

Report of	Meeting	Date
Sarah James Partnerships Manager	Chorley Partnership Executive	14 th February 2012

LANCASHIRE PUBLIC HEALTH REPORT – RECOMMENDATIONS AND LOCAL RESPONSE

PURPOSE OF REPORT

This report considers the recommendations from the Lancashire Directors of Public Health Report 2010/11, in terms of the local response required from Chorley.

BACKGROUND

1. At the November meeting of the Chorley Partnership Executive, there was a presentation on the recently published Lancashire Directors of Public Health Report. During the discussion that followed, it was recommended by the Partnership Executive that some work was undertaken to consider what gaps there were locally to embed the recommendations.
2. This report and the attachment, at Appendix A, provide the Chorley Partnership Executive with the recommendations and the current local response or required actions.

CHORLEY RESPONSE TO RECOMMENDATIONS

3. In developing the analysis, the recommendations were considered in the context of the current provision within Chorley and, where appropriate, details of the current provision have been included. The recommendations were also considered in terms of what future actions will need to be undertaken to ensure that they are embedded locally. These actions are allocated to lead partnerships or organisations.
4. The majority of these actions fall to the following partnerships;
 - a. Chorley Partnership Executive
 - b. Chorley Children's Trust
 - c. Chorley and South Ribble Health and Wellbeing Board
 - d. Chorley Economic Regeneration Group
5. It is recommended that this report is taken to these partnerships by the appropriate Chorley Partnership Executive Member or Champion, and that the partnerships are encouraged to incorporate the actions into their work plan.
6. For the Chorley Partnership Executive, there are a number of actions which are indicated within the report that the Executive will need to consider and if agreed, begin to deliver.

ORGANISATIONAL RESPONSE TO RECOMMENDATIONS

7. In addition to the actions that are required by the various partnerships, there are also a number of organisations who will have considerable pieces of work to undertake to implement these recommendations both locally and county wide.
8. In particular, Lancashire County Council have a number of recommendations for which they will be the lead organisation. Some of these recommendations, those relating to 'Reducing alcohol and tobacco consumption' include the provision of services and allocation of resources across the county.
9. It is requested that in delivering these recommendations, and in particular, allocating the resources for alcohol misuse that Lancashire County Council takes account of the successful initiatives delivered in Chorley in relation to alcohol and the evidence gained through the Total Alcohol project with regards to customer needs and reducing high cost services. In addition, as Chorley remains an area with high levels of alcohol related admissions, which both Chorley Council and the PCT have worked to reduce, that County Council consider this when allocating resources.
10. It is also requested that as the Chorley Partnership has already delivered successful projects, or is developing projects on issues within the recommendations, that the Directors of Public Health look to these models when commissioning solutions. Additional resources would enable the partnership to extend these projects. This includes areas such as;
 - a. Review of local advice and information services
 - b. Fuel poverty
 - c. Unemployment
 - d. Vcfs development
 - e. Alcohol Intervention

RECOMMENDATIONS

11. It is recommended that the Chorley Partnership Executive consider the report at Appendix A, and instruct partners to implement the actions within the various partnership groups (as indicated at paragraph 4 and 5)
12. It is also recommended that Lancashire County Council take account of the request at paragraph 9, and that the Directors of Public Health take account of the request at paragraph 10. The partnership would like to formally ask the representatives of these organisations (Stephen Gross and Mary Kiddy) to take these forward.

Report Author	Ext	Date	Doc ID
Sarah James	5348	19 th January 2012	Lancashire Public Health Report

Appendix A – Lancashire Public Health Report Recommendations and Chorley Implementation

Chapter One - Reduce Employment and Worklessness – Recommendations		
Recommendation	Lead Organisation	Local Action Undertaken and /or Required
There is limited intelligence about the health needs of people not in employment in Lancashire. Analysis of the health needs of the unemployed and workless population should be undertaken as part of Lancashire’s Joint Strategic Needs Assessment, to inform the design of local partnerships, services and interventions to minimise the negative health effects of unemployment and worklessness.	Lancashire County Council	Chorley and South Ribble Health and Wellbeing Board to consider this analysis as part of their local JSNA response
The current economic situation is likely to lead to redundancies within public sector organisations, providing a health risk to those who lose their jobs and those that remain. Public sector organisations should: - ensure that support is available to staff during this time and that those who do lose their jobs are encouraged to develop alternative social networks as this seems to have some protective effects on health and wellbeing and increase the likelihood of re-entering employment; - develop as exemplar employers, by adopting healthy working practices and recruitment policies and encouraging all organisations within their supply chains to do the same	Chorley Partnership Executive	Chorley Partnership Executive members to implement recommendation in own organisations and to monitor the local impact
GPs need to recognise that, through their role in certifying sickness and identifying people as fit for work, they play a crucial role in providing a potential gateway to employment support services for people.	Clinical Commissioning Groups	Chorley and South Ribble Clinical Commissioning Group to work with GP colleagues to implement
New structures for delivering primary care must recognise and support engagement with the health and work agenda because people with poor health need more help and encouragement to compete for a job.	Emerging Health Structures	
Frontline primary care staff will need training to work effectively to provide on-going support to unemployed patients and those at risk	Emerging Health Structures	

of worklessness.		
The Work Programme provides a single support programme for unemployed people. Opportunities should be sought to align health service support (such as psychological therapies, pain management and musculoskeletal services) to this provision. This could include support to those who are vulnerable to worklessness but still in employment.	Emerging Health Structures	
In the future, commissioning workplace health programmes will become the responsibility of local authorities. A partnership strategy is needed to optimise healthy working practices this will need to include skills development; work placements and experience opportunities; meaningful opportunities to volunteer and contribute to local communities and big society as part of a transition from unemployment to work.	Lancashire County Council	Chorley and South Ribble Health and Wellbeing Board to ensure that there are schemes and programmes with local workplaces, and that any new health initiatives are responsive to local needs
Existing healthy workplace award schemes within PCTs should not be lost during re-organisation but should be targeted at employers within sectors with the highest risk of redundancies and worklessness.	Lancashire County Council	
Existing work and health initiatives should be reviewed and a common approach to delivery should be agreed and commissioned across the county.	Lancashire County Council	
Chapter Two – Increase Income and Reduce Poverty - Recommendations		
Recommendation	Lead Organisation	Local Action Undertaken and /or Required
All partners should develop an action plan to contribute to the implementation of the Lancashire Child Poverty Strategy which should include addressing poverty itself and reducing the negative impacts that poverty has on children’s life chances.	Lancashire County Council	Chorley Children’s Trust to consider the local response to the Lancashire Child Poverty Strategy, and where appropriate, put actions in place to reduce child poverty in the area
Partners should work together to identify families in poverty and provide them with a range of co-ordinated services to ensure the impact of family poverty is minimised for children and young people. This includes increasing youth employment, increasing adult employability, providing affordable housing, addressing fuel poverty,	Chorley Children’s Trust	

improving private sector housing quality and reducing youth homelessness.		
Partners should focus more resources towards pregnancy and early years in line with the key recommendations of the Marmot Review to reduce intergenerational inequalities and prevent poor health and wellbeing	Chorley Children's Trust	Chorley Children's Trust to consider this recommendation with regards to future commissioning
Partners should scope the potential for expanding the Total Family Programme across Lancashire.	Lancashire County Council	Some work has already been done in Chorley in relation to Total Family. This should be included in the wider scope.
The Fuel Poverty Referral Project should be integrated into the NHS Quality, Innovation, Productivity and Prevention (QIPP) programme for Lancashire and should be promoted to developing GP commissioning consortia.	Emerging Health Structures	A fuel poverty project is being delivered in Chorley 'keep warm and well this winter'. Chorley and South Ribble Health and Wellbeing Board to consider this in their emerging health strategy.
Opportunities to increase the provision of welfare rights services within primary care settings should be investigated. This should include presenting the evidence of their effectiveness to the developing GP commissioning consortia	Lancashire County Council	A review of local advice has already been undertaken in Chorley and this should be used alongside the consideration of further outreach to be provided in the local area.
Social prescribing enables health and social care professionals to prescribe non clinical interventions as an alternative to medication. Income maximisation measures (such as welfare rights, opportunities to develop money skills, debt advice and help with finding employment) should be included in social prescribing schemes and linked to case management approaches	Clinical Commissioning Groups	Chorley and South Ribble Health and Wellbeing Board to consider with the Clinical Commissioning Groups and GP colleagues.
Any recommendations with regard to the financial security of older people arising from the review of the Strategy for an Ageing Population should be incorporated in to the strategies and commissioning plans of the relevant organisations.	Lancashire County Council	Chorley and South Ribble Health and Wellbeing Board to consider recommendations and the local response.
Chapter Three – Increase Income and Reduce Poverty - Recommendations		
Recommendation	Lead Organisation	Local Action Undertaken and /or Required
Asset-based approaches to community development should be used within local government at both a county and district levels. This will	Chorley VCFS Network	Work is already on-going to develop a local asset based community development model for

need to include developing skills and capacity in tools and techniques for an asset based approach.		Chorley, managed by the Chorley VCFS Network. This should be supported and outcomes managed by the Chorley and South Ribble Health and Wellbeing Board .
The proposed development of a Central Lancashire 'framework of action for asset based community development' should be extended to a Lancashire wide footprint.	Lancashire County Council	
Capacity and capability within the VCFS across Lancashire should be developed to facilitate asset based approaches to community activity.	Lancashire County Council	Work is ongoing to develop the VCFS approach in Chorley, and is supported by the Chorley Partnership Executive.
Public investment in VCFS capacity and service provision should be protected, to achieve the social returns that will benefit the population by addressing the determinants of health.	All public sector organisations	
The public sector should prioritise developing the capacity and capability of the VCFS as effective partners in addressing the determinants of health and wellbeing.	Chorley Partnership Executive	Continuation of the support provided by the Chorley Partnership Executive.
Chapter Four – Lifelong learning and skills development		
Recommendation	Lead Organisation	Local Action Undertaken and /or Required
Access to and use of quality lifelong learning opportunities across the social gradient should be maximised as recommended by the Marmot review in February 2010 by: - providing easily accessible support and advice to 16 – 25 year olds on life skills, training and employment opportunities - providing work based learning including opportunities for work experience for those not in employment and apprenticeships	Lancashire County Council	The Chorley Economic Regeneration group have undertaken a number of projects to consider this and will continue to do so with Lancashire County Council as the provider of information, advice and guidance for young people
The County and District Councils in Lancashire should be encouraged to take account of the impact of life-long learning on wellbeing in spending decisions, including budget reduction measures.	Lancashire County Council / Chorley Council	For individual organisations to consider
Opportunities to increase the availability of non vocational lifelong learning across the life course should be identified and developed. There are particular opportunities to build on the provision within the	Lancashire County Council	You and Your Community Champion to consider local resource and potential for development.

VCFS.		
The VCFS should be supported to provide learning and skills development opportunities, using asset based approaches such as the <u>University of the Third Age</u> . This should include harnessing the talents, skills and knowledge of active older people keen to contribute to society to deliver life-long learning opportunities to younger people.	Chorley VCFS Network	
Learning opportunities, cultural activities and community arts should be integrated into social prescribing schemes and availability should be extended across the county.	Lancashire County Council	Chorley and South Ribble Health and Wellbeing Board to ensure that local schemes are extended into this area.
A 'Youth Employment and Employability Strategy' for Lancashire should be developed and implemented, as recommended by the Overview and Scrutiny Committee in June 2010.	Lancashire County Council	Chorley Economic Regeneration Group help to implement local delivery of this strategy when complete.
Registered Social Landlords (RSLs) should be encouraged to include training as part of resident involvement in decision making for tenants, to support learning and skills development.	RSL'S	Chorley Strategic Housing Partnership to raise with RSL's
Community allotment and planting schemes should be used more widely across the county to encourage the development of new skills for all age groups, at the same time as encouraging physical activity, healthy eating and social capital.	Lancashire County Council	The Chorley Community Food Growing project is well established.
Schools should be encouraged to develop means of integrating the Five Ways to Wellbeing into the curriculum and to value positive non-academic achievements of children and young people.	Lancashire County Council	To be raised as an issue through the Chorley Children's Trust to get a local update on progress.
Employers should be encouraged to recognise skills and experience gained via informal as well as formal learning opportunities in their recruitment and selection processes, and in their appraisal and employee development schemes.	Economic Regeneration Group	The Chorley Economic Regeneration Group to raise awareness of this recommendation within employers.
All relevant partner organisations should agree to implement any recommendations in the revised Strategy for an Ageing Population on enhancing skills and encouraging lifelong learning.	Lancashire County Council	Chorley and South Ribble Health and Wellbeing Board to consider recommendations and local response.
Chapter Five – Reducing Alcohol and tobacco consumption		
Recommendation	Lead Organisation	Local Action Undertaken and /or Required

Resources should be allocated from the planned ring-fenced public health budget for tobacco control and alcohol misuse in line with evidence, to ensure the best outcomes locally for the whole population, and maximise value for money.	Lancashire County Council	Chorley and South Ribble Health and Wellbeing Board to ensure that any budget includes local provision for Chorley.
A strategic needs assessment on substance misuse including tobacco and alcohol should be undertaken within the Joint Strategic Needs Assessment during 2011-12 to inform the development of strategies to address substance misuse.	Lancashire County Council	Chorley and South Ribble Health and Wellbeing Board to ensure that the outcomes of this assessment are considered within any local health strategies.
The QIPP programme should be used to scale up preventative action in relation to both alcohol and tobacco consumption and harm.	Lancashire County Council	
The use of regulatory powers in relation to both alcohol and tobacco should be maximised, including disseminating and implementing the recommendations of the Preston and Chorley licensing policy health impact assessment.	Chorley Council	Chorley and South Ribble Health and Wellbeing Board to ensure that local response is implemented.
A wide range of frontline staff and volunteers should be trained and supported to recognise individuals who would benefit from brief advice on alcohol and tobacco	Lancashire Drug and Alcohol Team (LDAT)	Local training has already been initiated with LDAT – this needs to be seen through to implementation
Support should be given to employers to develop workplace alcohol and tobacco policies.	All local organisations	Forms part of the Total Alcohol Phase One Action Plan.
A strong partnership approach to both alcohol and tobacco should continue and develop within the context of the new Public Health Lancashire, to develop effective plans that are informed by local intelligence.	Lancashire County Council	Chorley and South Ribble Health and Wellbeing Board to ensure that our local intelligence is considered and plans are locally implemented.
Screening for tobacco and alcohol consumption should be incorporated into routine information collected at primary care and A&E attendances and use contracting opportunities to maximise the completeness of the collection of this data.	PCT Cluster	
Partners in Lancashire should contribute to the delivery of the alcohol and tobacco elements of the Children and Young People's Plan (2011-2014).	Children's Trust's	Chorley Children's Trust to consider local implementation
Pan Lancashire strategies should be reviewed and refreshed in the	Lancashire County	Chorley and South Ribble Health and

light of new and emerging government policies on alcohol and tobacco.	Council	Wellbeing Board to ensure that local response is implemented
Local government should adhere to its obligations under the World Health Organisation's Framework Convention on Tobacco Control (FCTC) particularly in terms of protecting tobacco control from vested interests.	Lancashire County Council	
The North of England 'Tackling Illicit Tobacco for Better Health Programme' should be sustained and supported locally.	Lancashire County Council	Chorley and South Ribble Health and Wellbeing Board to ensure that local response is implemented
Local Trading Standards staff and enforcement staff should be encouraged to ensure the effective implementation of tobacco control regulations, as well as supported to undertake proactive work on niche tobacco, and age of sale legislation and proactive retailer training for both alcohol and tobacco.	Lancashire County Council	
Chapter Six – Increase Social Support		
Recommendation	Lead Organisation	Local Action Undertaken and /or Required
Equity audit should be integrated into the needs assessment process that informs commissioning of social support services from different organisations. Specific equity audits of Supporting People services and support services for carers should be undertaken.	Lancashire County Council	
Social prescribing schemes across Lancashire should be scaled up so that they are available to all who could benefit from them. This could be achieved by using existing referral and signposting systems (e.g. Help Direct).	Lancashire County Council	Chorley and South Ribble Health and Wellbeing Board to ensure local implementation.
A Joint Strategic Needs Assessment should be undertaken focusing on the needs of older people in Lancashire to inform commissioning of social support services and market stimulation to support personalised services.	Lancashire County Council	Chorley and South Ribble Health and Wellbeing Board to inform this assessment and ensure that the outcomes are considered within any local health strategies.
The impact of the recession and public sector funding reductions on socially excluded groups should be monitored to ensure that the impacts do not disproportionately fall on them.	Chorley Partnership Executive	You and Your Community Champion to enable the Executive to monitor the impact locally within Chorney.
All budget reduction decisions should be screened for their health	All public sector	Chorley Council use an integrated impact

impact to ensure vulnerable and isolated people are protected.	organisations	assessment tool which works well and can be shared
Data collection in relation to social support should be improved. This is likely to require primary research to be undertaken to identify inequalities in social support needs and assets across different groups and communities within Lancashire.	Lancashire County Council	
Communities in Lancashire already provide a wealth of social support services. The use of asset-based approaches will enable public services to work with communities to maximise the potential of this approach.	Lancashire County Council	
The VCFS provides invaluable social support services in Lancashire. It is important that the sector is supported to continue to provide these services at a time of reducing resources. Public sector partners should work together to support the VCFS to engage in public sector procurement processes and to develop the VCFS social support market.	Chorley Partnership Executive	Chorley Partnership Executive should continue to support the sector via the Chorley VCFS Network and provide additional support where required