

Director of Public Health Annual Report 2021

County Council
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Director of Public Health

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Putting life into living



Health and wellbeing across County Durham

County Durham value (England average)
 ← County Durham figure
 ← England average

Where we live

- 14,100 businesses
- 21 green flags for parks and open spaces
- 2 in 5 residents living in rural areas
- 12 miles of coastline
- 150 miles of former railway paths
- Durham world heritage site



Starting Well

Smoking status at time of delivery: 16.8% (10.4)
 Deliveries that are to teen mums: 1% (1.2)

Baby's first feed breastmilk: 50.4% (67.4)
 Breastfeeding 6-8 weeks after birth: 27.8% (48.0)

People aged 16-64 in employment: 71.4% (76.2)
 Children living in low income families: 21.6% (15.6)

Children with excess weight (yr 6): 37.6% (35.2)

Living with low income: 16.5% (12.9)
 Children with excess weight (reception): 24.9% (23)

Living Well

Physically active adults: 65.5% (66.4)
 Asthma: 7.3% (6.5)
 Hospital admissions attributable to alcohol: 696 per 100,000 (644)

People reporting long-term mental health problems: 14.1% (10.5)
 Adults who feel lonely: 19.4% (22.3)
 Chronic Obstructive Pulmonary Disease (COPD): 3.1% (1.9)
 Smoking prevalence: 17% (13.9)

Our Communities

- Over 530,000 people live in County Durham
- 20% of the population are over 65 years old, and 19% are under the age of 18
- 30 Dementia friendly communities
- 43 CREEs*
- 14 area action partnerships
- 59,000 adult carers
- 38 mutual aid shops

Ageing Well

Living with a limiting long term health problem or disability: 24.5% (17.6)
 Dementia: 3.9% (4.0)
 Older people living in deprivation: 17% (14.2)
 Pensioners living alone: 13.6% (12.4)

Life Expectancy

78.3 years (79.8)
 81.8 years (83.4)

Our Services

- 224 primary schools, 32 secondary schools
- 4 colleges, 10 special schools, 14 enhanced mainstream schools
- 1 university
- 39 libraries
- 15 council owned leisure centres
- Around 170 breastfeeding friendly businesses
- 63 GPs
- 122 pharmacies

*A Cree is County Durham's version of Australia's Men's Shed. Crees aim to engage with those at risk of suicide by tackling social isolation and self-harm through skill-sharing and informal learning to promote social interaction. Although Crees were originally aimed at men, some have developed for women and young people.



COVID-19 – response and recovery

Over the course of the pandemic we have supported a range of settings and responded to outbreaks of COVID-19 in care homes, schools, workplaces and a variety of community settings in County Durham.

Local Tracing Partnership

January 2021 saw the transfer of national NHS Test and Trace tracing services to County Durham Together under the umbrella of the Local Tracing Partnership.



COVID-19 Vaccination Programme

We have seen very positive and above average take up of the vaccine in County Durham. For the most up to date vaccination figures. www.durhaminsight.info/covid-19







We continue to reshape our overarching Local Outbreak Management Plan and the governance and supporting infrastructure to flex and respond to demand throughout the winter period and into 2022.



Our priorities



Our priorities and progress towards them

Priority	Action	Progress
 <p>Mental health at scale</p>	Support small businesses to take action about mental health, and train staff to become Mental Health First Aiders.	The mental health training hub was launched in August 2020. Since the launch 13 First Aid for Mental Health courses have been delivered.
 <p>Every child to have the best start in life</p>	All schools in County Durham working towards healthy schools with emphasis on mental health.	The Health and Wellbeing Framework website has been launched and kept up to date with available resources.
 <p>Healthy workforce</p>	Reach more organisations with our Better Health at Work award; (BHAWA).	A further 10 organisations signed up to the award.
 <p>Good jobs and places to live, learn and play</p>	Set out a plan to restrict the increase in takeaway food.	There have been no hot food takeaways approved within 400 metres of educational establishments.



Promoting Positive Behaviours

Why is this important?



Nearly
1 in 4
of reception
children are
overweight or
obese ...

...this increases
to nearly **2 in 5**
at year 6



This is significantly
higher than England
(14%)

17%
of adults are
smokers, this has
increased from
14% in 2017

What we have done

- 76 schools signed up to the Active 30 programme
- Smokefree County Durham have seen an uplift in the number of referrals from the housing provider
- Durham Licencing team have stepped up community work, engaging with retailers to support the campaign and display the What's the Harm resources



High quality drug and alcohol services

Why is this important?

In 2019/20 there were over 3,600 admission episodes for alcohol-specific conditions, a rate of 696 per 100,000

3,600 admissions

This is significantly higher than the rate for England (644 per 100,000) but lower than the North East average of 936 per 100,000

60% of opiates and/or crack cocaine users are estimated to be in treatment

864 years of life lost

In 2018, it is estimated that the total years of life lost due to alcohol-related conditions for those under 75 across County Durham was 864

What we have done

- Establishment of outreach facilities in the local community to ensure it is accessible for those most in need.
- Increasing the bespoke offer for underrepresented groups e.g. women, children and young people.
- Supporting licensing to utilise innovative approaches to licensing



Better quality of life through integrated health and care services

Why is this important?



Over 72% of people aged 65+ had their flu vaccination in 2019/20

and 47% of those at risk had theirs too

In 2018/19 there were over **3,300** new cancer diagnoses

... and that's a rate of 611 per 100,000 population

What we have done

- Developed approaches to target flu vaccinations
- Over 1,200 people have benefitted from Macmillan Joining the Dots.
- The social prescribing link workers have supported over 5000 people including many people who were identified as clinically extremely vulnerable from COVID-19.



Revisiting the Taylors with examples of real life case studies



Dan - The swimming pool where Dan volunteers was closed for several long periods due to COVID-19 restrictions. Dan decided to volunteer through the County Durham Together COVID Champions Programme to support the local response to the pandemic. He continues to run on a regular basis to maintain his fitness.

Real life case study



Richard said "Supporting the vaccination bus was simultaneously one of the hardest and the most rewarding days of my life. For every minute I was there, I was playing a part (albeit a very small one) in helping our county become a little bit safer."



George and Jean - Jean's local classes were stood down due to COVID-19 and without them she became isolated, lonely and depressed. Her GP referred her to their Social Prescribing Link Worker who was able to refer her to a befriending service. George continues to regularly engage with his local CREE, which he finds offers him support as Jean's dementia worsens.

Real life case study

"The Men shed has been a lifeline to me over these last few months. I don't know what I would have done without it. I love coming down on a Monday morning. It gives me something to look forward to"



Recommendations

Promoting positive behaviours

- 1) Increase the number of schools signed up to Active 30 and target communities most impacted by COVID-19 to promote and embed daily physical activity habits
- 2) Implement measures with housing and other providers to reduce the risk from secondhand smoke in the home
- 3) Produce a communications campaign to raise awareness of the health and social impacts of increased alcohol intake on individuals, families and the wider community

Better quality of life through integration of services

- 1) Shape and engage in the Integrated Care Partnership ensuring County Durham is at the forefront to benefit from any changes
- 2) Implement the County Durham Together transformation programme
- 3) Build on the personalised care developments in cancer for other long-term conditions



Recommendations

High quality drug and alcohol services

- 1) Increase co-production within drug and alcohol services to ensure delivery is inclusive
- 2) Build on and improve the current working relationship with criminal justice partners to ensure a co-ordinated whole systems approach to drug harm reduction
- 3) Begin work towards implementing the recommendations in Dame Carol Black's Independent report, 'Review of drugs part two: prevention, treatment and recovery'

Smoking

To continue with the ambition of only 5% of our local residents smoking by 2025. Our levels of smoking are at 17% (compared to 22.1% in 2013). However they did reduce to 14% and have since increased so we need to refocus our efforts on this priority moving forward.

