

Appendix 6

Public Health

Leicestershire County Council's vision is for its residents to be able to make informed and healthy choices for themselves, contributing to a reduction in health inequalities and an improved healthy life expectancy. We support the population to stay well through prevention and early intervention and through influencing the wider determinants of health and wellbeing such as the environment, housing, employment and education. Our public health function plays a key role in contributing to these aims. A number of public health issues are prioritised in our Health and Wellbeing Strategy.

This year the vital importance of effective local public health services has been highlighted by our response to the Covid-19 pandemic. In early March the first case of covid-19 was reported in the county. Close contacts were given health advice about symptoms and emergency contact details to use if they become unwell in the 14 days after contact with the confirmed case. The second confirmed case was reported on 9 March.

In May 2020 it was announced that LLR had been chosen among the local authorities to lead work and share best practice on the Government's new trace and test service. This was a positive step for local people to support the fight against Covid-19. The council also received around £6.6m to support care home providers to tackle the spread of Covid-19 and accepted additional funding to support the role in the trace and test service.

On 29 June 2020 the Secretary of State for Health reported a high number of positive cases in Leicester. The Council confirmed its commitment to keeping residents safe following the decision to institute the first local lockdown of Leicester as a result of the spike in a number of areas within the county. Some areas that bordered the city were included in the lockdown zone as a result of local case levels, and risks of further increases in positive cases. We worked closely with Leicester City Council and the Government to bring down the overall number of cases. The Council also produced a map and a postcode checker detailing which parts of the county would be impacted by the increased restrictions. It has supported the closure of schools in the affected areas as well as a range of service changes such as a pause of birth registrations and ceremonies. Baroness Harding and the Secretary of State, Matt Hancock, spoke of the impressive local partnership working.

Incident Management Teams (IMTs) - have been established in areas in the County where there has been a high incidence of Corona virus (Covid-19) positive cases, these meetings have been led by the Director of Public Health involving colleagues from different organisations to implement rapid local actions to restrict further spread of infection including: communications, testing, contact tracing contacts of positive cases and outbreak management.

Public Health Services

The Council has been moving to a social model of public health with greater involvement of public health across other services and a strong emphasis on prevention for a number of years.

Online Health and Support Information Hub - we want people to get support as quickly as possible when they need it. Our online information hub provides an access point for immediate support. First Contact Plus enables people to search from their own home through a broad range of wellbeing information, all in one place. The service includes information and links to organisations which provide support around topics such as health, falls, feeling safe, living independently, debts and benefits, work, learning, volunteering and families and relationships. First Contact Plus also signposts people to community groups, national charities and public health services.

Unified Prevention – our Unified Prevention Board (UPB) oversees the development and delivery of Leicestershire’s prevention offer, a key part of the Health and Wellbeing Board’s Joint Health and Wellbeing Strategy. The UPB coordinates activities across a wide range of partners, ensuring everyone collaborates to deliver our prevention priorities, services and communication plans. The UPB has continued to develop links between the prevention/social prescribing offer and the new Integrated Teams across Leicestershire. Work has focussed on strengthening engagement between partners and Integrated Teams in each locality. District Council and Public Health representatives are now part of each Integrated Team’s board, helping shape the prevention focus in each area.

Social Prescribing - the board has worked on the social prescribing model for Leicestershire. In January 2019, further work began to develop the social prescribing model as the wrap-around prevention offer to support Integrated Teams. This initially focussed on the needs of 3 cohorts of people, those who are frail, those who have multiple long-term conditions, and those with high health and care costs. The UPB partners are focusing on achieving a joined up social prescribing model across Leicestershire that supports the framework for social prescribing in primary care in the NHS Long Term plan. Continuing the development of the wrap-around prevention offer for Integrated Teams is one of the core activities of the UPB with Social Prescribing Link Worker roles starting to be established within the new Primary Care Networks.

Integrated Healthier Lifestyle Services - helping people live healthy lifestyles is vital. Our weight management and stop smoking services are designed to give people the right support that will have a positive impact on their overall health and wellbeing. The services include the support of friendly advisors offering free, tailored support to help with weight loss, giving up smoking and becoming healthier in general, either via text, Skype, phone or face-to-face appointments. The weight management service offers tailored support and intervention for people who are overweight that can fit into daily routines straight away. The team offers advice to people struggling to achieve and maintain a healthy weight and nutritional advice together with becoming more physically active. The service consists of a two-part approach and includes adult and children weight management services. The Quit Ready stop-smoking service offers a range of behavior intervention, medication and support. Both services consist of a 12-week intervention with the patient.

Stop Smoking – in April 2020 we reported an increase in people wanting support to give up smoking. Covid-19 acted as a catalyst for this increase in demand. More than 200 people contacted our Quit Ready service in March and received tailored digital support and intervention from the comfort of their homes. Quit Ready offers a 12-week, evidence-based treatment programme run by a team of specialist advisers via the service’s helpline and digital service. In addition to weekly advice sessions, service users – including those who were self-isolating or shielded due to coronavirus – could also receive nicotine replacement therapy or e-cigarettes through the post, with no face-to-face contact required at any stage.

Local Area Coordinators (LACs) – LACs support vulnerable people by developing networks of community-based support and utilising existing community assets. They operate in local neighbourhoods, closely linked to housing and community health services and to recreational and social opportunities. There are now 16 LACs covering 23 locations. By improving the quality of life and independence of individuals and building stronger community links, LACs help to prevent people from reaching crisis point and reduce demand for health and social care services.

NHS Health Check – this is part of a national mandated programme in England. It is aimed at 40-74-year-olds to help reduce their risk of cardiovascular disease, diabetes, stroke, kidney disease and some forms of dementia. In Leicestershire, residents who are GP registered are invited every 5 years to take up their free health check via an invitation from their GP practice. It’s free, and helps people understand the chances of getting health problems as they get older and what they can do to improve their health. The health check programme in Leicestershire is the responsibility of our Public Health Department.

Healthy Weight and Diet – good nutrition is an essential part of a healthy lifestyle. Diet combined with physical activity can help people reach and maintain a healthy weight, reduce the risk of chronic disease and promote overall health. To help combat overweight and obesity we commission Tier 2 Leicestershire Weight Management Service that sits within the Integrated Lifestyle Service and makes one part of the provider arm service. As part of the weight management offer we also provide the Cooks4Life programme that works with schools and families in Leicestershire and the Master Gardeners programme helps people to learn to grow nutritious food

Weight Management - the weight management service offers support to Leicestershire residents who are overweight. Its programmes set a 5% body weight loss goal, giving a results-focused approach that enables service users to track their progress. The service features a team of senior dietitians and nutritionists who help those looking to manage their weight, through a 12-week intervention programme. The service also offers low level support for those who are not in need of intensive support i.e. Weight Watchers App support together with 3 contact telephone support sessions from a Nutritionist. The service has been operating since January 2020 and have received approximately 500 referrals to by mid- May. The Childrens’ weight management programme supports children who are overweight and provides group interactive sessions called *Healthy Eating Healthy Activity*. This group support offer provides parents and children with advice and support on making healthier food choices, nutritional information and recipe ideas to maintain a healthy weight. This is also in collaboration with the National Child Measurement Programmes and working

with schools and School Nurses in providing support to children who are considered not having a healthy weight. This, together with the Cooks4Life programme in schools provides for an overall healthy eating offer for families.

Good Food Charter and Plan – food is important for Leicestershire’s health, economy and sustainability. In December 2018 we approved a new Good Food Charter and Plan for Leicestershire. The Food Plan provides a strategic approach that values and prioritises sustainability, local provenance and healthy food in policies and procurement, whilst also developing community capacity and assets in relation to food growing, cooking and eating. The Good Food Charter provides an overarching ambition to drive the future of food in Leicestershire. The plan includes supporting Melton Borough Council and Harborough District Council in the national Sustainable Food Cities scheme by promoting healthy and sustainable food and alleviating food poverty and diet-related ill health and improving access to affordable healthy food. It will mean Leicestershire can become a member of the Sustainable Food Cities network which would open up funding opportunities and support from national experts.

Substance Misuse - this year has been dominated by the response to the Covid-19 pandemic for both the Public Health Department and our commissioned providers. The focus in the early part of the year was to support substance misuse treatment services to adapt their service delivery whilst continuing to deliver safe, high quality interventions for people with alcohol and/or drug related problems. We are pleased to say that both our community substance misuse treatment service and in-patient detoxification service remained open and accessible to service users. Where safe to do so interventions moved to digital and remote applications including e-modules and video, and phone calls. All service users were re-assessed and where clinically indicated face-to-face support was continued with all Covid-19 safety precautions strictly in place. The annual Substance Misuse Recovery Week of events planned, organised and delivered by the local recovery community during September moved to a digital festival and staff both supported and took part in the ‘virtual festival’ which has been a great success. The planned re-procurement of substance misuse treatment services due to take place throughout this year in readiness for 2021 has been postponed due to the Covid-19 pandemic. However, the joint work with commissioning partners continued and is now preparing for new contracts for April 2022.

Sexual Health Strategy – poor sexual health can affect anyone, often when it is least expected. In April 2020 we commenced consultation on a new Sexual Health Strategy for the next three years. The Strategy was approved in June 2020. It will see us continue to work with partners to ensure services meet the needs of residents. The proposals focus on giving people the right information to make positive decisions about their sexual and reproductive health and reducing health inequalities by focusing on the needs of people at high risk of poor sexual health. There is continued focus on supporting schools in their work around relationships and sex education and in access to services through new technology. The 2020-23 Sexual Health Strategy which was approved, will build on the progress of the previous strategy and will aim to reduce the impact of Covid-19 on people’s sexual health and wellbeing. A new integrated sexual health service model has been implemented, incorporating more self-service access such as online services and

vending. This provided a good base to promptly respond to service changes required in response to the Covid-19 pandemic.

Workplace Health Programme - the top priorities for our workplace health programme include poor sleep management, low physical activity levels and poor fruit and vegetable consumption. As the work continued, the programme is addressing these priorities with organisations to achieve better outcomes for the Leicestershire workforce with a workplace health tool being developed for use by partners and staff within their organisation and the workplace charter.

Homelessness Prevention and Housing Related Support - in October 2019 following consultation we agreed a revised approach and new model for homelessness prevention and housing related support. The model provides a combination of 30 beds of hostel-based accommodation and outreach housing-related support for people at risk of, or experiencing homelessness, with 3 full time specialist housing-related support workers.

Warm Homes Fund – the Warm Homes Service supports and educates members of the public and organisations to reduce fuel poverty and provide practical advice. In December 2019, following a successful funding bid which resulted in a £3.4m award, we entered into a contract with E.ON. to deliver a 2-year project to address fuel poverty in Leicestershire. The project aims to reduce excess winter mortality and ill-health caused by cold homes. It will provide physical improvements to the home and financial and behavioural advice to ensure residents maintain a level of resilience and independence to keep warm at home. There will be an additional advisor post within the Public Health First Contact Plus service.

Children Get the Best Start - Child Health

Ensuring that our children get the best start in life is a priority and also an investment in our future. We want to support parents to get it right in the 1001 critical days after birth and to ensure that children are prepared and ready for school, whatever their background.

0-19 Healthy Child Programme - our service model for the Healthy Child Programme comprises a combined health visitor and school nursing service. The service prioritises the health of looked after children, children with SEND, traveller families and those at risk of exploitation.

Breast Feeding and Maternity Support – low breastfeeding rates are linked with inequalities in health, deprivation and reduced life expectancy. Breastfeeding peer support services are available in 6 areas and breastfeeding champions have been nominated in both health visiting and family wellbeing centre teams. The ‘baby buddy’ app and ‘meals on heels’ app have been embedded across the county.

Early Years Support - in spring 2018 we brought together our Early Years Special Educational Needs and Inclusion Service, our Early Learning and Childcare Service and our Early Years Autism Team into a single Early Years and Child Care Service in order to pool our early years expertise. The single service provides support to ensure that young children get the best start in life and that their health, development and learning are the best they can be. The service works directly with children and families as well as with early years’ providers and schools.

Healthy Tots and Healthy Schools – following the launch of new websites in 2018, the Leicestershire Healthy Schools programme (LHSP) will launch a new and updated accreditation process. The new process is aligned with the most recent evidence and guidance and provides schools with the best guidance to improve pupil wellbeing. Both LHSP and Healthy Tots programmes continue to provide a range of evidence-based workshops for school staff, including staff and pupil mental health, bereavement, RSHE and much more. LHSP is also supporting the delivery of the DfE Wellbeing for Education Return to ensure pupils mental health and wellbeing is supporting during the COVID-19 pandemic.

Oral Health Promotion – the Oral Health Promotion Team moved in house to the Public Health Department in August 2018. The service provides oral health training in supervised tooth brushing for pre-school settings, training for frontline staff, oral health resource library and advice and displays. The service works with professionals to promote oral health and prevent tooth decay.

Mental Health

The considerable burden of mental illness means that strengthening individual resilience and helping people with mental illness to recover remain priorities for us. We are a partner in the Better Care Together Mental Health work-stream. The supporting programme incorporates a range of interventions aimed at helping people avoid becoming mentally ill and at mitigating the impact of mental illness in those who experience problems.

Mental ill Health Prevention - our RU OK? website provides information about sources of support. As part of the local Mental Health Partnership group we have developed supporting practices. Mental Health First Aid training is offered to front line staff. Our adult learning service has also designed a number of opportunities for adult social care users including those anxious and depressed. Healthier in Mind is progressing a mental health strategy for LLR owned with local communities. During Mental Health Awareness week in May 2020 councils, police and the NHS across the area came together to encourage residents who were experiencing mental health concerns during the pandemic to seek support. Tailored mental health information, advice and support was available via the Start a Conversation website on a three-tier basis: for those in crisis, who require urgent or emergency help; for those experiencing symptoms of depression or anxiety, who are struggling to cope; and for those who are more worried than usual and wish to improve their mental wellbeing. The resources help to signpost people to the most appropriate support for them in a clear and effective way.

Children's Mental Health - as part of the approach a toolkit has been launched for schools and an emotional wellbeing curriculum pack developed by young people on our County Youth Council. The pack has been launched to Leicestershire Secondary Schools as part of their Mental Health Awareness campaign and includes a variety of activities for work with young people aged 11 to 18. Through 'routes to resilience' we have supported an evidence-based approach to helping schools and families in their work developing the character, resilience and emotional wellbeing of children and young people. The programme has been offered to all state maintained and state funded primary schools, secondary schools and colleges across the county.

Suicide Prevention - local suicide prevention plans are led and delivered by the LLR Suicide Audit and Prevention Group (SAPG). The group consists of key partners and stakeholders from the Council, local NHS trusts, Leicestershire Police and many more. The group also lead the collective suicide awareness and prevention campaign, Start a Conversation.

Start a Conversation is a suicide prevention campaign that aims to build a community that is committed to the mental health and wellbeing of residents. A non-judging environment where care and support is available to those in distress or those bereaved or affected by suicide. Through a raised awareness and open and honest conversations about suicide we believe that every person has the potential to make a difference and save a life. The campaign is led by the council, working in partnership with a number of organisations, from a variety of sectors from the community, that have come together with a commitment to prevent suicide. We would like residents and communities to be more aware of the warning signs of suicidal behaviour and to have an open and honest approach to conversations about suicide.

In September 2020 we delivered a week-long series of events over World Suicide Prevention day to raise awareness of the LLR suicide prevention campaign. The events were taken up by more than 400 people and events ranged from exploring novel research in suicide first-responders to providing suicide bereavement training. The Suicide Audit and Prevention Group also continues to meet regularly and have been meeting weekly since the start of official Covid-19 lockdown, in March 2020. The group are providing a rapid response to support residents throughout the pandemic and are continuing efforts to deliver the local suicide prevention strategic approach, agreed in June 2020.

Physical Health - Sport and Physical Activity

The role of physical activity in improving our health and wellbeing is increasingly acknowledged, helping to reduce the major causes of premature death and illness, as well as the prevention and management of chronic diseases. Leicester-Shire and Rutland Sport (LRS), working closely with the County Council, play a key role to deliver sport and physical activity opportunities which support communities in achieving the UK Chief Medical Officers physical activity guidelines.

Physical inactivity directly contributes to one in six deaths in the UK. In November we supported recommendations in the Director of Public Health's Annual Report, on physical activity. This involves a coordinated approach to promote healthy weight across the life course by a range of different organisations, including an active environment, travel, early years and schools, people and families, workplace and workforces, active communities and physical activity as medicine. A strong overall systems leadership approach being essential. LRS led on developing Leicestershire's Physical Activity and Sport Strategy, which sets out a long-term vision for physical activity and sport and a framework for local action.

Working with the Council LRS, in partnerships with wider organisations implements range of services.

Sport and Physical Activity Grant - the Sport and Physical Activity (SPA) Grant Agreement represents a collaborative commissioning approach in Leicestershire to link up the physical activity related work of the County Council, Leicester-Shire and Rutland Sport (LRS) and the district councils and their local leisure, sport and physical activity providers. Each year, districts produce a commissioning plan, based on the Public Health Commissioning plan, outlining how they will deliver local programmes and campaigns.

Early Years Physical Activity - purposeful physical play/physical activity: high quality training course opportunities and an annual Conference with Awards, that Early Years practitioners or anyone that works with children under the age of 5 can access. Also supporting early years settings to deliver active travel interventions and to promote walking, cycling to parents.

Active Travel - working with the Safe & Sustainable Travel Team to support the School Sport & Physical Activity Networks and local Schools to implement Active Travel Initiatives such as Active Travel Month, Active Travel Grants, School Banner Competitions and Bike-ability.

Active Families - Active Families is a 4-year project funded by Sport England to engage inactive families in physical activity, creating behaviour change and encouraging families to become more active. In relation to weight management, supporting the Leicestershire Weight Management Service to integrate physical activity into the children's group-based sessions.

Workplace Wellbeing - public health and six local authorities have also funded LRS to develop a Wellbeing @ Work package which organisations across LLR can access free of charge to support the implementation of workplace health initiatives. One of the major programmes is the Workplace Health Needs Assessment which provides practical advice on workplace health and standardised survey questions to identify the key priority areas including healthy eating, physical activity, smoking and alcohol awareness and sleep and stress management.

Getting People Active – during 2019/20 £580,294 was invested into County Locality Sport and Physical Activity Plans. £798K DfE funding was also secured for holiday activities and food programmes within Leicestershire and £569K secured for 77 local clubs and organisations resulting from funding officer support. 43 organisations were supported to complete a Workplace Health Needs Assessment, engaging with 6,100 employees. £80,619 was invested in the development of 25 new Satellite Clubs. 58 clubs have been sustained since the beginning of the programme.

Healthy at Home - as the COVID-19 pandemic saw the country fall into lockdown, the Healthy at Home online offer was developed to help support the public get and stay active safely. The Healthy at Home landing page has seen over 8,500 page visits with the 4 key sub-pages on Working at Home, Wellbeing at Home, Active at Home and the virtual activity search engine totalling over 13,000 page visits. A partnership with BBC Radio Leicester saw over 2,016 hours of activity logged by the public on the LRS Activity Tracker during the Active Foxes Challenge. Creative social media content featuring videos, staff imagery and staff blogs was developed to engage the public during the lockdown. Over 4,300 Healthy at Home activity bags

containing information and support along with activity equipment were delivered to targeted groups across Leicestershire, Leicester & Rutland.

Sports Organisational Support - the Sports Organisation Support (SOS) initiative was designed to provide assistance to sports clubs and organisations to help them navigate through the COVID-19 restrictions. Specialist financial, risk management and health and safety advice was provided to over 100 sport and physical activity organisations to help them continue to operate and re-open safely. The SOS grant fund was established to help clubs and organisations pay essential costs to ensure they were able to continue operating and provide an invaluable service to the many people that attend them. Nearly £50,000 was granted to support 35 sports organisations in the county through the fund.

School Games Virtual Summer Championships - COVID-19 meant the School Games Championships could not run in its traditional format, however this didn't stop school children from across the county coming together, virtually, to take part in the first School Games Virtual Summer Championships in June. With over 3,000 young people putting forward their best score in a range of challenges, and there were over 15,000 entries into the 4 sports categories. The week-long championships started in mid-June during National School Sport Week and ran throughout the week, with young people able to take part in the challenges and upload their scores to represent their school. The virtual Championships gave even more young people the opportunity to participate and represent their school in this interactive county-wide competition, as the challenges were open to all and accessible, whether they were taking part individually at home, or back in a school environment. 123 schools were represented in the competition over the week.

Active Together - is a physical activity movement designed to support the residents of Leicester, Leicestershire & Rutland to become more active. Whilst central coordination of Active Together is driven by LRS, it is designed to be owned and utilised by a wide range of partners to support them to promote consistent physical activity messages which link to their own organisational programmes and outcomes. The focus during this time has been on developing a public facing campaign supported by our partners. Active Together along with the straplines of "My Way", "Let's Do This" and "Welcoming You Back Safely" have been used via social media to promote being active in your local place, return of the leisure facilities and active travel to school. October and November will see an offline offer being developed through use of billboards, ad-vans and radio.

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