

# Tough Challenge Big Response

Public Health Annual Report  
2013



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By Dominic Harrison, Director of Public Health

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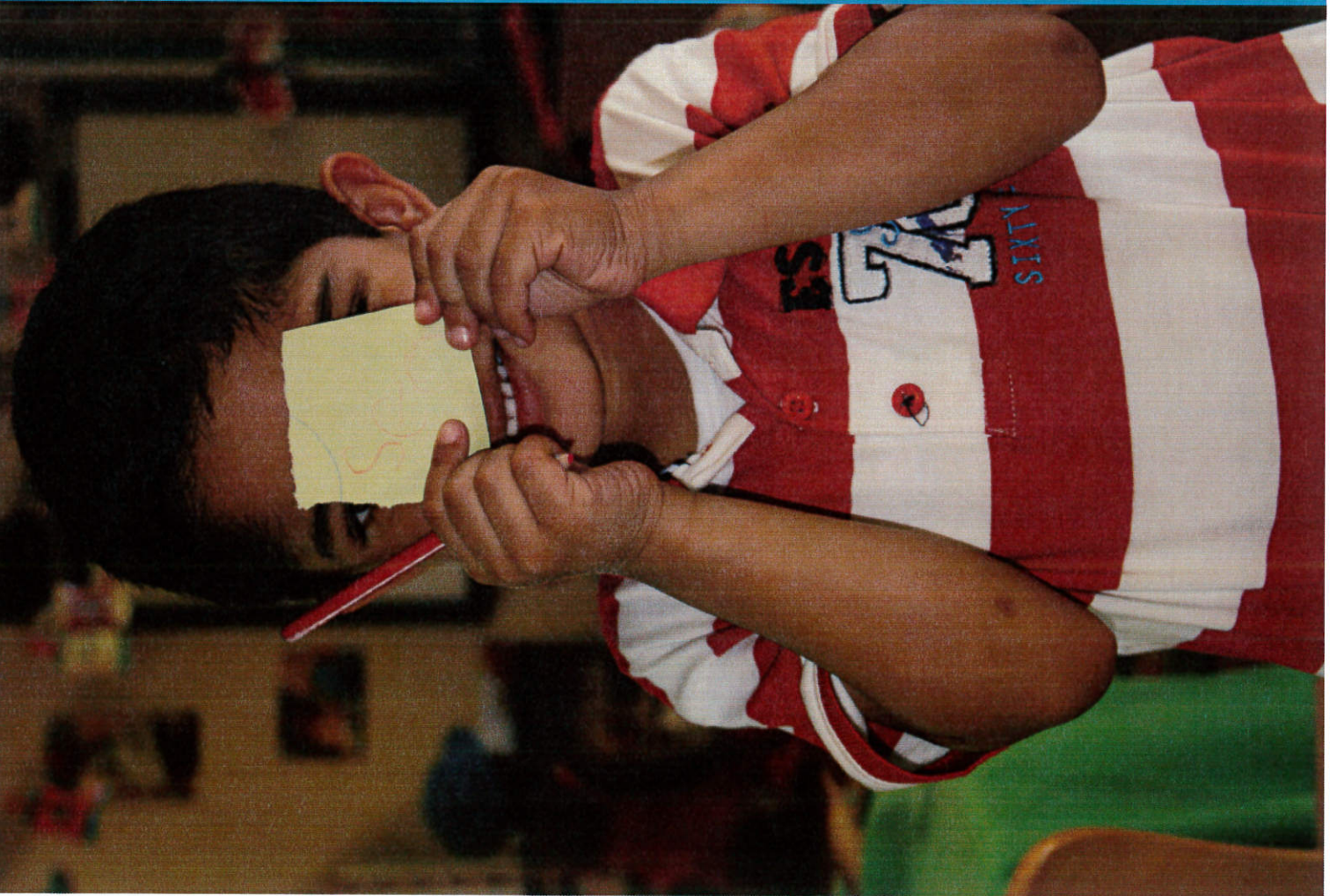
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# Instructions

This document is an interactive pdf. You can read it on your PC, laptop or iOS device and access weblinks and video.



To help you find your way around, each chapter is colour coded. Click on the colour tab on the far right of the page to change chapter without having to scroll through the document, or use the arrow icons to move from page to page.



The clapper board icon shows you where there is video content. Please click on the video screen to view.



The cursor icon shows you where there are hotlinks to other web sites. Mouse over the link and then click to access.

Please note, Blackburn with Darwen Council cannot be responsible for the content of external sites.



# Introduction

## by the Director of Public Health

The independent report of the Director of Public Health (DPH) identifies the key health risks and opportunities for people in Blackburn with Darwen and makes recommendations for action that local organisations, communities and individuals can take to improve health and wellbeing over the coming year.

This year, for the first time, it draws not only on the expertise of the public health team, but also on the first-hand knowledge and experience of health and social care professionals and residents themselves. Their valued contributions appear in the form of short video clips which appear throughout this interactive report.

My aim has been to make this report accessible to all and so this year you will find much of the relevant data and analysis in two separate documents which may be read in conjunction with this one. The **Integrated Strategic Needs Strategy** details why we need to act and the actions proposed within the **Health and Wellbeing Strategy** set out what we need to do to improve health and wellbeing.

I have summarised these issues in five themed chapters that explore the key stages and aspects of people's lives:

- Programme Area 1: Best start for children and young people
- Programme Area 2: Health and work
- Programme Area 3: Safe and healthy homes and neighbourhoods
- Programme Area 4: Promoting good health and supporting people when they are unwell
- Programme Area 5: Promoting older people's independence and social inclusion



**Dominic Harrison**  
Director of Public Health  
Blackburn with Darwen Borough Council

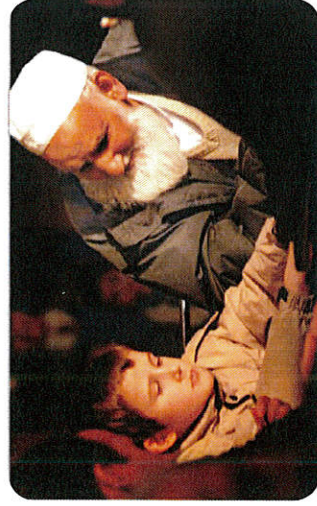


## Delivering Improved Public Health

Public health is 'the science and art of preventing disease, prolonging life and promoting health through the organised efforts and informed choices of society'. However, most things that improve or harm the public's health don't come with a 'public health' label. In fact, in 2010, the National Audit Office reported that only 15-20% of variations in mortality can be directly influenced by specific health services or disease prevention programmes. The remaining 80% arise from social, economic or environmental conditions in areas like housing, regeneration, employment, education and transport.

This is why this public health report has a wide focus, making recommendations for the whole borough, including the public, private and voluntary sectors and residents themselves.

Its principal recommendations are already embedded within Blackburn with Darwen's Health and Wellbeing Strategy and will be considered by the Council and local NHS when making decisions about health and social care investment. Accountability for the delivery of the identified actions lies with the Blackburn with Darwen Health and Wellbeing Board. This new statutory Board, which began on 1st April 2013, has members from the NHS, Council, voluntary sector, Healthwatch and local residents and its actions are monitored by the Council's health scrutiny committee.



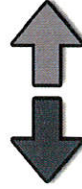
## Past and Future: Civic Leadership for Public Health

We can learn from past successes in developing new strong civic leadership for public health improvement.

From 1800 to the 1850s, the towns of Blackburn and Darwen were noted as places of 'endemic and ubiquitous ill health', but when a new town council was established in 1851, it immediately set about the task of improving the health and wellbeing of the population by:

- Moderating the worst effects of poverty by building a 'Single Union Work-house' in 1864.
- Securing safe, clean water and reducing unemployment by building 30 miles of town sewers in the late 1850s to early 1860s, employing up to 1,000 unemployed mill workers laid off during the cotton famine.
- Buying out the Gas Company to secure cheaper and more regular supplies of 'town gas' to businesses and residents.
- Ensuring effective local waste management by providing four disposal plants and establishing seven tips with 60 horses and carts to carry out waste collection.
- Taking over the Fire Service in 1882 and cemeteries in 1893 to improve public safety.

The result was that the communicable diseases of 1800 were largely banished by 1900 and since then life expectancy across Blackburn with Darwen has improved year on year. Today, however, we face a new set of challenges in Blackburn with Darwen. Now our 'endemic and ubiquitous ill health' shows up in high rates of cancer, heart disease, obesity, type 2 diabetes, poor mental health, high infant death rates and significant inequalities in life expectancy between the most and least wealthy. These are caused by unhealthy environments, ones that enable cheap alcohol, fast foods, fast cars, tobacco promotion, high sugar foods and unhealthy lifestyles promoted to children through the mass media. These risks are compounded by increased poverty and unemployment caused by public policy decisions that shift resources from the north to the south of England and from the most economically vulnerable to those with existing wealth. These determinants of ill health work together to place most health risk on the most vulnerable citizens. They place massive and preventable burdens of disease on local residents that are largely unfair and avoidable.



I have no doubt that working together on the agenda set out in this report, all of the partners on the Health and Wellbeing Board will make a very significant difference to the health outcomes of residents. This will mean both providing high quality health and social care and acting together on the 'social' determinants of health.

Success will require an equally strong and confident civic response to the current public health challenges as was shown by the borough in 1851. I am sure we can do it; Blackburn with Darwen is a 'tough challenge-big response' borough!

*Dominic P. Harrison.*

**Dominic Harrison**  
Director of Public Health  
Blackburn with Darwen Borough Council



Cllr. Kate Hollern talks about health in Blackburn with Darwen. Click image to play.



... I am sure we can do it;  
Blackburn with Darwen is a  
'tough challenge-big response'  
borough...

... families are as much a part of providing the solutions as anyone else; we're encouraging those families to come up with solutions themselves as well as bringing in professionals to support them in making the changes that they want to make...



Children



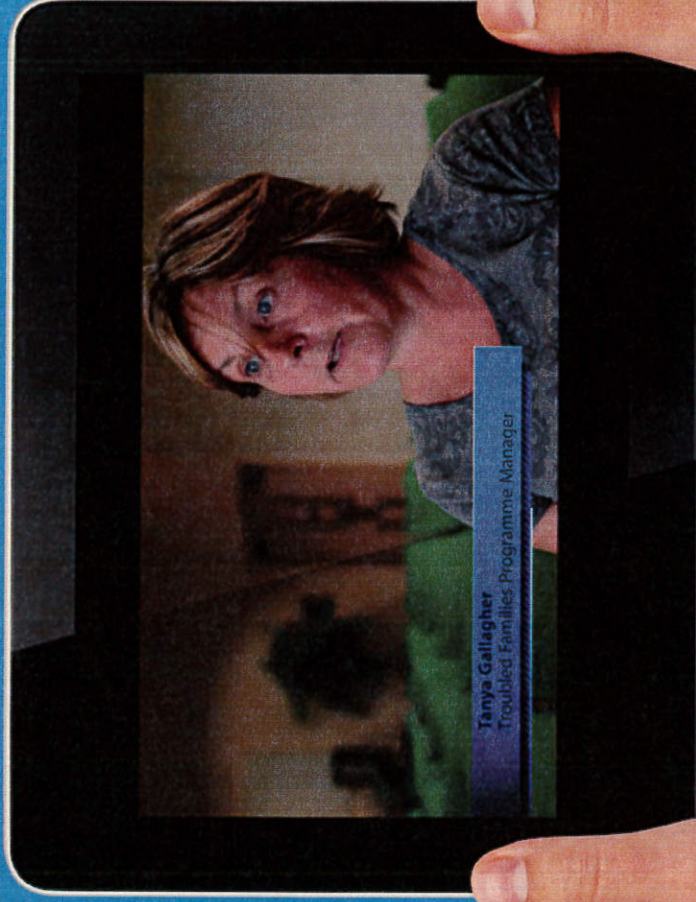
## Best Start for Children and Young People

**Introduction** Blackburn with Darwen has a high proportion of young people, with 28% aged under 20 years, whose health and wellbeing is generally worse than the England average. Child poverty levels are higher than national average, with 26% of children aged under 16 years living in poverty.

We need to support and empower children and young people to make appropriate choices, enable them to be resilient and also to support their families. By helping young people do well in school and reducing the numbers of those not in education, employment or training, we can support their emotional and mental wellbeing.



Find out how we are helping to prevent adverse childhood experiences and support troubled families in Blackburn with Darwen. Click on the image below to view.





**Challenges** Two of the biggest issues facing our children and young people is the harm associated with alcohol and their social and emotional wellbeing. Whilst the rates of young people under 18 who are admitted to hospital because they have a condition wholly related to alcohol, such as alcohol overdose, has decreased recently, overall rates of admission remain higher than England averages. The rates of young people under 18 who are admitted to hospital as a result of self-harm has increased over time, with rates of admission being higher than the England average. Nationally, levels of self-harm are higher among young women than young men.

**Achievements** Both the Clinical Commissioning Group and the Borough Council have signed up to the North West young people and alcohol programme, where we have made a pledge to children and young people living in the North West to work to reduce the harm caused by alcohol.

Nationally accredited Youth Mental Health First Aid training, aimed at carers of 11-18 year olds, has been delivered to a wide range of frontline staff and volunteers, with specific courses delivered for Foster Carers, Children Home staff and Children's Society (which supports young refugees and asylum seekers).

2Gether, which informs young people about the local alcohol pledges, was delivered jointly by Brook, Twin Valley Homes, local police and Witton Park High School. 97 young people attended Greenfields Community Centre to take part in activities about the impact and consequences of alcohol and sexual health and to find out about local services that are available.

**Future plans** Emotional wellbeing is influenced by a range of factors, from individual make-up and family background to the community within which people live and society at large. Promoting social and emotional wellbeing builds the foundations for healthy behaviour and educational attainment, helping to prevent health harming behaviour (including substance misuse) and mental health problems now and in later life.

#### During 2014-15 we will focus this support on:

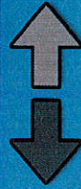
- Children whose emotional health and wellbeing is being impaired.
- Children at risk of and/or have experienced significant harm.
- Parents of young children who are vulnerable or at risk of being vulnerable.



Jess Kinsella talks about the health concerns of young people. Click on image to play.

#### We will work with our health and social care partners to support children and families in a number of ways including:

- Train front line staff, councillors, faith leaders, and volunteers to support the wellbeing of the children and young people that they work with.
- Put children and young people at the heart of all that we do and the decisions we make.
- Identify sooner those at risk of childhood adversity in early life.
- Ensure that all services that we commission have a focus on the emotional wellbeing of children and young people.
- Ensure that children and young people have a voice and are able to influence the decisions that are made on their behalf.



# How can you help?

**Work together** to de-stigmatise mental health and to promote resilience and emotional wellbeing.

**Encourage people**, in particular children and young people, to talk freely about all aspects of emotional wellbeing and mental health.

**Increase aspirations** for our children and young people and give them the skills to make positive choices in their lives.

**CLICK HERE** FOR FAMILIES WITH  
COMPLEX NEEDS ISNA

**CLICK HERE** FOR CHILD POVERTY  
NEEDS ASSESSMENT

**CLICK HERE** FOR CHILDRENS  
DENTAL ISNA

**CLICK HERE** FOR ALCOHOL ISNA





... people usually think about work in the context of financial reward, but we look beyond that. We look at the idea of social inclusion, around people allowing aspiration to become part of their lives, around them being involved in the local community and about them having improved confidence...

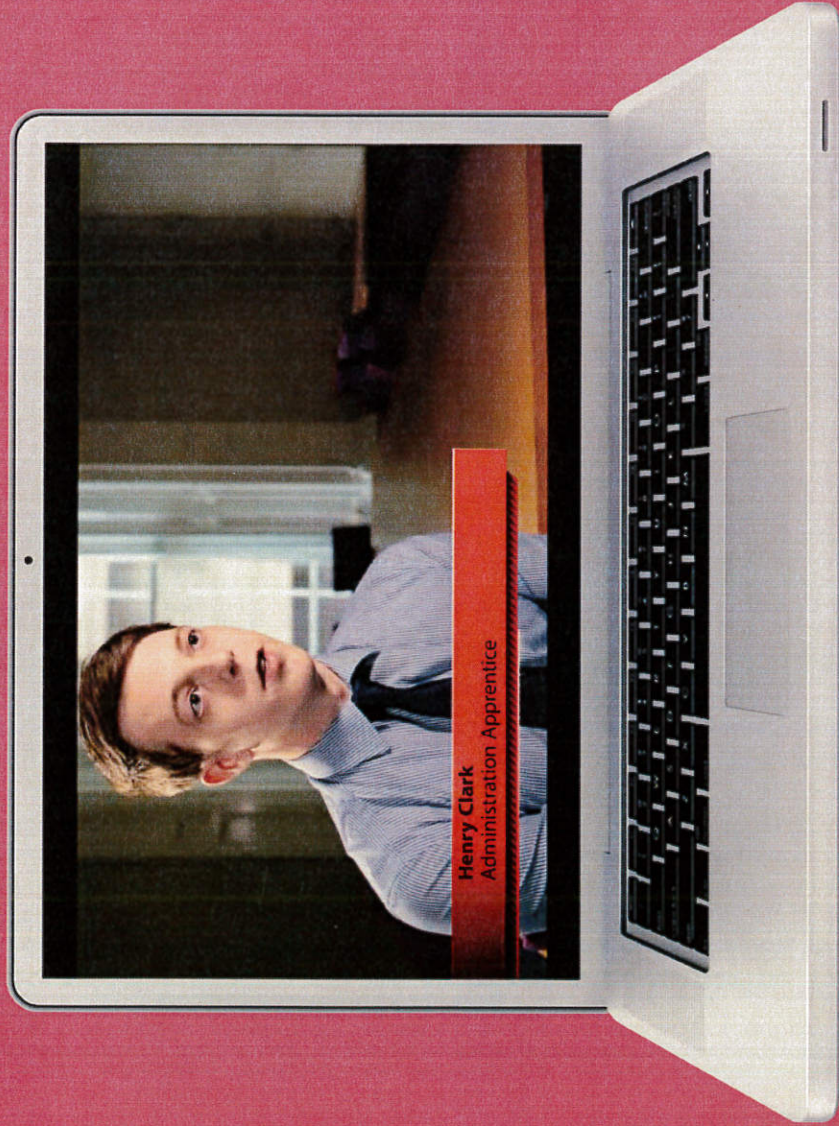


# Employment

# TWO Health and Work

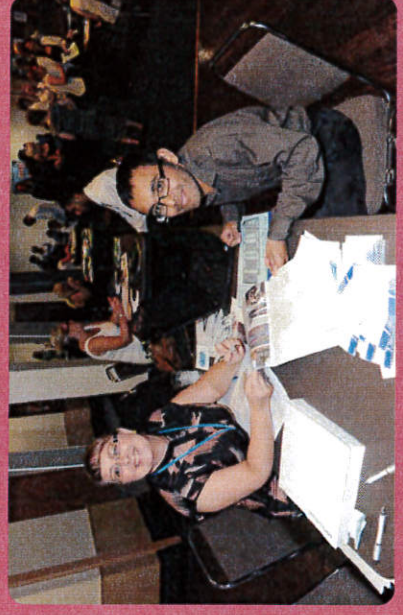


Find out how we are helping to improve employment prospects in Blackburn with Darwen. Click on the image below to view.



**Introduction** There is sound evidence that work is good for physical and mental health and financial wellbeing and that being out of work is harmful to physical and mental health and financial wellbeing.

There are around 40,000 people of working age with a long-term health condition in Blackburn with Darwen, of whom 11,000 are on out of work benefits. This is a major cause of poor health and health inequalities in Blackburn with Darwen.



**Challenges** Studies have shown that people in long term employment are significantly less likely to suffer poor health and therefore have less need to use health and public services. In Blackburn with Darwen, having mental health problems and / or a long term health condition are some of the main causes of being out of work. Increasing the number of residents who are 'work ready' or in employment, training or education will support growth in local businesses and improve labour market productivity. It will also increase the amount of business rate revenue that is retained locally which will create a 'virtuous circle' of improvement for Blackburn with Darwen residents.

People with existing health problems may need additional help to enable them to be more resilient and to be 'work ready'. At the same time, employers may need support from the public sector to improve the health and wellbeing of their staff.

**Achievements** The Council's apprenticeship scheme currently employs 45 young people who are able to complete qualifications whilst gaining work experience, giving them the skills and experience they need to become the workforce of the future.

The council also supports a wide range of voluntary work placements either linked to qualifications in e.g. social work or teaching, or on an 'ad hoc' basis for those who are seeking their first taste of a new career. In providing these placements, the council works closely with partners in the education sector such as schools, colleges and universities.

As well as providing opportunities for work experience placements within local organisations, public sector staff are being supported to take up volunteering opportunities in the local community, allowing the skills and enthusiasm of employees to add social value to the community.

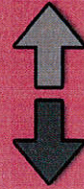
## Future plans

### During 2014-15 we will focus support on:

- Residents who are unemployed or at risk of becoming unemployed.
- People with long term conditions affecting their ability to work.
- People with poor mental health and wellbeing affecting their ability to work.

### We will work with our health and social care partners to:

- Bring together occupational health / health at work services offer, integrating health and safety staff from the Council, NHS and other partners.
- Expand mental health support services for local employers.
- Offer an employment support programme for people with long term conditions and cancer.
- Develop mental health awareness training for frontline staff and community members.



# What can you do?

**Health at work** is an important concern of the community, employers and the health service, and if we want good health in the borough we need to develop more effective interventions to help people into work and to help people stay in work.

**Good access** to preventative health services through workplaces is important, especially for small to medium size enterprises where traditionally there are very few occupational health or workplace health initiatives. Individuals can support this by discussing opportunities for workplace health initiatives with colleagues, employers and unions.



Chief Supt. Bob Eastwood talks about maintaining a healthy workforce. Click on image to play.

**CLICK HERE FOR LOCAL ECONOMIC ASSESSMENT**

**CLICK HERE FOR LOCAL ECONOMIC TRENDS**



... I think one of the most inspirational things here is that you're in a very strong urban area; many people have backyards but they don't have green areas and this is a little oasis in the middle of all of that...



# Three Safe & Healthy Homes & Neighbourhoods

**Introduction** Where people live has a big impact on health and feelings of being safe. This includes the quality of their own homes, the state of their local neighbourhood and whether or not they have access to open space. Living in a cold home is bad for health, increasing the risk of heart attack, stroke and respiratory infection in adults and increasing asthma and causing poor school performance in children, as well as increasing mental ill-health in all ages.



Find out how we are making the most of our green spaces in Blackburn with Darwen. Click on the image below to view.





## Challenges

Blackburn with Darwen is amongst the worst 20% of Local Authorities for fuel poverty, previously defined as households needing to spend more than 10% of income on maintaining a satisfactory level of heating. The government has recently changed this definition to one based on low income and high fuel costs, and while the total number of households in the country affected by fuel poverty has reduced under this new definition, it remains as much of a local priority as ever.

Particular local concerns relating to the quality of homes include the standards found in Houses of Multiple Occupation (hostels) across the Borough and in private rented accommodation in some areas.

Accidents are a leading cause of preventable injury and death for a range of people in the community, including both children under 5 and older people in their homes, children and young adults participating in leisure and sporting activities, as well as pedestrians and vehicle users. Children from poorer backgrounds are much more likely to be severely injured or die as a result of an accident than children from better off families. It is estimated that the financial cost of accidents in Blackburn with Darwen is approximately £4million per annum. This comes from health and social care costs as well as lost productivity.

## Achievements

This year has seen the successful establishment of a new Affordable Warmth partnership, led by Blackburn with Darwen Healthy Living, which will need our continuing support.

We will also continue to promote the Decent and Safe Homes (DASH) service, to help residents improve the standard of their homes including the installation of energy efficiency measures, whilst working closely with other key services, such as GP practices, to ensure maximum take-up and impact of the scheme.

The Your Call campaign has been successful in getting local people together to clean-up their area, which has immediate benefits for health and wellbeing and will hopefully also increase pride in a neighbourhood and reduce the thoughtless behaviour of some, which can spoil it.

## Future plans

### Priority Partner Groups for 2014-15 support those who are vulnerable as a result of:

- Long term health conditions, including mental ill health.
- Physical or learning disability.
- Deprivation or disadvantage.
- Minority or hard to reach groups.



Chief Supt. Bob Eastwood talks about partnership working in neighbourhoods to prevent suicide. Click on image to play.

### How we will work together:

- Continue to develop, with The Royal Society for the Prevention of Accidents (RoSPA), a local accident prevention programme.
- Encourage the take-up of insulation and fuel efficiency schemes.
- Ensure all identified people at risk are offered flu immunisation and other preventative health measures.
- Deliver a multi-agency regulatory framework around private rented sector properties and houses of multiple occupation.
- Use the Your Call programme to support members of the community to be actively involved in improving the quality of their local area, for example through parks supporters groups and community clean-ups etc.
- Deliver and expand the Good Neighbour Scheme to encompass the Blackburn with Darwen winter squads and promote better access to the widest possible range of community activities.



# How can you help?

**Local residents** have the single biggest impact, for good or bad, in how safe and healthy their neighbourhood is.

**To feel some responsibility** for showing a good example to others and respect & gratitude to their neighbours who are already leading by example.

**To value diversity** in their neighbourhood and community.

**Get involved** in Your Call where you live.

**Be prepared** to invest time and energy into improving your homes and neighbourhoods.

**CLICK HERE FOR YOUR CALL**

**CLICK HERE FOR COMMUNITY  
SAFETY STRATEGY**



... ultimately, everybody has to be responsible for their own health. But if we can identify the people who are at risk of developing ill health, we can properly support them to make those changes...



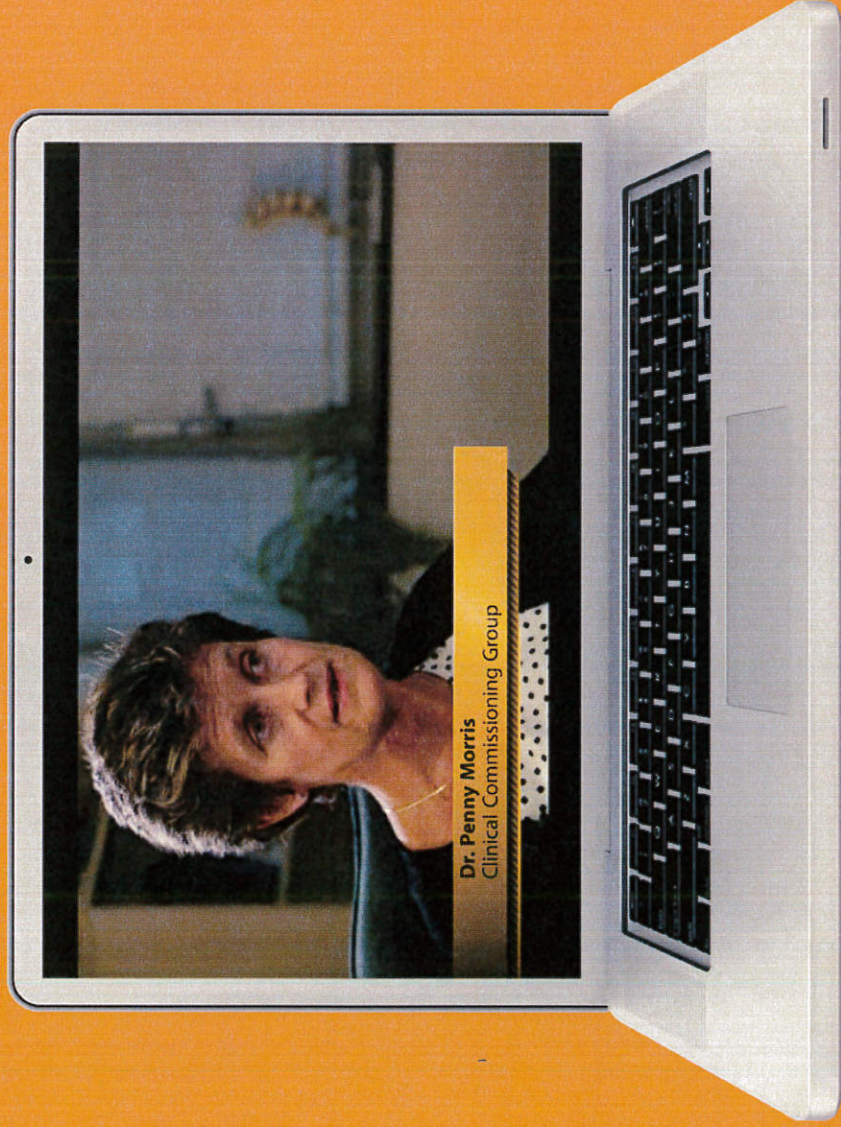
# Health

# FOUR

## Good Health & Supporting People when Unwell



Find out how we are helping to change the way we look after people with long term health conditions in Blackburn with Darwen. Click on the image below to view.



**Introduction** Maintaining a healthy lifestyle is the best way to ensure good health for you and your family, now and in the future. However, there are many factors that can make this difficult. Being on a low income may make accessing opportunities for healthy food, sport or leisure difficult. Balancing competing demands on our time, such as work and caring responsibilities may leave little time or resources for looking after yourself. Making sure everyone has the opportunity to access a healthy lifestyle is a key priority, particularly during the economic downturn where family budgets have been depleted.

Changing how we provide health and social care services to people with long term conditions is also a priority, to ensure they get the best possible care for their needs and reduce the likelihood of hospital admission.



**Challenges** In Blackburn with Darwen, many people still smoke and the prevalence of smoking is amongst the highest in the country. Smoking is the number one cause of preventable death, ill health and health inequalities in our community. Smoking is also an economic issue. It is estimated that in Blackburn with Darwen, smoking costs the wider economy £46m each year. This is through lost productivity, sick days, illness and death, house fires and dealing with tobacco litter. Over 60,000 people in Blackburn with Darwen are living with one or more long term health conditions, a significant and growing challenge.

**Achievements** Now in its 5th year, re:fresh, Blackburn with Darwen Council's health and wellbeing campaign, has successfully encouraged more people to take up exercise and have a healthier lifestyle. re:fresh offers access to a programme of free leisure across the Council's leisure facilities, parks and community venues to anyone over 16 years who lives, is in full-time education, is registered with a GP or works in Blackburn with Darwen. It resulted in 580,809 attendances at leisure facilities in the borough during 2012/13.

We are also taking an innovative approach to the way we care for people with long term conditions. A pilot scheme in four of the borough's GP practices brings social workers, community health and hospital staff together to provide care closer to patients' homes which is more tailored to their individual needs, thus preventing avoidable hospital admissions.

Another key development has been the transfer of tobacco control and stop smoking services to the Council as part of NHS reforms in April 2013. The council is ideally placed to work with partner organisations to reduce the harm associated with tobacco, including stopping the sales of tobacco to children, reducing sales of illegal tobacco and responding to emerging threats to health such as those posed by the smoking of Shisha.

## Future plans

### Priority Partner Groups for 2014 -15 support:

- People who smoke or are at risk from smoking.
- People with Long Term Conditions.
- People with mental health problems or at risk of developing them.



### We will work with our health & social care partners to:

- Increase the number and variety of places where we offer Stop Smoking Services.
- Raise awareness about the harm to health of smoking shisha.
- Roll out the long term conditions pilot, including identifying as early as possible residents who have long term conditions and are at high risk of an avoidable hospital admission and expanding the area where we provide this service.
- Make it easier for people to access wellbeing services from social care, primary care, Job Centre Plus and other services in one place.
- Speed up access to psychological therapy support and make sure it is linked with support to address the wider causes of psychological distress.
- Train frontline staff in the NHS, Council, Job Centre Plus and public and voluntary agencies so that they are able to provide brief but appropriate advice, including signposting to health services, as part of their everyday contact with patients and users of services.



# What can you do?

**Make your home** and car 'Smokefree'. Smokefree homes and cars are great way to protect children from the harms of smoking.

**Move more!** Physical activity is not only great for your body but can help your emotional wellbeing too. Refresh offers a great range of fun ways to get more active.

[CLICK HERE FOR SEXUAL HEALTH ISNA](#)

[CLICK HERE FOR CVD ISNA](#)

[CLICK HERE FOR CANCERS ISNA](#)

[CLICK HERE FOR ALCOHOL ISNA](#)





... loneliness can escalate to people becoming more isolated, leading to mental health problems and depression and that has a physical impact as well. There's a risk of people losing their independence as result of all of that...



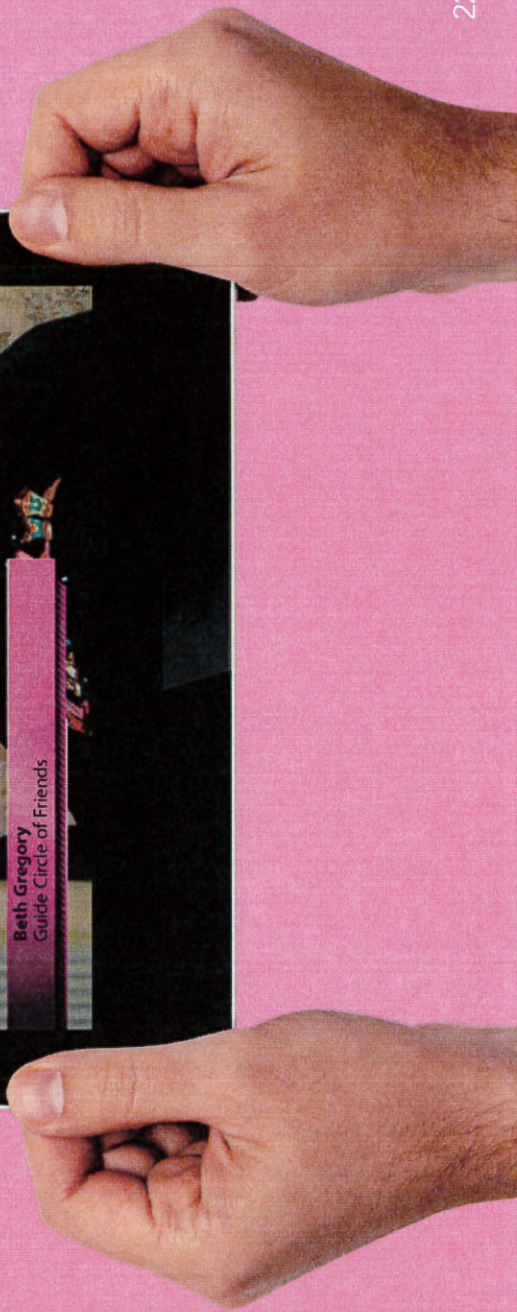
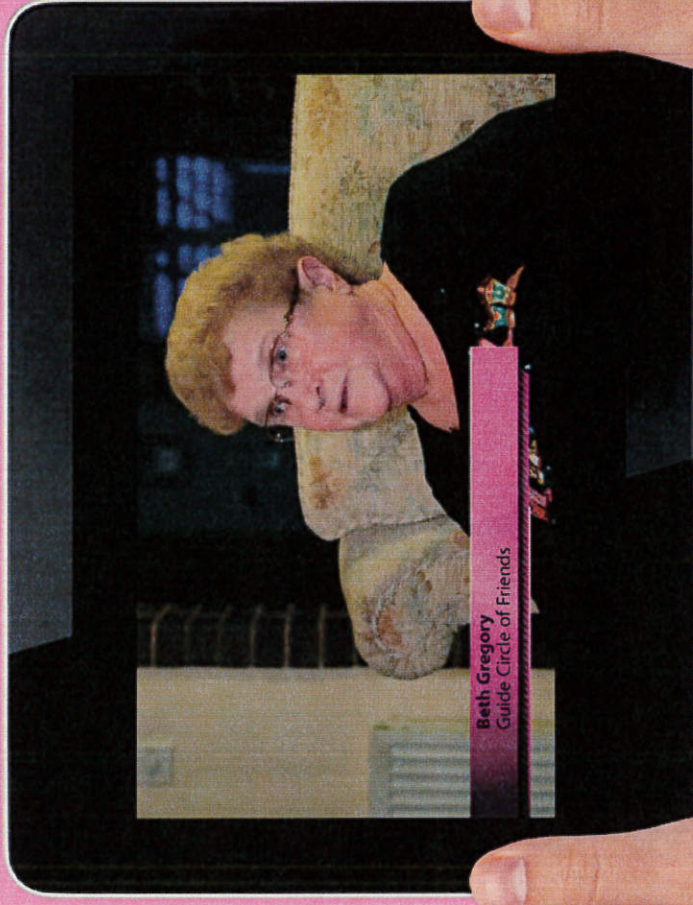
# Five Older People's Independence & Social Inclusion

**Introduction** Striving to give children the best start in life is rightly seen by many as a priority. When people see both the vulnerability and the potential of young children, it stirs protective and nurturing instincts.

Older people may cause similar emotions, but can also remind us that day by day everyone of us is ageing and to think about how we would wish to be treated when we are old. The dignity and respect afforded to older people is a true hallmark of a fair and civilised society.



Find out how people in Blackburn with Darwen are combatting isolation and loneliness. Click on the image below to view.





**Challenges** As people live longer, the population will age. Over the next 20 years, the proportion of people aged 65+ in Blackburn with Darwen is predicted to increase from 1 in 8 to more than 1 in 6 and the number of very elderly (aged 85+) is predicted to increase by two-thirds.

This brings health challenges as older people are at increased risk of developing one or more limiting long-term conditions. This in turn increases their need for health and social care support, as well as increasing the risks of poor quality of life, loss of independence and social isolation.

Local people, particularly in older age, have lower than average financial assets, reducing their opportunity to buy services they feel would improve their quality of life and help to maintain their health and independence.

Older people are also experts, through their own experiences, with a positive and unique contribution to make to local life.

**Achievements** Last year we effectively established social isolation as a key local priority, and action to address it as a huge opportunity to address some of the biggest challenges we face. We launched Your Support Your Choice in the town centre, bringing together information about health and social care services in one place to make it as easy as possible for families and carers to get the information and support they need.

## Future plans

### Priority Partner Groups for 2014-15 support:

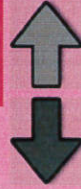
- People over 50 who are at substantial risk of losing their independence but are not eligible for formal social care.



Cllr. Mohammed Khan talks about health checks in Blackburn with Darwen. Click on image to play.

### How we will work together:

- Identify people earlier, working together in a better way to catch them at a low or moderate level of need and putting in the right multi-agency support to meet their needs.
- Develop a process to identify those at risk of losing their independence so we can put the right support in place early.
- Get agreements with partners to share information, with clients' consent, so we can work together to best meet their needs.
- Increase the quality and number of referrals voluntary organisations and health providers, particularly GPs.



# How can you help?

**Find an opportunity** every day to be a good neighbour to someone.

Ask if they would like to share a meal, or just have a cup of tea, or offer a lift to someone who doesn't have their own transport.

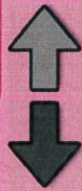
In particularly cold or hot weather, ensure that there is someone 'looking out for' vulnerable people living in the neighbourhood.

In snowy weather, make sure the pavement outside your own house is safe and offer to do the same for elderly neighbours.

**CLICK HERE FOR LONELINESS & ISOLATION ISNA**

**CLICK HERE FOR OLDER PEOPLES HOUSING STRATEGY**

**CLICK HERE FOR DEMENTIA ISNA**



... we see the ISNA as the Story of Blackburn with Darwen; looking at what has happened in the past, what is happening now and our best understanding of what is likely to happen in the future. The Story identifies the big challenges for the next five to ten years for the Borough...

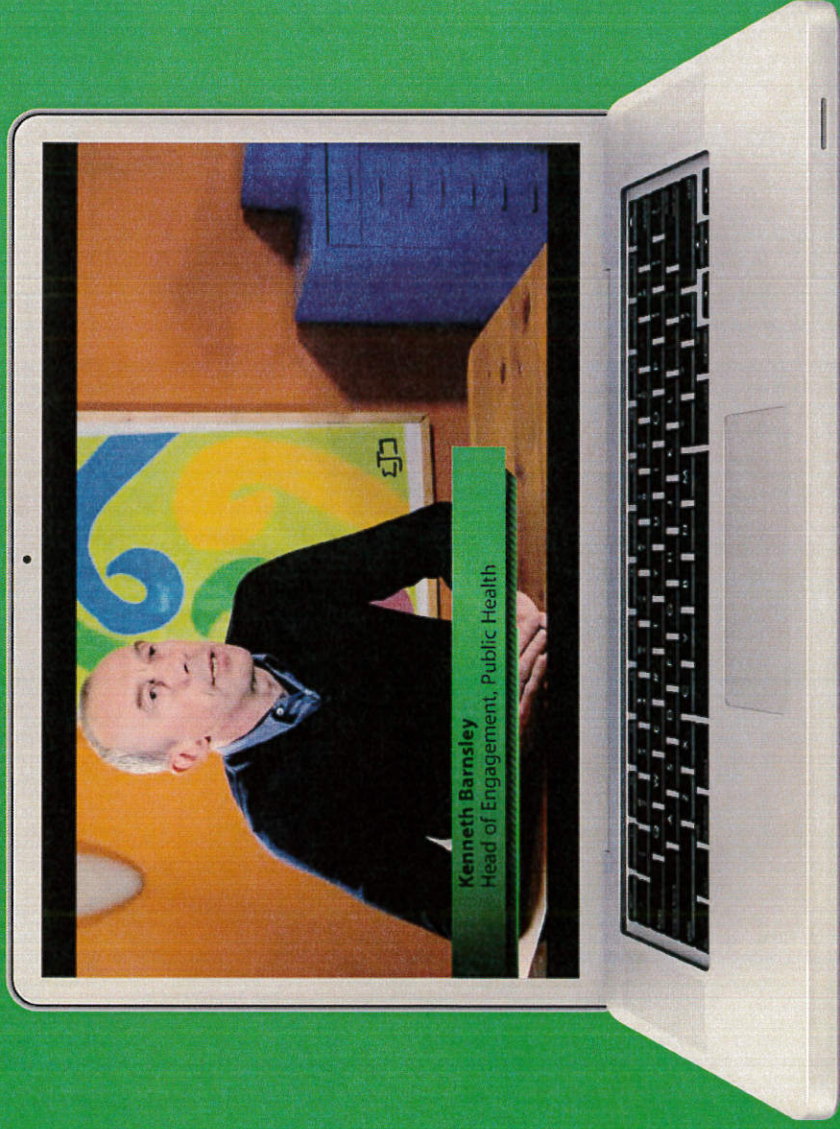
## Research



# The Integrated Strategic Needs Assessment (ISNA)



Find out how we know what the health needs and priorities are in Blackburn with Darwen. Click on the image below to view.



**Introduction** The ISNA is the way we try to understand the needs and assets of residents. It's a story of Blackburn with Darwen. Overall it's about how the population of the borough is made up, what we know about how healthy it is and the assets people and communities have to help them to stay healthy. But it's also about understanding what residents and people that use services think about Blackburn with Darwen and the services that help to promote health. It tries to understand the stories that people and communities tell about their own experiences of health and wellbeing.



**Understanding** needs and people helps the Council and NHS to plan services that are right for local residents and communities. We see the ISNA as the Story of Blackburn with Darwen, looking at what has happened in the past, what is happening now and our best understanding of what is likely to happen in the future. The Story identifies the big challenges for the next five to ten year for the borough and the big opportunities to improve the place for residents, business and communities.

**Each year** we look at the Story of Blackburn with Darwen and we work out what has changed about the place in terms of the discussions and stories we've listened to from residents and communities and by looking at all the new data and information that there is about our towns and communities. We look at the difference in health and wellbeing between neighbourhoods and different parts of the community and we look to set out the major health and wellbeing challenges for the year, for the next three years and for the next ten years. We work out how we are going to involve residents and people that use services, and how we can listen to the stories of communities and individuals

In the last year we've had a closer look at dementia, loneliness and isolation, sexual health, heart attacks and strokes, cancers, children's dental health, what health means for work, people with learning disabilities and children that die before their time.

The ISNA Story and all the work that goes into it belongs to the Health and Wellbeing Board. It's there to make sure that the Health and Wellbeing Strategy is based on the evidence from local communities and people and about local communities and people. It means that we have the evidence to design good quality services to improve health and wellbeing and that reflect the needs and experiences of communities and people in Blackburn with Darwen.

**CLICK HERE FOR ISNA**

**CLICK HERE FOR THE STORY OF PLACE**

**CLICK HERE FOR PUBLIC HEALTH ENGLAND, LOCALITY HEALTH PROFILE FOR BLACKBURN WITH DARWEN**



Thanks to all who contributed to the creation of the Public Health Annual Report.

Please send comments or questions to [PublicHealthAdmin@blackburn.gov.uk](mailto:PublicHealthAdmin@blackburn.gov.uk)



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