTP) is to make it easier for children, young people, parents and carers to access help and support when needed, and to improve mental health services for children and young people.

Following a series of wide-ranging stakeholder consultation, the LTP was signed off by the Chair of the Health and Wellbeing Board and the Corporate Director of Children and Young People's Services, ahead of submission to NHS England on 31st October 2018.

To find out more information download the plan by clicking on ['Children and Young People's LTP'](#).

Breastfeeding



To support children to have the Best Start in Life (a strategic priority of the HWB), Harrogate and District NHS Foundation Trust (HDFT) Specialist Infant Feeding Practitioners are supporting the delivery of the Breastfeeding Peer support element of the infant feeding offer. This supports the promotion of breastfeeding by working with young people, delivering school-based interventions and contributing to the processes to develop Durham as a breastfeeding friendly County. A specific area of focus for the HWB is to make venues and organisational workplaces as breastfeeding friendly as possible.

The Growing Healthy 0-5 Health Visiting service in County Durham and Darlington has been successful with its Gold Baby Friendly accreditation by UNICEF, with feedback from mothers rating the teams very highly for being kind and considerate.

Work is being progressed with the digital lead from HDFT and the Infant Feeding Practitioners to develop a suite of video clips that can be used to promote the benefits of breastfeeding and the support that is available locally.

Active 30 Durham



The HWB endorsed work of the Active Durham Partnership in developing the Active 30 Durham programme which was launched in schools in September 2018. The aim is to

increase the physical activity of young people. Over 100 schools are currently engaged and have signed up to doing at least 10, 20 or 30 minutes of moderate to vigorous activity every day in school. The programme is supported by two elements:

- *Active 30 Durham Hub* - an online resource hosted within the Active Durham web page that provides schools with a centralised bank of resources to help schools to make their school day active for every child and support them to achieve the Active 30 agenda.
- *Active 30 Durham Campaign* - joining Active 30, schools pledge to work towards *all children* achieving 30 minutes of moderate to vigorous activity every day in school. The awards system can be used as a development tool to work from 10 to 20 to 30 minutes of activity for all children. Alternatively, schools can aim straight for Active 30.

The campaign will be further promoted to engage new schools. Existing schools will be encouraged to maintain or increase their active minutes during 2019 and beyond. Plans to increase the scope of Active 30 Durham to include early years settings are being put in place. This programme also supports the HWB priority of maintaining a healthy weight.

Holiday Activities with Food

In the summer of 2018, working with the Children and Families Partnership, the HWB took forward a strategic (pilot) approach to food poverty during school holidays, called Holiday Activities with Food. This included:

- Capturing and publicising over 177 activities (with or without food) across County Durham.
- Joining up and co-ordinating activities within local areas.
- Developing a programme of activities with healthy food provision for some of our most vulnerable children and young people.



Following positive feedback from the summer programme, free healthy snacks were available over October 2018 half term in DCC leisure centres with swimming pools and in Clayport Library.

Case study

Partnership agencies identified children and young people who are vulnerable and/or eligible for free school meals, and invited them to participate in healthy cooking sessions during the school holidays. In the Chester-le-Street area 194 children and their parents were introduced to new healthy recipes that are easy to make and cost less than £5 to feed a family of 4, every participating family also received a cookbook to take home. While not only providing families with a hot meal during holiday time, the sessions also served to educate families with regards to budgeting and healthy eating.

Reducing Tobacco Dependency in Pregnancy

To enable children to have their best start in life, a County Durham strategic plan, endorsed by the HWB, to reduce tobacco dependency in pregnancy was developed in January 2019 to reduce the impacts of tobacco on babies. The plan compliments the Local Maternity System plan while supporting local implementation. An action plan has been developed and a local target was set which aligns with the national ambition to reduce rates of smoking throughout pregnancy to 6% or less 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.

Several focus groups with pregnant women who currently or 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 form a key part of work activities.

The Integrated Care System Health Strategy Group across the North East has 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), has identified reducing tobacco dependency in pregnancy as a key area of focus to support the Local Maternity System and local delivery change.



Priority 2: Reduce health inequalities and early deaths

Community Pharmacies



The HWB received an update on the Community Pharmacy Network in County Durham, aligned to a whole system approach to health and self-care, to show how they are working to improve the health and wellbeing of residents. The board supported the work of the network of 126 community pharmacies in County Durham, delivering a range of services to their patients in

addition to their core role of dispensing medicines. They aim to support people to manage their long-term conditions, be a first port of call for healthcare advice and treatment, and be neighbourhood health and wellbeing hubs.

Case study

J smoked 40 cigarettes a day and drank excessive amounts of alcohol which were affecting his health. He had a health assessment at his local community pharmacy which showed that he had a cholesterol ratio of 8:2 and he was at serious risk of developing diseases which would have a serious affect on his long term health. J took the advice received from the community pharmacist and made significant changes to his life style; he stopped drinking alcohol, stopped smoking and began exercising. J now has a cholesterol ratio of 4:3, has a new career as a personal trainer and he has recently completed an Ironman Triathlon, swimming 2.4 miles, cycling 112 miles and running a marathon.

Health Protection Annual Assurance



The Health and Wellbeing Board accepted that there were effective assurance processes in place for communicable disease control, strategic regulation intervention and emergency preparedness. The newly formed Health Protection Assurance and Development Group has focused on improved screening and immunisation programmes; outbreaks and communicable diseases; being prepared to

respond to incidences and emergencies which supports the prevention of disease; and the ability to manage disease if there is an outbreak.

Health and Housing



The HWB endorsed partners' approach to addressing issues relating to health and housing. Public Health collaborated with the Spatial Policy Team to conduct a Health Impact Assessment (HIA) on the Housing Strategy Action Plan. Public Health has also produced a HIA on homelessness to consider opportunities to address those most at risk and to support rough sleepers. The HIAs have enabled partners to collectively consider how housing and related support could promote positive health, independence and equity, as well as identify existing good practice.

Specific health and housing priorities within County Durham include reducing social isolation, fuel poverty, childhood injuries in the home, and falls and frailty in older people. Making Every Contact Count (MECC) training to housing and welfare officers has been undertaken, enabling staff to offer people brief advice on health or signposting to services in their community.



This best practice approach has been recognised regionally, when Durham's Housing Strategy HIA process and findings were selected for presentation at the Public Health England 'Health in All Policies' North East event in April 2019.

Marketing Campaigns

HWB partners have supported a coordinated approach to key public health marketing campaigns which have an impact on health inequalities and early deaths. Campaigns supported include:

- No Smoking Day and Quit 16 campaign supported by a digital advert in Durham City. Tees, Esk & Wear Valleys NHS Foundation Trust has already gone smoke free and County Durham and Darlington NHS Foundation Trust has plans to be smoke free towards the end of 2019.
- Social media promotion by Fresh NE promoting the Smoke Free App and online support.
- 'Stay Well this Winter' campaign which saw the NHS exceed staff flu immunisation targets to 93%.
- National Pharmacy Advice campaign launched on 4 February and ran until 31 March and was supported locally through advertisements on buses.
- National Autism Awareness week.
- County Durham Breastfeeding Friendly Scheme.



Healthy Weight Alliance



Obesity is a population health and inequalities challenge which has profound long-term consequences for health and wellbeing across County Durham. The Healthy Weight Alliance, a subgroup of the Health and Wellbeing Board, has taken forward County Durham's whole system approach to supporting people to achieve and keep a healthy weight. An example of the work is:

- The Soft Drinks Industry Levy - County Durham received around £429,000 funding. Schools were to consider the promotion of positive mental and emotional wellbeing, and engage children of all abilities in physical activity. Developments from the DCC allocation include:
 - School kitchen and dining environment refurbishments.
 - Purchase of school outdoor play equipment.
 - Development of school outdoor sports facilities.
 - Matched funding opportunities to develop projects.
 - Development of school growing clubs.

Case study

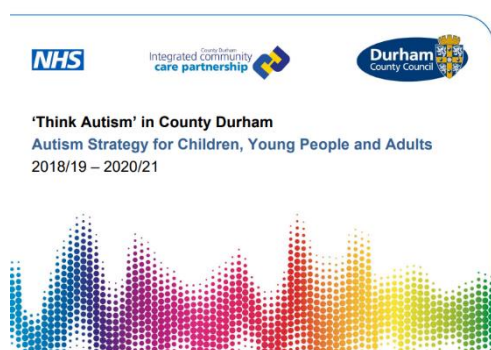
The Healthy Weight Alliance, Chester-le-Street AAP, Durham Football Association, Durham County Council Sport and Culture and Wellbeing for Life launched Man v Fat, a football league for men who want to lose weight. The league is decided not only upon points won but also upon pounds lost among participants. Support was given to each participant with unique resources, inspiration and 24/7 support to help them to lose weight, meet people and get fitter. It also helps to reduce social isolation and improve mental health. In its first week the league had 87 players with 17 on a waiting list. Weight loss in the first week was 150kg!

Hot Food Takeaways

The HWB advocated for a policy to impose restrictions on new planning and licensing applications for hot food takeaways, including the percentage in a given area and proximity to schools and colleges. The Hot Food Takeaway Policy will support our young people, families and communities to be able to live and interact within environments where healthier choices are the easy choice.



‘Think Autism in County Durham’



Health, Social Care, Education and other partners developed the new '[Think Autism in County Durham](#)'. all-age strategy and action plan for 2018/19 – 2020/21 was developed.

The Health and Wellbeing Board agreed the strategy and action plan which was consulted on with stakeholders such as people with autism, parents, families, carers and providers. The

strategy was launched during World Autism Week in April 2019.

Social Isolation



The HWB received information on the arrangements for the Adult Care Transformation and Innovation Fund. This included a focus on social isolation and how Area Action Partnerships can support residents to be included in social activities in their community.

Case study

Great Aycliffe and Middridge (GAMP) AAP, working with the Pioneering Care Partnership, have been running the Buddies Befriending Service. The project supports older residents, specifically those who are isolated and lonely as a result of illness, disability, age or family circumstances. Rather than becoming increasingly dependent on family members, social and medical services, they are more likely to live independently in their own homes and, at the same time, become integrated in the community. The Buddies Befriending Service has supported 283 older residents in the GAMP AAP area, helping to build resilience, increase social networks, improve the quality of life and provide support to access local amenities or other services, helping to improve people's mental health and wellbeing. The project aims to support a further 150 older people in the next year.

Falls Prevention



The HWB agreed to adopt the Joint Falls Prevention Strategy and Action Plan. The Falls Strategy Task Group has been set up to ensure the strategy and action plan are delivered. An example of their work is the falls prevention training delivered in care homes, which ensures people understand what can be done to reduce the risk of falls, and that services respond with

efficient and effective care to restore independence. This has seen 413 staff across 92 care homes receive training in falls prevention.

Dementia Friendly Communities (DFC)

The HWB endorsed the work of partners to further develop Dementia Friendly Communities across the county. For example - a Dementia Friendly Communities Co-ordinator is working across Derwent Valley, Chester-le-Street, Mid Durham and Stanley AAP areas to aid further development in these areas. The Co-ordinator works with County

Durham Housing Association Forum partners to increase dementia awareness, and develop Dementia Friends Champions in the relevant settings. Housing Association Forum members have encouraged staff to volunteer to become Dementia Champions, and they now have the skills and knowledge to support people with more personalised and effective levels of care. There are currently nineteen existing DFCs in the County and more are to follow over the coming years.



Warmth and Wellness

The project, supported by the HWB and four Area Action Partnerships (AAPs), are working with the County Durham and Darlington Fire and Rescue Service to deliver a pilot project to address issues over cold related winter deaths.



A gap in provision was recognised by the Severe Weather Plan group. Housing and social care partners highlighted that some schemes set up to provide vulnerable residents with heaters and winter warmth supplies had ceased. The AAPs funded a new pilot project to address the issues. The project, based on a 24/7 service model of provision which has been in existence in Cleveland for eight years, was delivered

by the Fire and Rescue service. The pilot operated until March 2019 and an evaluation is being fed back into the Severe Weather Plan group.



Priority 4: Improve the mental and physical wellbeing of the population

Suicide Prevention Alliance

The link between mental health and suicide is well established. Reducing suicide is a key outcome for the HWB, and the board has acknowledged the work carried out by the County Durham Suicide Prevention Alliance. The alliance has been established to deliver a multi-agency approach to suicide prevention and it has developed a refreshed programme of work with an associated action plan. A Suicide Prevention Co-ordinator was appointed in July 2018 to support the delivery of the Suicide Prevention Alliance action plan, and oversee support for those bereaved or affected by suicides, including families and the wider community. The Alliance has also undertaken an audit of suicide to determine what lessons can be learned, and there are plans in place to review the current early alert system to develop new Real Time Data Surveillance on suicides.



Also, additional national funding has been made available to Integrated Care Partnership areas to expand current service provision relating to suicide prevention; this work is being led by North Durham Clinical Commissioning Group. An example of their work is the Durham Crees initiative which aims to tackle loneliness by bringing people together in a comfortable environment. Initially aimed at men, it has been expanded to include women and young people.

LGA Mental Health Prevention at Scale



The Prevention at Scale (PaS) offer was a pilot programme to discover what support is needed to scale up prevention. PaS was delivered by the Local Government Association (LGA) working with partners. The focus was on supporting local areas to deliver prevention at scale for a specific condition, or risk factor, that will have a significant impact on health improvement for the local population. County Durham was chosen as one of twelve pilot areas, with a focus on mental health at scale.

HWB partners are delivering several initiatives and approaches which are seeking to promote good mental health across a variety of settings:

- A newly instigated workforce led group is exploring the possibility of creating a universal approach to improving mental health across County Durham, by supporting employers to sign up to the 'Time to Change' pledge.
- 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, to increase the number of workplace health interventions across multiple employers. This includes a dedicated post to work on mental health.
- Investing in Children County Durham has been awarded Time for Change hub status. This has allowed the hub to receive a funding grant for operational purposes from the national Time for Change office. The hub provides a co-ordination role for countywide activity around stigma and discrimination.

Case study

Durham County Council senior leaders championed the mental health agenda by signing up to the Time to Change Employer Pledge and supporting the Time to Change Campaign, which aim to change the way people think and act about mental health problems. Colleagues were encouraged to make mental health an agenda item at team meetings, all managers were encouraged to approach the subject with their teams and make staff aware that they can talk about their mental health. Since signing the Time for Change Employer Pledge over 100 colleagues across Durham County Council have volunteered to become Time for Change champions.

Durham's Mental Health Strategy and Concordat 2018-2021



The Mental Health Strategic Partnership Board (MHSPB) developed a plan on a page 'Mental Health Strategic Plan' which was approved by the HWB. The plan was developed from the emerging priorities of its five workstreams - dementia strategy implementation, children and young people, suicide prevention, adults' wellbeing, and the Crisis Care Concordat. The Plan sets

out a range of priorities being taken forward by each workstream along with details of key interventions and outcome indicators. It also included five cross-cutting themes: Think Family, Evidence and Intelligence, Workforce, Governance, and Communication and Engagement.



Alongside 19 priority work areas, five cross-cutting themes emerged that have been incorporated into the new mental health strategy and concordat. This includes the approach to being guided by the evidence base, to work alongside partners and communities, their commitment to workforce development and the importance of ensuring a whole family approach to all that they commit to do.

Case study

Rollercoaster is a parental peer support service that supports parents and carers who are caring for a child with emotional or mental health difficulties.

Rollercoaster run two support groups, one in North Durham and one in South Durham, to offer a safe physical space for parents to meet, share experiences and support each other. They offer substantial support via a closed social media group, which also extends to telephone support and signposting to services.

People have commented positively about the service one parent said 'I have learnt so much from all the different agencies to help support my daughter. Still on the rollercoaster on the up at the moment, but always anxious about what's around the corner.' Another parent commenting that the 'Rollercoaster group has been such a positive experience for me as my concerns and experiences have been taken seriously. I really feel very blessed to be part of it. Thank you everyone.'



Priority 5: Protect vulnerable people from harm

Joint Targeted Area Inspection (JTAI) of the multi-agency response to domestic abuse in Durham



The Health and Wellbeing Board was appraised of the outcomes of the Joint Targeted Area Inspection of domestic abuse in Durham. The Board has been challenged to think differently about the voice of the child in decision making processes. The HWB has been keen to ensure that young people are heard and listened to in all priority areas, and it has held a specific session with young people about what is important to them.

Durham Safeguarding Children Partnership

The safety of vulnerable children is a priority for the HWB, and the board endorsed the improved arrangements introduced to safeguard and protect the welfare of children across County Durham.



Following the introduction of the Children and Social Work Act 2017, the Local Safeguarding Children Board (LSCB), set up by the local authority, was replaced by the Durham Safeguarding Children Partnership (DSCP) which

is now led by three statutory safeguarding partners; Durham County Council, Durham Constabulary, and the Clinical Commissioning Groups. Under the new legislation the DSCP provides strong joined up leadership to deliver effective safeguarding arrangements, in line with the statutory guidance set out in 'Working Together to Safeguard Children (2018)'.

Area Action Partnership (AAP) Projects

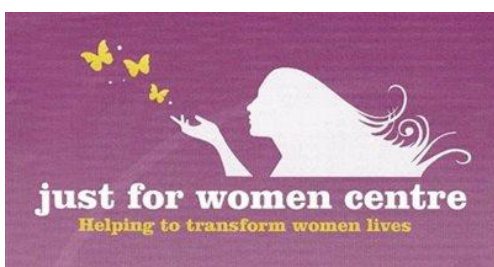
The HWB acknowledged the work of the AAPs to address the HWB priorities detailed in the JHWS, at a local level. Examples of the work relating to protecting people from harm are:

- Spennymoor Area Action Partnership provided £10,554 for The Cornforth Partnership to deliver the Chrysalis programme in its area. The programme is built upon an existing pilot scheme, further developing the programme which supports children, young people and their families who are survivors of



survivors of domestic abuse, one-to-one mentoring for young people, diversionary family activities and school workshops covering healthy relationships.

domestic abuse. The project takes a 'whole family' approach in supporting the family to develop better relationships and coping strategies to recover from the traumatic experience of living in an abusive home. The programme provides a motivational course to support female



supported them to secure a new base fit for their activities and business expansion.

- The Just for Women Centre is a small independent not-for-profit organisation founded to help women in the community who suffer from mental health issues, are survivors of abuse, first time offenders or long term unemployed. Stanley AAP and partners have



Priority 6: Support people to die in the place of their choice with the care and support they need

Macmillan Joining the Dots County Durham



The Health and Wellbeing Board agreed to consult on options for a new service between Macmillan Joining the Dots and public health to support people living with cancer. The Service was launched in January 2019 and is delivering a new non-clinical needs service

which supports patients, their family (including support to children and young people who are affected by a family member having cancer) or carers to live with/beyond cancer, or provide end of life/palliative care and bereavement support.

Case study

On referral from the Macmillan Information Centre in Bishop Auckland support staff met L, who had been diagnosed with prostate cancer since 2016, which was untreated due to conflicting health issues. In December 2017 L was told that the cancer had spread to his bones and he had about 6 months to live.

L asked for support with finance to get incontinence pants which he currently purchased himself. The team applied to Wellbeing for Life for a Micro Grant to purchase some incontinence pants. This was approved, and L was given 10 packs which were picked up from the pharmacy and delivered to L.

After a couple of appointments staff noticed that L was struggling with his health and maybe needed some clinical intervention from a nurse. At his previous clinical appointment, he had been told that a referral would be made to the Macmillan nurse. On investigation, it was found that this had not happened. The staff member arranged for this to occur, and L was booked an with a Macmillan nurse. As L moves towards the end of his life, the team are starting to look at any arrangements that need to be made with regard his will and finances as he has a partner of 37 years but is not married.

Preventing Unnecessary Hospital Admissions



Through the one year Health and Wellbeing System Plan, the HWB endorsed the introduction of new improved systems which prevent unnecessary hospital admissions and help people to live at home for their end of life care; though the provision of a 7-day service that offers support and advice.

Case study

Patient A was referred to Derwentside East Teams Around Patients by a nurse practitioner who felt the patients breathing was laboured, and with a history of falls, their carer was struggling to move and handle patient A. It was felt that if patient A's health continued to decline a hospital admission would be necessary.

A community staff nurse assessed patient A and fast tracked them for continuing healthcare, a profiling bed and pressure relieving mattress were delivered and the Weekend Support Service for Vulnerable People were asked to visit that same day. The care package was increased and the patient was closely monitored via a virtual ward. The patient's care requirements were discussed and actions were agreed. In this instance, an avoidable hospital admission was prevented and the patient's wishes to remain at home for end of life care were respected.

Challenges for County Durham

Whilst a lot of work has been done to improve the health and wellbeing of the population, the HWB still faces some challenges over the forthcoming year and beyond, which will require a long term concerted effort.

A new JHWS for 2020-25 is being developed, which includes a review of the current priorities, the development of new key ambitions, new priorities and a performance framework. The JHWS will inform 'Vision 2035', the county's new local plan, and will align with the director of public health's annual report. A key challenge is reducing the numbers of people smoking tobacco. Currently 14.2 per cent of adults in County Durham smoke compared to the England average of 14.9 per cent and a North East average of 16.2 per cent. The ambition is to achieve 5 per cent by 2025.

The future HWB work programme will be based on the areas identified in the Joint Health and Wellbeing Strategy 2020-25 and the key performance indicator areas for improvement as follows:









- The percentage of mothers with tobacco dependency in pregnancy is higher than national and regional averages.
- Increasing the percentage of patients seen with face to face second contact within 9 weeks of referral to CAMHS.
- Breastfeeding at 6-8 weeks is below national and regional rates.
- There is a large inequality in levels of dental disease in 5-year olds across the county.
- The percentage of children aged 4-5 and 10-11 with an unhealthy weight is above national averages.
- Alcohol-specific hospital admissions for under-18's is above the national rate.
- The suicide rate is above national and regional averages.
- Falls, injuries and hip fractures in the over 65's are above national and regional averages.
- The gap in employment rate for those with a long-term health condition is above national and regional averages.

The HWB also continue to face long term wider system challenges including:

- Enabling people, as they live longer, to live their additional years in good health.
- Reducing the variations in healthy life expectancy and improving healthy life expectancy across the county.
- Ongoing austerity remains including the threat to public health funding remains, and the HWB and its constituent members have lobbied government to protect this budget, which could see £19m taken from County Durham.
- Addressing the wider determinants of health, including where people live, work, learn and play will be key to reducing health inequalities.

Appendix 1 - The HWB Partners - Membership

- Durham County Council (DCC):
 - Portfolio Holder for Adult and Health Services.
 - Portfolio Holder for Transformation.
 - Portfolio Holder for Children and Young People's Services.
 - Corporate Director of Adult and Health Services.
 - Corporate Director of Children and Young People's Services.
 - Director of Public Health.
 - Director of Integrated Community Services (joint with DCC and Health).
- Healthwatch County Durham.
- North Durham Clinical Commissioning Group.
- Durham Dales, Easington and Sedgefield Clinical Commissioning Group.
- Tees Esk and Wear Valleys NHS Foundation Trust.
- County Durham and Darlington NHS Foundation Trust.
- South Tyneside and Sunderland NHS Foundation Trust.
- North Tees and Hartlepool NHS Foundation Trust.
- Harrogate and District NHS Foundation Trust.
- Office of the Police, Crime and Victims Commissioner.
- County Durham and Darlington Fire and Rescue Service.

 www.durham.gov.uk	 www.northdurhamccg.nhs.uk	 https://www.stsft.nhs.uk/
 www.durhamdaleseasingtonedgefieldccg.nhs.uk	 www.ddfire.gov.uk	 www.healthwatchcountydurham.co.uk
 www.cddft.nhs.uk	 www.nth.nhs.uk	 www.tewv.nhs.uk
 www.hdft.nhs.uk		 www.durham-pcc.gov.uk