

CUMBRIA HEALTH AND WELLBEING BOARD

Meeting date: 7 February 2020

From: Director of Public Health

CUMBRIA PUBLIC HEALTH ALLIANCE UPDATE

1.0 EXECUTIVE SUMMARY

- 1.1 This report gives the Health and Wellbeing Board an update on the development of the Cumbria Public Health Alliance (PHA), its links to the Locality Forums and the mechanisms for ensuring two-way influence and dialogue between the Board and each locality through agreed strategic aims and locally identified priorities.
- 1.2 This report updates members on the recent meeting of the Public Health Alliance, held on 21 January 2020 at Cumbria House, Carlisle.
- 1.3 Members are asked to note that the topics for the Alliance are being drawn directly from the Cumbria Joint Public Health Strategy. To this end, the Alliance agenda comprised the following items (in addition to standing items):
 - Cumbria Joint Public Health Strategy Implementation Plan (pre-meeting);
 - Thriving Communities;
 - Social Prescribing in North Cumbria.

2.0 LINKS TO THE HEALTH AND WELLBEING STRATEGY

- 2.1 The LGA review of the Health and Wellbeing System clearly identifies the PHA role in respect of influencing the preventative elements of the Joint Health and Wellbeing Strategy.
- 2.2 The PHA has had significant input into the Cumbria Health and Wellbeing Strategy and is an integral part of the overall delivery plan.
- 2.3 The PHA is now receiving regular performance updates in respect of assigned outcomes in the Health and Wellbeing Strategy Delivery Plan.

3.0 RECOMMENDATION

- 3.1 That the Board notes this update from the Cumbria Public Health Alliance and any identified plans for future activity.
- 3.2 That the Board notes that each item in this report includes reference to the pertinent section of the Cumbria Joint Public Health Strategy.

4.0 KEY MESSAGES FROM THE PUBLIC HEALTH ALLIANCE – 21ST JANUARY 2020

Cumbria Joint Public Health Strategy Implementation Plan

Pertinent to Cumbria Joint Public Health Strategy Priority overall

- 4.1 The Alliance held a discussion session on the Implementation Plan, looking at the objectives, whether all authorities are now signed up to these and prioritising actions within the Plan.
- 4.2 The session was attended by members and officers from across Cumbria and led by the Director for Public Health. The Alliance was asked to consider which aspects of the Plan had a collective responsibility across the organisations represented and, on this basis, which they would wish to monitor going forward. The following topics emerged:
 - Social Prescribing;
 - Planning;
 - Transport and connectivity (eg: active transport, rurality and access to services);
 - Food and the healthy weight agenda.
- 4.3 Next steps were determined to be:
 - The lead Public Health Locality Manager, Project Officer and Director of Public Health to map associated partners and activities of the headline topics;
 - Construct Alliance agenda that focus on those key topics and drive activities in relation to those across partner agencies;
 - The Health and Wellbeing Board will be apprised of developments and progress at future meetings.

Thriving Communities

Pertinent to the Cumbria Joint PH Strategy Priority 'Place: Improving Physical Assets' and 'People: Nurturing Our Human Assets'

- 4.4 The Alliance received a presentation from the Director for Public Health on the background to the Thriving Communities agenda and noted that planning work is ongoing at the moment.
- 4.5 Members noted the following key points:
 - A good introduction to the principles of Thriving Communities is Hilary Cottam's 'Radical Help' approach; 'TED Talks' are available on line to give an overview;

- The context for Thriving Communities is as a response to rising demand and reducing budgets;
- Local government is currently in the stage of the 'community paradigm';
- The Thriving Communities model seeks to prevent people from hitting 'crisis point' in the first place, by working with communities to unlock their power and potential and by raising aspirations and abilities;
- Thriving Communities seeks to move away from the classic public health approach of focusing services at the highest need population;
- By focusing efforts on the less high need population, this reduces the number of people becoming 'highest need' population;
- By supporting communities more broadly and taking an asset-based approach to community development, this should achieve a 'transformational' impact on the wider determinants of health;
- Some of the pilot projects for Thriving Communities in Cumbria include 'Connecting Communities' and 'Think Families'.

4.6 Next steps were noted as being:

- Continuing to develop the third sector and community ways of working;
- Transforming local focus hubs to take on a central role;
- Encouraging staff to take a strengths-based, rather than a deficit-based approach to working with the public, in social care for example;
- Revising the Third Sector 'Compact';
- Ensuring that Thriving Communities principles are embedded in Third Sector Commissioning Strategy;
- With third sector included in discussions to date, other organisations need to be brought in, including NHS, Housing Associations and District Councils.

Social Prescribing in North Cumbria

Pertinent to the Cumbria Joint PH Strategy Priority 'People: Nurturing Our Human Assets'

4.7 The Alliance were joined by Clare Edwards from Cumbria CVS who gave a presentation on plans to create a North Cumbria Social Prescribing Strategy. This is a cross-sector strategy involving County and District Councils, Third Sector and other key partners which was why it was brought to the Alliance for discussion and sign-up across the representative organisations.

4.8 The presentation looked at:

- Primary Care Networks and Social Prescribing;
- Developing a Social Prescribing Strategy for North Cumbria and the multi-agency working group supporting this;
- Key work areas and timelines.

4.9 Members noted the following key points:

- People's health can be effected by myriad social and economic issues;

- Some of the key factors include: isolation and loneliness; housing; worklessness; low incomes; mental health issues;
 - People struggling with one or more of these factors can have an increased risk of poor health outcomes; where someone already has poor health, their condition can be exacerbated by the presence of one or more of these issues;
 - Social prescribing is aimed at supporting an individual to access social and community-based solutions to improve their physical health and wellbeing;
 - Social Prescribing Link Workers have been recruited in Cumbria and are based in GP surgeries;
 - There are lots of other professionals who also regularly undertake social prescribing as part of their roles including: Health and Wellbeing Coaches; Carers' Support Workers; Living Well Coaches; Frailty Coordinators; volunteers and more.
- 4.10 The Alliance were advised that social prescribing in Primary Care Networks has had dedicated funding since July 2019. The North Cumbria Strategy will have 4 priority areas:
- Workforce Development;
 - Easy referral;
 - Support for Community Sector;
 - Measuring outcomes.
- Each of the 4 priorities has a lead professional.
- 4.10 Alliance members raised the following points:
- Concerns around the increased burden on third sector organisations to deliver social prescribing activities and potentially being inundated;
 - Possible use of 'nominal fees' for initial activities as one solution;
 - How local government might support social prescribing through use of their existing facilities.
- 4.11 Next steps were noted as:
- Developing a Draft Strategy for Social Prescribing in Cumbria by March/April 2020;
 - Secure system support for the strategy.

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 January 2020

APPENDICES: None **BACKGROUND PAPERS:** No background papers

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