

## **Suffolk Health and Wellbeing Board, 28 January 2016**

*A committee of Suffolk County Council*

### **Information Bulletin**

The Information Bulletin is a document that is made available to the public with the published agenda papers. It can include update information requested by the Committee as well as information that a service considers should be made known to the Committee.

This Information Bulletin covers the following items:

1. [Corporate Parenting Board Annual Report](#)
2. [Food Charter](#)
3. ["Join Dementia Research"](#)
4. [The Role of Suffolk Citizens Advice Services in supporting Joint Health and Wellbeing Strategies](#)
5. [Winter communication campaigns 2015/16](#)
6. [Better Care Fund Infographic](#)

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### **1. Corporate Parenting Board Annual Report**

- 1.1 The annual report of the work of the Corporate Parenting Board (CPB) is being made available to the Health and Wellbeing Board to enable Board members to raise awareness of their corporate parenting responsibilities and how their services can improve the lives of children in care and care leavers.
- 1.2 The role of the Corporate Parenting Board is to ensure that Corporate Parenting responsibilities towards children in care and care leavers are fulfilled across the Children's Trust partnership, acting on the principle of 'if this were my child'.
- 1.3 The Board also acts as Suffolk County Council's main point of contact with and champion for the Children in Care Council (C2C) by meeting regularly with them and involving them in the Board's work.
- 1.4 Through its annual report the CPB provides details of its performance and achievements in promoting and improving outcomes for looked after children and care leavers and highlights the challenges still to be overcome. The report is accompanied by the Children in Care Council's annual report, representing the voices of children in care and care leavers and providing challenge to the board and the local authority to improve the quality of their offer.
- 1.5 The Board has monitored the progress of the priorities identified in the Corporate Parenting and Sufficiency strategy and this was reported in some detail to the County Council's Cabinet on 15 September 2015. The Cabinet papers, including the annual report, can be accessed at:

## [Cabinet Paper Covering Report - Agenda Item 8](#)

### [Corporate Parenting Board Summary Report](#)

#### [Annual Report of the Children in Care Council \(C2C\)](#)

#### [Action Plan Update of the Corporate Parenting and Placement Sufficiency Strategy 2014 - 2016 as requested by the Education and Children's Services Scrutiny Committee](#)

- 1.6 The following specific priorities for 2014-15 were jointly agreed and followed closely with the Children in Care Council.
- a) Better education and reducing changes of school was a key focus of the year and there was good evidence that the majority of children have had stable schooling while in care. However, educational progress is still not good enough and a Governing Body to the virtual school has been set up with an independent chair to provide scrutiny and challenge of our education provision and to drive up progress and achievement.
  - b) The importance of the quality of accommodation and support for young people approaching independence remained high for care leavers and Board members. The percentage of young people in suitable accommodation has improved steadily since the CPB's task and finish group concluded (91%) and Housing partners on the Board have championed the availability of local authority properties as part of a tender for the provision of supported accommodation for 16-18s. More young people are 'Staying Put' with former foster carers post-18 too.
  - c) Reviewing and renewing Suffolk's Promise to children in care and care leavers has been the focus of C2C's work this year. C2C conducted extensive consultation with stakeholders, including children and young people, social workers and carers and children and young people involved in the content and design. The Promise was launched at the recent Celebration of Achievements event at which 90 young people in care received awards for academic, sporting and personal achievements, often in the face of significant difficulties in their lives.

#### **Priorities for 2015-16**

- 1.7 These priorities continue for 2015-16 as does the focus on health and wellbeing. The Board continues to monitor the commissioning and provision of physical and mental health services and in particular the review of Child and Adolescent Mental Health Services and CONNECT services.

For further information please contact: Fiona Harris, Corporate Parenting Board Manager; Email: [fiona.harris@suffolk.gov.uk](mailto:fiona.harris@suffolk.gov.uk), Telephone: 01473 260797.

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## **2. Food Charter**

- 2.1 In November 2014 members of the Health and Wellbeing Board participated in a Sustainability workshop, led by David Pencheon Director of the Sustainable Development Unit. The Sustainable Development Unit works across NHS

England and Public Health England. One of the workshops focused on “Food” and a Suffolk food charter was proposed as a way of engaging with the many organisations and stakeholders who, working together, could have a significant impact on the health and wellbeing of Suffolk residents.

- 2.2 Public Health led the development of the Suffolk Food Charter during 2015, engaging a wide variety of organisations across the county in both the public and private sector. Those involved included schools, chefs, farmers, restaurant owners, dieticians and conservationists.
- 2.3 The Charter identifies key priorities for Suffolk, particularly that Suffolk people will have access to locally produced, healthy food that takes into account the environmental impact of food production and maintains a sustainable local food system. The vision sets out ambitions in three areas:
  - Healthy people;
  - Healthy business; and
  - Healthy environment.
- 2.4 Individuals, businesses and organisations can sign up to the Charter by making pledges to show their commitment and certificates will be available to display the charter with their pledges. The action plan that underpins the food charter sets out specific goals and timelines, for each of the three strands of the charter: people; business; and environment. The first of these has just been delivered with the launch of the Suffolk Healthier Food Award (Eat Out, Eat Well) on 20 January 2016.

For further information please contact: Caroline Angus, Health Improvement Commissioner (Adult Weight Management); Email: [caroline.angus@suffolk.gov.uk](mailto:caroline.angus@suffolk.gov.uk), Telephone: 01473 260098.

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### **3. “Join Dementia Research”**

- 3.1 This information relates to national good practice in the recruitment of participants to dementia research trials, and to the new opportunity offered by the new “Join Dementia Research” website to the residents of Suffolk to take a more active part in dementia research. The Suffolk Health and Wellbeing Board is asked to note the recent establishment of “Join Dementia Research”, and to raise awareness of it within the Suffolk Strategic Dementia Alliance and other local partners.
- 3.2 Dementia affects 850,000 people in the UK. The number of people with Alzheimer's disease, vascular dementia, and other types of dementia, is set to double over the next 30 years. The only way to beat the condition is through research. Research offers hope. It is only through research that we can understand what causes dementia, develop effective treatments, improve care and, hopefully, find a cure. But for research to progress we need more people to take part in more research studies; and the people who are interested in taking part in research studies need an easy way to find out about them.

- 3.3 “Join Dementia Research” is a new national web-based service which allows people living anywhere in England to register their interest in participating in dementia research, and then to be matched to suitable studies. The service is particularly interested in recruiting people with dementia and their carers, but anyone over the age of 18 can sign up, and people can register on behalf of someone else.
- 3.4 When you sign up, you will be asked a few basic questions and you will also be asked to consent for your information to be used by researchers. If your information matches the requirements of a research study or studies, you will then be contacted by the Join Dementia Research team to explore next steps. Over 13,000 volunteers have already signed up to the service, with nearly 3,000 already enrolled in 60 research studies. Anyone can “Join Dementia Research” by signing up through the link below.

<https://www.joindementiaresearch.nihr.ac.uk/>

For further information, please contact: Anna Crispe, Programme Manager, Public Health Suffolk; Email: [anna.crispe@suffolk.gov.uk](mailto:anna.crispe@suffolk.gov.uk), Telephone: 01476 260089.

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#### **4. The Role of Suffolk Citizens Advice Services in supporting Joint Health and Wellbeing Strategies**

- 4.1 This item is included in the Bulletin to bring the attention of the Board to the important contribution that Suffolk Citizens Advice Services make to supporting health and wellbeing in the county, as set out in a document entitled “The Role of Suffolk Citizens Advice Services in supporting Joint Health and Wellbeing Strategies”. It also serves to invite the Board to consider opportunities for further involving Suffolk Citizens Advice Services in the creation and delivery of future health and wellbeing strategies. The author of the paper is Janet John, Chief Executive of North East Suffolk Citizens Advice Bureau, working in collaboration with the managers of the other eight bureaux in Suffolk.
- 4.2 The full document is available to view on the Health and Wellbeing Board’s Smartsheet, or is available on request from Democratic Services, Suffolk County Council. An Executive Summary is attached as Appendix A.
- 4.3 The Citizens Advice Service in Suffolk offers holistic advice services that diagnose the client’s social welfare/legal problems, provide relevant information and advice, and include advocacy and formal representation where appropriate. These services support the requirements in the Care Act 2014 for local authorities to develop and implement a plan for information and advice services that is integrated into the local joint health and wellbeing strategies.
- 4.4 The primary areas of advice relate to the social determinants of health that give rise to health inequalities: debt and financial capability; benefits; housing; employment; and relationship/family matters. Citizens Advice has a wealth of experience in tackling disadvantage and social inequalities through its advice and through preventative/early intervention initiatives. Independent research has shown that timely advice has a positive impact on mental health, reducing and/or preventing primary depression, anxiety and stress; there are specific

benefits to physical health such as reducing blood pressure and alleviating Irritable Bowel Syndrome and weight loss; and income gains resulting from advice can reduce mortality and morbidity particularly among older and disabled people.

- 4.5 Citizens Advice can demonstrate the value of its services both in terms of the impact on individuals and the significant cost savings it can realise for health and social care. Working in partnership with the Health and Wellbeing Board and its members, Citizens Advice can reduce inequalities, improve the health of the local population, provide services that improve people's independence and wellbeing, and assist the statutory bodies to meet their responsibilities under the Health and Care Acts.

For further information, please contact:

Janet John, Chief Executive, North East Suffolk Citizens Advice Bureau, Email: [dm@nescab.cabnet.org.uk](mailto:dm@nescab.cabnet.org.uk), Telephone: 01502 525854

Graham Crisp, Assistant County Trading Standards Officer, Email: [graham.crisp@suffolk.gov.uk](mailto:graham.crisp@suffolk.gov.uk), Telephone: 01473 264888

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## 5. Winter communication campaigns 2015/16

- 5.1 During winter 2015/16, public health, clinical commissioning groups and other partners have supported a series of messages to keep people well at a time of year generally associated with greater demand on services. Here is a brief summary:

### Stay Well this Winter

- 5.2 Led by Public Health England, in collaboration with the Department of Health and NHS England, this integrated campaign uses targeted messages to keep people well, prevent ill health and reduce pressure on NHS services. In Suffolk, activities included:
- Achieving widespread media coverage – including the East Anglian Daily Times health supplement – about flu vaccinations, specifically encouraging those at greatest risk to receive their vaccination with information about times and locations of GP flu practice clinics and the child vaccination programme.
  - Providing complementary messages on partner websites and social media, alongside articles in parish magazines and partner publications, plus articles for health professionals in publications such as Jigsaw
  - Issuing press releases covering topics including: self-care, and avoiding reliance on antibiotics to treat colds and flu and when to use the NHS 111 service; preparing for Christmas and being aware of medical support available over the festive period; raising awareness of falls prevention.
  - Using social media to reiterate and share messages widely.

- Engaging Suffolk people at the West Suffolk and East Suffolk and Ipswich Health Forums

### **Community safety**

- 5.3 In the run up to Christmas 2015, Suffolk County Council's community safety team worked alongside police, fire, trading standards and public health teams to bring together coordinated messages to support people to stay safe over Christmas and New Year.
- 5.4 Using the @SaferSuffolk Twitter account, topics included everything from a warning against drink driving to testing smoke alarms and avoiding scams. SaferSuffolk has around 1,500 followers and the message were retweeted widely by partners.

### **Sugar Smart**

- 5.5 In January, public health backed the latest Change4Life campaign to encourage parents to be aware of their children's sugar intake. The campaign, and extensive media coverage in Suffolk, references the latest child obesity figures and research that shows that four-to-10 year olds consume an estimated 5,500 sugar cubes a year (22kg), weighing the same as an average five-year-old.
- 5.6 A new Sugar Smart app was at the centre of the campaign, enabling users to scan the barcode of products revealing the amount of total sugar they contain in cubes and grams.

For further information, please contact: Chris Pyburn, Social Marketing Manager, Public Health, Email: [chris.pyburn@suffolk.gov.uk](mailto:chris.pyburn@suffolk.gov.uk), Telephone: 01473 260094

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## **6. Better Care Fund Infographic**

- 6.1 The Better Care Fund articulates the vision and plan for delivering integrated health and care in Suffolk. It was agreed by the Health and Wellbeing Board in January 2015. The attached infographic gives key information about the Better Care Fund on one page.

For further information, please contact: Jo Cowley, Business Development Specialist, Suffolk County Council, Email: [jo.cowley@suffolk.gov.uk](mailto:jo.cowley@suffolk.gov.uk), Telephone: 01473 265202.

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