



Health Strategy 2009 – 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





Health Strategy for Stafford Borough Council 2008-2013 - Update

Unhealthy Weight - Health Strategy Action Points HS1, HS2

Key Milestones:

- Borough Council to bid to PCT to deliver adult and children weight management programmes.

Outcome

- 4 Mend programmes delivered by Stafford and Stone School Sports Partnership at Stafford Sports College, Parkside Primary School, Christ Church Middle School, Weston Road High School.
- Another 5 Mend programmes are planned.
- Adult Weight Management commissioned by the PCT; an average of 100 adults per month benefit from the scheme.

Additional outcomes

- Workplace health initiative for Borough Council staff launched.

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

Key Milestone

- Development of the health inequality project to extend the principles of the Signpost Centre to other parts of the Borough.
- Bid to run the PCT Health Trainer Programme

Health Trainers

South Staffordshire Primary care Trust, in partnership with the Borough Council, developed a Health Trainer programme. Six health trainers are employed and work to motivate, encourage and support people, working to help them understand how their lifestyle impacts on their long term health. The health trainers accept referrals from other agencies - or self-referrals - planning a programme of measures to help the clients implement improvements. The main areas of support cover healthy eating, increasing physical activity, helping people to stop smoking and reducing alcohol intake.





Signpost Centre Development

In *** the LAA established a Task and Finish Group to develop a proposal by the PCT to introduce to new Signpost Centres in Stafford. The Centres, which are based at John Davis Centre and Bradbury House opened to the Public in July 2009. The new centres aim to build on the success of the first centre, which was based in Highfields.

Outcome:

- Highfield Signpost Centre receives over 1000 visitors per month and is providing an extensive range of services designed to tackle health inequalities
- Highfield Signpost Centre running a young parents group
- Two new centres opened July 2009. The new Signpost Centres are based at Bradbury House and David Jones Centre.
- Six health trainers employed
- In the first ten months the Health Trainers saw 317 clients

Additional Outcomes

- Highfield Signpost Centre supports the Beacon Award
- Housing Advice at Stafford Borough Council was re-launched as 'Housing Options' in June 09 to support residents with Homelessness and other housing issues. Between June and September 09 56 people used the service.

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

Key Milestones

- Introduce new led health walks linked to community centres, GP surgeries and Children's Centres
- Increase the number of volunteer walk leaders and run training course for leaders
- Increase the number of people participating in led health walks
- Children and young people to be provided with good access to leisure, cultural and sport experience.
- Investigate feasibility of introducing "green gyms"

Leisure Centre

The official launch of Stafford Leisure Centre on Saturday 26 April 2008 was a resounding success, the Mayor of Stafford Borough officially opened the £15 million state of the art leisure centre.





The opening coincided with the Change 4 Life free swim programmes for children aged 16 and under, and adults aged 60 and over.

Leisure and Tourism Services at Stafford Borough Council promote leisure facilities in Alleyne's Sports Centre Stone, Stafford Leisure Centre, and Westbridge Park Fitness Centre these offer 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 campaign is linked to the nationwide Change4Life and aims to get people to lead more active, healthy lives in the run up to London 2012

Active Families, which is a 12 week health programme, including physical activity and nutritional advice, with an added 52 week support system on completion of the initial 12 weeks has been developed by the Stafford and Stone School Sports Partnership.

Walking

Walking for Health in Stafford was the first scheme in the country to be awarded the coveted 3 hearts certification. There are 3 Walking for Health schemes, two in Stafford and one in Gnosall, The Stafford scheme offers 7 conventional led walks each week in different areas in and around the borough with a mix of rural and town locations. The Gnosall scheme offers 2 week day walks and 1 Sunday walk each month and is well supported by a network of dedicated walk leaders.

The newest scheme at Aqualate Mere, which launched in April 2009, is on a Natural England site and is progressing nicely; there are 3 walks each month with the walk on the first Sunday of each month proving particularly popular – the walk in May attracted 53 walkers.

More than 100 workers at Stafford Borough Council have taken on the West Midlands 'TravelWise Walking Challenge' as a way to get to increase the amount of physical activity in their lifestyles. The challenge started on October 5 and lasts for 4 weeks.

Cycling

Stafford Borough Council obtained funding from South Staffordshire Primary Care Trust to run a Cycling for Health project, which involved cycling refresher training and led cycle rides. The pilot began on 28 July 2008. With the first cycling course began in November 2008 with 4 participants, subsequent courses in May and July had 15 participants each. A Family Bike Ride in June had over 50 people taking part.

Outcomes:

- New Leisure Centre opened



- Free swimming for children under 16 introduced; between July and August 2009 14,064 children benefited from the scheme
- Free swimming for adults over 60 introduced; between July and August 2009 2,417 over 60's benefited from the scheme.
- 5 new lead health walks established
- Refresher walk leader training delivered
- 174 new walkers joined the scheme
- Over 70 people participated in the Cycling for Health pilot project
- More than 100 workers at Stafford Borough Council have taken on the West Midlands 'TravelWise Walking Challenge'
- 70 people participate in the Cycling for Health pilot project

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.

Healthy Eating - Health Strategy Action Point HS16

Key milestone

- Encourage all schools in the Borough to sign up to the Health Schools scheme

Healthy Schools

The Healthy Schools initiative, which is delivered by Staffordshire County Council and began with a pilot in 1998, and is about promoting the health and well being of pupils and staff through a well planned and taught curriculum in a physical and emotional environment that promotes learning and healthy lifestyle choices.

However the National milestone for schools achieving Healthy School Status by Dec 09 is 75% and Stafford is not on target to achieve this and has the second largest amount of schools yet to achieve the status in Staffordshire. Healthy Schools have been set with the target to have everyday with Healthy School status by 2011.

Outcome

- 37 Schools have achieved Healthy School status (29 Primary Schools, 2 Special Schools, 4 Secondary schools, 1 Middle School and 1 Children's Centre)
- 23 schools are currently working towards the award

Additional outcomes

- Ratemyplace website re-launched in June 2009 to coincide with Food Safety Week.
- Nurturing Health Award - Stafford Borough Council will be co-ordinating and implementing a healthy lifestyle award for the Early Years sector. The 'Nurturing Health' award which has been developed from Young Heart of Stafford by



Staffordshire 'Live Well, Be Well' Partnership aims to encourage healthy lifestyle behaviours around food, oral health and physical activity for pre-school children

- Healthy Eating & Food Safety Messages - Promotional work around healthy eating and food safety has been delivered at a range of venues across the Stafford Borough including; Staffordshire University, Highfields Signpost Centre and Stafford & Rural homes shops. Praise has been given by the Food Standards Agency and the IDeA when the council stepped in to offer food safety training when the wives of Gurkha soldiers based in Stafford asked for help in getting qualifications to increase their employment prospects.

Health & Sustainable Development - Health Strategy Action Point HS14

Key milestone

- 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:

- Nurturing Health Award piloted
- Staffordshire Local Food Directory Forth edition was published in September 2008 with over 25,000 copies have been distributed (at Oct 2009) throughout Staffordshire. In addition a new online version is being promoted.
- Recipe cards to compliment the Local Food Directory promoting healthy and seasonal recipes have were made available in September 2009.
- A Stafford village, Derrington, has been flagged as a Low Carbon Community and with funds from the County Council's Learning to Deliver initiative held a local Food Festival September 2009.
- Stafford Borough Eco-Schools Network, and the Green Awards for Youth and Education have been growing food in schools, and promoting healthy eating.
- Farmers' Markets in Stafford and Stone continue to be very successful, hosting over 40 stalls, attracting 1000's of visitors into town.

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

Key Milestones:

- 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 thorough this is working to enhance the services it provides to ensure issues affecting carers are taken into account.

Outcome

- Signed a Multi-Agency Strategy for Carers 2008-2011
- Introduced a Workplace Health programme which will support Carers employed by Stafford Borough Council.
- Is undertaking a survey undertaken a survey of Borough Council employees.
- The Council website offers support and guidance for young and old Carers in the community through the Advocacy for Carers at Staffordshire County Council.

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

Key Milestones:

- 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

This area of work is lead by the Stafford Community Safety Partnership.

Over 60% of all offenders from Stafford Borough assessed by Staffordshire Probation during 2008/09 had alcohol misuse linked to offending and over a third committed crime due to drugs.

The rate of alcohol related hospital admissions in Stafford Borough is slightly higher than the county average, despite recording a lower than average rate of alcohol related violent crime.

The number of young people accessing drug and alcohol services in Stafford Borough has increased by almost a quarter in the last 2 years, and it is concerning to note that 13% were below the age of 13 years.

Over 40% of all young people surveyed in schools across the district admitted to having an alcoholic drink in the last 7 days, which is above the Staffordshire average.

Nearly a third (31.5%) of all PDUs in Stafford have a housing problem (including ‘no fixed abode’), which is an increase of nearly 7 percentage points when compared to the previous year.



The proportion of young people receiving treatment for alcohol misuse is higher in Stafford than across Staffordshire.

Alcohol Related Hospital Admissions

During 2007/08 there were 1,822 alcohol related hospital admissions recorded for residents of Stafford Borough. During 2008/09 to date, Stafford Borough recorded a rate of 1,199 admissions. The data indicates Stafford Borough's rates are 9% higher than the rate recorded across Staffordshire as a whole.

Safer Stafford Shop

Under the banner of Stafford Borough Community Safety Partnership, the town's multi-agency 'Safer Stafford Shop' opened its doors to the public on Monday 6 October in a bid to further reduce crime and improve community safety.

The opening of this permanent base in the Guildhall Shopping Centre follows a highly successful pilot in 2008 which saw more than 2,000 people access the wealth of services provided by the agencies involved.



The new shop is home to representatives from the army, Stafford Borough Council, Staffordshire Police, Streetscene, Staffordshire Fire and Rescue Service, BARCS (Businesses Against Retail Crime), ADSIS (Alcohol and Drug Services in Staffordshire) Crimestoppers as well as Trading Standards and the Road safety team from Staffordshire County Council.

Outcomes

- 2008/09, there were 122 young people from Stafford Borough in contact with substance misuse treatment services, an increase of 23% when compared with the previous year.
- Safer Stafford Shop opened.

Domestic Violence This section relates to Health Strategy Action Points HS10

Key Milestones:

- Increase the reporting of domestic violence and reduce repeat incidents

This area of work is lead by the Stafford Community Safety Partnership.

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.

Outcomes:

- 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:

- 2008/09 – Baseline (35.3% repeat MARAC rate)
- 2009/10 – 33.3% repeat MARAC rate

Smoking – new area of work

The Borough Council has for many years been an active member of the Staffordshire Tobacco Control Alliance. With the introduction of the smokefree legislation banning smoking in public places the Council taken on a new role of enforcing the smokefree legislation. Enforcement is undertaken by the Environmental and Health Service.

Outcomes

- 600 premises and commercial vehicles inspected to ensure compliance with the smokefree provisions.
- Borough Council workplace health scheme introduced.