

CABINET

13 JANUARY 2015

ANNUAL PUBLIC HEALTH REPORT OF THE DIRECTOR OF PUBLIC HEALTH 2013/14

Portfolio Holder: Councillor David Brake, Adult Services
Report from: Dr Alison Barnett, Director of Public Health
Author: Dr Saloni Zaveri, Consultant in Public Health

Summary

This report presents the Annual Public Health Report of the Director of Public Health for 2013/14 which focuses on the health of Medway's older population and makes recommendations for Medway Council and partners. An audit of progress against the Annual Public Health Report for 2012/13 is also included.

The 2013/2014 Annual Public Health Report has been circulated separately to Cabinet Members. In addition, it has been considered by the Health and Adult Social Care Overview and Scrutiny Committee on 11 December 2014 and will be considered by the Health and Wellbeing Board on 21 January 2015.

1. Budget and Policy Framework

1.1. The Health and Social Care Act 2012 gives a statutory duty for Directors of Public Health to produce an Annual Public Health Report and Local Authorities to publish the report.

2. Background

2.1. The proportion of older people in Medway's population is predicted to increase substantially over the next decade, with associated increases in the numbers of people with chronic conditions who will become intensive users of health and care services.

2.2. This ageing of the population is likely to result in considerable increases in costs to the health and social care system. Improved management of conditions such as dementia and falls, reduced social isolation, promotion of independent living and improved living conditions for older people are all essential to reducing the burden on services.

2.3. The theme of Older People links directly to Theme 2 of Medway's Joint Health and Wellbeing Strategy: Enable our older population to live independently and well.

3. The Annual Public Health Report (APHR)

3.1. The purpose of the APHR is to inform local stakeholders and the public about the health of Medway's older people, outline current provision of support and services and make recommendations for the future to reduce health inequalities, promote health and wellbeing of the older population and inform service provision.

3.2. The report focuses on the following four topics:

1. Social isolation
2. Falls
3. Dementia
4. Housing and older peoples' health.

4. Recommendations in Annual Public Health Report 2012/13

4.1 The Health of School Aged Children: The Annual Public Health Report of the Director of Public Health 2012/13 focused on the health of school aged children and aimed to inform the development of the Healthy Child Programme (5-19) and the commissioning and provision of services.

4.2. Appendix 1 outlines the progress made during the year in implementing these recommendations.

5. Risk Management

Risk	Description	Action to avoid or mitigate risk
Lack of progress in improving health outcomes	Effective action not taken by partners to implement recommendations in APHR	Annual audit of progress against recommendations in previous APHR. Commissioning plans reviewed by HWB. Review of outcome indicators.

6. Health and Adult Social Care Overview and Scrutiny Committee

6.1. The Health and Adult Social Care Overview and Scrutiny Committee considered this report on 11 December 2014.

6.2. Members welcomed improvements in the levels of childhood obesity in Medway as compared to national averages. Members welcomed the significant reduction in the number hospital admissions for falls in the over 65 population.

- 6.3. A Member referred to measures to combat illegal tobacco and referred to difficulties in persuading HMRC to help in pursuing prosecutions. The Director of Public Health undertook to follow up on this issue.
- 6.4. A Member referred to the disappearance of large numbers of bungalows from the housing stock in Medway and suggested that public health make representations to amend the local plan to help alleviate this given that bungalows were the most suitable type of housing for elderly people.
- 6.5. A Member felt that the references in the report to the private rented sector and fuel poverty should be strengthened and that Public Health should seek opportunities to raise the standard of housing via the Council's Housing Strategy. In response the Director of Public Health commented that her team worked closely with colleagues in housing and referred to a winter warmth scheme being funded by Public Health.
- 6.6. The Committee noted the Annual Public Health Report 2013/14 and the audit of progress against the recommendations in the Annual Public Health Report 2012/13 and thanked Dr Barnett and her team for their work in producing the report.

7. Legal and Financial Implications

- 7.1. There are no financial or legal implications arising directly from the contents of this report. The Annual Public Health Report should, however, influence future prioritisation and allocation of resources.
- 7.2. The project is internally funded.

8. Recommendation

- 8.1 The Cabinet is asked to consider and note the Annual Public Health Report 2013/14 and the audit of progress against the recommendations in the Annual Public Health 2012/13.

9. Suggested Reasons for Decision

- 9.1 The production of the Annual Public Health Report is a statutory requirement.

Lead officer contact:

Dr Alison Barnett, Director of Public Health
alison.barnett@medway.gov.uk

Background Papers:

2012/2013 Annual Public Health Report: The Health of School Aged Children
Available via the following link <http://www.medway.gov.uk/pdf/APHR%202012-13.pdf>

Appendix 1: The Health of School Aged Children: The Annual Public Health Report (APHR) 2012/13

Audit of progress against recommendations

Recommendation	Who responsible	Progress
Demographics		
<ul style="list-style-type: none"> The population structure is changing with a projected increase of 18.2% in the number of four- to eight-year-olds and a decrease of about 8% in 14- to 18-year-olds by 2021. This needs to be taken into account in any service planning. 	Commissioners to be aware	Information relating to current and future demographic factors, including age structure and ethnic composition, is contained within Medway's Joint Strategic Needs Assessment (JSNA). The JSNA is a key source of evidence which informs the commissioning plans of Medway Council and its key partners.
<ul style="list-style-type: none"> The ethnic composition of the school-age population in Medway has changed significantly from 2001 to 2011 and this needs to be taken into account in any service planning. 	Commissioners to be aware	
Physical health		
<ul style="list-style-type: none"> Conduct a clinical and coding audit of the notes of children and young people admitted as emergencies for asthma and epilepsy to aid understanding of the issues underlying the rise in admissions. 	Public Health Medway CCG	An audit of admissions for asthma in children in Medway was undertaken in 2014. Paediatric asthma care in primary care, secondary care and the Emergency Department were explored through this audit, which has resulted in clear recommendations. The audit findings were presented to the CCG Children and Families Clinical Strategy Group in September 2014. A task group is being convened to implement the recommendations of the audit.

Recommendation	Who responsible	Progress
<ul style="list-style-type: none"> Investigate whether the Audit Plus tool can be used to obtain prevalence (including historic) of asthma in children and young people in Medway. 	Public Health, Medway Council Medway CCG	The audit of admissions for asthma in children in Medway identified that many children with asthma may not be on GP registers and therefore may be at high risk of inadequate management of their asthma. One recommendation of the audit is to improve the identification of patients with asthma within primary care. An asthma task and finish group has been convened through Medway CCG's Children and Families Clinical Strategy Group to take forward all recommendations of the audit, including exploring the potential use of the Audit Plus tool to identify more accurately the local prevalence of asthma in Medway's children and young people.
Mental health		
<ul style="list-style-type: none"> Review and develop ADHD and ASD pathways to offer an appropriate range of assessments and interventions, adopting a multidisciplinary approach to the long-term management of conditions. 	Partnership Commissioning Team, Medway Council	Commissioners have worked with the providers of ADHD and ASD services to develop revised referral criteria and pathways of care to ensure timely assessment for ADHD and ASD. Work is progressing across Kent and Medway (Local Authorities and NHS) to develop an all-age neurodevelopmental disorders pathway to ensure a robust whole system approach to commissioning these services.
<ul style="list-style-type: none"> Review the self-harm pathway against the new NICE Quality Standard. 	Partnership Commissioning Team, Medway Council	Sussex Partnership Foundation NHS Trust, as Tier 3 specialist CAMHS provider for Medway, has audited its care pathways and procedures using the NICE Standard. In March 2014, to coincide with the National Self Harm Awareness Day Campaign, Medway's Public Health hosted three seminars, targeted at teachers, nurses, social workers and other professionals covering Self Harm Awareness, Reducing the Risk of Psychosis and Suicide by early intervention and developing strategies for helping young people affected by Self Harm.

Recommendation	Who responsible	Progress
<ul style="list-style-type: none"> Extend the single point of access service to allow self-referral. 	Partnership Commissioning Team, Medway Council	<p>Work is in progress to improve the operation of the Single Point of Access for children and young people at risk of developing mental health problems (tier 2) or who require specialist intervention (tier 3). This is being achieved by bringing tier 2 and tier 3 services within the management of a single provider starting November 2014. It is hoped that once these new arrangements are established, the criteria around the receipt of referrals can be reviewed, to include a broader set of referrers, including a self-referral pathway.</p>
<ul style="list-style-type: none"> Commissioners to work closely with Medway Youth Parliament (MYP) to develop key suggestions from the Kent Mental Health Project 	Public Health, Medway Council	<p>The Mental Health Promotion Officer works closely with the MYP and the Youth Wellbeing Community to gain their feedback on improving children and young people's mental health.</p> <p>MYP members attended Medway Council's PSHE launch event at which they engaged with teachers and school nurses about PSHE, in particular the importance of the way in which topics are communicated: how PSHE, delivered effectively, can contribute to more positive physical and emotional health outcomes.</p> <p>The Kent Youth Mental Health Project highlighted a school based hub as a model of good practice. Medway CCG's Mental Health Clinical Strategy Group are currently exploring the feasibility of creating such a hub locally.</p> <p>Also highlighted in the project was the value of peer led initiatives for children and young people. The SAFE project is currently active in three Medway schools, funded through the small grants scheme.</p>

Recommendation	Who responsible	Progress
Dental health		
<ul style="list-style-type: none"> Promote orientation of primary care dental services to focus on prevention in line with <i>Delivering Better Oral Health – a toolkit for prevention</i>⁽⁴⁶⁾ 	Public Health England and Dental Public Health Team, Medway Council	The Medway Smiles Passport initiative was developed by Public Health in collaboration with Medway Community Healthcare Health Visiting Service and with endorsement from the Kent Local Dental Committee. The initiative will encourage regular dental checks for children from the age of six months with the Health Visiting Service fully engaged to deliver Dental Health Promotion advice, signposting and referrals when appropriate to the Dental Health Service.
<ul style="list-style-type: none"> Promote collaboration with other health workers such as health visitors to deliver oral health messages 	Dental Public Health Team, Medway Council	<p>Regular Early Years Oral Health Training sessions are available for all professionals in contact with communities, groups, families and individuals with children from birth to age five. Oral Health Training sessions are also available for those responsible for children of primary school age</p> <p>A Medway Smiles oral health initiative will introduce an early year's dental passport for children born in Medway from September 2014 as part of the joint partnership project between the Medway Council Public Health Team and the Health Visiting Teams in Medway Community Healthcare to encourage regular dental access from the age of 6 months. The initiative will provide evidence of dental access in the critical early years from 6 months through to 2.5 years of age.</p> <p>Within the MCH Under Ones Pathway, parents and carers will be invited to attend group oral health sessions as part of their babies' four month Health Visitor follow up. The sessions will be scripted and advice will be in line with the guidance in Delivering Better Oral Health 3rd Ed 2014 www.gov.uk/publications.</p>

Recommendation	Who responsible	Progress
Vaccination		
<ul style="list-style-type: none"> Continue to promote uptake of MMR vaccination in 10- to 16-year-olds 	Public Health England Screening and Immunisation Team	<p>Uptake of MMR vaccination in this group has been slow and therefore this campaign has been extended by Public health England until the end of 2014. GP practices are regularly encouraged to invite their eligible children for a vaccination or offer opportunistically. School Nursing teams are encouraged to prompt parents/children to attend if they identified any child with an incomplete schedule.</p> <p>Recent improvements in MMR uptake for this age group have been seen, with most recent data showing an average uptake (two doses of the vaccine) of 72% across Medway practices.</p>
<ul style="list-style-type: none"> Ensure successful introduction of the Meningitis C booster vaccination with the current school leaving booster and promote increased uptake. 	Public Health England Screening and Immunisation Team	<p>This was introduced in Kent and Medway in April 2014, “catch-up” clinics were arranged and from September 2014, this is part of the integrated programme for all children in year 10.</p> <p>To date, MenC vaccination uptake has been slow but the inclusion of the vaccination within the routine school programme is expected to have a positive impact on uptake of the vaccination.</p>

Recommendation	Who responsible	Progress
SEND		
<ul style="list-style-type: none"> Improve local interim provision for those with special educational needs and disabilities excluded from school 	Partnership Commissioning Team, Medway Council	SEN now commission a wider range of providers including one run by a local parent-led organisation. Two additional provisions (Autism Resource Centre (ARC) and Eslands) now offer interim provision for those with challenging behaviour and, in the case of ARC, autism. Since the previous report was published over 20 pupils have attended these provisions.
<ul style="list-style-type: none"> Consider commissioning local provision of residential or highly increased support for pupils with severe and complex needs to enable them to continue to benefit from local special school education 	Partnership Commissioning Team, Medway Council	A review of Short Breaks for children and young people with SEND was undertaken during 2014 by the Medway Council/ CCG Partnership Commissioning Team. The recommendation has been made for the redevelopment of the Parklands Resource Centre for disabled children into a residential unit for young people with SEND. A business case is currently in development for the undertaking of this work.

Recommendation	Who responsible	Progress
Healthy weight		
<ul style="list-style-type: none"> Ensure decision makers and all practitioners and professionals, understand the role that they can play in supporting children and young people to achieve a healthy weight, become more active and eat healthily Raise awareness that being a healthy weight, active and eating a balanced diet is important to a child's health. 	<p>Public Health, Medway Council</p> <p>Public Health, Medway Council</p>	<p>In June 2014, Medway Health and Wellbeing Board and Medway Council hosted an Obesity Summit at Priestfield Conference Centre. A wide range of senior managers and decision makers from a range of local partners attended on the day. The objectives of the event were to raise awareness of the challenges we face locally in tackling obesity, current activity and what further action partners can take to contribute to meeting the challenge. In addition, a multi-professional task group has designed the Medway Overweight and Obesity Care Pathway, which is intended to standardise the way front line professionals support a client who has a weight loss goal. A training programme will accompany the roll out of the pathway document to build professionals confidence in having this conversation with children and their families, in a sensitive way.</p> <p>The roll out of the Overweight and Obesity Care Pathway will emphasise the need for front line professionals to make every contact count when working with children and families, and ensure that the topic of excess weight is raised and addressed sensitively. The Medway Public Health Team have continued to provide local support for the national Change 4 Life campaign, embedding the messages into routine programmes and running local events for specific activities. For example the 10 minute magic moves activity, was supported locally and a range of summer events were hosted by the Public Health and Council parks team to promote the campaign locally.</p>

Recommendation	Who responsible	Progress
<ul style="list-style-type: none"> Map the local assets to assess what services and facilities exist to support the healthy weight agenda, then consult with local residents and review the evidence base, to assess the gaps that may exist 	Public Health, Medway Council	<p>The Health and Wellbeing Board endorsed an asset-based approach to map Medway-wide assets which promote physical activity and healthy eating with the aim of linking assets to deficits identified within the JSNA. Phase 1 of the asset mapping project has been completed and findings are informing the planning of Phase 2, which aims to, through a collaboration with the Howard Schools Sports Partnership, to create a local hub within a school setting to link together and maximize the potential of local assets relating to healthy eating and physical activity, including the sports facilities of local schools.</p>

Recommendation	Who responsible	Progress
Substance misuse		
<ul style="list-style-type: none"> Review the current Personal, Social and Health Education (PSHE) provisions in conjunction with local schools for secondary age children. 	Public Health, Medway Council	<p>The PSHE project launched in June 2013. 10 secondary schools attended the launch and signed up for the project, which covers:</p> <ul style="list-style-type: none"> A review day where PH and PSHE association staff spend a day at the school reviewing PSHE provision. Schools receive feedback based on the review findings. Schools signing up for the review process receive access to four training events in Medway delivered by the PSHE Association. <p>All schools in Medway, irrespective of their involvement in the wider project can access:</p> <ul style="list-style-type: none"> 1 years free membership of the PSHE association. A PSHE programme of study focussed on Medway priorities (domestic abuse, relationships/teenage pregnancy, mental health/emotional wellbeing). <p>To date, four schools have had review days and feedback with a further three booked for November 2014. Work is in progress we are working to review the remainder.</p> <p>Public Health are working with the PSHE association to engage the five schools which have not yet engaged with the programme.</p>

Recommendation	Who responsible	Progress
<ul style="list-style-type: none"> Undertake a review and needs assessment of current provisions for young peoples' substance misuse treatment and ensure provisions are made for transition to adult treatment services where appropriate. 	<p>Medway Young Peoples DAT</p>	<p>A needs assessment of Medway's young people's community substance misuse service was completed in 2014, the finding of which informed the specification for the re-tendering of the service. The new provider commenced delivery of the service on September 1st, 2014 and within the new contract Open Road will work with young people up to the age of 19 (up to the age of 21 for Looked After Children). A transition process is in place for those young people who require transfer to the adult service delivered by Turning Point. For young people who require a prescribing service, there is a process in place for Turning Point to provide this from the young people's community substance misuse service in order that young people do not have to go to the adult substance misuse treatment service.</p>

Recommendation	Who responsible	Progress
<ul style="list-style-type: none"> Continue to roll out Baby clear to decrease smoking during pregnancy 	Public Health, Medway Council and Medway Foundation Trust	<p>Smokefree Gates signs at schools entrances.</p> <p>The Risk Perception intervention is now well embedded into the antenatal care pathway, with contact being made with most pregnant smokers attending their Nuchal Translucency scan to raise awareness about the effects of smoking in pregnancy. Antenatal clinic staff are supportive of the intervention. Evaluation of the intervention is planned for early 2015</p>

Recommendation	Who responsible	Progress
<ul style="list-style-type: none"> • Ensure there is access to high quality sexual health services in a range of settings. • Review the C Card scheme and update it to ensure adequate training has been delivered to all providers. 	<p>Public Health, Medway Council</p> <p>Public Health, Medway Council</p>	<p>An integrated sexual health service is being commissioned enabling access to both contraception and STI services in one visit. Sexual health services will operate as a hub and spoke model with targeted outreach to those who are not currently accessing universal services. The service specification and performance indicators to ensure a high quality service are being written in consultation with the Medway Sexual Health Network. It is anticipated that the integrated service will be commissioned by summer 2015.</p> <p>A full review of the C Card scheme for young people aged between 13 and 20 has been undertaken. All staff have been retrained and the resources updated to improve the quality of the data being captured and ensure the safeguarding of young people who use the scheme. Support is available to those who operate registration and distribution sites by way of a named worker and regular newsletter. The impact and effectiveness of the scheme will be regularly evaluated.</p>

Recommendation	Who responsible	Progress
Wider determinants		
<ul style="list-style-type: none"> Appropriate monitoring of new Child and Adolescent Mental Health Services (CAMHS) contract to ensure emotional and mental health needs of looked after children are being met. 	Partnership Commissioning Team, Medway Council	<p>Recent reviews of the scope of the current tier 2 delivery revealed barriers to the provision by CAST of targeted services to those at increased risk of mental illness. The needs identified by Children's Teams, GPs and some parents pointed to an urgent requirement to develop a more comprehensive tier 2 service for Medway.</p> <p>In October, Sussex Partnership Trust (SPT) took over the interim management of the CAST/tier 2 team, with milestones focused on developing a more comprehensive and targeted tier 2 CAMHS service. All Kent CCGs, Medway CCG and Medway Council have now confirmed their support to the extension of the contract with SPT for a further 12 months.</p> <p>Medway CCG and Medway Council, as part of the condition for supporting this extension, require the further development of the response of the provider to the Medway Children in Care/Look After Children (LAC) cohort. There has been recent improvement through the recruitment to the local CAMHS LAC posts. Medway waiting times for treatment at Tier 3 remain: these are being tackled with robust oversight by contract managers and senior leaders within Medway Council and Medway CCG.</p>
<ul style="list-style-type: none"> Looked after children with a Strengths and Difficulties Questionnaire (SDQ) score of 17 or above to be reviewed by the Looked After Children Health Team to ensure appropriate interventions are put in place. 	LAC nursing team	A recorded SDQ score of 14 or above indicates that the child/young person may benefit from mental health services. A trigger mechanism has been established within LAC that will require liaison between the social worker and CAMHS for any child or young person scoring 17 or above. Outcomes for young people who are referred to CAMHS are monitored and where a referral to CAHMS is made, the school is also engaged in order that they may undertake an education SDQ to ascertain whether additional support is required in school.

Recommendation	Who responsible	Progress
<ul style="list-style-type: none"> • Increase support for the particular needs of young carers by primary care and other health services. • Develop a single information booklet for young carers in Medway, detailing information on services available to them and important information such as how to claim Carer's Allowance. • Offer life skills courses (e.g. cooking) to young carers, alongside subsidised or free travel and other local amenities, such as swimming. 	<p>Partnership Commissioning Team, Medway Council</p>	<p>Young carers support is offered in two carers' contracts:</p> <ul style="list-style-type: none"> • Information, Advice and Guidance delivered by Carers First. There is an element of supporting all carers to be able to access free or discounted leisure activities in the contract • The Young Carers service is delivered by Medway Youth Trust. The Young Carers contract is primarily aimed at supporting young carers at school and in the employment options, and to reduce the number of inappropriate caring roles by supporting the family to find more appropriate care services.
<ul style="list-style-type: none"> • Work with partners to seek the views of young people on current communication channels and how we could improve them in order to better promote good health. 	<p>Public Health, Medway Council</p>	<p>Medway Youth Parliament were engaged in the development of the A Better Medway puberty, self-esteem and pregnancy information leaflets and in determining the most effective methods of communicating the information.</p> <p>TellUs is a survey conducted by Medway Council of children and young people who are in year 6, 8, or 10, attending a Medway school. TellUs6 was conducted in 2013 and provided insight into how young people prefer to provide feedback on services..</p>