

REPORT TO: Health and Wellbeing Board

DATE: 4th November 2015

REPORTING OFFICER: Director of Public Health

SUBJECT: LGC Award Application – Effective Health and Wellbeing Boards

1.0 PURPOSE OF REPORT

1.1 The purpose of this report is to provide the Board with an update on an application to the Local Government Chronicle (LGC) Awards 2016 on behalf of the Halton Health and Wellbeing Board. The application is in the “Effective Health and Wellbeing Board” category and has focused on “Tackling the Harm Caused by Alcohol”.

2.0 **RECOMMENDED: That the update be noted and the application be supported.**

3.0 SUPPORTING INFORMATION

3.1 Twenty years ago, the Local Government Chronicle launched its very first awards scheme to recognise and celebrate achievements across local government.

The LGC states that a purpose of the award scheme is to ensure the hard work of teams is recognised and rewarded and morale improved. As a platform for sharing the lessons and best practice of the finalists and winners, the Awards also benefit everyone working in the sector.

3.2 The LGC claim that the awards process enable Local Authorities to:

- Benchmark best practice in front of other local authority colleagues
- Highlight organisational commitment to the excellent services provided
- Demonstrate Local Authorities are at the cutting edge of service improvement and innovation and have confidence in what they do
- Say thank you to staff and boost morale
- Encourage improvement across the sector

3.3 For 2016, a number of new categories for the awards have been added.

- Digital Council of the Year
- Effective Health and Wellbeing Board
- Council of the Last 20 Years

3.4 A submission has been made on behalf of the Halton Health and Wellbeing Board to recognise local partnership activity in reducing the harm caused by alcohol.

3.5 The award will go to the board that can show it has become effective at influencing the health and social care agenda in its area.

The guidance asks that submissions focus on how the board:

- Facilitates genuine collaboration between the main players in health and wellbeing
- Engages with the public and other interested parties.

- Develops a common understanding among its members
- Provides leadership to local commissioners

Award entries will be judged upon:

- Evidence of how health and social care commissioning has moved beyond their institutional boundaries
- The extent to which the work of the board has had a demonstrable effect on outcomes
- How HWBs' vision has been translated into a set of effective priorities and actions

3.6 The Halton submission was as follows:

The Halton Health and Wellbeing Board identified tackling the harm caused by alcohol as a key priority. Following the award of Local Alcohol Action Area status, the Board supported a local transformation in how services operate and communicate by ensuring that all partners are committed to working together with common aims and aspirations.

The Health and Wellbeing Board has provided the opportunity to develop a shared understanding and commitment to reducing the impact of alcohol and has facilitated focused action and improved local outcomes through **Collaboration**, providing **Leadership** and a real collective **Passion** to improve the lives of local people.

3.7 Halton would be a worthy winner of this award as it can genuinely demonstrate how the local Health and Wellbeing Board has identified a priority area, facilitated and encouraged members to work together, set clear priorities for action, engaged with local people and had a demonstrable effect on local outcomes. The Board has clearly demonstrated Collaboration, provided Leadership and had collective and individual Passion to improve the lives of local people.

The formation of the Health and Wellbeing Board in Halton created a bridge between local organisations that brought all partners together as true equals. From the Police to social care, health to housing – all key agencies were represented and united in agreeing the priorities for action to improve the health and wellbeing of the people of Halton.

In 2012, the newly established Board identified alcohol as one of its key priorities. Reducing the harm caused by alcohol was prioritised because Halton was significantly worse than both the regional and North West averages for under-18 admissions, alcohol related and specific adult admissions to hospitals and experienced unacceptable levels of crime and anti-social behaviour.

Turning talk into action was a priority for the Board, and an action plan was developed. Halton adopted a life course approach, ensuring that prevention and promotion were given as much attention as treatment and recovery. There was also a commitment to tackling some of the wider determinants of health, such as employment, housing, crime and community safety.

To reflect this, the Board encouraged and supported an application to become a Home Office "Local Alcohol Action Area"(LAAA), highlighting its partnership approach to reducing the harm to health and the harm caused by crime and antisocial behaviour. It was the successful award of LAAA status that truly transformed the relationship locally, as it meant the partners were able to focus on making a real

difference. Activities that had previously existed in a vacuum – such as trading standards, youth work, schools based education, treatment services, Licensing and the Police, were focused on working together to share information, use resources more effectively and truly make a difference to local people.

The Health and Wellbeing Board oversaw the development of a strategy and action plan and played a major role in providing practical leadership of the issue. The Director of Public Health focused upon alcohol within her Annual Report, and a number of new initiatives were developed. These included:

RU Different? – A social norms campaign working with Year 9 pupils to attempt to reduce or delay risk taking behaviour was supplemented by additional work with parents, (sponsored by the Alcohol Education Trust), through which 77% of participants stated they would change how they would talk to their children about alcohol.

Young Addaction in partnership with the Amy Winehouse Foundation delivered a programme of targeted sessions in Halton Schools to children and young people affected by parental / sibling alcohol misuse. Sessions aimed to build resilience and self-esteem, to ensure young people were safeguarded and diverted from becoming problematic alcohol users in the future.

A Foetal Alcohol Spectrum Disorder Campaign was developed to educate and inform new and prospective parents about the risk of alcohol and pregnancy.

The Halton Alcohol Inquiry was established to empower and enable the community to articulate an informed view of the actions that individuals, communities, organisations and decision-makers should support and adopt to reduce alcohol related harm. The Inquiry aimed to answer the question: 'What needs to happen to make it easier for people to have a healthier relationship with alcohol?'

The above activities built upon existing programmes such as a health education programme in Schools (Healthitude), developed in partnership with schools, School Nursing, the Youth Service, Widnes Vikings Rugby Team and the Council's Health Improvement Team. Local treatment services, provided by Young Addaction, CRI and NHS Trusts continued to develop and expand their role in the community and more partners engaged in Brief Intervention training.

The area in which Halton has seen the most significant impact of its work is in Under 18 admissions to hospital attributable to alcohol. This is an area where partners' working together has resulted in real change. Trading standards and Licensing have increased their activity around "Challenge 25".

Education in schools and through the Youth Service and its partners has resulted in a raised awareness that it is not the "norm" for young people to drink, and parents have been challenged not to buy alcohol for young people, with the local licensed trade and Police supporting a real commitment to reducing under age sales.

Performance figures demonstrate that the under 18 admission rate has decreased by 36% since 2011/12, which is better than England (23% decrease) and the North West (29% decrease). This means that the Halton rate is now the same as the North West average and the gap has narrowed with England. The Trading Standards North West Survey of Young People 2015 demonstrated a significant change in local behaviour with 49% of young people questioned stating that they never drank alcohol (14% in 2011) and a drop in those that stated they drank alcohol once a week or less from 46% in 2011 to 13%.

The Halton rate for over-18 alcohol-related conditions has also decreased since 2011/12 by 4%. This is the biggest decrease in Merseyside, with the majority of local authorities and the England and North West rates all experiencing an increase.

During 2011/12, the percentage of adults successfully completing alcohol treatment in Halton was 15.7%, lower than the England average which was 35.1%. By 2014/15, the Halton percentage had increased to 54%, which is higher than the England average (35.8%).

The work of the Board and its members has contributed to a significant change in the local relationship with alcohol. The Board has supported local organisations in seeing the harm caused by alcohol as “everyone’s business” and an issue that they can influence beyond their own service or institutional boundaries with partnership actions resulting in positive outcomes for local people.

3.8 Shortlisted applications will be invited to present to a panel of judges at the Awards Ceremony which will take place on 16th March 2016 in London who will then decide upon the overall winners.

4.0 **POLICY IMPLICATIONS**

4.1 **Children and Young People in Halton**

The award application focuses upon the hard work developed to reduce the impact of under-18 alcohol consumption and the reduction in risk taking behaviour.

4.2 **Employment, Learning and Skills in Halton**

Employment, Learning and Skills is a key determinant of health and wellbeing and is therefore a key consideration when developing strategies and activities to address health inequalities.

4.3 **A Healthy Halton**

All issues outlined in this report focus directly on this priority and reflect the work of the Health and Wellbeing Board locally.

4.4 **A Safer Halton**

Reducing the incidence of crime, improving Community Safety and reducing the fear of crime have an impact on health outcomes particularly on mental health. A key priority for local alcohol focused work has been the reduction in the harm caused by crime and anti-social behaviour.

4.5 **Halton’s Urban Renewal**

The application supports the positive development of the profile of Halton.

5.0 **OTHER/FINANCIAL IMPLICATIONS**

5.1 None

6.0 **RISK ANALYSIS**

6.1 There are currently no perceived risks.

7.0 **EQUALITY & DIVERSITY ISSUES**

7.1 This is in line with all equality and diversity issues in Halton.