Director of Public Health Annual Report 2014/15

Dr. Akeem Ali’s Introduction

Welcome to Northamptonshire’s second Public Health Annual Report since public health responsibilities were transferred to local authorities. In my 2013/14 Director of Public Health’s Annual Report, the focus was on the start of an ambitious journey for Public Health, working collaboratively with individuals, organisations and communities to improve health and wellbeing in our communities.

The report outlined the approach that we planned to follow to deliver wellbeing outcomes, our desired performance goals, ambitions and aims for specific operational improvement.

In line with Northamptonshire County Council’s recently published Council Plan, the Director of Public Health’s Annual Report affirmed that achieving better health and wellbeing outcomes for our residents is a key strategic goal for Northamptonshire.

Key to our operational approach for last year was a focus on evidence-led actions, based on the Five Ways to Wellbeing, that aimed to improve the health and wellbeing of the population of Northamptonshire, delivered through an integrated approach across all of Northamptonshire County Council’s services and activities. This ensures that we

- Avoid duplication wherever possible;
- Connect services and offer an efficient and seamless experience for our residents; and
- Enhance our opportunities and ability to work at scale in order to have population-wide impact.

In this year’s report, we have an opportunity to review the progress that has been made towards achieving our outcomes, celebrate our successes, and outline the steps we are undertaking to help achieve those outcomes that have not yet been attained.

This report is not expected to be a meticulous list of every facet of health and wellbeing in Northamptonshire. If you wish to access detailed data on the various healthcare indicators outlined in the report, you may access these by visiting www.northamptonshireanalysis.co.uk/, where you will find detailed information including latest versions of completed Joint Strategic Needs Assessments (JSNAs).

Instead, we intend to use this report to highlight some of the key health and wellbeing issues that impact on the every day lives of people in Northamptonshire, where there are opportunities to improve those issues, and provide recommendations on how this could be accomplished.

Operationally, the recommendations will be delivered via the services already in existence, and through our ambitious plan to launch a Wellbeing Community Service Organisation, which will transform the way we operate, and our approach to delivering public health and wellbeing outcomes in the county. There is a lot of work still to do to co-produce an operating model, get the new integrated service off the ground, and re-focus on outcomes for our residents within the available resources.

Thank you to everybody who has contributed to the successes outlined on this report, and for the hard work undertaken to move health and wellbeing outcomes forward. Working collaboratively
with our partners, we look forward to continuing to build our successes and enable good practice to be shared, and celebrated.

With the organised efforts of Northamptonshire’s society, we will embrace the outstanding challenges faced by Northamptonshire, address the areas for improvement and develop an ambitious new operational model for health and wellbeing services in Northamptonshire.

Thank you for taking the time to read this report.

Akeem Ali
Director of Public Health & Wellbeing,
Northamptonshire County Council

Commendation from Cllr. Harker, Cllr. Brown, and Paul Blantern

The transition of public health to local authority responsibilities has been a significant change for Northamptonshire County Council, providing a huge opportunity for the Council as a local authority to make a stronger impact on improving the health and wellbeing of the people visiting, working and living in Northamptonshire.

As Northamptonshire County Council now embarks on the most significant change to its structure in the Council’s 125-year history by transforming into a ‘Next Generation Council’, the Public Health and Wellbeing Directorate is leading the way in fundamentally re-drawing the way we are set up to deliver health and wellbeing services in this county.

While the Northamptonshire County Council’s Council Plan recognises that the old model of local government no longer works, and outlines an exciting model for future delivery of services fit for the rapidly changing needs and requirements of the people and communities we serve, the fundamental principle commitments of Northamptonshire County Council to safeguarding and wellbeing remains unchanged.

This report outlines the progress we have made in achieving health and wellbeing outcomes, the areas that still require improvement and what we will do to deliver that improvement, and the innovative steps we will be undertaking in the future.

Cllr. Jim Harker
Leader of Northamptonshire County Council

Cllr. Robin Brown
Cabinet Member for Public Health & Wellbeing, and Chair of the Health & Wellbeing Board.

Dr. Paul Blantern
Chief Executive of Northamptonshire County Council

08/06/2015
Who is responsible for health and wellbeing in Northamptonshire?

The UK’s Faculty of Public Health defines public health as being, “The science and art of promoting and protecting health and well-being, preventing ill health and prolonging life through the organised efforts of society”.

UK Faculty of Public Health

When this report refers to ‘us’ or ‘we’, it is understood to mean that collective definition, we as a society are responsible for our collective health and wellbeing in our county.

We place an emphasis on collective responsibility for health, protection, disease prevention and wellbeing, and the importance of partnerships with all those who contribute to the health and wellbeing of Northamptonshire’s population.

Where specific organisations or services have been responsible for the delivery of health and wellbeing services highlighted in this report, they are referred to by name.

The table below outlines the specific organisations either directing, commissioning, delivering or supporting health and wellbeing activities across the county.

<table>
<thead>
<tr>
<th>Organisation:</th>
<th>Responsible for:</th>
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<tr>
<td>Northamptonshire Health and Wellbeing Board</td>
<td>Statutory board which acts as a forum for key leaders from across the Northamptonshire health and care system to jointly work to:</td>
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<td></td>
<td>• improve the health and wellbeing of the people in their area,</td>
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<td>• reduce health inequalities, and</td>
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<td>• promote the integration of services.</td>
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<td>Statutory duties of the Health and Wellbeing Board are:</td>
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<td></td>
<td>• To produce the Joint Strategic Needs Assessment</td>
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<td>• To produce the Health and Wellbeing Strategy</td>
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<td>• To foster integration of services, and</td>
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<td>• To oversee the successful implementation of Better Care Fund arrangements locally</td>
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<tr>
<td>Northamptonshire County Council</td>
<td>Public health and wellbeing strategic direction, policy, and service delivery</td>
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District & Borough Councils | Responsible for delivering outcomes across the wider determinants of health (economic development, housing, advice, community safety), Health Improvement and Health Protection. Also responsible for supporting the Health & Wellbeing Board at a local level through the Health & Wellbeing Forums.

Nene Clinical Commissioning Group | Commissioning health and care services for Daventry, East Northamptonshire, Kettering, Northampton, South Northamptonshire and Wellingborough areas

Corby Clinical Commissioning Group | Commissioning health and care services for the Corby area.

Northamptonshire Healthcare Foundation Trust | Delivering commissioned health services

Northampton & Kettering General Hospitals | Elective surgery, Emergency and Acute Care

General Practitioners | Delivering primary care

Pharmacists | Health promoting activities, including delivery of smoking cessation and substance misuse support, Emergency Hormonal Contraception (EHC) etc.

Healthwatch Northamptonshire | Representing views of the public to get the best out of health and wellbeing services

**Wellbeing approach**

We outlined our definition of wellbeing in last year’s Director of Public Health’s Report,

> “Wellbeing is a subjective judgement of how we feel about, and experience our lives. When we talk about wellbeing, we mean it in its widest possible sense; having a sense of wellbeing in all aspects of life – in your health, in your community, in your home life, in your work life and in your social life.”

**DPH Report, 2013/14**

Taking a wellbeing approach unites actions taken by individuals with community-level actions and work at organisational level, which means that efforts are not wasted and actions are reinforced.

Our approach to wellbeing has been influenced by the New Economics Foundation’s Five Ways to Wellbeing, a set of five evidenced-based actions.
These actions are simple activities that individuals can do in their everyday lives, that if practiced regularly, can improve their personal wellbeing.

Across the UK, health organisations, schools and community projects have used the Five Ways to Wellbeing to help people take action to improve their wellbeing.

We have used the Five Ways to Wellbeing within this report to frame the health and wellbeing activities that has taken place across Northamptonshire since the last Director of Public Health’s Annual Report.

**Our achievements**

**Harmful alcohol use and drug misuse**

2014-15 marks the second full year of the contract Northamptonshire County Council has in place with CRI, to provide structured treatment for adults with substance misuse issues.

Since CRI took over the local treatment system in early 2013, there has been a significant increase in the number of people accessing substance misuse treatment and this trend has continued over the past year, with CRI treating 3,663 clients in 2014-15 compared to 3,120 in 2013-14.

In particular, there has been an influx of people new to treatment presenting for problems relating to the use of alcohol and/or non-opiates (i.e. any drug not derived from opium, such as amphetamines, cannabis, cocaine or ecstasy). Of these, the alcohol client group was the largest, with 1,601 people (44% of all people in treatment) being treated for alcohol use, up from 1,229 in 2013-14.

The number of people being treated for use of opiate drugs (e.g. heroin, morphine, codeine) has also grown slightly, contrary to the national trend of declining numbers of opiate users in treatment services. CRI treated 1,713 people for opiate use compared to 1,650 in 2013-14, and this client group accounted for 47% of clients treated in the past year.

These changes should be seen not as a growing problem, but a growing solution. Through CRI, we have succeeded in creating a treatment system that is both accessible and flexible. Although the expanded client base has put pressure on services, we are committed to providing treatment to anyone who requests it and will continue to support CRI in meeting the needs of our population.

We are also working with CRI to maximise the chances of every person in treatment to have a positive outcome and achieve long-term recovery from addiction.

In 2013, 579 clients left the service having successfully discharged from treatment, 40% of the total number of clients (1,438) who left the service.

By 2014, due to the work that has been undertaken to improve the treatment system, 916 people had been successfully discharged from treatment, which was 45% of the total number of people (2,036) who left the service.
Our aim is to increase that proportion of successful completions of the treatment service, and Northamptonshire County Council has set CRI challenging targets that, if attained, will see Northamptonshire become one of the top 25% performing areas in England for substance misuse treatment.

**Integrated Sexual Health Services**

In the last 18 months, Northamptonshire County Council has commissioned an Integrated Sexual Health Service. This includes HIV, Genitourinary Medicine (GUM), Contraception and Reproductive Health (CRH), Chlamydia Screening and the Young Persons Service) – these services have been reformed to provide one single fully Integrated Sexual Health Service across Northamptonshire.

Staff from the original separate services are now co-located. All services are wholly clinically led, with three consultants trained in all three specialties (HIV, GUM, CRH). This means patients can attend for any related clinical condition and receive care in the least possible number of attendances. Attendance for contraception results in the offer of STI screening, and vice versa.

There is a significant focus away from 'treatment models' towards prevention. Making Every Contact Count best practise is used to ensure every contact with patients includes the possibility of brief alcohol intervention, behaviour modification, and smoking cessation referrals if appropriate.

The new skilled mobile outreach team is able to meet hard to reach vulnerable groups, it has highly trained staff who can assist GPs with domiciliary visits thus preventing the feeling of 'push-back' to the GPs, and senior clinicians link with Mental Health teams to deliver effective contraception information and advice to inpatients and outpatients.

This change in approach has resulted in cost savings to the local health economy by removing significant duplication of sites and staff and despite the reduced cost envelope, twelve months on from the integration of the services, a patient survey has shown excellent results. Attendance also continues to rise - by Q3 2015, the ISH Service saw a rise of approximately 4.7% on the previous year, an additional 253 people using the service in comparison to last year.

Because of the work to deliver these changes, Northamptonshire County Council was one of only five local authorities to be shortlisted for the UK Sexual Health Awards 2015 in the Public Health England Sexual Health, Reproductive Health & HIV 2015: Best practice in Whole System Commissioning.

**School nursing investment**

In 2014, Northamptonshire had a ratio of one Specialist Community Public Health Nursing (SCPHN) School Nurse to every 9,104 children and young person in Northamptonshire, against a national ratio of one SCPHN School Nurse to 3,800 children and young people.

School nurses work closely with pupils, parents, carers and teachers, offering support and advice on a range of issues from childhood obesity to sexual health. They play a vital role in children’s development, carrying out immunisation and screening programmes, managing medical conditions, and acting as a point of contact on child protection and safeguarding issues.

Over the last year, Northamptonshire County Council agreed to provide an additional £1.3m per year to Northamptonshire Health Care NHS Foundation Trust (NHFT) to increase the number of trained SCPHN school nurses taking Northamptonshire from 17 SCPHN School Nurses to 43 SCPHN School Nurses by the end of 2018.
Based on current population projections, this will be a ratio of one SCPHN School Nurse to every 3,140 children and young people in Northamptonshire, taking us above the UK’s national ratio which will be a real achievement for the NHFT School Nursing Service.

With this added investment, we will ensure that every school has a named school nurse with greater visibility within the school, working with the school and other key stakeholders to improve the health of children and young people in Northamptonshire through developing school health profiles. A school health profile gives a picture of the health of the school community, identifies priorities for action and provides a framework to encourage and support partnership working.

The NHFT School Nursing Service has also allocated each district and borough a specific Healthy Lifestyle Advisor to lead on weight management, as childhood obesity has been a key area of public health concern in Northamptonshire.

From June 2015, parents or guardians who are worried about their child’s weight will be able to access NHFT’s targeted healthy lifestyle programme, called Alive ‘N’ Kicking.

Alive ‘N’ Kicking is a specialist children’s and young people’s obesity programme, which adheres to best practice as proposed in NICE Managing overweight and obesity among children and young people guidelines.

The Alive ‘N’ Kicking programme focuses on behavioural change using appropriate goals, and an approach, delivered in a supportive and empathetic way. The programme involves the whole family and includes a process for increasing physical activity in all family members, and it provides support, education and practical ways to improve family diet.

In Northamptonshire, there will be two groups; a Alive ‘N’ Kicking Toddler’ which is a 6 week programme for children between 2-4 years old, and a Alive ‘N’ Kicking Juniors, which is a 12 week programme for children between 7-11 years old.

The programmes will be delivered from a variety of locations to suit community needs, such as Leisure Centres, Schools, and Community or Neighbourhood Centres, and delivered by a range of specialists including the NHFT School Nursing Team staff, Fitness Professionals and Child and Family Workers, depending on the local needs of the families using the Alive ‘N’ Kicking Programme.

**Our priorities**

The persisting health and wellbeing challenges in the county have informed our strategic priorities for public health and wellbeing in Northamptonshire.

Our priorities for 2015/16 are to

1. Reduce the proportion of people in Northamptonshire who smoke, particularly pregnant women, and preventing young people from starting to smoke.
2. To reduce the numbers and impact of strokes, by working with Clinical Commissioning Groups (CCGs) to improve detection and management of raised blood pressure and atrial fibrillation.
3. Increase levels of physical activity, and the proportion of people at a healthy weight.
4. Reduce excessive, harmful alcohol consumption.
5. Work to prevent domestic and sexual violence and abuse.
6. Continue to reduce health inequality across Northamptonshire, ensuring that the needs of our most vulnerable or unhealthy populations are being met.

7. Improve our detection and prevention of the onset of chronic (long term) health conditions by working with the CCGs

8. Increase the early detection and treatment of cancer by working with the CCGs

9. Reduce falls & fractures in all settings, working with the CCGs

10. Improving access to mental health services and supportive intervention to improve mental wellbeing especially for our young residents.
Connect

Connect with people around you, family, friends, colleagues, neighbours. At home, work, school or in your local community.

How we are helping Northamptonshire to connect

Organisations across Northamptonshire are connecting in order to tackle the real issues that are affecting Northamptonshire residents’ wellbeing.

Connecting to help childhood obesity

By the time they get to Year 6, 30.9% of Northamptonshire’s children are overweight. One of the ways Northamptonshire is responding to this issue is by bringing together Northampton Healthcare NHS Foundation Trust, Northamptonshire Sport and Northamptonshire County Council’s Public Health & Wellbeing Directorate to create the Healthier Child project.

This project has established a team of Healthy Child Advisors who are working with over 85 volunteer primary schools across Northamptonshire to improve nutrition and activity levels for children in their schools.

The primary schools are actively working with the Healthy Child Advisors to look at innovative ways the school can encourage their pupils to achieve higher levels of nutritional standards and physical activity.

Using our connection with the University of Northampton, the Healthier Child Project Team have commissioned the Institute of Health and Wellbeing (IoHW) to evaluate the effectiveness of the project by exploring changes in attitudes and knowledge concerning physical activity and nutrition among those involved in the initiative (including students, staff (teachers, head teachers) and parents.

Initial feedback from some of the schools involved can be found below.

“Parklands Primary School has been part of the Healthy Child project this term and we are delighted to be part of an initiative that will strengthen our existing good practice. We have been really pleased with the support we have received so far, which is enabling us to focus on a specific area of pupil well-being (healthy eating). This is very pertinent because of new initiatives such as the Universal Free School meal offer and the revised Design Technology curriculum with an increased emphasis on food technology and nutrition.

Victoria [Healthy Child Advisors] has attended several planning sessions here and we used the [Healthier Child] assessment tool at both a staff and governors meeting. The next steps, to liaise with parents and pupils are in hand and we are ready for our Family Funs training and roll out later this term. It has been great to have a guiding hand from Victoria and this is enabling us to meet the targets in our plan”

Sally Gedny, Head Teacher, Parklands Primary School

“I think the project so far has enabled us to evaluate what we are doing already and to look at what we need to do in order to ensure that we meet the criteria required to be a healthy...”

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school. We have already made some adjustments and intend to continue to work towards embedding all of the elements into our school”

Janice Mardell, Head Teacher, Overstone Primary School

“I feel the project is steering us in the right direction towards improving the health of our children and their families. We have been working on a Healthy Eating Policy which we hope will encourage very good practice regarding food choices.”

Nicola Wilson, PSHE lead / PE lead, Our Ladies of Walsingham Primary School

“...the project has facilitated useful links with agencies and projects (e.g. the health service, the Change For Life project) that perhaps otherwise would not have happened and that will prove to be very useful in the coming months.”

Janis Zakis, Principal, Freeman Endowed Junior Academy

“I really do feel that the Healthier Child project is very important. This project gives us the opportunity to help further children, parents and the wider community about being more healthy. Something that is exceedingly crucial - especially in Northamptonshire! Promoting healthier minds, bodies and lives will definitely impact on our future”

Emma White, PSHE lead, Walgrave Primary school.

The Healthier Child project is an excellent framework for us to progress forward and address aspects of Health and Wellbeing that we haven’t done before. With [Paul’s] knowledge, we are able to progress through the assessment focussing on the parts that are important to us.

Julie Letts, Head Teacher, Silverstone Church of England Junior School.

The Healthier Child Project is now inviting primary schools in the county to participate in 2015/16. If you would like your primary school to get involved, please contact HealthyChild@northamptonshire.gov.uk

Kettering Borough Council’s innovative ‘Healthy, Happy Families’ programme is another excellent example where organisations are connecting together to promote healthy lifestyles and choices for families.

The ‘Healthy, Happy Families’ programme offers sessions within schools, Surestart Centres and community groups, the sessions focus on a wide range of healthy lifestyle topics which are tailored to the audience. These include healthy lifestyles sessions with small groups of parents covering smoking, alcohol, physical activity and healthy eating; Smokefree Homes sessions with children in schools providing smoking prevention and second-hand smoke messages and physical activity, nutrition and cooking sessions with parents and children.
A generous donation from ASDA and sponsorship from Northamptonshire County Council’s Public Health and Wellbeing Directorate have helped the ‘Healthy, Happy Families’ programme deliver a number of Cookery Sessions in Northamptonshire schools.

These Cookery Sessions comprises of six, two-hour after school sessions, made up of one hour of physical activity and one hour of cooking and learning about healthy eating. Both parents and children attend and take part in all sessions.

The physical activity element gives children an opportunity to get physically active, work as a team and try new games such as dodgeball or boccia.

The cooking element teaches parents and children basic skills around food preparation such as grating, chopping safely, using the hob and cooker, food hygiene, as well as working as a team and helping one another.

These sessions teach parents and children to try new foods, understand the content of food, understand hidden sugars and fats and their impacts, label reading and the traffic light system, budgeting, the Eatwell plate and a balanced diet.

All children in the latest course delivered in 2015 lowered their Body Mass Index, apart from one who was originally underweight and now measures as ‘healthy weight’. The quotes below are from parents and children who have participated in the cookery sessions:

“I never knew cooking healthy food was this easy.”

Parent

“I’m glad I tried mushrooms, as I always just said I didn’t like them even though I didn’t know.”

Child

“I can’t believe how much sugar is in the cereal! I had no idea… I’m checking in future.”

Parent

“I loved dodgeball as it meant we were running around all the time.”

Child

“We’ve been eating much more as a family, it’s great.”

Parent

**Connecting for young people**

In line with national averages, in Northamptonshire 1 in 10 children and young people aged 5 - 16 suffer from a diagnosable mental health disorder, or around three children in every class. \(^3\) \(^4\)

It is becoming increasingly clear that physically, psychologically, socially and emotionally young people today have much to deal with in these rapidly changing times.


\(^4\) [http://fingertips.phe.org.uk/profile-group/mental-health/profile/cypmh/data#gid/1938132753/pat/6/ati/102/page/0/par/E12000004/are/E06000015](http://fingertips.phe.org.uk/profile-group/mental-health/profile/cypmh/data#gid/1938132753/pat/6/ati/102/page/0/par/E12000004/are/E06000015)
Through a pioneering programme that redefines the way that Physical Education (PE) and Sport is taught in secondary schools, Northamptonshire Sport is placing itself at the very forefront nationally in helping adolescents aged 11-18 year olds cope and prepare for life.

Demonstrating a collaborative and connected approach, the Secondary School Wellbeing Programme will be delivered by the Youth Sport Trust, in partnership with Northamptonshire Sport, and it aims to help develop Northamptonshire’s young people’s life skills such as resilience, self-confidence, aspiration and empathy. This will be done through a change in approach to the teaching of PE as well as a series of proven interventions with designated groups.

Some early work is underway already with elite athlete role models supporting Year 11 students to deal with exam stress, using transferrable skills learnt from their journey to medal success – planning, relaxation, preparation, training, visualisation, etc. The project will roll out to all Northamptonshire secondary schools in September 2015.

**Connecting using pooled resources**

Connection can mean pooling resources in order to help wellbeing. The Cycle CoNNect Scheme is a great example of pooled resources that are helping people to be more active.

Launched in July 2014, Cycle CoNNect is a self-service bike hire scheme for getting around Northampton quickly and cheaply, and it is open to residents, commuters, students and visitors to the town.

Supported by both borough and county councillors, the Cycle CoNNect scheme was lead by KeirWSP and incorporated partners in Northampton Borough Council, Northamptonshire County Council’s Public Health & Wellbeing Directorate, the Brackmills Business Improvement District (BID) Group and the University of Northampton.

By November 2014, the scheme had seen 2,640 bicycle hires by 516 members. The active members’ usage varies widely from a single hire, to one member, who has used the scheme 125 times. In total bicycles have been on hire for over 2,934 hours with single hires ranging in length from two minutes to over three days (85 hours). An hour’s cycling can burn up to 650 calories, 2934 hours is almost 2,000,000 calories burnt!1

**Connecting using public services**

People should have easy access to information and advice. Northamptonshire residents can easily connect with the Northamptonshire County Council for information and advice via the website, Customer Service Centre, social media, and face to face through Northamptonshire County Council’s public buildings.

There are numerous opportunities for residents in the county to participate in shaping health and well being services, including by voting, speaking to your local councillor or taking part in local consultations via Northamptonshire County Council’s Consultation Register.

Participating means individuals have the opportunity to connect with other individuals, families, organizations and communities who share a similar vision of improving local public services.

For example, Healthwatch Northamptonshire and the Young Leaders initiative connected to carry out a survey from September 2014 to January 2015, on the wellbeing of young persons aged 11-25

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across the county. The survey was designed as a survey by young people, for young people to find out how young people feel about their wellbeing.

The findings showed that 42 percent of the respondents said the thing that most negatively affected their daily lives was ‘stress’. A total of 25 percent said ‘fitting in’ was the most negative thing in their lives and 24 per cent cited ‘anxiety’.

The survey highlighted that 36 percent of young people considered themselves to be in a ‘negative’ mood most of the time. About 15 percent of young people said they were mainly ‘depressed’. The survey is being used to inform local health and social care decision makers when planning, delivering and promoting local services for young people.

**What are our next steps?**

Reduced social contact, being alone, isolation and feelings of loneliness are associated with reduced quality of life. Loneliness refers to how individuals evaluate their level and quality of social contact. Social isolation can be more accurately measured (e.g. by the number of social contacts the person has).

Well-being may not be positively correlated with social contact, and a great deal depends on the nature of the contacts made. For some people, solitude is a way of life, which temperamentally suits them, and they may not feel lonely even if they have no or extremely limited social contact. However for others, solitude is not desirable, and social isolation has a negative impact on their health and wellbeing.

An academic study concluded that educational and social activity group interventions that target specific groups of people helps to alleviate social isolation and loneliness among older people.

A great local example of a social group helping Northamptonshire residents to keep connected is the Duston Old People’s Welfare Association (DOPWA), which recently celebrated its 50th anniversary.

DOPWA’s present membership stands at about 370, all of whom are over seventy years old and residing in the Duston parish. With some financial support from the Duston Parish Council, the local Boys’ Brigade and local councillors, the DOPWA organises an annual Springtime party and an annual coach trip for their members. At Christmas, they also provide each of their members with a Shopping Voucher, which can be spent at any of the 22 Duston shops that participate in the scheme, helping the local economy as well as encouraging members to go out into the local community, raising the opportunity for social contacts.

This is a fantastic way to reduce social isolation for the elderly, and we would like to see more organisations like this in the county.

**How will we measure success?**

We will use some key PHOF indicators to help measure how successfully we encourage social connection and the resulting sense of wellbeing. The key PHOF indicators can be found below, with the latest results shown from the February 2015 PHOF Profile Update.

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Quick Glance - Connect

100% of the County will have access to superfast broadband by 2017

Council’s Customer Service Team answered 98% of calls offered, and 85% of calls within 20 seconds.

38 public consultations were held between April 2014 and March 2015
Be Active

Go for a walk, run, cycle, garden, dance – find something you enjoy.

How we are helping Northamptonshire to be active

Any activity that gets your heart rate up and burns up calories is good for you, your health and your wellbeing.

Children being active in Northamptonshire

In Northamptonshire, working with Northamptonshire Sport, we have now established 43 Change 4 Life Clubs in primary and secondary schools throughout the county, with activities designed to promote exercise as a fun, exciting and rewarding way for children to lead healthy lives and grow in confidence.

Northamptonshire Sport provides a range of services to help children and young people learn how to swim and improve their water safety, and support Northamptonshire schools in the delivery of school swimming lessons. This support both encourages children to participate in swimming, a great all round form of exercise, and helps the school meet the statutory requirements set down in the national curriculum for children to be able to swim 25m safely by the end of KS2.

Northamptonshire now ranks third best in the county for our school swimming provision.

Sportivate is a nationwide campaign that aims to capture the enjoyment of sport, providing opportunities for teenagers and young adults to receive coaching. In Northamptonshire, over 1,356 11-25 year olds have received 8-10 weeks of coaching from Northamptonshire Sport.

Being active and walking

Launching our 20:20 mass participation campaign, 20 Million Steps was the public health challenge to the county’s population to walk 20 Million Steps in one weekend, 5-7th September 2014. This event encouraged activity from residents in Northamptonshire, and provided an opportunity to remind all involved of the positive health and wellbeing effects of walking.

In that one weekend, approximately 7,000 people took part in the 20 Millions Steps event. Many of those steps were walked in our country parks or in the county’s 3,100km of public footpaths, bridleways and byways, as families, friends and communities joined and achieved more than 24 million steps. Northamptonshire County Council employees showed their commitment to health and wellbeing by contributing 25 percent of the total steps logged.

To hear more about the 20:20 campaign, see Our Next Steps.

Health Walks are another way we have the county walking! Health Walks are fun, free walks that are generally under 90 minutes long. The walks are open to everyone and led by friendly, knowledgeable people, specifically trained for the job. Along with fellow walkers, the walk leaders provide all the advice and encouragement a new walker needs to build fitness at a pace that is right for them. In just a short time, a small amount of regular exercise can significantly improve a person’s health, well-being and confidence. And from what Northamptonshire’s Health Walkers tell us, there’s plenty of laughter to be heard on our walks!

Case Study – Health Walks in the Kettering Borough

“Since joining the Desborough Health Walk in October 2014 Sandrine’s commitment to walking has been excellent. As a result, she has greatly improved her fitness and wellbeing; as a result of suffering with a bad back Sandrine previously struggled to walk for 30
minutes at a time and yet now enjoys a weekly walk of around 1 hour with the group. Beyond this, she has passed the benefits on to her family - taking more walks and exploring their local area together. The health walks also provide a social well being boost for Sandrine, as a full time mother they give her a reason to get out into the fresh air and a chance to make new friends in her community.”

Sandrine, Kettering resident and Health Walker

Being active and cycling

We supported Northamptonshire residents in promoting health and well-being in 2014 by raising interest in cycling as a recreational activity and a means of transport.

A major achievement is that Public Health investment sponsored, and made it possible to host, the Stage 1 of the first ever Women’s UK Tour cycling event on Wednesday 7th May 2014. The Women’s UK Tour brought world-class women’s cycling to the UK and to the county, with Northamptonshire hosting the country's first ever international 5-day stage-race with the world's top riders competing against Britain’s Olympic heroes.

Entrants included GB riders Laura Trott, Dani King, Lizzie Armistead and Northamptonshire’s own Hannah Barnes, as well as multi World and current Olympic Road Race Champion Marianne Voss, considered by many to be the finest cyclist of her generation.

55,000 spectators turned out to watch the cyclists complete their 57-mile route through some of Northamptonshire’s most beautiful villages and countryside before arriving in front of the Guildhall in Northampton town centre.

This international event helped to support local participation in sport. According to independent research conducted by Frontline, seventy-five per cent of people questioned were inspired to cycle more often after seeing the Women’s Tour.

Seizing the opportunity the Women’s Tour provided, Northamptonshire Sport signed a partnership agreement with British Cycling (Recreational), allowing us to develop the recreational cycling offer in the county.

For the first year of the British Cycling partnership, the headline achievements include that over 600 people have taken part in the programme, which includes Sky Ride Local rides, Breeze and Ride Social, 61% of those attending rides were women.

We plan to build on this momentum in 2015. Proposed events include a series of cycling events linked to the return of the Women’s Tour to the county in June 2015, and, capitalising on the success of the 20 Million Steps, a weeklong series of walking events in September 2015.

Adults being active in Northamptonshire

In Northamptonshire, nearly a quarter of the adult population is obese,\(^8\) which equates to a staggering 134,987 people in the county.

It is important to look at ways to reduce obesity in the county, because in addition to causing obvious physical changes, obesity can lead to a number of serious and potentially life-threatening conditions, such as:

- Type 2 diabetes

\(^8\) [http://fingertips.phe.org.uk/profile/health-profiles/data#gid/1938132694/pat/6/ati/102/page/0/par/E12000004/are/E07000032](http://fingertips.phe.org.uk/profile/health-profiles/data#gid/1938132694/pat/6/ati/102/page/0/par/E12000004/are/E07000032)
• Coronary heart disease
• Some types of cancer, such as breast cancer and bowel cancer
• Strokes

Obesity can also affect people’s quality of life and lead to psychological problems, such as low self-esteem or depression.

Northamptonshire has taken a number of steps to help reduce the prevalence of obesity in the county, including running a weight management programme, which ensures that eligible residents in Northamptonshire are provided with specialist support to help them to reduce their weight.

The weight management programme is free to eligible Northamptonshire residents, and is currently provided by either WeightWatchers or Pink Ladies (selected by the resident), in a total of over 62 accessible venues (schools, community centres, church halls, village halls, leisure centres) throughout the county.

The service is available to anyone aged over 16 years who either lives in Northamptonshire or is registered to a GP Practice in Northamptonshire, and is:

• clinically obese (has a Body Mass Index or BMI of 30 or above)
• or has a BMI of at least 28 and has an obesity associated health problem such as diabetes
• or has a BMI of 27.5 and is black African, African-Caribbean or Asian (these are the ethnic backgrounds where risks of health problems increase at a lower BMI than for people from other ethnic backgrounds)
• and has been referred by a GP, practice nurse, health visitor, midwife or other primary or secondary care clinical staff.

Between April 2014 and March 2015, there were around 1,100 referrals made to the weight management programme. Of these 1,100 referrals, nearly two-thirds of attendees or 700 people achieved some weight loss, and 500 people lost more than 3% of their total body weight.

**Case Study – Weight Management Service**

Mavis, a 71-year-old resident in the county, with a starting weight of 104.3kg, was referred to Pink Ladies by her practice nurse. Her final weight after successful completion of this programme was 95.5kg, a loss of 8.8kg over 12 weeks!

“Like most people my age, I thought I was too old but what a great surprise is that I was looked after well at Pink ladies. I began to really enjoy my time at the gym and if I need help Cathy (Proprietor of Pink Ladies) or Kieran are always about to give a helping hand which helps to keep me motivated. It’s also good to meet other people at the gym and everyone is very friendly and gets on well with each other. I now seem to have my purpose back in life.”
Case Study – Weight loss

Councillor (Cllr.) Robin Brown recognised the importance of taking control of his personal wellbeing and recently undertook his own weight loss challenge. He lost four-and-a-half stone over a year-long period through healthy eating, physical activity and attending regular weight loss classes, and in the process both improved his own health and learned more about this challenging issue.

Cllr. Brown said, “Because I have overall responsibility for the county’s health and wellbeing, it’s only right that I take control of my own weight and health and I’m really pleased with what I’ve achieved. It is an important issue for me personally, but also a huge issue for public services. Being overweight or obese can lead to serious health problems, such as heart disease, diabetes and many types of cancer. Not only does this affect people’s lives, it also costs health services more than £5 billion every year.”

In 2014, Northamptonshire Sport helped to set up 17 new Jog Northants Groups, joining 50 existing groups across the county. The Jog Northants jogging groups have helped over 630 beginners (520 of whom had never run before) to start jogging, a great way to get fit without having to spend a lot of money. Qualified and insured leaders, who organise the route and meeting place, and offer help and guidance to help achieve your jogging goals, lead all the Jog Northants groups.

Northamptonshire Sport has helped to find volunteers to kick-start ‘parkruns’ in Northampton, Corby and Daventry. On average 500 people per week in Northamptonshire have participated in the free weekly 5km running event since November 2014\(^9\).

Northamptonshire Sport has also worked collaboratively with GPs to coordinate an Activity on Referral; in 2014/15, 1,600 individuals took the opportunity to access their local gyms and/or health clubs, having been referred by their GP.

Being active in the workplace

Current data tells us that about 352,300 residents of the county are in paid employment, which is over half of the adult population of Northamptonshire. Over 80% of the jobs they do are in the service sector\(^10\).


\(^10\) Nomis Local Authority Profile, (2014), [http://www.nomisweb.co.uk/reports/lmp/la/1941962810/report.aspx](http://www.nomisweb.co.uk/reports/lmp/la/1941962810/report.aspx)
The World Health Organisation has recommended workplaces as an ideal setting for health promotion activities. Connecting with employers across Northamptonshire to create workplaces that are healthy for their employees and that prevent illness and disease, is one way to have a major impact on the health and wellbeing of over half the adult population.

We are working with workplaces, organisations and businesses in the county to support those in employment to take notice of and participate in available initiatives to promote health and well-being in the workplace.

Northamptonshire employers are supporting their employees to be more active in a variety of ways.

Weetabix, which employs about 2,000 people across its two sites in Corby and Burton Latimer, has worked closely with Kettering Borough Council’s Health and Wellbeing Community Services Officer to support their employees on their health and fitness journeys. They organised a ‘Biggest Loser’ Challenge for Comic Relief 2015, which saw significant weight loss for all whom participated, as well as holding regular information and education sessions on healthy eating and the importance of physical activity throughout the year.

“Through your visits and education, our team is more aware of how to live a healthier lifestyle. They have set goals and in the first 3 months of this year, our team collectively lost over 80lb in weight.”

Allan Ridout, Group Health and Safety Manager, Weetabix.

Northamptonshire Sport started the Workplace Challenge in January 2014 to try to encourage employees and workplaces across Northamptonshire to get active. The challenge incorporated three elements: the Activity Log, Competition Programme and Business Games.

Employees were encouraged to log all their activities on a National Activity Log, by logging their activity they generated points, which contribute to a leader board, where they can compare their progress against colleagues, friends and other workplaces, and compete for prizes.

The National Activity Log ran from Monday 6th January 2014 for 8 weeks. In Northamptonshire, 580 individuals (148 of whom self-identified as being inactive prior to participating) from 126 different workplaces registered their activities with the Workplace Challenge.

Weekly prizes were awarded to those at the top of the activity points leader board, top of the co² saved leader board, top of the distance travelled leader board and spot prizes were awarded to individuals who had consistently logging their activity.

The National Activity Log received a great response from Northamptonshire workplaces, keen to demonstrate their competitive streak! Throughout the year, three additional challenges were run to keep motivation high and encourage employees to continue to log activity.

Throughout the time that the National Activity Log was live, Northamptonshire saw 16,994 individual activities logged, which totalled 14,677 hours. 39,322 miles were travelled, saving 2,782.5Kg of co².

The Competition Programme involved a series of inter-workplace sporting contests throughout the year. Local sports clubs were involved in most of the competitions, and the Workplace Challenge was a great way for them to highlight their sport and promote their clubs to the local business community.
The Business Games made up the final part of the Workplace Challenge, which saw 14 companies across Northamptonshire turning out to take part in a variety of sports and mini challenges.

Some of the organisations involved in the Workplace Challenge included large local employers such as Mercedes AMG Petronas, Ricoh UK Ltd, Shoosmiths, DHL Supply Chain, Northampton General Hospital, Local Authorities, Schools and the University of Northampton, to name just a few!

Northamptonshire County Council has shown its commitment to promoting the health of its staff through employing a Healthy Workplace Advisor, and developing a programme of health promotion initiatives – including promoting physical activity opportunities to employees via Northamptonshire Sport and introducing a Cycle to Work scheme. This scheme was launched in January 2015, following a successful pilot with Northamptonshire Fire and Rescue Service in 2014.

The scheme offers employees the opportunity to access bikes and cycling safety equipment through salary sacrifice and then benefit from reduced tax and National Insurance (NI) payment to save up to 42% on the retail costs. The employer also makes a small NI saving and this is one small way in which we can help to retain more investment for Northamptonshire. The scheme has already attracted 52 applicants, 40% of those have never cycled to work but thanks to the new Cycle to Work scheme, they all indicated the intention to now at least cycle to work for some of their commutes.

**Being active outside**

Northamptonshire's award winning six Country Parks each have their own unique character, with plenty of opportunities to help residents get active, and take notice of the natural world around them – for example, in 2014 park Education Rangers led over 3,000 participants of all ages and abilities on outdoor environmental activities from pond dipping, sensory walks, to basic survival skills.

As of February 2015, 212 different schools have used the Outdoor Learning Service for their various outdoor learning needs, and the service has engaged with 9,752 young people across each of the outdoor centres; Grendon, Everdon and Longtown. The service offers 55 different outdoor activities across the service and in 2014 over 3,000 young people participated in adventurous activity-based residential visits.

**What are our next steps?**

Kettering General Hospital (KGH) is taking a number of steps to help their staff and patients to adopt healthier lifestyles.

KGH's 2014 - 2019 Strategy outlined the hospital’s ambition to be "a strong and effective partner in the wider health and social care community", and included specific objectives to

- Continually develop our staff expertise and their ability to work with pride and a strong patient focus
- Promote good health through the services we provide
- Work in partnership with, in particular, Northamptonshire County Council to promote healthy lifestyles and health improvement

KGH has used three key routes to fulfil these ambitions. Firstly, they have sought to improve the health of their staff.
Beginning with a survey to assess the health status of the workforce, KGH have promoted a number of activities that will tackle key health and wellbeing concerns (mental health and wellbeing; obesity; physical activity; alcohol reduction; and stopping smoking).

For example, they have agreed to support up to 20 teams each of 7 KGH staff wishing to take up the Global Corporate Challenge during June, July and August 2015; and have set out actions to make the KGH site truly smoke free by early 2016. They have made plans to refurbish the onsite Recreation Hall to make a well appointed, modern social and exercise facility attractive to staff.

Secondly, KGH has reviewed its use of the Making Every Contact Count methodology, and they are training staff to seek to improve the health of everyone with whom they come in contact (patients, families and visitors). The hospital comes into contact with a considerable number of people; between April 2014 and March 2015, KGH saw

- 7,600 people admitted to Accident and Emergency
- 230,000 people attend outpatient appointments
- 4,000 births
- 39,000 people admitted for an inpatient spell
- 30,000 day procedures carried out.11

For every person who is any of the above categories, approximately 1.5 people accompany or visit them. By making the most of every contact made with these individuals, KGH has a real opportunity to make a significant difference to the health and wellbeing of the people in Northamptonshire.

They have prioritised the engagement of clinical staff in the stroke, cardiology, respiratory and ambulatory teams and are implementing a programme aimed at using both inpatient and outpatient contacts to support people in taking steps to improve their health, for example by enrolling in a weight loss programme before surgery.

Finally, KGH is embracing the concept of sustainability in the plans to update and upgrade the Hospital site. The building redesign will ensure that the building makes better use of space for staff to use during breaks and rest periods, and to re-imagine the green spaces to include allotments and attractive garden areas for patients. This redesign will help to make the hospital a place that encourages healthier behaviours, such as providing fewer fried foods in food outlets and signage that nudges people to taking stairs, rather than lifts where appropriate.

Northampton General Hospital (NGH) has a clear commitment in its 2015 - 2020 Clinical Services Strategy to commence the work to establish a Health and Wellbeing Campus through a focus in 2015/16 on staff wellbeing, as well as a range of commitments to work in partnership with KGH and others to deliver services of high quality and safety.

NGH has appointed a steering group to oversee the establishment and oversight of this programme of works. The steering group will:

- Carry out a review of the health status of staff along similar lines to KGH;

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11 KGH Data Administration Information
• Carry out a project to update and improve the onsite leisure facilities, including the swimming pool, aiming to draw staff and visitors on to the NGH site for exercise and social activities;

• Engage staff groups to agree a series of activities throughout 2015 and 2016 aimed at staff setting their own goals for health improvement and providing access to any materials or support needed to reach them.

NGH is looking outwards to engage with the University of Northampton and take steps together with them to attract as many staff as possible to pledge to invest time in improving their health and wellbeing.

Northamptonshire County Council’s Specialist Public Health team has been supporting KGH and NGH in developing their Healthy Workplace Approach to develop a Healthy Workplace pilot scheme, and have now gained agreement from Northamptonshire H&WB Board to extend this approach to other employers across the county. A sub-group of the Northamptonshire Health & Wellbeing Board comprised of key stakeholders from across the County will be leading on this work this year.

Corby Borough Council is another workplace looking at Making Every Contact Count. In partnership with the CCG, Corby Borough Council will be sending seven employees on a training course, which will enable each individual to train colleagues and roll out Making Every Contact Count principles within their daily duties. Representatives from leisure, housing, environmental quality, neighbourhood pride and Corby’s One-Stop Shop will attend the training in May 2015.

How will we measure success?

We will use some of the key PHOF indicators to measure how successfully we help people living and working in Northamptonshire to both become and maintain active. The key PHOF indicators can be found below, with the latest results shown from the February 2015 PHOF Profile Update.

2.12: The % of adults classified as overweight or obese (2011).

2.13: The % of adults achieving at least 150 minutes of physical activity per week (2013).

2.13ii: The % of adults classed as ‘inactive’ (2013).

Quick Glance – Be Active

| 26% of adults in Northants are inactive. | Since 2006 18,000 more adults in the county are now playing sport once a week. | 584 young people enrolled onto the Duke of Edinburgh Award Scheme in 2014 / 15. |
Take Notice

*Be curious, take notice, be aware of the world around you and what you are feeling, Reflecting on your experiences will help you appreciate what matters to you.*

How we are helping Northamptonshire take notice

Mindfulness, the state of being attentive to and aware of what is taking place in the present, has been demonstrated to predict self-regulated behaviour, heightened self-knowledge, and positive mental states.\(^{12}\)

Open awareness of ourselves, and the world around us, is suggested by self-determination theory to be valuable in helping us to act in our long-term best interest, and choose behaviours that are consistent with our interests, values and needs.\(^{13}\) Self-regulatory behaviour is significant for our wellbeing.\(^{14}\)

Take notice of our health and wellbeing

NHS Health Checks is one way in which Northamptonshire is helping residents to take notice of their own health.

Everyone is at risk of developing heart disease, stroke, diabetes, kidney disease and some forms of dementia as they grow older - the good news is that these conditions can often be prevented. NHS Health Checks are available to people aged between 40 and 74, who are not already being seen by their GP, for one of these health conditions, and are essentially a midlife ‘MOT’.

The appointment takes about 30 minutes, and provides an effective opportunity to check that some of the body’s most important systems are running smoothly. Personalised advice is provided at the end of the appointment about how best to maintain or improve the person’s health, and follow-up advice can be provided via the person’s GP, e.g. if the person is found to have high blood pressure.

In Northamptonshire, there are about 218,000 people who are eligible for an NHS Health Check, and each year we aim to invite about 20% of these eligible people to have an NHS Health Check, so that everyone who is eligible has an NHS Health Check over a 5-year period. This amounts to a target of about 43,600 people each year, or 10,900 per quarter.

Following concerted efforts by Northamptonshire County Council’s Specialist Public Health Team, CCG’s and GP federations, we have seen significant progress in the number of invitations made - double the number of people were invited to have an NHS Health Check in 2014-15 than in 2013-14, (43,616 compared to 19,187).

Our main target in 2014-15 was to see an uptake rate of 66%, i.e. 66% of those eligible residents invited to have the NHS Health Check, do go on to complete an NHS Health Check, which would be a total of 28,000 residents in Northamptonshire.


By the end of March 2015, 19,582 people have received an NHS Health Check; this is an increase of over 7,000 people on the numbers of NHS Health Checks completed in 2013-14 (13,222), but short of the target of 28,800 NHS Health Checks completed.

Over the next year, we will be undertaking a number of actions to help Northamptonshire to meet our ambitious target to ensure 100% of the in-year eligible population receive an invitation for an NHS Health Check, and that 75% of the people invited do take up that invitation, and complete an NHS Health Check.

To help connect with over 70 GP practices in Northamptonshire, the Northamptonshire County Council’s Specialist Public Health Team are now working closely with the three newly formed GP Federations. These are groupings of about 20 or more GP practices, based in a geographical area, that have decided to work closely together.

Connecting with the GP Federations provides us with a new opportunity to try out different ways of offering NHS Health Checks – e.g. through some GP practices offering to undertake NHS health checks for neighbouring practices, or by offering NHS Health Checks in workplaces and community settings. Northamptonshire County Council and Kettering Borough Council have provided staff with the opportunity to complete NHS Health Checks in their office buildings, which saw 184 and 24 eligible staff members respectively take up the offer to have an NHS Health Check in 2014.

Corby Borough Council (CBC) has also initiated NHS Health Checks for their employees. With the support of Woodsend Medical Centre, 25 health checks were completed with CBC employees in February 2015. The appointments were arranged around lunchtime, and were offered to eligible staff members, who are residents of the Corby borough. These checks were so successful that CBC is planning to offer these on an annual basis!

We hope that by connecting in new and inventive ways, and by removing perceived barriers to participation, we will make it easier for Northamptonshire residents to have NHS Health Checks.

This will give as many people as possible an opportunity to take notice of their health and make informed choices about their lifestyle and behaviours, which will help them to maintain their health, and lower their chances of developing health problems in the future.

**Take notice of our employee’s health and wellbeing**

Another way that Northamptonshire is helping residents to take notice of their own health and wellbeing is by encouraging and supporting employers to take notice of their employee’s health and wellbeing.

An example of the proactive approach some Northamptonshire employers are taking to promote health and wellbeing can be seen in their support for tobacco control. To promote improved health and well being for individuals working and living in Northamptonshire, all Northamptonshire Health and Well Being Board partner organisations in Northamptonshire signed the NHS Statement of Support for Tobacco Control.

This will encourage all partner organisations to work together to reduce the harmful effects of smoking (including second hand smoking), and combat illegal trading of tobacco products and the sale of tobacco to children and young people under the age of 16 in the county.
Take notice of the world around us

Taking notice of the world and environment around us is also important for our wellbeing. Our six stunning and unique country parks offer a great respite to modern life, and 2014/15 has been a great year in Northamptonshire County Council’s Irchester, Sywell, Brixworth, Fermyn Woods and Barnwell Country Parks, together receiving around 1.5million visits.

Chester Farm is Northamptonshire’s heritage jewel, an archaeologically and historically important site covering 34 hectares, which includes a large area designated as a Scheduled Monument and a complex of Grade II and Grade II* listed buildings. The site has evidence of human activity for 10,000 years and has been home to different communities spanning some 2,000 years! We also support and preserve 24 County Heritage sites across Northamptonshire, open to the public to explore and find out more about our county’s proud history.

Take notice of those around us

Taking notice of our environment is important for our health and wellbeing, but it is also important to take notice when we spot something that appears wrong or concerning. If you are worried about the safety or welfare of anyone you know, then please report your concerns.

Northamptonshire’s ambition is that all children are safe within the county; and that each of them has the opportunity to fulfil their potential.

To do this during the last 18 months, Northamptonshire County Council has made significant progress in making the needed profound and sustained improvement in the services provided for children and their families in the county. We will continue in this work to ensure we and our partners continue to identify and tackle early signs of neglect.

To this end, over the lifetime of this plan we will continue to drive forward the Making Children Safer Children’s Services Improvement Plan. This plan is based around six themed priorities:

- Getting it right for children and their families
- Providing confident leadership and management across Children’s Services
- Strengthening partnerships to make a difference
- Putting in place effective front-line practice
• Delivering a clear children and young person’s workforce strategy
• Managing performance

We have already made substantial progress on improving children’s safeguarding in the county through the development of a Multi-Agency Safeguarding Hub (MASH). The MASH deals with referrals from professionals and members of the public who may have concerns about a child’s welfare.

The MASH ensures integrated, fast resolution to safeguarding queries by improving the way Northamptonshire County Council services including Children’s social care, Northamptonshire Fire and Rescue Service (NFRS), Youth Offending Service (YOS) and education, work alongside other partner agency colleagues such as Northamptonshire Police, Northamptonshire health partners, National Probation Service and the East Midlands Ambulance Service (EMAS) share information.

Northamptonshire has also recognised that we need the best people to help us safeguard children and support vulnerable families. In October 2014, we launched the pioneering Social Work Academy to help us to handpicking a new generation of social workers. Only those graduates who can prove their commitment and passion to improving children’s lives make it through the door of the Social Work Academy.

The Social Work Academy offers graduates a unique opportunity to benefit from a year-long intensive training and support programme. The carefully selected graduates will have high levels of support and mentoring and a phased approach to the volume and complexity of their workload, ensuring that by the end of their year at the Academy, they will have the skills, experience and confidence to join Northamptonshire’s existing children’s social care workforce.

The academy’s innovative programme of bespoke training and support will support Newly Qualified Social Workers make the transition from an academic learning environment to meet the challenges of delivering safeguarding practice of the highest standard.

Children’s Sexual Exploitation

Children’s Sexual Exploitation (CSE) is an issue we have to notice, and provide a robust response to ensure children are safeguarded. Northamptonshire Safeguarding Children’s Board (NSCB) is leading on a number of efforts to tackle CSE in Northamptonshire.

A key element of this has been the development of a multi-agency CSE strategy, which sets out the commitment of the Board and its CSE and Missing Sub-group to do everything possible to identify, counter and prevent CSE and to support victims of this abuse.

The strategy identifies the following priorities:

• Ensure a coordinated multi-agency response to CSE throughout Northamptonshire;
• Raise awareness amongst professionals in universal and specialist services of their role in identifying and addressing CSE;
• Raise awareness of CSE amongst young people and their parents and carers;
• Map out the needs within the local community where young people are at risk; and
• Provide enhanced support to victims to help disrupt offender rings and ensure justice for the victims and their families.
To mark National CSE Awareness Day on 18th March 2015, the NSCB also launched a major countywide campaign to tackle child sexual exploitation (CSE).

The campaign, funded by Northamptonshire Police, will help people across the county to recognise the signs of CSE, with a plea to ‘say something if you see something.’

The campaign will see powerful adverts played over the next three months on Four Counties Heart Radio as well as traditional adverts on billboards and bus sides.

In addition, the campaign directly targets young people using across social media and Digital Audio Exchange (DAX) so that young people using Facebook, Twitter and Spotify are exposed to the adverts. Some children do not see themselves as victims of CSE, and the campaign aims to speak directly to those who might themselves be victims or who might see the signs in somebody in their peer group.

**Interpersonal Violence**

During 2014/15, there has been increased attention to partnership working to address interpersonal violence, aiming to reduce incidents, and in particular to reduce repeat incidents.

From July 2014, a partnership Interpersonal Violence Strategy Group has been re-established to agree common priorities and joint partnership investment where appropriate. The Health and Wellbeing Board supported this increased focus and prioritisation with reports presented at two of its four meetings in the year.

During 2014/15, partnership pooled budget arrangements hosted by the Office of the Police and Crime Commissioner supported the provision of sexual assault referral centre services, independent domestic violence advisory services and multi-agency risk assessment conference arrangements. Feedback from victims relating to support services in the county has been positive, particularly in relation to the emotional support given; however, there is a need to improve awareness of and access to services.

The Strategy Group also supported the development of a single countywide bid for refuge funding. This was successful and gained Department of Communities and Local Government funding of £434,276 up until March 2016, with elements of the bid strengthening support for women with children.

Partners (including the eight local authorities in the county, the Police and Office of Police Crime Commissioner, probation services and the Clinical Commissioning Groups) agreed pooled funding arrangements to support Interpersonal Violence services for 2015/16, and to develop plans for pooled funding arrangements for the subsequent two years. A draft Interpersonal Violence strategy has been developed and commenced consultation, building on the Victims Voice report of 2013/14, which described the experience of victims of interpersonal violence and domestic abuse.

Key actions for 2015/16 which will form part of the finalised strategy are:

- Improving communication, including promoting awareness of support services available
- Developing prevention, early intervention and stopping the escalation of interpersonal violence, including the evaluation and development of “target hardening” approaches, and reviewing the implementation of support services available to children and families
- Developing clear pathways of support interventions, including better sharing of data across partners where appropriate to allow better evaluation of the outcomes for victims
Increasing perpetrators’ recognition and taking of responsibility for the harm they cause, reviewing the effectiveness of and access to current perpetrator programmes and then recommissioning as necessary

Developing sustainable safe accommodation across the county, so that crisis accommodation is available when necessary but only used when appropriate, and victims do not have to remain in crisis accommodation longer than their needs’ require

E-Safety

Northamptonshire County Council’s E-safety officer has been providing support to secondary schools, primary schools and voluntary organisations across the county since July 2014. Sessions provided include staff awareness sessions, student sessions, train the trainer sessions and parent sessions. The vast amount of the work to date has been with primary schools. Parent sessions are also very popular especially with primary schools. Since July 2014 the e-safety officer has engaged with 49 schools and 3 voluntary organisations, 3,000 young people across primary and secondary schools, 256 parents and just under 200 practitioners/teachers.

The E-safety officer has also been working closely with Northamptonshire Police on areas such as radicalisation, CSE and cyber crime in order to build up a strong network of support and make sure a consistent message is delivered across the county.

Anti-social Behaviour

The County Council’s Community Safety team have taken the lead in developing the county partnership Anti-Social Behaviour (ASB) Strategy, influencing local implementation of the Anti-social, Crime & Police Act (2014) that has provided a new range of powers and tools with which to tackle anti-social behaviour, including the Community Trigger. The Community Trigger enables victims to request a review of the response they received in relation to the anti-social behaviour they reported. We continue to work very closely with the police in strengthening our prevention and early intervention approach by improving the processes and procedures for officers and developing appropriate training, specifically around the use of Acceptable Behaviour Contracts (ABCs). Our significant contribution is helping to shape the countywide approach to help reduce and tackle anti-social behaviour.

Hate Crime

The County Council’s hate crime policy, e-learning training for staff, and hate incident reporting e-form have all been updated. Working closely with Northamptonshire Police’s Hate Crime Coordinator, we continue to develop the policies, procedures and training for staff across the partnership, looking at ways to raise awareness and increase reporting of hate incidents/crime.

What are our next steps?

We need to have a change in culture so that all people in public sectors are aware of the dangers of Children’s Sexual Exploitation, and how to act appropriately when they become aware of CSE situation.

Assistant Chief Constable Ivan Balhatchet, who chairs NSCB’s CSE and Missing Children Sub-Group, said: “We have looked at learning across the country and we are challenging ourselves to do more to protect victims and tackle perpetrators. The country as a whole has been too slow in dealing with this and we all need to open our eyes to this appalling abuse of children.
"We need to change culture in society and we encourage everyone to report signs of Child Sexual Exploitation. Our message in the campaign is ‘say something if you see something’; there is no greater priority for Northamptonshire Police and its partners.”

**How will we measure success?**

We will use some of the key PHOF indicators to measure how successfully we help people living and working in Northamptonshire to both become and maintain active. The key PHOF indicators can be found below, with the latest results shown from the February 2015 PHOF Profile Update.

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<th>Indicator</th>
<th>Data for the Five-Year Period</th>
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<td>2.22i: Cumulative % of the eligible population aged 40-74 offered a NHS Health Check</td>
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<td>2.22v: Cumulative % of the eligible population aged 40 - 74 who received a NHS Health Check in the five year period 2013/14 - 2017/18</td>
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</table>

**Quick Glance – Take Notice**

- There are 500 hectares of parks and green space for residents to take notice of the world around them in!
- Over 600 individuals from 130 Northants workplaces took part in the Workplace Challenge in Nov/Dec 2014
- Stroke mortality rates in the UK decreased by 46% from 1990 to 2010
Keep Learning

Try something new, rediscover an old interest, sign up for a course. Learning new things will make you more confident as well as being fun and improve your wellbeing.

How we are helping Northamptonshire to keep learning

Learning is the acquisition of knowledge or skills through study, experience, or being taught. It can happen in formal and informal settings, from schools and universities, to lessons passed down by family and friends. Human beings are uniquely adapted to learn and can continue to learn and develop throughout their entire lives.

Learning helps individuals build self-esteem and increase confidence, as well as increasing their aspirations, opportunities for employment, and social networks.

The Public Health & Wellbeing Directorate provides lifelong learning with provision for babies and Early Years; throughout the school experience; all the way to Adult Learning.

Keep learning as an adult

In Northamptonshire County Council’s Adult Learning Service, more than 700 learners per year come together to gain skills, knowledge and confidence in a number of diverse educational programmes, depending on their needs, aspirations and circumstances. These programmes include:

- **Personal Community Learning** (the ‘night class’ fee pay programme) a universal offer to adults across Northamptonshire,
- **Family Learning** for parents, carers and their children in disadvantaged communities
- **Neighbourhood Learning** for adults, in disadvantaged communities, who are not currently in work or training and are at risk of social isolation
- **Learn2B**, a non-medical programme, delivered in the community, to support adults’ recovery from mild to moderate mental distress
- **Unity**, a vocational programme, based in a cafe in Rushden, to support adults with learning disabilities gain skills, work experience and independence.

Case Study – Adult Learning

As a child Anne was mad on horses and she always longed to have riding lessons but her parents couldn’t afford it. However, in her early 60s she saw a Horse Riding for Beginners course advertised in the Northamptonshire County Council Adult Learning brochure and wondered whether this might be her chance at last!

She was a little concerned about her age (and the fact that she was not as supple as she used to be) but after speaking to the tutor, Anne was thrilled to learn that the course was suitable for all ages and abilities.

Anne thoroughly enjoyed the six-week course and learnt about the horse and the theory, as well as the actual riding. She said ‘The tutors were friendly and always encouraging; they pointed out the improvements that you were making which really boosted my confidence’. After the course finished, Anne decided to continue riding and has occasional one-hour lessons.
Keep Learning through Libraries

Northamptonshire Libraries are not just for books - whether you want to learn how to encourage your baby’s development, to become more digitally fluent or to improve your job skills, the Northamptonshire Library Service can help.

During the year 2014/15, the Library Service provided over 4,000 learning opportunities to Northamptonshire residents, including everything from Rhyme Time Sessions to homework clubs, from IT sessions to Job Clubs, from craft to family history sessions, from basic money management to starting your own business.

Volunteering is an excellent way to learn, it provides an opportunity to develop new skills or build on existing experience and knowledge as well as offering individuals the chance to give something back to the community or make a difference to the people around them. Northamptonshire Libraries are supported by over 900 incredible active volunteers, including 195 young volunteers, who have kindly donated nearly 23,000 hours to the Library Service in a wide range of roles.

Keep Learning skills

The Enterprise Hub, a joint project between Northamptonshire Enterprise Partnership and Northamptonshire Libraries, provides award-winning practical help, advice, and support to local people to make their business ideas and aspirations become real. The Hub equips local people with the business skills and ambition to achieve their potential, and is essential to the development of economic prosperity in the county.

Since launching in April 2012, the service has helped over 900 people, 105 of whom are known to be trading in areas ranging from cleaning services to boat-building and from creative arts to veterinary lab services, which accounts for approximately 10% of all the county’s start-up businesses in that period.

Feedback for the service often highlights the importance of the face-to-face support and peer-to-peer connection provided by the Enterprise Hub, crucial to the success of a new business.

Case Study – Enterprise Hub

Oakley Window Cleaning is a sole trading business owned by Stephen Bowie who started trading in April 2012. Stephen applied and was successful in receiving his grant in January 2013.

After receiving the grant, Stephen invested in additional safety equipment and work wear, which enabled him to employ an additional member of staff. As a result, business has greatly improved, and Stephen is expecting to employ further 2 members of staff to support the growing consumer demands.

Stephen explained that he received a lot of support and learning opportunities from the Enterprise Hub, which he found to be invaluable. Stephen took advantage of all opportunities that were available to him and was successful in receiving a further grant of £2500 from the Corby enterprise.

One of the key learning points that Stephen has found in his business is to be disciplined with yourself, staff and customers, otherwise it would be impossible to run effectively. Stephen has since been actively contributing and giving back to Library Plus services through presentations and motivational speeches for new start up businesses, which have been greatly received.
When asked what advice would he give to any new business start-ups, Stephen said, ‘Don’t consider it. Just do it!’

Keep Learning through sport

Northamptonshire Sport has provided a number of opportunities for Northamptonshire residents to keep learning.

During 2014/15, 128 residents were offered scholarships to improve their learning by gaining a sports coaching qualification.

Another 100 residents attended master coaching class, while 323 individuals attend Continuous Professional Development (CPD) courses covering first aid, safeguarding, challenging behaviour and mentoring.

During September 2014 Northamptonshire Sport organised “Inclusive Coaching Month”, where 59 coaches attended specialist training aimed at supporting more people with a disability to take part in Sport.

Northamptonshire Sport is supporting teachers CPD by helping 108 primary schools to teach high quality PE by delivering training over 1,080 teachers on RealPE. The RealPE programme provides fun and simple to follow Schemes of Work and support for Early Years Foundation Stage, Key Stage 1 and Key Stage 2 practitioners that give them the confidence and skills to deliver outstanding PE.

What are our next steps?

Supporting Northamptonshire residents keen to learn more about business development, the University of Northampton has invested £8.5m in an Innovation Centre due for completion in spring 2015. The Innovation Centre will provide business start up advice and support from the University’s Inspire2Enterprise service, an advisory service specifically for enterprises developing their business in a socially responsible manner.

How will we measure success?

Some of the key PHOF indicators we will use for measuring how successfully we encourage Northamptonshire residents to keep learning can be found below, with the latest results shown from the February 2015 PHOF Profile Update.
Quick Glance – Keep Learning

<table>
<thead>
<tr>
<th>51% of Northamptonshire library users say the library helped with their learning!</th>
</tr>
</thead>
<tbody>
<tr>
<td>55,000 people use the Library Service every week.</td>
</tr>
<tr>
<td>89% of students are satisfied with their experience at the University of Northampton</td>
</tr>
</tbody>
</table>
Give

Do something for a friend, volunteer your time, join a community group, smile. Seeing yourself and your happiness linked to the wider community can be incredibly rewarding.

What are we doing to help Northamptonshire give?

Volunteering can give you an enormous sense of wellbeing, help you to make new friends and gain new skills and experiences. It has been shown that people who volunteer have been found to derive benefits from volunteering through a number of different ways, including enhanced self-esteem, personal development, occupational experience, improved health, and education and learning.\(^1\)

Give through volunteering

There are thousands of varied opportunities to volunteer, donate, or contribute in some way across the county.

The Get Involved Hub, launched in February 2015, is a great way to find out about all of the different roles out there. The Hub allows individuals to search and register their interest in volunteer opportunities, and supports public and third sector organisations to advertise and manage their volunteer roles.

As well as providing over 900 people with volunteering opportunities within Northamptonshire Libraries, the Northamptonshire Library Service can also help you to find different volunteering roles by signposting you to volunteering roles within Northamptonshire County Council including in schools, the archive and heritage services, and emergency services. They can also connect you with local organisations, charities and Northamptonshire volunteering centres to find the perfect role to suit you.

Support for volunteering

Northamptonshire County Councils commission Voluntary Impact Northamptonshire (VIN), as the countywide voluntary sector development and support agency. VIN delivers a wide range of services, including specialist support, advice and training, to over 2000 voluntary and community organisations and charities each year. They promote and support volunteering in the county and help voluntary and community organisations and individuals contribute to Northamptonshire’s development and services.

Giving in sports

In partnership with the county’s secondary schools, Northamptonshire Sport has helped over 350 sixth formers develop important life skills, confidence and competence through its Sports Leadership Academies. It is thanks to these young people’s efforts that the qualifying events and County School Games Finals have had the officials, timekeepers, schedulers and referees they need.

Providing over 20,000 young people in Northamptonshire with the chance to take part in competitive school sport, the School Games is a big undertaking, and it offers a great opportunity to develop the next generation of volunteers in sports.

Now in its third year of delivery, the Northamptonshire School Games, part of the national London 2012 Legacy Strategy, is making a massive difference for young people of all sporting capabilities and interests. The Games are a chance to get involved in competitive school sport, and in Northamptonshire over 25,000 young people took part in 2014/15 alone.

Leadership in sport can start early. Northamptonshire Sport has worked closely with an increasing number of Primary Schools to help their Years 5 & 6 pupils volunteer to become ‘Sports Crews’, allowing them to lead and organise their own sport/physical activities with their classmates at lunchtimes, playtimes and after-school. A Primary School Sports Crew provides a structured and meaningful mechanism for young people to contribute to decisions about sporting activities and sports competition in their school, engage in aspects of school life outside timetabled lessons, influence, shape school sport for their peers, and organise intra-school competitions within their school.

Case Study

Roger, who drives elderly and vulnerable patients to their medical appointments as part of the Northampton Volunteer Car Scheme said: “I love volunteering, it brightens up my day to be able to help people. Having used the Volunteer Car Scheme myself after a kidney and heart transplant, I know the difference it makes to people’s lives. I get a great deal of satisfaction out of providing a service and would recommend volunteering to anyone.”

Giving and Caring

It is estimated that in Britain 6,000 people take on caring responsibility for a family member or friend every day. Carers provide vital help and support with daily tasks without which the person would struggle to stay safe and well.

In Northamptonshire, the 2011 census showed that almost 70,000 people were caring for a relative or friend, and nearly 15,000 of those carers were providing fifty hours or more per week.16

Due to demographic issues such as an ageing population and increasing numbers of people with dementia, it is likely that many more of us in Northamptonshire will become carers in the future.

Carers do an incredible job and every year they prevent people from either ending up in hospital, residential care homes or acute services. Caring for someone can be a positive experience but it can also be challenging physically and emotionally.

Recognising the importance of carers and the demanding nature of the caring role, a wide range of organisations across the County, including Northamptonshire Carers, offer support to carers including respite breaks, peer support, training, and support groups.

The Joint Carers strategy for Northamptonshire shows the county’s continuing commitment to carers in the county from:

- Northamptonshire County Council
- NHS Northamptonshire
- Northamptonshire Health Care NHS Foundation Trust
- Northamptonshire Carers Partnership

16 http://www.northamptonshireanalysis.co.uk/dataviews/tabular?viewId=199&geoid=28&subsetId=
The strategy explains how these organisations will ensure that carers are recognised and supported.

**What are our next steps?**

It is recognised that we need a practical way of measuring the wellbeing of carers and employees within the county, to provide us with the information about their health and wellbeing needs that can shape our future services. Over the next year, we will look to identify and implement a practical solution to this requirement.

**How will we measure success?**

Some of the key PHOF indicators we will use for measuring how successfully we motivate and support volunteering and caring in Northamptonshire can be found below, with the latest results shown from the February 2015 PHOF Profile Update.

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**Quick Glance - Give**

Approximately 10% of the adult population in the county are caring for a friend or relative

2587 days of volunteering were given to help maintain and improve our County Parks in 2014.

There are 50 different and unique volunteer roles in Northamptonshire Libraries alone!
Our next steps

In the final section of this report, we will outline the key innovations that we have planned for the following year.

These innovations are geared towards enabling us to have a better insight into the health and wellbeing issues faced by people in Northamptonshire, and towards the key work that we will be undertaking in the next year to improve the health and wellbeing of people living and working in Northamptonshire.

JSNA improvement plan

Improving the Joint Strategic Needs Assessment (JSNA) process will give us a better system for engaging stakeholders to decide on which areas should be prioritised for needs assessments. Needs assessments would also benefit from data sharing between organisations to provide ‘joined up insights’; this needs to be taken forwards at pace. This work will be led by Public Health.

Advancing towards a Prevention Framework

The insight provided by the work undertaken to improve the JSNA will give us a clear understanding of the health and wellbeing of our population, as well as identifying potential areas of risk that could be prevented.

The Prevention Framework will assist Northamptonshire organisations to map their own prevention work and agree priorities for prevention that would have the most impact on health and wellbeing in Northamptonshire.

Prevention typically consists of methods or activities that seek to reduce or deter specific or predictable problems, protect the current state of well-being, or promote desired outcomes or behaviours.

This year, we will work in collaboration with partners, other professionals, residents and all stakeholders to develop and provide a framework within which organisations can see how their own prevention plans fit within the wider model of prevention.

Activities and Service Plans currently delivered by a wide range of partners, to deliver and improve better public health and wellbeing outcomes, will be connected and supported into an overarching Prevention Strategy for Northamptonshire, complete with a prevention delivery matrix.

The objectives of a Prevention Strategy are to improve mental wellbeing, reduce disease and disability and reduce deaths with an emphasis on reducing premature deaths and reducing health inequalities.

- Tackling lifestyle risk factors will give us the best return since these contribute most to the burden of early death and disability.
- Tackling adverse childhood experience is an important component of a local prevention strategy to protect future generations from chronic ill health and early death.
- Tackling social isolation in the elderly is an important way of reducing premature mortality and decreasing the use of health and social care services.

As a key element of our overall Prevention Strategy, we will work with all our community partners to progress the implementation of our developing Falls Prevention Framework. In re-balancing models of intervention to expand both primary and secondary prevention options for people at
risk in our communities - be they at home, in hospital, or in long-term care, we will make significant reductions in the numbers of people experiencing falls and fractures. This will affect positively the lives of many hundreds of vulnerable people across the County and make a valuable contribution to reducing both hospital admissions and long-term care home placements.

Wellbeing Community Organisation

As outlined in the recent Northamptonshire County Council’s Council Plan, Northamptonshire County Council is embarking on an ambitious journey to evolve into a Next Generation Council, which will see a far smaller retained organisation, right-sourcing and commissioning services and outcomes from a new set of accountable organisations and social enterprises, which may be owned, managed and run by council staff.

Public Health is seizing this opportunity to create a new Wellbeing Community Organisation, a community interest company, (CIC). This organisation will be created to focus on delivering supportive and preventative health and wellbeing services, and actions to improve wellbeing outcomes. The primary purpose of the organisation is to help our residents to become healthier, and feel better about themselves.

For many years, local authority commissioners and NHS commissioners, and providers, have worked together to develop and deliver services that jointly improve the health and wellbeing of people in Northamptonshire.

In some cases, techniques such as pooling budgets for commissioning, or seconding staff into other organisations, have been used to promote this joint working, and to develop integrated services. However, these approaches alone are simply not enough.

- Health and local authority services all face the joint challenge of finite budgets and rising demand
- Health and wellbeing services should be designed around the holistic needs of the individual and the population
- Physical and mental wellbeing should be seen as interdependent with each other, and with social wellbeing
- Historical organisational boundaries, which prevent this holistic approach, need to be overcome

We mean to overcome this with the creation of new integrated service arrangements. The Wellbeing Community Organisation will have a wider ownership and control of health and wellbeing focused preventative services, such as weight management, smoking cessation and mental health awareness, which have an impact on helping people to change their own lifestyles, and reduce lifestyle risk factors mentioned.

This organisation will bring together the best of the experience developed over many years in the NHS, the best of the experience developed in our local authority setting, and the knowledge and insight of the University of Northampton, and build on these to create a new, fit for purpose model in the Wellbeing Community Organisation.

The newly established project team will work to develop the detailed and robust business cases exploring the potential for a range of services, which are currently commissioned and carried out in the Public Health & Wellbeing Directorate, to transfer into the new Wellbeing Community Organisation.
Detailed consultation with the wide range of stakeholders involved in public health and wellbeing services will be carried out to ensure engagement and involvement in the shaping and development of the new Wellbeing Community Organisation, and the services it provides.

breeze-e

breeze-e is a new Northamptonshire initiative, which brings together the very best knowledge, experience and expertise from across public private and voluntary sectors to provide a one-stop-shop and e-marketplace.

It connects individuals wanting to maintain a healthy, happy and independent lifestyle to information, support and advice about personal care or wellbeing needs, and to a broad range of people and local organisations that can help.

Over the next year, Northamptonshire County Council will explore how Breeze-e can be used to facilitate offering health and wellbeing preventative services in the county.

20:20 Mass Participation Campaign

Northamptonshire County Council’s Public Health & Wellbeing Directorate have adopted a new approach to social marketing & mass participation in 2014/15 with the launch of the 20:20 Brand, and its drive to ‘Be a happier and healthier county by 2020’. The 20:20 branding will be adopted in all Public Health and Wellbeing interventions and all our planned mass participation and engagement activities, ensuring a cohesive and consistent message look and feel to all Public Health and Wellbeing initiatives in the county.

Throughout 2015/16, we will continue to bring an energetic and innovative approach to our responsibilities around public health and wellbeing, empowering you to make the right lifestyle
choices so you can be as healthy as possible. Through the ongoing 20:20 campaign, we will work to get more people active and making better, more informed choices about their lifestyle and health.

The finances

Northamptonshire County Council has allocated £67.77m for the use of public health and wellbeing services in 2015/6. The following section will outline what the Public Health & Wellbeing Directorate will send this money on 2015/16.
Public Health Division

What we spend
Public Health and Wellbeing
2015/16
Gross Budget

Health Improvement
£15.52M

Wider Determinates (Drugs & Alcohol)
£10.17M

Health Prevention
£5.67M

Wider Determinates (Other)
£4.86M

Management & Admin
£2.25M

Public Health Reserve (Drugs and Alcohol)
£1.00M

Public Health
£39.45M

Nourish (School Meals)
£10.02M

Library Plus Service
£5.32M

Adult Learning
£2.64M

Northamptonshire Sport
£1.86M

Outdoor Learning
£1.13M

Archives & Heritage
£0.93M

Knuston Hall
£0.84M

Registrations Services
£0.81M

Countryside Services
£0.65M

Children’s Centre Libraries
£0.45M

Management Team
£0.23M

Customers, Culture and Place
£24.84M
How are we going to measure our improvements?

As noted elsewhere in this report, Public Health actions are measured against the Public Health Outcomes Framework (PHOF). This concentrates on two high-level outcomes to be achieved across the public health system, which are increased healthy life expectancy and reduced differences in life expectancy, and healthy life expectancy between communities.

The outcomes reflect a focus not only on how long people live but also on how well they live at all stages of life. The second outcome focuses attention on reducing health inequalities between people, communities and areas.

The full set of supporting public health indicators helps to focus understanding of progress year by year nationally and locally on those things that matter most to public health.

The indicators, which cover the full spectrum of public health and what can be currently realistically measured, are grouped into four ‘domains’:

- improving the wider determinants of health
- health improvement
- health protection
- healthcare public health and preventing premature mortality

We will keep you updated throughout the year at via the Health and Wellbeing website, and will report again in April 2016. In the meantime, you are able to access all of our statistics and reports online at Northamptonshire Analysis.
Have a view on this report?

If you would like to comment on any aspect of this report, or would like to find out further information on the plans outlined in this report, please email us at publichealth@northamptonshire.gov.uk

Appendices

Appendix 1 – Health Summary for Northamptonshire

Appendix 2 – Public Health Outcomes Framework Indicators, Northamptonshire Profile, May 2015

Appendix 3 – Public Health Outcomes Framework Indicators, District and Borough Profiles, May 2015

Glossary

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
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<tbody>
<tr>
<td>Anti-Social Behaviour (ASB)</td>
<td>Behaviour by a person, which causes or is likely to cause harassment, alarm or distress to one or more persons not of the same household as that person.</td>
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<td>Aspiration</td>
<td>A hope or ambition of achieving something.</td>
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<td>Body Mass Index (BMI)</td>
<td>A measure of body fat based on height and weight that applies to adult men and women.</td>
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<td>Carer</td>
<td>A carer is anyone who cares, unpaid, for a friend or family member who due to illness, disability, a mental health problem or an addiction cannot cope without their support.</td>
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<tr>
<td>Children’s Sexual Exploitation</td>
<td>A type of sexual abuse in which children are sexually exploited for money, power or status.</td>
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<tr>
<td>Clinical Commissioning Groups (CCGs)</td>
<td>CCGs are membership bodies, with local GP practices as the members, who are responsible for healthcare commissioning such as mental health services, urgent and emergency care, elective hospital services (hospital services for people who do not need immediate medical treatment), and community care.</td>
</tr>
<tr>
<td>Commissioning</td>
<td>“Commissioning is a collaborative exercise between interdependent parties who invest local resources of money, talent and commitment to reshape local services and networks to meet local needs and thereby improve patients’ and populations’ health and wellbeing.” Brambleby P, Health Service Journal, 2005</td>
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<tr>
<td>Disability</td>
<td>A physical or mental impairment that has a substantial and long-term negative effect on a person’s ability to do normal daily activities.</td>
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<tr>
<td>Five Ways to Wellbeing</td>
<td>A set of evidence-based actions which promote people's wellbeing.</td>
</tr>
<tr>
<td>Health improvement</td>
<td>Health Improvement describes the work to improve the health and wellbeing of individuals or communities through enabling and encouraging healthy lifestyle choices as well as addressing underlying issues such as poverty, lack of educational opportunities and other such areas.</td>
</tr>
</tbody>
</table>
| Health protection | Health Protection is a term used to encompass a set of activities within the Public Health function. It involves:  
  - Ensuring the safety and quality of food, water, air and the general environment  
  - Preventing the transmission of communicable diseases  
  - Managing outbreaks and the other incidents which threaten the public health |
<p>| Joint Strategic Needs Assessment (JSNA) | A Joint Strategic Needs Assessment (JSNA) looks at the current and future health and care needs of local populations to inform and guide the planning and commissioning (buying) of health, well-being and social care services within a local authority area. |
| Lifestyle choice | A choice a person makes about how to live and behave, according to their attitudes, tastes, and values.                                                                                                                   |
| Making Every Contact Count | An approach to improving health and |</p>
<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mindfulness</td>
<td>A state of awareness of ourselves and the world around us.</td>
</tr>
<tr>
<td>Mortality</td>
<td>Rate incidence of death within a particular group categorised according to age or some other factor such as occupation.</td>
</tr>
<tr>
<td>Multi-agency</td>
<td>Different services, agencies and teams of professionals and other practitioners working together to provide services.</td>
</tr>
<tr>
<td>Neglect</td>
<td>The ongoing failure to meet a child's basic needs.</td>
</tr>
<tr>
<td>Obese</td>
<td>Obesity is a medical condition in which excess body fat has accumulated to the extent that it may have a negative effect on health, leading to reduced life expectancy and/or increased health problems.</td>
</tr>
<tr>
<td>Opiates</td>
<td>In medicine, the term opiate describes any of the opioid pain killers as natural products in the opium poppy plant,</td>
</tr>
<tr>
<td>Outpatient</td>
<td>A patient who attends a hospital for treatment without staying there overnight.</td>
</tr>
<tr>
<td>Overweight</td>
<td>Having more body fat than is optimally healthy.</td>
</tr>
<tr>
<td>Perpetrator</td>
<td>A person who perpetrates, or commits, an illegal, criminal, or evil act</td>
</tr>
<tr>
<td>Public Health Outcomes Framework (PHOF)</td>
<td>Outlines desired outcomes for public health and how they will be measured</td>
</tr>
<tr>
<td>Practitioners</td>
<td>Someone who is qualified or registered to practice a particular occupation, profession, or religion</td>
</tr>
<tr>
<td>Preventative services</td>
<td>Services to stop or prevent the requirement for more interventionist services</td>
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<tr>
<td>Provider</td>
<td>An organisation that is commissioned to provide health and / or social care</td>
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<tr>
<td>Public Health</td>
<td>The science and art of promoting and protecting health and well-being, preventing ill-health and prolonging life through the organised efforts of society</td>
</tr>
<tr>
<td>Scheduled Monument</td>
<td>A nationally important, archaeological site or historic building, given protection against unauthorised change.</td>
</tr>
<tr>
<td>Social isolation</td>
<td>The lack of social interaction, contact, or communication with other people</td>
</tr>
<tr>
<td>Volunteer</td>
<td>A person who freely offers to take part in an enterprise or undertake a task</td>
</tr>
<tr>
<td>Wellbeing</td>
<td>Wellbeing is a subjective judgement of how we feel about, and experience our lives. When we talk about wellbeing, we mean it in its widest possible sense; having a sense of wellbeing in all aspects of life – in your health, in your community, in your home life, in your work life and in your social life.</td>
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