REPORT OF THE EXECUTIVE MEMBER FOR PUBLIC HEALTH & WELLBEING

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CERVICAL CANCER SCREENING

Cervical cancer is the most common female cancer under the age of 35, but it can be prevented. The best way to do this is to attend a smear test when invited. On average cervical screening helps save the lives of approximately 4,500 women in England every year. However, the number of women attending cervical screening in the UK is falling, with over one in four women not attending when invited.

During March and April the Council participated in 'Cervical Screening Saves Lives' a major national campaign led by Public Health England to encourage women to respond to their cervical screening invitation letter and, if they missed their last screening, to book an appointment at their GP practice. Elected Members collaborated with GP's to promote the campaign.

Blackburn with Darwen North Primary Care Neighbourhood (PCN) has selected uptake of cervical screening as a priority for shared action, with a particular focus on targeted work with GP Practices with the lowest rates of cervical screening and increasing uptake amongst women from ethnic minority groups. Cancer Research UK have provided 'Talk Cancer' training to a local women's group and Community Cancer Screening Champions will be recruited and trained over the coming months.

PENNINE LANCASHIRE HAS BEEN SELECTED TO RECEIVE MORE FUNDING AS PART OF A NATIONAL PROGRAMME TO TACKLE CHILDHOOD OBESITY.

The Department of Health and Social Care has selected Pennine Lancashire as one of five Childhood Obesity Trailblazer sites and will receive £100k per year for the next three years. In January, Pennine Lancashire received an initial £10,000 – in a bid led by Blackburn with Darwen Borough Council – to design some plans that can also be shared across the country. The Childhood Obesity Trailblazer Programme seeks innovative action to tackle childhood obesity at a local level. The programme is funded by the Department of Health and Social Care and managed by the Local Government Association with support from Public Health England. It is intended to test the limits of existing powers and develop solutions to local obstacles aiming to enable ambitious local action and achieve change at scale.

The Public Health Minister, visited Blackburn with Darwen to launch the Trailblazer programme on Thursday, 20th June. She spoke to all those involved in shaping the 'Healthy Place, Healthy Future' local plans about the vision, which involves working locally and across the six district councils in Pennine Lancashire with local businesses to provide healthier, affordable food. The programme will include working with planning authorities to drive a consistent policy for effective control of fast food outlets, advertising of junk food and the availability of affordable nutritious food; working directly with elected members and residents in communities as well as

supporting existing and developing social movements that back this drive for healthier food.

ALCOHOL CAPITAL FUNDING SUCCESS

Alcohol related harm is a significant local and national public health problem. The Blackburn with Darwen alcohol strategy outlines senior level partnership commitment and a life-course approach to tackling this issue, in order to improve the health and wellbeing of the Borough's residents.

To support this strategic approach to reduce alcohol related harm, the Council submitted a successful joint bid to Public Health England for additional capital investment for local alcohol treatment and recovery provision. The collaborative bid was developed by Public Health leads in both Blackburn with Darwen Borough Council and Lancashire County Council (LCC), along with the Change Grow Live (CGL) Service Lead, as the incumbent provider.

For Blackburn with Darwen, two capital projects were identified based on service development needs:

- Purchase of a mobile engagement and treatment suite to increase engagement and access to treatment for dependent drinkers from across the Borough.
- Refurbishment of an identified building at St John's Court for multi-functional use.

The additional investment of £221,431 in the Borough's capital infrastructure for the alcohol treatment and recovery service will result in improved service quality and effectiveness, by providing increased engagement opportunities and access to support for dependent drinkers and their families.

DIGITAL HEALTHY SCHOOLS

Digital Healthy Schools is an educational programme which provides learning resources and tools that enables young people to responsibly navigate and use the ever-growing field of health-app technology.

Throughout the programme which integrates with the Personal, Social, Health & Economic (PSHE) curriculum, the students interact with many activities, videos and group exercises designed to teach them valuable skills relating to the use of Health. They are also given access to the digital healthy schools portal, enabling them, their parents and teachers to find high quality apps, learn more about the sector, and recommend apps to their loved ones. Digital Healthy Schools gives information, support and guidance to help students explore and understand digital health and see the real difference it can make to their everyday health and wellbeing.

DIRECTORY OF LOCAL ASSETS AND SUPPORTING LONELY PEOPLE

Blackburn with Darwen and the Pennine Lancashire integrated care partnerships (ICP) has a great ambition to develop digital tools to support **Social Prescribing.** This will enable practitioners and citizens to have access to current data on local services, provision and community assets. This ambition is driven by Health and Social Care transformation and the need to support and enable new models of care

in Primary Care Neighborhoods to provide better health outcomes and reduce health inequalities. The development of a digital tool will enable: 1) Data creation, guardianship and assurance; 2) Data storage system; 3) Making the data available to practitioners and clinicians for social prescribing; 4) Making the data available for mobiles, tablets and laptops for residents; 5) Intelligent ethical bot front end (like Alexa) to increase inclusion and practical use for residents.

As a key part of this ambition we have recently been selected as one of just three Local Authority Partnerships nationally to be part of the Local Government Association (LGA) National data pilot for local services data matched to needs of lonely people. This programme is being run jointly by the LGA and Department for Digital Culture Media and Sport and its aiming to look at how digital information about local services and community provision can be made available to practitioners and citizens to reduce loneliness.

The programme will work with the West Blackburn Primary Care Neighbourhood (PCN) to develop data about hyper-local services and voluntary groups and develop digital platforms to make the data available to local integrated teams that work in the area to support people experiencing loneliness.

LIBRARIES AND ARCHIVES

Blackburn library supported the Children's Reading Festival, which took place from 19th to 22nd June 2019. The library was one of the town centre venues which saw 100's of primary aged children enjoy a real life author / illustrator performance. Blackburn author and poet Nigel Womack and illustrator Ursula Hurst were among the cast of literary performers. Their book, The Angry Giant, was finalist in the 2018/19 People's Book Prize – the giant is a familiar feature in the town centre, looking down on those passing by Nigel's Cutting Shop.

VENUES

King George's Hall and Darwen Library Theatre have again enjoyed a variety of sell-out performances including The Specials launching their 40 year anniversary tour and the first Northern Ballet family show in Blackburn giving 200 children their first opportunity to experience live dance. The rescheduled Vaccines concert had an audience of over 1,700 who enjoyed a brilliant performance with positive reviews and comments on social media. There was national exposure for King George's Hall and Blackburn when the BBC Philharmonic Orchestra performed and broadcast the Classical Music concert live from Blackburn on Radio 3 on Friday 7th June. The comedian James Acaster performed to a full house at the end of May, continuing the strong programme of comedy at KGH. The main concert hall demonstrated its versatility by hosting three gala award evening and dinners; The Mall Annual Awards, the Volunteers Annual Awards and The Hive Business Awards evenings were all great nights with many worthy winners being recognised for their contributions and achievements.

In Darwen the Library Theatre's production company put on its first show 'Beggars Belief' and the poet Stephen Lightbown received a warm welcome on his return to

his home town and DLT, reading from his debut poetry collection, Only Air'. The special evening recognised the support Stephen had received from the local Darwen community following his childhood accident.

VOLUNTEERS

LEISURE & LIBRARY

Volunteers from across the Borough were recognised at the Volunteer Annual Awards at KGH. It was especially good that the dedication and hard work of the 200+ volunteers in both Libraries and re:fresh services saw them win the Culture, Leisure and Sporting Life and Health and Wellbeing awards respectively. Congratulations to all those volunteers who support residents to get active and access and enjoy the borough's services.

COMMUNTIY CENTRES

Volunteers from across Blackburn with Darwen community centres were thanked for their efforts at a special event in March 2019. More than 70 people from volunteer-run community centres across the borough were invited to attend the celebration at the Town Hall where they were presented with certificates acknowledging their hard work and efforts.

These volunteers all give-up their own time, and in some cases up to 40 hours a week, to help out with everything from the running of the community centres to organising fellow volunteers, facilitating groups, overseeing the finances and cleaning. They manage the community centres at Accrington Road, Little Harwood, Darwen Valley, Greenfields, Ivy Street and Mill Hill; stepping in when the future of the centres was uncertain. They exemplify partnership working and are a fine example of the Your Call movement. These volunteers were runners up for an award at the Community Volunteer Awards on 10th June 2019.