

DRAFT

Shropshire Council's Director of Public Health Annual Report



www.shropshire.gov.uk

Contents

Introduction	2
Chapter 1: Public Health Vision	3
Chapter 2: The population of Shropshire	4
Demographics and determinants of health within Shropshire	5
Benchmarking Health in Shropshire	5
Shropshire Public Health Dashboard	6
Shropshire Wider Determinants of Health: Key Messages	10
A Message on Road Safety in Shropshire	11
Chapter 3: Spotlight Focus: Regulatory Services	12
Chapter 4: Spotlight Focus: Trading Standards and Licensing	16
Chapter 5: Healthy Lives Programme	19
Public Health Programmes and Achievements in 2016/17	22
Starting Well	22
Help2Quit in Pregnancy	22
Maternal mental health	23
Health Visiting and School Nursing	23
Mental Health in Children, Young People and Young Adults	24
Emotional Health and Wellbeing Service for 0 to 25 years	24
Targeted Mental Health Support (TaMHS)	26
Personal, Social and Health Education (PHSE) with Schools	26
Healthy Outdoors for Schools	27
Living Well	29
Help2Quit	32
Adult Mental Health	32
Shropshire Wild Team	33
Self harm and suicide prevention	34
Drugs and Alcohol Action Team (DAAT)	36
Willowdene Farm Women's Recovery Centre	36
The UK Recovery Walk 2018: Shrewsbury	37
Ageing Well	39
Falls Prevention	39
Dementia	41
Simple advice for keeping yourself healthy	42



Introduction

by Professor Rod Thomson,
Director of Public Health, Shropshire Council

Our vision is for Shropshire people to be the healthiest and most fulfilled in England. The most recent data for 2016/17 indicate that in comparison to the other local council areas, people in Shropshire are generally healthier than other communities with higher average life expectancy. For example, compared with the England average Shropshire has fewer children which are overweight or obese, more physically active adults, fewer cancer and cardiovascular deaths and higher rates of self-reported happiness.

There are however, still challenges which need continued focus. Health inequalities still exist between the wealthiest and poorest across our communities, where life expectancy is almost 6 years lower for men and 2.6 years lower for women in the most deprived areas of the county compared to the least deprived areas. These inequalities are being addressed through a combination of evidence based public health interventions, the commissioning of a new Emotional Health and Wellbeing Service for 0 to 25 year olds and the piloting of new models of care such as social prescribing to create improved links between primary care and non-clinical services which can make a positive impact to an individual's wider needs.

In addition, Public Health continue to work with our partners across the health and social care sector as well as the broader public, private and third sectors to contribute and influence wider programmes of care including the Sustainable Transformation Plan (STP) for Shropshire and the Better Care Fund. An example of this includes the Healthy Lives programme which is being piloted in Oswestry using funding from the Better Care Fund. The programme involves partners from the NHS, local authority, fire service and voluntary community sector organisations working together with the purpose to improve the health and wellbeing of the local community. The aim of the programme is to promote independence for people to help them remain in their own home for longer, supporting communities to be resilient and reduce demand on care services.

A further opportunity realised during 2016/17 has been with the council's Regulatory Services and Trading Standards teams joining under the Public Health umbrella, to create a cohesive approach to promote and protect our environment, protect the health and wellbeing of our communities and support our economy.

As such the focus of this year's Annual Report is on the wider determinants of health with a spotlight focus on both Regulatory Services and Trading Standards to discuss what they do, why they are important and how they link in with developing community resilience and wellbeing. In addition, an overview of the Healthy Lives programme provides a more detailed account on the social prescribing activities in Shropshire and how they can address issues such as loneliness, mental health and prevention of type 2 diabetes. A message on road safety in Shropshire has been included to provide an overview of the work that the Safer Roads Partnership has been involved with to address safety and accidents on our roads and to address the most recent published data which suggests we have a higher rate of serious road traffic accidents compared to the England average.

Finally this report provides a summary of the achievements and initiatives which are available in Shropshire to help people live longer and happier lives. Contact details and links for further information within the report are provided to find out more about services which may be of most interest to you and to promote ease of access to encourage choices which can help people to have longer, healthier, happier and more productive lives.

Chapter 1: Public Health Vision

Our health is determined by our genetics, lifestyle, the health care we receive and the wider economic, physical and social environment.

It is therefore important that a combination of targeted programmes which support effective health promotion and building resilience, enable people to remain independent at home, and easy to access and joined up care are used; to provide the best opportunities to increase the health and wellbeing across our communities.

The aligned vision of Shropshire Public Health and the Health and Wellbeing Board is

“for Shropshire people to be the healthiest and most fulfilled in England”

We aim to achieve this through partnership working with the wider health and social care economy and providing quality and cost effective Public Health services. The diagram below illustrates the areas we need to consider to achieve our vision.



In addition, Shropshire Public Health contributes towards Shropshire Council's outcomes of;

- Protecting and improving health, wellbeing and safety and enabling communities to be resilient
- Creating cleaner, safer, healthier and sustainable environments
- Supporting economic growth

Delivery of the Public Health vision is supported by the Shropshire and Telford and Wrekin Sustainability and Transformation Plan (STP). The STP has placed a priority ambition to address the causes of poor health by;

- Focusing on communities to utilise the skills and knowledge of local people and organisations,
- Supporting people to lead healthier lives
- Develop Neighbourhood Care Teams where GPs, social care, community nurses, therapists and mental health workers increasingly work together to provide a consistent range of services at local level.

The Shropshire and Telford and Wrekin STP can be viewed [here](#).

Chapter 2: The population of Shropshire

There are 310,100 people living in Shropshire (Office for National Statistics, 2014) which are distributed across the following age bands;

0 to 15 years



Shropshire: 16.8%
England: 19%

16 to 64 years



Shropshire: 60.4%
England: 63.5%

65 years and over



Shropshire: 22.9%
England: 17.6%

Life expectancy for men and women is higher than the England average. However, on average only the first 64 years for men and 66 years for women are without chronic condition or ill health.



Shropshire: 80.3 years
England: 79.5
Healthy life expectancy: 64.8 years



Shropshire: 83.8 years
England: 83.1
Healthy life expectancy: 66.0 years

Life expectancy for men and women from more deprived areas is lower than those who are least deprived;

- Most deprived males have a shorter life expectancy for an average of 5.8 years compared to least deprived
- Most deprived females have a shorter life expectancy for an average of 2.6 years compared to least deprived

Projections

It is important we understand the demographics within our communities across the county as this directly impacts the choices and behaviours people make as well as providing an overview of the services they are most likely to access from the health and social care system. Shropshire already has an above average population size of people aged over 65 years, however, projections by the Office for National Statistics suggest these numbers are set to increase significantly by 2031. This therefore highlights the importance of promoting healthy behaviours and early interventions to people now, in order to reduce their risk of developing complications and long term illness in later life.

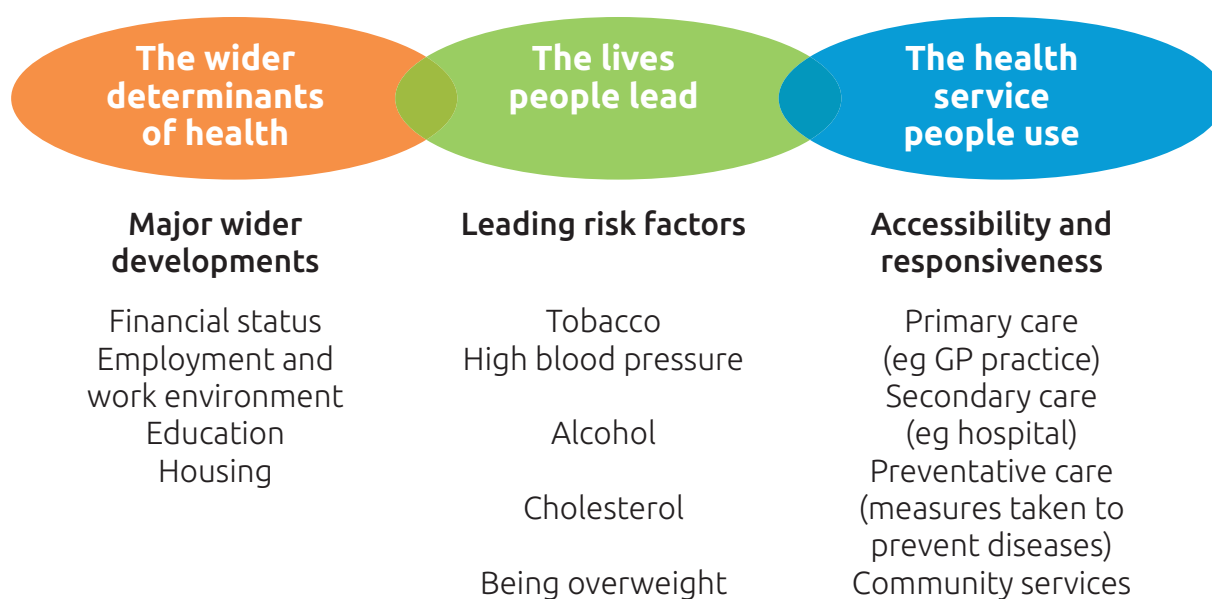
Projected population changes in Shropshire by 2031



Demographics and determinants of health within Shropshire

Our society has made some great progress in treating illness. However, we could spare many people the anxiety and pain of a wide range of conditions, if we helped them to prevent these from occurring in the first place.

A key consideration for Public Health services are the influence of the wider determinants of health and the association with health inequalities. It is therefore also necessary to consider these factors when making commissioning and planning decisions to ensure a whole system approach to promoting healthy and happy lives.



It is recognised that Shropshire faces challenges due to the large geographic size, limited telecommunication infrastructure in some parts of the county and difficulties for some residents that may live in isolated areas being able to access certain facilities and services.

Influence on these wider determinants of health are being addressed through programmes such as Social Prescribing (which provides referral links between healthcare professionals and non-medical services), the Healthy Lives Programme (see page xx), influencing the Sustainable Transformation Plan (STP), the Economic Growth Strategy for Shropshire and partnering with teams throughout Shropshire Council and the NHS to deliver the Better Care Fund, the NHS England Five Year Forward View and the Shropshire Health and Wellbeing Strategy. The regulations that Regulatory Services advise on and enforce, such as the regulation of polluters, rented accommodation providers, food businesses and workplaces, are key to tackling the wider determinants of health.

Benchmarking Health in Shropshire

In comparison to other local council areas in England, people in Shropshire are generally healthier than other communities with higher average life expectancy.

In line with trends experienced in the rest of the country, Shropshire has seen a rise in the number of people with long term health problems due to illnesses such as diabetes and conditions such as obesity.

Most of these long term conditions and illnesses are the cause of premature death (before the age of 75 years), yet are preventable. Making changes to lifestyles can make a significant difference in reducing the risk of developing, for example, heart or lung disease. In addition, through working with partner services to identify and respond to the wider determinants of health for an individual and/or their family (such as addressing issues of debt, appropriate housing and loneliness), a more stable environment can be created for supporting individuals to make these changes.

A number of key factors can make a significant difference in reducing risk of chronic illness or premature death including;

- Stopping smoking to reduce risk of a range of chronic conditions including respiratory disease and a number of different types of cancer.
- Being physically active (at least 150 minutes per week for adults) which can help promote good bone health and balance, improve mental wellbeing and reduces risks of heart disease, cancer and dementia
- Eating a balanced, nutritious diet in addition to being physically active can help maintain a healthy weight and reduce the risk of stroke or heart attack as well as reduce the chance of developing type 2 diabetes
- Not drinking too much alcohol can reduce risks of liver disease, cancer, alcohol related accidents and early death.

Shropshire Public Health Dashboard

The Public Health **dashboard** is a national tool that supports local authorities to make decisions on how they should prioritise resources across a range of public health service areas. Each local authority has also been given a ranking and category description about how local delivery compares with all other local authorities and on a like-for-like basis.

Shropshire has a national rating of 34 out of 150 Local Authorities which is substantially above average.

Shropshire is performing better than the England average for;

- **Obese children** (17.4% in school year 6 compared to 19.8% national)
- **Physically active adults** (62.2% compared to 57% national)
- **Violent crime** (14.9% compared to 17.2% national)
- **Premature deaths: Better than the national average**

Shropshire is performing worse than the England average for;

- **Smoking status at time of delivery** (12.4% compared to 10.7% national)
- **Statutory homelessness** (2.9 per 1,000 households compared to 0.9 per 1,000 households national)
- **People killed and seriously injured on roads** (43.1 per 100,000 compared to 38.5 per 100,000 national)

Source: National Audit Office

Performance comparison to our similar Local Authority areas

Above Average

Child obesity: rank 7th of 15 similar Local Authorities
 NHS Health Checks: rank 5th of 15
 Alcohol Treatment: rank 2nd of 15

Below Average

Tobacco Control: rank 12th of 12
 Drug Treatment: rank 11th of 15
 Best Start in Life: rank 9th of 14
 Sexual Health: rank 9th of 15

Priorities for Shropshire Public Health are addressed via three overarching programmes

Starting well through a healthy child programme



Living well by tackling obesity and health inequalities



Ageing well by prevention of long-term conditions





Starting Well Children and Young People's Health

Many of the greatest health gains can be made when children are given the best start possible. Shropshire Public Health is committed to ensuring that local children and young people have the very best start in life and grow up healthy, happy and safe within supportive family environments.

How is Shropshire performing in terms of children's and young peoples' health?

Themes for the health of Shropshire children and young people in 2016/17

Shropshire is performing better than the England average in that:

7.8% children aged 4 to 5 years are obese
England: 9.3% (2015/16 PHE)

45.9% of infants are totally or partially breastfeeding at 6-8 weeks
England: 43.2% (2015/16 PHE)

97.9% uptake of vaccinations for diphtheria, pertussis, tetanus, Hib and polio (5 in 1 vaccine)
England: 95.2% (2015/16 PHE)

17.4% children aged 10 to 11 years are obese
England: 19.8% (2015/16 PHE)

95.9% uptake of MMR vaccination
England: 91.9% (2015/16 PHE)

Performing worse than the England average

455.3 per 100,000 hospital admissions for dental care for children aged under 4 years
England: 241.4 per 100,000
England: 280.1 per 100,000 (2013/14 – 2015/16 PHE)

409.3 per 100,000 admissions for asthma for children aged under 9 years
England: 280.1 per 100,000 (2015/16 PHE)

Performing similar to the England average

17 out of every 1,000 conceptions were for females under 18 years
England: 20.8 (2015/16 PHE)

33.5 for every 100,000 alcohol specific hospital stays per year were for people under 18 years
England: 37.4 per 100,000 (2013/14 – 15/16 PHE)

Source: Shropshire Health Profile 2017 <https://fingertips.phe.org.uk/>



Living Well and Ageing Well



The health of people in Shropshire is generally better than the England average however, it is important we continue to support and work with communities and local services to ensure we can maintain performance (as a minimum) and strive to continue for improvements in the health and wellbeing of our population.

Themes for the health of Shropshire adults in 2016/17

Shropshire is performing better than the England average

344 per 100,000 new STIs recorded
England: 795 per 100,000 (2016)

62.2% physically active adults England:
57% (2015)

601 per 100,000 early cardiovascular
deaths England: 746 per 100,000
(2013-15)

130.5 per 100,000 early cancer
deaths England: 138.8 per 100,000
(2013-15)

Performing worse than the England average

16% of households experience fuel
poverty England: 11% (2015)

Performing similar to the England average

59% of adults over 18 years are
overweight or obese
England: 61.3% (2015/16)

17.2% adult smokers
England: 15.5% (2016)

Source: Shropshire Health Profile 2017 <https://fingertips.phe.org.uk/>

Shropshire Wider Determinants of Health:

Mental Health	<ul style="list-style-type: none"> ● Higher self-reported happiness ● Lower self-reported anxiety rates ● Similar number of fruits and vegetables consumed per day
Education and Children's services	<ul style="list-style-type: none"> ● 57% of pupils achieved 5 A*-C GCSEs including English and Maths in 2015/16 – similar to the England average of 58% ● 14% (6,765) of children aged under 16 years were classed as living in poverty in 2013 - lower than the England average of 20% (2014)
Economy	<ul style="list-style-type: none"> ● 6% of people within Shropshire aged 16 to 64 years have no qualifications (2015) - significantly lower than the England average of 8% ● 4% of people aged 16 to 18 years in Shropshire are NEET¹ - lower than the England average of 5% (Public Health Outcomes Framework www.phoutcomes.info) ● 2.9 out of every 1,000 households in Shropshire were classified as homeless in 2015/16 - higher than the England average of 0.9 per 1,000 households ● 14,380 people in Shropshire experienced income deprivation based on the IMD2015² ● Average house price in Shropshire of £164,623³
Employment	<ul style="list-style-type: none"> ● 6% of unemployed working age adults in Shropshire were claiming out of work benefits in November 2015 compared to 9% England average ● 4% of working age people in Shropshire were unemployed in 2015 - similar to the England average of 5% (NOMIS) ● 32% of unemployed people in Shropshire aged 16 to 64 years wanted to work⁴ - similar to the England average (NOMIS www.nomisweb.co.uk)

Crime

- 14.9 violent crime offenses per 1,000 people – significantly lower than the England average of 17.2 offenses per 1,000 people
- 27.1 hospital admissions due to violent crime per 100,000 people between 2012/13 to 2014/15 in Shropshire - significantly lower than the England average of 47.5 per 100,000 (Public Health Outcomes Framework www.phoutcomes.info)
- Increases for incidents of;
 - Violence against a person: 62% or 14 per 1,000 people
 - Sexual offences: 61%, 1.7 per 1,000 people
 - Drug offenses: 2%, 1.4 per 1,000 people
 - Possession of weapon offenses: 53%, 0.3 per 1,000 people
 - Public order offenses: 57%, 1.5 per 1,000 people
 - Miscellaneous crimes against society: 28%, 0.8 per 1,000 people
- Recorded crime in Shropshire increased 16% between 2014 and 2015
- There were 44.1 crimes per 100,000 people in 2015 - lower than the England average rate of 69.3 crimes per 100,000 people (Police recorded crime, Home Office)

Green highlighted text = better local performance compared to the England average
 Red highlighted text = worse local performance compared to the England average

¹ Not in education, employment or training

² Index of multiple deprivation: a government tool which assesses levels of deprivation within communities based on income, employment, health and disability, education, housing, crime and living environment

³ At March 2016 (prices rose by 2.1% between March 2015 and March 2016 based on land registry records)

⁴ People not in employment who want a job but are not classed as unemployed because they have either not sought work in the last four weeks or are not available to start work.

Road Safety in Shropshire



A Safer Roads Partnership (part of West Mercia Police) has been established to reduce the number of people killed and injured on the roads across Herefordshire, Shropshire, Telford & Wrekin, Warwickshire and Worcestershire. This is achieved through the working of partner agencies across the four counties to reduce collisions and casualties on the roads through speed enforcement, engineering, road safety education, training courses and awareness raising campaigns.

Although currently Shropshire is above the national England average for people killed or seriously injured on the roads (which is reflected across West Mercia) there are fluctuations each year where a smaller number of large incidents can cause distortions. The Safer Roads Partnership reviews the nature of incidents to determine appropriate marketing and communication messages to be aimed at the most at risk groups, which for 2016/17 included;

Motorcycles

Variety of age riders on 500cc+ machines, leisure riders on summer evenings/weekends and commuters

- High risk routes identified and signed up with Think Bike road signs
- Campaign activity at bike events
- Biker Down scheme on collision scene management, first aid and general casualty care, science of being seen

Pedestrian Safety

All age group focus on distraction, visibility issues and appropriate use of the highway

- Campaign and social media
- Tied in with drink/drug drive messages

Cyclist Safety

Highest risk group are those aged 21 to 35 years with just over two-thirds occurring on restricted roads and the remainder on national speed limit roads

- Campaign and social media including working with schools
- Bikeability training
- Be Safe Be Seen cycle safety initiatives focusing on cycling in darker months and issue of visibility/distribution of high vis material/lights etc

Young Drivers

Get Real Behind the Wheel, in partnership with the IAM, Shropshire Advanced Motorists and Motorcyclists aimed at 17 to 24 year olds.

- Advanced driver training of young people

Older Drivers

Local data does not show a spike for older drivers however there is a need to address medical issues and failure to look/judge

- Promotion of support packages available to this age group from Age UK and the Council
- Target awareness campaigns at retirement complexes



Road Traffic Accidents in Shropshire

- There are more accidents which occur on rural roads compared to urban roads in Shropshire
- Just over four out of five serious or fatal road accidents in Shropshire between 2011 and 2015 occurred on rural roads.
- Three out of five of these accidents occurred on a rural road with a 60mph speed limit.
- There are a similar proportion of traffic accidents on both urban roads and rural roads with a 30mph limit.

What does this mean?

- 20 We need to continue to work with our partners to promote a range of targeted road safety programmes for how local road users and those who commute through our county can travel safely and reduce risk of accidents.
- 30
- 40 As most serious road traffic accidents occur on rural roads with a national speed limit of 60mph in Shropshire we need to be mindful of ensuring we target the most appropriate measures where both safety and managing traffic can be balanced.

For more information on the Safer Road Partnerships and upcoming campaigns visit <https://www.westmercia.police.uk/roadsafety>

Chapter 3 Spotlight Focus: Regulatory Services

Regulatory Services have recently combined with the Public Health family in Shropshire and deliver a diverse range of environmental health, animal health, biodiversity and ecology services which support Public Health and promote and improve individual wellbeing and community safety. This work deals with environmental factors such as noise and air pollution, access to safe, good quality food and the safety and health of workplaces and standards of rented housing.

The work of Regulatory Services is concerned with upstream interventions which aim to prevent poor health and inequalities before they present as medical conditions. The team works with a range of partners to tackle the wider determinants of health in order to protect our residents, our environment and our economy.

Ways in which Regulatory Services seek to maintain health and prevent illness include;

Protection of the integrity of the food chain

From farm to fork, minimising disease risks and protect animal welfare.

- Over 4000 food premises registered and inspected in Shropshire
- Nearly 4000 registered feed businesses in Shropshire
- 432 cases of food poisoning and infectious disease cases reported in Shropshire in 2017
- 4000 farms and 6 livestock markets visited regarding Animal Health

Food Hygiene Interventions – Fit for 5



Safe Food is vital to protect our health. Our Health Protection Team carry out a range of food hygiene interventions in premises where food is sold or served. Currently over 94% of food premises are broadly compliant which means that they achieve a score of 3 or more

in the national food hygiene rating system. There are over 4000 food premises registered within Shropshire and we undertake a risk based programme to carry out spot checks, advice visits, business support interventions and training amongst a wide range of food business in Shropshire, including multinational manufacturers to artisan specialist food producers. The aim of these interventions is to ensure that the food produced and sold in Shropshire is safe to eat and prevent episodes of food poisoning. In 2017 there were over 400 cases of food poisoning reported to the team. We are now in the process of launching a 'Fit for 5' initiative whereby business can access relevant information, training and coaching to allow them achieve a 5 rating and increase compliance which will have a positive effect on the health of the public in Shropshire.



Create cleaner, safer, healthier and sustainable environments

Investigating statutory nuisance complaints, air pollution monitoring, inspecting privately rented housing, providing an accredited Pest Control Service and working with Development Management colleagues and developers to protect natural resources and reduce impacts of new developments. Living in poor housing can lead to an increased risk of cardiovascular disease and be of detriment to people's mental and emotional well-being. Problems such as damp, mould, excess cold and structural defects, which increase the risk of an accident, also present hazards to health. 30 % of private housing within Shropshire fails the Decent Homes Standard overall, this is a challenge to all involved in housing provision. 23,000 private rented homes exist in Shropshire and we also regulate 35 licensed Houses in Multiple Occupation (HMOs).

Housing case study - summarised

An 83 year old lady had been living alone in a pre-1920's cottage, for approximately 60 years paying minimal rent. The only form of heating was a Rayburn in the lounge. The property did not have a bathroom with the tenant having to boil a kettle on the Rayburn in order to wash. There was a tin shack outside, which housed the toilet formed of a metal drum with a toilet seat placed on top. There was no method of drainage therefore waste was buried in the garden.



The electrical installation within the property was obsolete, with baker light fittings. In addition there was a double plug socket above the kitchen sink which was highly likely to be exposed to water from the kitchen.

Numerous holes within the structure of the dwelling allowed easy access for pests in to the property. There had been sightings of rodents therefore traps and poison had been placed throughout the property.

Dampness throughout the dwelling was evident, likely to be a combination of rising, penetrating dampness with an element of condensation. Although difficult to ascertain without a structural engineers report – there was some question regarding the integrity of the gable end wall due to a large crack visible both internally and externally.

Due to the numerous serious hazards a Prohibition Order was served. The lady agreed not to return to the property and obtained more suitable accommodation.

Environmental and Public Protection activities annually include:

- Around 800 noise nuisance complaints are reported to Shropshire Council annually.
- Outdoor air pollution contributes to approximately 40,000 early deaths a year in the UK. Shropshire has a diverse industrial base and has over 114 industrial premises that are controlled by the environmental permitting regime to seek to reduce emissions.
- Our professional operatives carry out over 3000 Pest Control treatments which prevents the spread of pest borne diseases.
- Over 2000 private water supplies require risk assessment and sampling to ensure a wholesome water supply to over 14000 users of these private supplies.
- An impact of the rich heritage of UK's industrial past is a legacy of land contamination. We have produced a Contaminated Land Strategy to protect human health and the environment by the identification of potentially contaminated sites. We monitor over 85 Special Sites of Scientific Interest and Ramsar sites which are wetlands of significant value.
- We support the work of colleagues in Development Management by assessing proposed developments in terms of their potential impact upon members of the public and the environment and make appropriate recommendations. We advise on over 2000 + planning consultations and over 1500 + consultations related to natural assets / ecological matters and almost 700 related to air, land and noise pollution matters.

Co-ordination of Shropshire Council's response to anti-social behaviour and raising awareness of scams to support communities to be resilient.

UK consumers are estimated to lose about £3.5 billion to scams every year with older victims more likely to lose larger sums of money and be repeatedly scammed. The impact of these scams is not only financial; they have a detrimental impact on the health and wellbeing of older and at risk people who are often socially isolated and in declining mental health.

The support of economic growth, through working with businesses to help them achieve good levels of legal compliance and robustly enforce legislation in line with our enforcement policy in order to deter rogue businesses which pose significant risks to the public.

A 95 year old gentleman living alone had been replying to and sending money off to free prize draws and buying overpriced items from magazines. The gentleman had been entering prize draws for several years but had not won anything apart from being sent a few small and insignificant 'gifts'; but he was convinced he would win eventually and receive the money promised to him.

Further visits led to the gentleman revealing boxes of chequebook slips, receipts and all the information on the prize draws he was so close to winning. In his spare bedroom he had piles of unopened items; pills, potions and bottles of liquid that had cheaply printed labels in French, which he could not understand and could not remember ordering.

We spoke to his daughter who said she had been trying to tell her father that it was all rubbish and not to waste his money for years but he would not listen to her. She was extremely grateful for our help. The gentleman eventually granted permission for officers to clear his bedroom of what was simply rubbish! He eventually confided in the officers that he had lost in the region of £20,000 through entering draws and from buying items from catalogues.



Chapter 4 Spotlight Focus: Trading Standards and Licensing

The Trading Standards and Licensing Service is part of Public Health with responsibility, together with Regulatory Services, for delivering a range of statutory duties that primarily aim to:

- Protect and improve health, wellbeing and safety and enable communities to be resilient
- Create cleaner, safer, healthier and sustainable environments, and
- Support economic growth.

The Service administers the Blue Badge Scheme across Shropshire on behalf of the Department for Transport (DfT), provides the full range of licensing functions, undertakes parking enforcement, including the first stage of the associated penalty charge notice processing, and delivers those trading standards functions that relate specifically to safety and 'fair trading'. The Service is committed to an intelligence led and risk based approach and works with a range of partners, both internally and externally to Public Health and the Council, in order to ensure the Council complies with its consumer protection and business related statutory duties and to deliver the outcomes set out above.

In 2016/17 highlights delivered by the Service include:

- A total of 5,075 Blue Badge applications were received with 4,750 (94%) of these granted to Shropshire residents who have a disability that severely impacts their mobility. A total of 14,583 people in Shropshire currently hold and use a Blue Badge. Blue Badges have helped people to more readily access goods, services and other facilities and in doing so this has increased independence and improved the health and well-being of individual badge holders and, where relevant, also that of their carers. There is anecdotal information indicating the impact on social care services is reduced as a result of people using Blue Badges.

The operation of the Blue Badge Scheme is supported by the work of the Parking Enforcement Team who have undertaken 7,163 hours of 'on the beat' enforcement to encourage compliant, sensible and safe parking; this



includes checks to ensure only valid Blue Badges are used and fraudulent use is minimised. It also reduces congestion on Shropshire's roads and in town centres which, together with other strategic development and transport plans, helps to tackle poor air quality. It reduces the risk of blocked bus lanes/major traffic routes and increases the ability of emergency services to gain access to incidents across the county thus making roads safer and protecting drivers and pedestrians from the risk of injury and death.

- Over 6,500 licences, permits, registrations, notices and consents were administered and enforced to protect the health, safety and welfare of people, animals and the environment and to prevent financial loss and fraud. These involve controls over premises supplying alcohol, late night refreshment and certain types of entertainment, together with personal licences, hackney carriages (taxis) and private hire, gambling premises and small society lotteries, skin piercing, explosives and fireworks, caravan sites, pavement permits, pleasure boats and vessels, sex establishments, riding establishments, animal boarding and breeding, pet shops, performing animals, dangerous wild animals, scrap metal and the distribution of free printed matter.

The introduction of the Council's revised Hackney Carriage and Private Hire Licensing Policy on 1 April 2015 aims to protect the safety and welfare of the public who live, work and visit Shropshire. This policy has, in its first two years of operation, driven a significant change in the approach taken towards safeguarding vulnerable individuals through the hackney carriage and private hire licensing regime. Proactive enforcement is carried out, for example, exercises to ensure private hire drivers were not willing to pick up



passengers in the street without an existing booking were undertaken. Four breaches were found, which led to successful prosecutions and a period of suspension for the drivers in each case. In addition, 71 vehicles were inspected for safety and compliance with Council conditions.

There has been a considerable shift in the type of vehicles now licensed as hackney carriages and private hire vehicles following changes that require compliance with European Emission Standard 5 (Euro 5). The percentage of Euro 5 and Euro 6 vehicles now licensed as a direct result of the Council's policy change has increased from 20% to 61%, Euro 4 vehicles have decreased from 45% to 39% and the Council no longer licenses any Euro 3 vehicles. The total societal cost saving associated with the estimated reduction in pollutant levels as a result of these changes is estimated to be £517,770; this is a 40% reduction compared with the costs estimated in 2015. These changes impact directly on air quality and it is well documented that air quality directly affects both peoples' health and the environment.

- A programme of market surveillance and intelligence led age-restricted products test-purchasing exercises were undertaken in relation to the supply of alcohol and tobacco, including e-cigarettes. A total of 44 premises were visited with 11 (25%) of those selling alcohol or tobacco products to an under 18 year old volunteer. Enforcement action was taken against the relevant businesses and individuals in accordance with the Council's Better Regulation and Enforcement Policy.

Typically such action can lead to prosecution and licence review and two Shropshire businesses faced this in 2017. One received fines and costs

totalling £4,300 for selling both alcohol and cigarettes to minors and failing to display a notice identifying the legal ownership of the business. The premises licence was also reviewed, which resulted in revocation of the licence. The second sold alcohol to minors and failed to display their alcohol premises licence. The fines and costs in this case totalled £1,003 and again the premises licence was reviewed, which resulted in the suspension of the licence to sell alcohol for 3 months and the removal of the Designated Premises Supervisor. This work was supported by 301 inspections to licensed premises to advise new businesses and ensure compliance with existing premises licences.

This work recognises the harmful effects caused by alcohol and tobacco on the health and well-being of people and specifically aims to reduce the availability and supply of these products to children and young people. In the short-term, the work highlights the adverse impacts of the consumption of alcohol and tobacco and targets those individuals who are prepared to act illegally with robust enforcement. In the long-term, it aims to normalise reduction and cessation of the consumption of these products in order to significantly improve the health of future generations.





- The service has responded to complaints and other intelligence concerning unfair and fraudulent business practices that adversely impact on individuals and communities, particularly those involving doorstep crime and rogue traders where older and more vulnerable people, as well as small businesses, are more likely to be targeted and are at risk of becoming repeat victims suffering substantial financial losses. The impact of such practices is not only financial; it has a detrimental impact on the health and wellbeing of victims, particularly as those individuals who are targeted are often socially isolated and in declining mental health, or are businesses where resources are limited and resilience to the impact of any crime is lower. In order to tackle this type of criminality, 11 multi-agency roadside check operations and 4 inspections of scrap metal sites were undertaken to disrupt criminal activity and provide advice. It has been demonstrated that where it can be evidenced that advice has been given to traders who are subsequently found to be committing doorstep crime either in Shropshire or elsewhere in the country, local authorities have been able to prosecute more effectively under relevant legislation.
- Unsafe products directly affect the health and wellbeing of consumers. Poorer consumers, who are likely to be more vulnerable as a result of this, are also at greater risk of being injured or suffering a fatality as a result of an unsafe product as they are more likely to buy cheap products that have not been subject to robust design and testing processes required by national and international safety legislation and standards.



- The Service undertook an investigation into the sale and supply of unsafe 'hoverboards' where it was found that the importer had failed to establish that the products being imported met UK safety requirements before placing them on the market, this was despite being advised not to sell the boards unless the business could demonstrate that they did comply. Following examination, one of the boards was found to pose a 'high risk' to users. The company and director were successfully prosecuted in relation to the unsafe hoverboards and also for misleading consumers about the basis of the price of the products. Both the company and the director faced fines and costs totalling £6,416.

For more information on Blue Badge and parking in Shropshire:
<http://www.shropshire.gov.uk/parking/>

For more information on licensing in Shropshire:
<https://www.shropshire.gov.uk/licensing/>

For more information on trading standards in Shropshire:
<https://www.shropshire.gov.uk/trading-standards/>

Chapter 5: Healthy Lives Programme

To achieve the Shropshire ambition to become the healthiest, most fulfilled people in the country, we need to replace 'fixing disease' towards promoting and maintaining health; recognising there are no easy solutions to this but working collectively to identify and test out solutions.

The Healthy Lives Programme combines the key prevention deliverables of the Better Care Fund, Shropshire CCG, Public Health, NHS providers and the voluntary sector to take a whole system approach to improve health & wellbeing, promote independence for people to remain in their own home for longer, support communities to be resilient and reduce demand on care services. The programmes cover a range of key target groups, and local preventable health challenges;

COPD & Respiratory	Falls Prevention	Supporting Carers	Making Every Contact Count
Diabetes & Cardiovascular Health	Housing & Fuel Poverty	Fire Safe and Well Visits	Mental Health & Dementia
Social Prescribing			

Healthy Lives Case Study: Fire Safe and Well Visits

Shropshire Fire and Rescue Service is working with Shropshire Council and Citizen's Advice to better identify and support the most vulnerable members of our community (including the elderly, disabled and people living alone). The scheme expands the home fire safety checks to give support, guidance and ability to directly refer to other appropriate support advice following. Need is identified through asking questions/ observations of the home environment including lifestyle, warmth, social isolation and slips, trips and falls. If a householder answers "Yes" to any question and agrees to a referral, it will trigger an automatic email from the fire service to the appropriate organisation and the householder will be contacted by that organisation within 28 days.

For more information on Safe and Well Visits contact the Shropshire Fire Prevention Team on 01743 260 260 or visit www.shropshirefire.gov.uk



Healthy Lives and Social Prescribing

A Social Prescribing model is being tested in the Oswestry area with referrals from four GP practices, Adult Social Care, the voluntary sector, the local pharmacy, Family Matters, and the mental health team. The model builds on the existing Community and Care Co-ordinator programme that has been in place for a number of years in GP practices.

Social prescribing provides GPs and other referrers with a formal referral pathway into these health-promoting community assets, targeting patients with

social or behavioural factors that pose a risk to their health. The programme offers more than signposting, as it includes support from an advisor, along with data recording and governance. The community interventions are quality assured, with outcomes reported back to the prescriber.

Social prescribing is a response to the fact that most long-term illness results from risk accumulated across the life course from a combination of social factors and unhealthy behaviours. These impacts are not an inevitable consequence of ageing but result from social circumstances and how we live our lives.

Social prescribing provides:

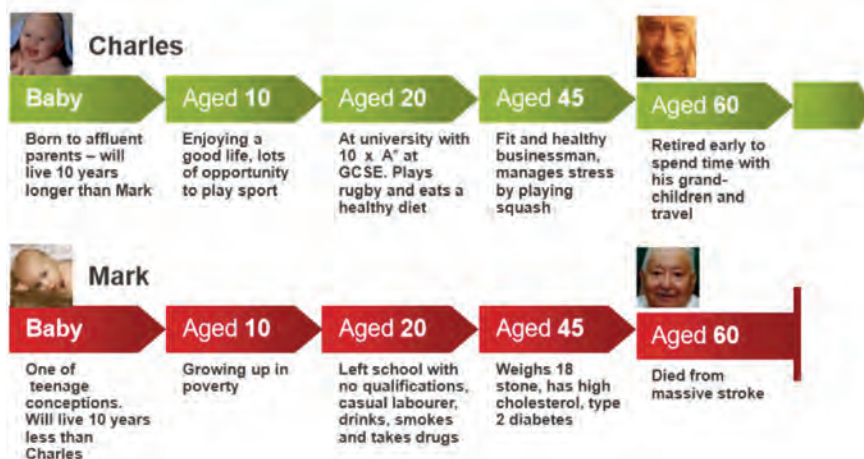
Clear referral pathways from health services to non-clinical interventions in the community as an alternative or complement to traditional medical prescribing and hospital referral.

A holistic approach that focuses on preventive health and supported self-care.

An infrastructure to promote community-based population health, including needs assessment, behaviour change support, and asset-based community development.

By addressing the wider determinants of health, and targeting patients most at risk, social prescribing helps to reduce inequalities in health.

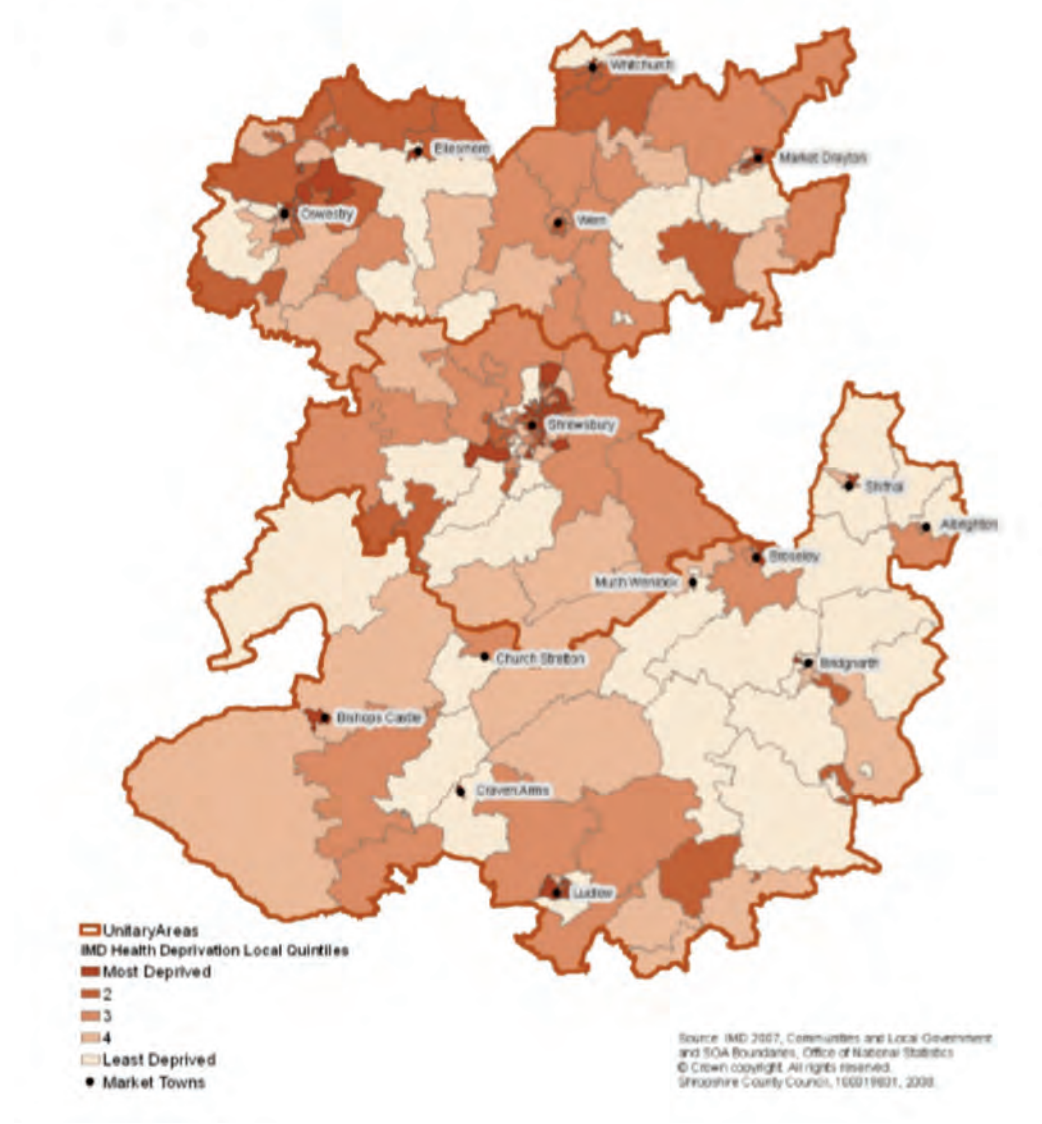
Inequalities begin from birth



HEALTH DEPRIVATION IN SHROPSHIRE

IMD07/6

SHROPSHIRE RANK



The pathway for social prescribing is illustrated below:



There are approximately 18 providers offering approximately 50 interventions ranging through benefits advice, housing support, physical activity sessions, creative arts, access to lifestyle change programmes and other community based activities. Many are provided by local voluntary sector organisations and community groups.

A proactive approach is taken to identify people who are at risk of developing ill health or are beginning to become unwell, the demonstrator site is initially targeting people who:

- Have lifestyle risk factors
- Have mental health difficulties, including isolation/loneliness
- Have long term conditions
- Are carers

Early feedback from those referred is showing that many of the concerns raised cover a range of issues relating to mental health, loneliness, debt and benefits advice, lifestyle issues such as weight, lack of physical activity, dementia.

Social prescribing is one model which may result in significant changes that can support primary care and other organisations to reduce the current pressures facing primary care. Whilst there are local resources in place with similar aims and objectives (with positive results) there is no one overarching social prescribing model that has been externally evaluated and/or that has robust governance and consistent measurements in place. It is the intention to pilot the model initially, evaluate this and if successful expand on a Shropshire wide basis, for this reason the programme is being evaluated by Westminster University and will report in 2018.



Social Prescribing: Jackie's Story

Jackie is in her 70's and was referred to Social Prescribing due to risk of social isolation. She used to lead a full life and enjoyed socialising with her husband, but was recently bereaved and moved into the area. She enjoys talking to others but was unsure how to meet people and socialise in this area. She was also concerned about keeping mobile safely due to her arthritis and sight problems.

Claire, our Social Prescribing Advisor, had a good initial meeting with the lady, discussing her concerns and interests and agreeing the Social Prescribing interventions she would like to become involved with (Get Up & Go – activity sessions for the over 60's, improving balance, co-ordination and muscle strength; Age UK Day Centre).

Go and introduced her to another Social Prescribing client, to encourage them both to attend. Both ladies enjoyed the session which involved seated volleyball and Boccia and Claire has encouraged them to continue to attend. The lady was also referred to the Age UK Day Centre but at that time, there was a waiting list. In the meantime she has been introduced to a new day centre run by Connect for Life. Claire will remain in contact and offer 3 month follow-up.

Social Prescribing: Nell's Story

Nell, 83, was identified as having prediabetes after having a blood test through her GP practice. She was invited to attend a prediabetes information session delivered by Help2Change. There, Nell was able to find out more about prediabetes and how to stop or slow the progression to type 2 diabetes. Nell had been trying to eat healthily and had been reducing her fat intake but at the session found out that it was most important to reduce carbohydrate intake and increase physical activity. Participants at this session were invited to receive one to one support with the social prescribing advisor.

Nell met with the social prescribing advisor and was able to discuss her individual concerns and together they came up with an action plan to support her change in lifestyle. Nell has now been taking part in Get up and Go physical activity sessions for the over 60's to improve balance, coordination and strength. Nell has now lost 3lbs so far and receives regular support from Help2Slim and the Social Prescribing advisor in order to maintain her new healthy lifestyle.

Public Health Programmes and Achievements in 2016/17

Starting Well

It is important that all people have the opportunity for the best start in life with the intention of providing a smooth transition into adulthood. A positive cumulative lifetime impact can be gained from programmes aimed in the early years throughout all later stages of life.

Help2Quit in Pregnancy

Smoking during pregnancy increases the chance of premature birth, miscarriage and perinatal death. It also increases the risk of developing a number of respiratory conditions, attention and hyperactivity difficulties, learning difficulties, problems of the ear, nose and throat, obesity and diabetes.

Shropshire continues to have a higher proportion of women who smoke at time of delivery during 2016/17 compared to the England average, however, local rates of smoking in pregnancy have reduced from 16.4% in 2004/5 to 12.4% in 2016/17. This reduction has been supported by Shropshire's Help2Change service which delivers a comprehensive programme of support for pregnant women and their families and has achieved recognition for this in a commendation from the National Advisor Awards.

All pregnant smokers in Shropshire are referred by the midwife for advice on stopping smoking; Help2Quit supported 161 pregnant women with a quit attempt. The service is flexible and offers a choice of venues including GP practice, pharmacy, community, home visits and telephone support. Help is extended to family, partner / friends as well. Partnership working with school nurses and Family Nurses has increased accessibility for younger women who smoke during pregnancy.

For further information and advice on quitting smoking call 0345 6789 025 or visit www.healthyshropshire.co.uk



Online Parenting Courses

Antenatal course: Understanding pregnancy, labour birth and your baby

This antenatal online course gives practical information about pregnancy and birth, whilst at the same time introducing parents to their baby. The course explains how and why parents are important to a baby and their development. The course was developed by Registered Midwives working with health professionals in the Solihull Approach team. It has the same content as the Solihull Approach face to face antenatal course, which has the same name 'Understanding pregnancy, labour, birth and your baby'.

To access the course:

1. Go to www.inourplace.co.uk and click 'START NOW'
2. Fill in your details to register & sign in
3. Scroll down & find 'Understanding Pregnancy'
4. Click on 'Take course'
5. Click 'Already have a discount coupon?'
6. Type in this code (this is your 'coupon'): SHRPSOLIHULLAPPROACHANT
7. click 'Apply coupon'

Postnatal course: Understanding Your Baby

This course gives parents information about their baby's brain development and their baby's physical and emotional development. It shows how important the baby parent relationship is to a baby's development.

The course looks at baby's sleeping, feeding, crying, playing and childcare options. The course was developed by Health Visitors working with health professionals in the Solihull Approach team.

To access the course:

1. Go to www.inourplace.co.uk click 'START NOW'
2. Fill in your details, to register & sign in
3. Scroll down & find 'Understanding Your Baby'
4. Click on 'Take course'
5. Click 'Already have a discount coupon?'

6. Type in this code (this is your 'coupon'): SHRPSOLIHULLAPPROACHPOSTN

7. Click 'Apply coupon'

Maternal mental health

Perinatal mental health refers to a woman's mental health during pregnancy and the first year after birth. The illness affects up to 20% of women, and covers a wide range of conditions including antenatal depression, postnatal depression, anxiety, perinatal obsessive compulsive disorder, postpartum psychosis and post-traumatic stress disorder (PTSD). If left untreated, it can have significant and long lasting effects on the woman and her family.

Health Visitors undertake emotional mental health assessments as part of the new birth and 6 to 8 week visits as well as when they have additional contact with mothers where appropriate.

If mothers are assessed as having perinatal mental health issues that are mild to moderate depression or anxiety then the Health Visitor can offer a low level cognitive behaviour therapy (CBT) intervention or access to self-help tools as part of a standard operating procedure. They also offer referral to IAPT (Improving Access to Psychological Therapies) or specialist services as required.

To raise awareness of perinatal mental health, an information leaflet is given out during pregnancy to all expectant parents.

To improve emotional health literacy, the following programmes are delivered by Health Visitors, Midwives and Children's Centres across Shropshire (who are currently jointly trained by the Public Health Children and Young People Team and the Parenting Team in Children's Services);

- Antenatal
- Understanding pregnancy
- Labour, birth and your baby programmes
- Online antenatal courses are also available in addition to an online postnatal course.

Health Visiting and School Nursing

Local Authorities are responsible for commissioning Public Health Nursing Services for 0-19 year olds and up to 25 where additional needs are identified. A new 0-25 Public Health Nursing Service contract was developed and put out to tender in 2016/17 which was awarded to Shropshire Community Health Trust commencing on 1st October 2017. The new service combines health visiting, Family Nurse Partnership and school nursing.

The 0-25 Public Health Nursing Service was designed to enable the tailoring of services to what is needed within communities across the county, improve accessibility of services and improve child health. These include;

Child health surveillance and development review

Child health protection, immunisation and screening

Information, advice and targeted support for families & young people with additional needs

Health promotion & prevention

Defined support in the early years & education settings for children with complex health needs

Mental Health in Children, Young People and Young Adults

There is an estimated 1 in 10 children between the age of 5 and 15 years with a significant mental health problem in the UK with approximately 4,000 children and young people in Shropshire estimated to have a diagnosable mental health condition. The most common presenting issues are related to self-harm, depression, domestic violence in the home, post abuse distress and drugs and alcohol misuse. Higher risk of developing a mental health condition is associated for children in care, those in contact with the youth justice system, children living in the most deprived households and children with caring responsibilities for other family members. School related problems are frequently cited to include bullying, learning difficulties, peer relationships or school related anxiety.

Children who are mentally healthy are able to develop psychological, emotionally, intellectually and spiritually. Mental health is accompanied by a sense of personal

wellbeing, an ability to get along with others, to be able to cope with the normal range of problems/setbacks and learn from them. It is estimated that up to a half of all mental health conditions could be prevented with the right interventions in childhood. Good mental health enables children to play and learn, develop a sense of right and wrong and make and maintain positive relationships.

Emotional Health and Wellbeing Service for 0 to 25 years

In May 2017, a new Emotional Health and Wellbeing Service for 0 to 25 year olds was commissioned by Shropshire CCG with supportive funding from Shropshire Council to build upon the previous Child and Adolescent Mental Health Services (CAMHS) for enhanced effective early help services. This service provides support 24 hours a day, 7 days a week in order to promote resilience, prevent mental health crisis and respond quickly to the presenting needs of children and young people in relation to mental health.

Services are delivered by the following organisations;

South Staffordshire and
Shropshire Healthcare
NHS Foundation Trust



South Staffordshire and Shropshire Healthcare NHS FT are the lead provider of the service providing community services, specialist treatment and crisis resolution for young people with mental health problems.

Contacts:

Compass (for new enquiries)

Phone: 0345 678 9021

Email: earlyhelp@shropshire.gov.uk

Website: <https://shropshire.gov.uk/early-help/practitioners/compass/>

Referrals from professionals

Phone: 0300 124 0093

Secure Email: 025SPA@sssft.nhs.uk



Delivery of health promotion, prevention and early help support as well as working with young people to aid transition/sign posting to other services or resources.

Drop in services with no referral required are available;

Every Thursday 2pm – 6pm

Palmer's Coffee Shop, Belmont Church, Claremont Street, Shrewsbury, SY1 1QG

Every Monday 2pm – 6pm

Hollinswood Neighbourhood Centre, 7 Downmead, Hollinswood, Telford, TF3 2EW

For questions or if you would like to know more please contact BEAM at; AskBeam@childrenssociety.org.uk



A 24 hour available online support service which can be accessed anonymously via phone, tablet, laptop or PC and offers peer support, self-help material and gives children and young people access to live forums.

Professional councillors for live online chats without referral for anyone aged between 11 and 25 years.

Access is at www.kooth.com

Hours for live chats with professional councillors

Monday to Friday: 12pm to 10pm

Weekends/bank holidays: 6pm to 10pm



Following a face to face assessment with the NHS Practitioner, the practitioner will discuss options available to you which might include the offer of Healios if this is the right care to meet needs.

Online psychological therapy service delivered by qualified practitioners and is available between 8am and 9pm, 7 days a week

More information available at: www.healios.org.uk/

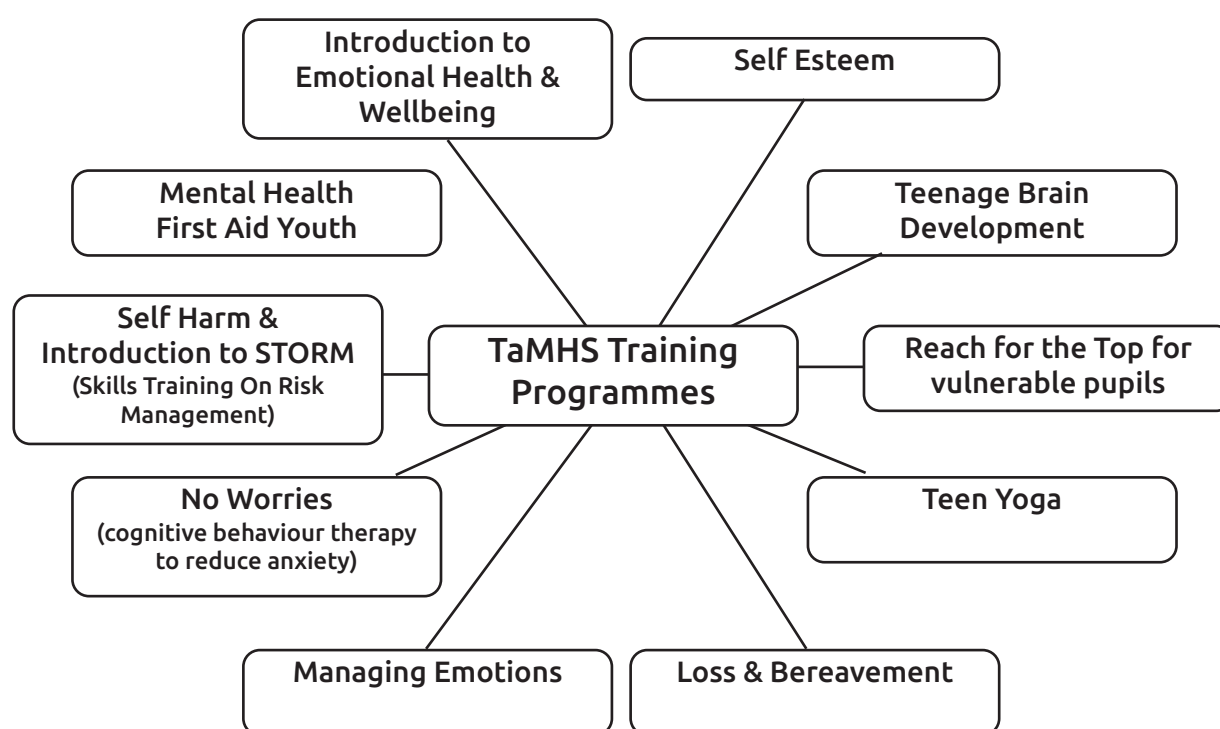
Targeted Mental Health Support (TaMHS)

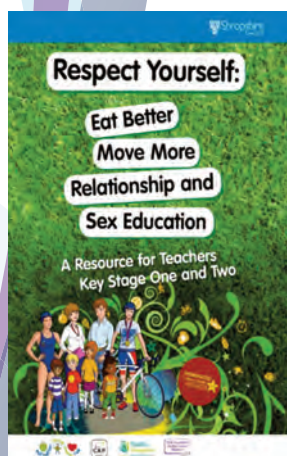
The TaMHS service provides support for schools and other organisations that provide services for young people (as well as professionals and volunteers) in order to promote emotional health and wellbeing and develop resilience in ages 0 to 19 years.

Shropshire was one of 25 sites across the country that ran a government funded targeted mental health programme for schools, which has subsequently been extended to include and support wider services that work with young people.

These services, professionals and volunteers across all settings are invited to attend training on issues such as self-harm, suicide prevention, loss and bereavement, anxiety, managing emotions, building self-esteem and relaxation. The purpose is to increase the local workforce knowledge base which enables professionals and volunteers working with children and young people to;

- i. Recognise early signs and symptoms of need
- ii. Provide practical examples of how to respond to the emotional needs of young people
- iii. Provide tips and strategies on what to do and say following identification of need

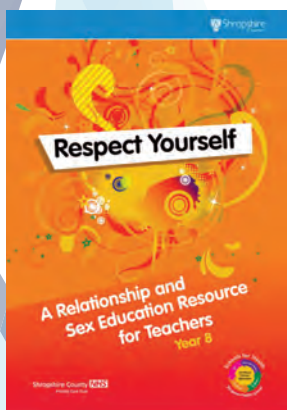




Personal, Social and Health Education (PSHE) with Schools

PSHE is a planned programme of learning through which children and young people acquire the knowledge, understanding and skills they need to manage their lives. It is the umbrella term under which schools deliver personal, social and health education issues including (but not limited to);

- Relationship and sex education
- Emotional and mental health
- Drugs and alcohol education
- Healthy eating
- E-safety



The work to support Shropshire schools is characterised by adopting a whole school approach. This work supports and complements TaMHS, is linked to schools' pastoral care system, school nurse CHAT service and Targeted Youth support. We support, advise and challenge our schools, heads and governors to adhere to key principles of effective practice and evidence based approaches.

The programme has supported the continuing low local teenage pregnancy rate as well as addressing key areas of safeguarding, discrimination and prejudice on LGBTQ issues, emotional and mental health and substance use.



PSHE young inspectors presenting on PSHE to FRESH (Fairness, Respect, Equality Shropshire) Ltd for Shropshire Equality Forum



Shropshire young people with Maria Miller MP who hosted a Parliamentary briefing on Relationship and Sex Education

Shropshire is recognised nationally for leading practice. The relationships and sex education work has won the national Children and Young People Now awards 2017, and is now being purchased by other authorities and schools, (including one in France).

This is the first year there has been an award for PSHE. The PSHE Education Award was one of 23 categories being showcased at the 'Children and Young People Now' awards. Shropshire's submission beat seven other contestants to win the PSHE Education Award category.

Healthy Outdoors for Schools

The Healthy Outdoors for Schools pilot project was launched during autumn 2016, to support schools to get children walking to increase their activity levels and aid a healthier lifestyle. Two schools: St. Leonard's School Bridgnorth (a large urban school) and St. George's School Clun (a small rural school), took part in the pilot. Both schools decided to start the Daily Mile with support from a funded Walking Co-ordinator from Walking for Health.

The schools embraced the initiative. Now running for a year, it is fully embedded into the school day and culture. Both schools adopted a whole school approach; meaning over 400 pupils are now walking or running a mile a day within the school day. Each school has given the Daily Mile their own individual stamp.



As part of the offer, links with schools and their local environment / community were encouraged, including promoting local walking opportunities for families to adopt in their leisure time.

Evaluation results from the pilot are very positive, with most staff saying they would recommend it to other schools, "Just try it!" a teacher commented.

"Initially a lot of classes were going out at the same time, which caused problems. Now we stagger it and that is fine. More flexible now."

"They really love doing it...all join in", they "do it every day. Great as refocuses them and they are ready to learn"

"I've got one little girl who always spends her playtimes in the cloakroom area, so this is an opportunity to ensure she is outside and is walking"

Further information:

Helen Foxall Walking Coordinator
email: helen.foxall@shropshire.gov.uk
phone: 01743 255059

Clare Fildes Outdoor Partnerships Enterprise Manager
email: clare.fildes@shropshire.gov.uk
phone: 01743 255067

Outdoor Partnerships, Shropshire Council, Shirehall,
Abbey Foregate, Shrewsbury. SY2 6ND



Living Well

Working together to improve health

As we age the risk of developing high blood pressure, heart disease and type 2 diabetes increase. Spotting the early signs and helping preventing the onset of these conditions is key to staying healthy for longer.

NHS Health Check

The free NHS Health Check offers an opportunity to identify many hidden health risks and plan for action.

If you are between 40-74 years of age, and have not been diagnosed with an associated condition, you should expect to receive an invitation to attend from your GP or the local authority, once every 5 years, whilst remaining eligible.

The check involves:

- a face-to-face meeting with a trained professional who will carry out simple blood tests and basic measures, also asking questions relating to daily living activities
- a risk management element will allow personalised feedback of results, providing advice and support to reduce associated risk factors, and where appropriate onward referral to health improvement services or GP

More information on the NHS Health Check is available from the Healthy Shropshire website at:

<http://www.healthyshropshire.co.uk/topics/nhshealthcheck/>



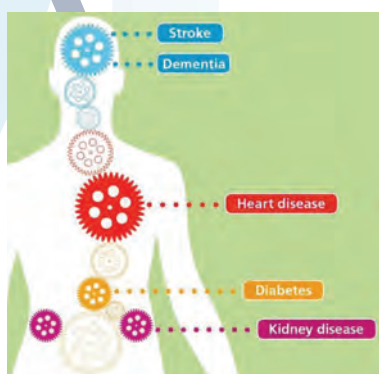
NHS Health Check within Shropshire

Shropshire Council and the Public Health Department have a responsibility to ensure the NHS Health Check is available for all eligible Shropshire residents. Consequently, collaborative working between General Practice and Shropshire Public Health to provide the service, has enabled both invites and take-up of the service to continue to rise year-on-year, with over 8500 Patients attending during 2016-17. The close working between organisations has also enabled essential follow-up lifestyle interventions based within General Practice and the community settings to be made available, addressing lifestyle risks such as Weight Management, Smoking and Physical inactivity.

Our Aim

- To ensure the total number of eligible individuals from 2013 have received a first invitation by April 2018
- To record a year on year increase in the take up of the NHS Health Check invite
- To increase opportunities to access NHS Health Checks

Current trends indicate a continued year on year increase in activity, with all Shropshire General Practice's now participating. The Public Health Help2change provider team are also supporting practices who may have limited capacity to offer appointments, often utilising the Help2change community mobile NHS Health Check Clinic.



help2change freehealthcheck

Each year over 500 people will have avoided a major cardiovascular incident, such as a heart attack or stroke, as a result of treatment following their NHS Health Check

'A new case of raised Blood pressure is found every three to four NHS Health Checks, with a new diagnosis of hypertension made every 30-40'

'A new diagnosis of diabetes is made for every 80-200 NHS Health Checks'

'A person with cardiovascular risk $\geq 20\%$ is identified every six to ten checks'

Source: NHS Health Check Programme evidence synthesis January 2017 'University of Cambridge'

'For every 110 people having a check 1 person is diagnosed with type 2 diabetes'



Help2Slim is a weight management service for obese patients. Currently 1,000 people are treated per year.

Obesity is the main risk factor for type 2 diabetes and significantly increased risk of heart disease, stroke, dementia and cancer

Diabetes alone accounts for one tenth of the entire NHS spend

Diabetes in Shropshire costs the NHS £47m per year and Social Care £8.3m per year

For further information on weight management please call 0345 678 9025 or visit the Healthy Shropshire webpage for;

- **Weight management:** www.healthyshropshire.co.uk/topics/weight-management

Topics include:

Weight management & pregnancy	Free local weight management service	Fit families	BMI Check
-------------------------------	--------------------------------------	--------------	-----------

- **Physical activity:** www.healthyshropshire.co.uk/topics/physical-activity

Topics include:

Help to become more active	Exercise on referral	Benefits of physical activity	Ideas for keeping active
----------------------------	----------------------	-------------------------------	--------------------------





"Excellent service & practitioners, highly recommended"

"Being able to text is great"

"Very pleasant and caring, nothing was too much trouble. Wouldn't have done it without your support"



Help2Quit continues to provide the most effective method of quitting smoking, combining specialist behaviour change support along with a range of stop smoking medications. In 2016/17, over 2,000 quit attempts were made with the service.

During 2016/17 regulations that require picture warnings covering 65% of both sides of the pack were introduced. Other measures include: a ban on distinguishable flavours, including menthol; the regulation of e-cigarettes; and measures to reduce tobacco smuggling.

Smoking in Shropshire costs the NHS £11.1m per year and Social Care £7.4m per year

Cigarettes are to be sold in packs containing a minimum of 20 sticks. Regulations requiring standardised packaging also came into force.

For expert help and advice on quitting smoking call 0345 6789 025 or visit www.healthyshropshire.co.uk/topics/stop-smoking

Help2Quit are also on twitter @Help2QuitShrops

Adult Mental Health

Ensuring our population has good mental health is important as it impacts on all aspects of people's lives, including links with good physical health, social participation, developing personal relationships, education, training and ability to fulfil potential in employment opportunities as well as a key component in nurturing resilient communities.

A recent study commissioned by the West Midlands Combined Authority⁵ (2017) identified that poor mental health has a financial cost in the West Midlands of over £12 billion per year (equivalent to £3,000 per person living in the region) comprised of cost of health and social care, employment costs (through loss of output in the local economy, sickness absence and unemployment) and estimated adverse human costs from reduced wellbeing and quality of life. This has significant implications for the Shropshire economy given a 1 adult in 6 prevalence of having a common mental disorder in England (equating to 1 in 5 women and 1 in 8 men)⁶.



Shropshire's
**GREAT
OUTDOORS**



The Shropshire Wild Teams are groups of conservation volunteers who are using mental health services, primarily secondary services, as well people with learning disabilities.

The Shropshire Wild Teams was originally set up with Public Health funding to engage with people leading sedentary and/ or isolated lives as a longer term preventative strategy to minimise future deteriorating health and the resulting increase in costs for further health care interventions.

⁵Mental Health in the West Midlands Combined Authority. A report for the West Midlands Health Commission. January 2017. K. Newbigging and M. Parsonage. Available at: <http://www.birmingham.ac.uk/Documents/college-social-sciences/social-policy/HSMC/news-events/2017/mental-health-in-the-west-midlands-combined-authority.pdf>

⁶Adult Psychiatric Morbidity Survey 2014. Available at: <http://content.digital.nhs.uk/catalogue/PUB21748/apms-2014-full-rpt.pdf>

Many of these are the most marginalised and disadvantaged within our communities. The Wild Team initiative quickly evolved to focus on those using mental health services, primarily secondary services, as well people with learning disabilities. The public cost of caring and supporting individuals using these services can be expensive, regularly resource intensive and nearly always long term.

"Thank you, this year has been one of the most difficult I have had to face and your support and positive outlook has made a huge difference. I don't often get lost for words but the days I have spent out with you and the team have made a real difference and I don't quite know how to say thank you... I have started to reduce my meds and touch wood I seem to be returning to my old self bit by bit. I genuinely would have been lost without wild teams this year and I hope that it continues to be a success. The new job will hopefully get me back in the loop and leave me time to pursue what I really want to do. I feel like I often left the house on a Monday morning feeling utterly lost and hopeless only to return after a day with you with more than a flicker of hope!!"

Volunteer GF Tigers

Serious and chronic mental illness commonly manifests in two main criteria; inactivity and isolation. Along with the added chaotic lifestyle many experience during periods of relapse or crisis, the longer term prognosis for many can be poor, resulting in deteriorating health issues and further complex interventions.

The Wild Team's approach to supporting people have been built on the growing evidence base that confirms the physiological and psychological benefits all of us experience from spending time within natural environments, from reducing heart rates and blood pressure to the release of serotonin and feelings of general well-being.

About Shropshire Wild Teams video



"The group is sometimes the only time I get to socialise so it is very important to me. I now look forward to Thursdays as it gives me a purpose. I have learned so many new skills and made a lot of new friends. I find the group very useful as it builds confidence and social skills. Way back in September I was a bit dubious about it but soon forgot most of my fears that I had. I am really enjoying the work we are doing and when get to work with groups like the National Trust. I find it so rewarding."

Volunteer Bridgnorth Zombies

Other benefits of the Wild Teams include;

- The opportunity to get out to meet others when previously they would stay at home throughout the week, maybe only leaving to shop for essential items.
- Feelings of belonging to part of a new unexpected social group, some for the first time in years.
- Gaining genuine new skills that have enabled an awakened confidence and realisation that personal agency and the ability to move on is a possibility open to them.
- Finding work is a goal may previously have been one kept private from others due to a lack of self-belief often from earlier "failures." However talk of the possibility of work in the future is one that is now heard within all of the Teams.

The Impact to the People

51 volunteers , 5 went on to find work

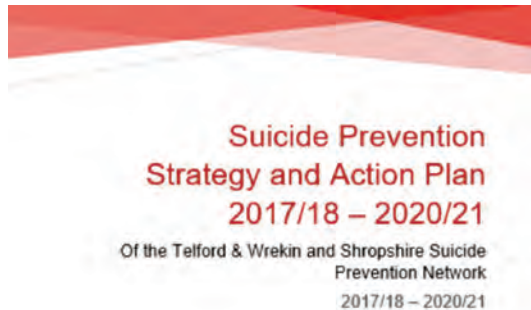
Benefits include:

- Increased personal and social confidence
- Overcoming depression, anxiety and agoraphobia
- Reduction in self harm incidents
- Skills development

The Impact on the environment

- Habitat management
- Footpath maintenance
- Hedge laying
- Gate installation
- Wildlife survey work

Self harm and suicide prevention



Suicide is preventable, and its risk factors can be screened for. Suicide is the leading cause of premature deaths in men younger than 50, which means that more men die of suicide in the UK than heart disease, cancer, heart attack or in road traffic accidents. People who are bereaved by suicide are at three times the

risk of making a suicide attempt themselves. There is also growing evidence of the association between self-harm and increased risk of death by suicide, even though many people who self-harm do not intend to take their own life.

Between 2013 and 2015 there were 50 deaths recorded as suicide in Telford and Wrekin and 81 deaths recorded as suicide in Shropshire. These numbers are likely to be underestimated due to the legal necessities for categorising a suicide death.

It is clear that, although our region has a suicide rate that is similar to the national average, more work needs to be done to support those people who are at risk and those who are affected by suicide. Suicide affects all types of people and communities and is linked to a wide variety of factors including depression, alcohol and drug misuse, unemployment, family and relationship problems, social isolation and loneliness.

A Shropshire and Telford Wrekin Suicide Prevention Network was formed in September 2016 which invited a range of stakeholder organisations from across both Local Authority areas, NHS, voluntary and community sector, police, emergency services and more to work together to decide how we are going to reduce the number of suicides locally and how to best mobilise our resources to ensure vulnerable and at risk people are able to quickly and easily access the appropriate support they need.

As a result the Suicide Prevention Network has produced a Joint Suicide Prevention Strategy for Shropshire and Telford and Wrekin (available here) which aims to;

- Raise awareness of suicide risk, promote access to support services (including those bereaved by suicide) from a wide range of sources (not just health services).

- Encourage more people to talk about self-harm, suicide and the risk factors associated with suicide in order to destigmatise and encourage people to seek help when they feel it is needed.
- Provide those who have a public facing role to have confidence in signposting people affected by suicidal thoughts to the services that could best help them.

Delivery of the Strategy in Shropshire is managed by the Shropshire Suicide Prevention Action Group (a sub group of the Network).

For more information about Shropshire's Joint Suicide Prevention Strategy visit <http://www.shropshiretogether.org.uk/mental-health/>.

Anyone needing support should call the Samaritans 24-hour support service on **0116 123** or make an urgent appointment to see their GP.

To access mental health services, in Shropshire call 0300 124 0365 or visit <http://mentalhealth.sssft.nhs.uk/>.



Zero Suicide Alliance Free Suicide Awareness and Prevention Training

The Zero Suicide Alliance have produced a 20 minute training video to help everyone spot the signs in someone contemplating suicide and advice on how to intervene using a range of scenarios.

Access the Zero Suicide Alliance webpage for a wide range of resources and access to the training: <http://zerosuicidealliance.com/>



Could you spot the signs in someone contemplating suicide?
Even if you could, how confident would you be to intervene?
... read on to find out how YOU could prevent a tragic death by suicide, and it'll only take you 20-30 minutes!

Drugs and Alcohol Action Team (DAAT)

Shropshire DAAT along with SRP and in conjunction with the Shropshire Recovery Network, has formed a team in order to enter the Changes UK Five a Side Football Tournament.

Organised by Changes UK, a Birmingham based recovery charity, the tournament is in its second year and took place on the 3rd March at the Powerleague Football Centre in Yardley, Birmingham.

This is the first year that Shropshire have participated in the tournament. The team, made up of service users and individuals in recovery have been supported by Shrewsbury Town Football Club who have very kindly donated the kit.

Even before the first game, participation in the tournament has been a fantastic opportunity and experience for all involved. As well as an organised initial team building exercise at The Shrewsbury Sports Village the players themselves have also organised some extra football training. The tournament itself will be a great chance for the players to meet other Service users, peers and those in recovery from across the UK.



Picture of the team on the day

Details about the team's participation and progress in the tournament can be viewed on the DAAT's twitter feed @Shrop_DAAT.

It was a fantastic day even though the weather was very wet indeed. Shropshire won the very first game they played which was brilliant. There were unfortunately no further victories against some very good other teams. There were however a lot of very positive comments from other participants about the Shrewsbury Town kit and also the enthusiasm that the whole team showed, playing through injuries and exhaustion! A very positive experience for all involved and it is hoped that Shropshire can again send a team in 2019.

Willowdene Farm Women's Recovery Centre

“to stimulate, encourage and promote a purposeful offending and substance free lifestyle in a working society”

The Willowdene Farm site in Chorley near Bridgnorth is a purpose built women's only recovery centre and is available to women offenders who are over 21 years old and are at risk of custody.

The Women's Recovery Centre (WRC) provides support for women to engage in therapy, skills training, thinking skills development, work focused activity and to overcome alcohol and/or substance misuse dependence to achieve sustainable recovery. There is also opportunity to gain skills qualifications.

The purpose of the recovery programme is to remove the women from their offending lifestyles, giving them focused time to turn their lives around. The programme will consist of recovery-orientated treatment that helps women overcome their dependency issues and in turn reduces the harm that addiction causes to our communities. The programmes are designed with the individual and their families at the heart of their recovery plan, enabling them to take greater responsibility for rebuilding their lives and shaping their future.

Access to support is not reliant on housing benefit and, therefore, enables the women to retain their homes without further impact on any other household member. This should enable the offender to return to a stable environment when reintegrated.

Link to the Women's Residential Programme Leaflet for;

- Offenders:
<http://www.westmerciaprobation.org.uk/document/Page/womenresidentialoffender.pdf>
- Professionals:
<http://www.westmerciaprobation.org.uk/document/Page/womenresidentialprofessional.pdf>





The UK Recovery Walk 2018: Shrewsbury

The UK Recovery Walk celebrates the achievements of people in recovery from drug and alcohol dependency, alongside promoting the work of treatment services. The walk also gives the opportunity to demonstrate that recovery is possible and challenges the stigma often associated with drug and alcohol dependency.

Following a very successful campaign, Shrewsbury won a national public vote to host the UK Recovery Walk in 2018, the 10th anniversary of the walk. Each year around 5000 people travel from across the country to participate in the event

Service users and members of the recovery community are fully involved in the every aspect of the planning process. In addition to celebrating recovery, the recovery walk will give an opportunity to raise awareness of drug and alcohol dependency and challenge the stigma linked with substance misuse. The opportunity of hosting the walk will also create a lasting legacy for recovery in Shropshire, bringing together disparate recovery communities across the county, which can be isolated due to the rurality of the county.



Ageing Well

As we age it is NOT inevitable that we will have poor physical or mental health nor have to be considered “over the hill”. There is a good proportion of older people who live life to the fullest and which can be enhanced through being actively, mentally and socially engaged within society, providing benefit both to themselves and to others.

Older people have a lifetime of experience to offer with many across Shropshire who make fantastic contributions within their communities providing informal carer services as well as providing key links with many of our voluntary and charitable organisations. This includes volunteers who deliver meals-on-wheels, staff community clubs, run shops and cafes in hospitals and do much more besides.

We do however, recognise that as some people age they will require additional support over and above that which is available through our Living Well programmes. Therefore, Shropshire Public Health's Ageing Well programmes focus on interventions to both reduce risk of avoidable injury and hospital admission as well as promoting resources to help people remain comfortable in their own homes and be safe and well for as long as possible.



Falls Prevention

One third of people aged over 65, and half of those aged over 80, fall at least once a year. In Shropshire, it's estimated that around 400 older people fall every week, with 1 in 5 of these falls resulting in significant injury.

Approximately 10 people aged over 65 years fracture their hip each week in Shropshire; 8 out of 10 of these fractures result from a fall.

Falls are very expensive; in a study in Torbay, health and social care costs in the first year following a fall amounted to 4% of the hospital budget and 4% of the adult social care budget.

Many older people are frightened of falling and are reluctant to talk about it. But falls are not an inevitable part of ageing. They can be resistant to messages about falls prevention and reluctant to talk about it because they:

- Are frightened of falling and don't believe anything can be done
- Believe the myth that falls are just a part of growing older
- Believe falling is just a matter of chance or will never happen to them
- Deny they are at risk because they see a fall is a sign of weakness or inability to manage.

But falls are NOT an inevitable part of ageing, and we know that while the causes of a fall may be complex, there is plenty that can be done to reduce their risk.

We've taken a new approach by helping those who have concerns, to help older people at vulnerable to falls. We've made available a range of national self-help resources to raise awareness of the action people can take to reduce their risk of falls, bringing them together for easy access into a single web-page. "Let's talk about the F-word" provides a range of practical suggestions, on-line interactive tools and resources to help someone stay safe and avoid falls. These include the NHS approved 'Falls Assistant, (an in-depth tool to self-assess the key falls risks relevant to an individual and act on the self-management advice and support provided), an interactive check for falls hazards in the home and practical exercises to help build strength and balance.

To let people know about 'Let's talk about the F-Word; we've worked with Age UK Shropshire, Telford and Wrekin to run a 6 month (June to December) social media campaign using Twitter and Social media, aimed in particular at adults of working age who may be concerned about a parent, grandparent or friend. Our "Let's talk about the F-Word campaign" is a call to action, encouraging people to use these resources to help prevent future falls. Health and social care professionals are also using the site to help people to look after themselves.

If you are concerned about yourself, an ageing parent, family member or friend go online to <http://www.healthyshropshire.co.uk/topics/ageing-well/preventing-falls/>

This includes information, advice and links for;



Falls Assistant: interactive tool to understand risk, how to reduce risk and exercises to improve mobility and balance



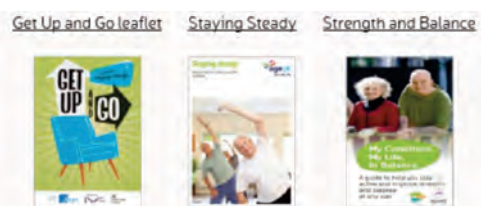
Strength and Balance exercises for healthy ageing: instructions and advice for information



Mobility and Balance: a simple test to indicate need to improve strength, gait and balance



Fall check home safety: an interactive check of the hazards in the home that might cause a fall



A selection of printed material and videos are also available online at <http://www.healthyshropshire.co.uk/topics/ageing-well/preventing-falls/>

For those who don't have access to the internet, you can visit your local library and ask for information on the Let's Talk about the F-word campaign.

Dementia

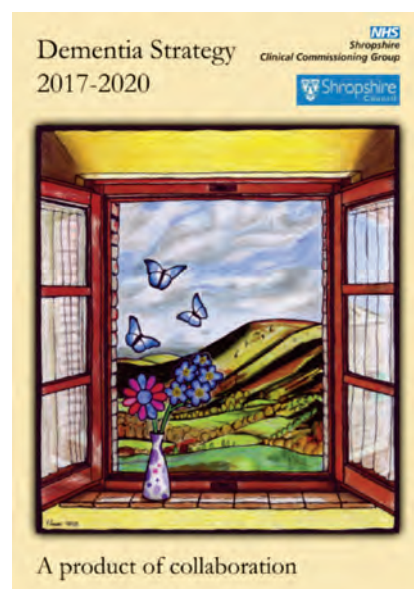
Dementia is a condition that has a significant detrimental impact on those who live alongside it, not just those who have the condition. Dementia is also considered to have the biggest financial impact of all of the long-term conditions, costing the economy nearly double that of cancer.

Recognising that age is the biggest risk indicator for developing dementia and projections show that by 2031, 45% of the south Shropshire population will be over 65 years of age (and will be among the three oldest populations across England and Wales), a Shropshire dementia strategy for 2017 to 2020 has been produced. This Strategy is for people who;

- Live with dementia
- Provide support for people with dementia
- Are affected by dementia and
- Anyone interested in learning about what we in Shropshire are planning to do to help improve the lived experience of the condition

Although full details of the Strategy can be found on the Shropshire Choices website (link to webpage and Strategy), in summary the key aims of the Strategy are to;

- Increase community-based options available for people with dementia to promote a better quality of life for people living with the condition.
- Reduce the number of people with dementia who experience unplanned admission to the acute hospitals.
- Reduce the amount of time that people with dementia spend in hospital once they are admitted.



In addition to the release of the dementia strategy, key dementia achievements for Shropshire during 2016/17 include;

- Commissioned dementia support service provided on a one-to-one basis or with family to promote independence and prevent hospital or care home admission where appropriate
- Dementia companion support worker services have been implemented in Ludlow and Oswestry where an assigned individual will help each person diagnosed with dementia (which may include their carer) through their journey. This includes the design of memory clinics within GP practices in Ludlow and Oswestry to create improved links with primary care and provide a familiar place to attend.
- The Dementia Action Alliance is continuing to work towards creating dementia friendly communities to improve the lives of people living with dementia and their carers.

For further details on the range of support available for dementia, please visit the Shropshire Choices website at <https://www.shropshirechoices.org.uk/dementia>.



Simple advice for keeping yourself healthy

The following Public Health 10 tip lifestyle messages are for people of all ages. For further information, ideas to help you achieve these tips and details of local programmes please visit the Healthy Shropshire website at www.healthyshropshire.co.uk.

1. **Stop Smoking:** If you smoke, quitting is probably the greatest single step you can take to improve your health. It doesn't matter how many times you have tried to quit - you CAN STOP smoking, and you are four times more likely to stop smoking successfully with a stop smoking service than you are alone. To find your local service call 0345 6789 025.
2. **Keep a healthy weight:** 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.
3. **Be physically active:** There are many forms of exercise and everyone can benefit from doing a little more, more often. Physical activity is everything from everyday activity, to playing sports or joining an exercise class. Increasing our everyday demanding activities such as gardening, climbing the stairs, mopping the floor or walking the children to school instead of driving, can be a good place to start to increase physical activity levels. You may, however, prefer to join a sports club, an exercise group, or a walking group and enjoy a more social element when exercising.
4. **Drink alcohol within sensible limits:** To keep health risks from alcohol at a low level (such as increased risk of cancer, diabetes, cirrhosis of the liver and heart disease which are linked to regular drinking to excess), you are safest not to regularly drink more than 14 units per week (around 7 pints of average strength beer or 7 175ml glasses of wine). This applies to both men and women. If you are pregnant or planning a pregnancy, the safest approach is not to drink alcohol at all, to keep risk to your baby to a minimum.
5. **Eat a healthy, balanced diet:** Eat at least 5 portions of a variety of fruit and vegetables each day. Fruit and vegetables are also usually low in fat and calories (provided you don't fry them or roast them in lots of oil). That's why

eating them can help you maintain a healthy weight and keep your heart healthy. Cut down on fat, salt and added sugar. For more guidance on eating well, please visit the Healthy Shropshire Eatwell page at <http://www.healthyshropshire.co.uk/topics/healthy-eating/what-is-a-balanced-diet/eat-well-plate>.

6. **Use NHS Screening services:** Take up opportunities for screening when you are invited to participate in NHS screening programmes including breast, bowel cancer, cervical, diabetic eye, abdominal aortic aneurysm and programmes during pregnancy and for babies. The NHS Health Check is also freely available for anyone aged 40 to 74 years to identify hidden health risks and plan for action.
7. **Look after your sexual health:** This means enjoying the sexual activity you want, without causing yourself or anyone else any suffering, or physical or mental harm. Sexual health is not just about avoiding unwanted pregnancy or Sexually Transmitted Diseases (STIs) – But using a condom will help with both. Sexual health services are free and available to everyone regardless of sex, age, ethnic origin and sexual orientation. In Shropshire clinics are provided in Shrewsbury, Ludlow, Whitchurch, Oswestry and Market Drayton, all providing methods of contraception, (including long acting methods) and screening, testing and treatments for sexually transmitted diseases and HIV.F or more information on Sexual Health Services in Shropshire please visit www.openclinic.org.uk.
8. **Manage your stress levels and emotional wellness:** Mental health and wellbeing is relevant to everyone, it's how we feel and how we cope which can change from day to day. You can have good wellbeing even if you have been diagnosed with a mental illness – it's all about having a good quality of life. Talking things through, relaxation, physical activity and maintaining a balanced diet can help, as well as ensuring a good work/life balance by developing interests outside of work can help reduce stress and improve productivity.
9. **Take up opportunities for flu immunisation:** If you are over 65, or if you are under 65 and are pregnant or have long term health condition, have your annual flu immunisation.
10. **Form relationships and connect with others:** Volunteering, joining an interest group or activity in something you enjoy or may like to learn and making time to speak to someone can be good ways of connecting with other people and making new friends. Being around people that we can talk, laugh and enjoy spending time with has many positive impacts on both physical and emotional health.

5 Ways to Wellbeing

There are 5 steps we can all take to improve our mental wellbeing which are presented below.



Connect... with the people around you. With family, friends, colleagues and neighbours. At home, work, school or in your local community. Think of these as the cornerstones of your life and invest time in developing them. Building these connections will support and enrich you every day.



Be active... Swap your inactive pursuits with active ones. Go for a walk. Step outside. Cycle. Play a game. Garden. Dance. Walk or cycle when making short journeys. Being active makes you feel good. Most importantly, discover a physical activity you enjoy and that suits your level of mobility and fitness.



Take notice... Be curious. Catch sight of the beautiful. Remark on the unusual. Notice the changing seasons. Savour the moment, whether you are walking to work, eating lunch or talking to friends. Be aware of the world around you and what you are feeling. Reflecting on your experiences will help you appreciate what matters to you.



Keep learning... Try something new. Rediscover an old interest. Sign up for that course. Take on a different responsibility at work. Fix a bike. Learn to play an instrument or how to cook your favourite food. Set a challenge you will enjoy achieving. Learning new things will make you more confident as well as being fun.



Give... Do something nice for a friend, or a stranger. Thank someone. Smile. Volunteer your time. Join a community group. Look out, as well as in. Seeing yourself, and your happiness, linked to the wider community can be incredibly rewarding and creates connections with the people around you.