

NORTH YORKSHIRE COUNTY COUNCIL

February 2019

**STATEMENT OF THE PUBLIC HEALTH, PREVENTION & SUPPORTED HOUSING
PORTFOLIO HOLDER COUNTY COUNCILLOR CAROLINE DICKINSON**

Elected Members' Public Health Network

In November I hosted the first Elected Members' Public Health Network. The network was set up in response to a sector led improvement peer review undertaken in the spring. The feedback from the "Delivering Excellence in Public Health" review of public health in North Yorkshire, reflected on work in District Councils. They stated "We felt that foundations are broadly there but could be strengthened with the District Councils. The locality working approach in Selby received lots of positive feedback and could be replicated in other areas."

The purpose of the Network is twofold. Firstly, it aims to bring together elected members with portfolios relating to population health from all districts, to attend sessions themed around different public health issues, with the view that they can inform, steer and enable public health priorities and share good practice. Secondly, for members to take an advocacy role in their Districts and Boroughs around different issues.

The afternoon was split into two main sessions: a focus on elected members' role in public health and a session on Age Friendly North Yorkshire. Members supported work to proceed to secure Age Friendly status for North Yorkshire. It was agreed the elected members' network was a useful meeting, and should be held twice a year. I will work with Dr Sargeant and member colleagues to identify future areas of focus.

Childhood Obesity

North Yorkshire was one of 13 areas selected to receive funding and support to develop innovative plans to reduce childhood obesity that can be shared across the country as part of the government's Childhood Obesity Trailblazer Programme run in partnership with the Local Government Association. This is a two stage plan. In the first stage of the programme councils will develop practical plans and submit to the Department of Health and Social Care who will select five successful authorities to take their plans forward over three years.

The North Yorkshire bid is to implement a Healthy School Zone which will assess and modify the school zone environment (400m radius around the school) by looking at influences on healthy weight such as provision of unhealthy versus healthy foods; takeaways; food outlets; and opportunities and barriers to physical activity. This work is part of ongoing work to implement our Healthy Weight Healthy Lives Strategy.

Pandemic Flu

Pandemic flu is recognised as a national risk and each Council needs to have plans in place to prepare for responding to this threat. The North Yorkshire County Council Pandemic Flu Plan has been written and staff from all directorates as well as key partners came together on 28th January to test the plan in a simulated scenario. The event increased our awareness of pandemic flu and the likely impacts across different service areas. The exercise assessed whether the plan makes sense in practice and whether directorate and team business continuity plans are fit for purpose. I found the exercise to be very informative and highlighted the roles we need to play in a pandemic situation as well as the partners we work with to do this.

I would like to register thanks to the Resilience and Emergencies and Public Health teams who led the drafting of the Plan and organised the exercise to test it.

Suicide Prevention

In April 2018 Durham, Darlington, Tees, Hambleton, Richmondshire and Whitby Sustainability and Transformation Partnership (STP) were invited to submit a proposed plan to NHS England for use of funding allocation from April 2018 for suicide prevention. The funding across the Hambleton, Richmondshire and Whitby CCG area will be used to support an overall national 10% reduction in the suicide rate by 2020/21.

The funding will enhance existing work underway in the locality Suicide Action Plan and improve access and quality of mental health services and prevent suicides more broadly. The funding will be delivered through the Stronger Communities grant process and was launched in January 2019. Due to the success of the Stronger Communities programme to deliver this STP grant we will also be managing the Darlington grant funding on behalf of the STP. Organisations will be able to bid for between £500 and £5,000 for funding up to the end of March 2019 and will focus on the development of a range of targeted interventions in order to strengthen and build resilience and make a positive contribution to one, or more, of the following:

- Reducing stigma and discrimination
- Developing mentally healthy communities and workplaces
- Reducing loneliness and social and emotional isolation
- Reducing suicides

STP funding has also been secured to develop further Mental Health First Aid (MHFA), Applied Suicide Intervention Skills Training (ASIST) and SafeTalk training in the Hambleton, Richmondshire and Whitby CCG area.

Stop Smoking Service

Smoking still kills and remains the number one cause of **preventable** death and related illness in North Yorkshire. Smoking is harmful to health, not just to the individual but of those around them, including babies and children. Stopping smoking is the strongest action we can take to improve the health of our population.

Providing support for smokers to quit is highly cost effective and the evidence is clear that smokers who receive a combination of pharmacotherapy and skilled behavioural support are up to four times as likely to quit successfully. On the 1st April NYCC will become the provider of the Specialist Stop Smoking Service integrated with the services offered through primary care. The rationale for this, is that NYCC will be a 'system integrator' for smoking cessation services. NYCC will also be a specialist provider of service as part of an integrated model with primary care. NYCC as a system integrator will coordinate the work of the specialist service with partners such as NHS Trusts and other specialist providers (e.g. mental health, substance misuse, midwifery services etc.). Having the service 'in house' allows NYCC to direct and shape the service without negotiating with a third party.

Bring Me Sunshine – Living Well with Dementia

Since the launch of the 'Bring Me Sunshine – Living Well With Dementia' Strategy, partners have been working together in localities to implement the four principles and five priorities of the strategy. The key achievements have been driven by the passion and commitment of local individuals, partners and organisations working together to improve outcomes for people living with Dementia and their carers.

This year has seen the enhancement of 14 local Dementia Action Alliance / Dementia Friendly Community groups that have been raising awareness of dementia and reduce stigma, improving accessibility of communities and reducing social isolation and loneliness across North Yorkshire.

Examples include:

- Creating Dementia Friends and Dementia Friend Champions
- working with schools to create a Dementia Friendly Generation
- Launching a Dementia Friendly railway
- Dementia Friendly Activities including cinema, theatre, walks and movement session
- Working to improve diagnosis rates and pathways
- Changes to the blue badge criteria

Community based wellbeing, prevention and mental health support

During 2018, 13 new locality-based contracts were procured and commenced on the 1st October 2018

- The wellbeing and prevention contracts form part of the Councils' overall investment into targeted prevention, which aims to support people who may be at risk to help them avoid developing problems or having problems escalating, resulting in a need for long-term support from statutory social care and health services.
- Support provided will have a focus on older people and people with physical disabilities and will be focused on the following: information and advice, social inclusion and social activities (including befriending), and low level practical support to help people stay independent in their own homes.
- Contracts have been awarded to: Age UK North Yorkshire and Darlington (working in partnership with Age UK North Craven) for Craven, Hambleton and Richmondshire districts; Harrogate CVS for Harrogate District, Scarborough and Ryedale Carers Resource for Scarborough and Ryedale Districts, and Selby District Age UK for Selby District.
- The community based mental health contracts are for the provision of preventative community-based support to help people avoid developing mental health issues and prevent the escalation of need in those who have existing mental health issues. Engagement and consultation with stakeholders, including service users and carers, indicated that this type of support was seen as highly beneficial and complementary to other services, including statutory mental health services.
- The new contracts are for delivery of support based on a 'hub and spoke' model to enable people to be able to access support close to where they live. The types of support provided by the contracts include: information and advice, brief practical interventions (for example support with finances, housing or employment), social networks and peer support, and self care and life skills support.

Contracts have been awarded to: Harrogate Mind for Harrogate district, Darlington Mind for Hambleton and Richmondshire districts, Scarborough Survivors for Scarborough district, Next Steps for Ryedale District, Pioneer Projects for Craven district and Horton Housing for Selby district. The re-configuration of investment means that there is now new funds in voluntary sector community based mental health support for Craven and Selby districts.