

*Communities
Working Together
to Improve Health
and Wellbeing*



Director of Public Health
South Tyneside

ANNUAL REPORT 2015



South Tyneside Council

Contents

1. Introduction	4
2. Joint Strategic Needs and Assets Assessment (JSNAA)	5
3. Community centred approaches for health and wellbeing	12
3.1 What do we mean by community-centred approaches for health and wellbeing?	12
3.2 What works to improve health and wellbeing	12
3.3 Developing a local framework in South Tyneside	13
3.4 HealthNet Collaboration	14
3.5 South Tyneside local examples of the framework in action	15
3.6 Recommendations	19
4. Review of 2015	20
4.1 Health Improvement	20
4.2 Health Protection	24
4.3 Health Care and Quality	25
5. 2014 Recommendations	26

1. Introduction

Welcome to my third report as Director of Public Health in South Tyneside.

For all the health and wellbeing challenges we continue to face in South Tyneside - whether that is life limiting illnesses, drinking to excessive levels, smoking during pregnancy or unhealthy weight - we have some fantastic assets in our borough that need to be seen as part of the solution to addressing our challenges in a positive way.

The concept of 'assets' goes beyond our state of the art new buildings and regeneration initiatives, such as South Shields 365 and the opening of Hebburn Central (as important as they are). 'Assets' are also about local residents and voluntary sector groups who have the skills, abilities and energy to contribute to local community activity, extending the reach of statutory services.

This report will focus on the benefits of taking a community led approach to health improvement. It builds on last year's report which highlighted the importance of the 'asset approach' and the links between where a person lives (both their home and local environment) and their health. We are also including this approach into the information we gather about local people's health and wellbeing (the Joint Strategic Needs and Assets Assessment) which is reflected in this year's report.

This has included work instigated by the Lead Member for Public Health and Wellbeing Councillor Moira Smith. Local Elected Members have sought to understand more about the health and wellbeing challenges in their wards by talking to residents, which has helped to build up a picture of local assets.

2015 has been a challenging and exciting year for promoting and protecting health. The past year has seen the implementation of our Change4Life programme, 100% of schools are taking part in the child flu programme, the Council has taken commissioning responsibility for 0-5 public health services which includes Heath Visitors and there is an increased focus on cancer outcomes.

We have presented some of our supported self-care work nationally (branded as 'a better ü') and worked with colleagues from New Zealand on developing new approaches to system leadership across local health and care services to ensure that all agencies and sectors working together can achieve the biggest impact on improving health and wellbeing.

However, the Government have also implemented a 6.2% in year reduction to public health funding which means £877,000 for South Tyneside out of an overall budget of £12.9 million.

I hope you enjoy this report. For further information please contact me on 0191 424 6435 or email Amanda.healy@southtyneside.gov.uk.

Amanda Healy
Director of Public Health



2. The health of our people and communities

Last year the Public Health Annual Report 'Healthy People, Healthy Places' described how our residents health and wellbeing depends greatly on the circumstances and conditions they are born, live, work and age within. This year's report continues the theme; particularly focusing on how community led approaches can improve and protect health.

The **Joint Strategic Needs and Assets Assessment** (JSNAA) presents the big picture of our residents' health and wellbeing. The Joint Strategic Needs and Assets Assessment presents a range of information and statistics in order to plan and improve services for the future. The Joint Strategic Needs and Assets Assessment also highlights the assets e.g. the skills, resources and knowledge across all communities that can help to achieve improved health and wellbeing for the population.

When considering ways to improve and protect health in South Tyneside it is necessary to appreciate and understand the impact that communities have. Headline figures from the Joint Strategic Needs and Assets Assessment and some of the considerable assets of our local communities are outlined below.

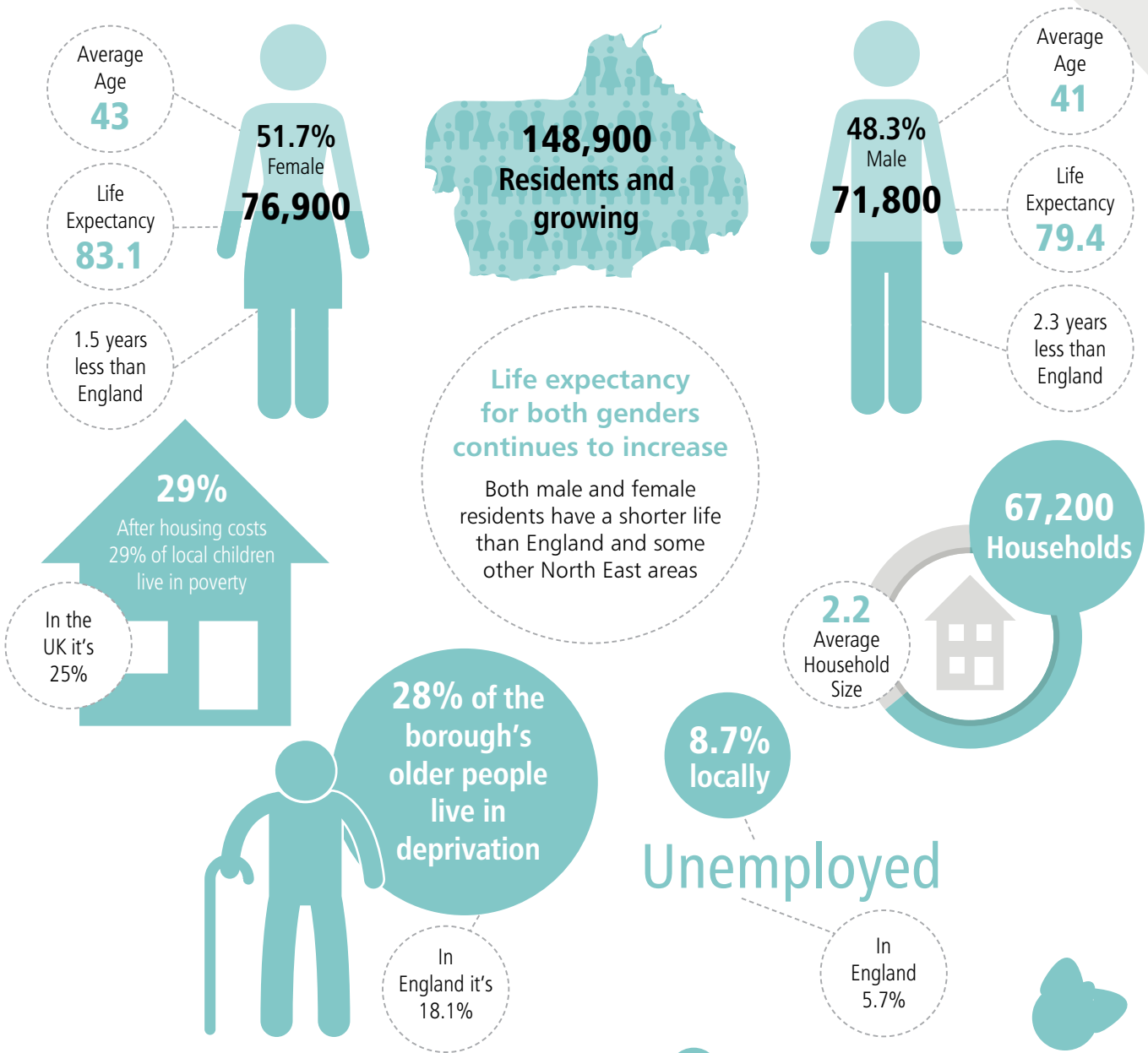
Joint Strategic Needs and Assets Assessment: What's new this year?

Following the publication of the last Director of Public Health Report, there have been several resources added to our collection of needs assessments - those that look at eye health in the borough, the prevention of suicides and whether the range of pharmacies meet local health and care needs.

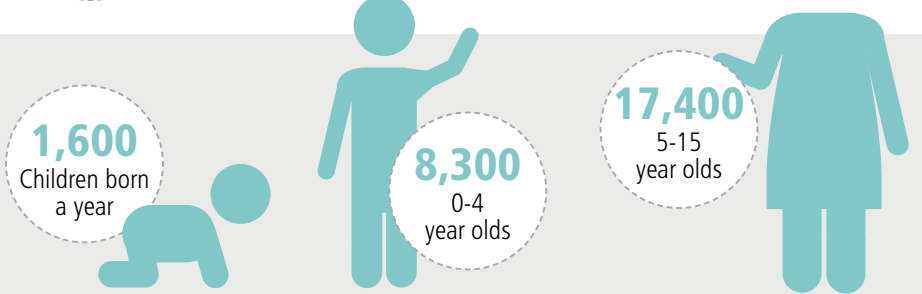
You can view our progress as we develop the new Joint Strategic Needs and Assets Assessment at www.southtyneside.gov.uk/jsnaa.



Our people...



Our Children...

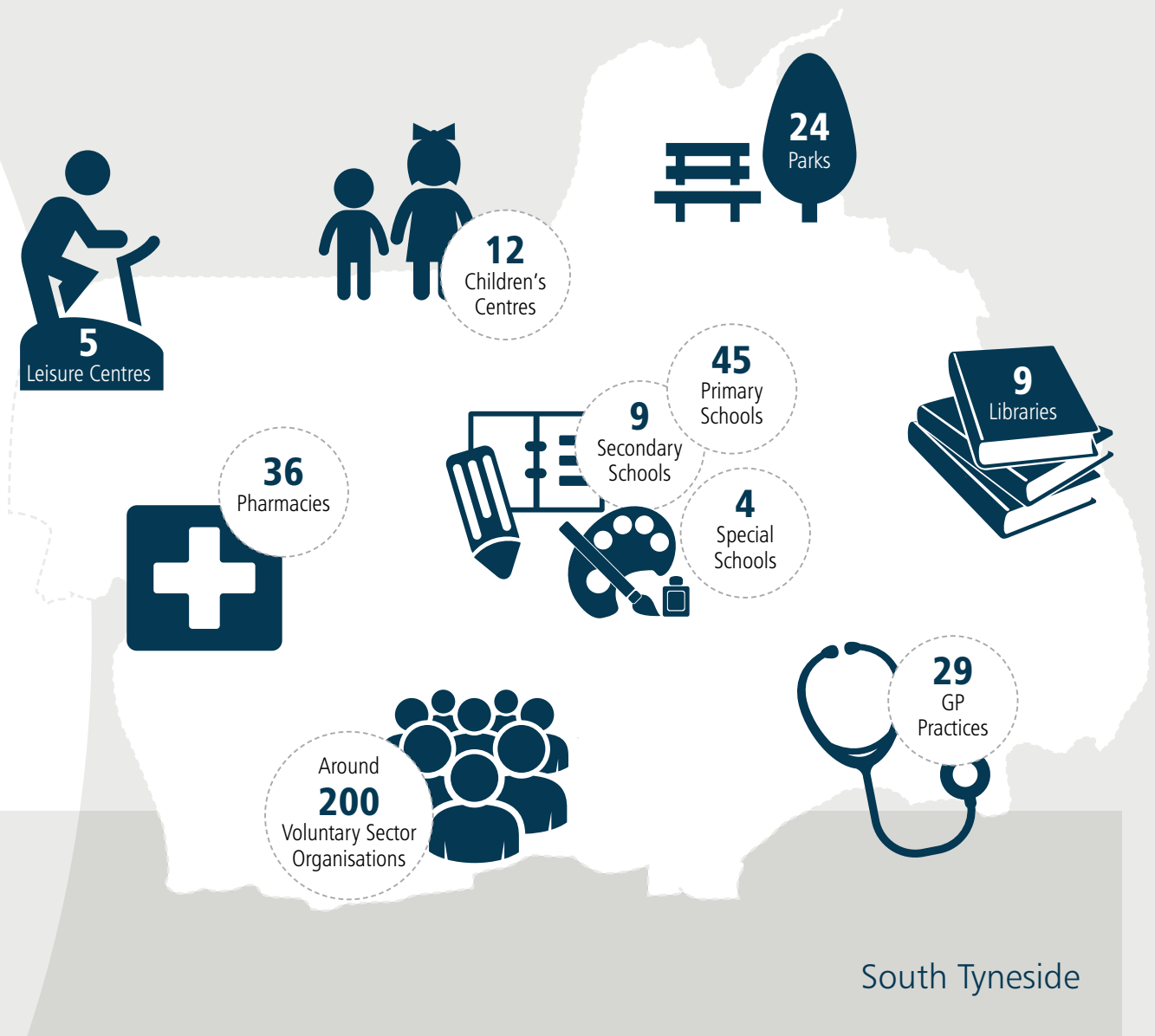


Our Population is ageing...



2.2 Thriving and resilient communities

South Tyneside has many assets, our environment, our residents and our communities. Many of our residents are involved in an impressive range of activities that improve health and wellbeing, from participating and helping organise local events to volunteering in our parks and green spaces. Our children and young people demonstrate a range of diverse talents, from volunteering in their local communities to being involved in local democracy through the Youth Parliament.



South Tyneside has many assets including:

The Great North Run



The Coastline



After visiting the opening of the new promenade on Saturday I'd like to, on behalf of myself and family offer our sincere thanks for such a great day. Myself, wife and 18 month daughter had a wonderful day and once again you gave the borough a day to remember...

Littlehaven Promenade & Seawall Opening 2014



Festivals and free concerts

A huge number of our residents participate in the many free festivals and concerts that are put on across the year in South Tyneside. Nearly 2,000 people from 40

local community groups, care homes and schools took part in helping to organise the 2015 Summer Parade. Workshops were held

across the borough to assist the groups to design costumes and decorations for the floats. Over 20,000 lined the route of the parade and watched the subsequent entertainment programme at Bents Park.





We also recently asked Elected Members to describe the assets in their local communities.

Elected Members described the assets of South Tyneside, including:

Last year, through a series of conversations and events we asked residents what was important to them to keep them healthy.

Here is what they came up with:



Our health and wellbeing

BIRTH

SMOKING IN PREGNANCY

Every year around 400 children are born to mothers that smoke. 25.9% of mothers smoke at the time of delivery compared to 11.4% nationally.



BREAST FEEDING

Half of mothers initiate breast feeding within 48 hours of delivery. Just a quarter of babies are breastfed by their 6-8 week check, nationally it's almost half.



CHILDHOOD OBESITY

Around 4 out of 10 10-11 year olds are overweight or obese. Nationally it's just over 3 in 10.



ALCOHOL

Over 35,000 adults regularly drink excessive amounts of alcohol. 28.7% compared to 20% in England.



PHYSICAL ACTIVITY

Around 3 in 10 adults are physically inactive. Locally 32.9%, in England 27.7%



DEATHS FROM CANCER

435 cancer related deaths between 2012 and 2014, South Tyneside had the 10th highest rate in the country.



DIET

Just 4 out of 10 people eat their "5 a day". 42% locally compared to 54% nationally.



UNEMPLOYMENT

1,110 people are in long term unemployment, claiming job seekers allowance for over 12 months. That's 1.2% of 16-64 year olds, nationally it's 0.4%



DEPRESSION

Almost half of social care service users, 49.7%, report feeling anxious or depressed. This is lower than the national average of 52.8%





TEENAGE CONCEPTION

Around 3 conceptions in every 100 teenage girls. 29 per thousand compared to England's 24.

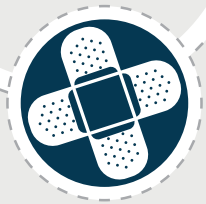


56.4% of children achieved 5 A-Cs including English and Maths, higher than the England rate of 52.8%

GCSE RESULTS

CHILD INJURIES

222 hospital admissions for injuries, a rate of 265 per 10,000 0-4 year olds, England's rate is 140.



NOT IN EDUCATION, EMPLOYMENT OR TRAINING

Over 300 16-18 year olds not in education, employment or training. That's 6% compared to England's 4.7%



SMOKING

4.3% of 11-15 year olds regularly smoke, England's rate is 3.1%. This jumps to 19.6% in 16-17 year-olds, nationally it's 14.7%.



EARLY DEATHS

125 early deaths per 100,000, 25% higher than the national rate



LONG TERM CONDITIONS

12% said their day-to-day activities were limited a lot because of a health problem or disability, over 18,000 residents. Nationally it's just 8%



FALLS

Over 600 emergency hospital admissions for injuries due to falls in persons aged 65+. The rate is almost the same as the national average.



DEMENTIA

Over 1,400 South Tyneside residents are registered as having dementia



END OF LIFE

3. Community centred approaches for health and wellbeing

Community engagement interventions are effective in improving health behaviours, health consequences, participant self-efficacy, confidence and perceived social support for disadvantaged groups

3.1 What do we mean by community centred approaches for health and wellbeing?

As described in the previous section the conditions that people live in influence health and wellbeing and what 'makes' us healthy often lies outside the responsibility of healthcare and services.

There are still important roles for local government and the NHS, but in recent years there is recognition that in order to improve health, communities have an essential contribution to make. Community led approaches aim to complement and improve local services, not replace them.

Historically statutory organisations have concentrated on the deficits, needs and problems within communities such as deprivation, illness and health-damaging behaviours. Community-centred approaches identify what has the potential to improve health and wellbeing, rather than looking at what a community lacks. These approaches value the talents, capacity, skills, knowledge, connections, potential and resources in communities and seek to increase people's control over their own health. The aim is to achieve a better balance between traditional service delivery and community approaches by helping to build more cohesive, resilient communities.

There is a strong case for a shift to more people and community centred approaches to health and wellbeing. The core concepts that support this change are voice and control, leading to people having a greater say in their lives and health; fairness, leading to a reduction in avoidable inequalities, and social connectedness, leading to healthier more cohesive communities.

3.2 What works to improve health and wellbeing?

Some of the most powerful influences on behaviour change are family, friends and neighbours. Evidence shows that communities who engage and connect with each other help individuals in many ways, e.g. through practical health or emotional support. There is also a substantial body of evidence on the health benefits of volunteering including improved quality of life, increased self-esteem and a sense of purpose.

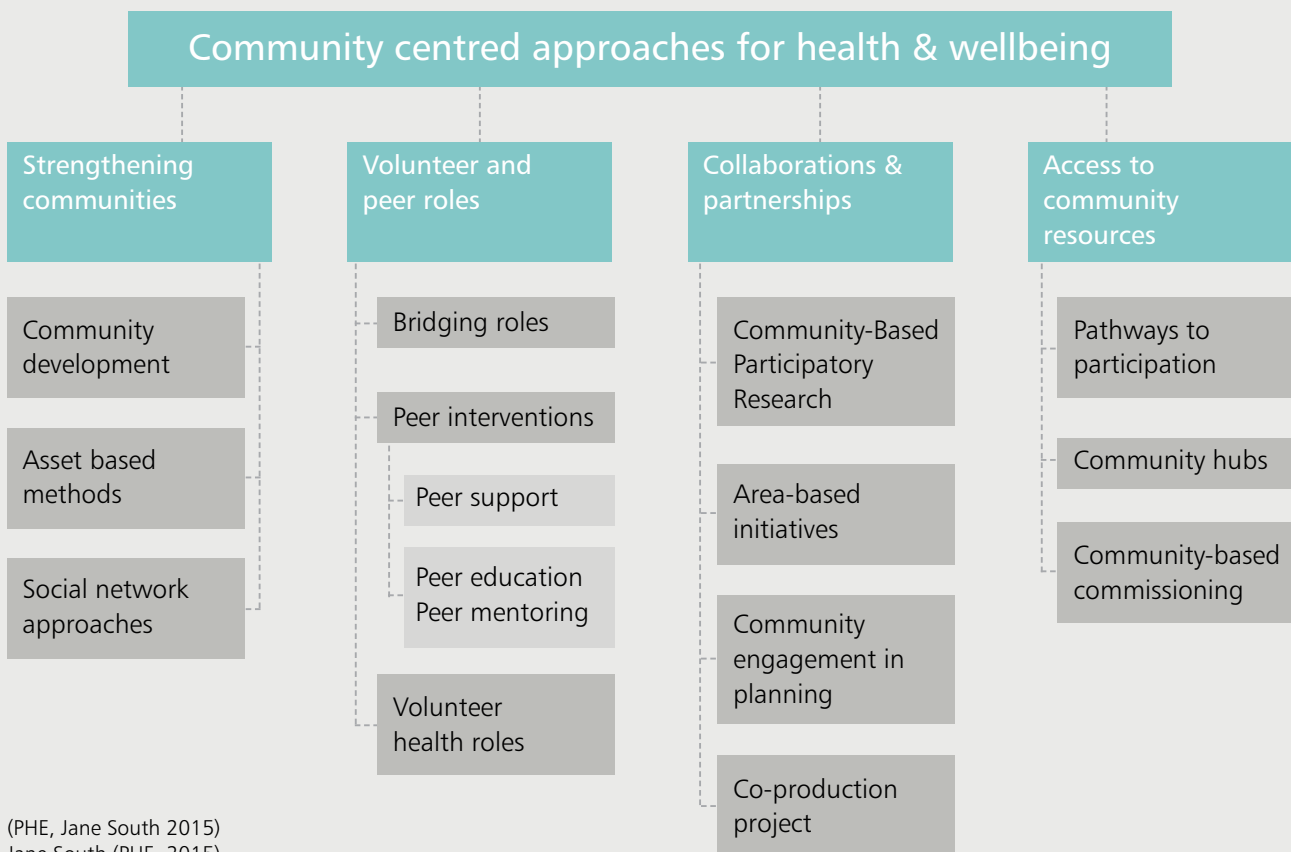
Some of the positive outcomes that are reported in the evidence include:

- Increased health literacy - knowing about your health, awareness, skills, capabilities
- Behaviour change - healthy lifestyles, reduction of risky behaviours
- Self-efficacy, self-esteem, confidence building
- Improved self-management and looking after yourself
- Improved social relationships, reduction of social isolation
- Improved mental health and wellbeing - quality of life
- Personal development - life skills, employment opportunities
- Improvements in the physical environment of communities
- Better access to health and social care services

While the research shows many benefits, it is important to note that the success of any community centred approach depends on the process used to implement it. Community centred approaches should complement, rather than replace statutory services. It is essential for example that volunteers are supported properly and do not experience burnout or that communities who are involved in consultation are given feedback about how their ideas have been taken on board.

3.3 Developing a local framework in South Tyneside

Different community centred approaches to improve health and wellbeing can be used and often a mix of techniques is preferable. Which method is used depends on what local priorities are e.g. whether it is to strengthen communities, build the community/volunteer workforce, co-design services or ensure good access to healthy living activities. We want to develop one way of describing these by pulling them together under one framework for community centred Approaches.



3.4 Working together to improve health and wellbeing

We have started to explore how the framework may be applied systematically in South Tyneside by a range of partners and organisations. Initial conversations with colleagues from across the Council, the Clinical Commissioning Group (CCG) and the voluntary sector have all been very positive.

HealthNet is a collective voice representing a significant range of voluntary sector organisations and residents in South Tyneside to debate, influence and shape local health and wellbeing policies and services. It is a platform for people who are passionate about improving the outcomes for those that use services.

At a recent HealthNet workshop participants were asked to think about community centred approaches that are already happening locally. HealthNet felt that the framework was useful in describing a range of activities

A number of good examples from across the framework were identified; some are outlined in the case studies explained in section 3.5.

The Improving Communities Board is a partnership that works with Elected Members and the Lead Member for Public Health and has endorsed the use of the framework.

HealthNet used the framework to identify gaps. While a lot of innovative community led work is taking place across South Tyneside there are some gaps. There is a need to make sure that the most vulnerable population groups have the same opportunities to participate and be involved in community led work e.g. looked after children, homeless people, victims of domestic abuse. We also need to make sure that there are opportunities to be involved across South Tyneside. A key consideration is to think carefully about how we measure the impact of community led approaches, to understand how well they work and how successful they are or not.

South Tyneside Council and South Tyneside Clinical Commissioning Group (CCG) are committed to involving communities in self-care as demonstrated by the better ü work which is showcased on page 25 of this report.



The CCG has continued to engage with patients, carers, members of the public and local third sector and community groups through 2015 with Local Engagement Board (LEB) topics including plans for GP out of hours services, musculoskeletal services, the South Tyneside Cancer Strategy and primary care in South Tyneside. The Patient Reference Group (PRG) has also discussed areas such as a better ü, Think Pharmacy First and plans for mental health in South Tyneside. Both the LEB and the PRG have provided invaluable feedback and challenge to the CCG regarding our work and plans. Colleagues at the CCG have also engaged with students in Year 10 taking part in lessons with a health and careers theme and a group of Year 8 students giving help and advice on how to engage with young people around some of their health issues. The CCG continues to collect stories from patients, carers and relatives so that we can hear first-hand about experience of health and care services, learn from what is working well and address what is not working as well.

The CCG is also exploring how to engage people from the community in a different and more meaningful way in health issues and is currently considering the establishment of a citizens' jury to help this process.

3.5 The framework in action - local examples.

Elected Members - In October 2015, two development sessions entitled 'what Matters to the Health and Wellbeing of your Community?' were held with our Elected Members. The sessions aimed to work with Elected Members to understand more about their own wards, but also draw out from them the vast knowledge they have of their own areas. The sessions also encouraged Elected Members to be champions for health and wellbeing in their own area.

Cllr M Smith



Members were very keen to carry on the conversation with their own Community Area Forums. Public Health is planning to take the session to each forum in 2016, and use the information and intelligence in the Joint Strategic Needs and Assets Assessment.

Breastfeeding Peer Support - women are recruited as volunteers to provide support and share their experiences to breastfeeding mums in South Tyneside. Breastfeeding support programmes have been recognised nationally and internationally as a way of supporting mums and part of a multi-approach in increasing breastfeeding rates in South Tyneside.



Volunteers have had a positive experience of breastfeeding their baby, value the experiences of breastfeeding mums, provide good listening, be mother-centred and offer appropriate information where needed. The peer supporters run weekly drop-in support groups for mums in local children's centres throughout South Tyneside.



Local peer supporters were there for me when I was breastfeeding my daughter. When I found out there was training - I signed up to help other mums along the way with their feeding, which is a fantastic privilege.



South Tyneside's Young People's Parliament

- Borough Wide School Council Events - three events took place to consult with young people. Young people from each of the secondary schools councils were brought together to look at the following topics - emotional wellbeing, healthy eating, sexual health and healthy relationships, drug and alcohol misuse and staying active. The aim was to consult with young people to identify the problems they face in these areas.



The events allowed the attendees to share their views with a variety of services and together they were able to identify problems and offer possible solutions. Services put changes in place which improved outcomes for young people which empowered them to make changes themselves within their own schools. These events proved very successful due to young people being able to plan, deliver and drive change.

Bright Futures - Bright Futures delivers a Community Ambassador's Programme on behalf of national housing provider Affinity Sutton which encourages young people to make a positive difference to the communities in which they live. These have included taking part in a range of social action projects and fun activities. These projects have enhanced the local environment for all local residents and promoted citizenship to help address the lack of communication between generations.

Happiness & Wellbeing Network -

South Tyneside Happiness and Wellbeing Network is a multi-agency initiative of South Tyneside Council, South Tyneside NHS Foundation Trust, and the Voluntary community sector, and aims to provide a forum for sharing and developing ideas in order to contribute to the improvement of mental health, happiness and wellbeing in South Tyneside.



The network co-ordinates a number of activities. It promotes the positive message of 5 a day for mental health, organises drop-ins and events including Mental Health Awareness Week, World Mental Health Day and Self Care Week. These events bring together many local agencies and the community together and supports members and the local community in improving their own and other persons mental health, happiness and wellbeing.

Health and wellbeing underpins much of the work undertaken by the community ambassadors and the young people involved have the opportunities to undertake a wide range of accredited courses including Life and Social Development, Managing and Maintaining Healthy Relationships and Young Women's Personal Safety which are delivered by Bright Futures.

I enjoyed doing the flower pots because I liked picking out the flowers that went together. I liked helping the community and making it look better.

Friends of North & South Marine Park

(FOP) - This group was established in 2006 with the help of lottery funding. The F.O.P. by encouraging able bodied, elderly and disabled people to use the parks helps social cohesion and alleviates loneliness and as a result improves the health and wellbeing of both our members and the general public. The parks are promoted for exercise and participation in F.O.P. events for example helping in the community garden, funding and organising music and dancing in the bandstand, hosting games sessions with the Alzheimer's and Parkinson's Societies (petanque, croquet & mystery trails) health walks and social events.

The group has recently received an 'Awards for All' grant to help fund such things as events and training and has also been used to fund a survey to find out what local residents would like to see in the North Marine park.

We have over 60 members - we have held an open day in the community centre to let everyone know about the group and are always looking for new members





“
The group works in collaboration with partners to provide the very best services to blind and partially sighted people living in our borough
 ”



First Contact Clinical Recovery

Champions & Peer Mentoring - This service supports people in their recovery from addiction by giving them the opportunity to become peer mentors. This enables those going through a treatment journey to have someone who is trained and has the experience to be able to support at every point in the recovery. The Peer Mentor training programme is an excellent

example of how when people with a lived experience are given and the opportunity to volunteer they have a great deal to offer those going through recovery.

One trained volunteer, through her own experience has been able to provide valuable support.

Prior to this she was dependant on prescription drugs which then escalated to an addiction to crack and cannabis. This led to her being imprisoned and after 15 years of drug abuse she decided that enough was enough. She embarked on a volunteer role, took part in the training and is now an integral part of the service. She has also successfully gained employment.

Accessible information and Service for People with Sensory Impairment Group

- This group is actively engaged in the planning and development of strategies that may impact on those with sensory impairment and also shares knowledge and best practice through the Health and Wellbeing Board and HealthNet. Peter Bennetts - a local resident and sight loss campaigner, uses his community networks such as South Tyneside Sight Service and Royal National Institute of Blind People (RNIB) to raise awareness with key stakeholders and has worked effectively to help introduce the Accessible Information standard to be implemented in July.

The group has also been involved in the Eye Health Needs Assessment, work around making our streets accessible and retaining rehabilitation service in South Tyneside to support those who have sight loss and to help them remain independent.

“
*I love my life and I am living proof that change is possible...
 ...I have made mistakes but I have done everything in my power to better my life.*
 ”



Self-Care Event November 2015

- As part of self-care week an event was held to raise awareness around the importance of self-care for people with learning disabilities. It also involved their carers, health staff, Council and support services in group discussions on making things better.

The event included a presentation called "100 Voices on Self Care" - where 100 people with learning disabilities were asked about their attitude to keeping healthy and well and there was a short film called "Eat Less, Live More" (produced by Shoot Your Mouth Off). Members from Your Voice Counts were involved in presenting on the day. The event was well attended with over 80 people. It ended with a short exercise session, lunch and a chance to browse stalls. Overall, the aim of the event was to strengthen people with learning disabilities to lead a healthier life.

Hindu Nari Singh - Bollywood Dance Classes

The dance classes run every Saturday morning with the aim of providing a fun activity but also exercise. This helps with community cohesion as the women who attend are from a variety of communities throughout South Tyneside.

Many of the women come together with their daughters - it is an ideal opportunity for both to do something fun together and also helps towards mental wellbeing.

Get Going Together - is a health and wellbeing project delivered by Age UK South Tyneside that targets individuals over the age of 55 with one or more long-term health conditions. The project aims to improve or maintain the physical and mental wellbeing of participants though providing them with physical activities including seated exercise, walking football and Fit Steps.

The staff lead activities targeting particular groups or people with specialist conditions such as diabetes, hip and knee operations, or those who have had a fall.



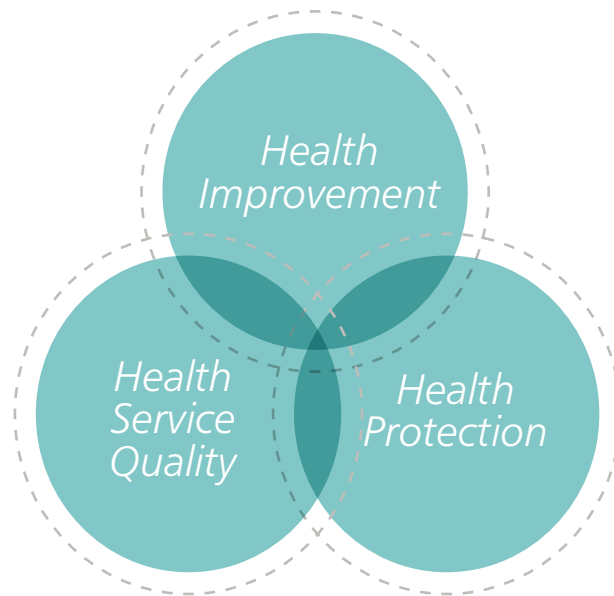


3.6 Recommendations

This report is only the beginning of a process to identify how we might use community centred approaches to build more resilient, confident and connected communities in South Tyneside to improve health and wellbeing. This will take time, commitment and partnership working. The following are ways in which we hope to achieve this.

1. Agreed sign up to using the Framework locally from key partners across the Council, CCG and voluntary sector partners, Healthwatch and our local NHS.
2. Locally, we need to evaluate the approaches that might work in South Tyneside for all our communities, particularly those who might be socially isolated or vulnerable. We need to assess which approaches work and for whom to make sure we are reaching all communities.
3. Further develop the links between the 'place' people live in and community activities.
4. Build links with North East and National partners who are developing this work.

4. Review of 2015



4.1 Health Improvement

Health Improvement focuses on improving life expectancy and reducing health inequalities by improving lifestyles. It also includes addressing the wider issues such as housing, employment, transport, education and the environment.

Whatever our age or ability, it is important that we look after ourselves to help us stay as healthy as we can for as long as we can. Living our lives to our full potential, accessing available health programmes and information helping us to look after ourselves and others.

In South Tyneside partners come together in our local Health and Wellbeing Board and Children and Families Board to improve and protect the health of our local residents and to ensure high quality healthcare services. Both of these boards have agreed a small number of top priorities to focus on many of which are reflected in this report. The boards also work closely with the Local Children's Safeguarding Board and Safeguarding Adults Board to ensure safe and effective services for vulnerable children and adults are in place.

Best start in life

It is essential that our babies and young children are nurtured in the early years to have the best possible start in life. This will increase their chances of remaining healthy throughout adolescence, adulthood and older years.

Breastfeeding Peer Support -

We have an active ongoing recruitment and promotion of our Breastfeeding Peer Support groups. We currently have 15 Peer Supporters who are located in 7 of our Children's Centres across South Tyneside.

Health Visiting - As a Local Authority we now have a responsibility for health visiting services within the Borough. Health visitors will support families with newborn babies up until the age of 4 years, providing a number of visits at key milestones of a child's development and signposting to specialist services where necessary.

Smoking in Pregnancy - We have carried out an in-depth evaluation of how staff and local women feel about this and the support to quit. This will be used in 2016 to engage women in giving up.

Healthy Schools - Schools are ideally placed to provide key messages in promoting health and wellbeing for children and young people. Recently we shared our local school level data on health and unhealthy weight with all primary schools throughout the borough. Information was also provided on how they can access local and national support to help address overweight and obesity issues with children, their families and the whole school community.

National Child Measurement Programme 2013/14

11,500 Primary school-aged children in South Tyneside Reception class Measurements (4-5 Years Old)



43 school with Reception children measured **98%** uptake = **1,613 children**

Year 6 Measurements (10-11 Year Olds)



44 school with Year 6 children measured **96%** uptake = **1,471 children**

South Tyneside

● Underweight	1
● Healthy	74
● Overweight	15
● Obese	10

5.5

full classrooms of obese 4-5 year olds in South Tyneside

12

full classrooms of obese 10-11 year olds in South Tyneside

South Tyneside

● Underweight	1
● Healthy	63
● Overweight	13
● Obese	23

There are 4 more obese Year 6 children in South Tyneside per 100 when compared to England

The healthy schools programme helps schools to address issues such as childhood obesity, risk taking behaviour and emotional wellbeing. The programme involves not just decision makers and directors but also includes the voices of the children.

Last year we had an additional 8 schools re-accredited making a total of 44 schools in the Borough involved in the Healthy Schools Award.



Alcohol Motion - In January 2015 the Council signed a declaration on alcohol and as leaders of our communities we welcome the opportunity for the council and key partners to lead local action to tackle alcohol harm and secure the health, welfare, social, economic and environmental benefits that come from reducing excessive alcohol consumption. This helps to further embed public health priorities within our local authority framework, particularly in relation to community safety, regulatory activity and economic regeneration.

Blue Light - The Blue light programme looks at how communities, individuals and services can support chronic alcohol drinkers who are reluctant to engage in treatment services. This work has been carried out both at a strategic level with the support of Elected Members and operationally with services developing networks of support for these individuals.

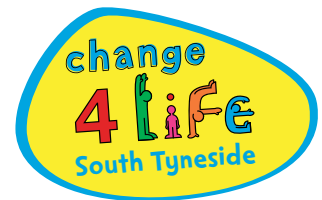
A significant development has been the involvement of church and other support groups for the homeless where these individuals often appear such as soup kitchens staff being trained to work closely with treatment services to get these people the support they need and deserve.

Smoking in Cars - In September 2015 we saw new legislation passed regarding protecting children from second hand smoke in cars. This has the full support from our Health and Wellbeing Board.

Planning for Health and Wellbeing. Hot Food Takeaways and Obesity in South Tyneside - Evidence Report - Public Health, Planning and Environmental Health worked jointly together to produce this document. It forms part of a comprehensive approach to tackling obesity and focuses on the role of Planning and Environmental Health in helping to promote healthy environments. The report helps to inform and justify the review of spatial planning policies and contains a range of tangible individual and joint actions including the monitoring of applications for new outlets and developing enhanced planning policy as part of our draft Local Plan.



1 in 4 babies
in South Tyneside is **born**
to a **mother that**
smokes



Change4Life

April 1st saw the start of our exciting new integrated lifestyle programme Change4Life (C4L) South Tyneside. The programme, which has so far received over 400 referrals, aims to help families and adults of all ages make small, sustainable yet significant improvements to their diet, activity levels and alcohol consumption by offering advice and information available through www.change4lifesouthtyneside.co.uk

Over **1,000**
workers have taken part in
Every Contact
is a Health Improvement
Contact training



The C4L programme supports and promotes Public Health campaigns and messages such as Dry January, Summer Shake up, Be Clear on Cancer etc. These messages are widely promoted through a variety of audiences which include HealthNet, Workplace Health Alliance and throughout the Council.

Work place health is of major importance. Being in a good quality work environment will benefit both employer and employee. In 2014, six local companies successfully achieved the Better Health at Work Award. We have seen a 50% increase in 2015 with 13 companies successfully completing the award. Local businesses involved include Barbour, Port of Tyne, South Tyneside NHS Foundation Trust and the Legal Aid Agency.



96% of
2 year old
children have
their **MMR**
vaccination



15
organisations
signed up for the
Better Health
at **Work**
Award

Wider Influences on Health

Health can be affected by more than individual lifestyle choices. Communities, workplaces and the homes in which people live can have positive and negative influences on health. A cold home can impact poorly on people, exacerbating health conditions such as heart disease or leading to falls in older and vulnerable people and even increasing death rates during the winter months.

To tackle this, organisations from across the Borough come together to plan and implement projects such as improved energy efficiency; ensuring older people return home from hospital to a warm, safe environment; and that many are not left isolated. All of this work helps reduce levels of fuel poverty across the Borough which means that our residents who are most at risk and most vulnerable get the right support to protect themselves and their families.

This year, falls prevention training has been offered to relevant professionals such as primary care staff, social care staff and workers from the voluntary and community sector. The training is delivered by Age UK together with South Tyneside Foundation Trust. GPs in the borough were the first to receive the training which runs across the autumn and winter periods to help reduce Accident and Emergency admissions, prepare vulnerable groups for cold weather and reduce winter pressures across the health and social care system.

Westoe Crown Primary School

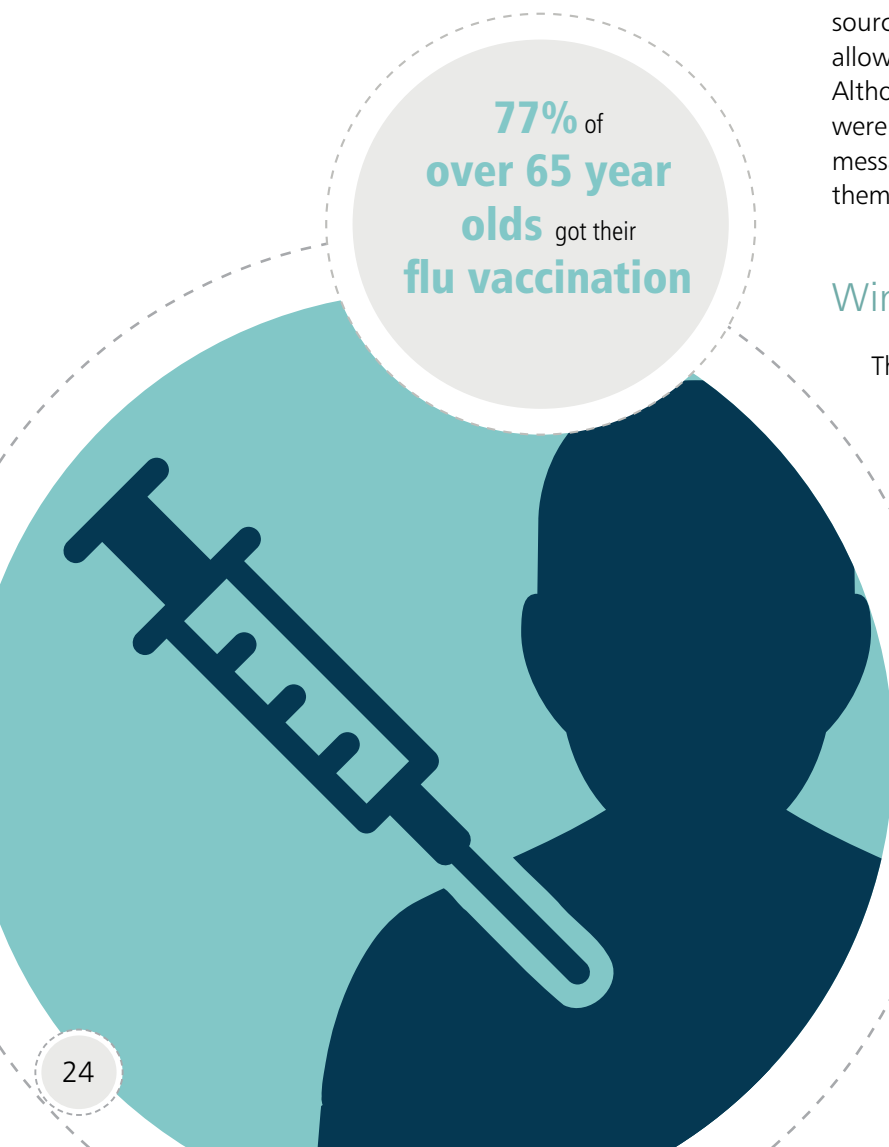


4.2 Health Protection

Health Protection is the part of public health that seeks to prevent or reduce harm. It deals with protecting the population from infectious diseases and other threats to their health such as environmental hazards and contamination for example air or land pollution. It is also concerned with emergency planning for major incidents such as the outbreak of disease or flooding.

It is the responsibility of the Director of Public Health to ensure that the local residents are protected. This is achieved effectively by working with and forging strong, positive relationships with our local partners such as the CCG, NHS England and Public Health England (PHE). PHE provides support and direction to local authorities and it is essential that our health protection arrangements are robust.

Our residents are resilient and prepared by taking part in immunisation programmes for example flu vaccination and also attending regular screening programmes, helping to protect themselves and their local communities.



77% of
**over 65 year
olds** got their
flu vaccination

Ebola

Following the outbreak of Ebola in West Africa, a North East preparedness group was set up in October 2014. South Tyneside Council was represented by the Director of Public Health. All members of the group were fully briefed and well prepared to handle any possible cases, public concerns and media interest. The Royal Victoria Hospital in Newcastle was designated as secondary response unit to treat cases but thankfully was not required. The group had a final discussion in August 2015 where members could reflect on the process and any suggestions or comments were included in national plans.

To review Legionnaire's Disease

Earlier in the year a number of confirmed cases of Legionnaire's disease were linked to a workplace in South Tyneside. Colleagues from Environmental Health and Public Health worked collaboratively under the guidance of the Director of Public Health and Public Health England to safeguard the public. Incident control meetings were set up and the source of the exposure was quickly identified. This allowed for rapid case-finding and control measures. Although five people were hospitalised, there were no fatalities. In incidences such as these, key messages are shared with local residents to keep them informed.

Winter Preparedness

There are measures taken by key agencies to ensure preparations are in place for winter. People over 65, people with a health condition, pregnant women and children under four are among the groups all actively encouraged to receive their free annual flu vaccination, either at health clinics or local pharmacies. Key staff in the health and social care sector are also vaccinated to ensure that service provision is not disrupted by sickness absence within teams that offer important provision. Every primary school took part in the flu programme. Information is also distributed by Public Health entitled 'Stay Well this Winter' which includes advice and handy tips on self-care during cold snaps.

4.3 Health Services Quality

Preventable mortality

from cardiovascular disease has been in **steady decline** for over a decade. In 2003, there were 250 early deaths, **in 2013 there were 140.**



We support those who plan health care to understand local health needs, ensuring

that services are based on

best evidence and evaluating whether services are successful in meeting needs and ensuring quality. We also work with partners to ensure health and social care services take a preventative approach. There are many health conditions that are preventable and many ways to reduce risk of disease e.g. giving up smoking reduces the risk of a range of cancers. It is also essential that residents and communities are involved in discussion about any new service proposals.

Working in partnership, the CCG and Local Authority (Joint Commissioning Group) have agreed that spending priorities in 2016 will be focussed on the three key causes of early death in South Tyneside: **Cancer, Cardiovascular Disease, and Respiratory Diseases.**

South Tyneside had the **6th highest premature mortality rate**

from **cancer** in the country



Better Outcomes Scheme

The Better Outcomes Scheme (BOS) aims to improve support given to patients with conditions such as cardiovascular disease, COPD (Chronic Obstructive Pulmonary Disease) and cancer.

Local GPs are working to improve the uptake of cervical, breast and bowel screening programmes. They are paying particular attention to reaching those high risk groups such as those with known risk factors, the housebound or those with learning disabilities.

Some of the ways that they are trying to reach people include social marketing campaigns and the wider use of social media and technology e.g. practice website, twitter and Facebook accounts. They will continue to use the "birthday card" letter which alerts patients of imminent screening invites, use chronic disease management appointments to ask about screening status, and offer advice and information on screening.

Self-Care: A better ü

Supporting individuals to self-care has many benefits for their short term and long term health. The majority of people feel comfortable managing everyday minor ailments like coughs and colds themselves. However, it is also important to increase people's opportunities to self-care, and support them to better look after their wider physical and mental health.

A better ü is a project that aims to get local people to take greater responsibility for their own health and wellbeing. The voluntary and community sector has been closely involved in planning the 'a better ü' project through HealthNet and strengthening the health and wellbeing support available in the community.

a better ü



5. 2014 Recommendations

Recommendation	What has happened?
1 Engage a wider range of stakeholders in the JSNA and ensure the assets based work is developed further.	JSNA supporting strategic decisions on policy and commissioning by illustrating where there is the opportunity to have the greatest impact on health and wellbeing in South Tyneside, building on existing assets in communities.
2 Develop a strategic level forward plan of Health Impact Assessments (HIA) and increase the number of staff trained to carry these out. Examples could include the integrated care services hub and Local Development Plan, flood alleviation schemes and future housing provision.	HIA's conducted on Older People's programmes. Plans have been set in place to ensure Central Library service users are engaged and access 'The Word' seamlessly.
3 Utilise the housing and HIA to underpin other housing developments especially those within the private rented sector.	Submission to National Energy Action for bid worth £325,000 for private and private sector Cold Homes/Fuel Poverty and Health programme via local partnership.
4 Ensure public health is embedded within the community asset transfer so contribution towards health and wellbeing outcomes is integral to the service delivery.	Director of Public Health is engaged in discussions in relation to asset transfer.
5 Develop a community development strategy for South Tyneside.	This year's Director of Public Health Annual Report is focused on community development.
6 Build on the huge range of green spaces, parks and nature reserves and link them to the C4L programme.	Currently engaging with commissioned provider of the Green Activity Programme to link with C4L.
7 Continue to build on the community leadership role of Elected Members to implement public health priorities.	Communication sessions have been set up with Elected Members on public health priorities, winter planning, JSNA, Assets and Change 4 Life.

Recommendation	What has happened?
8 Extend ECHIC to local residents groups and volunteers.	The ECHIC Programme has been delivered to individuals across South Tyneside and is currently being refreshed and will include how to reduce the risk of cancer.
9 Roll out the better ü Programme for self-care across the Borough working with local residents and staff across the NHS Council and voluntary organisations.	Launch events have been held in Hebburn to raise awareness of the programme among members of the public, and to develop understanding of the importance of self-care.
10 Maintain the focus on best start in life including smoking during pregnancy, breastfeeding, early years development and transfer the 0-5's Children's Public Health commissioning responsibilities to the Council.	South Tyneside Council is now responsible for commissioning the 0-5 services. A strategic smoking in pregnancy steering group has been established with the aim to reduce smoking during pregnancy to 11% by 2018/19.
11 Implement C4L.	April 1st saw the implementation of a new integrated lifestyle programme Change4Life South Tyneside. www.change4lifesouthtyneside.co.uk
12 Take forward the recommendations from the sexual health needs assessment.	South Tyneside's Sexual Health Partnership Group is developing a local Sexual Health Strategy.
13 Maintain the focus on health protection, evaluating the flu pilot.	Assurance process is in place.
14 Review actions within the cancer strategy for impact.	Review carried out in March 2015.

If you know someone who needs this information in a different format, for example large print, Braille or a different language, please call Marketing and Communications on 0191 427 1717.