

The Public Health Investment Plan 2013-2015

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Issues

- 1. What is the purpose of the Public Health Grant?**
- 2. What outcomes is it required to deliver?**
- 3. What priorities have been set in BwD?**
- 4. How much was the Public Health Grant for BwD?**
- 5. Where is the Grant funding invested in BwD and why?**
- 6. How is the £1m Social Determinants of Health Fund allocated and what outcomes have been achieved to date?**
- 7. What do others think of the BwD Public Health Investment Plan?**
- 8. Is there any evidence health and Wellbeing outcomes are improving in BwD?**

Public Health Grant : Purpose & Outcomes

The Department of Health vision for the new Local Government leadership for public health:

***“Building on local government’s long and proud history of public health leadership, our vision is for local authorities to use their new responsibilities and resources to put health and wellbeing at the heart of everything they do, thereby helping people to lead healthier lives, both mentally and physically.*”**



Public Health Outcomes Framework

Blackburn with Darwen

Introduction

The Public Health Outcomes Framework [Health, Free, Healthy, Active, Inclusive, Outcomes and Wellbeing Programme](#) sets out a vision for public health, desired outcomes and the indicators that will help us understand how well public health is being improved and protected. The framework concentrates on two high-level outcomes to be achieved across the public health system, and groups further indicators into four 'domains' that cover the full spectrum of public health. The outcomes reflect a focus not only on how long people live, but on how well they live at all stages of life.

This profile currently presents data for the first set of indicators at England and upper tier local authority levels, collated by Public Health England.

The profile allows you to:

- Compare your local authority against other authorities in the region
- Benchmark your local authority against the England value

Public Health Outcomes Framework baseline data will be revised and corrected in accordance with the [general ONS statistical policy on revisions and corrections](#).

Contents

Spline charts	
Overarching indicators	Page 2
Wider determinants of health	Page 3
Health improvement	Page 4
Health protection	Page 5
Healthcare and premature mortality	Page 6
Tarlan Rugs	
Overarching indicators	Page 7
Wider determinants of health	Page 8
Health improvement	Page 9
Health protection	Page 10
Healthcare and premature mortality	Page 11
Summary Charts	
Overarching indicators	Page 12
Wider determinants of health	Page 13
Health improvement	Page 16
Health protection	Page 19
Healthcare and premature mortality	Page 22
Inequalities	
Inequalities	Page 25
Definitions	
Definitions	Page 28



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6 Health and Wellbeing Strategy - Plan on a Page

Our overarching goal is:

Year on year, to increase the life expectancy of Blackburn with Darwen citizens, and to reduce differences in life expectancy between Blackburn with Darwen and the national average.

To address the challenges identified, five priority programme areas for shared action across partners have been agreed by the Health and Wellbeing Board, based on public and stakeholder consultation and evidence of what works. The Board will focus on these five priority programme areas to improve the physical and mental health and wellbeing of Blackburn with Darwen's residents, using the approach and principles described in the previous two sections. In each of these programme areas we will work to improve the health of the worst-off fastest through greater improvements in more disadvantaged communities and vulnerable groups.

For each programme area we have also identified a number of Key Outcomes, such as infant mortality and admissions to residential care, improvements in which will demonstrate the difference being made locally, by delivery of this strategy and all the other plans and actions it influences.

Challenges	Principles	Priority Actions	Key Outcomes
<ul style="list-style-type: none"> Continuing poverty, deprivation and disadvantage. Increasing inequalities in unemployment and worklessness. Increasing harmful impact of alcohol. Poor quality and diversity of housing. High levels of fuel poverty. Poor health outcomes in children. High premature mortality and disability from long-term conditions. Increasing numbers of older people needing support to remain socially included and independent. Significant sections of the population socially isolated. 	<ol style="list-style-type: none"> No health without mental health. Focus on prevention Work together Build on strengths Good governance Integration 	<p>Programme Area 1: Best start for children and young people</p> <ul style="list-style-type: none"> Improve emotional and psychological wellbeing of children and young people. Keep children and young people safe Improve the quantity and quality of physical activity Tackle social isolation across generations Tackle youth unemployment <p>Programme Area 2: Health & Work</p> <ul style="list-style-type: none"> Employers improve workplace health Commissioners maximise social value to promote employment Develop integrated employment support for people with Long-Term Conditions (LTC). Ensure people out of work are supported to improve mental and physical health. <p>Programme Area 3: Safe & healthy homes & neighbourhoods</p> <ul style="list-style-type: none"> Reduce poor and unfit housing for vulnerable people Reduce fuel poverty Improve the quality of the physical environment Tackle social isolation at neighbourhood level Use planning, environment and enforcement systems to improve health. <p>Programme Area 4: Promoting health and supporting people when they are unwell</p> <ul style="list-style-type: none"> Develop an integrated wellbeing and self-care service. Develop Primary Care that is Community Orientated. Develop a recovery model for drug and alcohol services. Make healthy choices easier Build and develop community assets for health Develop Healthy Settings. <p>Programme Area 5: Older people's independence and social inclusion</p> <ul style="list-style-type: none"> Improve older people's access to transport Tackle social isolation in older people Ensure that older people will be safe, and be free from abuse Promote older people's independence and choice Maximise older people's claims for benefit entitlements 	<ul style="list-style-type: none"> Reduced infant and child mortality Reduced Child poverty Reduced Child injuries Reduced Child obesity Reduced 16-18 years olds not in education, employment or training. Increased employment for those with Long-Term Conditions Reduced work sickness absence Increased quality of life of people with Long-Term Conditions. Reduced excess winter deaths Reduced fuel poverty Increased use of green space Increased wellbeing Reduced road traffic accidents. Reduced excess weight and increased physical activity Reduced smoking prevalence Increased successful completion of drug treatment Reduced alcohol-related admissions Reduced admissions by people with Long-Term Conditions Reduced years of life lost from causes amenable to healthcare. Improved access to transport Increased engagement in Good Neighbour schemes. Improved Safeguarding of Vulnerable People Reduced admissions to residential and nursing care homes Reduced income deprivation affecting older people.

Public Health Grant Allocation

Year	Allocation	Spend per head	Percentage rise on baseline
2013/ 14	£12,775,800	£86 (Target £77)	2.8%
2014/ 15	£13,133,500	£88 (Target £82)	2.8%

£1m Social Determinants of Health Fund

Public Health Indicators	
Wider Determinants of Health	Health Protection
Children in poverty	Population Vaccination coverage MMR 2 / 5 yrs
16-18 Year olds not in education employment or training	Public Sector Organisations with a Board level approved sustainable development management plan
Pupil Absence	Healthcare public health and preventing premature mortality
Adults in contact with secondary mental health services who live in stable and appropriate accommodation	Mortality from causes considered preventable.
Killed and seriously injured road casualties	Under 75 preventable mortality from cardiovascular diseases
Violent crime	Under 75 preventable mortality from cancer
Statutory homelessness – Homelessness acceptances	Under 75 preventable mortality from liver disease
Statutory Homelessness – Households in temporary accommodation	Emergency re-admissions within 30 days of discharge from hospital
Utilisation of outdoor space for exercise/health reasons	Hip fractures in people aged 65 and over
Health Improvement	Child Health Profile
Excess weight in 4-5 and 10-11 year olds	GCSE Achieved (5A*-C including English and maths)
Emotional Wellbeing of Looked After children	GCSE Achieved (5A*-C including English and maths) for children in care
Successful Completion of Drug Treatment	Community Health Profile
Self- reported wellbeing- people with a low satisfaction / worthwhile / happiness / high anxiety score	Population aged 16+ achieving 3x30 & 1x30 mins physical activity

£1m Social Determinants of Health Fund

Intervention	Funding
Core Schools & Education Support Services	Education £40,000
NEET: Young Peoples Learning Services (including CXL commission)	
Education Welfare Services	
Teenage mothers in EET through the CXL Commission, teenage mothers pre-16yrs through alternative provision	
School Improvement Services	
HoS Educational Excellence/Virtual Education Team	
Intervention	Funding
Early Years / Children's Centres	Children's £155,000
Youth Offending Team services & Care Leavers programme	
Children's Adoption team	
Specialist working with CAMHS Services	
Clinical psychology 'Fast Track' Service	
Children's services supporting parents in reduction of drug dependency	
Services targeted at specific families through Early help Strategy	
Children's Services aimed at looked after children	

Intervention	Funding	
Falls prevention programme,	Adult Services £70,000	
Homecare manual handling training		
Reablement programmes		
Decent and Safe Homes (DASH)		
Adult Safeguarding Programme/Board		
Supporting people programme		
Supporting people programme	Regeneration £125,000	
Intervention		Funding
Road Safety Team interventions including existing 20 mph zones		Regeneration £125,000
Sustainable Transport programme (walking and cycling initiatives)		
Apprenticeships Programmes		
Social value Programme – Increasing local commissioning		
Housing Plan		
Employment strategies aiming to ensure at least one earned income per household with children		
Worklessness & employment programmes		

£1m Social Determinants of Health Fund

Intervention	Funding
Books on Prescription	Culture Leisure Sport and Young People £345,000
Countryside Services	
Holiday activity programme	
Group fitness programme	
Targeted and extended re:refresh offer - people with mental health / wellbeing risk	
Targeted and extended re:refresh offer - people without employment	
Targeted and extended re:refresh offer - people at risk of falls/hip fracture	
Intervention	Funding
Customer services (Improved benefits processing) and Advice services using a targeted approach to those most at risk.	Finance £40,000
Targeted Fuel Poverty Benefits Advice	
Debt and benefits advice Services targeted at specific families	
Debt , mortgage and housing benefits advice	
Benefits & related advice targeted at 16 year olds leaving care	

Intervention	Funding
Your call friends groups, Green Flag parks, Neighbourhood Services Accompanied walks	Neighbourhood and Environment £125,000
Licensing functions- training on alcohol-related harm as part of new licensing regime	
Community safety measures and on-street drinking ban enforcement, mediation, underage sales work through public protection service	
BwD & Pan Lancashire Fuel Poverty programme	
Your call friends groups supported by neighbourhood services	
Sustainability and environmental improvement services	
Intervention	Funding
Targeted local health and social media communications programmes.	Communications £100,000
Self- care / early detection of cancer comms initiatives	
Mental health/wellbeing self- care comms advice programmes	
MMR Comms programme	

£1m Social Determinants of Health Fund

Quarter 2 Highlights

Education Employer Engagement team -

- visited 23 companies within Blackburn and Darwen and where appropriate the employer has been informed about the Vacancy and Matching Service we offer
- sent 230 letters to Blackburn with Darwen companies who offered work experience placements during Quarter 1. Information was included about the 16-19 jobs website to raise awareness and advise employers they can advertise opportunities with us.

Children's Services Geographical teams -

- Supported weekly Family Health Drop in sessions
- Complete requests for service and offer children centre information, signposting and run Messy Play sessions
- Hand Holding to community groups, ESOL, Numeracy & Literacy classes
- Hand holding and supporting Families into community groups via Social Care Referrals from family support panel.
- Narrowing the gap - A Communication and Language Group which has been piloted at Highercroft Children's Centre

Decent and Safe Homes (DASH)

- Assessments: 28
- Home safety visits: 18
- Handyperson jobs: 168
- Energy efficiency liaison / advice: 15
- Rehousing options assessment: 12
- Home maintenance specification assessments: 33

Manual handling sessions undertaken, training 15 new staff per week

453 older people supported through the Good Neighbours project

58 people have been employed as a result of funding support from the Council's Assistance to Industry Programme

£1m Social Determinants of Health Fund

Quarter 2 Highlights (cont'd)

6,049 CLSY health intervention / activities delivered this year up to the end of quarter 2

An additional 'First Steps' Walk has been added to the programme of delivery for Health Trainers and new Community Physical Activity sessions have been added at Bangor Street.

444,013 attendances in leisure and health services (including, courts and pitches).

Summer participation continues to boost performance, with children encouraged to participate regularly over the summer with a prize draw, by collecting stamps for every attendance, through the summer Beez card promotion.

Focus remains on memberships with 'bring a friend' promotions to provide incentives for current members for retention and attracting new members. Further memberships promotions will be delivered this year, which will boost participation.

The Corporation Park Supporters Group has been supported with 4 bids this quarter, with Friends and Supporters groups of Roe Lee Park, Whitehall Park and Bold Venture Park amongst others being assisted with their bids. A total of 9 funding applications have been supported this year.

37 You Call clean up events with a total of 988 volunteers attending during the quarter.

Prior to the introduction of the 'welfare cap' the Council extensively promoted the change and issued letters to all those affected. All respondents were interviewed and undertook a detailed income and expenditure assessment.

The Foodbank has worked with schools to identify and support vulnerable children during the school holidays. 79 families of children on free school meals received weekly food deliveries.

The Jubilee Credit Union has instituted a telephone connect service to minimise customers need to travel to access gas or electric reconnection support.

Nightsafe are working with Darwen Food Larder to provide Food Parcels to the Darwen community minimising the need for customers to travel to access the service.

31.41% of the Council's expenditure is calculated to have been spent with businesses/suppliers registered in the Borough

Kings Fund: Analysis of BwD PH Investment Plan Dec 13

The screenshot shows a Windows Internet Explorer browser window displaying the Kings Fund website. The address bar shows the URL: <http://www.kingsfund.org.uk/publications/improving-publics-health>. The website header includes the Kings Fund logo with the tagline "Ideas that change health care" and navigation links for Venue hire, Press, Contact us, Who's who, Blog, and Login. A search bar is also present. The main navigation menu includes Home, Health topics, Publications (highlighted), Events, Leadership development, Audio / Video, Library services, and About us. The main content area features the article "Improving the public's health" with a sub-heading "A resource for local authorities". It includes social media sharing options (Tweet 70, +1 0, Like 5), the date "12th December 2013", and authors "David Buck, Sarah Gregory". The article text begins: "Local authorities have been given renewed responsibility for public health as part of the health and social care reforms introduced in April 2013, alongside dedicated funding and a new public health outcomes framework. But given the scale of need and the challenges facing different local communities, how can councils decide which aspects of public health to prioritise, and what actions are most effective?". A red book cover image is shown with a "Download .pdf" button and a price of "Print copy: £10.00 | Buy". A "Don't miss out" sidebar offers email updates and social media links for Twitter, LinkedIn, Facebook, and YouTube. The Windows taskbar at the bottom shows the date as 07/01/2014 and time as 16:55.

Kings Fund

“Blackburn with Darwen have developed an innovative, planned partnership between the public health team and the rest of the local authority. At the heart of this partnership is a clear focus on outcomes, planning, and rigorous HIA, with the participation of the local community and backing of the local health and wellbeing board.” Page 5

BwD Public Health: Male Life Expectancy

Local authority rankings

As can be seen from the tables below, Blackburn with Darwen had the 8th equal lowest life expectancy in England for males in 2010-12, and the 16th lowest life expectancy for females. There are lots of ties, but only those involving Blackburn with Darwen are shown (using curly brackets):

Table 1- Male Life Expectancy Rankings (1=lowest, out of 324 LAs in England)

	2005-2007	2006-2008	2007-2009	2008-2010	2009-2011	2010-2012
1	Manchester	Manchester	Manchester	Manchester	Blackpool	Blackpool
2	Blackpool	Blackpool	Blackpool	Blackpool	Manchester	Manchester
3	Liverpool	Corby	Corby	Salford	Burnley	Burnley
4	Sandwell	Sandwell	Salford	Liverpool	Salford	Salford
5	BwD	Salford	Liverpool	Hyndburn	BwD	Liverpool
6	Corby	Liverpool	BwD	Corby	Liverpool	Middlesbrough
7		BwD	Hyndburn	BwD		Tameside
8						BwD
9						Hyndburn

BwD Public Health : Female Life Expectancy

Table 2- Female Life Expectancy Rankings (1=lowest, out of 324 LAs in England)

	2005-2007	2006-2008	2007-2009	2008-2010	2009-2011	2010-2012
1	Hartlepool	Manchester	Manchester	Manchester	Manchester	Manchester
2	Manchester	Blackpool	Burnley	Blackpool	Blackpool	Blackpool
3	Halton	Knowsley	Knowsley	Liverpool	Middlesbrough	Middlesbrough
4	Liverpool	Burnley	Liverpool	Salford	Liverpool	Liverpool
5	Burnley	Salford	BwD	Knowsley	Corby	Corby
6	Knowsley	Liverpool	Blackpool	Middlesbrough	Salford	Burnley
7	Hull	Halton	Salford	BwD	Hull	Salford
8	Salford	Hartlepool	Halton	Stoke-on-Trent	Hyndburn	Hull
9	Blackpool	Oldham	Tameside	Hyndburn	BwD	Stoke-on-Trent
10	Oldham	Hull	Middlesbrough		Tameside	Halton
11	BwD	Tameside			Stoke-on-Trent	Tameside
12		Middlesbrough				Sunderland
13		Stoke-on-Trent				Knowsley
14		BwD				Rochdale
15						Wigan
16						BwD