



Health Strategy 2011 – 2013 Update

Health and Well-being for our Community



OUR VISION
is to lead a Community
and Borough which is
PROSPEROUS
SAFE
HEALTHY
CLEAN AND GREEN





Stafford Borough Council Health Strategy

Foreword

Since the Strategy was first published in 2008 a public health team has been created as part of Environmental and Health Services, this team works to reduce health inequalities in the borough and delivers a range of activities to achieve it. This update outlines the work that the Council as a whole has done to improve health and wellbeing in the borough since 2010.

The Coalition Government White Paper; Healthy lives, healthy people

In November 2010 the Coalition Government published its proposals for developing a new Public Health Service for England; Healthy lives, healthy people: Our strategy for public health in England, some of the main themes are:

- ❑ Local authorities will be given responsibility for improving health and for assessing the needs of the local population
- ❑ Funding will transfer from primary care trusts to leading local authorities and the budget will be ring fenced.
- ❑ The government has plans to remove supporting organizations such as the Food Standards Agency
- ❑ The proposals in the white paper seek to re-balance the focus from treatment to prevention, to tackle health inequalities through making the links with wider social issues such as educational attainment, employment, housing, leisure and crime.
- ❑ The coalition government emphasises the need for individuals to take responsibility for their health, and will support individuals to change their behavior to improve their health.

Stafford borough is a two-tier authority which means primary responsibility for public health will rest with Staffordshire County Council, however that does not prevent Stafford continuing to set Public Health and Wellbeing as a key Council priority and to work with South Staffordshire Primary Care Trust and act as a delivering body.

To get the details of the new public health system right and ensure significant improvements to the health of the population are delivered, the Government opened consultation on elements of the White Paper in March 2011. The Council's Health and Wellbeing Working Officer Group which was formed in February 2011 and consists of senior officers from all Service areas which impact on public health, prepared a response to the consultation documents; 'funding and commissioning' and 'healthy people' and submitted them in March 2011.

Public Health England (PHE) will be created as a service that gives more power to local people over their health. PHE, which is due to be in place in April 2012, will be part of the Department of Health and will be responsible for delivery of improvements in public health, working closely with local authorities and other partners. PHE and local authorities will jointly appoint directors of public health who will be responsible for the health of their local populations.

The public health money will be transferred to local authorities in April 2013.



Health Strategy Outcomes 2010- 2011

Unhealthy Weight - Health Strategy Action Points HS1, HS2, HS16

Area of Focus:

- ✓ Reduce the number of adults and children who are of an unhealthy weight
- ✓ Encourage all schools in the borough to sign up to Healthy Schools scheme

Outcomes:

- ✓ During 2010/11, 50 Schools in the borough achieved Healthy School status, (39 Primary Schools, 2 Special Schools, 8 Secondary and Middle Schools, and 1 Nursery) 9 further establishments are currently working towards the award.
- ✓ South Staffordshire Primary Care Trust School Nurses have delivered their Healthykids five road show to six primary schools, and five secondary schools in the borough. All reception classes have been given a talk on healthy lunchboxes, and plans are in place to re-visit the classes to do activities around the Eatwell Plate. Year seven Food Technology classes have also been contacted regarding sessions on food labelling.
- ✓ The Council ran the healthy eating and practical cooking part of the County Council's programme; Family Social and Emotional Aspects of Learning Healthy Living which has been delivered at seven primary schools engaging 29 families between Nov 2010 and May 2011. There are four more sessions planned for 2011.
- ✓ The Council has delivered Healthy Eating and Living courses to 95 people in the community (67 children, 28 adults) through practical cooking courses and information sessions.
- ✓ The Eat Well, Live Well award scheme; Nurturing Health, has been running for early years child care providers in the borough since November 2009, there are currently five Gold award winners and two Silver award winners in the borough (September 2011). 12 nurseries have also participated in the award training on early years nutrition, menu planning and special diets.
- ✓ A Family Grow allotment project was launched in November 2010, where five local families have been mentored and supported to grow fruit and vegetables over the 2011 season. The project which is funded by Staffordshire County Council has been extended to three more sites recruiting 15 new families for 2012. There is also a programme of events for the local community which runs alongside the family project which has engaged over 90 families in the Coton ward.
- ✓ Two Early Years Seminars for childminders and carers have been organised looking at; healthy eating, food safety, and oral health for October and November 2011.
- ✓ Stafford Sports College run Active Families and Active Families plus which is programme of after school physical activity sessions over 30 weeks of the academic year, the programme is for overweight children and their families and includes healthy eating workshops and access to the active families fitness suite at the College for the 2011 academic year 33 schools have signed up to be involved.



Health Inequalities - Health Strategy Action Points HS3, HS4, HS5, HS6 and HS13

Area of Focus:

- ✓ Development of the health inequality project to extend the principles of the Signpost Center to other parts of the Borough.
- ✓ PCT Health Trainer and Health Fit programmes in place 2009

Outcomes:

- ✓ The Health Trainer Service which offers individual support to make positive lifestyle changes has been running since 2009, there are currently four Health Trainers, and two Health Fit Co-ordinators in post, however the Service is being decommissioned in March 2012.
- ✓ The Safer Stafford Shop has been up and running since July 2008 and is due to close on 31 July 2011 due to funding restrictions.
- ✓ During the past 12 months work has been on-going to support and develop the Signpost Service further in respect of funding and service provision. The signpost service in the Holmcroft/Common area has now been relocated to Holmcroft Youth Centre and in Stone, the Frank Jordan Centre has been agreed as an outreach service. Staffordshire University have been working with the Signpost providers to develop a performance framework and this will be implemented by October 2011.

Physical Activity - Health Strategy Action Points HS7, HS12, HS15

Area of Focus:

- ✓ Introduce new led health walks to the Walking for Health Programme
- ✓ Increase the number of volunteer walk leaders and run training course for leaders
- ✓ Children and young people to be provided with good access to leisure, cultural and sport experience.
- ✓ Investigate feasibility of introducing "green gyms"

Outcomes:

Health Fit

- ✓ During 2011 the Health Fit programme will be concentrating on supporting providers such as the Local authority to deliver physical activity programmes to reach adults over the age of 40. Health Fit will be supporting the implementation of the Swimfit programme at Stafford Leisure Centre and Alleynes sports Centre between July and Dec 2011. The Service has a target of engaging 300 new participants over the age of 45 from the most deprived areas.



Walking

- ✓ The Natural England Walking for Health programme is funded by South Staffordshire Primary Care Trust until 2013, there are 11 led Health Walks which run every week in the Borough.
- ✓ Between April 2009 and March 2010 320 people attended the walks, with 211 new walkers. There were also 15 new walk leaders were trained.
- ✓ Between April 2010 and March 2011, 448 people attended the walks, there were 163 new walkers and 18 new walk leaders were trained, totalling 168 walk leaders trained in total.
- ✓ There are 14 Doorstep Walks which were created in 2006 as a guide for local people to walk in their own time. In September 2011 the Rising Brook walk was adapted to include a trail around Stafford Castle, and there are plans to re-new all the walks during 2012.
- ✓ There have been two Stafford Borough Walking Festivals, in 2010 the Festival ran over the month on May and brought local groups together to promote all the area's walks, 24 participants also took part in a sponsored Poppy Walk organised by the British Legion. In 2011 the festival lasted two weeks in May and a 'Come for a Walk' map and guide was published, the festival also launched Geo-caching in Stafford, Beating the Bounds walk in Colwich, a history trail in Eccleshall and an audience with John Knox at the Gatehouse Theatre. 56 participants also took part in the sponsored Poppy Walk.

Workplace Health

- ✓ Five workplace health events offering free health checks and a range of health and wellbeing information stands have been held for Stafford Borough, Staffordshire County Council, Whitebridge Industrial Estates Business Park, and Stafford Town Centre Partnership staff since January 2010.
- ✓ Five physical activity classes have been held for Stafford Borough, Cannock Chase District Council and Staffordshire County Council since June 2010 including zumba and pilates, over 100 members of staff have participated.
- ✓ Two walking challenges have been held in October 2009 and September 2011, 87 members of staff participated.

Leisure and Tourism Services

- ✓ Leisure and Tourism Services at the Council promote leisure facilities at their three Fitness and Leisure Centres, offering a variety of classes, equipment, and facilities to increase physical activity. During every school holidays there are programmes of organised activities for 5-15 year olds, ranging from pool activities, to athletics and survival workshops.

The following courses and activities have been delivered:

Coaching in schools programme (various dates and sports 2010 and 2011)

- ✓ Stafford and Stone School Sports Partnership (1721)



Ongoing sports courses (evenings in various sports 2010 and 2011)

- ✓ Stafford Ladies Hockey Club, Extreme Tennis & Cannock and Stafford AC (4376)
- ✓ Easter sports coaching courses (2010) Extreme Tennis (349)
- ✓ Summer holiday sports coaching courses (2010) Whizz-kidz, Staffs County Council, Meir Heath CC & Ingestre Golf Club (1201)
- ✓ June Half Term (2010 & 11) Extreme Tennis (205)
- ✓ October Half Term (2010) Staffs County Council, Extreme Tennis (43)
- ✓ February Half Term (2011) Extreme Tennis (73)
- ✓ Children's Fund Project (rural mobile skate park 2010) Staffordshire County Council (505)
- ✓ Community Fun Day at Rowley Park (Summer 2010) C&LP and Staffordshire Police (200)
- ✓ Play Day at Wolseley Bridge Wildlife Centre (2010) C&LP (140)
- ✓ Sports Unlimited Projects (2010) SASSOT & Sport England (1012)
- ✓ Stafford & Stone SSP (988)

Primary School festivals and tournaments (2010 and 2011)

- ✓ Dance mats in primary schools (2010 & 11) (1838)

Cycling

- ✓ Following restructure of 'Sustainable and Healthy Communities Team', The Stafford Borough Cycling Working Group was discontinued in 2009. However the promotion of cycling continues by promoting and supporting the new group; Cycle Stafford.
- ✓ Through the Climate Change and Sustainable Development team at the Council there has been promotion of cycling in schools through environmental theatre performances and Dr Bike sessions.
- ✓ The Climate Change team have also installed bike parking facilities at five venues across the borough, to encourage green transport.
- ✓ The Government's Green Transport Plan, Cycle 2 Work scheme is still promoted to staff from Stafford Borough Human Resources and the staff bike shed has been modified to accommodate new cyclists
- ✓ The Council supports the 'Walk Once a Week – WoW' scheme delivered by the Road Safety and Sustainable Travel Unit in schools

Stafford Sports College



- ✓ Stafford Sports College is running bikeability courses to teach people of all ages to ride a bike.
- ✓ Alongside the Active Families Programme, the College are running various community physical activity sessions including cheerleading and girls football to encourage inactive children and adults to participate in more physical activity, they also have a dance festival planned for June 2012.

Area not achieved

- ✓ The work on developing green gyms has not proved to be feasible in the current economic climate; no plans exist at present to develop this proposal.

Health & Sustainable Development - Health Strategy Action Point HS14

Area of Focus

- ✓ Support activities which promote sustainable food production and healthy eating.

Health and Sustainable Development

- ✓ The links between health and sustainable development are well established. With an increasing interest in food production, whether it be locally produced or produced in a more sustainable way, the opportunity to promote and develop initiatives to encourage people to make health food choices is high on the agenda and can contribute to a health lifestyle.

Outcomes:

- ✓ Staffordshire Local Food Directory Forth edition was published in September 2008, all copies have now been distributed, and unfortunately the decision was made in October 2010 not to reprint or update the Directory. The Local Food Directory Group has also ceased meeting.
- ✓ A Stafford village, Derrington, has been flagged as a Low Carbon Community and with funds from the County Council's Learning to Deliver initiative, and has held two local Food Festivals. A Local Food Directory/Leaflet was produced and circulated to all residents in December 2009 to promote home grown fruit, reduce food miles, promote healthy eating and biodiversity. There was also an apple tree planting and orchard planting event held in December to promote the Directory which resulted in fruit trees being planted in 40 gardens and the creation of three new orchards in the area including at the local primary school.
- ✓ Stafford Borough Eco-Schools Network was established in 1999, it supports schools with growing food and related food issues through advice, and funding pots. In 2011 there have been a range of practical projects and eco-related educational activities going on across many of our schools! For instance, St John's pupils have created a greenhouse - made entirely of plastic bottles. Youngsters at Sir Graham Balfour have planted living willow sculptures in the school grounds. St Paul's are working on a project called the 'Big Dig' and have taken on an ambitious project to install raised beds, a sun shelter, a wildlife garden and a new pond. Stafford Borough Council has been able to contribute funding towards some of these projects and we will be putting up case studies on the website later in the year, as these projects unfold.



- ✓ The Green Award scheme recognises and promotes the hard work of local organisations - including all businesses, schools, community groups, faith groups, farmers and landowners in the borough that are demonstrating an active commitment to good environmental practice. In 2010 there were 3 highly commended winners, 3 special award winners, and 11 commended winners. The Overall winners were; Derrington - Way Ahead, Blessed William Howard Catholic High School, and Rising Brook Baptist Church.
- ✓ Farmers' Markets in Stafford and Stone continue to be very successful, hosting over 40 stalls, attracting 1000's of visitors into town.
- ✓ The Environmental Protection Group are promoting the proper use of the three bins through a Waste and Recycling scheme. Roadshows and presentations have been carried out throughout the year promoting waste minimisation initiatives such as Love Food Hate Waste, and home composting.
- ✓ Development of Recycling Champion Scheme. Currently 16 Recycling Champions are active in their areas as contacts for waste & recycling issues. An ongoing scheme which continues to recruit new Recycling Champions.
- ✓ A Community Garden is being developed in Victoria Park to demonstrate all the activities within Environmental Health such as; waste and recycling, and healthy eating.

Ensure health and well-being needs of carers are addressed - Health Strategy Action Point HS17

Area of Focus:

- ✓ Corporate policies identify issues of carers and work to ensure services provided by the Council adequately account for the needs of carers
- ✓ During the initial consultation on the Health Strategy this area was identified as one that needed further work. In 2008 saw the introduction of a multi agency strategy "Commitment to Carers - Multi-Agency Strategy for Carers 2008-2011. Stafford Borough Council is a signatory to the strategy and through this is working to enhance the services it provides to ensure issues affecting carers are taken into account.

Outcomes:

- ✓ The Council website offers support and guidance for young and old Carers in the community through the Advocacy for Carers and Purple Pages website at Staffordshire County Council.
- ✓ Carers are supported through the Workplace Health Programme at the Council
- ✓ A walking for health walk is being developed for the Carers Association
- ✓ A range of healthy living workshops and presentations will be delivered to groups at Stafford Carers Association



Alcohol & Substance Misuse - Health Strategy Action Points HS5, HS8, HS9, HS10, HS11

Area of Focus:

- ✓ Investigate development of a one stop shop in the Town Centre
- ✓ Support an ongoing programme of education in relation to the dangers of alcohol and substance misuse
- ✓ Reduction in alcohol consumption and drug misuse amongst children and young people

Outcomes:

- ✓ The Safer Stafford Shop has been up and running since July 2008 and is due to close on 31 July 2011 due to funding restrictions.
- ✓ To support an ongoing programme of education in relation to the dangers of alcohol misuse. A Risk Taking Behaviour theme group was initiated in 2010 and initiatives are delivered on an ad hoc basis when issues arise.
- ✓ Awareness raising was carried out in the winter of 2010 highlighting the dangers of driving the morning after drinking 250 people were targeted. Christmas campaigns run in respect of violence and domestic violence and alcohol.
- ✓ Best Bar None is a national award scheme supported by the Home Office and aimed at promoting responsible management and operation of alcohol licensed premises. The aim of BBN is to reduce alcohol related crime and disorder in a town centre by building a positive relationship between the licensed trade, police and local authorities. The Council has been running the Award since 09, 19 premises were awarded in 2010, and 14 in 2011
- ✓ Total Place Alcohol Project, working to reduce alcohol misuse by tackling both the inappropriate availability and consumption of alcohol with two priority groups; families and local businesses

Domestic Violence This section relates to Health Strategy Action Points HS10

Area of Focus:

- ✓ Increase the reporting of domestic violence and reduce repeat incidents
- ✓ This area of work is lead by the Stafford Community Safety Partnership.

Outcomes:

- ✓ Three areas in Stafford Borough (town centre, Rising Brook & Highfields) are in the top 10 Lower Super Output Areas within Staffordshire with the highest number of recorded domestic violent crimes. During 2008/09 there were a total of 396 domestic violent crimes recorded by Staffordshire Police in Stafford, equal to a rate of 3.2 per 1,000 population.



- ✓ Domestic Abuse Partnership Strategic Co-ordinator based in the Civic Centre. Percentage reduction in repeat victimisation for those domestic violence cases being managed by a MARAC Multi Agency Risk Assessment Conference: 2008/09 – Baseline (35.3% repeat MARAC rate) 2009/10 – 33.3% repeat MARAC rate
- ✓ There have been 34 preventions in the borough through the Stay Safe Scheme, which supports victims feel safe in their homes again.

Smoking – new area of work

With the introduction of the smokefree legislation banning smoking in public places the Council has taken on a new role of enforcing the smokefree legislation. Enforcement is undertaken by the Environmental and Health Service.

Outcomes

- ✓ The Council has been an active member of the Staffordshire Tobacco Alliance and is delivering a range of services for the group between November 2010- March 2012
- ✓ The Council was awarded with the Staffordshire County Council and NHS Breathe Easy Award in March 2011 for all 10 of its sites including: offices, culture, leisure, and heritage premises.
- ✓ All businesses were inspected and assessed for compliance with the Health Act 2006 in 2010 and to August 2011. All 35 businesses in the Penkside Ward received an extra visit as part of a Health and Wellbeing project in the area.
- ✓ Environmental Health Officers and Trading Standards Officers are now capturing smoke free data during routine visits. During 2010/11 there were 571 inspections April to March, and between April to June this year there has been 107 Inspections
- ✓ Since November 2009 the Council have delivered 10 smoking cessation courses to borough resident
- ✓ On 9th March for National No Smoking day the Council ran a smoking workshop in partnership with the Health Trainers in the Safer Stafford shop in the Guildhall, and also ran an open hour in the Health Trainer office for staff to drop in.

Health and Housing – New area of work

The Council recognises that homes and environment affect every aspect of health, and is currently working with the Housing Group to develop a joint project for households across the borough.

Outcomes:

- ✓ Installation of home adaptations through disabled facilities grants to enable independent living, reduced risk of falls, trips and slips, reduced hospital admissions and reduced need for auxiliary care. 149 adaptations completed Jan 10 – March 11



- ✓ Through grant funding support totalling £60,000 a range of sustainability projects have been undertaken in the Penside area since Jan 2009. The funding has gone towards 100 home energy visits by Beat the Cold. Wider sustainability issues were also looked at during the visits, including those relating to food production and consumption, alongside work on fuel poverty, energy efficiency and several green and healthy transport projects.
- ✓ Work carried out to reduce excess winter deaths caused by cold related illness, 940 measured installed by Partner agencies
- ✓ Improving housing standards by the delivery of loans for improvements and repairs to enable homeowners to attain decent home standards
- ✓ Implement protocol for vulnerable young people between Social Care & Health and Staffordshire Local authorities
- ✓ Implement hospital discharge protocol with Stafford General Hospital and St Georges Hospital to ensure homeless people have links to appropriate Services
- ✓ Production of a health advice pack for people who are homeless, 'Healthy Eating on a Budget' booklet produced Jul 2011



Health Strategy Action Plan 2011-2013

Setting	Area of focus	Lead Partnership & Resources	Key Dates & Milestones	Outcomes
Community	Smoking	Staffordshire Tobacco Alliance	No Smoking Day 14 th March 2012	
	Alcohol Awareness		Alcohol Awareness Week	
	Unhealthy Weight	Partnerships 4 Health Programme SSPCT funding ending march 2013		
	Food Safety		National Food Safety Week	
	Mental Health			
	Physical Activity	Walking for Health SSPCT funded until March 2013		
Home	Falls			
	Excess Winter Deaths			
	Smoking			
	Alcohol Awareness			



	Unhealthy Weight			
	Domestic Violence			
	Food Safety			
	Mental Illness			
	Fire Safety			
	Physical Activity			
	Environmental Issues			
	Food Safety	Partnerships 4 Health Programme SSPCT funding ending march 2013		
	Mental Health			
	Unhealthy Weight			
	Domestic Violence			
	Food Safety			



	Nurturing Health	Partnerships 4 Health Programme SSPCT funding ending march 2013		
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