

Cabinet Member Report to County Council

8 December 2016

Cabinet Member:	Councillor Tony Goldson Cabinet Member for Health
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1. PUBLIC HEALTH & PROTECTION

OneLife Suffolk – Children and Young People’s Weight Management

OneLife Suffolk launched their health promotion campaign on 22 September 2016 which focuses on the issue of excess weight in children and young people. This follows on from the early success of their first children and young people’s weight management programmes delivered earlier this year and holiday clubs which took place during the summer.

The holiday clubs were a week long and held in Ipswich. The aim of the holiday clubs is for children to learn how to make healthier choices, try new activities, make lots of new friends while ultimately having lots of fun in the process. During the week, the children took part in a range of physical activities such as boxing, football, bokwa and dodgeball. In the Lifestyle Sessions the children got involved in fruit and vegetable tasting, learning for example how much sugar is in different drinks and eating a healthy, balanced diet. These lifestyle sessions are supported by a variety of arts and crafts activities and also involve families.

OneLife Suffolk are providing community clubs, that will run weekly for 10 weeks, based across eleven different locations across Suffolk. More holiday clubs will be available in the future across the county to help the children and families make positive behaviour changes, become happier and healthier.

Case Study

A mother (T) and son (E) have each lost over 4kg since starting on the OneLife Suffolk course in Bury St Edmunds. Sadly, E lost his father last year as a result of obesity which motivated both T and E to do something about their own weight. They started their course in May and are continuing to lose weight with the support of OneLife.

T said, “I’m really enjoying the programme. I love the family focused approach of OneLife, it means E and I are in this together. The support of all the other parents means you feel like you’re not alone; you’re all in the same boat as each other.”

The groups focus on physical activity, changing behaviours and offering nutritional advice all delivered by expert weight management practitioners. Having previously mostly snacked on chocolate and crisps, sixteen-year-old E is now putting his newly acquired knowledge to the test and making healthier choices. “I’ve learnt so many new

things around healthy eating. I've reduced the amount I eat overall and now I snack on things like low fat yoghurt and fruit. I also make sure that almost half of my plate is filled with salad and vegetables."

Both E and T have increased their physical activity and enjoy going on daily walks together, E has even started playing tennis and football. T said, "We've supported each other through our weight loss, we've learnt so much together and have really enjoyed going to the OneLife sessions."

<http://onelifesuffolk.co.uk/weight-matters-children/>

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Suffolk Health and Wellbeing Board commits to Workplace Wellbeing Charter

Last year the Health and Wellbeing Board made a commitment to support workplace health and wellbeing. Since then, partners, including the Council, have identified priorities to achieve the vision for a healthier workforce.

A key part of this is the Workplace Wellbeing Charter. This is a series of standards, endorsed by Public Health England, which create a baseline for organisations to assess their performance and compare this with others. The standards consider eight key areas of workplace health including leadership, physical and mental health.

At September's Health & Wellbeing Board meeting, Abdul Razaq, the Director of Public Health for Suffolk, received a certificate marking the Council's commitment to the three-year process. Other Board members received certificates at the same time demonstrating a countywide statement of intent to achieve excellence in workplace health.

Find out more about the Workplace Wellbeing Charter:
<http://www.wellbeingcharter.org.uk/index.php>.

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Suffolk Lives Matter conference

The Health and Wellbeing Board's annual conference this year was held on Thursday 6 October 2016 with a focus on suicide prevention, launching the countywide suicide prevention strategy and bringing together expert speakers on the subject. Taking place at Trinity Park, Ipswich, the conference was opened by Colin Noble, Leader of the Council and included presentations from the British Transport Police, the award winning STOP Suicide campaign and a keynote presentation from Dr Caroline Dollery, Clinical Director at the East of England Strategic Clinical Network.

The event is supported by a series of pledges made on and after the launch, and a multi-agency action plan to deliver the priorities in the strategy which aims to reduce death by suicide in Suffolk. Priorities include improving the way we collect and analyse

information, supporting those at greatest risk, reducing suicide risk, taking action together and working with people in Suffolk.

Work is ongoing to raise awareness of death by suicide and during November 2016, the public health team will run three community conversation events in Lowestoft, Ipswich and Newmarket to engage professionals and residents in each location.

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Stoptober 2016

Public health and healthy lifestyle providers, OneLife Suffolk, worked together to reinforce the annual 28-day *Stoptober* campaign, encouraging people to sign up for support to quit smoking. Starting with public roadshow events in the run up to 1 October to raise awareness of *Stoptober*, further media coverage during the month focused on the appearance of standardised tobacco packaging in Suffolk supermarkets and Trading Standards-led events to raise awareness of the negative impact of illicit tobacco, with accompanying intelligence about where these products are being sold.

The Health and Wellbeing board have committed to working together to aspire towards a tobacco free Suffolk and Public Health England released figures to coincide with Stoptober which revealed smoking rates have fallen to an all-time low; reducing to 16.1% in Suffolk for 2015.

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International Overdose Awareness Day – 31st August 2016

The Integrated Drug & Alcohol Treatment Service provided by Turning Point held two events to increase awareness about drug overdose and acknowledge its impact on individuals and families. They took place at the end of August and included a tree-planting ceremony in memory of those touched by overdose in previous years but also aimed to increase the number of individuals trained to administer Naloxone. Naloxone is an emergency antidote to opiate overdose (heroin, methadone and morphine) which reverses the life-threatening effects of an overdose on breathing.

The event in Lowestoft provided training in the administration of naloxone for service users, and a similar event in Ipswich targeted staff working in local hostels who are frequently in contact with opiate users. The local drug and alcohol treatment services provides training and naloxone for those who might need it, such as drug users, their family and friends or other organisations who have contact with users of opiates. It is part of the work led by Public Health to reduce drug related deaths in Suffolk.

For further information, please contact Jodie Rendell

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Flu campaign

Health protection assurance – Supporting the influenza vaccination programme and being prepared for winter

Public Health and its partners are promoting flu vaccination for eligible children and adults in Suffolk. In 2015, flu vaccine uptake in Suffolk ranged from 42% for people in at risk groups/pregnant women to 71% for people aged 65 years and over. The figures mirror those regionally and nationally but are short of the target (75%) and were lower than in previous years.

Since the launch of the Annual Flu Plan in May 2016, Public Health has been working with NHS England (the commissioners) and vaccine providers (GP practices and community pharmacies) to promote vaccine uptake, identify areas of poor performance and target additional support. The 2016 vaccination season is underway and performance data will be available from late January 2017.

Public Health wants to increase uptake in all those eligible for vaccination by the NHS but is particularly focussing on the vaccination of pregnant women, children and adults in at risk groups. Midwives at local hospitals can now give flu vaccines to pregnant women. Suffolk's healthy lifestyle provider, OneLife Suffolk, is promoting vaccination to people in areas with low vaccine uptake, and working with local GP practices and community pharmacies to encourage eligible people to get vaccinated.

The Clinical Commissioning Groups and Public Health are supporting the national campaign and have generated publicity for the print media and local radio. There are plans to work with the Fire and Rescue Service to generate further publicity and reinforce key health protection messages for workers and the public. In addition, there is activity specifically for care homes staff and residents to encourage vaccine uptake to stay well this winter.

These activities will continue via print, radio, websites and social media, including film/video messaging.

Being prepared for winter includes readiness for Pandemic flu. Pandemics occur when a new strain of flu virus spreads easily and quickly across the world. Public Health supported a business continuity exercise for the Council which tested the robustness of pandemic flu plans. Plans will be refined according to the issues identified.

The Annual Flu Plan, also known as The National Flu Immunisation Programme:
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/529954/Annual_flu_letter_2016_2017.pdf

For flu vaccination messages, visit:
<http://www.nhs.uk/conditions/vaccinations/pages/who-should-have-flu-vaccine.aspx>

To view the short film referenced above, visit
<http://www.healthysuffolk.org.uk/healthy-you/flu-vaccination/>

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2. MOST ACTIVE COUNTY

Kesgrave and Bury St Edmunds junior parkruns off to flying start

Kesgrave junior parkrun and Bury St Edmunds junior parkrun both got off to a fantastic start on October. In Bury St Edmunds an average 94 children between the ages of 4 and 14 years have run each week with 156 donning their trainers and taking part in the free 2km run in Kesgrave each week.

The runs take place every Sunday morning at 9am and complement 2 other junior park runs in Suffolk which take place Ipswich and Great Cornard. The growth in running across the county since the first parkrun was established in Ipswich in September 2012 has been staggering. Over 1,500 people are running in Suffolk each and every week thanks to parkrun and Great Run Local.

For further information please contact: Colin Grogan; Email: colin.grogan@suffolk.gov.uk, Telephone: 01473 264331

Sudbury and Great Cornard Beat the Street

Local residents, businesses, community groups and schools have come together to celebrate Sudbury and Great Cornard travelling 52,500 miles for Beat the Street.

Over six weeks in September and October 2016, Beat the Street transformed Sudbury and Great Cornard into a giant walking, running and cycling game with residents racing around the borough tapping special Beat Boxes that had been placed on lampposts.

More than 4,300 residents, 22% of the local population, took part in the community health competition organised by Intelligent Health in partnership with the Council. Local schools and organisations created teams and competed against each other to see who could travel the furthest.

An evaluation of the project will be available in due course.

For further information please contact: Adam Baker; Email: adam.baker@suffolk.gov.uk, Telephone: 01473 260821.

Great Run Local in Needham Market celebrates 'one year' anniversary

Great Run Local in Needham market has been running for 1 year. The initiative which was set-up by the Most Active County programme, in partnership with Suffolk Sport, takes place every Sunday at 9.30am.

Participants of all ages and fitness levels have the option of taking part in either a 2km or 5km run. The first event, a year ago, involved 69 runners. The anniversary run saw 350 runners take part. The weekly average is 220 runners.

For further information please contact: Colin Grogan; Email: colin.grogan@suffolk.gov.uk, Telephone: 01473 264331

Sporting history made in Ipswich

On Monday 7 November 2016 the first ever professional badminton match in Suffolk was played at the Ipswich Corn Exchange between the newly established Suffolk Saxons and Surrey Smashers.

The game, which was part of the National Badminton League, not only provided around 350 spectators with an opportunity to be part of sporting history but also gave them the chance to see world class athletes in action, including, Team GB Rio 2016 medallist Chris Langridge and World Series winner Gabby Adcock.

For the record Suffolk Saxons won the match 4-1.

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