

REPORT OF THE EXECUTIVE MEMBER FOR PUBLIC HEALTH, PREVENTION & WELLBEING

COUNCILLOR DAMIAN TALBOT

PORTFOLIO CO-ORDINATING
CHIEF OFFICERS: Director of Public
Health

Thursday, 14 March 2024

Build happier, healthier and safer communities

Public Health

Date: 4th March 2024

UNICEF Baby Friendly Initiative Gold Award Revalidation

The Blackburn with Darwen Infant Feeding services, commissioned and driven by Public Health with our partners at East Lancashire Hospitals NHS Trust, Blackburn with Darwen 0-19 Service and the Children's Centre & Family Hub Network underwent the revalidation process in January 2024 to retain the prestigious Gold UNICEF Baby Friendly Initiative Award. Gold accredited services are required to undergo a formal revalidation every four years.

The Gold Award was retained for Blackburn with Darwen, and the services were highly commended for the quality of the evidence submitted and the thorough way in which the Baby Friendly standards are planned, implemented and embedded.

The UNICEF assessor's report was emphatically positive and includes the following comments:

- **'These services are outstanding and a true reflection of the Baby Friendly vision of 'Gold'.**
- 'It is very clear that the needs of the local population are very much at the forefront of the work and this has been used to great effect to influence progression'.
- 'There is strong evidence of the desire to progress outcomes across the Borough'.

Return to Work Policy and Breastfeeding Policy: The benefits of breastfeeding are widely documented and can mitigate against the worst effects of poverty. It supports the health of mother and baby, infers long-term protective factors, enhances maternal bonding, incurs little or no cost and has zero carbon footprint. The council's Return to Work and Breastfeeding policy has been enhanced for a number of reasons:

- 1) As part of Blackburn with Darwen's Unicef Gold Baby Friendly Initiative (BFI) Accreditation, there is a need to evidence culture and progression and 'go further' with supporting the breastfeeding agenda.
- 2) The ICB are leading on developing a Lancashire & South Cumbria NHS Foundation Trust (LSCFT) Local Maternity and Neonatal Systems Breastfeeding Strategy. One of the recommendations relates to Local Authorities developing model policies for supporting breastfeeding staff returning to work that act as an exemplar to other local employers.
- 3) Providing support with returning to work after maternity can enhance staff satisfaction and retention.

The policy has been enhanced with a range of measures, including signposting to commissioned services that can support parent and baby. Underpinning the policy is the principle ‘If we get it right for our staff, we get it right for our customers’.

“Be PrEPed”: **October 2023 – March 2024:** Blackburn with Darwen Public Health Team commissioned Renaissance to conduct a six-month pilot project titled “Be PrEPed” to increase the awareness of pre-exposure Prophylaxis (PrEP) within marginalised communities at high risk of acquiring HIV. The project utilises “Patricia” the bus, for impact of awareness and events as well as linking with clinical services to support with a mobile asymptomatic HIV and STI screening service. Outcomes achieved from the pilot include:

ACTIVITY	OUTCOMES
255 Contacts made	<ul style="list-style-type: none"> • 43 significant contacts • 134 brief interventions • 78 people through digital engagement
95 Staff training on HIV and PreP	<ul style="list-style-type: none"> • Over 16 teams trained • Workforce training with health and social care staff
13 Visits from PReP bus Patricia	<ul style="list-style-type: none"> • Visited A666, Phoenix Hub, sex workers, Project 180, College & Gyms associated with cruising

The health promotion and prevention work is continuing using the following opportunities:

- World AIDS Day events
- During February 2024 the Public Health team are also preparing for National HIV Testing week, including a health and wellbeing event at Blackburn Rovers community hub and to outreach in pubs and bars.

Neighbourhoods Wellbeing and Prevention

Changing Futures Programme Reference as Best Practice: Changing Futures Lancashire has been referenced as an example of national best practice within the refreshed statutory guidance from Department of Health and Social Care (updated on 1st February 2024).

Some of the intentions of the guidance are to provide greater clarity on the opportunity for integrated care strategies to consider the wider determinants of health in setting the overall direction for the system and widespread engagement of voluntary sector organisations, inclusion health groups, seldom heard groups and important life phases, such as transition points from childhood to adults.

Darwen Asylum and Refugee Enterprise (DARE) Multi-Agency Health Day

The Integration & Community Engagement Team organised a health day held in Darwen for residents predominantly from an Asylum Seeker and Refugee background and who currently live in Darwen.

The event was a huge success with over 40 residents attending and around 12 local partners in attendance offering support and services from TB nurses, sexual health, vaccinations, and health checks among many others. Vitamin D was given out and over

23 Hep C test were conducted, all with negative results. This was so successful; the nurses are planning to make this a regular drop-in session in Darwin.

Due to the success, another health day is currently being planned with the Asylum and Refugee Community (ARC) for the 24th April, 2024.

Celebrating Green Social Prescribing.

On Thursday 14th March, 2024 Neighbourhoods, Wellbeing and Prevention will be celebrating National Social Prescribing Day in Witton Park with our Health & Wellbeing and Social Prescribing Teams.

A stakeholder engagement event will run from 10am to 1pm where teams will be showcasing the newly renovated Active Outdoors Hub (Previously Witton Park Cycle Centre). The event will focus on collaboration and connectivity through bringing together a vibrant network of health and green provider stakeholders. A short presentation will take place from 10.30am describing Green Social Prescribing, developments and hearing from some of the volunteers. This will be followed by an 'active' tour of Witton Park taking in the amazing assets including The Greenhouses, Creative Football and the Green Gym.

The Active Outdoors Hub is a central space to bring people and providers together to demonstrate the power and impact the Green Social Prescription can have as a preventative & proactive approach to health & wellbeing.