

PUBLIC HEALTH ANNUAL REPORT 2015 - 16



Assessing Needs and Taking Action

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The Annual Report editorial board would like to acknowledge and thank all who contributed to the production of this year's report, as well as all those involved in the pieces of work highlighted.

We welcome your comments about this report.

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CONTENTS

Foreword 4 - 6

Recommendations 9

Halton's life course statistics 10 - 11

Chapter 1: Starting Well 12 - 17

Chapter 2: Living Well 18 - 27

Chapter 3: Ageing Well 28 - 33

Future strategic direction 34-35

Update on last year's recommendations 36-39

Data on health and wellbeing in Halton 40

FOREWORD

This year, the Annual Report of the Director of Public Health focuses on how we use data, information and intelligence to influence health outcomes in the borough. Much of the data on local health is drawn together, analysed and presented in the Joint Strategic Needs Assessment (JSNA). The JSNA is not one static document, rather it is a collection of reports that cover a wide range of information about the current and future health and wellbeing needs of the local population. It looks to the future so that we can plan now for likely changes in needs. The data and intelligence we derive from it have a direct influence on deciding the services we commission.

Public Health has a long tradition of relying on data, which in turn depended on a system for routine collection and monitoring, something we refer to as 'health surveillance'. One such source of data was the Bills of Mortality established in London in 1532. Later, in 1842, Edwin Chadwick was able to link poor living conditions with the occurrence of disease and death. Following this, in 1854 John Snow used data to correctly work out that an outbreak of cholera could be linked to a particular water supply in a district of London. Both these events led to improvements in health and sanitation.

Nowadays data is used to describe the health of the local population, highlighting the key health improvement challenges and priorities and showing where action needs to take place to improve health outcomes. Producing a clear description of health issues locally is the first step in having a shared understanding of where action should be focused. This is achieved by:

- monitoring and analysing the changing population, including inequalities.
- investigating patterns of disease and health of the population.
- identifying vulnerable groups at risk of social disadvantage and poorer health outcomes.
- analysing patterns of health and social care service use to inform changes to services.
- ensuring decisions on which services to fund are based on a balance of up-to-date, high-quality research evidence alongside professional expertise.
- investigating variations in service activity to improve health outcomes.
- assessing future trends in population health and impact of services.

This report is divided into three sections using a life course approach which looks at the various factors that influence a person's health throughout the course of their life. Because we are always striving for improvement we call these stages **starting well, living well** and **ageing well**.

The approach taken in this report means that you will only have an overview of what goes in to creating any one of the JSNA reports. It will however give you a flavour of what the JSNA is, what is involved in developing one, who it is used by and what the results of this are. For those looking for further information on the JSNA please see www.halton.gov.uk/jsna.

Health data, information and intelligence are key ingredients in the work we do in Public Health and this year's report is intended to showcase the range of content that is available.



E O'Meara

Eileen O'Meara

"I never guess. It is a capital mistake to theorize before one has data. Insensibly one begins to twist facts to suit theories, instead of theories to suit facts."

Sir Arthur Conan Doyle,
Author of Sherlock Holmes stories



“Welcome to the 2015-2016 Public Health Annual Report for Halton. All Directors of Public Health are required to produce an independent annual report on the health of their population, highlighting key issues.

This year, Eileen O’Meara, Director of Public Health, has chosen to focus attention on the very important Joint Strategic Needs Assessment, that continuously reports on the health of local people and influences the strategic planning for health.

The strategies are of crucial importance in making Halton a better place to be born, live and grow old in.”

Councillor Rob Polhill

Halton Borough Council Leader and Chair of Halton Health and Wellbeing Board

“This focus is particularly important when set against a background of decreasing resources and highlights the importance for having a clear evidence base for making decisions that will affect the future health of people in Halton.”

Councillor Marie Wright

Halton Borough Council portfolio holder for Health



RECOMMENDATIONS



The Joint Strategic Needs Assessment (JSNA) is used to underpin the planning and development of key local health plans including Halton's five year Sustainability and Transformation Plan.

The findings of the JSNA are used to support Devolution planning and priorities from a Halton perspective.

The JSNA is used to support the development of local health and social care improvement plans and strategic developments including providing the evidence to support a reduction in health inequalities.

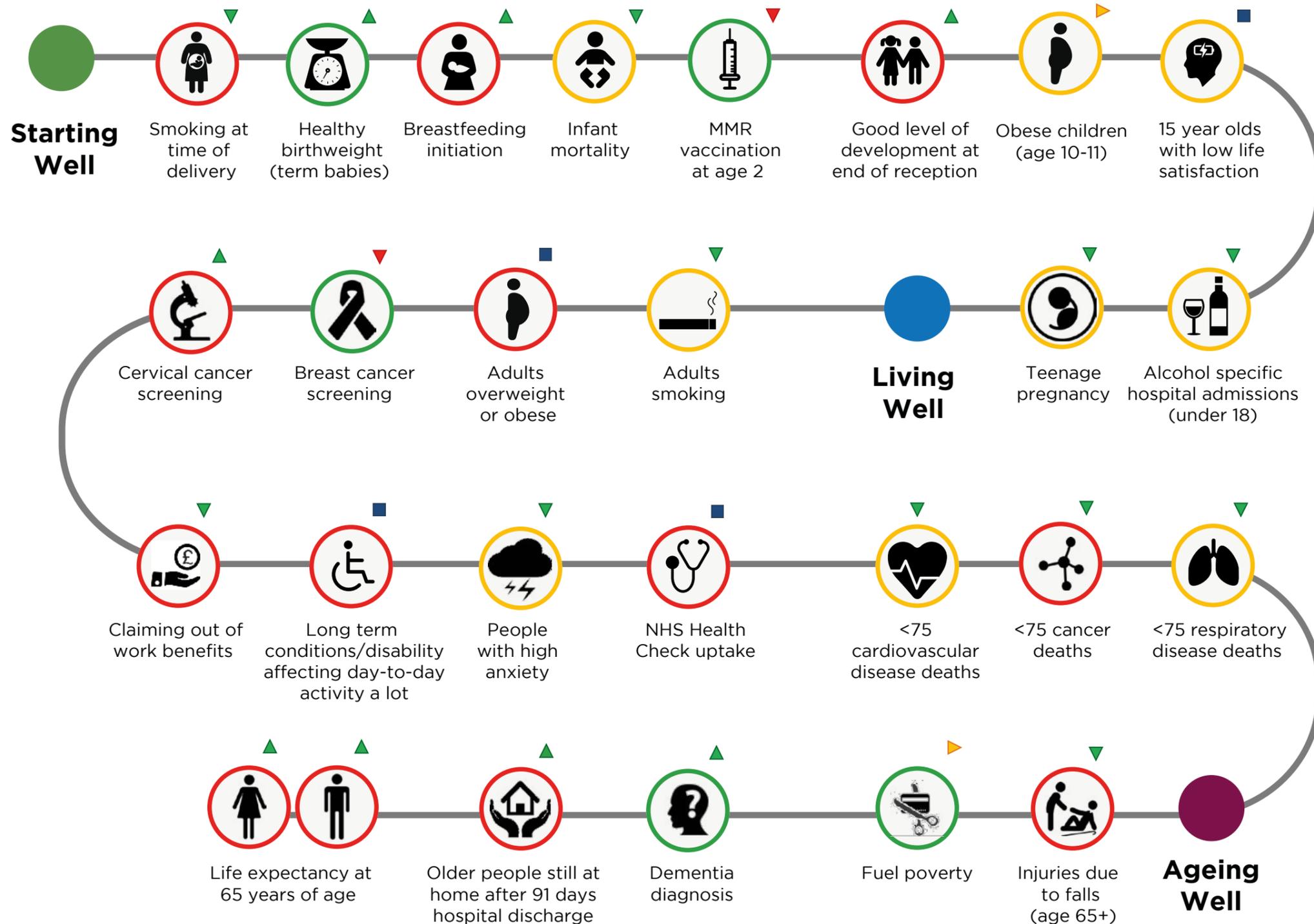
The JSNA is accessible to the public and works to incorporate the voices of local groups and people through specific research and consultation projects that help identify the needs of local communities and explore topics of interest or priority.

The findings of the JSNA are used to support One Halton planning and commissioning priorities.

The Public Health Evidence and Intelligence Team continue to work with partners to improve access to data in order to provide robust information to support the JSNA as well as health planning and priorities.

Halton's Life Course Statistics 2015-16

A comparison to the North West



HALTON FACTS

Population

About **126,350** people live in Halton. By 2030, this is projected to change:

age 0 - 18 ↓ 3.7%
 age 19 - 64 ↓ 7.6%
 age 65+ ↑ 46.4%

Deprivation

48% of Halton's population live in the top **20%** most deprived areas in England.

Child Poverty

24.5% of children aged 0 - 15 live in poverty in Halton

KEY

Direction of travel

- ▲ Improved since last period
- ▶ Similar to last period
- ▼ Worse than last period
- No Comparator

Statistical significance to North West

- Better
- No different
- Worse

For more information & data sources

Please contact Halton Borough Council's Public Health Intelligence Team:
health.intelligence@halton.gcsx.gov.uk

Icons made by Flaticon and available here:

www.flaticon.com

Concept developed from Gateshead PHAR 2013/14 and Leicestershire PHAR 2015

STARTING WELL

CHILDREN'S JOINT STRATEGIC NEEDS ASSESSMENT



This piece of work involved multiple organisations coming together to contribute. It took over a year to produce and one of its strengths is how comprehensively it covers subjects identified. This is an example of a completed JSNA that covers a range of issues with the ability to inform long term planning.

WHY DID WE DO IT?

In 2010 a major national report 'Fair Society Healthy Lives' (The Marmot Review) looked at inequalities in health across England. It underlined the vital role having a good start in life makes to children and young people's health and social experience and also that this follows people into adulthood. Unfortunately the reverse is also true, with the impact of a poorer start having impacts in later life. Halton Children's Trust is a partnership of staff representing many different organisations across the borough, all working to a common goal. As such they wanted to know more about some of the issues highlighted in the Marmot Review and to what extent Halton's children and young people were getting that all important 'best start in life'.

"Halton's ambition is to build stronger, safer communities which are able to support the development and learning of children and young people so they grow up feeling safe, secure, happy, healthy and ready to be Halton's present and Halton's future."

Halton Children and Young People's Plan 2014-17, page 6

HOW DID WE DO IT?

A team was set up to bring together a wide range of different data, information and expert knowledge. More than 60 people were involved in developing the Children's JSNA and its two supplementary reports: speech and language needs and the health of young offenders. The work was coordinated and led by the Public Health Evidence and Intelligence Team. It reported back regularly to the Children's Trust and the Halton Safeguarding Children Board.

The interpretation of this information allowed us to understand where health is good and progress has been made but it also identified gaps and poor performance that needed to change.

The Children's JSNA looks at the overall health and social needs of children and young people, but considered inequalities in outcomes and experience for specific groups. This relates to children living in areas of deprivation, age and gender, disability, and to vulnerable groups.

A life course approach was followed, as advocated by The Marmot Review. There are chapters for:

- Maternal health
- Early years
- School age
- Education and employment
- Safeguarding
- Disabilities and complex needs
- Children in care

Go online to view the complete JSNA www.halton.gov.uk/jsna or the dedicated page for the childrens JSNA on www.haltonchildrenstrust.co.uk/jsna

as well as the supplementary reports on:

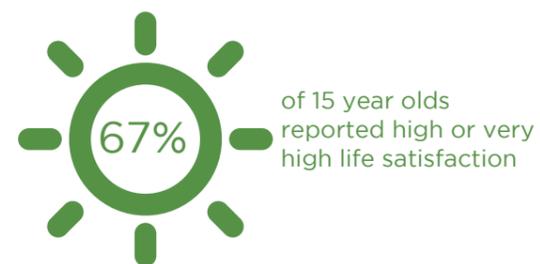
- Speech, Language and Communication Needs
- Health Needs of Young Offenders

KEY FINDINGS

Most children lead happy, healthy lives with good relationships with family and friends. However, some do experience ill health or exhibit behaviours which put them at risk of harm or development of ill health. Whilst many findings and priorities are specific to a particular life course stage or group, issues such as emotional health and unintentional injuries cut across all ages. Issues such as smoking at time of delivery and breastfeeding remain significant and resistant to change. Even for areas that have improved, such as education attainment for children in care compared to general population, there remain inequalities across the borough that need to be addressed. The major contributory factor is the high level of deprivation experienced over years due to a range of historical and more recent social and economic factors.

CHILDREN'S JSNA KEY THEMES

MENTAL HEALTH



10% of children are estimated to have a mental health disorder



The rate is higher than the England and North West averages

ACCIDENTS



The rate is higher than the England average

IMPROVEMENTS

Over 5 years



TIME OF CHANGE

welfare reforms
organisational change
economic hardship

POPULATION

CHILDREN AGED 0-15

25,162 live in Halton



Number projected to fall in the next 20 years



under 16s live in poverty

This is more than the England and North West averages

Icons made by Flaticon and available at www.flaticon.com

HOW HAS THE CHILDREN'S JSNA BEEN USED?

The two major health issues that emerged across the Children's JSNA were mental health and wellbeing and accidental injuries. There was also recognition that there have been a lot of improvements in health. It was agreed that we must maintain these and continue to improve some of our health, educational and social indicators. To do this the Children's Trust and all partner organisations have been using the JSNA in a number of ways:

- To evidence need and level of partnership working during the Ofsted inspection of children in care and safeguarding in Halton.

“Good interagency working in Halton is exemplified by the very high quality children's Joint Strategic Needs Assessment (JSNA), which is focused, detailed and up-to-date and which clearly informs the priorities within the children and young people's plan”... it is being “used effectively to drive improvement.”

Ofsted inspection report, 2015

- Informing the development of a range of strategies including the Infant Nutrition Strategy.
- It has been used by Children's Centres and service providers to develop their services.

“Young Addaction deliver a wide variety of services across the Borough, delivery is creative and innovative with a targeted approach on outcomes. There are areas of the provision that map to the JSNA, Ward & School Profiles and using the data provided in these reports allows the service to deliver tailored packages of support in areas where it is needed.”

Manager, Young Addaction

- Informing the recommissioning of mental health services for young people.
- Influenced the development of the Children's Trust priorities.
- As part of the business case to secure a member of staff to work with young offenders with mental health problems.

“Partners in Halton have used the recommendations to inform and influence local decision making to enhance the local offer with regards to health, and this has resulted in the commissioning of a dedicated Mental Health worker who will be embedded within the YOS service.”

Commissioning Manager, Halton Borough Council (talking about the influence of the health needs assessment of young offenders)

- Informed marketing of services available for children e.g. Children's Centre magazines and Feeding Your Baby magazines (Wellbeing Web Mags).
- Emphasised the importance of early interventions and development during the early years of life. A new programme of work has been developed to tackle the issues it raised in these areas.
- It has informed how schools tackle mental health and healthy eating issues.

“A regular supplement of the Children's JSNA is the annual National Child Measurement Programme (NCMP) report. Schools identified in the higher end category of overweight/obesity are targeted for our schools Fit4Life programme”.

Health Improvement Manager,
Halton Health Improvement Team

LIVING WELL



GP JOINT STRATEGIC NEEDS ASSESSMENT

In this instance a shorter piece of work pulls together data and information from a large number of sources to allow easy cross reference and support planning decisions around primary care. As the data is regularly updated and new data sources can become accessible, it is an example of work that needs to be refreshed regularly. This is done annually.

WHY DID WE DO IT?

As general practice is one of the chief locations that people have conversations and make key decisions about their health, it is very clear that there is a wealth of useful information that can be collected and fed back to GPs to help their planning and organisation of health services. While practices see individual people, pulling together a collection of data can enable GPs to understand their local population and how they compare to other practices in Halton as well as the national average.

HOW DID WE DO IT?

Each practice receives a Halton level information pack, including data from all practices, targets, as well as local and national averages for comparison. A separate pack summarises intelligence for their individual practice and includes information on previous performance and tailored recommendations. For example, where applicable, the report highlights the outstanding numbers required to achieve set standards and targets. Ward health, economic, academic and crime indicators are also included.

The packs provide a directory of services and summary data for a range of topics including:

- Levels of deprivation
- Cancer screening uptake & coverage
- Immunisation uptake
- How many people have conditions e.g. cardiovascular disease
- How many people smoke, drink alcohol and are obese
- Hospital activity for key conditions e.g. COPD & cancer
- Breastfeeding

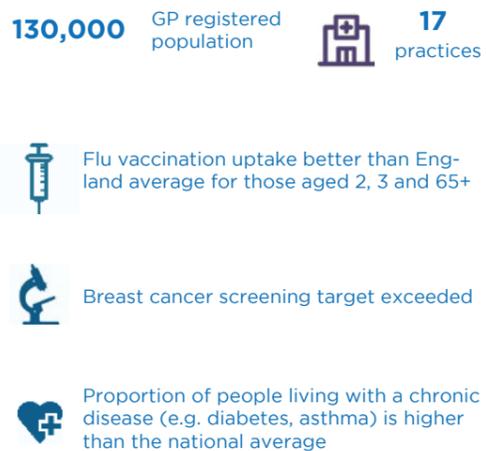
The combined GP JSNA covering all practices can be accessed online www.halton.gov.uk/jsna.

KEY FINDINGS

The findings are fed back to each practice and would relate to their own practices. Summary findings from combining the data indicates that Halton residents do take up screening services at a similar level as the England average for breast, bowel and cervical screening. There is a high level of long term conditions seen in general practice and this includes diabetes, hypertension and COPD; all of which are higher than the England average. Overall, Halton performed above the national average for flu vaccinations in the over 65s, flu vaccination in 2 and 3 year old children, and blood pressure checks on those aged 45 and over. There was a similar take up of flu vaccination in comparison to the England average for people with at risk chronic health conditions such as asthma or diabetes aged under 65 and pregnant women; however these are still well below the national target.

SUMMARY: GP JSNA

HALTON SUMMARY



WARD PROFILE

Unemployment
Education
Mortality
Hospital admissions
Crime
Life expectancy



PRACTICE SUMMARY



DIRECTORY OF SERVICES



and many more...

Icons made by Flaticon and available at www.flaticon.com

HOW HAS THE GP JSNA BEEN USED?

- Motivation to effect a positive health change.
- Used as a source of evidence during Care Quality Commission inspections.

“We used the GP JSNA for CQC preparation and found it helpful to highlight the needs of our population.”

Primary Care Clinical Lead, NHS Halton Clinical Commissioning Group

- Influenced receptionist to give reminders e.g. Health Checks, flu clinics.
- Used to plan campaigns and targeted wellbeing work by Wellbeing Enterprises CIC.

“We use the GP JSNAs to inform our practice action plans for delivering community wellbeing and health initiatives...We try to theme our community wellbeing approaches around identified priorities (as identified in the GP JSNAs) for each practice population.”

Chief Executive Officer, Wellbeing Enterprises CIC

- As a local signposting resource to refer patients to a range of local services.
- Inform GP priorities and internal planning.

“We use it as a benchmark for our performance; we often reflect on the contents and as a result has often influenced changes in the way we work.”

Practice Manager

- Used by Senior Primary Care Engagement Facilitator to support practices on cancer referrals and screening.
- Inform CCG service development group of general practice demography.

The GP JSNA “has enabled an understanding of the local population and the inequalities within the practice population. NHS Halton CCG has developed and supported through its commissioning programme in 14/15 the on-going development and embedding of a Multi-Disciplinary Team approach to the identification of high risk patients and a proactive case management system...This approach of using the JSNA has enabled local teams to target certain areas and patient/population groups to improve the health and wellbeing of those identified at risk.”

Forward View and 2015/16 Operational Plan, NHS Halton Clinical Commissioning Group



JOINT STRATEGIC NEEDS ASSESSMENT ON LONG TERM CONDITIONS

The JSNA contains a number of short chapters or profiles on a range of long term conditions. This approach allows the various conditions to have an in depth review often involving local people who responded to surveys, attended focus groups or through having their views represented by interested voluntary sector organisations.

WHY DID WE DO IT?

Long term conditions is a general term for a range of health problems that can't be cured but can be controlled by medication or other treatments. There is increasing concern both nationally and locally about the rise in the number of people with long term conditions and especially those who have more than one of these conditions. Both the local authority and CCG wanted to understand what was happening in Halton around this issue. We worked together to look in detail at both long term conditions as a collective group of conditions and also at some of the main conditions separately, including heart disease and diabetes. For the first time in the JSNA we also looked at musculoskeletal conditions such as arthritis and back problems and long term neurological conditions such as Multiple Sclerosis (MS) and Parkinson's Disease.

HOW DID WE DO IT?

The Public Health Evidence and Intelligence Team worked with colleagues in NHS Halton Clinical Commissioning Group (CCG) and social care to gather data, information and local people's views on both the prevention and management of long term conditions. This included:

- How many people have long term conditions
- How many people smoke, are obese and use alcohol (avoidable risk factors)
- GP data
- Data on admissions to hospital
- Data on how many people die from long term conditions
- Social care packages for people with long term conditions
- Results from a variety of local engagement sessions

The full JSNA can be accessed online at www.halton.gov.uk/jsna.

In addition to this general chapter, there are other specific sections of the JSNA or health profiles relating to:

- Cardiovascular disease
- Coronary Heart Disease
- Stroke and transient ischaemic attack (TIA)
- Hypertension
- Diabetes
- Chronic obstructive pulmonary disease
- Severe mental health conditions (e.g. schizophrenia, bipolar affective disorder and other psychoses)
- Dementia
- Asthma
- Epilepsy
- Parkinson's Disease
- Multiple Sclerosis

KEY FINDINGS

In Halton there are a higher proportion of people with more than one long term condition, than both the North West and England averages.

Most people who develop long term conditions do so from middle-age (40 years of age and over). Older people, those in their 60s and above, are most likely to have more than one long term condition. Not everyone who has a long term condition knows they have it. Yet it is important to have a diagnosis as early as possible as this reduces the risk of complications developing and the person having to have an admission to hospital. Halton has had a lot of success finding people who have long term conditions and putting them on the best treatments. Despite this there is variation in the level of diagnosis and proportions on best available treatment; reducing this remains a key priority locally. Nevertheless the gap between the total numbers we estimate have long term conditions and those who have a diagnosis has narrowed over the last five years.

There are still people who have a long term condition but have not been diagnosed. Therefore continued public awareness raising is needed.

SUMMARY: LONG TERM CONDITIONS JSNA

PREVENTION

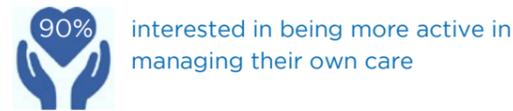
Many long term conditions are preventable through:

- healthy eating  physical activity 
- limited alcohol  not smoking 

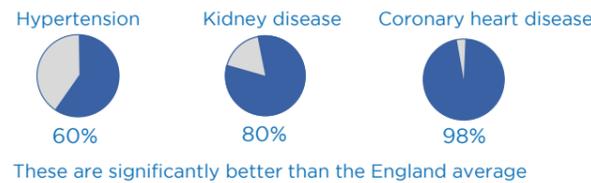
Organisations should:

- Focus on wider determinants of health
 - access to green space  housing  air quality 
 - low cost healthy food  access to services 
- Offer evidence - based interventions

DIAGNOSIS



Population diagnosed (of those expected)



WHO HAS LONG TERM CONDITIONS?

1 in 3 have one or more long term condition these make up



-  50% GP appointments
-  64% outpatient appointments
-  70% inpatient bed days
-  70% health & social care spend in England

DEPARTMENT OF HEALTH
 "The increasing number of people who have more than one long term condition is one of the most important issues facing health systems".

Icons made by Flaticon and available at www.flaticon.com

HOW HAS THE JSNA ON LONG TERM CONDITIONS BEEN USED?

- To undertake service reviews such as the review of physiotherapy services for people with musculoskeletal conditions.
- To start conversations around the needs of people with long term neurological conditions.

"The report on long term neurological conditions was useful in developing my understanding ... it was useful to see medical data put alongside some of the potential social consequences of neurological conditions such as data linked to benefits claimed. The report is a report for other CCGs to benchmark themselves against as they pick up more of the commissioning role for neurological conditions."

Regional Officer, MS Society

- To support the development of local strategies such as the Respiratory Strategy.
- To inform priorities for the 5 Year Forward View and Halton Sustainable Transformation Plan.

"When starting a significant transformational programme called One Halton, the first place I went to for my research was the JSNAs and the Health & Wellbeing Strategy. Each provided me with the necessary demographic, population based information that I needed to progress this work. The information was succinct, clear and concise. The data was presented in an easy to read format and illustrated the variance in health outcomes for our local population benchmarked against the national average."

Director of Commissioning & Service Delivery, NHS Halton Clinical Commissioning Group

"This is a great example of Halton working in a clear integrated manner. The alliance of research and data adds to clear vision direction. This also adds to a robust planning system in which the JSNA has helped prioritise our major health issues."

Director of Transformation, NHS Halton Clinical Commissioning Group & Halton Borough Council

AGEING WELL



OLDER PEOPLE'S JOINT STRATEGIC NEEDS ASSESSMENT

This final example illustrates a piece of work in progress and highlights again the importance of bringing together a range of stakeholders who can advise and support the gathering of information and more importantly understand what's required to make sure that where needs are identified, solutions are also found.

WHY DID WE DO IT?

The number of older people (those aged 65 and over) living in Halton has been rising for over a decade and this trend is set to continue. This is likely to have an impact on how we provide health and social care services. To this end, the Health & Wellbeing Board asked the Public Health Evidence and Intelligence Team to lead on the development of JSNA work on older people during 2015/16.

HOW HAVE WE DEVELOPED IT?

There has been a lot of interest in this work from across the borough which resulted in the establishment of a multi-agency steering group.

The group adapted the 'life course' approach that has been the cornerstone of local action since the Marmot Review was published in 2010. The JSNA has been divided into a 'functional' life course from being generally fit and well; to being unwell and needing support to remain independent; to needing to live in a care home. Safeguarding and end of life care were also included looking at the needs of all adults around these issues.

Steering Group membership includes:

- Halton Borough Council (HBC) Public Health
- HBC Adult Social Care Commissioners, Policy leads and performance team
- HBC Health Improvement Team
- NHS Halton Clinical Commissioning Group Commissioners
- Halton & St Helens Voluntary Action
- Halton Healthwatch
- Age UK Mid-Mersey
- Halton Older People's Empowerment Network (OPEN)

And lots of others have helped too.

EMERGING THEMES

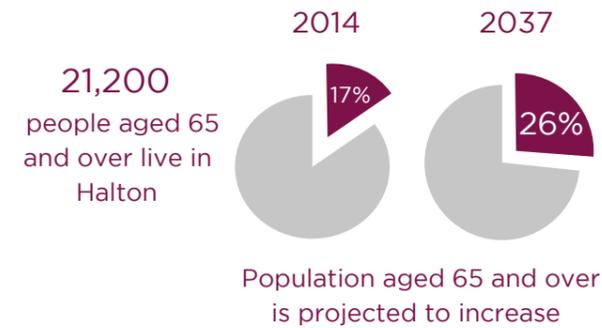
At the time of writing this Public Health Annual Report, the JSNA for older people is not yet completed. However, a number of themes are emerging.

Older people are a key local resource. Many older people remain in paid employment past age 65 and this is likely to continue as the state pension age rises. They offer skills and experience to their employer and colleagues. Yet they may also have specific support needs to help them remain productive members of the local workforce. These are likely to relate to the level of long term conditions in this age group and also that a significant portion of them will also be unpaid carers. The number of unpaid carers is larger than the NHS and social care workforce. A substantial number of these are older people, especially those providing over 50 hours of care per week. Older people are also the mainstay of volunteering.

Yet, many older people do have a number of health and social care needs. They are more likely to have long term conditions and especially to have more than one condition. They have higher levels of hospital admissions than younger people. Many also need informal (unpaid) or formal (paid) support at home to carry out daily tasks like washing, dressing and preparing food. For some, these issues combine to form complex needs requiring health and social care to work together to provide personalised care packages. Being able to remain independent and living in their own homes continues to be one of the main issues older people identify as being of concern to them.

SUMMARY: OLDER PEOPLE'S JSNA

POPULATION



Life expectancy at age 65 (years)



LIVING & WORKING

1 in 5 provide some unpaid care (aged 65+)

This is higher than the national average



aged 85+ live at home

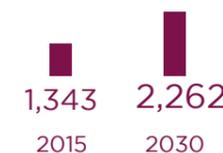


HEALTH & WELLBEING

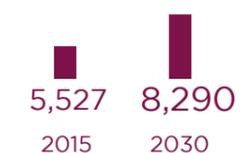
Older people are more likely to have one or more long term condition



Cases of dementia estimated to rise



Number of falls estimated to rise



Older people aged 65 - 74 have the highest level of wellbeing in the UK

This is mainly due to the ageing population

HOW DO WE INTEND TO USE IT?

Whilst the work is still developing at time of writing, a number of uses of the older people's JSNA have already been identified.

- To help commissioners to understand the needs of local people.

"It's great to see an older person specific section in the JSNA. It demonstrates Public Health's commitment to the older citizens of Halton and will inform our older people's service plan."

Principal Manager, Halton Borough Council

"I foresee the Older People's JSNA being a vital piece of the underlying evidence base on which the future revision of the Halton Dementia Strategy will be developed. (The strategy is until 2018, but likely that a refresh will be done before then)."

I would promote the JSNA to any member organisation of the Halton Dementia Alliance seeking funding, to help them identify dementia related support opportunities and support their business case though local evidence."

Policy Officer, Halton Borough Council

- As the basis for a range of work programmes to improve the health and social care of people living in care homes.
- To support the One Halton older people priority work stream.
- To support the development of the Adult Safeguarding Board business plan.

"Halton Safeguarding Adults Board will use the Older People's JSNA to inform its Prevention Strategy and associated Action Plan in order to identify key priority areas to target preventative work in relation to adult safeguarding. The Older People's JSNA will also help to identify and inform other key safeguarding work streams for the Board in relation to the needs of the local population."

Adult Safeguarding Executive

- To support the development of the Adult Social Care Market Position Statement.
- To support the development of the Dementia Delivery Group's business plan.

"The Older People's JSNA will be of tremendous benefit when working with the local voluntary sector to develop new activities and services for older folk. The JSNA allows us to align real grassroots neighbourhood level work with the wider priorities for the borough, it helps us to all pull in the same direction and focus our work on the real areas of need. In addition the document can act as a platform for partnership work as it helps to align the priorities of the many excellent organisations that benefit Halton's elders."

Halton & St Helens Council for Voluntary Services

"As the voice for older people in the Borough, Halton OPEN has been pleased to contribute to the JSNA by submitting its two most recent surveys which have been directly utilised in the relevant section. These surveys provide a qualitative snap shot of the issues and priorities of our membership and we hope that this will inform decision makers at a local level so that we can continue to work collaboratively to improve the health and wellbeing of older residents."

Halton Open Development Officer, AGE UK Mid Mersey

FUTURE STRATEGIC DIRECTION

Needs do not exist in isolation, the health and wellbeing of any person is shaped by the social and environmental determinants they experience throughout their life. The challenge of persistent health inequalities and complex or multiple needs cannot be satisfactorily addressed by any single agency acting alone. Partnership is the only workable solution to the big challenges that we face. A clearer picture of needs from the JSNA means stronger partnerships. The NHS England Five Year Forward View sets out a clear direction for the health economy: the first of these is a radical upgrade in prevention and public health. All partners in Halton are working together to achieve this aim, the creation of a joint plan illustrates the integration that exists in Halton and the willingness for the CCG, Local Authority and other local providers to work together to improve services relating to prevention. This ethos of joint working is captured in the One Halton Vision.

One Halton is a new approach that will involve joining up all the services that deliver care and wellbeing to the people of Halton ensuring that they have the right support, at the right time, in the right way to provide the best possible outcomes. By joining resources and working together across the Borough, One Halton aims to simplify the current system. Effective JSNA will help local leadership to decide on priorities in a more joined-up, effective and efficient way. It will underpin the future strategic direction of health planning and highlight where improvements in health can be achieved and inequalities reduced. The JSNA process also ensures that all partners were able to contribute to the JSNA and jointly own the strategic direction of travel identified through the process.

We invite you to get involved and contribute to this too by completing a short online survey at www.halton.gov.uk/PHAR.

“The Halton Joint Strategic Needs Assessment has enabled NHS Halton CCG to inform their strategic direction in terms of priorities and planning for the future.”

Simon Banks, Chief Officer, NHS Halton Clinical Commissioning Group

“The voluntary sector really benefits from using the Halton JSNA to highlight vulnerable groups in our community and recognise our local assets.”

Sally Yeoman, Chief Executive, Halton & St Helens Voluntary and Community Action

“Halton Borough Council uses Health Needs Assessments to provide insight into local health inequalities, gaps between areas of the borough and where we need to place our resources.”

David Parr, Chief Executive, Halton Borough Council

UPDATE ON RECOMMENDATIONS FROM 2013-14

ALCOHOL FREE PREGNANCY

Recommendation	Commentary on progress
Develop a local education campaign to increase the awareness of the harm of drinking alcohol when pregnant or trying to conceive.	Public Health and the Halton Health Improvement Team developed an awareness campaign to educate women of the harm that drinking alcohol in pregnancy can cause, in order to reduce alcohol related harm to the unborn baby. The campaign launched on the 20th February 2015 and ran until July 2015, and included billboards, posters in supermarkets and on buses plus social media activity. Campaign materials have been distributed across the borough including GP surgeries, children centres, and community centres.
Ensure staff in Halton who come into contact with women planning for a baby or pregnant consistently give the advice that the healthiest and safest option is not to drink alcohol when trying for a baby or when pregnant.	As part of the awareness campaign to educate women of the harm that drinking alcohol in pregnancy can cause, a new leaflet was developed for midwives to assist them in delivering key messages around alcohol harm, this will continue to be used on an ongoing basis. Feedback from local women is that the leaflet provides them with a good understanding of alcohol harm and means they are less likely to drink during pregnancy.
Review alcohol treatment pathways for pregnant women identified as misusing alcohol.	Public Health are working in partnership with primary care, midwifery, Halton Health Improvement Team and CRI to review alcohol treatment pathways for pregnant women identified as misusing alcohol. The pathway will ensure that all professionals are aware of how to support local women to stop drinking during pregnancy.

PROTECTING BABIES AND TODDLERS FROM ALCOHOL-RELATED HARM

Recommendation	Commentary on progress
Ensure local parenting programmes include messages of the harms of parental drinking may have upon young children.	Local parenting programmes have been mapped and work has commenced to ensure that programmes include information about the low risk weekly guidelines and the impact of parental drinking upon young children.

Develop an information resource for new parents which includes key messages around safe drinking guidelines, safe sleeping and reducing the risk of accidents.	The public health team are currently undertaking work to better understand the causes of childhood accidents in Halton. As part of this work messages will be delivered by midwives and health visitors for new parents around safe drinking, safe sleeping and reducing the risk of accidents.
Develop referral pathways between alcohol services and children and family services (to include the early identification, assessment and referral of children who need to be safeguarded).	Referral pathways between alcohol treatment services and children and family services have been reviewed and a local protocol developed.

SCHOOL AGE CHILDREN

Recommendation	Commentary on progress
Work to ensure all local schools take up the offer of alcohol education programmes.	The Halton Health Improvement Team continues to deliver the Healthitude programme in primary and secondary schools across the Borough. In addition Young Addaction deliver programmes across the 2 colleges in Halton focusing on risk taking behaviour, knowing your limits and the impact of alcohol.
Promote a family approach to alcohol treatment to ensure that young people affected by family alcohol misuse are well supported.	In Halton we believe that all professionals who come in contact with alcohol misusers and/or their children have a responsibility to ensure that children in these circumstances are identified as early as possible and are given appropriate support and protection. Young Addaction and CRI are working in partnership to promote the early identification and effective support of both parents and children.
Review alcohol treatment pathways for young people who misuse alcohol in Halton (to include pathways for vulnerable young people including truants and those excluded from school, young offenders, looked after children, children with special educational needs).	Public Health are working in partnership with Halton Health Improvement Team, Young Addaction, School Nursing, local schools and Halton community safety to review alcohol treatment pathways for children and young people identified as misusing alcohol. The pathway will ensure that all professionals are aware of how to support children and young people to delay the onset of drinking or reduce their alcohol intake if they are already drinking.

WORKING AGE ADULTS

Recommendation	Commentary on progress
Develop a coordinated alcohol awareness campaign aimed at working age adults to include supporting the local promotion of national alcohol awareness campaigns e.g. Dry January, Alcohol awareness week and Drink Wise campaigns.	Public Health and the Halton Health Improvement Team have been reviewing alcohol awareness messages in light of the newly published guidelines for safe alcohol consumption. Halton Borough Council and local partners promoted the Alcohol Concern Dry January campaign. Further joint campaigns are planned for 2016.
Support local workplaces in developing workplace alcohol policies.	The Halton Health Improvement Team have been working with local businesses across Halton Borough to develop alcohol workplace policies.
Review alcohol treatment pathways for working age adults (aged 18 to 64) in Halton. To include a review of pathways for vulnerable adults e.g. the unemployed, veterans, offenders, people with mental health problems, the homeless.	Public Health are working in partnership to review alcohol treatment pathways for working age adults identified as misusing alcohol. The pathway will ensure that all professionals are aware of how to support local people to reduce their alcohol intake in line with the new national guidelines.

OLDER ADULTS

Recommendation	Commentary on progress
Undertake insight work with older people to better understand the nature of the problem and what prevention strategies and treatment approaches work best with older drinkers.	Work is currently being planned to engage with local older people via community groups to identify current drinking habits and motivations to reduce their alcohol intake.

Develop an alcohol awareness campaign aimed at older people – to be targeted at older peoples settings (social groups, bingo etc), general practice, local faith groups. To include experienced based interventions (peer to peer).	The community insight work being undertaken will be used to inform a local alcohol awareness campaign aimed at older people in Halton. We also plan to train community champions to deliver peer to peer advice and support.
Develop and train key staff who work with older people in delivering brief interventions which focus on motivating factors for older people.	The Halton Health Improvement Team have been training staff working with older adults to enable them to identify those at risk as a result of their drinking. This enables people to receive brief alcohol advice based on their screening result and/or a referral into specialist alcohol services can be made if appropriate.

COMMUNITIES

Recommendation	Commentary on progress
Work with partners to influence the Government and other key decision makers in relation to issues such as introducing a minimum unit price for alcohol and restricting alcohol promotions and advertising.	Work continues to push for policies at a regional and national level to reduce alcohol-related harm. The Directors of Public Health across the North West fund Tobacco free futures to influence the Government and other key decision makers in relation to issues such as introducing a minimum unit price for alcohol and restricting alcohol promotions and advertising.
Work in partnership to review Halton Borough Council's statement of licensing policy to ensure it supports the alcohol harm reduction agenda.	The legal services department in Halton Borough Council led on refreshing the Halton Statement of Licensing Policy. They worked in partnership with local Responsible Authorities (Halton Council Licensing Team, Cheshire Police, Public Health, Trading Standards) to ensure Halton's Statement of Licensing Policy reflects national best practice in protecting children from harm and reducing crime and antisocial behaviour.
Work towards the completion of a self-assessment / gap analysis for the town centre areas in Widnes and Runcorn, using the Purple Flag criteria as a guide Benchmark.	Benchmarking has been undertaken against Purple Flag criteria and an action plan for diversification of the night time economy is being developed.

DATA ON HEALTH AND WELLBEING IN HALTON

Data on health and wellbeing in Halton is available in the various chapters of the Joint Strategic Needs Assessment (JSNA).

The JSNA and Children's JSNA are available from:
www.halton.gov.uk/JSNA

For further information contact the Public Health Intelligence Team:
Health.Intelligence@halton.gcsx.gov.uk