

COUNTY COUNCIL LOCAL COMMITTEE FOR BARROW

Meeting date: 20 January 2020

From: Executive Director – Corporate, Customer and Community Services

HEALTH AND WELLBEING – BARROW LOCALITY

1.0 EXECUTIVE SUMMARY

1.1 *This report updates Local Committee on the work of the Public Health Locality Manager (PHLM) to improve health and wellbeing outcomes in Barrow.*

2.0 STRATEGIC PLANNING AND EQUALITY IMPLICATIONS

2.1 *The Health and Wellbeing Strategy for Cumbria sets as its vision as everyone in Cumbria will have improved health and wellbeing and inequalities in health and wellbeing across the county will be reduced.*

2.2 *The strategy proposes to achieve this vision by building a population health system which consists of integrated health and care provision, operating within a new set of system drivers/behaviours; and communities mobilised at scale for health and wellbeing.*

2.3 *The new Corporate Plan 2018-2022 seeks to put systems in place to enhance the direct work that the Council undertakes with residents, communities, businesses, and other organisations to ensure that the best services possible are delivered within the available resources. The proposed outcomes for the people of Cumbria are around being healthy and safe, they are well connected and thriving and the economy grows and benefits all.*

2.4 *As area-based production and delivery of services gathers momentum across the Council, the work of the PHLM place public health expertise at the heart of this area-based approach and ensures that health and wellbeing is embedded across the council's activities at a local level.*

2.5 *Elected Members have a significant opportunity to help shape local communities and to improve their resilience. To this end, this report updates Members on the activity of the Barrow PHLM, together with the wider population health activity across South Cumbria.*

3.0 RECOMMENDATION

3.1 *Members are invited to comment on the report and note its contents.*

4.0 BACKGROUND

4.1 Cumbria Joint Public Health Strategy

4.2 Members will already be aware of the Joint Public Health Strategy from previous reports. District leads along with key partners are now heavily engaged in the development of an implementation plan. This ensures that there is an accountability mechanism in place and that the strategy is can be performance managed, through mechanisms such as Public Health Alliance and Morecambe Bay Health together with the emerging Wellbeing Framework in the South Cumbria system.

4.3 Key district leads, together with the Public Health Locality Managers from each of the 6 localities have been working together to develop appropriate outcomes that can be delivered using a partnership approach. Locally the Barrow Health and Wellbeing Partnership has a key role to play in this work

4.4 In the South of the County, we have more challenges as we are working across two Governance systems, particularly in the case of Millom, together with our colleagues in Lancashire County Council. That being said, the Barrow PHLM is working to ensure that the developing Barrow locality outcomes framework is closely aligned to the Morecambe Bay Population Health Management Framework.

4.5 There is a very definite appetite for embedding a Health in All Policies approach to decision making. In the south of the County, early indications are that Barrow BC and South Lakeland DC are keen to progress this approach. This will mean that the impact on public health will have to be considered when taking decisions around, for example, planning, licencing, housing, environmental health, highways etc.

4.6 Members, as decision makers, are key to this work going forward and will be kept fully informed as the work progresses.

4.7 Barrow Health and Wellbeing Partnership

4.8 This partnership has undergone a revamp, with membership, terms of reference and direction of travel reinvigorated.

4.9 The first meeting took place before Christmas, where discussions took place about ways of working and priorities being discussed.

4.10 In terms of membership, the Partnership will comprise of a small steering group which would set the direction, in line with key strategies. This group would meet more frequently, with a broader delivery group being brought together around wider issues. This approach enables the engagement and involvement of a wider range of partners and allows for appropriate agencies to in a position to support specific issues and projects. An example of this wider delivery group is the Action for Health network facilitated by Cumbria CVS.

- 4.11 There is also the opportunity to use Furness Listening events as a means of engaging communities, to ensure that Barrow people are aware of the ongoing work. The PHLM is also in discussion with the local media with a view to having a monthly Barrow Health and Wellbeing column in The Mail.
- 4.12 The Partnership will report in to Cumbria Public Health Alliance as it always has. However, Morecambe Bay Strategic Management Group are keen that it is the delivery arm of their strategy. There is also an opportunity to report in to Barrow BC Executive Committee, alongside providing information to key partnerships such as Barrow Police, Barrow Integrated Care Community etc.
- 4.13 Suggested 5 key priorities for our locality, based on health profile:
- Children and Families - ACEs
 - Mental Health - including Self Harm and Suicide
 - Healthy weight – including physical activity
 - Drugs and Alcohol - including admissions to hospital
 - Older people – frailty, falls and isolation

This will contribute to an overarching aim of developing healthier communities.

- 4.14 The next meeting will take place in the next few weeks and will focus on development of the priorities and what work needs to happen to take them forward.
- 4.15 **Barrow Drugs Deaths**
- 4.16 Barrow Drugs Deaths Response Group was set up in response to an increased number of drug poisoning deaths in South Cumbria from December 2017.
- 4.17 The partnership is chaired by the Barrow PHLM, who ensures that action to prevent further drug poisoning deaths is joined up, alongside developing systems to support those impacted by drug misuse in South Cumbria.
- 4.18 As a result of the work of this group, drugs deaths in Barrow have reduced. Including the initial spike in Barrow locality, there have been 26 deaths and 28 'near misses' since December 2017. There has been a marked slowdown in the last few months, with 4 deaths reported since June 2019. Details of those individuals who have been brought to the attention to the Police have been shared with Unity and The Well, who have stepped in to deliver intensive support to vulnerable community members. There is an acceptance that the speed of sharing this information has contributed to saving lives. It could be argued that without this intensive work, the number of deaths would be much higher.
- 4.19 The multidisciplinary nature of the group has meant regular dialogue between agencies. This has led to increased understanding, partnership working and information sharing. It is strongly believed that these strengthened relationships have helped to improve pathways, together with providing more 'joined-up' care, and ultimately has saved lives.

- 4.20 A trigger plan is in place to minimise the risk of death after a 'near miss' event. This means that the police act as a central hub for reporting of near misses, and people identified to be at risk are supported with assertive outreach. There were close to 30 near misses identified during 2018, and the majority of these are now working with Unity and/or The Well to support their recovery.
- 4.21 There continue to be police operations to target county lines. One high profile operation in 2019 resulted in the arrests of 30 people.
- 4.22 About 70% of drug poisoning deaths are 'drug misuse deaths'. This means deaths due to drug abuse or dependence, or poisonings involve not only illegal drugs, but also some strong prescription drugs such as morphine or tramadol. The majority of these deaths will involve an illegal drug, but many will involve other prescription or over-the counter-drugs as well, and a few will be just due to prescription drugs. In other words this issue is not just about illegal drug use.
- 4.23 In order to raise awareness of this, prescribing leads at GP practices across South Cumbria underwent training and education around best practice in terms of prescribing for long term pain management was discussed. Junior doctors at Furness General Hospital have also benefited from this training too.
- 4.24 The work of the partnership has been in the national spotlight and it has been featured on regional and national news channels. This has resulted other authorities and constabularies seeking our advice and guidance, together with recognition from Public Health England.
- 4.25 Finally, this innovative and impactful work by Barrow Drugs Deaths Group has been recognised by the Local Government Chronicle and it has been shortlisted for their National Public Health award.
- 4.26 **Suicide Safer Barrow**
- 4.27 According to data provided by Public Health England, Lancashire and South Cumbria are ranked as having the third highest rates of suicide within England.
- 4.28 Suicide Safer Barrow has been formed in response to the increasing suicide rates in Barrow and is being delivered by Every Life Matters, a Cumbria suicide prevention charity and Mind in Furness.
- 4.29 As part of Suicide Safer Barrow, Every Life Matters is delivering suicide prevention training, bereavement support and suicide first aid to organisations who sign up. More recently this is being delivered from venues in the heart of our communities, to make the sessions more accessible to our residents.
- 4.30 When a person dies by suicide, quite often they haven't engaged with mental health services, however they will have crossed paths with other people, such as their GP, their employer, colleagues, the housing department, etc. so this work recognises the need to upskill people in order to spot the signs and offer appropriate support.
- 4.31 The number of people and organisations who have expressed an interest about hosting training and raising awareness is growing daily.

- 4.32 Such is the appetite for this programme that Every Life Matters have recruited a dedicated coordinator for Barrow. They will be working in key offices in Barrow, including spending time in the office in the Nan Tait Centre.
- 4.33 On the run up to the Christmas period, which is often the time when people are at their most desperate, almost 10000 beer mats and posters with key messages and support numbers were delivered to Barrow bars, pubs, restaurants, cafes, takeaways etc.
- 4.34 There are plans to undertake similar campaigns going forward.
- 4.35 **Adverse Childhood Experiences (ACEs)**
- 4.36 Ensuring that every child has the best start in life is one of the central aims of the Health and Wellbeing Strategy for Cumbria.
- 4.37 The things that happen during pregnancy and childhood can have a lasting impact on physical and mental health throughout life. Experiences during the early years are crucial for shaping brain development, facilitating learning and developing emotional wellbeing. Investing in services that ensure that babies and children are well supported in loving, secure and stable relationships will therefore not only help to create happy, healthy childhoods, it will also lay the foundations for long and healthy lives.
- 4.38 Adverse Childhood Experiences (ACEs) are stressful or traumatic events that happen in childhood. They can include things that affect a child/young person directly (such as abuse or neglect) or indirectly through the environment they live in. ACEs can be single events or long-term or repeated experiences.
- 4.39 There is already a fairly mature ACEs partnership in operation across Cumbria. However, it is safe to say that this predominantly focuses on the North Cumbria geography.
- 4.40 Similarly there is an equally mature partnership looking at ACEs run by colleagues in Lancashire, who are working closely with Lancaster University, to develop and embed trauma informed practice. There is a wealth of information and good practice that can be translated to a South Cumbria model, including training around working with ACEs and building emotional resilience..
- 4.41 The PHLM has been engaging with this strategic partnership, with a view to Barrow and South Lakes benefiting from such training. As a result, the partnership are very keen to move to a Morecambe Bay geography as they recognise that Barrow in particular has complex issues similar to areas of Lancashire, which could be addressed by adopting trauma informed practice. Discussions are now underway and Members will be updated as they progress.
- 4.42 As the public health lead for Barrow, the PHLM is also working with Barrow Police to embed a trauma informed approach to working. Evidence demonstrates that 90% of demand on police time is complex welfare, public safety and vulnerability issues – these are all public health issues. As such, police colleagues are well placed to intervene more effectively and reduce the impact of ACEs and trauma.

4.43 However, there is a recognition that this cannot be done in isolation. Partnership working and communication is key.

4.44 Members will continue to be updated.

5.0 OPTIONS

5.1 Members are asked to note the report.

6.0 RESOURCE AND VALUE FOR MONEY IMPLICATIONS

6.1 There are no direct resource implications from the recommendation to note this report.

7.0 LEGAL IMPLICATIONS

7.1 There are no direct legal implications arising from this report.

8.0 CONCLUSION

8.1 This report provides Barrow Local Committee Members with an update on the some of the work of the Public Health Locality Manager. It seeks to assure Members that the work is being undertaken in a holistic way, through embedding health and wellbeing across all processes and that it is underpinned by a robust partnership approach and asset based community development practice.

8.2 This is strong evidence to support a whole systems approach to health and wellbeing. The role of the Public Health Locality Manager and the Community Development team. Community development is an integral mechanism to improve health and wellbeing, together with quality of life and life chances of our communities

Dawn Roberts
Executive Director – Corporate, Customer and Community Services

3 January 2020

APPENDICES

No appendices

Electoral Divisions: All

Executive Decision

	No
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Key Decision

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If a Key Decision, is the proposal published in the current Forward Plan? N/A

Is the decision exempt from call-in on grounds of urgency? Yes

If exempt from call-in, has the agreement of the Chair of the relevant Overview and Scrutiny Committee been sought or obtained? N/A

Has this matter been considered by Overview and Scrutiny? No
If so, give details below.

Has an environmental or sustainability impact assessment been undertaken? N/A

Has an equality impact assessment been undertaken? N/A

N.B. If an executive decision is made, then a decision cannot be implemented until the expiry of the eighth working day after the date of the meeting – unless the decision is urgent and exempt from call-in and necessary approvals have been obtained.

PREVIOUS RELEVANT COUNCIL OR EXECUTIVE DECISIONS
[including Local Committees]

No previous relevant decisions

CONSIDERATION BY OVERVIEW AND SCRUTINY

Not considered by Overview and Scrutiny

BACKGROUND PAPERS

No background papers

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