

Being Active at Every Age
<p>Objective 1: Provide clear information and advice to all ages through a county wide marketing campaign. To increase awareness, motivation, uptake and improve attitudes towards physical activity.</p>
<p>Walking in Worcestershire Campaign Building upon on last year’s focus on Walking in Worcestershire, Public Health in collaboration with WCC Communications created an online poll on social media where residents could vote for their favourite walk from the County using the #WorldCupOfWorcsWalks hashtag. Walks were presented by District areas, to not only showcase walks available in Worcestershire but to also encourage a little healthy competition. The poll started on Twitter on the 29th April and ran until 29th May. The social media campaign was popular and saw a significant increase of visitors to our WCC ‘walking routes’ pages. After the social media campaign, a press release was picked up by four local newspapers Worcester News, Redditch Advertiser, Halesowen News, Kidderminster Shuttle. We have also launched a photograph competition on Facebook asking residents to post their favourite autumnal walks in Worcestershire. Unfortunately, due to the flooding in the county we have had limited responses to date. We will continue to promote this competition until the end of November, where we will announce a winner.</p>
<p>New physical activity campaign Change4Life have launched a new physical activity campaign (summer 2019) partnering with Disney to promote physical activity in children throughout the summer through-themed 10 Minute Shake Up games. This year children will be inspired by their favourite characters and stories from Disney and Pixar’s Toy Story 4 and Incredibles 2, and Disney’s Frozen and The Lion King. The aim is by playing these games, children will develop and practise the skills they need to build key physical attributes of strength, stamina and agility. Ultimately, the campaign aims to act as an inspiration and gateway to other physical activities and sports. Special activity packs have been sent to over 183 Worcestershire primary schools to encourage them to be active especially during the summer holidays.</p>
<p>Sports Partnership Activity Finder The Sports Partnership continue to build the opportunities to become physically active through their ‘Activity Finder’ website. There has been a 6% increase in visits to activity finder from 2017/18 - 2018/19 connecting people to local clubs, groups and activity opportunities.</p>
<p>Active ageing week Public Health are working closely with the Sports Partnership and other local organisations to support the implementation of a physical activity campaign focusing upon older people which led up to ‘active ageing week’ in October. This includes a new national campaign created by a mix of national charities which focuses upon increasing activity and focusing on health and wellbeing in people with long term conditions. The ‘We are undefeatable’ campaign was supported nationally and locally and will be repeated in 2020.</p>
<p>Objective 2: Encourage families, children and young people to start active lives and stay active throughout life, taking responsibility for their own health.</p>
<p>New Healthy Start task and finish group The Healthy Start task and finish group has now been meeting for six months and is delivering against a Worcestershire multiagency action plan to increase the sign up and use of the Healthy Start programme. The Healthy Start programme promotes healthy eating in pregnancy and early years, offering eligible families free vouchers every week to spend on milk, plain fresh and frozen fruit and vegetables, and infant formula milk. You can also get free vitamins. Public Health have been working with midwives, Health Visitors, Parenting teams, Libraries and wider partners to upscale promotion and access to the scheme. Early data suggests this has had positive impact on sign up, however, we hope more impact will be evident over the next 6 months.</p>
<p>Children and Young People's Plan There is an action plan to contribute to the continued work on Children and Young People's Plan, in particular priority 9: Increase physical activity and healthy eating focusing on early years, family participation and prevention of obesity. Work is being taken to align with the current update to the national Obesity Plan and local implementation of the National Child Measurement Programme.</p>

Appendix 1: Progress report with some examples of action and initiatives for the priority action plans

Mental Health and Physical Activity Conference

The Sports Partnership Herefordshire and Worcestershire continued to work closely with PE Premium Leads over the last year, providing general support to all schools and bespoke support to 37. The Partnership hosted a Mental Health and Physical Activity Conference which 60 schools attended and had some fantastic feedback.

- All schools attending had a better understanding of the wider context of the use of sport and physical activity to support mental health and wellbeing
- 98% had gained practical ideas of how physical activity can be used to benefit whole school outcomes.

Worcs Girls Can Campaign

'Worcs Girls Can 2019' led by Herefordshire and Worcestershire Sports Partnership was a huge success, 8 Lead Schools, 3 Support Schools were provided with access to resources and encouraged to engage with campaign and provide activities. A grant from Oakland Foundation to support a targeted campaign in Redditch. 6121 girls engaged with programmes of activity across schools in the County. Of those surveyed, 80% were either inactive or fairly active and 49% are doing more PA than last year. Results showed an increase in confidence to participate in sport and PA evident across all activity levels, as well as improved perception of sport & physical activity. 67% more aware of the contribution that PA can make towards positive mental health and 53% more aware of local physical activity opportunities

Objective 3: Support those who have the poorest health outcomes and those who are the most inactive, including older people and those with a disability to lead active lives and increase physical activity

Walking for Health

The Walking for Health programme delivered by the Countryside Service has supported a number of new health walks from local libraries and a number of GP practices across the County. Walks are free to attend and organised and led by trained volunteers. The walks aim to encourage people to become more active and offers a social opportunity to address loneliness. During Q1 and Q2 of 19-20 309 new walkers have signed up to the programme and 6 new walks have been set up. A one year extension has recently been agreed for this contract until March 2021.

Postural Stability Instruction (PSI)

The Postural Stability Instruction (PSI) programme run by the Herefordshire and Worcestershire Sports Partnership as a falls prevention initiative has increased the number of participants completing the programme and starting a course. The timed up and go is a test of basic functional mobility and is used to illustrate improvements made by service users accessing the service. In 2018/19 78% of service users who completed a course either improved or maintained their timed up and go score.

Behavioural insights based social marketing programme

Public Health are developing behavioural insights based social marketing programme to target priority groups to be more active. The team will work with partners including District colleagues to apply a tested behavioural insight framework to understand need at a local level and ensure the design and implementation of interventions meets the needs of communities. The team are currently developing insight approaches with families to increase healthy start programme uptake, increasing the uptake of flu jabs and breastfeeding initiation with further plans to focus on obesity and physical activity.

Objective 4: Creating health promoting environments, supporting active spaces including the workplace. Encourage use of active, sustainable travel modes and green space for active recreation.

Workplace Challenge

In 2018 the Sports Partnership Herefordshire and Worcestershire ran 5 events for workplaces with 335 attendees. 30 businesses were engaged with 71% of participants classified as inactive or moderately active. In 2019 there are 6 events planned plus one bespoke event. To date 5 have been delivered with 329 attendees. 25 businesses have been engaged and 68% of participants have classified themselves as inactive or moderately active.

The Good Mental Health and Wellbeing Plan

Objective 1: Increasing mental health and wellbeing literacy of residents and frontline workers to better enable prevention, recognition and management of mental health and wellbeing and dementia.

Mental health and wellbeing training

A range of evidence based mental health and wellbeing training continues to be promoted and completed by frontline staff including Youth Mental Health First Aid, Self-Harm and Young People and Moodmasters. Adult Mental Health First aid courses are available countywide throughout 2019/20. A Connect 5 mental health promotion training pilot has been delivered for frontline staff to enable them to be more effective in having conversations about mental health and wellbeing. Health Education England and Public Health England will be delivering further Connect 5 Train the Trainer sessions later this year to enhance roll out locally.

Mental Health Campaigns

There has been continued countywide promotion of key campaigns including Mental Health Awareness Week; World Mental Health Day and Time to Talk day has taken place. The Public Health England Every Mind Matters Campaign was piloted in Autumn 2018 in the West Midlands prior to national roll out in 2019 and focusses on self-care to improve mental health and wellbeing.

Books on Prescription

The Books on Prescription scheme continues to operate in libraries providing six self-help book collections covering health and wellbeing, children and families, dementia and carers and two new collections covering domestic abuse and postnatal depression.

'Selfie Where's the Harm' DVD

Malvern Hills District Council launched 'Selfie Where's the Harm' DVD and teacher resource pack in October 2017. The resources have been shared with high schools and youth organisations and are available for countywide use.

Objective 2: Promoting self-care and supporting the development of local community assets that build resilience, improve lifestyles and support good mental health and wellbeing throughout life

Time to Change Worcestershire

Time to Change Worcestershire was established in March 2018 following a successful funding application endorsed by the Health and Wellbeing Board as the Hub Host. The hub aims to tackle mental health stigma and discrimination, putting people with personal experience of mental health problems (Champions) at the heart of the work. Time to Change Hub partners work together as steering group to co-ordinate activity and include Community First, Worcestershire County Council Public Health, Worcestershire Health and Care NHS Trust, Herefordshire and Worcestershire Chamber of Commerce, Redditch and Bromsgrove District Councils and others.

Progress to date:

- An Employer's sub-group has formed and delivered a TTC Employer's Pledge event in which 50 individuals attended from local businesses in November 2018. The event encouraged businesses to sign the Employer Pledge to demonstrate their commitment to tackle mental health stigma and discrimination in the workplace and ensure that employees who are facing mental health problems feel supported.
- A Children and Young Peoples sub-group has formed and has delivered TTC Youth Practitioner Training sessions to 30 members of staff from 20 Worcestershire schools and colleges. The session aimed to support educational staff to work with young people to create an open, supportive culture around mental health. In addition to this, campaign resources are regularly shared with all schools and colleges within Worcestershire and TTC was presented at the Sports Partnership Teachers Physical Activity and Mental Health Conference in October 2018.
- Over 100 registered Time to Change Champions with personal experience of mental health problems are actively campaigning within their local communities to change the way people think and act about mental health. In addition to this, individuals have also signed up as ambassadors of the Worcestershire Hub.

Appendix 1: Progress report with some examples of action and initiatives for the priority action plans

Champion campaign groups have been running at the University and within Worcester City which bring champions together to collectively campaign against mental health stigma.

- A wealth of information sessions and training sessions have been delivered across the county to encourage local residents to support the campaign and sign up as Time to Change Champions. Numerous Social Contact Training sessions have been organised to increase champions skills, knowledge and confidence in starting conversations about mental health.
- Various activities and events attended and organised by Time to Change Champions and ambassadors to spark conversations around mental health have taken place across the county in addition to a wealth of activity on social media and through media channels to create a social movement.
- Funding for Time to Change Worcestershire from the National Charity Mind expired in Autumn 2019 and Public Health have committed to support Time to Change work locally with additional funding to sustain anti-stigma activity for a further 3 years.

Libraries and Learning

Libraries & Learning continue to offer a range of courses across the county to improve mental health and wellbeing.

Objective 3: Enabling those in need to access local support, services and activities to support their mental health and wellbeing

Tackling Loneliness group

The Tackling Loneliness group are reviewing the countywide plan and effective approaches to reduce loneliness in older people. The loneliness service is being re-commissioned and will be extended to support younger adults. The new provider will be announced in December, the contract will begin in April 2020.

IPS Centre of Excellence

Worcestershire Health and Care NHS Trust is an IPS Centre of Excellence in supporting employment for people with mental health conditions, leading to greater physical and mental health outcomes for individuals and a reduction in stigma and discrimination within the organisation.

Healthy Minds Service

Worcestershire Health and Care NHS Trust launched a Mental Health Campaign in October 2018 to raise awareness of support available to residents, particularly men. The campaign 'Now We're Talking' encourages people in need to contact the Worcestershire Healthy Minds Service.

The Worcestershire Wellbeing Hub information and signposting service continues to support adults who are experiencing low mood, anxiety or stress. The Wellbeing Assistants provide rapid access to community and voluntary sector services and referrals into the Healthy Minds Service if needed.

Children's emotional health and wellbeing transformation programme

- The on-line Kooth service was commissioned as part of the childrens emotional health and wellbeing transformation programme and has been operational in Worcestershire since November 2016. Kooth.com website is available 24 hours a day, 7 days a week to children and young people in Worcestershire aged 11-19.
- The Reach 4 Wellbeing (R4W) service has been operational since May 2017 and is commissioned to provide face to face support for children and young people with mild to moderate emotional and mental health difficulties that have not responded to school or setting based prevention and emotional wellbeing support.
- The CAST (Consultation, Advice, Support and Training) team became operational during summer 2017. The team provides schools, colleges and other universal services with a named contact within CAMHS who can offer advice, support and training to those working with children and young people who are having difficulties with their emotional wellbeing or mental health.

Objective 4: Creating health promoting and dementia friendly environments to build resilience, improve lifestyle and support mental health and wellbeing

Emotional Wellbeing Toolkit

Appendix 1: Progress report with some examples of action and initiatives for the priority action plans

<p>The Emotional Wellbeing Toolkit for schools, colleges and skills providers has been reviewed and refreshed in December 2018. It aims to provide a quick guide to best practice in order to help Worcestershire schools, colleges and other education settings know what they should be providing or commissioning to meet the emotional wellbeing needs of their pupils and learners, and to know when and how to access further support if needed.</p>
<p>Dementia Action Alliances A number of Dementia Action Alliances have been developed across the county. Partners have been encouraged to sign up to local action alliances and move towards dementia friendly communities.</p>
<p>Objective 5: Ensuring services prioritise and embed effective prevention and early intervention to support mental health and wellbeing and dementia</p>
<p>Parenting programmes A menu of universal and targeted parenting programmes have been rolled out across the county including online parenting courses (Solihull Approach) and one to one and group programmes delivered in Children’s Centres and community settings (Triple P, PEEP). Incredible Years training has also been delivered to 25 parenting practitioners and delivery of programmes commenced.</p>
<p>Peri-natal mental health and IAPT The CCG is making significant additional investments in Mental Health, which includes peri-natal mental health, IAPT and dementia services.</p> <ul style="list-style-type: none">• A recent review by NHSE provided positive feedback on the peri-natal service developments with Worcestershire already exceeding their access target of 4.5% of birth population by delivering a service to 8.1%.• The IAPT service is meeting all targets for access, there is further investment to meet 22% access for 2019-20, including expansion of support for people with LTCs (physical health)
<p>STP Dementia Strategy The STP Dementia Strategy has been launched in final draft form and is undergoing consultation with non-NHS Partners including districts to ensure alignment with wider strategies such as housing. There is a ‘new’ post-diagnostic support service in place from 1st April giving locality-based support to enable people to live well with dementia. There is also expansion of local memory service capacity to improve access to diagnostic assessment.</p>
<p>ICOPE Strategy The ICOPE Strategy has recently been launched to support positive aging within the county. Dementia can contribute to the frailty of an individual and the strategy seeks to deliver early intervention and support. The pathway for mild cognitive impairment is being developed for those with difficulties that are not caused by a dementia.</p>

Reducing Harm from Alcohol at all ages

Objective 1: Provide clear information and advice and increase awareness of alcohol harm particularly amongst target populations

Alcohol Awareness Campaigns

Public Health promotes alcohol awareness through its social media channels, including messages on: having alcohol free days, the link to cancer and other serious health problems, promotion of Chief Medical Officers recommended units and drink driving. A total of 43 messages were promoted on social media from June 2018 to present.

Public Health Newsletter

The Public Health Newsletter is published quarterly, it contains regular updates on local alcohol related initiatives, alcohol harm and national guidance on changing behaviour to reduce alcohol intake. The newsletter is sent to all elected members, libraries and external partners, it is also available at: http://www.worcestershire.gov.uk/downloads/download/1047/public_health_newsletter

Objective 2: Create a health promoting environment in the work and leisure environment

Best Bar None (BBN)

Best Bar None (BBN) is a national accreditation scheme supported by the Home Office and the drinks industry, which is aimed primarily at promoting responsible management and operation of alcohol licensed premises. The schemes are locally led in partnership with Police, Public Health, Worcestershire Regulatory Services (WRS), Business Improvement Districts and District Councils. The aim is to reduce alcohol related crime and antisocial behaviour; to increase business, through the delivery of training, education and promotion of best practice; and to create a partnership between the local authority, the police, the trade and the private sector to broaden the appeal of an area particularly it's evening and night-time economy. Best Bar None schemes are active in Bromsgrove, Malvern Hills and Worcester City. In Malvern, 4 assessors have been trained and there are 2 accredited premises; there is ongoing promotion to recruit more premises onto the scheme. Worcester City Best Bar None scheme has been reviewed and is now led by Worcester BID. There are 22 businesses signed up to the scheme and assessment will be complete by September. Bromsgrove District Council is currently in the process of carrying out assessments of premises in the town centre.

Working with Licensing Authorities

Public Health works closely with licensing authorities in utilising its position as a responsible licensing authority under the Licensing Act 2003, in supporting district licensing authorities to promote responsible drinking, tackle alcohol related crime and disorder and encourage responsible alcohol consumption. Public Health has recently responded to consultation on revised Statements of Licensing Policy, which are the responsibility of all licensing authorities across Worcestershire. The revised statements include the following paragraph: 'The licensing authority recognises that, although public health is not a licensing objective, health bodies may hold information which other responsible authorities do not, but which would assist the licensing authority in exercising its functions'.

Cumulative impact of licensed premises (CIP)

Public Health responded to the review of the special policy relating to the cumulative impact of licensed premises (CIP) in Worcester City centre. Where a Cumulative Impact Policy (CIP) is in place, there is usually a presumption that applications for new premises licences or variations to existing premises licenses (increase in hours, capacity or change of conditions) will be refused. This is unless it can be demonstrated that the grant will not negatively impact on the licensing objectives. Public Health has worked closely with West Mercia Police in preparing a response in favour of continuing the policy in Worcester City and extending the Cumulative Impact Zone to a wider area. A decision will be made by the Licensing Committee in September.

Objective 3: Promote self-help through brief intervention

'Tea Party' social media campaign

The 'Tea Party' social media campaign is promoted every November during Alcohol Concern, Alcohol Awareness Week. The 1 minute video is posted via Facebook and YouTube across Worcestershire. Analysis showed that the video was viewed by 77,686 people and reached 92,582 when promoted on Alcohol Awareness Week November 2018. The posting of the video was funded by Malvern Hills District Council last year, funding will be sought to continue to promote the video in future.

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Behavioural insights

Members of the Public Health team carried out behavioural insight sessions in public places at Bromsgrove, Kidderminster, Redditch and in Wychavon with a group of workers from a local business. The insights determined peoples drinking patterns, their awareness of alcohol harms and their knowledge of safe drinking units. The results will be used to inform work going forward in the districts.

Objective 4: Commission specialist treatment for people with more complex needs requiring detoxification and relapse prevention

Blue Light Initiative

The Blue Light initiative, which is based on the principles of effective multi-agency working, has been delivered successfully in Worcester City and Redditch throughout 2018/19. National evaluations of the blue light initiative have suggested the approach is effective at reducing demand on public services, helping to stabilise individuals and increasing engagement with treatment and other services. An evaluation of local delivery will be completed during 2019/20

Swanswell

Swanswells service delivery model includes providing advice, support and specialist treatment interventions across Worcestershire in specialist hubs, partner agencies and primary care settings. Services for drug and alcohol treatment are now available from 30 GP practices in Worcestershire.