

REPORT TO: Health and Wellbeing Board
REPORTING OFFICER: Director of Public Health
DATE: 27th March 2019
PORTFOLIO: Health and Wellbeing
SUBJECT: Champs Public Health Collaborative Strategic Delivery Plan
WARDS: Borough Wide

1. PURPOSE OF REPORT

The purpose of this report is to provide a high level overview to the Board on:-

- a. The achievements and progress of the Champs Collaborative April 2017- April 2018.
- b. The Champs Collaborative Strategic Delivery Plan 2018 – 2020, which summaries key achievements and outlines the Programme objectives for 2018-20 (Appendix A)

2. RECOMMENDATIONS: The Health and Wellbeing Board is recommended to:-

- 1. Note the Champs Collaborative progress update and the Strategic Delivery Plan 2018-20 (Appendix A)**
- 2. Support the implementation of the new innovative British Heart Foundation programme focusing on blood pressure and workplace health (Appendix B)**

3. SUPPORTING INFORMATION

3.1 Purpose of the Champs Collaborative - collective action, local impact

Champs Collaborative aims to improve the health and wellbeing of the 2.5 million people of Cheshire and Merseyside (C&M) and the ethos is 'collective action, local impact'. The Collaborative is led by the nine C&M Directors of Public Health (CM DsPH) as an Executive Board in collaboration with Public Health England (PHE) and NHS England (NHSE). The role of the Collaborative is to energise the whole system, influence strategic partnerships to focus on prevention and health inequalities using the best data and

evidence. Facilitated by a small support team, the Collaborative includes the members of local Public Health Teams and works with partner organisations seeking to innovate and learn together.

3.2 Celebrating 15 years of DsPH led public health collaboration

The Champs Collaborative is a nationally recognised model for achieving effective public health collaboration and has successfully connected diverse organisations and influenced actions to improve population health. It is 15 years since DsPH first began working collaboratively, delivering solutions together to some of the most critical public health issues across the region by creating a comprehensive and systematic approach to system leadership.

4. Making an Impact in 17/18

4.1 Delivering for local people and innovation

The last year has been one of significant progress with some excellent achievements for local people on the key priority areas. It has also seen the formulation of new partnerships and initiatives that have been instrumental in helping to improve the health and wellbeing for local people across C&M.

4.2 Strong national profile

The national profile of the DsPH led collaboration continues to remain high. The Public Health England (PHE) CEO, Duncan Selbie, commented that 'Champs has made an extraordinary contribution by working together and had an incredible impact'. The work has been presented at key national conferences such as the Kings Fund, PHE and on topics such as mental wellbeing in children, resilient communities and suicide prevention. A case study on the Champs approach to Sector Led Improvement (SLI) will be featured in a forthcoming Local Government Association (LGA) Publication. The Collaborative were selected by PHE to be a national pilot site for sexual health commissioning and by Right Care as a 'hot house' pilot for the first sub-regional blood pressure website.

4.3 Selected for the Parliamentary Review 18/19

More recently, Sir Eric Pickles invited the Champs Collaborative to contribute to the 2018/19 Parliamentary review sharing best practice as a learning tool to individuals within the public and private sector.

4.4 Key Achievements 17/18

Public health teams, partners and providers have all played a major role in delivering the key achievements highlighted in the Strategic Delivery Plan and outlined below.

1. The Suicide Prevention work has resulted in no deaths of those supported by Amparo, the collectively commissioned suicide liaison service, resulting in an estimated cost saving of £2.1million between April 2015 and April 2017. In 2017/18, 170 people directly benefited from the service and a further 1,920 received less intensive support. One recipient described that 'without Amparo I don't think I would have been able to carry on'. This is underpinned by the innovative real time suicide surveillance system, which has been established successfully across the sub-region and other areas are keen to replicate.
2. A British Heart Foundation (BHF) funded project to increase detection of high blood pressure has seen 174 out of 400 fire and rescue staff trained to take blood pressure as part of their safe and well assessments. Staff in 120 Healthy Living Pharmacies have also been trained as part of the project.
3. Approximately 12,000 people had a blood pressure check in various settings as part of "Saving Lives: Reducing the pressure" blood pressure strategy and British Heart Foundation innovation project. This will prevent potential heart attacks, strokes and vascular dementia and therefore reduce demand on the health and care system.
4. Basic Suicide Prevention training has been delivered for 1500 "community gatekeepers", developed by Warrington and commissioned by the Collaborative. The training has focussed on those frequently in contact with vulnerable groups.
5. The Drink less, enjoy more campaign developed by Liverpool was successfully rolled out across C&M. The numbers of drunk people served alcohol was significantly reduced across the sub-region following the intervention, where tested. This has been enhanced by the joint SLI work and collaborative framework on licensing.
6. Sector Led Improvement underpins all of the collaborative work. One example is the reports on workplace health and health related worklessness which outlined the evidence base, benchmarked a number of key national and local indicators and outlined a series of recommendations for local authorities.
7. World Suicide Prevention Day 2017 was a great success with the social media thunderclap reaching 750,000 people to raise awareness of its theme "Take a minute, change a life".
8. The high quality CPD and events programme had over 800 delegates participating in 14 different events, providing a shared learning programme at significant cost saving to local authorities. The events have also enabled the

local workforce to hear from national experts on the latest evidence and share good local practice.

9. Youth Connect 5, the emotional wellbeing and resilience programme for parents and carers trained 700 individuals over 99 courses. The evaluation report shows parents engaged well with the sessions and some respondents felt changes were transformative. The course was funded by a successful bid to HEE.
10. A total of £367k external income generated (17/18) to accelerate work on priority areas including the Youth Connect Five training and BHF blood pressure projects.

5. Champs Strategic Delivery Plan 2018 – 2020

5.1 Delivering the Plan

The Champs Strategic Delivery Plan (Appendix A) sets out how the C&M DsPH will continue to deliver strong system leadership by collective action for the next two years (2018 – 2020). The key priorities will remain to allow further impact on outcomes; however new programmes of work on air quality and behaviour change (Making Every Contact Count) will evolve.

5.2 Core deliverables - by 2020 include:

1. Provide strong public health leadership and support to the Chief Executives and input into the new local Industrial Strategy.
2. Support and influence the Health and Care Partnership by developing the NHS Population Plan and Prevention Framework, securing additional community microbiologist capacity and implementing the Blood Pressure GP Quality Improvement Package.
3. Lead implementation of the C&M NO MORE Suicide Prevention Strategy and be the first sub-region to achieve the international Suicide Safer Communities status.
4. Implement the Youth Connect 5 emotional wellbeing and resilience programme and achieve Royal Society of Public Health accreditation ahead of potential national roll out.
5. Provide leadership in enabling reductions in harm to health through alcohol by evaluating the 'Drink less, enjoy more' campaign, cascading the new MUP research and developing a new alcohol pathway.
6. Lead implementation of the Cross Sector Blood Pressure Strategy increasing public awareness and with a focus on workplace health via a successful BHF bid. A minimum of 10,000 new blood pressure checks will be achieved.
7. Produce a shared C&M Sexual Health Specification and deliver a C&M Cross Charging Policy to ensure high quality, cost effective and best value services.

8. Lead the development of a Making Every Contact Count (MECC) Strategic Plan including training at scale and an engagement plan overseen by a new Partnership Board. The ambition is to create a strategic framework and embed MECC within organisational policies thus ensuring sustainable everyday practise supported by a suite of shared resources.
9. Maintain a safe and resilient system in partnership with PHE with a focus on air quality, flu preparedness, Anti-Microbial Resistance and scrutinising screening and immunisations uptake. Led by PHE, the ambition is to establish an air quality network across Cheshire and Merseyside and raise public awareness aligned to National Air Quality Day.
10. Deliver an effective CPD Programme to build the skills of the public health and wider workforce and complimented by an effective SLI programme. The Collaborative is hosting and will establish a new NW Practitioner Programme funded by Health Education England.

5.3 Generating external income

Each of the nine local authorities contributes to the Champs Support Team which serves nine councils and is hosted by Wirral Council. The Support Team will continue to focus on generating external income to bolster the local authority contribution and maximise impact on the priorities. Since April 2018 £403,000k has been generated and this brings the total income generated since April 2016 to over £1.1 million for innovation and workforce development to enhance the priority programmes.

Cheshire and Merseyside Health Care Partnership is working in tandem with CHAMPS and has recently awarded £685,000 to work towards the joint priorities of high blood pressure, reducing harm from alcohol, reducing AMR and increasing physical activity.

NHSE has also recently awarded CHAMPS £1M to work on mental health including men's health, suicide prevention and self harm.

5.4 Effective governance and performance monitoring

The C&M DsPH as an executive board continue to monitor performance aligned to the programme objectives, actions and outcomes through a robust performance management framework. The Board also oversee the business functions of the Collaborative including financial and risk management.

6.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972

Contact Officers:

- Helen Cartwright – Head of Commissioning & Mobilisation, Champs Public Health Collaborative, helencartwright@wirral.gov.uk
- Dawn Leicester – Director, Champs Public Health Collaborative, dawnleicester@wirral.gov.uk

Appendix A – Champs Strategic Delivery Plan

Appendix B – Overview of new BHF 2 Programme on workplace health and blood pressure