

JOINT HEALTH AND WELLBEING STRATEGY (JHWS) UPDATE

AMANDA HEALY
DIRECTOR OF PUBLIC HEALTH

HEALTH AND WELLBEING BOARD
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Starting Well



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Breastfeeding

- The table below highlights that there has been an overall increase in both breastfeeding initiation rates and prevalence at 6-8 weeks to date when compared to 2019/20 rates
- A new action plan is in development which has been delayed due to COVID
- The plan will consider learning during COVID to establish how these increased rates can be built upon further
- The plan will further embed the breastfeeding business accreditation scheme
- The 0-25 Family Health Service are currently putting into place breastfeeding peer support to help new mothers and are continuing to provide specialist support when required.

Indicator	2019/20	Q1 20/21	Q2 20/21	Q3 20/21	National	North East	Statistical Neighbours
Initiation	56.1%	59.6%	56.8%	54.1%	74.5%	57.7%	74.9%
Prevalence at 6-8 weeks	27.6%	31.4%	28.7%	30.6%	47.3%	33.8%	34%

Improving Children's Oral Health

Tooth decay is the most common oral disease affecting children and young people in England, yet it is largely preventable. While children's oral health has improved over the last twenty years, almost a third (25.8%) of five year olds still had tooth decay in 2016-17. (PHE profiles, 2016-17).

Background	Outcomes
<p>County Durham's Oral Health Strategy aims to:</p> <ul style="list-style-type: none"> • Reduce the levels of dental decay in young children and vulnerable groups. • Reduce the inequalities in dental disease. • Ensure that oral health promotion programmes are evidence informed and delivered according to identified need. <p>NICE guidance recommends local authorities provide oral health improvement programmes in early years services and schools in areas where children and young people are at high risk of poor oral health. To drive this agenda forward County Durham developed an action plan focusing on:</p> <ul style="list-style-type: none"> • Delivering toothbrushing schemes in early years. • Integrating oral health key messages in early years and primary schools through upskilling of staff. • Cascading oral health training to multidisciplinary staff teams. • Working with families to raise awareness of good oral health. 	<ul style="list-style-type: none"> • All Early Years settings in the top 20% most deprived communities have been offered training on oral health promotion. • 53 Early Years settings have rolled out tooth brushing schemes. • Families identified through a home environment assessment tool (HEAT) as not having access to tooth brushes and tooth paste are now provided with a child's tooth brush, timer and tooth paste and taught how to routinely brush the children's teeth. • 50 multi-disciplinary practitioners have undergone oral health 'train the trainer' to become oral health champions and cascade the training. • 5 school nurses were trained as oral health champions with the aim of integrating oral health in school curriculums. • 75% of primary schools have received cascaded training.

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Living and Ageing Well



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Suicide Prevention

- The Suicide Prevention Alliance Plan is being refreshed in Q4 (2021/22) to include and reflect new government guidance including Self-Harm. The Self Harm Working Group is working regionally to improve data quality on self-harm within a primary care setting.
- Funding from South ICP will enable the Time to Change Hub, Stamp It Out to continue to support 21 grassroots projects across County Durham in 2020/21 to fight stigma and discrimination associated with mental health across the County.
- County Durham has also been a partner in a Suicide and Debt research project as part of the regional Sector Lead Improvement scheme. This has involved a wide variety of qualitative data being gathered to illustrate the array of complexities involved in examining the links between debt and suicide
- The Connect 5 Train the Trainer programme is currently being rolled out aimed at non-mental health professionals and is designed to operate alongside, and complement, existing mental health clinical provision.



Working with Vulnerable Groups

Groups to address inequalities in COVID vaccine uptake have been initiated.

These include vulnerabilities in communities including:

- **Gypsy, Roma Traveller Communities** – a partnership including Public Health, CCG, GRT Site Management Service, Wellbeing for Life and 0-25 contract have segmented the community against the first 4 Tiers of the vaccine priority groups and contacted individuals directly. The majority of the population report having had the vaccine and promotional messages have been maintained.
- **Homelessness and Housing** – A partnership of Public Health, CCG, Housing Solutions and the Drug and Alcohol Recovery Service are engaged in the identification of those most at risk and are offering a bespoke package of care at the DARS Recovery centres.
- **Prison Population** – new pathways for unplanned prison releases who test positive for COVID have been developed to ensure COVID positive ex-prisoners are housed in County Durham until they are able to travel safely to their own local authority areas.



Mental Health and Vulnerable Older People

- A new suite of resources have been produced to help individuals gain access to a range of support numbers for adult and children and young people mental health services
- This has now been expanded to include information relevant for the care and protection of older people (dedicated link to be established).



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Domestic Abuse

- Developing from a system-wide Budget Prioritisation process initiated by Domestic Abuse and Sexual Violence Group (DASVEG) a task and finish group is developing a Joint Commissioning Strategy (JCS) which will reflect needs identified in the pending Domestic Abuse Bill.
- Using this model of approach the Domestic Abuse Awareness contract for managing perpetrators has been sustained into 2021/22 by funding from Public Health, CCG, Durham Constabulary, Children's Social Care and probation
- A workshop highlighting the findings from a Domestic Abuse Health Needs Assessment will provide local intelligence to help further inform the JSC.



Workplace and Population Health

Healthy businesses

- We have now been given the go-ahead for a county wide multi-media mental health campaign. This will launch the framework document and address some of the key determinants of poor workforce mental health. It will also provide sources of advice and support to address and promote good workforce mental health and wellbeing.

Healthy settings

- Working in support of the Leisure Transformation programme by through carrying out a Health Impact Assessment with key partners on the site selection of proposed centres to maximise positive health impacts and mitigate negative impacts.
- Ongoing work to support a strategic approach to tackling physical inactivity across County Durham through the development of a strategic framework.
- The Healthy Weight Alliance has an updated partner action plan in place focusing on the core themes to help tackle excess weight. The key themes are Comms and marketing, COVID-19, partnerships food and nutrition and physical activity. A number of Task and Finish Groups have been set up to focus on identified objectives. For example increasing uptake of Healthy Start Vouchers for fruit and vegetable consumption.
- Support the increase in active travel, Public Health have worked with the Sustainable Travel to implement on Cycle and walking design training which took place between November 2020 – January 2021. Over 50 people were trained.



Conclusion

- This presentation provides an overview of some of the work taking place within the strategic priorities in the Joint Health and Wellbeing Strategy.
- Regular updates will be provided to the Health and Wellbeing Board.

