

NORTH YORKSHIRE COUNTY COUNCIL

July 2019

**STATEMENT OF THE PUBLIC HEALTH, PREVENTION & SUPPORTED HOUSING
PORTFOLIO HOLDER COUNTY COUNCILLOR CAROLINE DICKINSON****Public health and prevention in primary care**

The NHS Long Term Plan identified Primary Care Networks (PCNs) as an essential building block of how the NHS wishes to deliver services through Integrated Care Systems in the future. A Primary Care Network will typically serve at least 30,000 and not more than 50,000 people. Low population density across a large rural and remote area such as parts of North Yorkshire could be a legitimate reason for a slightly smaller network size. GP practices have been aligning themselves into PCNs which are being established and awaiting approval from NHS England. We are awaiting confirmation of the final configuration of PCNs in North Yorkshire.

Our Public Health team has been undertaking work with primary care colleagues to understand how we can work together to promote prevention. They interviewed representatives from general practice, pharmacies, CCGs and other representative organisations across the County. Overwhelmingly there was commitment to preventing ill-health and disease. However, this was sometimes over-shadowed by increasing pressures on GPs and other primary care staff to manage people with long-term health conditions and keeping people out of hospital. There was clear enthusiasm for working across health and social care with co-location of staff. Social prescribing, where people can be connected to community activities and support to improve their health and wellbeing was also discussed. This will be a function of new PCNs.

The results of this work will be used to inform future initiatives including training for practice staff, how our commissioned Public Health services work with primary care and how we promote healthier work places. A shared vision is being developed for how we work together over the next 5 years.

Childhood Obesity

In February I reported that North Yorkshire was one of 13 areas selected to develop innovative plans to reduce childhood obesity as part of the Government's Childhood Obesity Trailblazer Programme run in partnership with the Local Government Association. Unfortunately, we were not selected as one of the final 5 areas to receive further funding.

The feedback on our bid and the visit by the national team to North Yorkshire praised the commitment and drive from our project leads and the large number of passionate and committed stakeholders. Cllrs Sanderson, Chance and I can certainly attest to the enthusiasm by partners who met with the team from London.

We remain committed to developing the Healthy School Zone programme (albeit at a slower pace and with somewhat less resources that we would have had). We continue to recruit schools to the project and develop links with local businesses to improve the quality of food that students can access in their school environment.

North Yorkshire Healthy School Award

The new North Yorkshire Healthy Schools Award was launched at the beginning of July. I attended the launch event with 23 primary schools taking part in workshops that reflect the four themes of the Award. These are:

- Personal, Social, Health Education (PSHE) including Relationship and Sex Education
- Emotional Health and Wellbeing
- Active Lifestyles
- Food in Schools

Schools will provide evidence to demonstrate they meet the criteria for the three levels of the Award: Bronze, Silver and Gold. This includes the input from pupils through Pupil Voice questions that are completed for all themes. From the Silver level Award onwards schools must also demonstrate they are meeting criteria around Staff Wellbeing.

Training will be available for staff in the autumn on the practicalities of applying for the Award. An event aimed at secondary schools is planned.

Breastfeeding Friendly Venues Award

At the beginning of July I also attended the launch of the Breastfeeding Friendly Venues Award in Harrogate. This follows a successful pilot in Selby last year. The Breastfeeding Friendly Venues Award has been developed by the Public Health Team, in partnership with the NYCC Early Help Service and the HDFT 0-5 Healthy Child Service, to help identify public places in North Yorkshire that offer a good level of facilities and welcome breastfeeding mothers and their families.

To apply for the Award, staff must actively welcome mothers and babies in their establishments and allow breastfeeding in all customer areas of the venue. Premises are also encouraged to provide a private space for those who prefer not to breastfeed in public view. Businesses and community venues that sign up to the scheme are then promoted through a mapping tool so that families know which premises welcome breastfeeding.

The Breastfeeding Friendly Venues Award compliments a wider programme of support for mothers in North Yorkshire who breastfeed, undertaken as part of the Unicef UK's Baby Friendly Initiative to increase breastfeeding rates and to improve care for all mothers. Locally this includes providing one to one support from specialist trained staff, breastfeeding groups and the promotion of messages through the media and other routes to normalise breastfeeding and highlight sources of advice.

North Yorkshire Workplace Wellbeing Award

The first phase launch of the Workplace Wellbeing Award occurred at the beginning of March 2019 and since then twelve organisations have signed up with three others awaiting senior leadership sign up. This response means there is coverage across all 7 Districts of the County, with organisations based in Settle, Selby, Scarborough, Malton, Harrogate, Northallerton, Leyburn, Catterick and Burton Leonard. There is a good cross section of organisation type and size: one District Council; four schools and seven businesses that range in size from 15 to 570 employees. We have previously worked with a number of these organisations.

The launch was supported by our business partners, the Federation of Small Businesses, Business Improvement Districts and the Local Enterprise Partnership, who are all members of our North Yorkshire Workplace Wellbeing Partnership. The learning from this first phase of roll-out will inform how we adapt the Award for wider take up across employers in the County.

Loneliness in North Yorkshire

Community First North Yorkshire has successfully bid for funding from the Big Lottery Connections Fund; and are working with the Stronger Communities Programme and the Public Health Team to understand the issues of loneliness and isolation in the County and develop a strategy to co-ordinate our efforts around this important topic. The second Elected Members' Network meeting in June provided an opportunity for District and County Council lead members on Public Health to provide input to shaping the strategy.

Loneliness can affect anyone at any stage in life but it is estimated that some 5% of adults are chronically lonely. Loneliness is also more common in some groups. These include young adults, single and widowed people, those in poor health, renters and children who receive free school meals. A sense of not belonging is also a feature of those more likely to report feeling lonely.

With such an important and wide ranging subject, we need a strategy to help us to focus on the things that will make the greatest difference and complement the wide variety of activities and initiatives already in place to prevent and tackle loneliness in the County. Alongside developing a strategic approach, the funding will be used to deliver activities across the County. For example an online social pension planning tool Staying Social Staying Well has been developed and is being piloted. It has been designed to encourage people close to retirement to think about a social pension alongside a financial pension so they consider their future social health. Comprehensive retirement planning should include finances but also ill health prevention, mental and emotional resilience, and social connectedness through volunteering and lifelong learning. The tool will be available to the public soon.