

HEALTH AND WELLBEING BOARD



| | |
|--------------|--|
| TO: | Health and Wellbeing Board |
| FROM: | Abdul Razaq, Director of Public Health |
| DATE: | Tuesday, 5 December 2023 |

SUBJECT: Update on Public Health Strategies in Development

1. PURPOSE

To update the Health and Wellbeing Board on the progress on the development of Public Health strategies in development.

2. RECOMMENDATIONS FOR THE HEALTH & WELLBEING BOARD

- To note the progress and timelines of the production of the Public Health strategies currently in development (set out in Sections 3 and 5 below).
- That the Health and Wellbeing Board receive the Public Health strategies once finalised.

3. BACKGROUND

Following the publication of the Blackburn with Darwen Joint Local Health and Wellbeing Strategy 2023-2028, further work has been progressing on developing specific Start Well, Live Well and Age Well related public health strategies as follows:

- i. Start Well: Child poverty strategy
- ii. Start Well: Infant feeding Strategy
- iii. Start, Live and Age Well: Mental Health, Suicide and Self-harm Prevention strategy
- iv. Live Well: Combatting drugs partnership Strategy/Action Plan
- v. Live Well: Sexual health strategy

4. RATIONALE

The overarching Joint Local Health and Wellbeing strategy underpins the Start Well, Live Well, Age Well and Dying Well areas of focus for the 2023-2028 duration and it is vital that supporting strategies and action plans are in place that can monitor and review progress against key priorities through existing governance arrangements and sub groups.

The Public Health strategies are a pivotal component part of meeting the Blackburn with Darwen Council Corporate Plan missions and objectives and delivering the Joint Local Health and Wellbeing Strategy and Integrated Care Systems ('ICS') strategy priorities for improved Population and Public Health for local residents.

Following the Local Government Association (LGA) corporate peer challenge for Blackburn with Darwen Council all strategies in place and those in development have been centrally collated

within a stakeholder mapping of strategies.

5. KEY ISSUES

1. Start Well: Child poverty strategy

The child poverty strategy will aim to reduce and mitigate the impact of child poverty and reduce the inequalities in poverty for children and families in Blackburn with Darwen. The collective partnership agrees to mitigate the impacts of child poverty, either via the services they provide or services they commission.

After consultation with young people and families in our borough, six key themes were identified to focus this strategy and help to protect those in poverty and prevent more children, young people and families falling into poverty. We will take our young people and families on a journey with us and hope to mitigate the impact poverty has on those facing its harsh reality.

These themes were identified with the help of:

- Healthwatch who gathered responses from 780 pupils through questionnaires and focus groups;
- Two workshops with the Strategic Youth Alliance (SYA) Forum to hear their thoughts and make sure we have the right themes and are tackling them in the most appropriate way;
- The Family Hubs Parent Panel who shared their ideas through a survey.

The strategy will focus on the six key themes of the School Day, Stigma and Wellbeing, Food, Transport, Early Years and Housing. We will break down barriers and make everyday life accessible to children and young people regardless of their financial background. We will work together to ensure that every child & young person who experiences poverty can thrive.

It is expected that the strategy will be launched in early 2024 and be reviewed in 2027.

2. Start Well: Infant Feeding Strategy

The Blackburn with Darwen Infant Feeding Strategy will be developed in 2024. It is part of a wider pan-Lancashire Local Maternity and Neonatal Systems (LMNS) strategy and will draw on 49 recommendations from NHS England, Dept of Health and Social Care & the NHS Long Term Plan.

A Gap Analysis is being developed by the Integrated Care Board ('ICB') to help inform the strategy, as well as service user experience of infant feeding, antenatal and maternity services. This gap analysis will be broken down into Local Authority area.

An update will be given with timescales when the preparatory work on the pan-Lancs footprint has been completed.

3. Start, Live and Age Well: Mental Health, Suicide and Self-harm Prevention strategy

This strategy is a public health strategy that takes a preventative approach to these areas of work across sectors in line with a place based approach.

- It will provide a framework for action across the life-course and across the mental health continuum, in order to prevent avoidable loss of life through suicide.
- It intends to provide an approach to Mental Wellbeing, Mental Health, Self-Harm and Suicide Prevention that recognises the contributions that can be made across all sectors of our society.

- It draws on local experience and research evidence, aiming to prevent suicide, the harms of self-harm, and promote mental health and wellbeing.
- It will be a 5 year strategy 2024 – 2029, with an annual action plan.

This document updates and supersedes the previous Blackburn with Darwen Suicide Prevention and Self Harm Strategy (2016 – 2019) and the Prevention Concordat Mental Health Action Plan that the Borough signed up to in 2022.

The draft strategy will be available for comments and consultation in December, with the aim to get it signed off by Blackburn with Darwen Council's Executive Board at their meeting in March 2024.

4. Live Well: Combatting Drugs Partnership (CDP) Action Plan

Combating Drugs Partnerships (CDP) bring together the different individuals and organisations who represent and deliver the national 'From Harm to Hope' 10 year drugs strategy and goals. In Blackburn with Darwen the Combating Drugs Partnership meets with key partner organisations and services with an interface with the Blackburn with Darwen Recovery Collaborative that supports people recovering from drug and alcohol addiction. The work of CDP is underpinned by a national Combating Drugs Outcome framework with supporting metrics and technical guidance.

A national requirement and guidance required the Blackburn with Darwen CDP to complete a detailed drugs and alcohol needs assessment and a consultation across partners for national submission to identify key priorities for the partnership (linked to the national CDP outcome framework). The consultation involved the following elements:

- partner survey of needs and priorities
- forum activity session and focus group with members of Roots Recovery
- partner responses from Spark Recovery Collaborative anniversary event
- wider interviews / meetings with community justice partners

The consultation responses have been collated and compiled into a set of strategic objectives for Blackburn with Darwen which will underpin development activity to address the outcomes identified in the government's 10-year drug strategy 'From Harm to Hope' and the national Combating Drugs Outcomes Framework. This has now been drafted into 33 strategic objectives for Blackburn with Darwen as a local area, which are subject to a prioritisation exercise in order to align with partnership focus for next year. The proposed new action plan for 2024-25 will be signed off by the Combating Drugs Partnership (CDP) in December 2023.

5. Live Well: Sexual health strategy

The new sexual health strategy aims to promote accessible and equitable sexual health services for all individuals in Blackburn with Darwen regardless of race, ethnicity, sexuality or socioeconomic status.

Our integrated sexual health offer is promoted across the life course and includes access to education, prevention, testing, and treatment. We will work collaboratively with local healthcare providers, community organisations, and stakeholders to ensure that sexual health services are tailored to meet the specific needs of our diverse populations.

Through proactive education, we will empower individuals with the knowledge and skills necessary to make informed decisions about their sexual health. By partnering with schools and community organisations, we will promote open dialogue, challenge stigma, and encourage positive sexual health.

Our aim is that Blackburn with Darwen is a place where sexual health and safe healthy

relationships can be openly discussed and embraced, creating an environment that encourages prevention and promotes a culture of care and respect.

To achieve our vision, we are dedicated to expanding access to testing and treatment services. We will reach out further to engage with vulnerable and diverse communities, ensuring that testing services are easily accessible, culturally sensitive, and non-judgmental.

We will remove barriers and increase awareness about sexual health: we aspire to increase STI testing rates, leading to early diagnosis, prompt treatment, and prevention to stop the spread of infections.

We are committed to tackling the onward transmission of HIV through innovative prevention strategies and early intervention. By partnering with key stakeholders, community organisations, and individuals living with HIV, we will work collaboratively to increase awareness of prevention methods such as pre-exposure prophylaxis (PrEP) and promote regular testing for early diagnosis. We will improve women's reproductive health and reduce unintended pregnancies through the promotion of Long-Acting Reversible Contraception (LARC) uptake in General Practitioners (GPs) and Sexual and Reproductive Health (SRH) services. By working collaboratively to remove barriers to access, we aim to empower individuals to make informed choices regarding their reproductive health.

A consultation workshop took place on 8th of June 2023 with input from key members of the local sexual health alliance, clinicians, interdependent providers, social workers, education, and family hubs in terms of inclusion and prioritisation of the objectives.

6. POLICY IMPLICATIONS

The Public Health strategies currently in development support the following national, regional and local policies:

- Blackburn with Darwen Council Corporate Plan - [Our vision, missions and strategies | Blackburn with Darwen Borough Council](#)
- Early Years: high impact area 3 – supporting breastfeeding - [Early years high impact area 3: Supporting breastfeeding - GOV.UK \(www.gov.uk\)](#)
- Suicide prevention strategy for England: 2023 to 2028 - [Suicide prevention strategy for England: 2023 to 2028 - GOV.UK \(www.gov.uk\)](#)
- From harm to hope: A 10-year drugs plan to cut crime and save lives - [From harm to hope: A 10-year drugs plan to cut crime and save lives - GOV.UK \(www.gov.uk\)](#)
- Sexual and reproductive health and HIV - [Sexual and reproductive health and HIV: applying All Our Health - GOV.UK \(www.gov.uk\)](#)
- Women's Health Strategy for England - [Women's Health Strategy for England - GOV.UK \(www.gov.uk\)](#)

7. FINANCIAL IMPLICATIONS

The Public Health strategies are supported by services, programmes and interventions financed via the ring fenced Public Health grant allocation to Local Authorities (see [Public health grants to local authorities: 2023 to 2024 - GOV.UK \(www.gov.uk\)](#)).

Additional funding is available as follows:

- Supplementary Substance Misuse Treatment and Recovery (SSMTR) and Inpatient Detox -

[Additional drug and alcohol treatment funding allocations: 2023 to 2024 and 2024 to 2025 - GOV.UK \(www.gov.uk\)](https://www.gov.uk)

The strategies are also supported by existing national funding programmes such as Family Hubs and NHS funding streams on mental health services as well as NHS Lancashire & South Cumbria ICB contracts to the community, voluntary and faith sector.

8. LEGAL IMPLICATIONS

The Health and Social Care Act 2012 created statutory Health and Wellbeing Board as formal committees of all top-tier local authorities. The Act gives Health and Wellbeing Boards responsibility for setting strategic development, installing mechanisms for joint working and improving the health and wellbeing of their local populations. The strategies being developed as outlined in this report will assist Blackburn with Darwen's Health and Wellbeing Board to fulfil their statutory responsibilities.

9. RESOURCE IMPLICATIONS

The development of the Public Health strategies are within existing staff resource and partnership working arrangements across Blackburn with Darwen Council, NHS and wider stakeholders.

10. EQUALITY AND HEALTH IMPLICATIONS

All Public Health strategies are expected to have an equality impact and health equity assessment as part of the development and consultation phases. An Initial Equality Impact assessment has also been completed for this report.

11. CONSULTATIONS

All Public Health strategies are expected to have conducted a consultation with stakeholders and service users. Consultations in relation to the strategies under development have been held or will take place at the appropriate time as outlined above.

| | |
|-----------------|----------|
| VERSION: | 3 |
|-----------------|----------|

| | |
|-------------------------|--|
| CONTACT OFFICER: | Abdul Razaq, Director of Public Health – Blackburn with Darwen |
|-------------------------|--|

| | |
|--------------|-------------------------------|
| DATE: | 5 th December 2023 |
|--------------|-------------------------------|

| | |
|--------------------------|------|
| BACKGROUND PAPER: | None |
|--------------------------|------|