

GOOD HEALTH FOR LIFE in Shropshire

The Annual Report of the Director of Public Health: 2013/14, *plus a little look ahead*



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Health in Shropshire – in brief

What's good?

- Overall, health in Shropshire is better than the England average
- Life expectancy overall for both men (79.6) and women (83.4) is higher than the England average
- Over the last 10 years, all cause mortality rates have fallen
- Early death rates from cancer, heart disease and stroke have also fallen
- Smoking related deaths, hospital stays for alcohol related harm and rates of sexually transmitted infections are all better than the England average
- The estimated level of adult smoking is lower than the England average
- The level of teenage pregnancy is lower than the England average
- Deprivation is lower than the England average.



What's not so good?

- There are still about 6,800 children in Shropshire living in poverty
- People from Shropshire's most deprived communities have a lower life expectancy than those from more affluent areas - 6.7 years less for men and 4.3 years less for women in the most deprived areas of Shropshire
- In Primary School Year 6, 19.4% of children are classified as obese (that's 1 in 5 children)
- The level of smoking in pregnancy is worse than the England average
- A quarter of Shropshire adults are classed as obese and two-thirds are overweight.



Key messages...

A child born in England today can expect to live a longer, healthier life than ever before, yet, they still have a one in three chance of dying before they reach 75 years. Of all the factors affecting their chances of premature mortality, location is one of the most important. Even in England and in this day and age, how long we live depends greatly on where we live.



In a study by Public Health England which looks at deaths and illness across the country, Shropshire was ranked 33rd best out of 150 local authorities in England in terms of the number of premature deaths. Shropshire also does better than many other counties in terms of deaths from cancer, heart disease and stroke, lung and liver disease. This is something we can celebrate. However, we could be doing even better and Shropshire Council, the Public Health Department and Shropshire CCG are working with partners locally to improve all aspects of health. By working together we aim to reduce the impact of long-term conditions and help the people of every community in Shropshire to live longer, healthier lives.

Priorities for action in Shropshire include:

- **'starting well'** - through the healthy child programme
- **'living well'** - by tackling obesity and health inequalities and
- **'ageing well'** - through the prevention of long term conditions

For more information see: <http://shropshire.gov.uk/jsna.nsf>



Starting Well - Getting off to a Healthy Start in Life

We all want to give our children the best start in life. Much of our future health and wellbeing is determined in the very early years and the most important and effective actions are those which address inequalities and health behaviours during a child's early years.

Smoking in pregnancy...

Our aim is to ensure that babies are given the best **SMOKEFREE** start to life



SMOKEFREE

start to life

Smoking in pregnancy has well known detrimental effects for the growth and development of the baby and health of the mother:

- On average, smokers have more complications during pregnancy and labour
- Smoking can cause a greater risk of miscarriage, stillbirth and cot death
- Babies of smokers are more likely to be born prematurely and with a low birth weight
- Children of smokers are more at risk of getting infections such as inflammation of the middle ear in childhood
- Smoking during pregnancy can increase the risk of asthma and other chest infections in young children, such as bronchitis and pneumonia
- In 2011, children breathing in other people's cigarette smoke resulted in 300,000 GP visits and 9,500 hospital admissions in the UK
- Children who grow up in a smoking household are three times more likely to become smokers themselves

The picture locally

- The Government's Tobacco Control Plan contains a national ambition to reduce the rate of smoking throughout pregnancy to 11% or less by the end of 2015 (measured at time of giving birth)
- The national average for the proportion of pregnant women smoking at the time of delivery is currently 13%
- In Shropshire, whilst the proportion of pregnant women smoking at time of delivery has been falling locally, the decline is not significant and the rates of mothers smoking at delivery remain significantly higher than England; as has been the case for the last 5 years (15% last year in 2012/13) and that is why it is one of the key priority public health areas.

Helping pregnant women quit smoking...

Quitting smoking is the most important thing a parent can do for their baby.

Local services are commissioned by Public Health to offer specialist help to pregnant women and their families, offering one to one support at home and in a variety of settings. In 2012/13, 71 pregnant women successfully quit smoking using the stop smoking in pregnancy service.



I smoked in my previous pregnancies; there wasn't the help then. I knew the damage to myself but I didn't know the effects on babies and children.

I felt guilty but I tried to forget... **This time, the opportunity was there;** my midwife informed me straightaway about Help2Quit and she referred me to the service. Before the appointment I wasn't prepared for what I was going to learn. I thought it might have been all about death rates and scary facts but I found it wasn't frightening at all, just talking, learning. I didn't feel judged and there was no pressure, no preaching. Although I'd struggled before I thought I'd give it a go... I didn't think I would succeed.

With my Help2Quit Advisor **I found someone I could trust,** someone to talk to and phone if I struggled. The support included looking at changing my routines and I also tried some treatments. I learned a lot about the health effects of smoking in pregnancy and around children. My partner also quit, which then helped me to stay on track. Just having someone to talk to helped more than anything and then **seeing how proud everyone was around me.**

I would advise pregnant women who smoke to look into it, you might not realise the facts but the Help2Quit service is there to talk to.



(Shropshire mum, Zoe, (seen in the photograph below) talking about her experiences of stopping smoking in pregnancy and the support she received from Help2Quit.)

"At Help2Quit we understand that stopping smoking is not always easy. The good news is that we can help you to stop smoking. We offer a free service specifically for women who are pregnant, as well as their partner, family members and friends."



Contact Help2Quit for:

- Individual advice tailored to your needs
- Advice on nicotine replacement therapy such as patches, gum and inhalators
- A variety of times including evenings and weekends
- Telephone support
- One to one support in your own home or at the GP surgery, pharmacy or community venue



Help, advice & information

The most effective way to quit smoking is with the support of the NHS Stop Smoking Services. If you would like help or further information:

Phone: **Help2Quit** on: **0345 678902**

To find your nearest and most convenient Help2Quit service contact:

www.healthyshropshire.co.uk

We won't judge you; we won't tell you what to do; but we will listen and help you.



Breastfeeding...

Our aim is to help more mothers to breastfeed and to carry on breastfeeding for longer.

Breastfeeding is the healthiest way to feed your baby. Exclusive breastfeeding (giving your baby breast milk only) is recommended for around the first six months (26 weeks) of your baby's life. After that, giving your baby breast milk alongside other food will help them continue to grow and develop.

- Breast milk is the only natural food designed for babies
- Breastfeeding protects babies from infections and diseases
- Breast milk provides health benefits for both babies and mothers
- Breast milk is free and available whenever and wherever a baby needs a feed and it's always the right temperature
- Breastfeeding can build a strong physical and emotional bond between mother and baby

The longer you breastfeed, the longer the protection lasts and the greater the benefits.

Any amount of breastfeeding has a positive effect.

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Breastfeeding is good for babies. Breastfed babies have:

- less chance of diarrhoea and vomiting and having to go to hospital as a result
- fewer chest and ear infections and having to go to hospital as a result
- less chance of being constipated
- less likelihood of becoming obese and therefore developing type 2 diabetes and other illnesses later in life
- less chance of developing eczema

Infant formula doesn't give your baby the same ingredients or provide the same protection.
Breast milk adapts to meet your baby's changing needs.

Breastfeeding doesn't only benefit your baby; it is good for mums too as it:

- lowers your risk of getting breast and ovarian cancer
- naturally uses up to 500 calories a day
- saves money – infant formula, the sterilising equipment and feeding equipment can be expensive
- can help to build a strong bond between you and your baby

Helping New Mothers:

- In Shropshire we are offering mothers an opportunity to attend an 'introduction to feeding' workshop at their local Children's Centre
- To date, all staff within the Children's Centres and Health Visiting team have received breastfeeding training
- In order to provide more breastfeeding support to new mothers, we have been piloting Children's Centre support workers as breastfeeding facilitators on the maternity wards at the Royal Shrewsbury Hospital:

A Children's Centre support worker visits the ward daily Monday to Friday and offers breastfeeding support and information to mothers and their families.

The pilot has been welcomed by mothers - they feel it is a really good service.

Help, advice & information

For more information and advice about breastfeeding contact:

Shropshire Community Health Trust Health Visiting Service

Mums in Shropshire seeking advice on breastfeeding should call **07810816233** or go to:

www.shropscommunityhealth.nhs.uk



**HEALTHY
START**



To further support early development, all pregnant women, babies and young children need essential vitamins and minerals and often these cannot be provided by diet alone.

Our aim... is to ensure that all of our children have access to essential vitamins.

Healthy Start is a national scheme helping to support healthier nutrition for low-income families who qualify for welfare benefits.

Shropshire's Public Health team has been working with key partners to ensure that families who qualify for Healthy Start vouchers are aware of the scheme and supported to make an application

- the vouchers can be exchanged at most Shropshire pharmacies.

Help, advice & information

If you haven't applied, or if you aren't sure if you qualify for help towards the cost of fruit, vegetables and milk, please ask your health visitor, midwife or support worker or contact:

www.healthystart.nhs.uk
or call the **Healthy Start helpline** on:
0845 607 6823



You could also receive vouchers for free vitamins from the 10th week of pregnancy and for children aged 6 months to 4 years. These vouchers can easily be exchanged at most Shropshire pharmacies.

An up to date list of pharmacies that are involved in the scheme can be found in the 'Pharmacy' section of the Shropshire CCG website at: www.shropshireccg.nhs.uk

Immunisation Programme ..

As a parent, you may not like seeing your baby or child being given an injection. However, vaccination is an important step in protecting your child against a range of serious and potentially fatal diseases.

Vaccinations are quick, safe and extremely effective. Once your child has been vaccinated against a disease, their body can fight it more effectively. If a child isn't vaccinated, they will have an increased risk of catching the illness.

However, **if more parents have their children vaccinated, then more children in the community will be protected** against an illness. This lowers the chance of a disease outbreak.

The only time that it's safe to stop vaccinating children against an illness is when the disease has been wiped out worldwide. Your health visitor will advise you about the vaccinations your child needs.

For more information about vaccinating your child, speak to your health visitor, practice nurse or your GP.

Healthy Children...

Pregnancy and the first years of life are one of the most important stages in the life cycle. This is when the foundations of future health and wellbeing are laid down. Shropshire Council is committed to developing the Healthy Child Programme, the aims of which are to:

- Develop strong parent–child attachment and positive parenting, resulting in better social and emotional wellbeing among children
- Provide care that helps to keep children healthy and safe
- Ensure healthy eating and increased activity, leading to a reduction in obesity
- Prevent serious and communicable diseases
- Increase rates of initiation and continuation of breastfeeding
- Ensure readiness for school and improved learning
- Ensure early recognition of growth disorders and risk factors for obesity
- Ensure early detection of – and action to address – developmental delay, abnormalities and ill health, and concerns about safety
- Identify factors that could influence health and wellbeing in families; and ensure better short- and long-term outcomes for children who are at risk of social exclusion

Think Good, Feel Good?



Our aim is to increase the emotional wellbeing of children and young people in Shropshire.

The Think Good, Feel Good programme has been developed for all Shropshire schools to promote child mental health (sometimes called TaMHS), build confidence, self-esteem and resilience and to increase awareness of mental health/mental ill-health.

There is increasing evidence that positive emotional health and educational achievement are closely linked as emotional and psychological problems can affect children’s learning. Schools can do much to promote the emotional health and social wellbeing of their pupils and reduce risk-taking behaviour, bullying and self-harm.

The Think Good, Feel Good programme is being rolled out across all schools in Shropshire to ensure that children and young people have strong support for their emotional needs and social development.

Shropshire was one of 25 sites across the country that ran a government funded mental health programme for schools (Targeted Mental Health Support, or TaMHS). The highly regarded pilot ran from 2008-2011 and captured significant learning from participating schools.

The aim of the programme was **‘to improve mental health outcomes for children and young people via interventions delivered through schools’**.

Results from the pilot were extremely promising and schools reported:

- improved attendance of pupils
- increased knowledge of staff in relation to mental well-being and
- improved confidence in supporting young people

Think Good, Feel Good has been developed from this pilot project.



Help, advice & information
Family Information Service
shropshireFIS@shropshire.gov.uk
01743 254400

Young People: Think Good, Feel Good...

What partners

What said...

“ Children’s Social Care has noticed a marked difference in the quality of referrals received from schools who have participated in the Targeted Mental Health in Schools Project compared to those which have not. ”

“ In general, referrals from TaMHS schools are more likely to be accepted and progress to assessment because they will include clear evidence of concerns, their impact upon the child, strategies attempted so far and work undertaken with colleagues. ”

What children

What said...

“ I was really worried about going to a new school but I feel more confident after talking through these worries. ”

“ When I feel angry or sad I know what I can do to make me feel happy. ”

“ The ‘Seasons’ group has helped me to realise that I have a choice as to how I react, and this has made a difference to how my friends and family talk to me. ”

“ High quality displays around the school encourage children to feel and think about different ways to respond to their emotions. ”

What teachers

What said...

“ There are noticeable changes to the children since attending the group. ”

“ The TaMHS project has been one of the most successful projects our school has taken part in. ”

“ It’s great to be able to help children with coping strategies in school. ”

What Ofsted

What said...

“ A variety of high quality support systems within the school and close liaison with external agencies help ensure all pupils, especially those most vulnerable are cared for exceptionally well. ”

“ The excellent attention paid to children’s welfare and to their personal, social and emotional development very successfully builds their confidence and self-esteem. Children are enthusiastic learners. ”

National Child Measurement Programme (NCMP) ..

The National Child Measurement Programme (NCMP) has been running since 2005. Every year, Reception (4-5 years) and Year 6 (10-11 years) children have their height and weight measured and the results are fed back to parents.

The information collected is important because it provides a local picture of children's growth patterns and levels of obesity and helps us to improve and shape local services for children and their families.

In Shropshire, one-third of children are overweight, whilst 8% of children in Reception year (Year R) and 19% of children in Year 6 are classed as obese*.



A child that is overweight or obese is much more likely to be obese as an adult. Health problems are also more likely to develop earlier if overweight and obesity continue into adult hood. **We know that parents can make a big difference** by limiting the number of sugary foods their children eat every day and encouraging them to be active before and after school.

Help, advice & information

Parents who would like to receive more structured support can access a local weight management service called *LiFT*.

The service supports families of very overweight children to achieve and maintain a healthy weight.

For further information on *LiFT* visit:
www.healthyshropshire.co.uk

It is important that parents are able to get appropriate weight management advice and support if they need it, after receiving their child's measurement result.



After receiving their child's measurement result it is important that parents are able to get appropriate weight management advice and support, if they need it.

Locally, specially trained members of Shropshire's School Nursing service offer an Advice Service for parents.

Lifestyle Inspiring Families Together



Children who are a healthy weight are more likely to grow into healthy adults. Children who have a poor diet or are not physically active enough or both can become overweight or underweight, either of which can have a substantial effect on health both in childhood and in later life.

Health risks for children and young people can include;

- Diabetes
- Exacerbation of asthma
- Low self-esteem
- Depression
- and social stigma; such as bullying, teasing and discrimination

LIFT is a 'family' centred 12 month programme which aims to support children and young people (aged 7-15 years who have a BMI above the 98th centile) to achieve and maintain a healthy weight.

Highly qualified LIFT staff deliver a tailored programme of physical activity, nutrition and lifestyle support to suit individual families.

In agreement with children and their parents and carers, the programme is delivered through a variety of methods and includes one to one and group support.

Families can self-refer into the programme or they can be referred by their GP, School Nurse or other health professionals such as paediatricians.

Help, advice & information

For further information contact:
Liftshropshire@gmail.com



LIFT is keen to work with local schools and organisations across Shropshire; to strengthen referral opportunities and provide convenient opportunities for children and their families to receive ongoing exercise, nutrition and lifestyle support.

** obesity in children is defined as a Body Mass Index (BMI) greater than or equal to the 98th centile and overweight is defined as a Body Mass Index (BMI) greater than or equal to the 91st centile. British 1990 Growth Reference (UK90)*



Eat Better, Move More

Eat Better, Move More is an obesity prevention project which aims to enhance the skills and knowledge of those working with or supporting young children and families around healthy eating and physical activity.

The project aims to provide consistent health messages in line with current, evidence-based national guidance.

Eat Better, Move More Early Years Practitioner Training has been developed and piloted using feedback from previous programmes; this training looks at child obesity and emphasises working in partnership with families using a solution-focussed, strengths-based approach which has been shown to be more effective in achieving sustainable positive lifestyle changes.

Eat Better Move More Parent Courses have also been piloted through Sure Start Children's Centres with positive feedback from families who have attended.

Another aspect of Eat Better, Move More is to look at the provision of food, drink and physical activity by early years' settings such as playgroups and nurseries.

As part of a pilot project, 50 settings submitted baseline information follow up checklists and action plans to the Children's Food Trust and the British Heart Foundation National Centre. Child minders, nurseries and pre-schools that took part in this pilot project received a certificate showing parents and carers that they are committed to their children's healthy development. Reports of the checklist findings have been supplied by both agencies and provide a basis for further development of this work. The roll out of this programme is now underway.



Image courtesy of Energise

The Eat Better, Move More primary school teachers resource pack provides primary teachers with a 'toolkit' of practical ideas to help them confidently communicate and deliver healthy diet messages and build in physical activity across KS1 and KS2 curriculums. The pack contains a variety of ways in which children can learn about and apply the principles of health in their daily life and assist teachers in increasing physical activity and decrease sedentary behaviour throughout the school day.

The *Eat Better, Move More* Primary School resource was developed together with the Respect Yourself Relationship and Sex Education Resource in order to build skills and knowledge already developed in many of our primary schools. Local teachers were recruited to produce and pilot the resource, with a total of 12 Shropshire primary schools and 1251 pupils taking part.



Image courtesy of Energise

Help, advice & information

Please go to the Healthy Shropshire website:

www.healthyshropshire.co.uk



School Nursing



Photograph above acknowledging the School Nurse Award

The School Nurse Awards category was won by the council's commissioned school nurse team from Shropshire's Community Health Trust, for greatly improving and introducing asthma management guidelines to all schools in the county.

School nurses work to keep children and young people healthy throughout their school years in order for them to reach their full potential and make informed healthy lifestyle choices.

Shropshire School nurses support health and wellbeing programmes for all children and young people aged 5-19 in schools and the wider community. School nurses are qualified nurses with various additional qualifications. School nurses have a specialist public health qualification and/or extensive experience of working with children, young people and their families.

Research during 2013 found that children and young people say that they want a confidential, accessible and visible school nursing service.

School nurses provide confidential advice, care and support to children, young people, parents and carers across a range of key areas including:

- Anaphylaxis (severe allergic reaction) and asthma training for schools, children, young people and their families
- Audiology (hearing tests)
- Crucial Crew and Safety Scene health promotion
- Day and night time wetting (enuresis) clinics across Shropshire
- Health education and promoting healthy behaviours
- HPV vaccinations
- National Childhood Measurement Programme for Year R and Year 6 children
- Safeguarding and support for children in need
- Secondary school drop-in sessions – CHAT (Confidential Health & Advice for Teens)
- Support with individual health needs and long-term health conditions

No problem or issue is too big or too small; school nurses can put children, young people, parents and carers in touch with a range of agencies that can help.

Help, advice & information

Each school will have the relevant contact details for their named school nurse; alternatively you can find contact numbers on the Shropshire Community Health NHS Trust website: www.shropscommunityhealth.nhs.uk/



Teenagers' Wellbeing

'You're Welcome'

'You're Welcome' provides good practice guidance and quality standards, based on local practice and evidence, of what has been found to improve patient experience and health outcomes for young people. Applying the criteria also helps effective use of the NHS and public health services.

GP practices assess themselves against 8 key criteria which include confidentiality, staff training, skills, attitudes and values, the environment and young people's involvement in monitoring and evaluating their experience.

The practice must then fill any gaps that would prevent them from achieving accreditation. Services must prove that they are young people friendly.



Certificate of recognition presented at Pontesbury Medical Practice

The Quality criteria include finding ways to improve:

- Accessibility of services for young people
- Delivery of preventive services
- Young people's ability to be actively involved in their own care

Public Health staff have been delighted to work in partnership with Albrighton Medical Practice and Pontesbury Medical Practice to enable them to achieve accreditation.

This work has included:

- The creation and analysis of teenage patient questionnaires, which were used to survey the patient experience and make recommendations for change
- The creation of a specific Teenage Patient Noticeboard within the practice; the display contains health information specifically for young people and includes seasonal campaigns and permanent sources of help such as Change4Life, FRANK and beat bullying (mental health), B-eat (eating disorders and Brook (sexual health)

Over the course of the next year, more Shropshire GP practices will be working with us to gain 'You're Welcome' accreditation.

Help, advice & information

For more information: E-mail val.cross@shropshire.gov.uk or Phone **01743 253943**



CHAT+

stands for Confidential Help and Advice for Teens



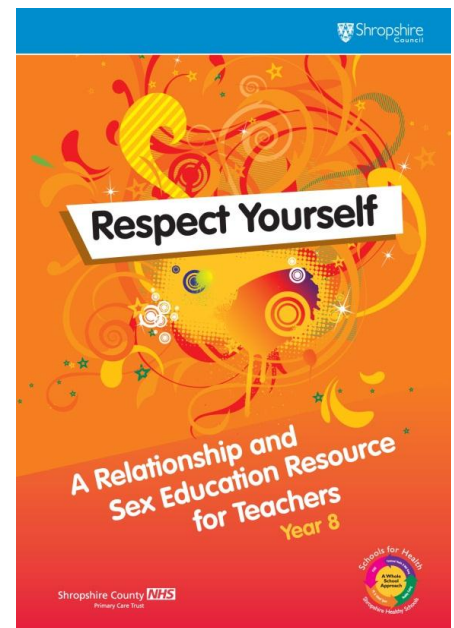
At Further Education (FE) sites students are able to access:



- Public Health displays and campaigns
- Registration to the Condom Distribution Scheme
- Free Chlamydia screening and treatment
- Hormonal contraception
- Emergency contraception
- Signposting to appropriate agencies
- Referral to specialist services e.g. sexual health service counselling, CAMHs and Youth Outreach Team for anger management and low self-esteem

It is a confidential weekly drop in service for students attending some Further Education facilities in Shropshire.

For further information contact your college.



In addition, some FE sites are able to provide students with an enhanced sexual health service with access to:

- Contraceptive implant fitting and removal
- Full STI testing

Additional drop in sessions are arranged at Shrewsbury Sixth Form college, County Training venues and Supported Housing Associations.



Help, advice & information

Ask at your college for more details.

Staffordshire and Stoke on Trent Partnership
NHS Trust

Personal Social and Health Education (PSHE) and Relationship and Sex (RSE) Education



Shropshire puts the R before the S, stressing relationship education. We won a national award for our work with schools in 2012 and its curriculum programme for year 6-11 received the quality assurance kite mark from the PSHE association in 2014.

Shropshire is providing an example to other Local Authorities in supporting the national campaign for Personal, Social and Health Education including Relationship and Sex Education to become a statutory part of the curriculum for all schools. Shropshire MYPs and Health Champions have contributed at national and local level.

“Shropshire schools receive support and help to ensure our children and young people have happy, healthy, safe relationships. We take our responsibility to safeguard our children seriously, RSE is vital to ensure they are protected, we are doing all we can at a local level but it would help greatly if this important work was made statutory.”

- Ann Hartley Deputy leader of the Council

Over 60% of primary schools and 18 out of 22 secondary schools are delivering the Shropshire RSE scheme of work as part of a whole school approach and “home school” partnership.

Shropshire’s under 16 teenage pregnancy rate has continued to reduce following the introduction of the programme and its under-18 rate is now the lowest in the West Midlands.

Schools, heads, governors, parents and pupils have welcomed the support and resources they have received.

“Tuesday’s teacher meeting went down so well...everyone was on board and could see exactly why there is need to change and update our policy... A couple of members of the group continued a discussion about what a positive impact they felt this scheme would have had for them had they received this teaching at primary school. For me ...this is more evidence of why we are making these changes, but also how important you’re input to training our staff has been. I feel lucky to be working with you and that Shropshire values this work so highly.”

- PSHE lead primary school



Help, advice & information please contact: Alice Cruttwell, Public Health Curriculum Advisor, alice.cruttwell@shropshire.gov.uk or visit www.healthyshropshire.co.uk

Details of the national campaign ‘it’s my right’ can be found at www.sexeducationforum.org.uk/itsmyright
The campaign is supported by NSPCC, National Union of teachers, Girl Guiding among many other national and local organisations, local authorities and charities.

Sexual Health Services in Shropshire

Sexuality is a big part of human life; love, affection and sexual intimacy all play a role in healthy relationships.

They also contribute to your sense of well-being.

Shropshire strives to ensure sexual health services are more **widely available**, are of a **high quality** and are **accessible** to all.

Following service redesign over the last year, we are working hard to ensure services will be available on a weekly basis at all sites by the end of the year.

Testing and treatment for sexually transmitted infections are available in all clinics along with contraception provision.

The picture locally

Shropshire County has lower rates of sexually transmitted infections than the national average; however it is important not to become complacent and to continue to commission quality services that positively impact on our community's health.

Chlamydia remains the most commonly sexually transmitted infection diagnosed in young people in Shropshire, and every effort is made to engage with young people, and encourage them to be tested at least annually and at every partner change. We continue to expand the condom distribution scheme for young people by training professionals on how to register and distribute condoms and increasing the sites of access including piloting community pharmacies.

We are currently undertaking a sexual health needs assessment which will provide evidence which will support our local services to be better able to meet the needs of our population which, in turn, will help reduce health inequalities. Our aim is to establish the sexual health-related needs of the population of Shropshire and to establish how the current supply of services can be modified to further meet these.

Key actions for next year:

- Ensure consistent, early Sex and Relationships Education in schools from well trained teachers
- Ensure that education and signposting covers sexually transmitted infection services as well as contraception, and provide young people with information on the whole range of services available in community and sexual health services
- Continue to roll out the “SURE” chlamydia programme, to increase the availability of tests kits and maintain easy access
- Undertake a sexual health needs assessment assessing the areas where there are gaps in service provision
- Plan services for young people with staff that are trained to deal with young people in a friendly and non-judgemental manner, encouraging services to become ‘young people friendly’
- Redesign the CHAT+ service for young people that provides a number of public health commissioned services, including contraceptive and sexual health services, in schools and colleges.

Help, advice and information

Free and confidential sexual health services to women and men, including;

- Sexual health information
- Full range of contraceptive methods, including long-acting methods such as injections, Implanon and IUD/IUS
- Emergency contraception
- Pregnancy testing
- Information and referral for abortion
- Testing and treatment for sexually transmitted infections (STIs)
- HIV testing
- Sexual health examinations that may be necessary to check for infection or other sexual and genital problems
- Free condoms
- Referral to other specialist clinics

For all enquiries regarding the Community Sexual Health Service please call Staffordshire and Stoke on Trent Partnership NHS Trust: Phone: **0300 123 0994**

Most clinic venues offer an integrated service which means the full range of services as described above can be offered at the clinic.



Website: <http://www.staffordshireandstokeontrent.nhs.uk/Services/STWSexualHealth.htm>

Chlamydia screening

Genital chlamydial infection is the most commonly diagnosed sexually transmitted infection (STI) in the UK affecting both men and women.

SURE

The 'SURE' Chlamydia Screening Programme for Shropshire and Telford is part of the Government's National Chlamydia Screening Programme (NCSP) for young men and women aged 15 to 24 years in England.

The aim of the NSCP is to control chlamydia through early detection and treatment of asymptomatic infection, so reducing onward transmission and the consequences of untreated infection.

The 'SURE' programme, established in June 2012, is managed by the Public Health Sexual Health Team and aims to deliver:

- Results notification and supported partner notification
- Management and co-ordination of an online/text Chlamydia postal kit system
- Co-ordination and management of screening supplies and materials for a number of services

Help, advice and information

Young people can access the screening test through a number of routes including GP surgeries, sexual health services, school nurses, youth services, abortion providers and third sector parties.



A chlamydia postal kit can also be requested directly from the SURE office by:

Text: '**SURE**' and name and address to **80010** or

E-mail: requestkit@nhs.net

For further information contact:

alison.cartwright@shropshire.gov.uk Tel: **01743 253939**

rose.howard@shropshire.gov.uk Tel: **01743 253935**



The Shropshire Condom Distribution Scheme (CDS) offers free condoms to young people aged 13 to 19 years old, who wish to sign up to the scheme following a confidential consultation with a health professional. It has been developed using Brook Best Practice Guidelines.

Young peoples' access to the scheme has been significantly improved by the involvement of 42 pharmacies in Shropshire County. These pharmacies act as collection points and have had a positive impact on accessibility to the scheme in terms of opening times and geographical spread.

Help, advice and information
E-mail: val.cross@shropshire.gov.uk



Project to address underage drinking and associated anti-social behaviour.



Drugs and Alcohol

- Shropshire Community Alcohol Partnership (Shrop-CAP) is a multi-agency partnership set up in Shropshire to oversee a scheme to reduce the consequences of underage drinking.
- Shropshire was 1 of just 10 local authorities in England to have been awarded the £90,000 of the £1million funding from Baroness Newlove, the Government's Champion for Active, Safer Communities to help give local neighbourhoods the tools to address underage drinking and associated anti-social behaviour.
- The Partnership (Shrop-CAP) comprises Shropshire's drug and alcohol action team, West Mercia Police, Shropshire Council's positive activities team, and Shropshire Council's trading standards team.
- In Shropshire the project is focusing on five areas including: Oswestry, Whitchurch, Ludlow, Minsterly and Pontesbury and Bridgnorth.
- The partnership is working on many initiatives, including tackling proxy purchasing (where over 18s purchase alcohol and supply it to young people who are under 18), providing alcohol awareness and information to communities and schools; and working with young people on developing positive activities. Shrop-CAP also works with local traders to ensure they are fully aware of the possible consequences of selling alcohol to under 18s and can provide information and training to licensees to help reduce proxy purchases of alcohol.

Help, advice and information For further information about Shrop-CAP, please visit: <http://shropcap.wordpress.com/> You can also follow us on twitter at [@shropcap](https://twitter.com/shropcap)



Let's Talk About Drink...

Drinking alcohol can affect young people's health and there is no safe alcohol limit for children. Drinking alcohol from a young age increases the risk of having alcohol-related problems as an adult.

Underage drinking causes many problems for young people and their families, as it can lead to arguments, anti-social behaviour, involvement with the police, or being a victim of assaults and crime.

In Shropshire, 35% of young people aged 18 and under presenting to the Young People's Substance Misuse Service did so for alcohol misuse.

Specific alcohol hospital admissions for under 18's in the county have decreased to 50.4 admissions per 100,000 of the population – this is a reduction of 4.2 per 100,000 population from the previous year and lower than the regional average of 58.2 per 100,000 population.

The UK's Chief Medical Officer recommends that:

- Children under the age of 15 should not drink alcohol
- If young people aged 15-17 drink alcohol, they should be supervised by a responsible adult
- They should not drink more than once a week and not exceed the recommended daily maximum (for an adult) of 2-3 units of alcohol

Young Health Champions' Project...

The project has now been running since August 2013 and during this time 150 young people have successfully trained as champions'. They have worked on projects in their communities across the County and contributed to patient involvement at regional and national level. The programme is enabling young people to have a greater understanding of the factors that affect our population's health and empowers them to be part of the solution to the difficult challenges of tackling lifestyle choices. The programme is open to all young people between the ages of 11 and 25.



Help, advice & information

Anyone interested in becoming a health champion should contact younghealthchampions@shropshireccg.nhs.uk





Living Well - Promoting Adult Health

Weight Management

Our aim is to have fewer overweight and obese adults in Shropshire and for more adults to be active and healthy.

Obesity is a major public health issue. The number of people in the UK who are obese has trebled in the last twenty years.

Like the rest of the UK, Shropshire is witnessing rising levels of overweight and obesity, with an estimated one-quarter of the local adult population now clinically obese and two-thirds overweight.

You are considered overweight if your Body Mass Index (BMI) is greater than 25 and obese if you have a BMI greater than 30. BMI is calculated by dividing your weight in kilograms by your height in metres squared.

We know that carrying excess weight increases your risk of developing a range of health conditions including;

- type 2 diabetes
- heart disease
- stroke
- arthritis

However we also know that even a small reduction in weight provides multiple health benefits. For example, losing 5% weight loss if you are obese can cut your risk of developing diabetes by half.

Help2slim is a local NHS service designed to help adults in Shropshire manage their weight. It offers:

- Free dedicated support
- Dietary support to match your lifestyle
- Help and encouragement to set your own goals
- Support to help you become more physically active



Help, advice and information

For further information visit:

<http://www.healthyshropshire.co.uk/topics/weight-management/>

Healthy Eating...

Maintaining a healthy diet provides you with the energy and nutrition that you need to function. It improves your physical and mental health and well-being.

It also provides protective health benefits against a range of health conditions such as coronary heart disease and stroke as well as type 2 diabetes and certain cancers including mouth, stomach, and colorectal cancer.

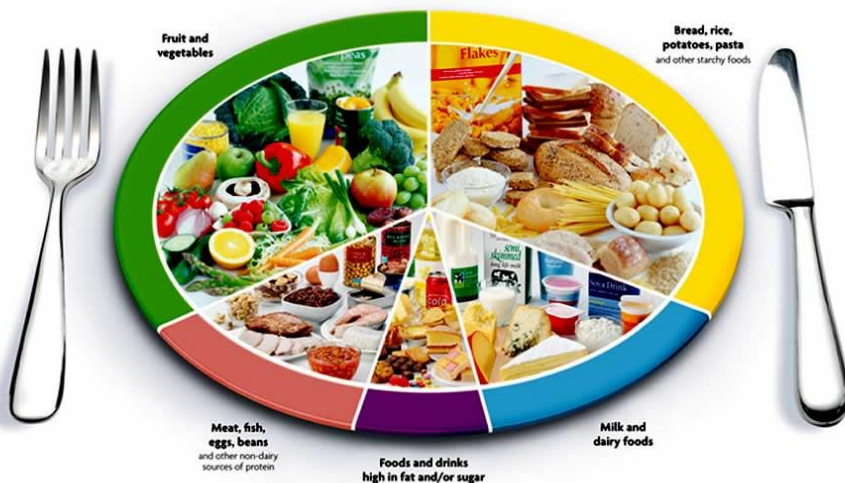
Many of us eat too much fat, sugar and salt and not enough fruit and vegetables or starchy foods and whole grains. Modern life does not always make it easy. After a long day it can be tempting to grab the first ready meal on the supermarket shelf, which is okay occasionally. But if you read the nutritional labels on these foods, you will see that many ready meals contain high levels of fat, sugar and salt, and not much fibre, vitamins and minerals.



A healthy diet means that you eat the right balance of foods. The 'Eatwell plate' makes healthy eating easier to understand by showing the types and proportions of foods you need in order to have a healthy and well balanced diet.

The eatwell plate

Use the eatwell plate to help you get the balance right. It shows how much of what you eat should come from each food group.



Department of Health in association with the Welsh Assembly Government, the Scottish Government and the Food Standards Agency in Northern Ireland

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Try to divide your daily food in the proportions that you see on the plate, and you will be well on the way to a healthy diet.

Maintaining a healthy weight is important for good health. Being overweight increases your risk of developing health problems including coronary heart disease, stroke, type 2 diabetes, osteoarthritis and some types of cancer.

Your weight is determined by the balance between what you eat and drink and how active you are. The energy that your food provides and the energy you use up walking, running or even sitting still, is measured in calories.



- You put on weight if you consume more calories than you use up
- You lose weight if you use up more calories than you consume
- You maintain your weight if you balance the calories you consume with the calories you use up

What is BMI?

Body Mass Index (BMI) is a measurement of whether your weight is appropriate for your height. BMI is calculated by dividing your weight in kilograms by the square of your height in metres.

If your BMI is;

- less than 18.5 - you're underweight
- between 18.5 and 24.9 - you're a healthy weight
- between 25 and 29.9 - you're overweight
- between 30 and 39.9 - you're obese
- over 40 - you're morbidly obese (your weight is particularly harmful to your health)

NHS Health Check

NHS Health Check is a national programme which identifies people at risk of developing preventable illness including heart disease, stroke, diabetes and kidney disease;

so they can take action to avoid or delay ill-health.

The programme targets the seven top causes of preventable mortality:

- high blood pressure
- smoking
- cholesterol
- obesity
- poor diet
- physical inactivity
- and alcohol

Everyone in England between the ages of 40 and 74 who is not already diagnosed with a relevant condition or being treated for certain risk factors should be invited for an NHS Health **check once every five years.**

NHS Health Check involves two components which can take place separately or together:

- *risk assessment* - a face-to-face meeting with a trained professional who asks set questions about an individual's health and carries out simple tests such as blood pressure
- *risk management and reduction* - feedback on results, personalised advice about healthy lifestyles and, where necessary, referral to health improvement services such as stop-smoking or to the individual's GP for clinical follow-up

The programme is now commissioned through the council, but it retains the national 'NHS' brand because it continues to be delivered by NHS staff.

In April 2013, the NHS Health Check was extended to cover alcohol screening and dementia awareness and signposting for people aged 65 – 74 years.

Impact on health

Over four million people in England are estimated to have heart disease which is recognised as the largest single cause of long term ill health, disability and death – responsible for a third of deaths in England each year.

However, much of vascular disease is preventable. For example, research has shown that in more than 90 percent of cases the first risk of a heart attack is related to modifiable factors such as high blood pressure.

3.7 million people in the UK have diabetes and the number is expected to rise to around 5 million people by 2025. Unmanaged diabetes is associated with complications including blindness and amputation which can lead to the need for intensive health and social care support. Estimates by Diabetes UK suggest that around 850,000 people are unaware that they have the condition.

The Department of Health indicates that each year the NHS Health Check can:

- prevent up to 1,600 heart attacks and save at least 650 lives
- prevent over 4,000 people from developing type 2 diabetes
- detect 20,000 cases of diabetes or kidney disease earlier allowing people to manage their condition and prevent complications.



A shared local programme

An effective NHS Health Check programme requires close joint working between the council and Shropshire CCG.

NHS Health Check has an important role in local plans to reduce premature mortality and health inequalities; there is considerable information pointing to the link between preventable disease and its **risk factors, and deprivation, ethnicity and gender**. In line with NICE guidance we will target support at people at highest risk of developing vascular disease.

The inclusion of alcohol and dementia means that the programme will have even greater potential to improve health. Over 10 million people in England are drinking at levels which increase their risk of ill-health, while problem drinking in older people and associated problems such as falls, is increasingly recognised. In relation to dementia there is evidence that rates are lower in people who are mentally and physically active.

The council is responsible for commissioning the risk assessment element and for monitoring the number of invitations and take-up. Councils are also required to make continuous improvement in the percentage of people taking-up the offer.

Our aim is for 20 percent of the eligible population to be invited for screening every year and that 75 percent take part in the programme.

The Council will promote the local programme to encourage take-up and ensure that people identified as at risk have access to lifestyle interventions commissioned as part of their wider public health responsibilities.

Shropshire will be using the **HEARTAGE** tool and Healthy Shropshire website to support the programme.

CCGs are responsible for ensuring that there is appropriate clinical follow-up such as additional testing, diagnosis, referral to secondary care and ongoing treatment.

Help, advice and support

<http://shropshire.heartage.me/>
contact@heartage.me





Image courtesy of Severn Hospice

Public Health leads an innovative project, “Get Active, Feel Good” which provides individual support to cancer patients to help them keep physically active (based on the Department of Health’s Let’s Get Moving physical activity care pathway). Originally funded as a 1 year pilot project in 2012/13, during which over 100 patients were supported, Public Health has been successful in securing an additional £30k grant from Macmillan Cancer Support to fund the project for a further two years until August 2015.

Get Active Feel Good (GAFG): physical activity for cancer survivorship project

Evidence shows that physical activity is important for cancer patients at all stages of their cancer care. Keeping active can help to maintain and improve physical function and psychological well-being, as well as reduce the negative impact of some cancer related side-effects.

A **Get Active Feel Good advisor** receives referrals from Clinical Nurse Specialists and therapy teams within the Shrewsbury and Telford NHS Trust hospitals. Based on specialist knowledge of their health issues patients are provided with individual sessions to help them overcome their fears and concerns. People are helped to plan ways to start or stay active that best suit their individual needs and interests by keeping up daily activities such as: walking the dog; joining an exercise class; taking up a new sport; or attending an exercise on referral class.

Qualitative evaluation of the first year of the project shows that patients value the help received to manage the symptoms and side effects of treatment for cancer, such as fatigue caused by chemotherapy, or to prepare and recover from surgery through physical activity:

“ I have never even walked two miles in my life and now am attempting two miles later this week and doing a half marathon. My outlook has really improved from what it was before. ”

“ The specialist support from the advisor really helped me to overcome problems caused by the cancer recurrence and issues from my treatment like the loss of lymph nodes in my arm. ”



Image courtesy of Severn Hospice

Public Health is sharing the learning of the project, which Macmillan regard as a “beacon site of best practice”, and presented at the Clatterbridge Cancer Centre, Merseyside on 25th September and the Public Health England’s Improving and Protecting Health and Wellbeing in the West Midlands conference (6th September).

GAFG is innovative because it builds physical activity into the mainstream cancer treatment pathway received by patients and supports patients to take up an activity in their local community, rather than being a hospital-based exercise programme

The project lead and leadership team has been determined in building the recognition of hospital staff of the clinical need to include physical activity in cancer services, and the project now works with a huge range of departments including; radiotherapy, chemotherapy, oncology, haematology and physiotherapy. The GAFG Advisor has built fantastic rapport with staff resulting in steady increases in the referrals. The project also provided specialist cancer rehabilitation training to Shropshire and Telford exercise on referral instructors to enable them to meet the needs of people living with cancer

Macmillan Cancer Support recognises the impact of GAFG, and has gained special recognition for the leading role that it has played. To reflect this, MacMillan has created a film which promotes the project as an example of best practice to inspire others: “We think that the work you are doing is fantastic and a real beacon site of best practice”

Help, advice and information

For further details of Get Active Feel Good, contact:

Physical Activity Programme, Public Health: **01743 253984**



Ageing is inevitable but suffering ill health in later life is not. **It is never too late to adopt a healthier lifestyle and take steps to prevent ill health.**

Ageing Well – Good health in later life

It is just as important for people in older age to have a balanced diet, remain physically active, not smoke and maintain a positive attitude. By doing this, older people are more likely to avoid health problems and may be able to manage existing problems more effectively. Shropshire has a larger proportion of older people than the national average and this section of the population is expected to increase significantly: therefore ageing well is vitally important for the future population of our county.



Dementia

*In Shropshire, the vast majority of people (93%) aged 65+ do **not** have dementia. However, due to our elderly population, it is predicted that Shropshire's rate of diagnosis will increase at a faster pace than at national level. A healthy lifestyle can reduce the likelihood of developing certain types of dementia (e.g. vascular dementia) while other types are caused by a genetic disposition (e.g. Alzheimer's disease).*

Vascular dementia is preventable by choosing healthy lifestyle behaviours such as healthy diet, maintaining a healthy weight, regular exercise, moderate alcohol intake, not smoking and controlling blood pressure and diabetes.

The Dementia Friends campaign was launched on 7th May 2014. Shropshire Council's Public Health team have joined with Shropshire's Alzheimer's Society, Shropshire Clinical Commissioning Group and other health and community organisations to support the national 'Dementia Friends' campaign.

By becoming a Dementia Friend people develop an understanding of dementia and the small things they can do to make a difference to people living with the illness.



“ By participating in the short information session to become a Dementia Friend, you are playing a crucial role in helping us take one step closer to creating a dementia-friendly society. ”

- Karen Calder, Shropshire Council's Cabinet member for Health

For more information visit: <https://www.dementiafriends.org.uk/>

Currently, there are some lifestyle risk management services available, e.g. stop smoking and some weight management services. These should help to prevent some types of dementia. In Shropshire there is also a memory clinic for patients with dementia: GPs can assess patients and refer them to this clinic. Patients can then be monitored at the clinic unless they are in need of an in-patient admission. A 'care at home' team has also recently been established to enable patients with dementia to manage their condition in their own homes. There are also voluntary sector providers, such as the Alzheimer's Society and the Red Cross, that provide support to carers of people with dementia. Engagement undertaken with GP practices in all localities of Shropshire has identified dementia as a significant problem.

Falls Prevention

One in three over 65s and one in two over 80s fall each year. Injuries sustained from falls are one of the most common causes of death in people aged 75 years old and over. There is a high possibility for people who have fallen to have repeated falls after an initial fall. Aside from increased risk of death as a result of falling, there is also an increased risk of disability, loss of self-confidence and reduced quality of life.

There are many risk factors for falls in older people including medication, reduced strength and balance, dementia, acute and chronic medical conditions, alcohol misuse, poor vision, inappropriate footwear and environmental factors. Osteoporosis can potentially increase the risk of a fall and result in serious injuries such as fractured or broken hips.

In Shropshire admissions to hospital from falls increase with age and there are significantly more admissions from females over the age of 75 years old. This is important due to the fact there are large numbers of people aged 75 year and over in Shropshire and the population in this age groups is expected to continue increasing.

In Shropshire there is a Falls Prevention Services which operates both in the community and in community hospitals.

The service assesses patients who have fallen, are at risk or fearful of falling and incorporates bone health assessment. Places on evidence based exercise programmes or 1 to 1 home based exercises are offered and provision is made for people with dementia. Information and training is provided about falls prevention in hospital and the community and 'falls champions' have been identified across different community services.

Engagement work identified falls as being a particular current concern to GPs in the Shrewsbury area, as there was also concern about the capacity of services to deal with increasing demands.

What help or information can you expect to have?

- Older people should be assessed by health professionals as to whether they have fallen in the past year and how it happened. If they have reported a fall they should be observed for balance and gait deficits and considered for an intervention
- If an older person attends for medical attention for a fall they should be given a falls risk assessment which will identify a history of relevant events
- Older people who have fallen or who are at risk of falling should be given a falls prevention intervention. This should include a home hazard and vision assessment, strength and balance training and a medication review
- Verbal and written information should be given to people at risk of falling and their carers about what they can do to prevent further occurrences
- Healthcare professionals working with people at risk should have basic competence in falls assessment and prevention



Flu programme

Influenza (flu) is a short illness that is caused by a virus; it is highly infectious and can affect people of all ages. However, there are some groups that are more at risk from flu than others, as it can lead to pneumonia and in some cases death.

Every year during the flu season there is a national campaign aimed at people aged over 65 years old. This campaign relates to people with existing long term conditions, people with a weakened immune system; who are routinely invited for a flu vaccination as they are at particular risk, and pregnant women.

- In Shropshire during the 2013-14 flu season the percentage uptake of flu vaccination in people aged 65 and over was 72.8%, which is lower than the national target of 75% and the national average (74%)
- The percentage uptake for people with long term conditions was 52% which is similar to the national figure (51.6%), but lower than the target of 60%
- The proportion of pregnant women vaccinated in Shropshire was 55.2%; this is much higher than the national figure of 39.8%

There are 3 main ways of preventing flu;

- Hygiene – hand washing and cleaning
- Flu vaccinations
- Antiviral medicine



With thanks to Theatre Severn and the Pantomime cast



Help, advice and information
www.nhs.uk/flu

Preparing for Later Life

Helping people to prepare better for later life will make it easier for them to enjoy all the possible opportunities. We want to encourage people to think much earlier about what they might want and need as they grow older so that they can plan and prepare at a much earlier stage.

We are trying to ensure that people know what services are available as doing this will give them a better chance of leading the sort of life they are looking forward to, staying active and healthy and continuing to contribute. We are raising awareness of services and encouraging providers to bring these together so that people can get everything that they need in one place at the right time.

Work is on-going by all agencies to increase the support available to help older people as they cope with ill-health, including depression and conditions that affect daily life, like arthritis. In some cases this involves improving and promoting health care; in other cases it will be treatment of conditions that can have a significant impact on all areas of life.

The Ageing Well Programme in Shropshire exists to ensure older people are included in mainstream programmes and they are catered for when designing initiatives for their particular needs. Older people should benefit from all the interventions, i.e. physical activity; Carer's help and benefits; housing help; fuel poverty prevention etc and that there is a focus on well-being for the older population where there is a whole systems approach to promoting health and independence. **Public Health is fully involved in local services, new initiatives on dementia friendly communities, housing concerns and fuel poverty prevention schemes where older people matter.**

Keeping Warm and Well in Cold Weather

Tips for keeping yourself warm – help for when it's cold outside

- If you can't afford to heat every room in your house, heat the one you spend most of your time in
- Find out if you can get some extra help with paying your heating bills
- Catching flu can be dangerous so think about having a free flu jab from your doctor
- Older people are more at risk of catching a cold, flu or pneumonia; staying warm is vital so you don't get hypothermia

Heat your home

If you can't afford to heat more than one room in your home, try to spend most of your time during the day in one which you can keep well heated to 21 degrees Centigrade.

Reduce your energy bills

Insulating your home means that the heat stays in and energy bills are kept down. You can fit draught proofing and insulate your walls and attic space. Hanging thick curtains over doors can help too.

Get help

If you're over 60 you might be entitled to a Winter Fuel Payment or Cold Weather Payment. Essential home repairs grants are available from the council to assist with energy efficiency for older people on low incomes in private sector housing.

Dress Up

Wear lots of thin layers to trap warm air around your body. Thermal layers and bed socks at night can keep you warmer in bed.

Eat and drink well

Try to have at least one hot meal a day. Hot drinks every few hours can help to keep your temperature stable. Avoid going to the shops when it's cold or icy, so also stock up on long-life food.

Keep moving

Keeping active is not only good for your health but it warms you up. Try walking or moving to music.

Housing Matters

Staying in your home

- Repairs may be needed to make your home safer or more comfortable
- There may be grants available to help with the upkeep of your home
- Choosing where and how you live should be your decision

Home improvements

Your home may need repairs to be safer or more comfortable. If you are a homeowner with savings, you may have to pay for this yourself. If you are a homeowner or private tenant aged 60 or over, with repairing obligations and you are on a low income or receiving a welfare benefit you may qualify for a grant. There are local schemes which provide grants to make homes [owned or privately rented] warmer, healthier and more energy-efficient for people receiving benefits.

Handyperson Schemes

Shropshire Handypersons' scheme offers a small repair service for people over the age of 60 living in Shropshire who are owner occupiers, private and council tenants. Work includes minor adaptations and repairs to people's homes. For a quote or further information contact:

Shropshire Handyperson Service on 01743 458347



Changes to your home to maintain independence

A community alarm and sensors around the home (Telecare), grab rails or more major adaptations such as a level access shower, may help to assist with keeping you safe and maintaining your independence.



Contact **01743 458347** or talk to your GP

Retirement Housing or Sheltered Housing

Self-contained flats specifically designed for older people are available to rent, with on-site or visiting support.



Contact **Shropshire Council** on **0845 678 9000**

Caring for Someone Else

- Get support from family, friends and other carers
- A Carer's Assessment helps to decide what benefits and support you are entitled to
- You are not alone - ask for help from your GP

If you are looking after your spouse, partner, parents, friends or other relatives because of age, sickness or disability, you are a Carer. It is often very stressful caring for someone else, however much you love them and stress lowers your immune system, leaving you more susceptible to injury and illness. It's important that you look after yourself as well as the person you're caring for, which means eating a healthy balanced diet and trying not to take on more than you can cope with. You should let your GP know that you are a Carer, so that they can support you in looking after your own health. Make the most of support from family, friends and local organisations.

Help, advice & information

Information is available locally to assist you in your caring role

Contact Shropshire Council: **0845 678 9000**

For further information contact:

Healthy Shropshire: **0345 678 9025**

healthyshropshire@shropshire.gov.uk



2013/14

An overview from the Director of Public Health

As a result of the Health and Social Care Act 2012 the commissioning and delivery of public health services has changed. With the dissolution of Primary Care Trusts (PCT) many of the responsibilities for such services have passed to Local Government.

With effect from 1st April 2013 Shropshire Council was given responsibility for a wide range of public health functions that had previously been undertaken by Shropshire County Primary Care Trust. As part of the Government's plans to re-organise the National Health Service, the Health and Social Care Act 2012 set out a division of responsibilities for the delivery of public health at national, regional and local levels.



Four organisations have been given responsibility for carrying out these public health functions, namely NHS England, Public Health England (PHE), Clinical Commissioning Groups (CCGs) and Local Authorities.

- NHS England is responsible for commissioning General Practitioner (GP) services, including immunisation and screening programmes
- Public Health England has responsibility for commissioning national health improvement programmes; the co-ordination of national surveillance and health protection programmes and public health intelligence, including evidence based practice
- Shropshire Clinical Commissioning Group, in their role of commissioning most local health services, are required to commission appropriate public health interventions from their service providers
- Shropshire Council has been given the responsibility of commissioning most of the public health programmes that are delivered at community level. Each Local Authority has been given a ring-fenced grant from the Department of Health to support these new duties. In addition, staff from the PCT (Public Health Departments) were transferred to their respective Local Authorities to carry out these duties

The Department of Health has allocated a ring-fenced grant to each council in order to fund their new responsibilities. However, the national funding formula that has been used to calculate this grant disadvantages rural counties such as Shropshire. The national average allocation per head of population is £51: Shropshire's figure is £32 per head.

The Department of Health has acknowledged that the CVOUNTY is underfunded compared to national and regional comparators. The Commons Select Committee for Rural Affairs acknowledged that there is a significant inequity in funding for rural areas. The Department of Health has not announced its plans for the public health grant beyond April 2015 and it is currently conducting a review of the national funding formula.

Shropshire is currently rated as one of the best areas to live in terms of life expectancy and is currently rated 33rd out of 150 local authorities when assessed against all causes of premature deaths.

However within this figure there are significant variations:

- In relation to deaths from heart disease and stroke, Shropshire is 26th out of 150 local authorities but is only 53rd out of 150 areas for premature deaths from cancer
- Despite the limited resources available to Shropshire, prevention programmes for which the Council is now responsible are having a positive impact
- The smoking cessation programme achieved 102% of the target set for it by the Department of Health for the number of people successfully quitting
- The Health Check Programme has also achieved the challenging national targets
- Our performance for the national immunisation and screening programmes are also better than the national average, however as the commissioning of the immunisation and screening programmes is now the responsibility of NHS England, Public Health staff will be working with their local commissioning teams to maintain this performance and to improve it further where needed

Shropshire's Health and Wellbeing Strategy

A local Health and Wellbeing Board (H&WB) has been established with Councillor Karen Calder and Dr Caron Morton (Shropshire Clinical Commissioning Group) as Chair and Vice Chair respectively. The H&WB is being refreshed this year having identified five main priorities county-wide and of the Joint Strategic Needs Assessment and extensive consultation with local stakeholders. The five Health and Wellbeing priorities to 2015 are:

- Reducing Health Inequalities
- Improving Mental Health
- Reducing Obesity in Children and Adults
- Improving access to and use of Assistive Technology to improve the care for people with long term conditions, and
- Improving Collaborative Commissioning of Health and Social Care

Work is underway on each of these work streams with regular progress reports to the Board. The Government has indicated that it wishes Health and Wellbeing Boards to take on a greater role in relation to the integration of health and social care over the coming years. Work has begun with Shropshire Clinical Commissioning Group regarding how further integration can be achieved.

The Shropshire Together Partnership (including partners from Shropshire Council and Shropshire CCG) has led on a number of consultation and engagement events including an annual conference which engages with stakeholders on the Health and Wellbeing Strategy.

A number of engagement workshops have been undertaken jointly with Shropshire Clinical Commissioning Group, Public Health and Healthwatch. These events with stakeholders included service providers, voluntary and community sector groups, Patient Participation Groups and members of the public. There have been a number of online surveys including the rural health survey, school nursing review and 'Making a Difference', promoted through a wide variety of communication methods. The partnership team also hosted the online Health and Wellbeing Stakeholder Alliance which helped provide the basis of regular updates to the Health and Wellbeing Board.

Engagement through children and young people has largely been led by the Shropshire MYPs who chose health as one of their priorities for 2013/14. Their events included the Young People's Race for Life, Health Conference Event and focus group training to engage with young people in their community, amongst others.



Current Challenges

The importance of keeping people well for as long as possible has positive implications on our health care system. Nationally, hospital services are experiencing an increase in demand that is impacting adversely on Accident and Emergency Departments, Admission Rates, Length of Stay and Waiting Times. Therefore, so that the best outcomes can be achieved, national best practice guidance from the Medical Royal Colleges, the National Institute for Health and Clinical Excellence and the Care Quality Commission, is highlighting the case for concentrating some treatment programmes in centres of excellence. Alongside this, guidance outlines the recognition locally of recruiting and retaining sufficient numbers of appropriately qualified staff to provide safe and effective treatment. For Shropshire, in addition to the current programme of work within the Shrewsbury and Telford Hospital Trust, two new areas have been identified for review, namely Accident and Emergency Services and Stroke Services. National Evidence has shown that the consolidation of Stroke Services in a centre of excellence makes a significant improvement in the quality of care and outcomes for patients.



Service Re-design

The Public Health Team is working in support of Shropshire Council's Locality Commissioning Programme that is under way across Shropshire and is enabling independent evaluation of the programme through its joint work with Chester and Staffordshire Universities. In addition, the Public Health Team is working closely with the Adult's, Children's and Commissioning Teams to identify ways in which the Council can achieve its challenging financial targets and redesign of existing services.



Commissioning Priorities

As part of the transition plan a number of former contracts for health improvement programmes were extended or re-commissioned. These included national programmes such as Health Checks and Smoking Cessation as well as local priorities such as Obesity Prevention and Physical Activity programmes. The Council undertook a major review of school health services conducted with the Children's Services Team in order to consider where more effective use of resources can be achieved to provide better support to school age children. This review included current programmes such as TaMHS (Targeting Mental Health Support) and the National Childhood Measurement Programme (NCMP).

Conclusion

Shropshire Council has achieved a successful transition of public health services from the former Shropshire County Primary Care Trust. However, there will continue to be a significant work stream for the Local Authority's Public Health team and related departments to ensure that organisations such as NHS England commission services that meet the needs of Shropshire's population. In comparison to most local authorities Shropshire has a relatively healthy population, however, rural health inequalities and challenging health problems such as the rising levels of obesity in adults and children mean that the Council and its partners, as well as local communities must give greater emphasis to certain areas;



Image courtesy of Karen Higgins, Young Health Champions Project Manager

Our Aims:

- giving our children the best start in life
- ensuring healthy living through adulthood and
- ageing well through the prevention of long term conditions

“The Council has welcomed the impact that the Public Health Department has made in bringing together a number of council functions, including the Drug and Alcohol Team and Emergency Planning and by working closely with housing, Children's Centres and Leisure & Recreation Services.”

“As a council, we are working hard to ensure that we improve the health of all of the people of Shropshire, but in particular we want to support those who find it most difficult to get help and will continue to work with our partners to ensure good health and wellbeing for all.”



Image courtesy of Karen Higgins, Young Health Champions Project Manager

- Karen Calder
Councillor: Portfolio Holder for Health



On a personal note...

During the summer of 2014, I had the good fortune to be selected as one of the 15,000 volunteers who supported the Commonwealth Games in Glasgow.

Having enjoyed being a *Gamesmaker* at the London 2012 Olympics it was natural that I should volunteer again to be part of a great sporting event in the city that I'd lived and worked in for many years. So why mention it in this public health annual report?

There are two main reasons. The first is that **volunteers are one of Shropshire's great strengths**, with thousands of people across the age spans giving their time freely to support a wide range of sporting, cultural, social and caring activities. In doing so, they provide positive support, opportunity and companionship to the people that they care for and at the same time gain the satisfaction of knowing that they have made a real difference to the lives of people in their community.

The mental and physical health benefits of volunteering for the volunteer and the people, clubs and societies that they give their time to are significant. Whilst there is a great deal of research to support this view, I also know at first hand how much I benefit from the various volunteering roles that I've done over the years.

The second reason is that **2015 will be a year when the country will be encouraged to increase the level of physical activity that they undertake.** There is growing evidence to show that people in the UK are not taking enough exercise to keep them as healthy as possible. Now I'm not trying to turn every resident of Shropshire into a marathon runner or a Tour de France cyclist, but I do want to encourage local people of all age groups to be more active and spend less time sitting or lounging about. As the Commonwealth and Olympic Games have shown, people with a range of physical and mental abilities can do extraordinary things. Events such as the Great North Run and the London Marathon have also demonstrated that age is no barrier to being physically active well beyond retirement years. So there can be few excuses for us to be 'couch potatoes' glued to the television or computer.

Walking, cycling and running are all relatively low cost physical activities which are accessible to most of us. So too is becoming a volunteer for a local charity, club or society. Getting out to socialise and helping others are also great ways to promote your own physical and mental health, as well as making a huge difference to your community. So why not make 2015 the year when you increase your physical activity? You know it makes sense!

Prof. Rod Thomson FRCN FFPH
Director of Public Health for Shropshire



Shropshire Voluntary & Community Sector Assembly

One of Shropshire's unique strengths is its strong culture of volunteering. Living in a rural area, Shropshire's residents recognise the importance of supporting each other and ensuring support is available within their local communities.

If you would like to get involved in volunteering there are many ways of doing so and opportunities are diverse, from dog walking, to tree planting, to volunteer driving, to befriending.

The areas of volunteering are often categorised into 5 main types:

- **Traditional volunteering** - volunteers build a relationship with an organisation and provide face to face volunteering with beneficiaries, outdoors or in an office. This type of volunteering can often last for long periods of time.
- **Gap year or internship volunteering** – Many people take time out to volunteer either in the UK or overseas for a spell of time. Many young people take a year out to volunteer and gain new experiences before completing their education or going into employment.
- **Volunteer tourism** – There are many opportunities available to travel as a volunteer and provide support in other countries (or at projects in parts of the UK).
- **Online volunteering** - Online volunteering makes it possible to volunteer for different organisations in different places, at home and at the volunteer's convenience. Projects may involve helping with social media, website design, proof-reading or online mentoring.
- **Micro volunteering** – This is a form of online volunteering in which small actions by many people are used to create big impacts. Micro volunteering is based on bite sized chunks or volunteering, short projects that don't require a long term commitment.

Involve

Protect

Support

Thank

Help, advice and support



Contact Volunteering Support

info@shropshirevcs.org.uk

01743 342169

<http://shropshirevcs.org.uk/our-services/volunteering/>



Shropshire Compact

The Shropshire Compact

VCSAssembly@shropshire.gov.uk

01743 252740

<http://vcsvoice.org/the-compact/>



Join in
Local Sport

Together with their Official Partners, *Join In* aspires to a nation of active people joining in their local communities.

Join In recognise the huge value volunteers add to help more people get active, contributing to a happier, healthier nation. Their aim is to put more volunteers into community sport.

Volunteering in local sport has the power to create healthier, happier people and stronger communities

Join In is the nation's charity for local sports volunteering. They;

Support the clubs and groups who need volunteers most.

Promote brilliant opportunities for people to lend a hand.

Recognise the huge social value created by volunteers with our campaigns.



Help, advice and support



Find a club that needs help near you:



Visit: <https://www.joininuk.org/>

How we (all) win

Their research shows that volunteering in sport is good for all of us:

You

People who volunteer in sport “win” – as sharing our time (and experience) makes us happier, gives us more self-esteem, sense of purpose and helps us learn new skills and make friendships.

Clubs

Local sport wins. Almost all grassroots clubs and activity groups rely on volunteers, and 7 out of 10 currently need more people to help out. Each new volunteer makes a huge difference – typically giving a club the capacity to welcome 8.5 more members.

Everyone

Our communities win by enabling people to find ways to play sport and live more active, healthier lives. Volunteers also care about their local areas – they are more likely to feel pride, invest their time, and build trust in communities.



Acknowledgments...

Continuing efforts to improve health in Shropshire are achieved only in partnership. Thanks to all of our partners, especially the local community and voluntary sector agencies and Shropshire's local media who we work with daily.

We would also like to give particular thanks to Severn Hospice, Energise and Shropshire CCG for providing photography that captures the spirit of community health.

Design and Layout by Ellie Welch, Public Health Team



Public Health Calendar 2015 – Items we have covered so far...

JANUARY: Dry January; Stop Smoking; National Bug Busting Days; 31st Jan



FEBRUARY: Tinnitus Awareness Week; 2nd - 8th, National Eating Disorders Awareness Wk, 23rd - 1st Mar



MARCH: Self harm awareness day; 1st March, No Smoking day; 11th March



www.youngminds.org.uk



Public Health Calendar 2015 continued...

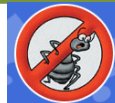
APRIL: Parkinson's Awareness Wk, 7th Apr - 13th Apr, Allergy Awareness Wk; 28th Apr - 4th May



MAY: Dementia awareness; 17th-23rd May, Action on Stroke Month



JUNE: Skin Cancer Awareness, National Bug Busting Days; 15th June



JULY: Child Accident Prevention, National Childhood Obesity Week; Mon 6th - Sun 12th



For a fitter, healthier and happier life

AUGUST: World Breast Feeding Week; 1st - 7th, "Slip Slap Slop" sun safety!



SEPTEMBER: NHS Health Check, World Contraception Day; 26th



OCTOBER: 'Stoptober'; Breast Cancer Awareness Month, National Bug Busting Days; 31st



NOVEMBER: 'November', Flu jabs



DECEMBER: World AIDS Day; 1st, Keep Warm and Keep Well

