

**REPORT OF THE EXECUTIVE MEMBER FOR HEALTH AND ADULT SOCIAL CARE
COUNCILLOR MOHAMMED KHAN**

PORTFOLIO CO-ORDINATING DIRECTOR: SALLY McIVOR

DATE: 7 NOVEMBER 2013

ADULT SOCIAL CARE

PARTNERSHIP WITH MACMILLAN CANCER SUPPORT

Adult Services in partnership with Macmillan Cancer Support are delivering a new project across Blackburn with Darwen and East Lancashire - the Macmillan Cancer Improvement Programme (MCIP). The MCIP will include 3 key workstreams involving the redesign of Community, Primary and Acute Cancer Services. As part of the partnership we are recruiting 2 new posts funded through Macmillan Cancer Support. The new part time posts will:

- Enable people affected by cancer to have an active voice in the development of cancer services.
- Provision of information for patients, families and carers in a range of community and primary care settings in Blackburn and East Lancashire.
- Operation of a Macmillan Solutions scheme which will work with volunteers and local community organisations to provide emotional, practical, and other forms of support to local people living with cancer.
- Engage with ethnic minority and hard to reach groups in order to ensure the voices of many who are seldom heard from are intrinsic to local service user involvement.
- Enable people affected by cancer to have an active voice in the development of cancer services.

PREVENTATIVE SERVICES – YOUR SUPPORT YOUR CHOICE (YSYC)

In August 2013, Adult Services recruited 3 Community Wellbeing Coordinators to support the department's growing focus on prevention and early intervention and implement the second phase of the YSYC service. Based in each of the 3 neighbourhood teams, initial indication is that this resource will have a significant impact on improving the health and wellbeing outcomes of citizens not necessarily eligible for social care support but who are clearly in need of information and support to address a range of health and social care needs.

Since August, the Wellbeing Coordinators have focused on building their knowledge, networks and relationships across all communities by attending local groups and associations, and a number of ward solutions and residents' meetings. Signposting and referral advice has been a key activity; and the profile of their role is growing within the neighbourhoods and third sector. Early actions include:

- A 'Good Morning' weekly befriending call to socially isolated people living in the Infirmary ward, which is due to begin in early November.
- Exploration of how a 'Home from Hospital' project may benefit older people who have little or no support from family, friends or neighbours.
- An assisted Christmas shopping initiative that will involve Council staff and Members volunteering to escort an older person to shop in the town during the festive period.

INVESTMENT AND GROWTH IN REABLEMENT OFFER

We are working closely with partners to further develop an integrated offer of support that focuses in the first instance on early intervention and prevention. The intention is to ensure that all citizens in Blackburn with Darwen receive the right support, in the right place, at the right time. The growth of the reablement service will enable more citizens to remain independent and supported in their own homes.

The current Reablement service involves providing intensive support for a 6 week period for people who have eligible social care needs (critical and substantial needs). In the future it is envisaged that the reablement offer will provide a broader range of support that will be delivered on local area footprints. The range of support being considered includes:

- A support service that will enable people to be supported at home for longer in a bid to prevent unwarranted admissions to residential care or hospital;
- Enhancing the reablement offer to people with moderate needs based on prevention and early intervention;
- Providing an extended Reablement package up to a total of 8 weeks for those people with additional or complex needs.

PUBLIC HEALTH

CHILDREN'S DENTAL HEALTH

A decade ago Blackburn with Darwen children had amongst the worst teeth in the country. Results of a national survey published by Public Health England in September shows a significant improvement in the dental health of local children, with the average number of decayed, missing or filled teeth in 5 year old children falling from 2.4 to 1.6 between 2008 and 2012, and an improvement of 39 places in the local authorities league table.

The Council has shown sustained leadership in championing children's dental health, most recently through the awareness raising 'Stop The Rot' campaign, and preventative measures including a programme of distributing fluoride toothpaste to families with young children and increasing the use of fluoride varnish by dentists.

WORLD MENTAL HEALTH DAY 10TH OCTOBER 2013

A very successful event was held at the carers' service at Kingsway to mark world mental health day on 10th October . The 'Just my cup of tea' event celebrated what we have in our communities to keep us healthy and well. Free NHS health checks were also offered to attendees.

'HEALTH TALK' - PUBLIC ENGAGEMENT DAY

On 31st October the Health and Wellbeing Board hosted 'Health Talk', a public engagement day which aimed to build on public engagement and involvement in the development of the health and wellbeing strategy priorities, promote key health messages and services, as well as raise public awareness and understanding of new roles and responsibilities across the health system. The event took place at King George's Hall and featured formal engagement with invited residents about mental health and wellbeing, which has emerged as a key priority for each of the Board's five delivery groups. This was followed by the official launch of the Director of Public Health's annual report.

After the formal session, a marketplace was opened up to the wider public based on the five Health and Wellbeing Board priorities of children and young people, health and work, safe and healthy homes and neighbourhoods, staying healthy and older people, with stalls including NHS Health Checks, exercise taster sessions, stop smoking support, telecare demonstrations and opportunities for the Council and partners to engage with attendees.

SEASONAL FLU/WINTER PLANNING

Public Health England (PHE) launched a national seasonal flu campaign on 11 October 2013 to encourage uptake of the flu vaccine amongst the most at-risk groups. The campaign is particularly aimed at adults (under 65) and parents of children (4-17) with long term health conditions and pregnant women. Parents of 2-3 year olds will be targeted encouraging them to get their child vaccinated with the nasal spray vaccine. The campaign includes:

- National press adverts aimed at adults with long-term conditions

- Pharmacy bags aimed at adults with long term conditions
- Magazine adverts for mums of children aged 2-3 and pregnant women
- Radio adverts aimed at parents of children aged 2-3
- Digital adverts aimed at parents of children with long term health conditions, parents of children aged 2-3 and pregnant women.
- Search marketing aimed at all of our at risk groups

The Council's Communications team have launched the campaign in line with their roles and responsibilities for supporting flu vaccination communications activity this winter.

Meetings are taking place to discuss the Cold Weather Plan and its implementation. It is anticipated that the plan will include trigger factors that will ensure appropriate management strategies are in place in the event of adverse weather.