

# Public Health Annual Report 2016-2017

Women and Girls' Health  
Recommendations Update



# Start Well Maternity – Smoking in Pregnancy

## **Appoint a dedicated Smoking in Pregnancy Lead.**

- Dedicated Smoking in Pregnancy Lead appointed in May 2017 within the local Smoking Service.
- Offering home visits and providing stress management support to help pregnant women and partners cope with the stresses associated with quitting smoking.
- Supporting all pregnant women to identify a “Quit Buddy” to support them through their quit journey.

## **Review Referral Pathway so all pregnant women are able to access support to stop smoking.**

- “Opt Out” referral pathway reviewed and standardised in consultation with Midwives and Family Nurse Partnership (FNP), enabling seamless access as early as possible during pregnancy.
- Supply of CO monitors and consumables/resources to midwives including training.
- Systematic approach to CO monitoring adopted at every visit.

## **Promote Stop Smoking Service and financial incentive scheme for all pregnant women.**

- Promotion and extension of financial incentive scheme for pregnant women to encourage attendance at Stop Smoking Service.
- Outcome: Increased referrals into service, early indication of improved Smoking At Time Of Delivery rate from 19.3% in 2015/16 down to 16.4% (PHE Tobacco Control Profiles 2018).

# Start Well Maternity - Breast Feeding

## **Ensure all women and their families have the information, support and skills to breast feed and introduce solid food at six months.**

- All new women are booked onto antenatal workshops which includes infant feeding information and an introduction to available support in Halton.
- All mums are contacted and offered infant feeding support at discharge.
- Those who are breast feeding are offered further 1:1 support and are invited to groups.
- When baby is 3-4 months old parents and other family members are invited to take part in a workshop around introducing solid foods in preparation for when baby is 6 months.

## **Raise awareness and support of breast feeding in the community.**

- Social media campaigns each year on breast feeding, including facts around breast feeding, breast feeding role models and how the community can support a breast feeding mum.
- An annual event for International Breast Feeding week, including the Big Latch On, brings the community together to celebrate and raise awareness together.

## **Support women who choose to bottle feed with information and skills to do so safely.**

- Infant feeding team contact all mums at discharge to discuss their feeding plan and ensure mums who are using formula or expressed breast milk understand how to make up a bottle safely, storage of milk, and responsive and pace feeding.

# Start Well Girls – Mental Health

## **Improve the early identification and support of children and young people with mental health difficulties.**

- Mental health services for children and young people are now using a 'Thrive' model, which aims to improve access to support and services. All schools and colleges have a mental health link worker and mental health community hubs are in place.

## **Consider further investment in programmes that build emotional resilience and self esteem in children and young people.**

- The healthy schools programme is offered to all schools and helps schools to build happy resilient children through improving physical health, physical activity and mindfulness. Training programmes have been offered to parents to help them to support their children's mental health.

## **Provide mental health support that is easily available, timely, without stigma and effective.**

- Halton is signing up to 'Time to Change' which aims to break down the stigma associated with mental health. The Thrive model aims to make services easily available and timely and community mental health hubs are available.

# Start Well Girls – Physical Activity

**Talk to girls and their families in Halton about barriers to physical activity and what physical activities they would like to take part in.**

- Continued consultation and dialogue with local community regarding local opportunities for physical activities, with a focus on young girls and women in line with 'This Girl Can' to encourage participation rates.

**Identify the current provision and gaps for physical activity for girls in Halton.**

- Active Halton Steering Group have mapped current provision and looked at gaps.

**Improve and promote the available physical activities for girls and their families in Halton.**

- There are over 100 community low cost physical activity sessions with a high number of exercise classes attended by girls. Physical activity rates in Halton have increased by 2% (2017-18 Sports England Active Lives).
- Further promotion of offer is planned for 2018-19.

# Live Well – Women – Mental Health

## **Establish Halton as a suicide safer community.**

- Halton has been working with Champs (Cheshire and Merseyside Public Health Collaborative) to complete the accreditation process for Suicide Safer Community Status across the Cheshire and Merseyside footprint. All evidence has not been submitted and we are hoping to hear if we have been awarded Suicide Safer Community Status very soon.

## **Extend mental health and suicide awareness training across Halton to reach more professionals and members of the community.**

- Since April 2017 over 1000 people (over 700 adults and around 300 young people) have been trained in Suicide Awareness and Mental Health First Aid.
- Training has been provided to a wide range of local professionals and agencies including staff and pupils in Halton's schools and colleges, Housing Trusts, Department for Works and Pensions, homelessness and substance misuse services, police, veterans, women's refuge services, as well as a variety of third sector organisations and community peer supporters.
- The training is still being delivered and reaching new people every week.

## **Work with all agencies to ensure that their services best meet the needs of people experiencing mental health issues.**

- The delivery of mental health and suicide training across a variety of settings can only help to ensure that we have a community of people who are better prepared to deal with their own mental health and to support others experiencing difficulties.
- Halton has also rolled out the Time to Change Pledge for local employers showing a commitment to change how we think and act about mental health in the workplace.
- MARS (Mental Health and Resilience Framework) has been adopted by a number of schools and is continuing to be rolled out.
- In addition, Halton has successfully engaged the retail sector in mental health awareness, providing training and support to Community Ambassadors and staff within Runcorn Shopping City.

# Live Well – Women – Cancer Screening

## **Use local and national campaigns to encourage young women to have cervical screening when they are first offered it.**

- Halton has continued to locally support a number of national campaigns and engage in local activity, including the Be Clear on Cancer Cervical Cancer campaigns and working with Jo's Trust to encourage greater uptake of cervical screening.
- In addition, we have worked across local services to make sure women have more access to cervical screening appointments at times that suit them best.

## **Work with local general practices to reduce the variation in uptake of all three cancer screening programmes across Halton using practice champions, training and targeted support.**

- We have continued to support local GPs and services to help improve the call and recall processes for all cancer screening programmes and improve access to tests, providing targeted support to those practices with the lowest uptake rates.
- In addition, we have particularly targeted low uptake of bowel screening across Halton, providing dedicated support to practices to identify and support patients who may not have returned their Bowel Screening Kits.
- This resulted in a significant increase in bowel screening in those practices.

# Live Well – Women – Alcohol

## **Use local and national campaigns to highlight to women the harms of drinking above the recommended guidelines.**

- National and regional evidence-based campaigns, Alcohol Awareness and Drink Less Enjoy More (DLEM) are adapted and delivered locally to raise awareness of alcohol-related harms and the recommended guidelines. Part of this work has included advice on pre-loading and the associated risks with a focus on young women to encourage sensible drinking.
- Delivery of alcohol education within local school settings via Healthitude, R U Different, Amy Winehouse Foundation, Cheshire Police and the Alcohol Education Trust.

## **Train staff in local services to identify women who drink above the recommended guidelines and to support them reducing their alcohol intake.**

- There is IBA delivery across a range of adult local authority services, criminal justice and healthcare settings including Midwifery, Family Nurse Partnership (FNP), Health Visiting and Children's Centres to support women and families.

## **Ensure local treatment services are friendly and accessible so that women can get the support they need.**

- Through contracting of our specialist provider CGL we ensure local treatment services are friendly and accessible so that women can get the support they need.
- Outcomes: Reduction in hospital admissions for females for alcohol related conditions from 2,036 (2015/16) to 1,920 (2016/17) per 100,000 of population and a reduction in hospital admissions for females in alcohol specific conditions from 700 (2015/16) to 552 (2016/17) per 100,000 of population (PHE Health Profiles 2018).



# Age Well – Women – Social Isolation

## **Actively recruit and train new Sure Start To Later Life volunteers to support older, lonely, isolated and vulnerable residents of Halton.**

- Sure Start to Later Life continues to provide an information service to help Halton residents over the age of 55 to live a happy and independent life.
- Sure Start offers information, advice and a wide range of activities that enable older people to take an active part in the community.
- Sure Start to Later Life actively recruits and trains new volunteers to support older, lonely, isolated and vulnerable residents of Halton. Last year the team delivered 1,218 hours of volunteer time.

## **Deliver outreach sessions to other teams, groups and organisations to raise awareness of the Sure Start To Later Life team, referrals and the potential outcomes for people who access the service.**

Referrals into Sure Start to Later Life have increased as part of this work. Last year 421 new referrals received direct 1:1 support by the Sure Start team.

## **Expand the use of the Loneliness Tool in services to identify people in Halton who are at risk of being or becoming lonely and isolated and to measure the result of accessing Sure Start To Later Life Services.**

- Work has been undertaken by the team to expand the use of the Loneliness Tool in services to identify people in Halton who are at risk of being, or becoming, lonely and isolated.

# Age Well – Women – Falls

**Increase awareness of falls prevention and falls safety within the community and service providers to help people age well in Halton.**

- Work continues across the Borough to increase awareness of falls prevention and falls safety within the community.

**Monitor and improve falls services through the existing Falls Steering Group with all key partners.**

- A training programme for frontline service providers is in place to help support people age well in Halton.

**Develop a new Falls Strategy and Action Plan for 2018.**

- A new Falls Strategy and associated action plan is currently in development for 20-18-2023.
- As part of this work there are a number of work streams focusing on different parts of the falls pathway – health promotion, secondary prevention and recovery post falls.
- A multi-agency clinical working group has been set up to review the current service against NICE guidelines and make recommendations for service changes/development.