

Theme 4: Improving mental and physical health and well-being

Strategy/plan: aim/objectives/priorities	Update
Adult mental health strategy: a strategy for Medway is being developed	<p>A refresh and update of the mental health action plan has recently been undertaken to reflect the aims of the NHS Long Term Plan and also the recommendations within the Director of Public Health Annual Report for Medway 'Healthy Minds, Healthy People-promoting wellbeing across the life course'. The JSNA chapter for adult mental health was refreshed in 2019 and work is taking place to meet the recommendations.</p> <p>Key actions to date have been:</p> <ul style="list-style-type: none"> • Delivery of Connect 5 training which helps professionals develop confidence and skills to have conversations about mental wellbeing and offer a brief mental wellbeing intervention. • Medway Council signed the Time to Change Employers Pledge in May 2019 and has made significant progress against the action plan including the development of 35 employee wellbeing champions across the organisation including a senior leader MH Champion. • Delivery of Mental Health First Aid training targeted to workplaces within Medway. • Promoting mental health through the Every Mind Matters campaign and ensuring residents have access to information about local services which support the 5 Ways to Wellbeing.
Community safety partnership: a multi-agency partnership to develop and implement strategies to protect communities of Medway from a range of issues including anti-social behaviour, drug or alcohol abuse and	A new plan has been developed and was considered by the Board on 18 February 2020 before approval by Full Council in July 2020. The plan has four themes, each of which is viewed through the lens of action that can be taken to: 1) pursue; 2)

Strategy/plan: aim/objectives/priorities	Update
re-offending. Medway Council has achieved the White Ribbon award.	<p>prevent; 3) protect; and 4) prepare. The four themes are:</p> <p>SAFEGUARDING ADULTS AND CHILDREN (Tackling Serious Violence and County Lines): This has primarily been identified as a priority due to the national concerns about the increase in county line activity as well as the need to tackle serious youth violence.</p> <p>REDUCING VULNERABILITY: this is an overarching priority to ensure a continued focus on early intervention and prevention work in multiple areas of work. This includes those that may fall victim to cuckooing from gangs, young people at risk of exploitation or even those at risk of homelessness.</p> <p>REDUCING REOFFENDING (Number 1 priority for Medway Youth Justice Partnership Board): The Policing and Crime Act 2009, which came into effect in 2010, placed a new duty on CSPs to implement a strategy to reduce reoffending by adult and young offenders. Reducing reoffending is critical to both protecting communities from crime and to delivering a more effective and economic justice system.</p> <p>LISTENING TO COMMUNITIES AND PARTNERS: The CSP is committed to hearing from the community and understanding some of the issues beyond the statistics. This priority will ensure that there is a systematic way of engaging in existing panels and groups to gauge concerns and inform the actions that are taken forward.</p>
Medway domestic abuse sub-group: a multi-agency group with a live plan that evolves to meet the changing needs of children and adults at risk of or exposed to domestic abuse	Medway's Multi Agency Meeting Domestic Abuse (MMAMDA) has key partner agency representation who review, monitor and scrutinise various aspects of Domestic Abuse (DA) support services within Medway, whilst also integrating local and national data and guidance. MMAMDA

Strategy/plan: aim/objectives/priorities	Update
	<p>Terms of Reference requires representation from the following partners:</p> <ul style="list-style-type: none"> • Kent Police • Kent Fire and Rescue • Children’s and Adults’ Safeguarding • Medway Safeguarding Children’s Partnership (MSCP) • Housing partners • Health partners • Early Help • Partnership Commissioning • KSS CRC • Public Health <p>MMAMDA scrutinises the following Medway projects, services and forums:</p> <ul style="list-style-type: none"> • commissioned specialist DA service Medway’s Domestic Abuse Service (MDAS, Choices) and other commissioning opportunities • Medway’s DA Forum (MDAF) • One Stop Shop (OSS) and OSS Steering Group • White Ribbon Campaign (WRC) • Multi Agency Risk Assessment Conference (MARAC) • Perpetrator Programmes • Domestic Homicide Reviews (DHR) • Multi Agency Safeguarding Hub (MASH) • DA Website <p>MAMMDA bridges the gap between Medway’s strategic and operational DA work, and feeds into the Kent and Medway DA Tactical Group. The MAMMDA is currently bringing together three DA focused Action Plans to form one Medway DA Action Plan moving forward. The three plans to be integrated are as follows:</p> <ul style="list-style-type: none"> • the recently completed Kent and Medway DA Action Plan that goes

Strategy/plan: aim/objectives/priorities	Update
	<p>alongside the recently completed Kent and Medway DA Strategy</p> <ul style="list-style-type: none"> • Medway's DA Action Plan 2018-19 • the Joint Targeted Area Inspection (JTAI) Response Action Plan
<p>Suicide prevention plan: delivered by Kent and Medway suicide prevention steering group and aims to reduce suicides.</p>	<p>The suicide prevention programme covers the Kent and Medway STP footprint. The Release the Pressure helpline is delivered through the programme and receives approximately 500 calls per month on average from Medway residents.</p> <p>Key activities from the programme that have been achieved in Medway include:</p> <ul style="list-style-type: none"> • The establishment of the Time to Change Hub. The hub supports communities to reduce stigma relating to mental health and a key element is developing local mental health champions. Currently, 74 people have signed up as champions in Medway and some of these will be supported to deliver their own anti-stigma events through the champions fund. • Recommissioning by Public Health of the Medway Men in Sheds scheme which has over 200 beneficiaries registered with the project. • Suicide prevention training has been delivered in locations across Medway and within specific workplaces, targeting occupational areas that have a high incidence of suicide nationally e.g. construction and shift workers. • Appointment of a Health Improvement Project Coordinator for suicide prevention. This post will be hosted by Medway Council and have responsibility for the implementation, coordination and administration of workplace health improvement projects across Kent and Medway.

Strategy/plan: aim/objectives/priorities	Update
<p>Drug-related death panel: meets on a quarterly basis, to undertake a detailed review of each death and identify actions that can be taken by partners to reduce further similar incidents.</p>	<p>The Drug related death panel is a multi-agency panel with representation from statutory and voluntary sector organisations. The aim is to review the data for any cases of sudden drug related death to understand how as a system we can better support residents who are addicted to substances. The panel has reviewed 100 cases (historic and recent) and the following themes have emerged:</p> <ul style="list-style-type: none"> • The majority of deaths were males and their average age at the time of death was 43.7 years. • Drug poisoning was the main cause where the death was sudden (44 subjects) of which 10 were recorded as suicide. • Mental health was cited as a long term health condition in 34 of 100 records reviewed. • Liver disease was cited as a long-term health condition in 29 of 100 records reviewed. • The majority of the subjects were known to treatment services although not necessarily in treatment. Many had long-term medical conditions alongside their substance/alcohol misuse meaning there was sometimes a blurring of boundaries between illicit and prescribed medicine use. • Due to those health conditions, and custodial sentences, there are opportunities where intensive work can be done and where a cohesive and multi-agency care plan could support individuals when back in the community. <p>Some pathways have improved as result of the findings and there is work ongoing with Medway CCG with regards to prescribing of opiates. Further work is still required to address those who have long-term conditions and those who have co-occurring mental health and substance misuse.</p>

Strategy/plan: aim/objectives/priorities	Update
	The DRD panel will produce an annual report which will be released by April 2020.
<p>Licensing policy guidance: includes public health information throughout the policy for information and guidance.</p>	<p>The connection between alcohol and a variety of harms, such as crime, domestic abuse, harms to young people and over 60 health harms is well evidenced. Additionally, evidence of the link between the density of licensed premises in an area and alcohol harms is also accepted.</p> <p>In response to evidence of the density of licensed premises and alcohol harms in four areas of Medway the Council introduced a Cumulative Impact Policy in May 2018 in Chatham, Gillingham, Rochester and Luton, allowing the Local Authority to refuse or place restrictive conditions on new licence applications in these areas. In the eighteen months the policy has been in force, four applications for off-licences have been refused, seven applications withdrawn following representations and three licences granted with conditions to control the sale of alcohol, none of which could have happened without this policy. Evaluation work is ongoing to assess the impact on alcohol harms of this policy.</p>
<p>Smoking cessation services: providing free smoking cessation support to Medway residents, offering one-to-one session with highly trained advisers and drop-in sessions throughout Medway.</p>	<p>Prevalence rates in Medway are declining and are now at 14.7% compared to 17.6% in 2017.</p> <p>Last year, 2,706 people accessed the Medway stop smoking service and of those 1,428 successfully quit (52% success rate). Medway compared well nationally in terms of numbers treated per 100,000 population at a rate of 4,411 where the England rate was 1,894 per 100,000. 107 pregnant women accessed support and 75 (70%) of those quit successfully at 4 weeks.</p> <p>To achieve the national ambition of reducing smoking prevalence to 12% by</p>

Strategy/plan: aim/objectives/priorities	Update
	2022 and the smoking at time of delivery (smoking in pregnancy) rate to 6% by 2022 more needs to be done. We need all professionals to access very brief advice (VBA) training and more referrals are needed in to the service. The VBA training equips staff with the confidence to raise the issue and the knowledge on how to refer into to the local stop smoking service.
Physical activity and healthy weight services: providing free activities such as health walks, cycling groups, and advice and support to develop a healthier lifestyle.	The Medway Health Walks and Cycling Groups programme continues to be a successful intervention. These volunteer-lead programmes are coordinated by the Public Health team who recruit and train volunteers to lead low intensity walks for adults and cycling groups for beginner (or returning) adult cyclists. With over 1,000 free health walks and over 100 free cycling groups taking place across a wide range of rural and urban spaces in Medway, the programme is extremely popular with adults. Recent promotional videos for the programmes show that the service users access the programme for a range of physical and health gains. The scheme has also been extended to include a volunteer-led Nordic walking programme.
Sexual health services: providing free contraception and sexual health screens across Medway and with some services available online.	Sexual health is defined as a state of physical, emotional and mental wellbeing in relation to sexuality (WHO, 2006). The sexual health services in Medway delivers a range of services to contribute to that wellbeing: <ul style="list-style-type: none"> • Sexually transmitted infection and HIV detection and treatment. Testing is available through traditional clinics, online and outreach • Specialist adult HIV treatment • Psychosexual counselling • Long acting reversible contraception through general practice and specialist service • Emergency hormonal contraception is available to women aged under 30 to prevent unplanned pregnancy and reduce demand on abortion services

Strategy/plan: aim/objectives/priorities	Update
	<ul style="list-style-type: none"> • Outreach and peripatetic nurses to engage with groups that are harder to engage including clients at 'saunas', sex workers, rough sleepers and looked after children • Young people-focussed services including free condoms, targeted chlamydia screening, outreach and exclusive clinics • LGBTQ young persons weekly group and annual health and wellbeing conference • Although General Practice is commissioned to provide oral contraception (pill) and cervical screening (smears) pill initiation and opportunistic screens are available through the specialist service.
<p>Dementia task group review: a review of progress to Medway being recognised as a Dementia Friendly Community</p>	<p>A briefing note was provided to the Health and Adult Social Care Overview and Scrutiny Committee (HASC) in September 2018. At this time most of the 25 decisions (actions) in the report had been completed. Some of the actions were one-off, while others involved continued action. It may be useful to review these actions to see if they are still relevant and if so, if they are still being conducted.</p>
<p>Cycling action plan: The vision of the cycling action plan is that cycling and walking should become the natural choices for shorter journeys in Medway—or as part of a longer journey—regardless of age, gender, fitness level or income.</p>	<p>Medway's Cycling Action Plan delivery was completed in March 2019. This created an additional 8.5 miles [13.8km] of new cycle route, and 1.7 miles [2.8km] of existing cycle routes were improved. In total, there are now over 80 miles [130 km] of cycle route in Medway, with many corridor schemes linking up with longer distance routes forming part of the National Cycle Network.</p> <p>Cycle counters are now installed across 18 locations in Medway and are reviewed on a quarterly basis to monitor the number of cycling journeys made. It has been encouraging to note an upward trend in cycling across Medway and a spike in cycle journeys during 2020</p>

Strategy/plan: aim/objectives/priorities	Update
	In addition, a brand new pump track cycle facility in Gillingham was constructed and opened in 2019.
<p>Involving Medway: a partnership between seven community organisations working together to encourage people to get involved with and help make decisions about health provision in Medway</p>	<p>Involving Medway encourages and supports participation in community groups and activities, helping to beat social isolation and connecting local people to the decision making around health and care. The project has been supported by Medway CCG since 2017. The engagement team at the CCG leads a partnership between Medway Voluntary Action, Tempo Time Credits and Kent Community Foundation to deliver:</p> <p>Medway Time Credits: proven to introduce people to volunteering in communities where there has traditionally been less volunteering, and increasing the chances that they will continue or volunteer again in the future. A positive association with contributing time is reinforced through making access to activities more affordable for themselves, friends and family. Also shown in Medway to support the recruitment and retention of volunteers for community groups.</p> <p>A Community Small Grants programme: which has benefited over 60 local groups with grants for small scale locally led initiatives to improve connected communities including singing groups, woodwork and crafts, exercise and healthy cooking.</p> <p>Community-group led local engagement: This year we have started to directly train voluntary organisations to lead discussions within community settings on issues such as redesigning outpatient services. We also have a trained cohort of community health researchers who have worked within community settings to find out about people’s experiences of health and care to feed directly into commissioning plans.</p>

Strategy/plan: aim/objectives/priorities	Update
	<p>Further information can be found at Involving Medway:</p> <p>It is important that the Health and Wellbeing Board continues to support these Involving Medway activities and that in particular the elements of the programme and the learning from the work are embedded into future planning for health and care and that links are made between Medway Time Credits and Council run services.</p>
<p>Kent and Medway Air Quality Partnership: Medway Council is part of the Kent and Medway Air Quality Partnership, which aims to deliver a consistent approach to tackling air pollution across the County, sharing knowledge and information with various agencies</p>	<p>Medway Council is part of the Kent and Medway Air Quality Partnership (KMAQP), which aims to deliver a consistent approach to tackling air pollution across the County, sharing knowledge and information with various agencies. Medway Council's participation in this group in recent years has allowed the sharing of recognised best practice to improve air quality. For instance the adoption of the "care for air" brand produced by Medway Council is now regularly promoted alongside Kent AQ initiatives, ensuring wider brand recognition from shared messaging. In addition to information sharing and project collaboration, the KMAQP also operates a monitoring function of the data management contract of the website Kentair . This website is used to fulfil statutory AQ monitoring responsibilities. In 2020/21 this contract will be reviewed. It is a hope of the group that this opportunity is taken to enhance the website, so it may become a AQ intervention tool. Informing the public of AQ health impacts and critically how individuals can take proactive action to mitigate AQ risks using tailored push notification via a dedicated app.</p>