

Walsall Director of Public Health Annual Report

The Four Seasons of Public Health in Walsall 2015/16



Walsall Council



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Welcome to my second Annual Report as the Director of Public Health in Walsall.

Public Health in Walsall Council is changing and helping to modernise services across the Borough. These reports give us the opportunity to highlight both on-going and new population health issues at a local level.



Dr Barbara Watt

This year's report is themed around the seasons of the year. This may reflect a season when a Public Health campaign takes place, like the winter flu campaign, or the time of year that a particular Public Health issue is known to peak.

I would like to make a special mention this year to Regulatory Services who became an integral part of the wider Public Health team in January 2016. Building on our existing partnership with colleagues in environmental health and trading standards, this service area also includes licensing laws and community enforcement across all communities and we are working together with colleagues and the public to encourage and introduce improvement across the Borough of Walsall.

I hope that you enjoy reading our annual report and find it of interest and value.

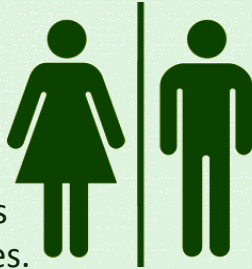
Dr Barbara Watt
Director of Public Health

Why is it important?

Mental health includes emotional, psychological and social wellbeing. It affects how you think, feel and act. It also determines how you handle stress, relate to others and make choices. Mental health is important at every stage of your life.

What does the evidence tell us?

Women are more likely to experience depression (12%) and anxiety (13%) than men. This rises during pregnancy and in the year after. Latest data suggests around 20% of all maternities are identified with mental health issues.



Between 2010-2015 there were 106 suicides in Walsall, 84% which were male. Risk factors for male suicide in Walsall include previous suicide attempts and self harm.

In Walsall, 46% of people out of work because of ill-health have mental health issues.

What is Walsall doing about Mental Health?

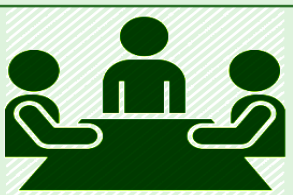
Walsall's Public Health team commissioned a public consultation on mental health and emotional wellbeing. Residents from across Walsall were consulted in two phases through:



500 ten minute telephone interviews using randomly generated telephone numbers. Questions included asking where people go for support when feeling low and about the impact of isolation/loneliness.

Focus groups covering 7 high risk groups:

- Carers
- Young men
- Older people
- The unemployed (via Job Centre)
- Asian men & women
- African & Caribbean men & women
- Mental health service users



Focus group participants said mental health conditions could affect anyone; young or old, rich or poor, in any community. Stigma remains a huge barrier, with only 63% of survey respondents indicating they would be comfortable discussing their mental health with family or close friends. This dropped to just 27% in relation to talking to their employers.

In Walsall we have funded services to support residents with poor emotional health and well being and mental health issues back into employment, such as Walsall Works.

Recommendations

Frontline workers across a full range of services should be trained to improve their knowledge on mental health issues.

Positive publicity on mental health should be promoted widely



Why is it important?

Ageing has become a hot topic in recent years as the older people's population continues to grow, around 18% of Walsall's population are 65 years and over (49,154 people). Long-term conditions are common in older people and treatment/care for those with long-term conditions is estimated to use £7 in every £10 of total health and social care expenditure.

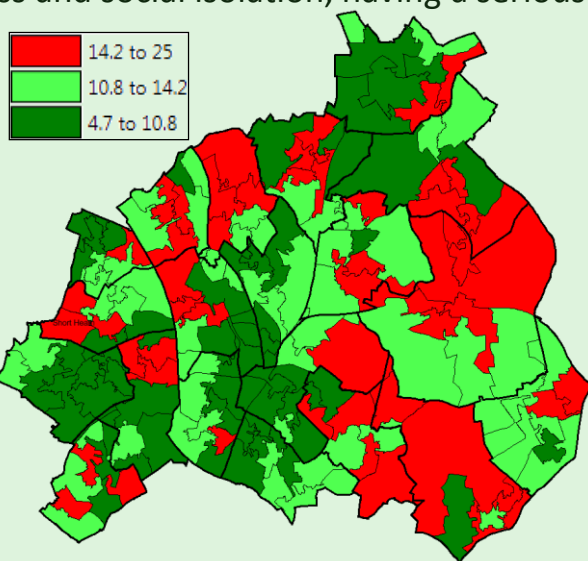
What does the evidence tell us?

Older people are especially vulnerable to loneliness and social isolation, having a serious effect on both mental and physical health.

From the 2011 Census we can map the % of those aged 65 and over living alone (right). This may be a predictor of loneliness in Walsall.

Red areas show highest rates of older people living alone, with the exception of some central areas. Most Walsall Wards have pockets of red.

Aldridge Central and South show the highest rates of older people living alone with almost one quarter of households.



What is Walsall doing about Ageing Well?

Making Connections Walsall is a new initiative between health, social care, the voluntary sector and community, being developed by Public Health to improve the physical and mental health of residents by tackling loneliness.

Recommendations



Health service provision and the voluntary sectors should be connected to enable people to remain well in their local community for longer.



Encourage access to local, targeted physical activity as people age.



Implement healthy ageing initiatives alongside the health checks and social prescribing initiatives.



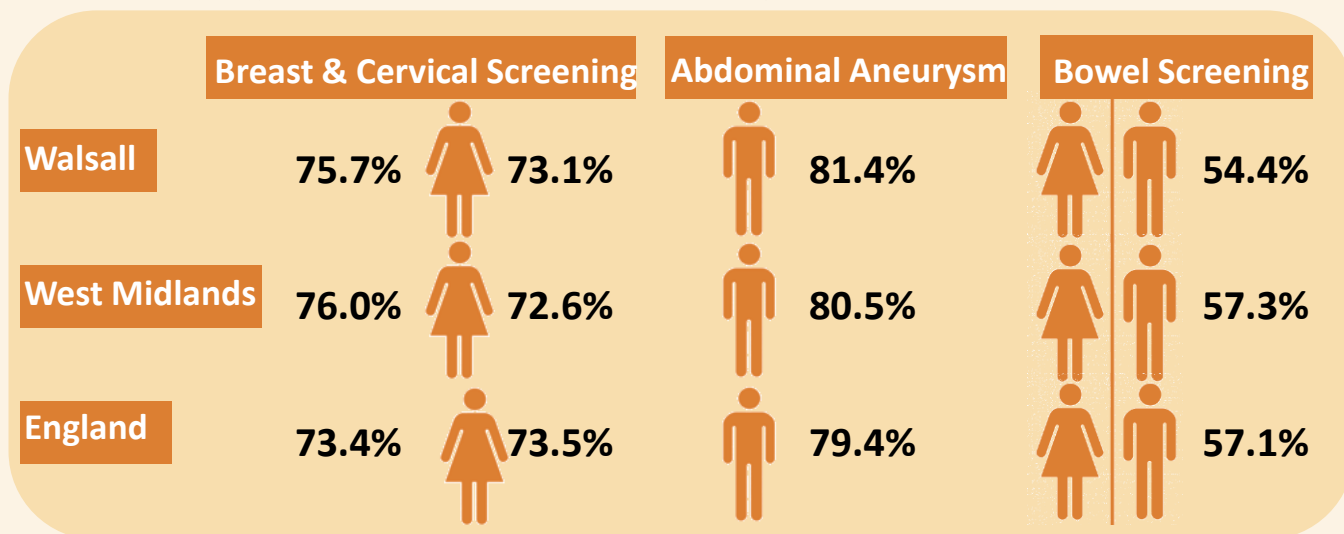
By reducing isolation we aim to increase community resilience and keep people out of hospital.

Why is it important?

We want the very best health for people in Walsall. Some health issues are common to both men and women and some conditions are gender specific.

What does the evidence tell us?

Screening can detect certain health problems early, even before symptoms appear, so that treatment is more effective. 2015 Screening rates for various conditions are shown below. Walsall was above the West Midlands average for cervical screening and Abdominal Aneurysm but lower for bowel screening.



What is Walsall doing about Men & Women's Health?

Where screening rates were low (e.g. bowel), Walsall Public Health has been working closely with GP practices and other partners (e.g. Macmillan) to encourage uptake using reminders for example. New testing procedures are also being implemented to make the test process more straightforward.



NHS Health Checks are offered to adults aged 40-74, they are designed to spot early signs of stroke, kidney disease, heart disease, type 2 diabetes or dementia. During 2015/16 in Walsall 10,786 health checks were offered, with 9,975 of eligible adults receiving a check (92.48%).

Recommendations

Walsall Public Health are working to further increase uptake in all screening programmes, particularly in deprived areas where rates are low and in some high BME areas where cancer incidence is high.

Most health screening relies on residents being registered with a GP



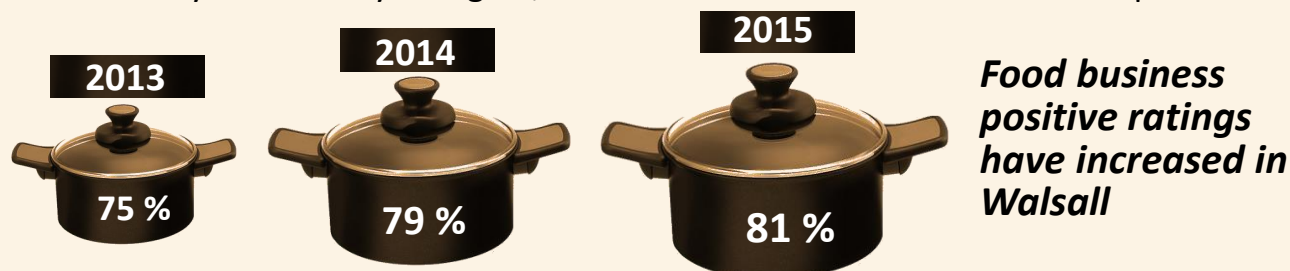
Why is it important?

Regulatory Services incorporates Environmental Health, Trading Standards, Licensing and Community Protection.

The main purpose of the service is to protect public health. It comes into contact with all the communities of Walsall and uses supportive measures to encourage improvement whilst enforcing a variety of laws to ensure those that cause harm are brought to justice.

What does the evidence tell us?

Generally food businesses are increasing their standards of food hygiene with around 85% currently satisfactory or higher, but this still leaves a lot of room for improvement.



There is pressure for the service to deal with unregistered skin piercing operations, illicit tobacco and alcohol sales, unsafe products and working conditions and food fraud. The use of intelligence to direct resources more efficiently is becoming increasingly important. Rising levels of environmental crime and anti social behaviour place a burden on public services both in terms of the cost of cleaning up and the detrimental impact on communities. Collaborative working with partner agencies and innovative use of legislation are constantly being pursued to assist with reducing these impacts and burdens.

What is Walsall doing about Health issues?

With the support of Public Health, Regulatory Services always aim to influence or intervene to protect health. Using opportunities such as food inspections innovative projects to improve healthy options and healthy food preparation techniques have also been successfully driven forward. Further opportunities are always being considered.

Recommendations

Regulatory Services continue to develop their use of all available intelligence, enforcement powers and their relationship with partners to identify and drive forward both health protection and health improvement opportunities.

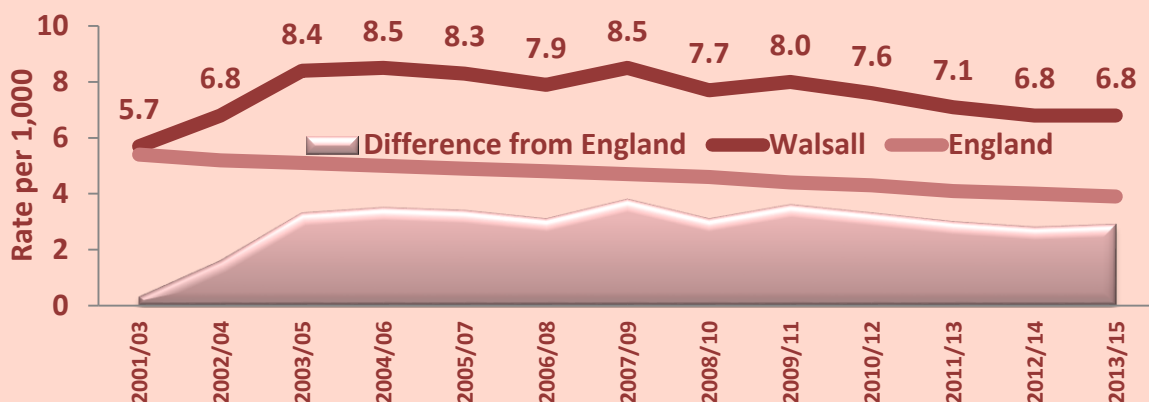


Why is it important?

By ensuring that babies and children are healthy, both pre birth and in the first years of life, their future health and potential can be improved. Infant Mortality (IM) has been recognised as an important issue to tackle in Walsall. It is defined as deaths arising in children who are born alive but die before their first birthday. IM is a sensitive indicator of the overall health of a population. IM risk factors can also prevent children from thriving in their early years.

What does the evidence tell us?

In Walsall IM rates have been significantly higher than England rates since 2001. These have however reduced consistently over the last 4 years and are now close to Regional and national levels. The main contributors to IM include deprivation, low birth weight (which is affected by smoking in pregnancy) and also smoking in pregnancy as an independent risk factor.



What is Walsall doing about Infant Mortality?

The Walsall IM Strategy, revised in 2016, identifies and sets out the multi-agency prevention work taking place across the borough. In addition, the Walsall Mommas brand was developed in response to an analysis around the communication needs of pregnant women in Walsall (see page 13).



Recommendations

Partnership working to ensure that women have a healthy pregnancy with access to high quality evidence based services.

Strategic priorities are:

Supporting
Maternal
Mental
Health

Pre-conception
& supporting
healthy
pregnancy

Identifying &
addressing
risk factors
in pregnancy

Ensuring a
safe, caring
environment
in first year

Supporting
vulnerable
mothers

Ensure you follow safe sleep messages and never sleep with a baby on the sofa



Why is it important?

Smoking is a major cause of long term illness and early death in Walsall. The majority of smoking related deaths are from lung cancer, Chronic Obstructive Pulmonary Disorder (COPD) or heart disease.

What does the evidence tell us?

Around 1,400 deaths in Walsall each year are related to smoking. Between April 2015 - Mar 2016 there were illicit seizures of over 104,500 cigarettes, 2266 packets of hand rolling tobacco and nearly 80 tobacco blunt wraps.

What is Walsall doing about Smoking?

A dedicated stop smoking service is supporting pregnant smokers to quit. The Public Health England CLear Assessment tool was successfully used to review tobacco control work in Walsall and to identify and inform ongoing activity.

Promotion of the new Smokefree Cars legislation has enabled us to:

- Work with new partners to promote the smoke free cars legislation to target key priority groups
- Widen the profile of the legislation as well as smoking and tobacco control
- Forge ahead with discussion and action on smoke free environments and wider tobacco control activity in Walsall

As a member of the Black Country Tobacco Control Alliance, Walsall is:

- Exploring local views to inform future Stop Smoking Services
- Carrying out a piece of work on Shisha and Shisha Use
- Developing a Comprehensive Tobacco Control Campaign

Recommendations

We must continue to support smokers in Walsall to quit smoking and further develop our co-ordinated approach to tobacco control including:

- A refresh of the Tobacco Control Plan for Walsall
- Seek sign up to the Local Government Declaration on Tobacco Control
- Roll out of the Comprehensive Tobacco Control Campaign
- Engagement with key partners



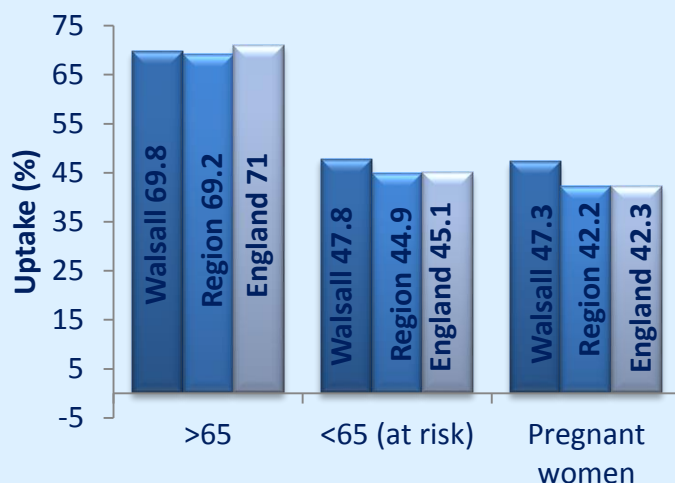
We all have a role in supporting Walsall Smokers to quit

Why is it important?

Flu is highly infectious and can cause serious illness, especially in older people, those with long term conditions, pregnant women and children. Flu usually occurs in winter and results in pressures on the NHS including increased GP appointments and unplanned hospital admissions. It impacts on the economy in time off work due to sickness and caring for relatives. Flu vaccination reduces the morbidity/mortality associated with seasonal flu.

What does the evidence tell us?

Walsall exceeded the West Midlands regional and national flu vaccine uptake targets for each population group in 2015/16. We achieved this by engaging with the public about who should have the vaccine, why they should have it and how to get it.



What is Walsall doing about Flu?

By identifying and communicating with eligible residents Walsall Public Health can maintain effective vaccination rates across target groups. Vaccinating children reduces their chance of getting flu and reduces the spread of flu to others, for example grandparents who are at increased risk of the disease. Flu is the most frequent single cause of death in pregnancy. Walsall is working in partnership with health services who provide the vaccine, schools where children are vaccinated and any partners who come into contact with others.

Recommendations

Flu vaccination is available each year on the NHS to help protect those at risk of flu and its complications. Those eligible are invited every year for their flu vaccine. Target groups are:

- anyone aged 65 and over
- pregnant women
- all children from age 2 to academic year 3 at school
- children and adults with an underlying health condition or weakened immune systems

**STAY WELL
THIS WINTER**

People in Walsall are confident to have their flu vaccination and to encourage others to get vaccinated



Why is it important?

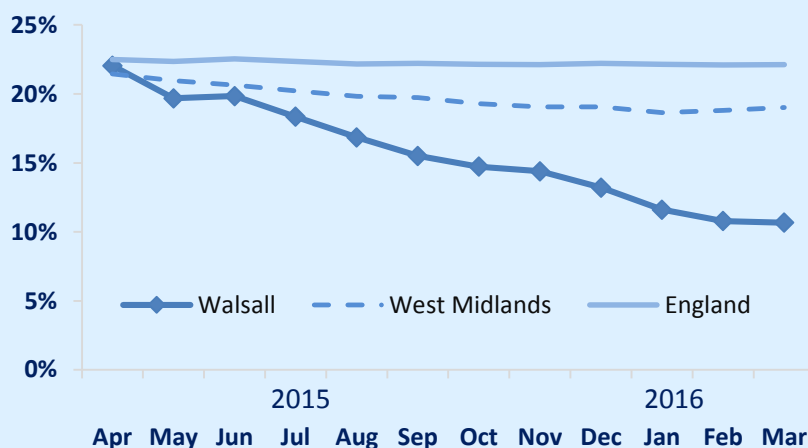
Problematic drug and alcohol use is a major public health issue that impacts individuals, families and communities. The responsible and safe use of alcohol plays an important cultural and social role within our society.

People use drugs and alcohol for a variety of reasons and the misuse results in significant costs, including health care expenditures, lost earnings and the costs associated with crime and anti social behaviour.

What does the evidence tell us?

Evidence shows that investing in specialist interventions is a cost effective way of securing positive long-term outcomes by reducing future demands on health services, social care and mental health services. Following the re-tendering of a new service model in 2015 Walsall currently faces some challenges, including a lower rate of people recovering from drug and alcohol misuse than regionally and nationally.

Successful Completions for 2015-16
All Substances
(12 month rolling values)



What is Walsall doing about Substance Misuse?

In July 2015 Public Health Walsall commissioned a new integrated, adult and young people's drug and alcohol treatment service. Combining four provider services into one, the aim was to further improve the chances of Walsall residents to recover from their problematic drug and alcohol use as well as reduce the wider harm to families and communities. Evidence suggests performance improvements start to be realised 18 months after the implementation of new services.

Recommendations

- Maintain easy access to drug and alcohol services
- Maintain efficient care pathways with key health, social care and criminal justice partners
- Support continued development of mutual aid and peer led recovery in Walsall

Healthy Walsall Website



The Healthy Walsall Website is structured around the human life cycle with sections on **Starting Well**, **Living Well**, **Ageing Well** and **Health Protection**.

The website at www.healthywalsall.co.uk/ directs users to Public Health commissioned services.

Poster Campaigns

Posters are a valuable and wide-reaching health promotion tool. These are visible in many council buildings around Walsall that are accessed by the public.

Gender targeting is possible, for example the cervical screening poster shown right is displayed in women's lavatories including the Civic Centre, Walsall.

Strategically placed for high visibility these posters are guaranteed to be read.



Cervical cancer can be prevented

Cervical screening (smear test) saves approximately 5,000 women's lives annually in the UK.

Walsall Council is offering a confidential cervical screening service at the Civic Centre.

Tuesday 20 September 2016 10am-1pm and
Thursday 6 October 2016 10am-1pm.

You MUST book an appointment in advance.

A Specialist Nurse from Walsall Healthcare Trust will run clinics in the First Aid room on the first floor of the Civic Centre.

If your screen is due and you would like to book a screen or have a confidential discussion with the Nurse, Linda Hayes you can contact her Monday – Thursday between 8.00am and 4.30pm on **07814 986176**.



Walsall Council



Walsall Healthcare NHS Trust

Car Park Ticket Advertising

To further increase the audience for our Public Health messages and programmes Walsall have used a range of media. The examples illustrate how car park tickets were used to give the people of Walsall information and promote current schemes to improve health. It has been shown that advertisements such as these have greater longevity than flyers or leaflets.



Health Chats

The Walsall Health Chats is a new revitalised **Making Every Contact Count** training programme for individuals supporting or working a member of the public. The programme empowers and equips participants to have health conversations to improve population health and wellbeing. The training includes: issues such as smoking, physical activity, diet, mental wellbeing and ageing well.

Healthy Resilient Communities Making Connections Walsall

A **Free** engagement and investment event for local voluntary and community groups

Walsall Public Health is looking to invest in voluntary and community organisations to tackle loneliness and social isolation to improve the health and wellbeing of Walsall residents.

We are seeking to develop a virtual health and wellbeing hub to improve links between health and social care services and local communities. If you would like to find out more about how your project could;

- contribute to this exciting initiative
- receive funding to enhance your local community offer
- help improve the quality of life of local people
- receive support to develop evidence to help secure additional funding

Health Resilience in older age is the ability to ‘*bounce back*’ following adverse episodes. It may be a matter of having the ability or learning how to manage adversity in the longer term. Higher levels of social and communal interaction are associated with improved healthy resilience. In 2016 free engagement and investment events were held to benefit older adults across Walsall in preparation for the development and launch of the Making Connections Walsall in 2017.

13 Public Health in Walsall – Walsall Momma's

As part of a suite of information that has been developed to support healthy pregnancy and the first year of life, Walsall Public Health have produced **Walsall Mommas films**. These are short information animations that are shown in the ante-natal clinic and health visitor bases.



Film 1 provides information on **safe sleep** and film 2 provides information on the importance of **monitoring fetal movements** in pregnancy and reporting any concerns. Some screenshots are shown.

Both films can be downloaded to PC or mobile devices and shared with family and friends using the link



<https://www.walsallhealthcare.nhs.uk/safe-sleep.aspx>



If you are worried and having your baby at Walsall Manor Hospital, the Midwife Led Unit or home birth, call

01922 656249 (9am-4pm)
01922 656283 (any other time)

If you're having your baby at another hospital outside Walsall call their number straight away to discuss any concerns.



Keith is 65 years old and recently had a stroke. He'd smoked for over 50 years and he wanted to share his story of how he quit with the Walsall's Stop Smoking service.



Here are some of Keith's responses:

How does it feel to be a Non-Smoker?

Brilliant, the nicest part is, when people ask now if I'm a non-smoker I can say YES! That's really pleased me and my doctors.

What was the main influencing factor in you wanting to quit smoking?

Definitely my health, I had a mini stroke and it was a real wake up call for me. My specialist and GP both said 'STOP NOW'. So I did. I came to the stop smoking sessions with a date in mind and that was it I was focused on it.

What was the most useful or best part of the 12 week Stop Smoking plan for you?

Having the support, my Stop Smoking Practitioner was understanding, informative and from day one I had confidence in what she told me. She didn't judge that I was a smoker and that made a big difference.

What advice would you give to someone considering quitting, especially about using Nicotine Replacement Therapy and the Stop Smoking Service?

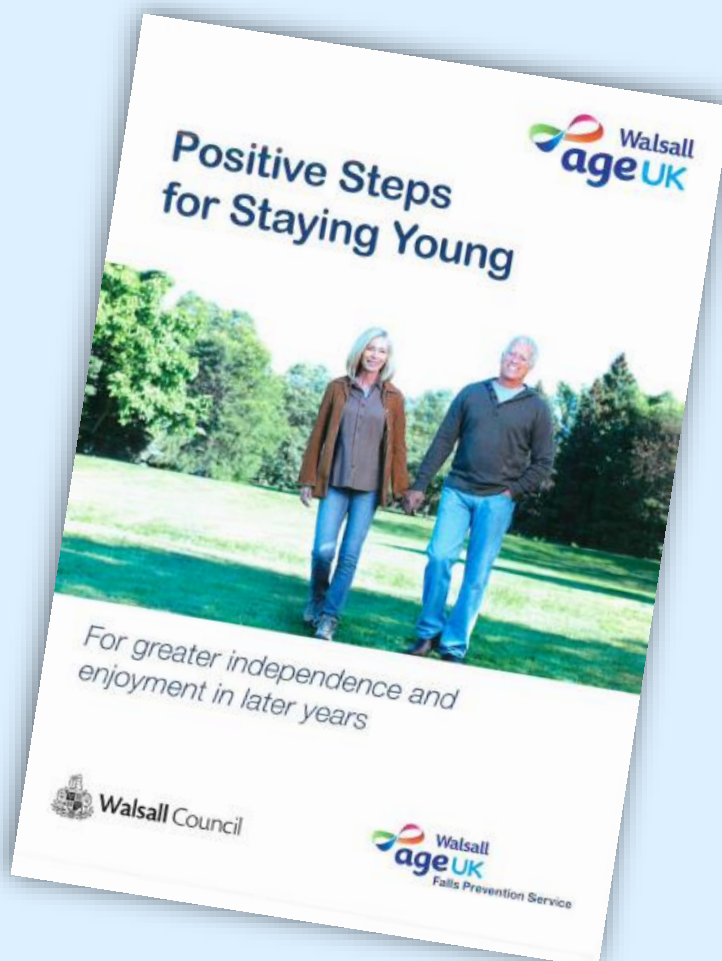
Just do it, seek help. Ask your Nurse or GP, call the service and give it a go. You've got to want to give up smoking. The Nicotine Replacement Therapy really works, but you have to really give it a try and can't play at it. Quitting smoking has put years back on my life, every little day counts. My goal is to see my grandkids get married, and I feel like I can do that now.

Now is a great time to consider quitting. If you want to receive support to quit smoking, you can refer yourself to the Stop Smoking Service

The new falls prevention service began November 2015.

It introduced a population element to the service, aimed at supporting the wider population and in particular those entering middle-age (45+ years).

Providing information, knowledge and risk assessment training to help people to adopt lifestyle choices and behaviours that reduce the risks associated with falls.



*Mrs P attended a falls talk at **Darlaston Town Hall**. She completed a self-assessment. Until recently, she had been attending yoga but had to give this up as the class had stopped running. Alternative classes only ran in the evenings and she dislikes going out at night.*

*We provided Mrs P with an **activity list**, which included two weekly day time yoga sessions which were within travelling distance for her. Another member of the group was also aware of another class which was starting up. Mrs P is now attending yoga twice a week. Her **fear of falling** has decreased and she reports **increased confidence** in her ability to take up physical activity and other risk reduction activities.*

Falls are not an inevitable part of ageing and there are things you can do to prevent them

Public Health Walsall, in partnership with Walsall Healthcare Trust, have launched new sexual health services. You do not need to see a GP first, you can access online services that provide links to a risk assessment and postal testing kits.

Walsall Healthcare **NHS**
NHS Trust

Avoid unwanted presents this year

What are you hoping for this Christmas?

1. Smart Phone
2. Laptop
3. Games Console
4. New Shoes
5. Handbag
6. Trainers

There are some presents you really don't want!

1. Unplanned pregnancy
2. HIV
3. Chlamydia
4. Gonorrhoea
5. Herpes
6. Syphilis

Be safe, use a condom

Emergency contraception is available up to 72 hours after unprotected sex. Emergency Hormonal Contraception (EHC) and condoms are FREE and widely available.

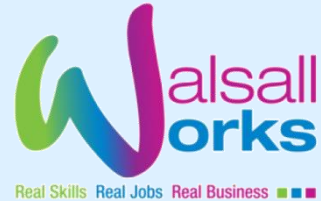
Text **OKAY** to **64446** and a young People's Health Adviser will call you or alternatively call:
WISH: 01922 270400 | Chathealth: 07480 635363
or visit: www.walsallsexualhealth.co.uk

Use the link below for more information on any of the above
<http://www.walsallsexualhealth.co.uk/>

Sexual health services are free and confidential, including all types of contraception, STI testing and treatment



Kim, 28, a care leaver, has overcome many obstacles to experience life in work and secure a better future for herself and her son.



Kim was encouraged by her Personal Advisor, from the Transitional Leaving Care Team, to attend a **Walsall Works** information session about careers in Health and Social Care. At the session, she talked to the Walsall Works team and Walsall Adult Community College (WACC) to find out more about courses in health and social care. She applied and started on the apprenticeship course at WACC. This was ideal for Kim given the college's flexible and supportive approach to education.

After completing the apprenticeship Kim worked as a Social Action Coordinator with Catch 22, a Charity that helps people to build resilience and aspirations, between 2014 and 2016. This role was where Kim really found herself as she worked closely with Walsall Council's Transitional Leaving Care team and was able to empower other care leavers. She says ***"This was a really good experience. My employers were supportive and I enjoyed seeing how the project progressed and the growth in the young people..."*** As a former care leaver, Kim was a role model for those she supported on this project including encouraging enrolment at college and volunteering. She registered with the Black Country IMPACT and has benefited from a skills assessment, a personal action plan, advice and guidance and support to update her CV since this time. Kim has also been supported to apply for a Community Support Worker job with employer 'Empowering U' and more recently, was interviewed for a Mentor role with Talent Match.

Kim feels positive about her future and says of her journey thus far ***"I've been lucky....I had support from people that believed in me. My apprenticeship opened my eyes to what it was like to work, kept me focused and sane during a difficult time in my life. I met good people along the way and received the right support....I have options for my future..."***

This report has been produced by the joint efforts of the following people, who either contributed to the writing, design or provided data and information.

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Feedback

If you have any comments or feedback on the contents of this report then please either contact Walsall Public Health, Civic Centre, Walsall, WS1 1TP or email your views to

PublicHealth@walsall.gov.uk OR intelligence@walsall.gov.uk



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