

Director of Public Health Report

Gloucestershire County Council

2014-16

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1 Introduction

from Sarah Scott, Director of Public Health for Gloucestershire County Council.

This is my first annual report and covers the years for 2014-15 and 15-16. During this time we've had several changes in public health leadership and I was appointed as Director of Public Health in October 2015.

I want to share with you some of the exciting things we have been doing in that time. As always we've included information on the population's health and well-being and we've included a link to our new website for the Joint Strategic Needs Assessment that contains a lot more detail on the health of our county.

I also want to give a public account of how we allocated the public health ring-fenced grant. In 2014-15 that amounted to £21.8 million and in 2015-16 it was just under £25 million, when we took on the commissioning responsibility for health-visiting services.

Most of the money we receive in the public health ring-fenced grant is used to buy services for things like drug and alcohol treatment, sexual health treatment and protection and things like smoking cessation support, weight management, school nursing and now health visiting.

The bulk of this report features films of those people and organisations who have benefitted from the public health grant, helping to demonstrate the impact this investment has had. We'll hear from someone who has lost a lot of weight through our slimming on referral service via his GP; from the recovery café in Gloucester and how they're helping those recovering from drug and alcohol addiction; and how children and young people have benefitted from an innovative approach to encourage physical play and activity.



During the last few years we've worked with councillors to provide the active and healthy together schemes, where we allocated £2.6 million of public health grant across 2 years to each of the 53 members to spend in their divisions on activities that promoted physical activity and tackled health inequalities.

In this time we've been developing a vision for public health in Gloucestershire. Essentially this has three elements:

- The first is around how we commission our services in line with the public health grant. I've already mentioned that we spend most of our public health grant on buying services for our communities.
- We have a key role in influencing the public health agenda. Public health happens everywhere across the statutory sector; from district councils, our health partners, across our voluntary and community sector and in communities themselves. And one of our roles within the public health team is to try and influence how these other organisations can improve the county's health by embedding public health outcomes in their everyday work.
- And finally the third element of the vision is how we use our public health skills and our technical knowledge to best support our partners and our own organisation in delivering the public health agenda. For example, with health protection. We work very closely with Public Health England not only to respond to outbreaks of communicable disease but also to plan for their eventuality. Examples of this include the work we did in October 2014 to plan for potential cases of Ebola arriving in the UK and our ongoing planning around pandemic flu.

The public health team also use their knowledge and skills to produce service evaluations, health needs assessments and reviews of evidence of best practice to help support colleagues. We work really closely with the Clinical Commissioning Group to support their commissioning of healthcare for Gloucestershire residents.

Hear Sarah reflect on how the last two years have gone as well as the functions and priorities of public health in Gloucestershire

2 Health and wellbeing in Gloucestershire

Visit Gloucestershire's Joint Strategic Needs Assessment (JSNA) for detailed information on health and other statistics. www.gloucestershire.gov.uk/inform

Life expectancy in the county is significantly higher than the national average; and has been steadily increasing over the last decade.¹



Over 4,000 people were supported to quit smoking in 2014/15 and 2015/16.



31% of 10-11 year olds and 23% of 4-5 year olds are overweight or obese.¹¹



Almost two in three adults are overweight or obese similar to the national average.¹²

Almost one in four adults are inactive.¹²



83% of people in Gloucestershire describe themselves as being in good or very good health.²



62% of adults meet physical activity guidelines.⁷



Gloucestershire has an **ageing population**. By 2039, over 65s will make up 29% of the county's population.³



Under 18 conceptions have **fallen by 63%** since 1998, and are among the lowest in the South West.⁸



Over 31,500 people have been diagnosed with diabetes in the county.¹³



Less than half of people using adult social care services (48%) reported that they had as much social contact as they would like.¹⁴

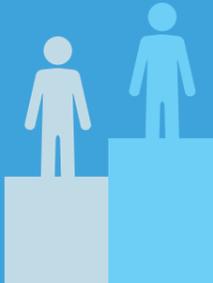


Early deaths from cancer have **fallen by 16%** over the last decade, and are significantly below the national average.⁴



BUT

Men living the most deprived parts of the county can expect to live **8 years less** than men in the least deprived areas. The gap for women is 6 years.⁹



Over 1,500 people were admitted to hospital for intentional self-harm in 2014/15; significantly higher than the national average.¹⁵



The rate of alcohol related hospital admissions is significantly higher than the national average.¹⁶



Premature deaths from cardiovascular diseases, like heart disease and stroke have **fallen by 34%** over the last decade.⁵



Around 1 in 7 adults smoke in the county - significantly below the national average.⁶



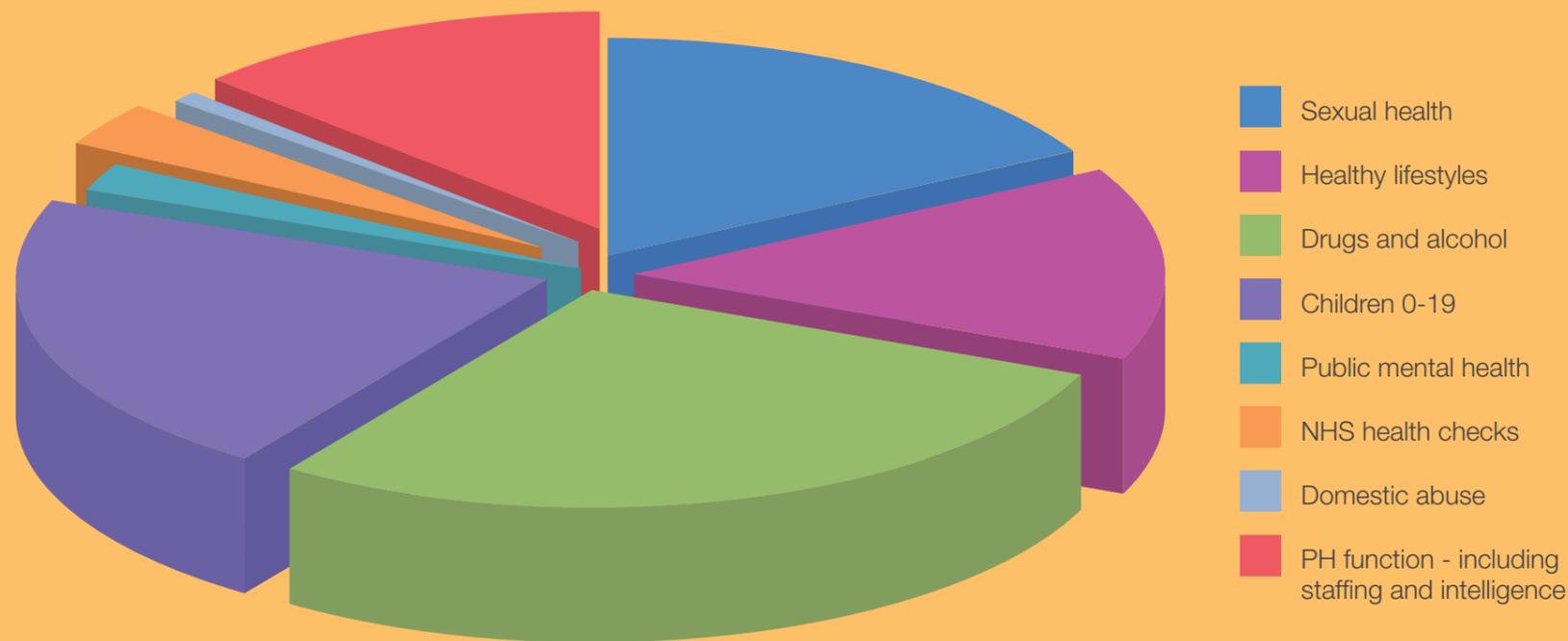
Over 25,000 people aged over 65 are living with a long term illness that limits their day to day activities a lot.¹⁰



An estimated **30,860** households are living in fuel poverty - more than one in ten households.¹⁷



1 PHOF 2012-14
2 Census 2011
3 LIS
4 PHOF 2003/05-2013/15
5 PHOF 2003/05-2013/15
6 PHOF 2015
7 PHOF 2015
8 PHOF 1998-2014
9 PHOF 2012-14
10 POPPI, 2015
11 PHOF
12 PHOF 2015
13 PHOF 2014/15
14 PHOF ASC 15/16
15 PHOF 14/15
16 PHOF 2014/15
17 2014 data. UG-JSNA 2017



In 2015-2016, the Public Health ring fenced grant was £24,934,000

What's included?

Sexual health - £4,178,000

This budget paid for a range of contraception and sexual health services.

These included

- a specialist sexual health service delivered in clinics across the county that diagnose and treat sexually transmitted infections and provide free contraception
- a new service focused on the prevention and testing of people at higher risk of contracting HIV
- GPs fitting long acting reversible contraception.
- Community pharmacies providing free emergency hormonal contraception
- A free condom distribution service to under 25's

Healthy lifestyles - £3,521,000

Support we commissioned included

- A weight management service on referral through GPs, provided by Slimming World
- A stop smoking service
- Community health trainers
- Breastfeeding peer support
- Nicotine replacement therapy accessed via prescription

Drugs and alcohol - £6,942,000

This budget was used to commission the drug and alcohol treatment service. The service included programmes to prevent, reduce harm, provide structured treatment and help with full recovery from drug and alcohol addiction. It also funded the prescription costs associated with the service.

Public mental health - £507,000

This fund was spent on services focused on the prevention of mental illness and the promotion of mental health.

This included

- The self-harm helpline
- A Mental Health First Aid training programme
- The applied suicide intervention skills training programme
- The MenTalk programme that works with young men to improve their mental wellbeing

Domestic Abuse - £200,000

This budget contributed to the salary of the Countywide Domestic Abuse and Sexual Violence Strategic Coordinator based in the multiagency safeguarding hub. We also commissioned a pilot programme to work with perpetrators of domestic abuse.

Children 0-19 - £5,225,000

We commissioned the school nursing service and from October 2015 we assumed commissioning responsibility for health visiting services. This budget was also used to fund specific activities in children's centres such as the Health Exercise and Nutrition for the Really Young (HENRY) programme and Gloucestershire Healthy Living and Learning (the local healthy schools programme).

NHS Health checks - £812,000

A cardiovascular disease (CVD) risk assessment for healthy adults aged 40-74. The service, offered to eligible people every five years assesses patients' risk of CVD (eg heart attack and stroke) and takes steps to reduce the risk.

Public Health function - £3,549,000

This budget paid for the public health team, additional staff based in other teams e.g. public health intelligence and research staff, health protection contingency, data storage and licences and also contained the reserve fund.

4 Case studies

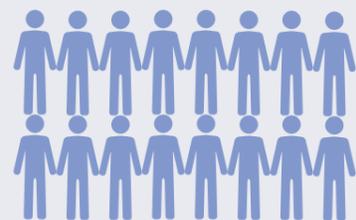
How has the public health grant supported Gloucestershire people? Six case studies show the investment in action and the impact on local people.

1 Helping people lose weight and stay healthy - Slimming world

The public health grant funds support from Slimming World for those who qualify.

We hear from former diabetes sufferer Terry who has turned his life around with their help.

23% of adults in Gloucestershire are obese



11,345 people

have benefitted from the weight loss service in the years 14/15 and 15/16

The total weight loss is **55,414 kg** or **8,726 stones** (4.9 Kilos per person)



In this time, **55%** of people **lost at least 5%** of their starting weight

Over 2014/15 & 15/16 the total weight lost in Gloucestershire was equivalent to:



3 18 tonne fire engines

2 Encouraging physical activity and healthy eating - Play Gloucestershire

The public health active together grant supported Play Gloucestershire to deliver local play projects.

Play rangers take their skills and equipment out into the community, creating safe places for outdoor play and cooking.

We met play rangers and children in Tuffley to find out how the whole community benefits.

The Gloucestershire Pupil Survey 2016 found that



Less than half of pupils (46%) reported doing 6 or more hours of physical activity a week



There are **inequalities in activity levels** – boys (53%) tend to be more active than girls (42%)



75% of pupils have at least 4 hours of physical activity (including play) each week

Active Together grant scheme

- **£2.2 million invested** in community groups and sports organisations to increase physical activity and sports participation
- **428 grants awarded**
- **76% are very confident** that activities will continue with the support of local people/volunteers

15 year olds

in Gloucestershire are almost twice as likely to be

inactive at weekends

(65%) than during the week



3 Drug and Alcohol addiction recovery support - The Recovery Hub café

The Gloucestershire Public Health team helped The Nelson Trust secure the funding needed to start up the project.

The Recovery Hub Café provides volunteering opportunities to help those recovering from addiction gain confidence and experience in the workplace as well as helping them make friends and widen their support network, increasing their chance of long term recovery.

Hub manager Ruth explains the benefits:



Gloucestershire has a **higher number of people over 65** admitted to hospital for alcohol related conditions compared to the national average



10% of people with heroin problems in the county **successfully complete their treatment,**

whilst the vast majority of those who remain in treatment show improvements in quality of living, this is better than national outcomes

In the years 2014/15 and 2015/16 around

2,500 people

sought help for alcohol and drug problems in the county



In 2015-16 there was an increase in people entering structured alcohol treatment

That means more people are getting the help they need to beat addiction



4 Suicide prevention - ASIST Training

Applied Suicide Intervention Skills Training (ASIST) helps people to have a constructive conversation with someone who may be thinking about suicide. The public health grant funds this training in the county, particularly for professionals who regularly meet people who may be at risk of suicide.

Julia talks about her experience of the training and how she's used it:



Over the past 5 years, we've seen a

sustained decrease

in deaths by suicide in Gloucestershire

Training is delivered by Bristol MIND, a suicide intervention training company

In Gloucestershire we provided suicide prevention skills training to an average of

135 delegates per year

in 2014-16 from a range of settings including Housing Support, Schools and Car Park staff



98% of them

reported the course to be of practical use to them in their work life and 81% found it to be of use in their personal life too

Delegates said that the course was

"Brilliant, practical, well-constructed course which has immediate benefit to people at risk of suicide."

"Thoroughly enjoyed the course. My confidence has grown in helping someone at risk of suicide. Thank you"

5 Tackling social isolation and promoting healthy living - Fair Shares

Fair Shares is a community project that uses two way volunteering, called time banking, to bring people closer together, to support and help one another. The charity received funding from the healthy together grant scheme.

Their work helps to reduce isolation and make people and communities more resilient.

Kevin tells us about how friendships and activities help people to be more healthy in Gloucester.

The healthy together grant was an innovative one-off grant programme with a total fund of £530,000. £10,000 was available for each county councillor to spend on identified projects to tackle health inequalities in their wards.



In a typical week,
165 people
take part across Gloucestershire, exchanging
957 volunteer hours

Things people say about Fair Shares:

“Our approach is about inclusion, socialisation and mutual support”

“We have tried to create welcoming environments with interesting projects that people come along to and take small steps to take part in.”

“People say the most important thing they get from the activities is that they make friends.”

“The more someone is involved, the more they get to meet other people and the more they want to be active in their community.”

“The act of helping others is a very powerful tool to improve someone’s confidence and self-esteem.”

What was the main benefit to people from healthy together projects?

- 23%** better health
- 12%** reduced loneliness
- 7%** reviving old skills, strengths or interests and putting them to work in the community
- 20%** discovering or developing new skills, strengths or interests
- 17%** feeling more positive
- 19%** getting out of the house and doing things outside more
- 2%** other

6 Sexual health promotion - Know yer balls

Funded by the public health grant, ‘know yer balls’ is an initiative developed in partnership with Cheltenham Town Football Club (CTFC).

It is a gender sensitive approach to health work with young men through football and delivered through schools across the county.

Rich at CTFC explains how it works



During 2014-2016, the project

reached around 420

year 10/11 male students



Sexual health in Gloucestershire

During 2014/2015 and 2015/2016,

over 16,000 free condoms

were provided to under 25 year olds as part of the C-Card free condom distribution scheme



90% of females

aged 12 – 13 years have had the HPV vaccine, which is above the national average



The number of people with a late diagnosis of HIV

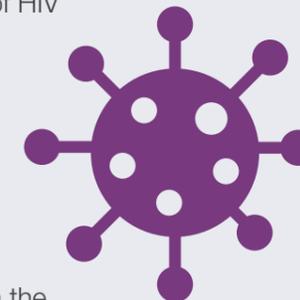
fell from 54%

in 2009-2011

to 36%

in 2013-2015.

This is lower than the rate for England and the South West



The under 18 year old conception rate has

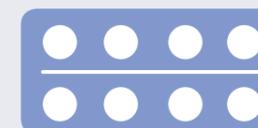
fallen by 63%

since 1998

63%

of Year 12 and Further Education students feel confident using a condom

69%



of Year 12 and Further Education students know how to get hold of emergency contraception for themselves or a friend

5 Future priorities

Great progress has been made, but we know there are still health and wellbeing challenges in Gloucestershire.

In the coming year, the priorities are to:

- Maximise the potential of the local Sustainability and Transformation Plan (STP) prevention theme, working with local NHS organisations.
- Work to tackle wider determinants of health, particularly working with planning authorities to influence change.
- Target work where there is most capacity to benefit and work with partners to develop new services that are affordable within the available budget.
- Develop the role of district council member champions to support the public health agenda at a local level.
- Work with Leeds Beckett University to develop a 'whole systems' approach to tackling obesity in the county that will inform national guidance.

**Hear Sarah talk
about priorities in
Gloucestershire over
the coming year**