

# **Hertfordshire's Director of Public Health**

Annual Report 2015 – 2016

## **The Public Health District Partnership**



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# CHAPTER 1 Introduction to the Public Health District Partnership

Hertfordshire is a large and diverse county. Although perceived to be affluent, there are pockets of deprivation. A higher burden of ill-health is placed on the poorest areas of Hertfordshire than on England as a whole and we are determined to tackle this inequality.

The specialist public health services know we can't deliver everything on our own. As a three-tier authority encompassing 10 district and borough councils and three NHS clinical commissioning groups, we recognise the need to build strong partnerships, trusting our colleagues so that together we can strengthen local capacity and develop sustainable solutions to some very complex problems.

We recognise that we need to support district and borough councils' ('the Councils') ownership of setting local priorities to address local issues. We need to practically enable public health leadership of the Councils alongside County Council leadership, delivering programmes which meet

Hertfordshire's public health priorities. They know their communities best; they understand them and know how to reach them, so it makes sense to tap into this knowledge.

Our cutting-edge solution to this is the Public Health District Partnership – known locally as the District Offer or Public Health Partnership Fund ('the Partnership Fund') – an innovative £2m initiative that provides a package of funding and support to districts, underpinned by detailed local health data, to truly deliver solutions tailored specifically to local needs.

## Partnership Fund Fact File

### Objective

To work with the Councils in a whole-systems approach to delivering on the Public Health Outcomes Framework (PHOF), in line with The Royal Society of Public Health Promoting Health and Wellbeing: Reducing Inequalities (2009) guidance.

### Partners

Broxbourne, East Hertfordshire, North Hertfordshire, Stevenage, Welwyn Hatfield, Dacorum, Hertsmere, St Albans, Three Rivers, Watford.

### Cost

£100,000 per Council (10 in total) per year to the project for two years plus officer time and skills.\* The project is funded as part of the public health budget.

### Timescale

2014 to 2016.

*\* See The eight key elements of the Partnership Fund*

By approaching districts differently, truly working in partnership with them and 'knitting them in' to what we are doing, we can co-ordinate local action, share projects and connect better with wider partner organisations. We can engage with a much wider range of departments and services, including housing, leisure and environmental health, enabling us to be more effective and build sustainability.

Another excellent advantage of this partnership approach is that districts can incorporate match-funding from national bodies. Already, five of our districts and boroughs have been successful in each bringing in £300,000 from Sport England.

The system is deliberately simple, with flexibility, light touch governance and free technical support and consultancy. We work closely with districts and boroughs to develop individual plans and draw up a mutually agreed outline of how the money will be used and performance monitored. Support and advice are available at any stage.

Each Council has made an individual decision on what their priorities are, ranging from weight management and exercise referral programmes to cancer screening, smoking and self-harm initiatives. We have seen some brilliant ideas coming forward and each is slightly different; the important thing is that we work together to make a difference. County Council-commissioned services, such as weight management, can wrap around these local plans.

**This new approach will revolutionise the way we work in Hertfordshire, building inter-agency trust and resilience, maximising impact and improving sustainability.**

## The eight key elements of the Partnership Fund

**1. Joint Strategic Needs Assessment (JSNA):** To highlight local priorities in each area, we have packaged local level public health data in user-friendly intelligence products, providing a comparison by district or borough with the Hertfordshire average and the national average for a range of key indicators.

**2. Public Health Partnership Fund:** Each district or borough is provided with funding of approximately £100,000 per annum to deliver on mutually agreed public health priorities which reflect the needs of the population as identified in the JSNA and local health profiles.

**3. Workforce development:** We provide free training, conferences and master classes. Already 48 of the Councils' staff have attended the Royal Society of Public Health Level 1 training, with more training requested to embed public health into local agendas.

**4. Communication and strategy:** The Partnership Fund is just one element of a programme of partnership working. Hertfordshire was the first authority to launch a public health strategy and some of the Councils have also produced their own health strategies, complementing the County

Strategy. We have a Public Health Board and I provide regular briefings to the Chief Executive Co-ordinating Group.

**5. Delivery partnerships:** Links are identified between county level service need and local district and borough capabilities, so that the best way of delivering public health services together can be identified.

**6. Technical advice and assistance:** Technical advice and support is provided to help districts with strategy and prioritisation such as evidencing, appraisal and measuring outcomes. We have held workshops to support this, including a specific session focusing on monitoring and evaluation.

**7. Liaison:** Our Cabinet Member and her Deputy are also extremely engaged, and attend all local strategic partnerships to ensure member-level representation and engagement.

**8. Health protection arrangements:** The health protection committee runs as a sub-committee of the public health board so that a system for health protection issues continues.

This report showcases a selection of the 100+ projects being funded by the Partnership Fund in year one, with a chapter dedicated to each of Hertfordshire's districts and boroughs.

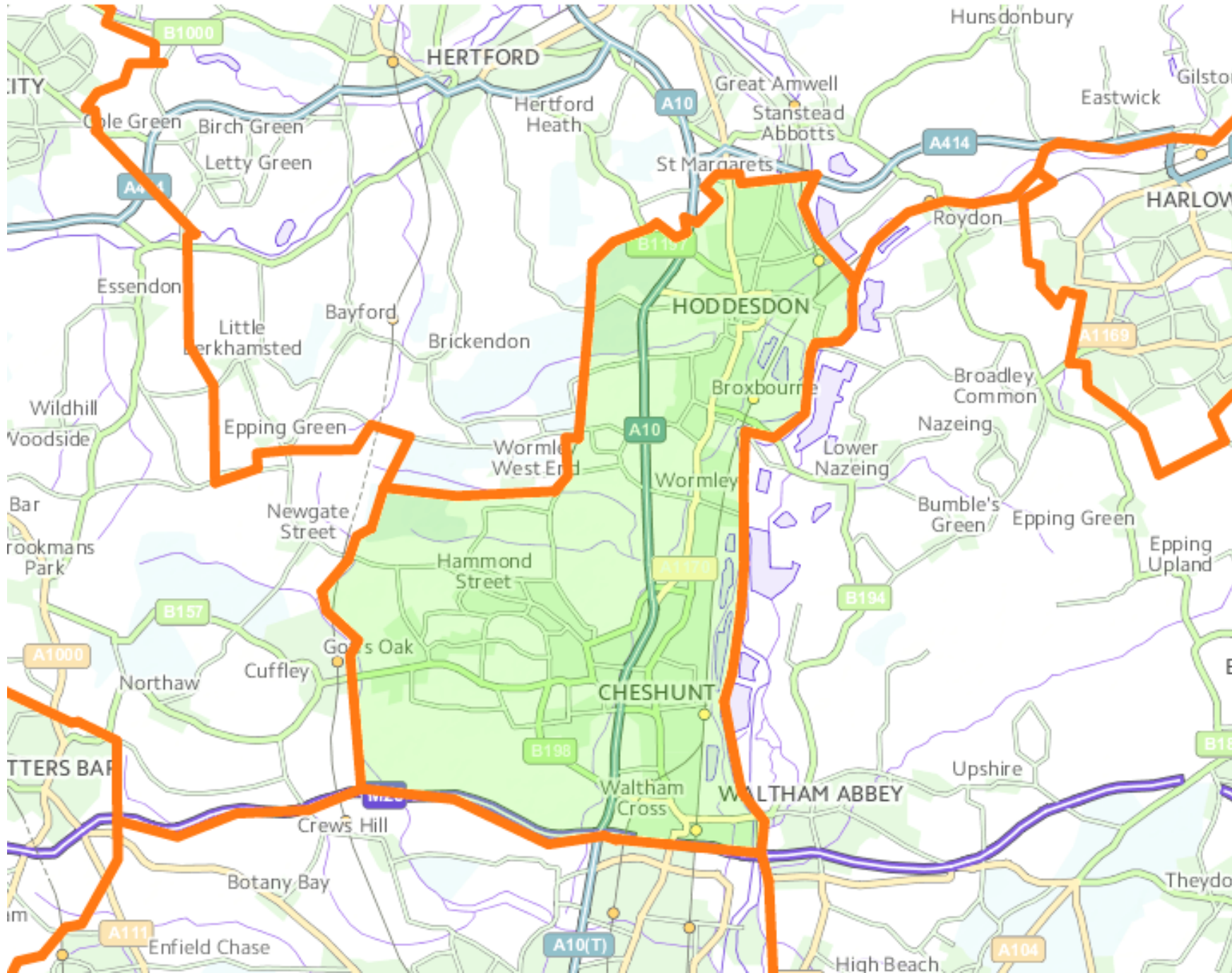
Alongside the 'Project Spotlight' sections in each chapter, regular 'Data File' boxes highlight key statistics illustrating some of the public health needs which the projects featured are aimed at addressing.

The final chapter in this report looks ahead to year two of the Partnership Fund and how we will measure the success of this innovative model of collaborative public health working.

**Jim McManus**  
**Director of Public Health**



## CHAPTER 2 Public Health Partnership Fund projects: **Broxbourne Borough Council**



Population:  
**95,700**



# Project Spotlight:

## Tobacco use cessation plan

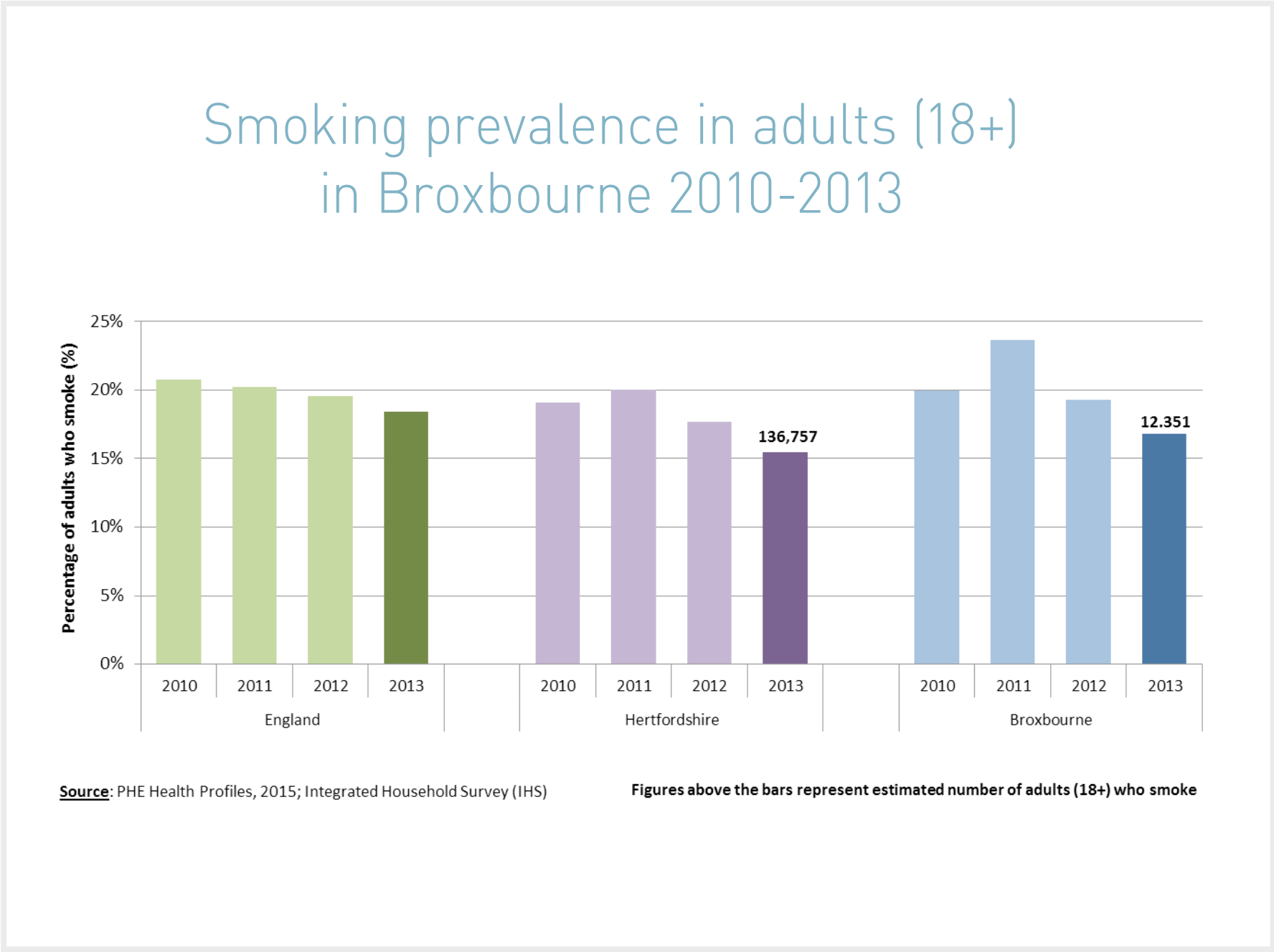
Smoking is the primary cause of preventable illness and premature death in the UK. Smoking harms nearly every organ of the body and dramatically reduces both quality of life and life expectancy.

The 2010 US Surgeon General report, 'How Tobacco Smoke Causes Disease', concludes that "there is no risk-free level of exposure to tobacco smoke, and there is no safe tobacco product."

The funding will enable a dedicated tobacco use cessation plan to be developed for Broxbourne, setting out a coherent approach to increasing the uptake of smoking cessation services.

**Broxbourne's newly founded Health and Wellbeing Partnership will help to shape and finalise the plan, beginning with mapping out existing tobacco control activities in schools and stop-smoking services in the district.**

The development and implementation of the plan will be aimed at reducing Broxbourne's smoking prevalence to match that of the county as a whole.



# Project Spotlight:

## Local public health communications

**Effectively communicating health promotion messages to the public is a vital aspect of public health work.**

The funding will be used to develop communications to support a calendar of local public health events in Broxbourne.

Communications campaigns and materials will be developed in cooperation with the County Council's communications team in order to ensure joined up messages and avoid duplication of work.

### **The programme of work will include:**

- ♥ Healthy eating and physical activity messages being displayed on the council's new refuse lorries.
- ♥ The development of health information and signposting links on the council's new public website.
- ♥ Publishing articles on alcohol, healthy eating and exercise in the council's magazine for all householders.
- ♥ Publicity and support for local events as part of Stoptober, World AIDS Day, and International Diabetes Day.





# Project Spotlight:

## Eat Happier, Live Healthier

**The prevalence of obesity-related conditions such as cardiovascular disease and type 2 diabetes varies by ethnic group. Health behaviours also differ according to different religious, cultural and socioeconomic factors.**

Whilst many people from minority ethnic groups have healthier eating patterns than the White population, unhealthy diets and low levels of physical activity are known to be of concern in some minority ethnic groups, in particular those of South Asian origin.

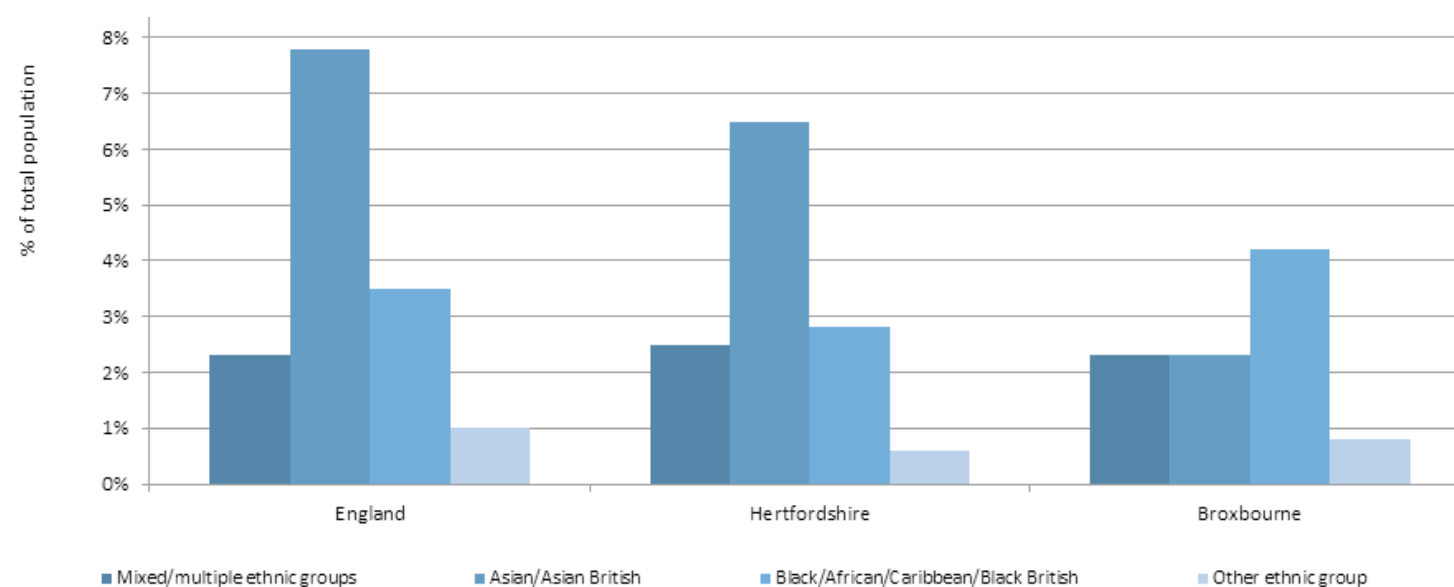
Additionally, members of minority ethnic groups in the UK often have lower socioeconomic status, which is associated with a greater risk of obesity in women and children.

Eating a healthy diet is associated with a greatly reduced risk of type 2 diabetes in women and particularly benefits those from ethnic minorities,.

**The funding will be used to commission Broxbourne's Ethnic Minority Association (EMA) to develop and deliver a pilot project – Eat Happier, Live Healthier – aimed at promoting healthier eating among ethnic minority populations.**

Interventions will be designed with pro bono input from a nutritionist and evaluated to identify learning for wider public health work with specific minority populations within the district.

### Ethnic minority residents living in Broxbourne 2011



Source: 2011 Census

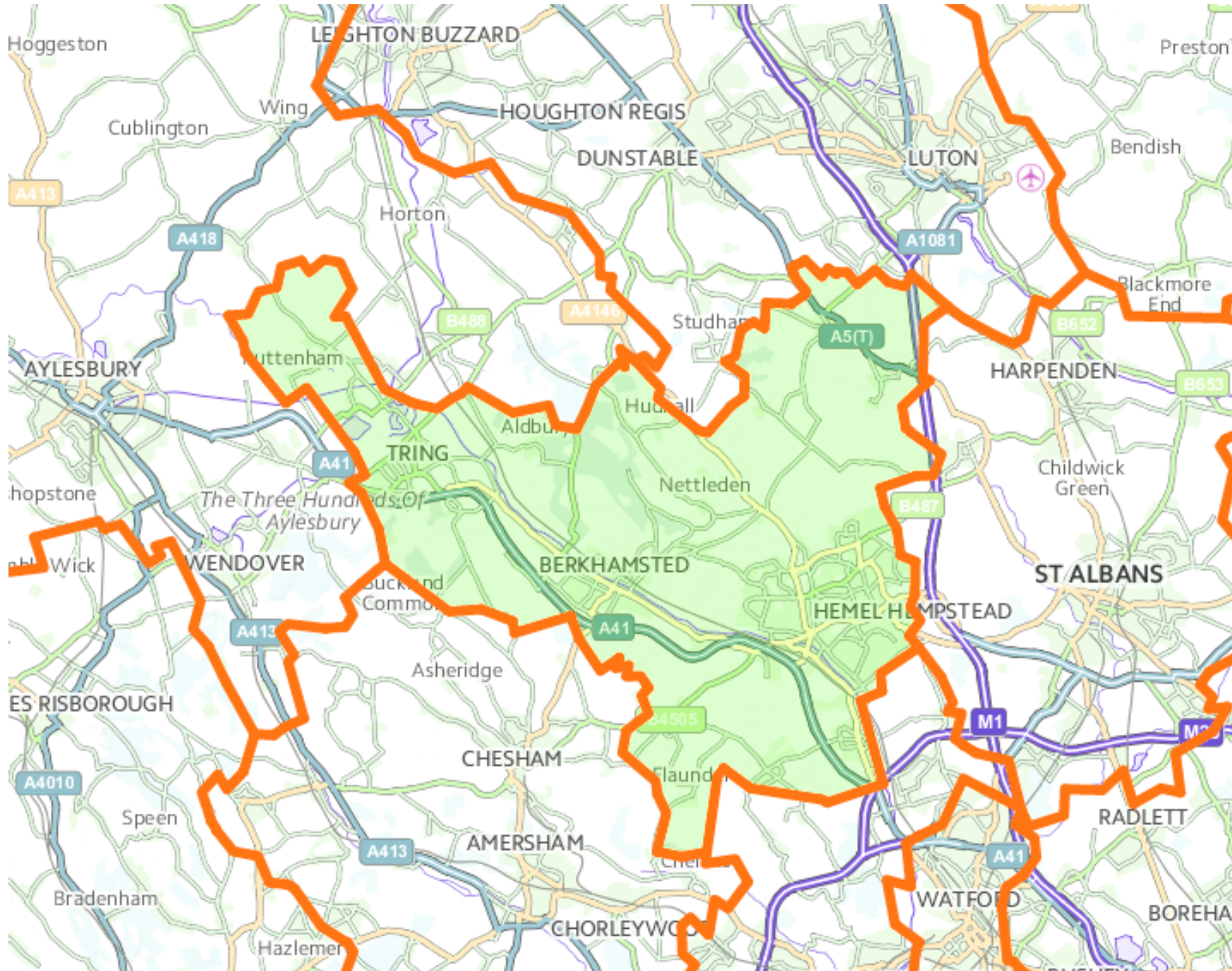
6x

It's estimated that **diabetes** can be up to six times more common among people from south Asian communities than the general UK population.

2x

The risk of dying early from **coronary heart disease** is twice as high among South Asian groups compared with the general population.

## CHAPTER 3 Public Health Partnership Fund projects: **Dacorum Borough Council**



Population:  
**149,700**

# Project Spotlight:

## Young People's Self-Harm Fast Track Service

**Self-harm is a term used when someone injures or harms themselves on purpose rather than by accident. Common examples include 'overdosing' (self-poisoning), hitting, cutting or burning oneself, pulling hair or picking skin, or self-strangulation.**

When family life involves a lot of abuse, neglect or rejection, people are more likely to harm themselves. Young people who are depressed, or have an eating disorder, or another serious mental health problem, are more likely to self-harm.

Self-harm in young people is most commonly triggered by an argument with a parent or close friend.

Aimed at reducing rates of self-harm in young people, this service will enable 11-16 year olds in Dacorum to have immediate access to six counselling sessions to help them manage the emotions that lead to self-harm and to minimise their recourse to self-harm as a coping tool.

**The service will be delivered in partnership with Signpost – a registered charity which provides counselling services for young people.**

Young people who are self-harming will be referred into the service by A&E, GPs, schools and youth worker across Dacorum borough.

The funding will cover the costs of providing 6 sessions for 10 individual clients.

### Hospital stays for self-harm in Dacorum 2012-2014



**Source:** PHE Health Profiles 2015; Health & Social Care Information Centre (HSCIC)

**Figures above the bars represent the number emergency hospital admissions for intentional self-harm.**

# Project Spotlight:

## Let's Talk: Improving pupil/parent wellbeing

**Some children are badly affected by negative family conflicts, leading to a negative impact on their behaviour or mental-wellbeing.**

Family conflicts can arise, for example, from hostile relationships between parents, poor parenting practices, negative parent-child relationships and maternal depression.

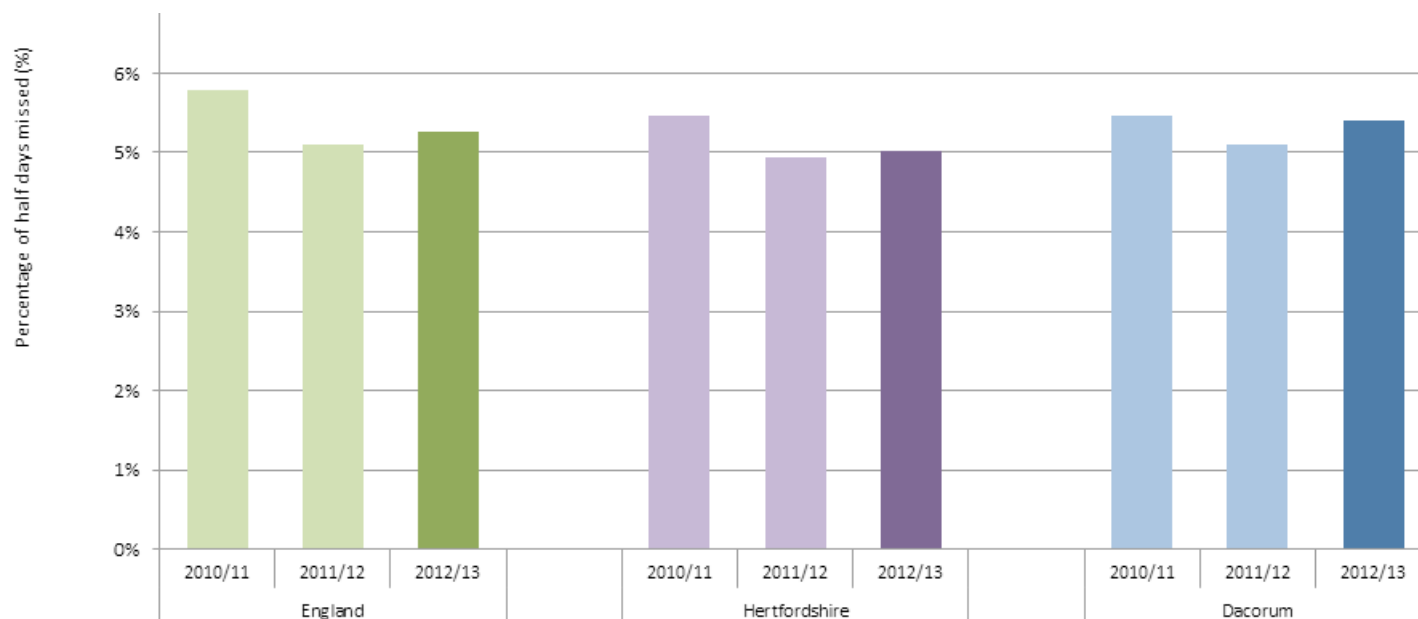
How children are affected depends on the way in which they understand the conflicts between their parents. Research has shown that where children blame themselves for the conflicts between their parents, they are more likely to have behavioural problems, such as anti-social behaviour. But if their parents' fighting or arguing leads to a child feeling threatened, or fearful that the family would split up, the child is more likely to experience emotional problems, such as depression.

**Let's Talk is a family mediation service which aims to help parents talk about their problems and acknowledge the effect of their actions on their children and mitigate the effects of bullying, classroom disputes, absenteeism, underachievement and anti-social behaviour.**

Families are referred into the service through Dacorum Family Services (part of The Partnership of Dacorum Schools) and School Family Workers. Following an initial phone call to explain the mediation process, families each have approximately 2 preliminary sessions and 3 mediation sessions lasting usually 2 hours. The parties work towards a common goal and a signed agreement which aims to improve parent and pupil wellbeing.

The service currently runs in Hemel Hempstead and will be extended to include 16 state schools in Berkhamsted and Tring. The Partnership Fund money allocated to this project will cover the costs of delivering the service for 6 families.

### Pupil absence in Dacorum 2010-2013



Source: Department of Education



# Project Spotlight:

## HENRY – Health Exercise & Nutrition in the Really Young

**HENRY – Health Exercise and Nutrition in the Really Young** is an evidence-based 8 week long parenting group programme developed by the HENRY national charity ([www.henry.org.uk](http://www.henry.org.uk)) and locally facilitated by Health Visiting and School Nurse services. The programme is designed to give parents the tools and skills they need for a healthy family lifestyle.

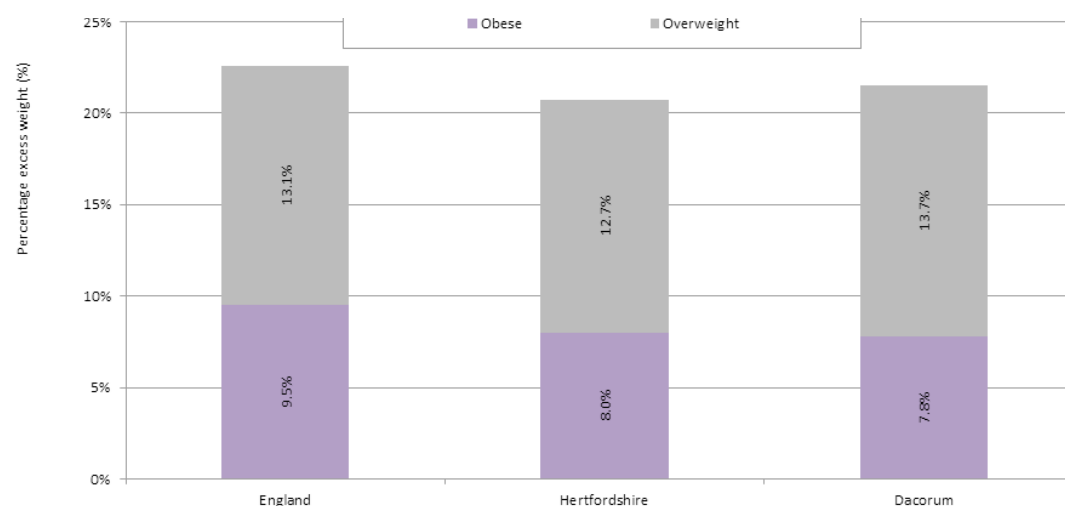
The programme is focused on changing behaviour to achieve healthier eating, increased physical activity and improved parenting skills.

The project will be targeted at residents living in areas with a high prevalence of child obesity.

Parents will be referred into the intervention via the health check which all 2 year olds are invited to have. At these health checks, health visitors will discuss lifestyles and, if they feel appropriate, suggest that parents attend and give them a leaflet with information on how to book themselves onto the programme.

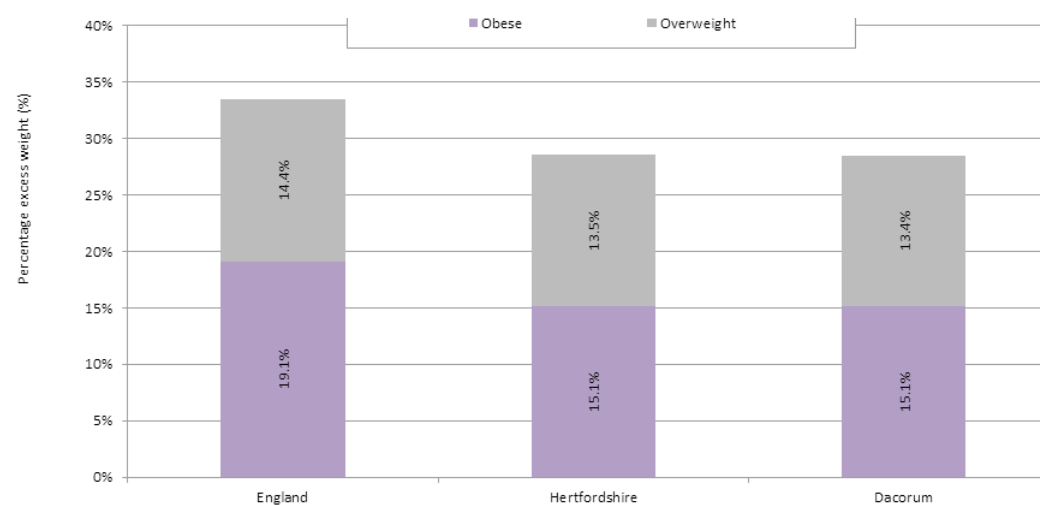
The funding will allow the delivery of one HENRY programme, comprising 8 sessions of 2 hours each, with all engaged families being invited to a reunion workshop to gather feedback on how they have continued to make changes.

% Excess weight in children (aged 4-5) in Dacorum\* 2013/14



\* District values are derived by postcode of school  
Source: National Child Measurement Programme (NCMP)

% Excess weight in children (aged 10-11) in Dacorum\* 2013/14



\* District values are derived by postcode of school  
Source: National Child Measurement Programme (NCMP)

# Project Spotlight:

## Eat Better, Start Better

**Eat Better, Start Better is a twice termly club and monthly cooking class for parents of young children delivered in partnership with Children's Centres.**

The programme is aimed at teaching practical cooking skills and increasing knowledge and confidence around eating healthily.

The courses cover food labelling, portion sizes and food groups, batch cooking and food storage, using seasonal produce, costing a meal, comparing fresh food to processed or take away meals and hidden dangers in food (sugars and salt).

Eat Better, Start Better will be targeted at residents living in areas with a high prevalence of child obesity, with a rolling programme to enable parents to join at any point.

Parents with poor knowledge and skills around healthy eating will be identified by health professionals, provided with information on the programme and invited to book themselves on.

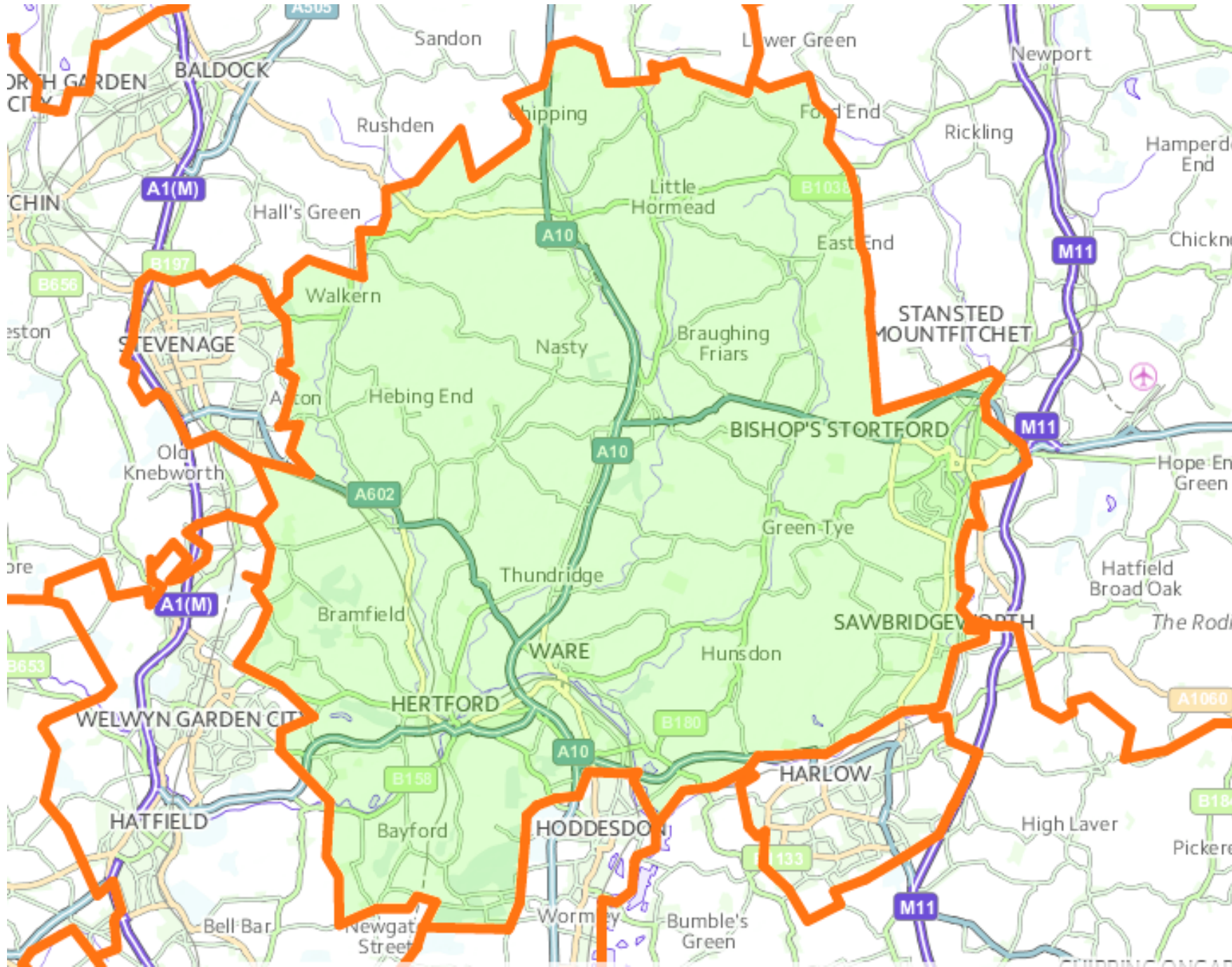
**The funding will enable 10 parents to attend cooking classes and 15 families (parent and child) to attend the cooking club.**

A recent survey which asked a sample of school pupils in Dacorum about their health related behaviours found that among those in Year 5 and Year 6 (ages 9 - 11):



Source: Hertfordshire Health Related Behaviour Survey, 2014

## CHAPTER 4 Public Health Partnership Fund projects: East Hertfordshire District Council



Population:  
**143,000**



# Project Spotlight:

## Meet & Eat

Poor nutrition in older adults is a well-recognised and serious problem with significant health consequences.

Social isolation has been shown to be an important risk factor for poor nutrition in older adults. It is also associated with a higher risk of death in older people, regardless of whether they consider themselves lonely.

Group activities are particularly useful in helping older people out of loneliness and isolation, while also potentially offering an opportunity to reduce nutritional risk.

**The Meet & Eat course is a healthy eating, practical skills and lifestyle improvement intervention aimed at improving physical and mental wellbeing.**

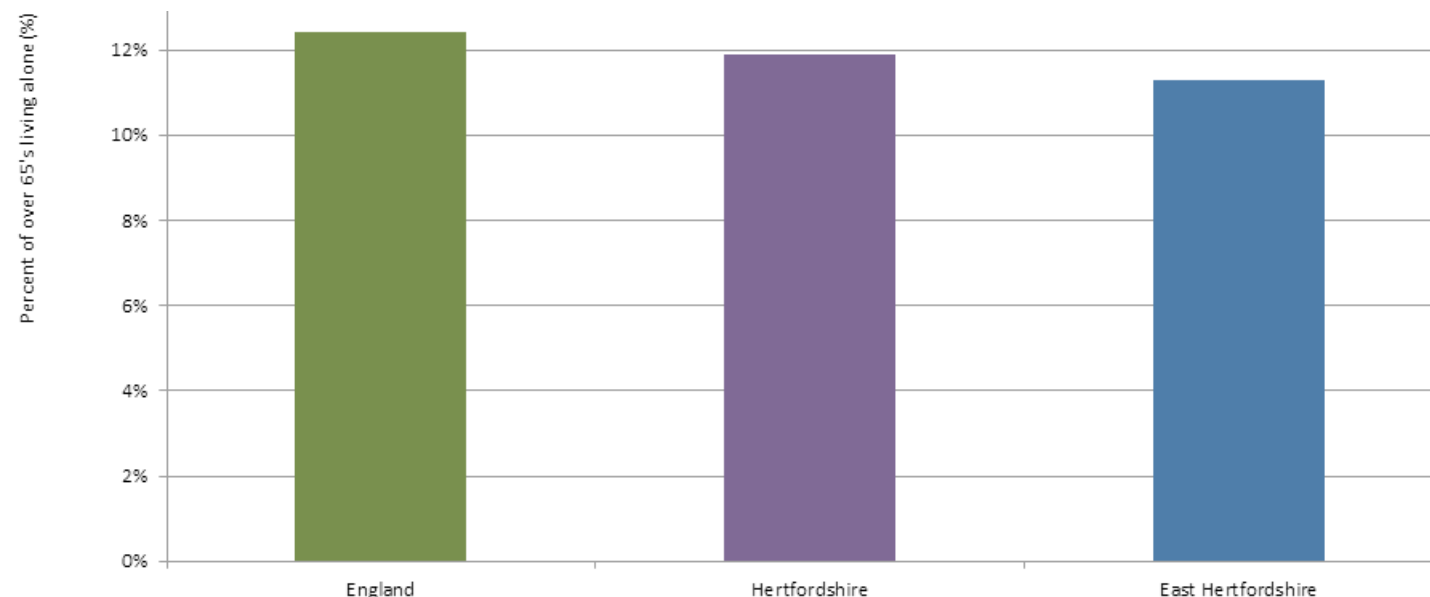
Delivered in partnership with local housing associations, the course teaches healthy eating and meal preparation, equipping older people with the tools and skills to live a healthier lifestyle.

Another key aspect of the intervention is bringing older people together to increase social capital and reduce isolation.

Aimed at older people living alone, particularly in sheltered accommodation, with 6-8 participants per course.

The funding will allow the project to be rolled out to additional housing associations in East Hertfordshire and fund a follow-on course so that those who have attended can continue to meet up monthly once the initial course is over.

### Residents aged 65+ living alone in East Hertfordshire 2011



Source: 2011 Census

# Project Spotlight: Panshanger parkrun

**parkrun UK is a not-for-profit organisation which organises free, weekly, 5km timed runs around the country. They are open to everyone, free, and are safe and easy to take part in.**

parkruns take place in pleasant parkland surroundings and offer a social and accessible means of taking part in physical activity for people of all abilities.

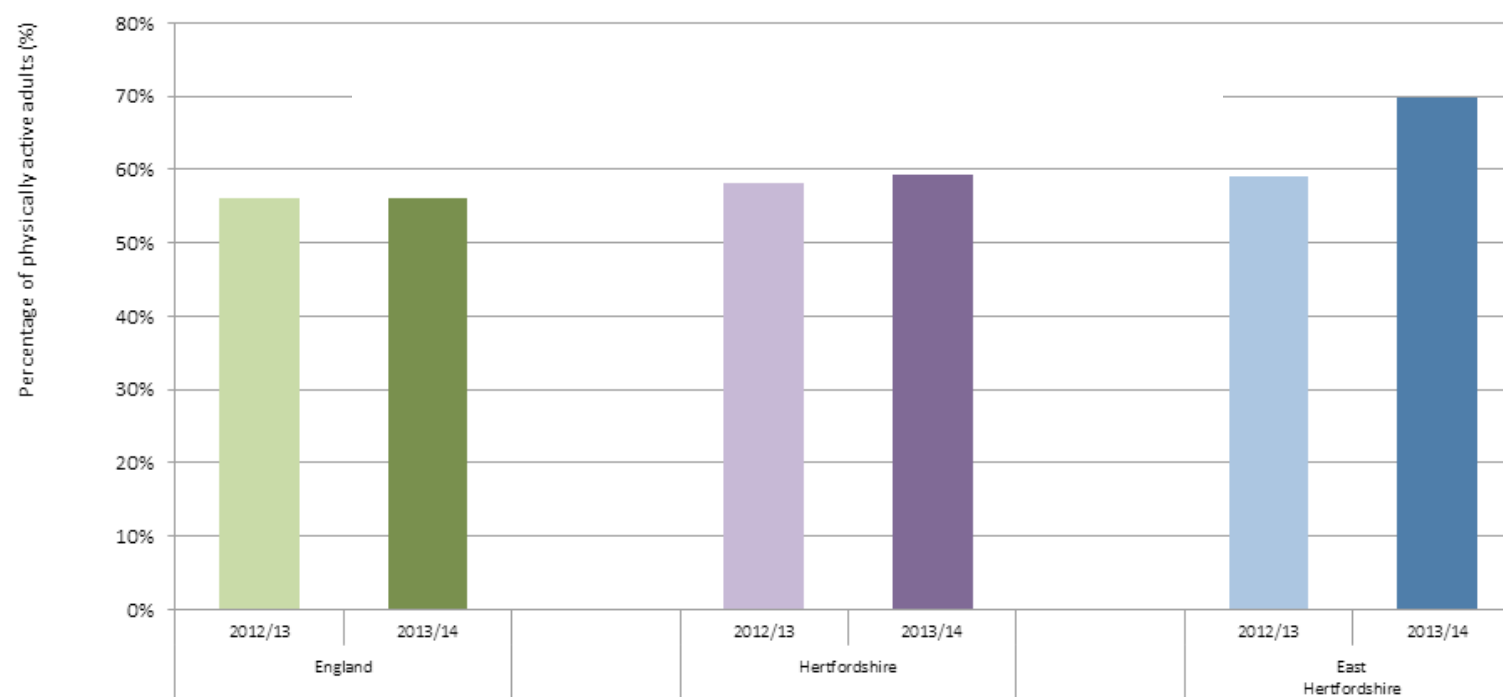
Over 687,000 people take part in parkruns across 330 sites in the UK.

**A parkrun takes place  
in East Hertfordshire  
Panshanger Park  
every Saturday at 9:00am.**



**The funding will be used to provide key infrastructure to support the growth of the event, alongside the development of local evaluation work to assess the impact of parkrun on key public health outcomes.**

## Physically active adults in East Herts 2012-2014



Source: Active People Survey, Sport England

# Project Spotlight:

## Green Aiders

Having an unkempt garden can increase the likelihood of a house being broken into or vandalized, as well as limiting its potential to provide a safe space for physical activity.

**Green Aiders is a project which helps elderly, disabled, or vulnerable adults take control of their overgrown gardens.**

The project is funded by the Police and Crime Commissioner as part of a 'target-hardening' drive to reduce crime by making vulnerable people less obvious victims.

Along with local volunteers, staff from the community charity Groundwork tame residents' gardens, making them safer and more accessible.

The intervention is delivered in Hertford, Bishop's Stortford, Ware and other areas of East Hertfordshire.

**The funding will be used to further develop the Green Aiders project, increasing the emphasis on improving physical and mental wellbeing, as well as crime reduction.**

**Additional training will be provided for Green Aiders** volunteers and work undertaken to develop and record physical activity and other wellbeing outcomes of the project.



# Project Spotlight:

## YMCA Healthy Eating course

**The Young Men's Christian Association (YMCA) is the largest and oldest youth charity in the world. East Hertfordshire YMCA, established in 1994, is one of 114 different YMCAs in England.**

East Hertfordshire YMCA is an independent registered charity which responds to the needs of local young people from all backgrounds, faiths and cultures. The charity provides accommodation and support for vulnerable young adults, offering:

- + a safe place to stay
- + an opportunity to make a fresh start
- + effective support based on needs
- + the tools to enable young people to thrive

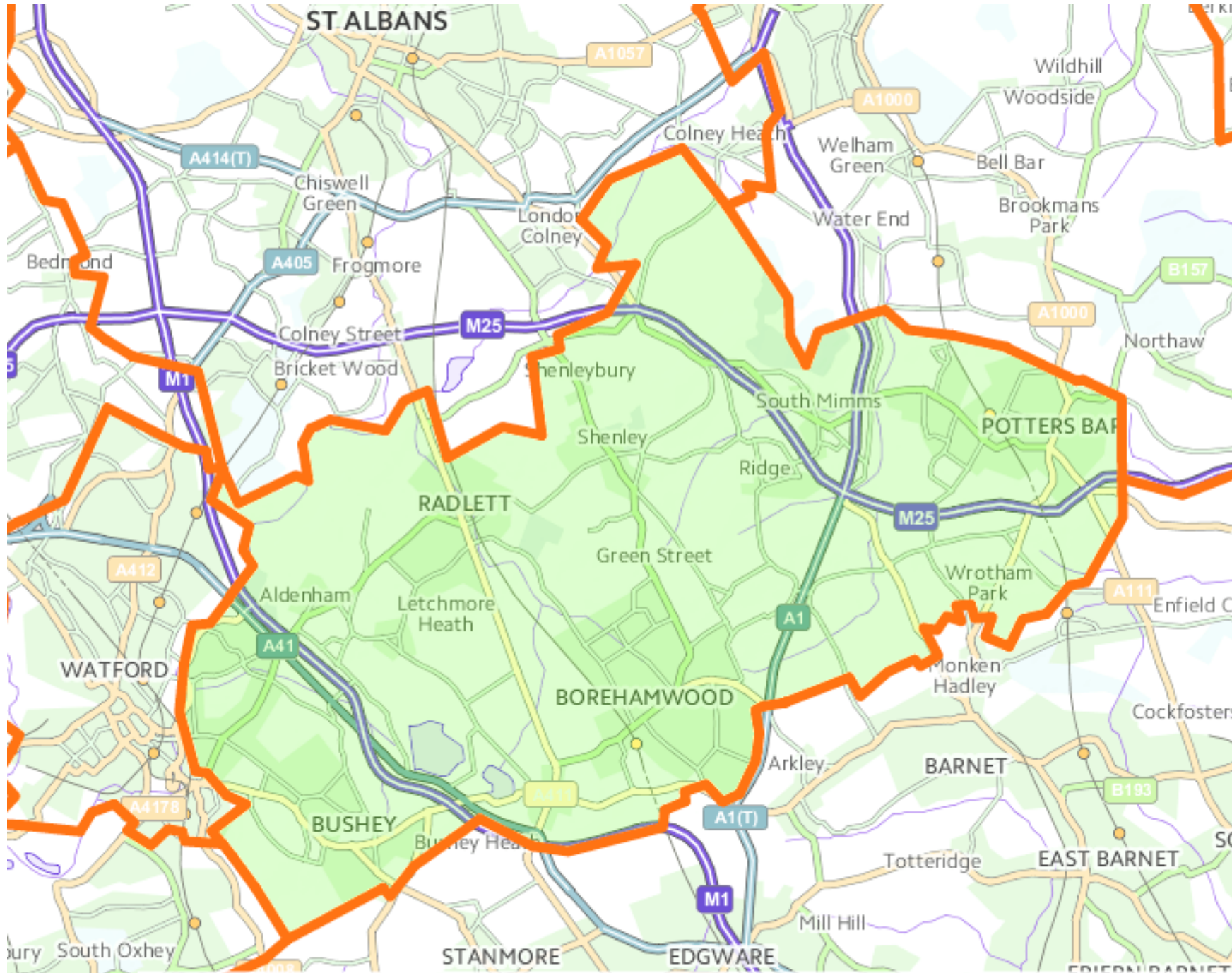
**The funding will be used to develop healthy eating, nutrition and cookery courses for young people residing at East Hertfordshire YMCA in a partnership between the charity and local authority.**

The ability to prepare food is an important life skill and can impact on people's food choices. Being reliant on foods which require minimal or no preparation puts a constraint on people's dietary choices which can be a barrier to healthy eating.

The course will aim to improve young people's ability to cook healthy food by equipping them with knowledge of nutrition and the skills and confidence to prepare healthy meals for themselves.



## CHAPTER 5 Public Health Partnership Fund projects: Hertsmere Borough Council



Population:  
**102,400**



# Project Spotlight:

## 'Move' physical activity programme

Increasing physical activity is an objective of the Hertsmere Health & Wellbeing Strategy, which this wide-ranging programme will aim to address.

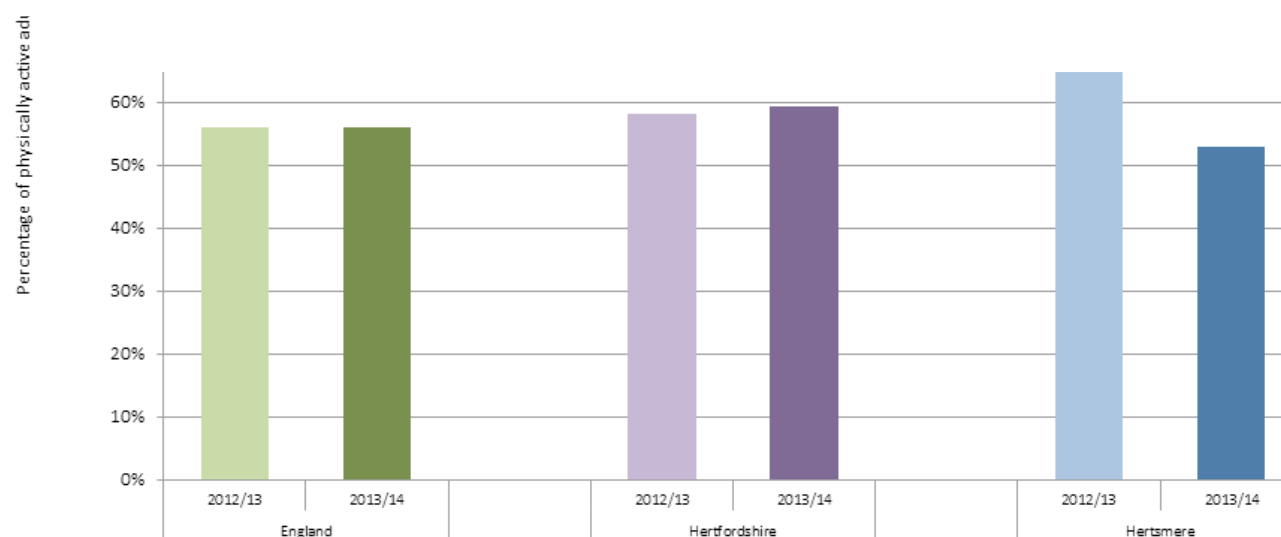
**'Move' combines commissioned and council-delivered activities including:**

- + Six week sport taster sessions for adults including tennis and kickboxing.
- + Weekly Park Runs in Aldenham Country Park.
- + Use of community venues, family activities, open spaces, gym equipment in parks and play equipment including innovative dance and music.
- + Play rangers in the parks in summer holidays to get families and children active through use of equipment, play and sports.
- + Targeted interventions for people aged over 65.
- + Activities focused on people with mental health issues.

**The ultimate aims for this programme are to:**

- + Reduce the incidence of type 2 diabetes and cardiovascular diseases, and the prevalence of adult obesity.
- + Increase the proportion of adults and children who are physically active.
- + Reduce obesity in Reception year children.
- + Reduce the incidence of hip fractures in older people.

### Physically active adults in Hertsmere 2012-2014



Source: Active People Survey, Sport England

The recorded prevalence of diabetes in Hertsmere was **5.3%** in 2013/14 (Type 2 diabetes accounts for approximately 90% of cases).

In 2013/14, **8.8%** of Reception year children in Hertsmere were obese.

In 2013/14, there were **544** emergency admissions for hip fractures per 100,000 people aged 65+ in Hertsmere.

# Project Spotlight:

## Thermohygrometers

**People who live in homes affected by damp and mould are more likely to have respiratory problems, respiratory infections, allergies or asthma. Damp and mould can also affect the immune system.**

Moulds produce allergens (substances that can cause an allergic reaction), irritants and, sometimes, toxic substances. Inhaling or touching mould spores may cause an allergic reaction, such as sneezing, runny nose, red eyes and skin rash. Moulds can also cause asthma attacks.

Some people are more sensitive than others, including:

- + babies and children
- + elderly people
- + those with existing skin problems, such as eczema
- + those with respiratory problems, such as allergies and asthma
- + those with a weakened immune system

Mould and damp are caused by excess moisture. Moisture in buildings is most commonly caused by leaking pipes, rising damp in basements or ground floors or rain seeping in because of damage to the roof or around window frames. Newly-built homes may be damp because the water used in building them is still drying out, for example, in the plaster on the walls. Excess moisture indoors can also be caused by condensation.

**Thermohygrometers are devices which can be used to show the extent of a moisture problem in a home by measuring relative humidity and air temperature.**

The funding will enable 8,000 thermohygrometers to be distributed to people who may be living in homes affected by damp and mould in Hertsmere, via the Citizen's Advice Bureau. By providing objective measurements, these devices enable problems with excess moisture to be clearly identified and provide evidence to landlords of problems which need to be addressed.

A 2014 Ipsos MORI survey of adults aged 16-75 in the UK who live in their own home found that

**24%**

reported moisture problems in one or more rooms.

**19%**

of people reported mould in one or more rooms in their homes.

**6%**

of people reported moisture problems in most rooms in their homes.



# Project Spotlight:

## Parks and open spaces app

For most people attendance at a gym does not provide the best way of increasing and sustaining physical activity. Physical activity promotion should be close to where the resident lives and with an emphasis on walking.

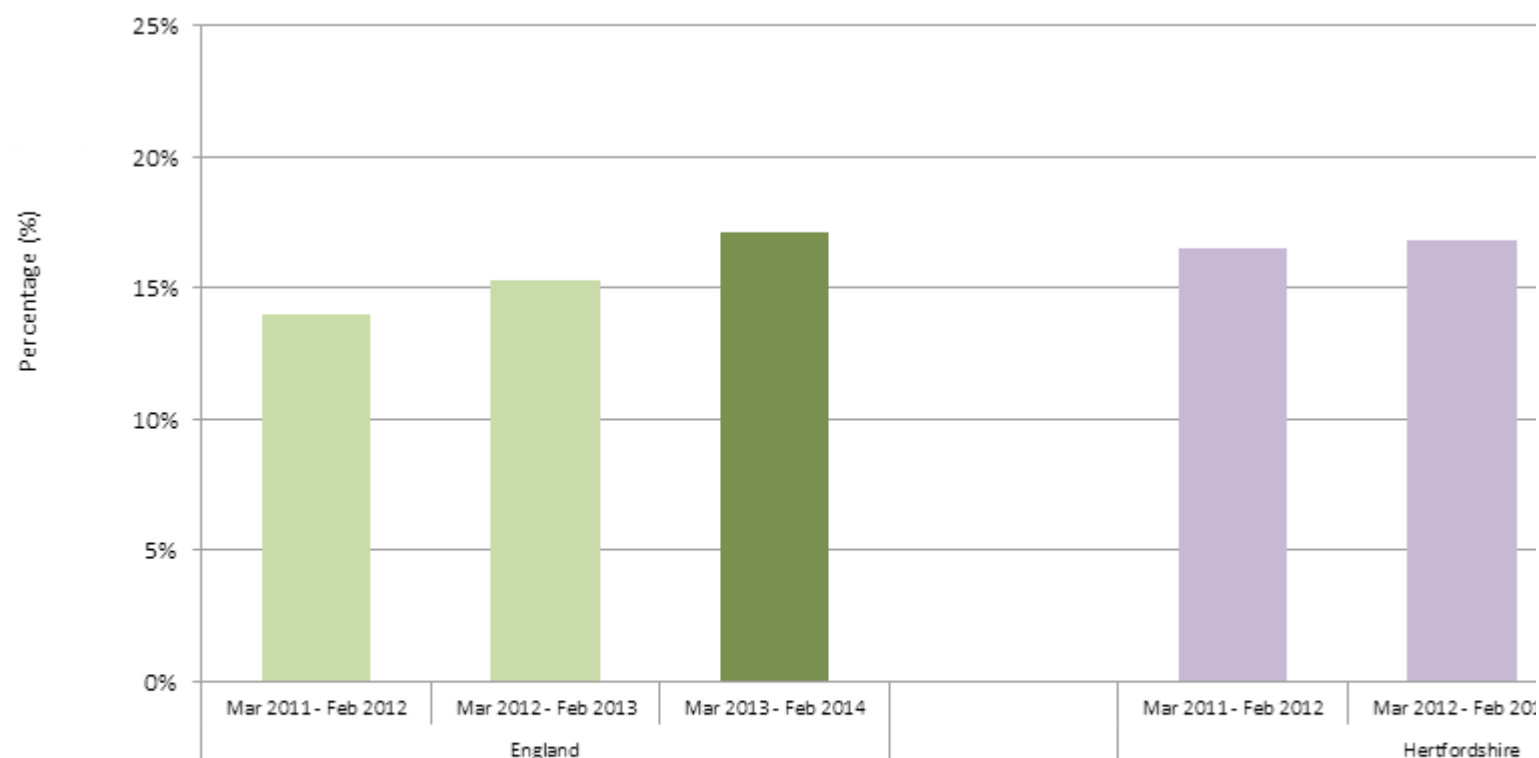
Accessible, attractive green space is associated with autonomous physical activity, potentially providing a major resource for increasing levels of exercise and improving health at a population level.

**In order to promote the use of green space for physical activity, the Partnership Fund is funding the development of a county-wide mobile phone app which will provide an interactive map of parks and open spaces in Hertfordshire.**

Hertsmere council are leading on this project in collaboration with the County and other Hertfordshire councils.

**The app is intended to encourage and facilitate use of green spaces for leisure activities, such as walking, cycling and running, in order to increase levels of physical activity across the county.**

### Residents using outdoor space for exercise/health in Hertfordshire 2011-2014



Source: Monitor of Engagement with the Natural Environment (MENE) survey

# Project Spotlight:

## Interactive play equipment

The growth of the internet, the availability of ever more advanced computer games, smartphone technology and an abundance of television channels have meant that children now typically spend a large amount of their leisure time sedentary at a screen.

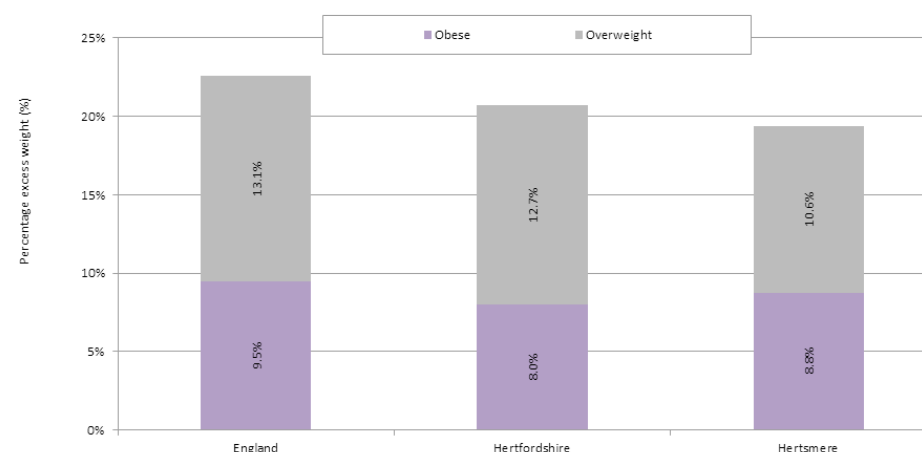
Several studies have identified this shift away from physical and outdoor play as a possible explanation for the growing public health problem of childhood obesity.

One approach to tackling this trend is to enrich outdoor play in a way that appeals to children, increasing the attractiveness of the outdoor playground as an alternative to indoor screen-based activities. This approach is behind the emergence of the concept of the 'Intelligent Playground'.

**An Intelligent Playground is an environment with interactive objects that use advanced technology to react to children's movement and thereby actively encourage them to play.**

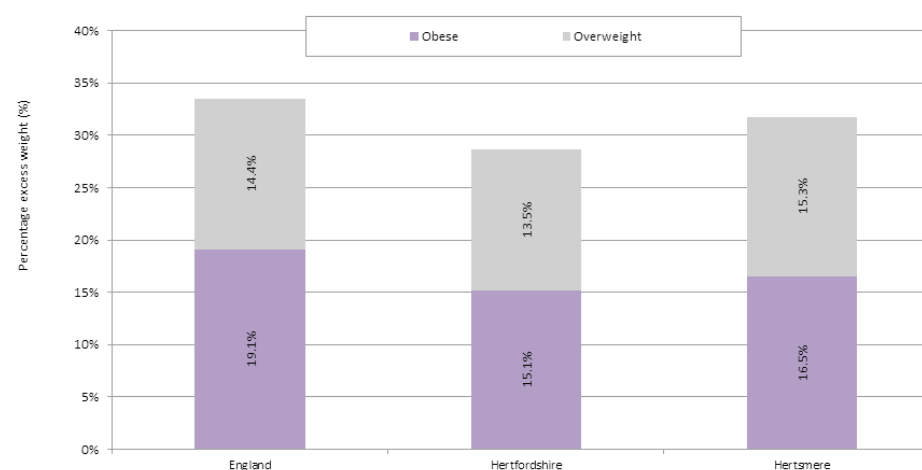
Along with match-funding from the Hertsmere Parks department, the Partnership Fund will enable the installation of an interactive dance mat in a playground in Hertsmere, following a consultation to decide on where to situate it.

### % Excess weight in children (aged 4-5) in Hertsmere\* 2013/14



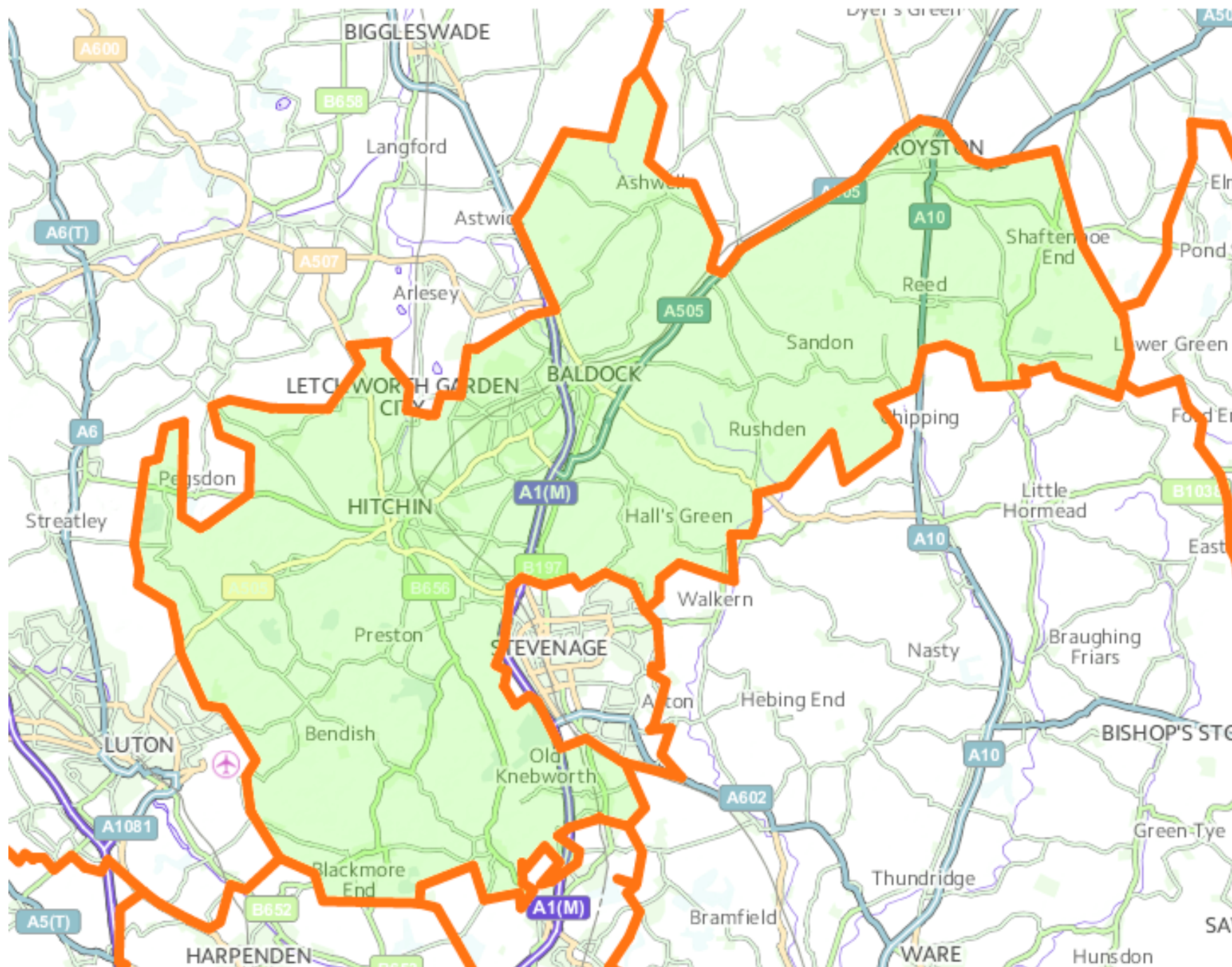
\* District values are derived by postcode of school  
Source: National Child Measurement Programme (NCMP)

### % Excess weight in children (aged 10-11) in Hertsmere\* 2013/14



\* District values are derived from postcode of school  
Source: National Child Measurement Programme (NCMP)

## CHAPTER 6 Public Health Partnership Fund projects: North Hertfordshire District Council



Population:  
**131,000**

# Project Spotlight: 'Active Communities'

A wide range of barriers are known to impact on levels of physical activity across the lifespan, including lack of time, self-confidence issues, lack of appropriate services, and financial constraints.

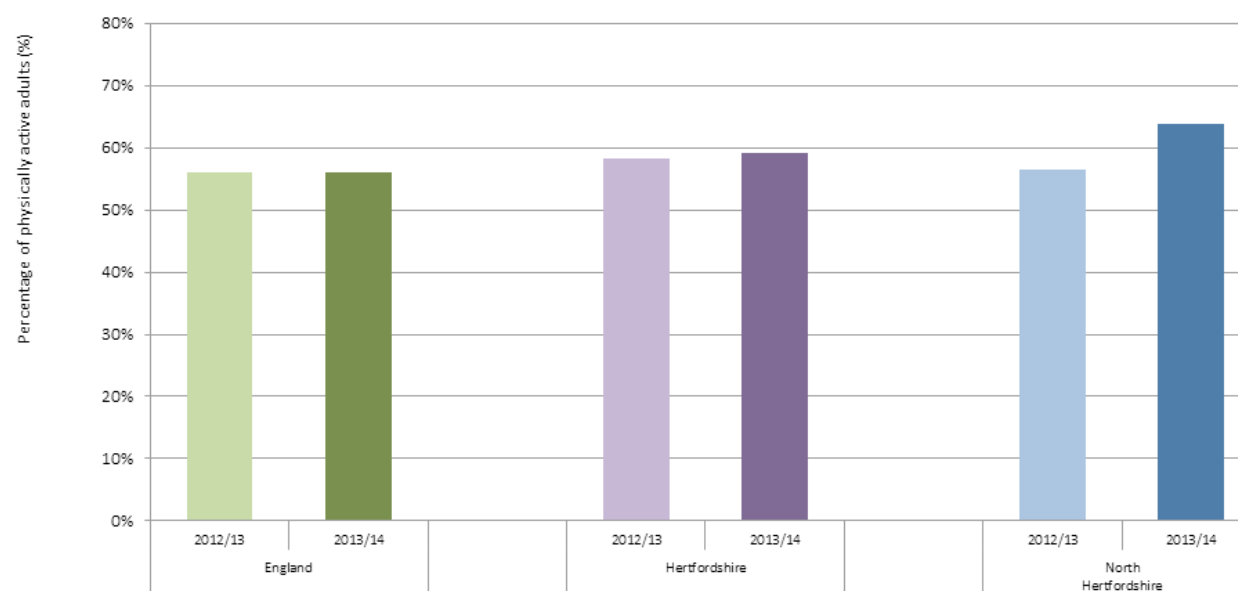
**The funding will be used to support inactive members of the community to take part in physical activity opportunities through North Hertfordshire's 'Active Communities' programme.**

The Active Communities team have previously delivered a range of successful programmes alongside local partners, including seated keep fit for black and minority ethnic (BME) elders, supported swimming lessons for new parents and babies in deprived communities and specialist coaching for adults with learning disabilities.

**'Active Communities' will identify those communities most in need of support and work with them to provide accessible opportunities to become, and remain, more active.**

The programme is currently under development and will provide opportunities for community-based physical activity

## Physically active adults in North Hertfordshire, 2012-2014



Source: Active People Survey, Sport England

programmes involving BME groups, women, parents with young children, older people, teenagers, people with illnesses or disability. These will be delivered by a range of statutory and community partners.

Building on the project's allocation from the Partnership Fund, further contributions from other partners have been secured, including a £250,000 grant from Sport England, taking the total value of the project to £689,000.

# Project Spotlight:

## Healthy eating for older people

**Older people are particularly vulnerable to malnutrition. Micronutrient deficiencies are often common in elderly people due to a number of factors such as their reduced food intake and a lack of variety in the foods they eat.**

A number of challenges exist to ensuring adequate nutrition, including the cost of foods rich in micronutrients, and the nutritional requirements of older people being poorly defined.

Many of the diseases suffered by older persons are the result of dietary factors, compounded by changes that naturally occur with the ageing process.

**The funding will allow Hertfordshire Community Meals (HCM) to employ a part-time Community Dietician in partnership with the council, providing a community dietetics resource to support HCM clients and potentially other older people living in Hertfordshire.**

The post will help to ensure that 'at risk' older people living in the community have diets most appropriate to their health needs.





# Project Spotlight:

## Healthy eating for pre-school children

**Children between the ages of 1 and 5 years have high nutrient requirements relative to their size, as they are still undergoing rapid growth and development and usually very active.**

Good nutrition is important for children of this age for a number of reasons, including:

- + to ensure that they are getting a balanced varied diet that meets their nutrient requirements
- + to instil good dietary habits in the early years which will be taken forward into later childhood and adult life
- + to help prevent childhood obesity

**Healthy eating projects will be delivered to pre-school children and their parents through Children's Centres, with the aim of establishing good eating habits in the earliest stages of life.**

Using recognised national programmes such as 'Phunky Foods' or HENRY, families will be introduced to simple and inexpensive recipes that meet the nutritional requirements of growing children and can be easily replicated in the home.



# Project Spotlight:

## Supporting communities to live well with dementia

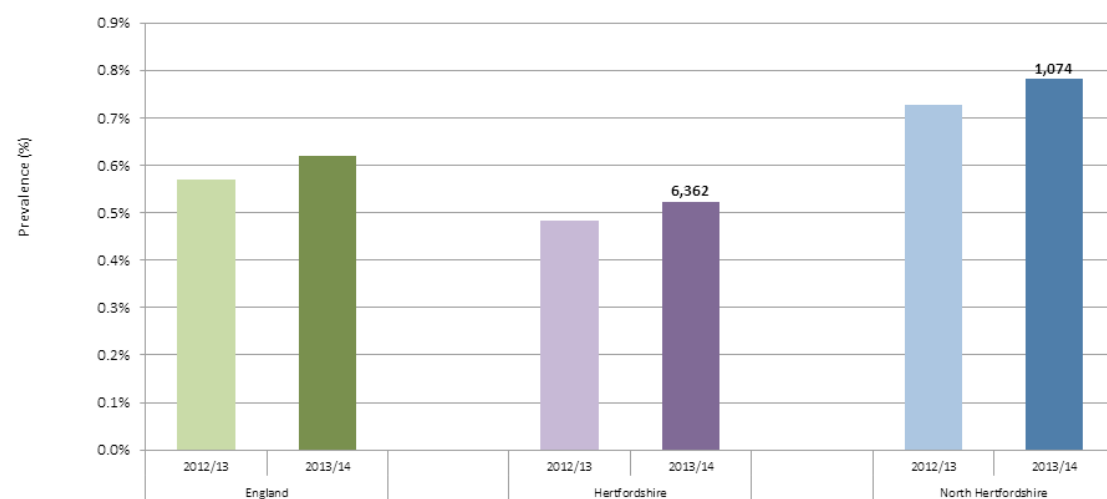
The term 'dementia' describes a set of symptoms that include loss of concentration and memory problems, mood and behaviour changes and problems with communicating and reasoning.

These symptoms occur when the brain is damaged by certain diseases, such as Alzheimer's disease, a series of small strokes or other neurological conditions such as Parkinson's Disease. Around 60 per cent of people with dementia have Alzheimer's disease – the most common form of dementia.

Dementia takes a huge toll on health and care services, as well as the individuals and families affected. With the numbers of people with dementia expected to double in the next 30 years, the costs of the disease are predicted to treble to over £50 billion.

The first national dementia strategy in 2009, 'Living Well with Dementia', and the Prime Minister's 'Challenge on Dementia 2020' highlighted the need to improve public and professional

### Prevalence of dementia in North Hertfordshire, 2012-2014



Source: Quality Outcomes Framework (QOF)

Figures above the bars represent the prevalence of dementia in numbers

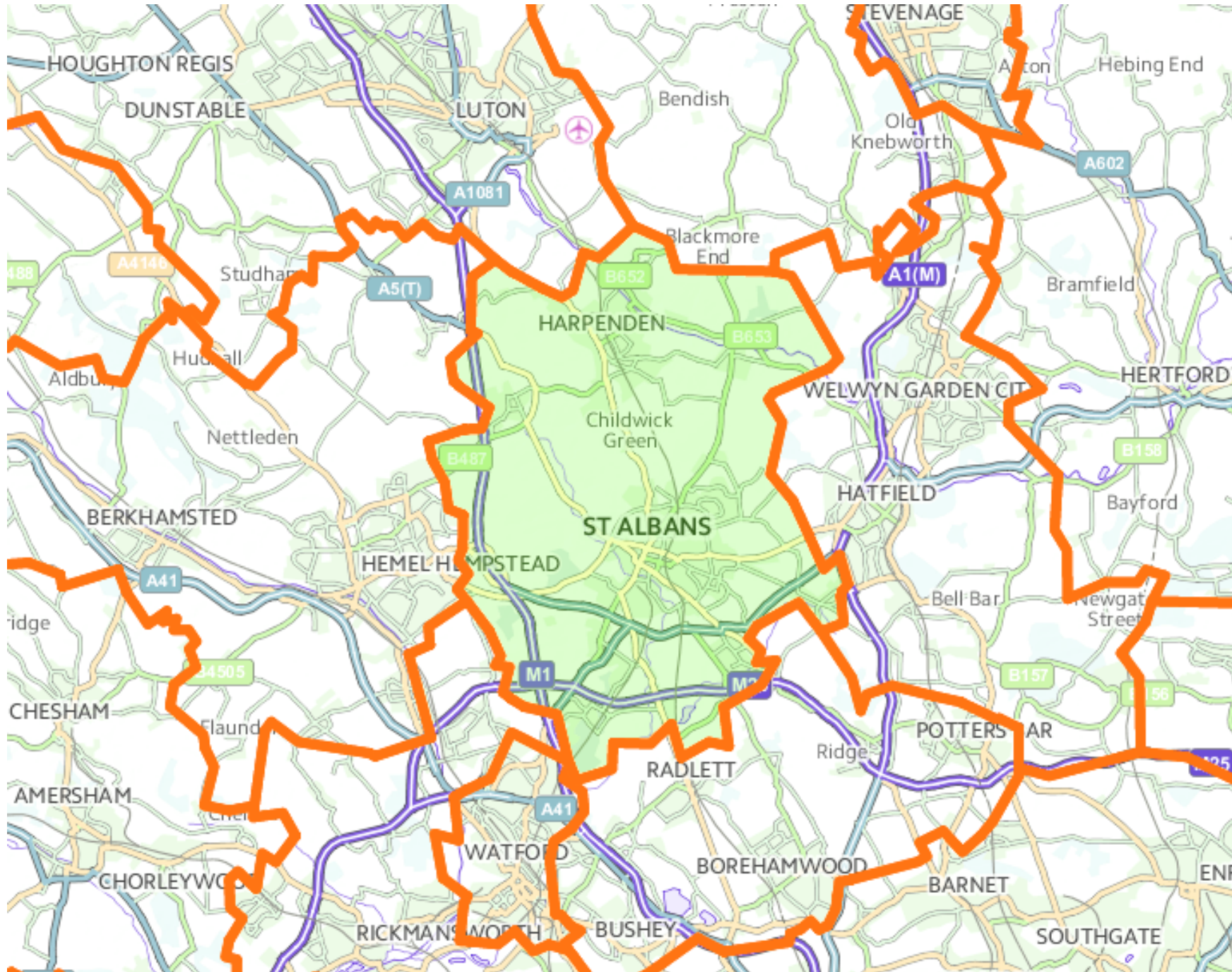
awareness and understanding of dementia and to provide good-quality information, advice and support for those with diagnosed dementia and their carers.

**The funding will be used to raise awareness of dementia through training within local organisations in North Hertfordshire on ways to support people living with dementia and their carers.**

It will also allow greater provision of day care facilities for those with dementia and their carers, providing information, support and advice for people with dementia and their carers and a variety of fun, stimulating activities designed to prolong memory, encourage movement and improve quality of life.



## CHAPTER 7 Public Health Partnership Fund projects: **St Albans City & District Council**



Population:  
**144,800**

# Project Spotlight:

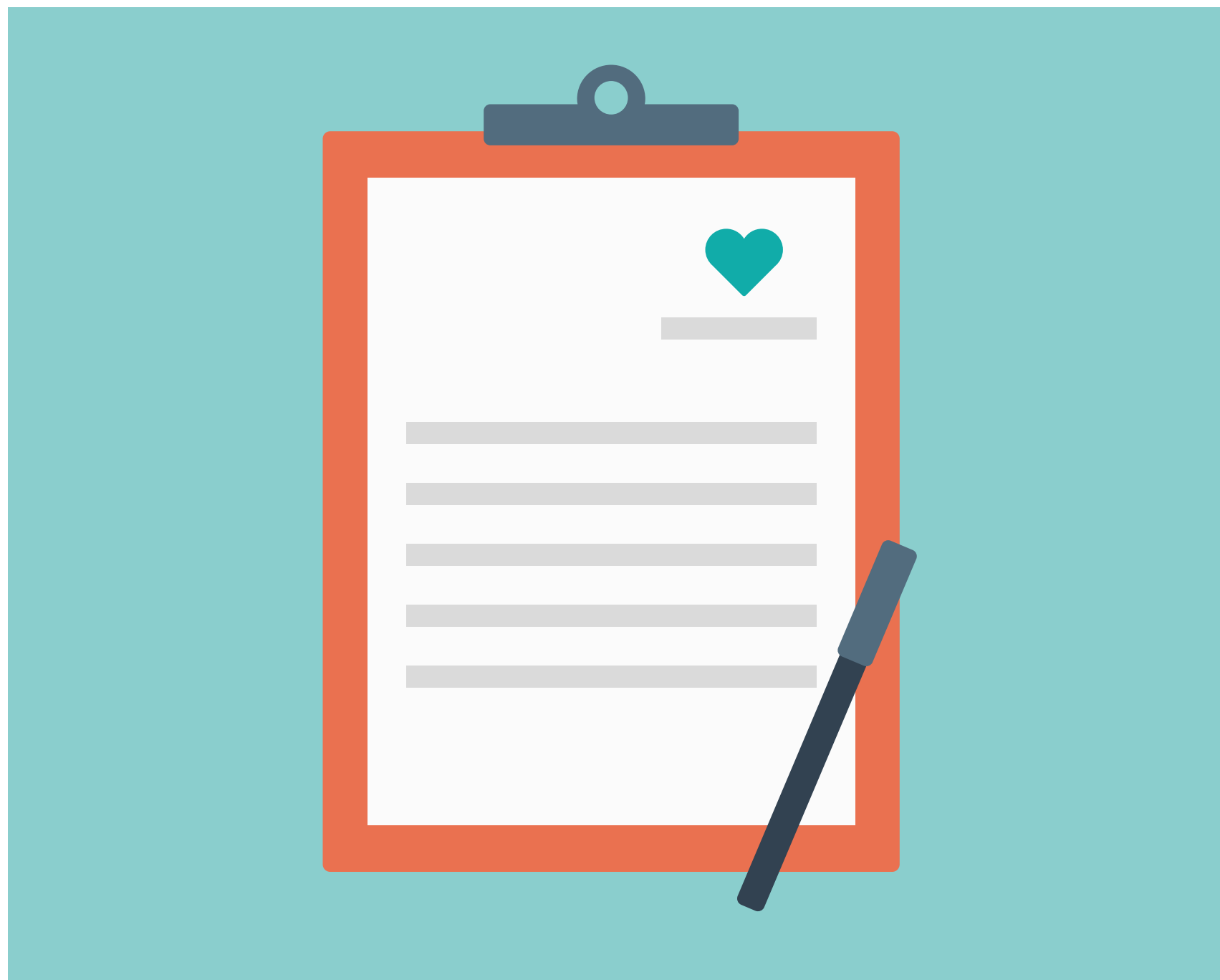
## Health & Wellbeing Project Support Officer

**The Partnership Fund will fund a fixed term, part time Health & Wellbeing Project Support Officer post.**

The postholder will lead the delivery of the Council's Partnership Fund projects for both years 1 and 2.

Primary responsibilities of the role will include:

- + Facilitating the allocation of the funding to other projects through the process described below.
- + Monitoring and reporting on the progress of projects funded by the Partnership Fund in St Albans.
- + Liaising with key partners including NHS commissioners and Hertfordshire County Council.
- + Identifying evidence based solutions for reactive funding of new projects in order to meet unmet needs.



# Project Spotlight:

## Delivering on local Health & Wellbeing Partnership priority areas

The bulk of St Albans' Partnership Fund allocation will be used to fund a range of projects which deliver on the priorities of the St Albans District Health & Wellbeing Partnership.

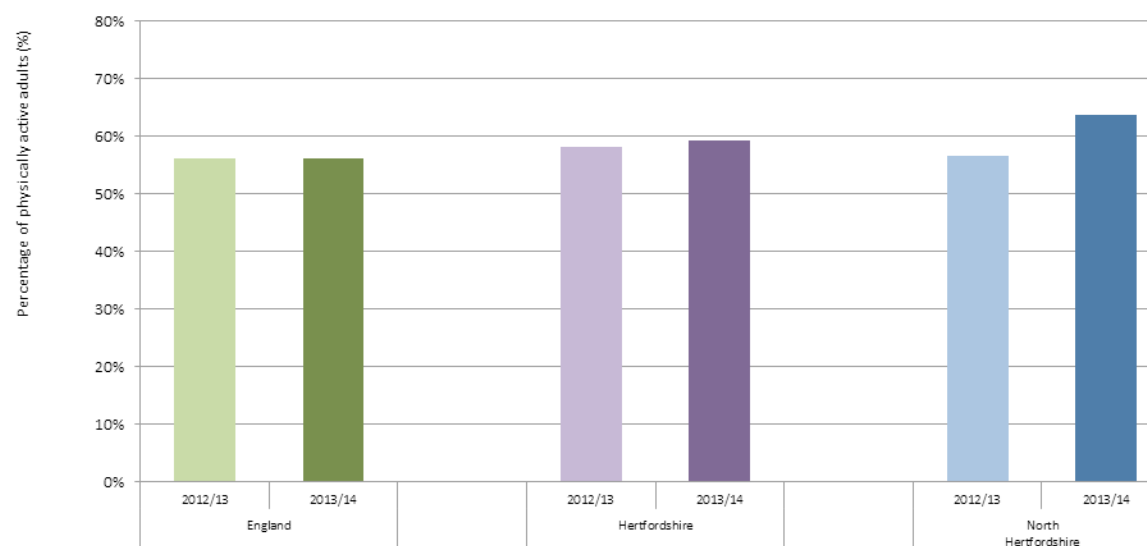
Allocation of funding to different projects will be overseen by the Partnership's existing task and finish groups. There is one group for each of the three priorities:

- + Increasing physical activity and promoting a healthy weight
- + Improving mental health and emotional wellbeing
- + Reducing harm from alcohol

The task and finish groups will allocate funding in two ways:

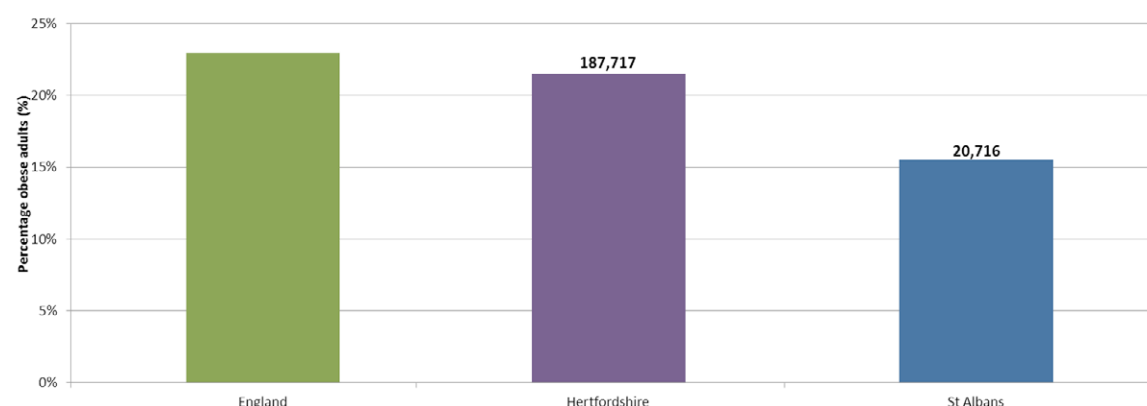
- + **Proactively** – by encouraging community groups and voluntary organisations to submit grant applications for projects that align to one of the three priority areas.
- + **Reactively** – by commissioning providers to deliver a service or project in an area that has been identified as requiring intervention by the group. The Health & Wellbeing Project Support Officer will play a key role in this process.

### Physically active adults in St Albans 2012-2014



Source: Active People Survey, Sport England

### Obese adults (16+) in St Albans 2012



Source: PHE Health Profiles, 2015; Active People Survey, Sport England

Figures inside the bars represent the estimated number of adults (16+) who are obese based on 2013 MYE.

# Project Spotlight:

## Delivering on local Health & Wellbeing Partnership priority areas

All new projects are approved by the whole Partnership. In this way, the Partnership will maintain an overview of the work being undertaken, ensuring an even spread of across the three priority areas and identifying and overlaps or interdependencies between the individual projects.

Projects funded through this process include:

- + **Therapeutic group counselling sessions** delivered at The Living Room, St Albans for alcohol addicted people with a goal of abstinence.
- + St Albans Arts Team working in partnership with organisations including Mind in Mid Herts and Trestle Theatre Company to deliver a **9 week programme of group art sessions** for people diagnosed with mental health problems. The project aims to improve participants' overall health and wellbeing and reduce the need for medication and GP or inpatient visits.
- + **A community garden project** delivered by Mind in Mid Herts to support recovery for people with mental problems aged 16+ by developing social skills through horticultural activities.

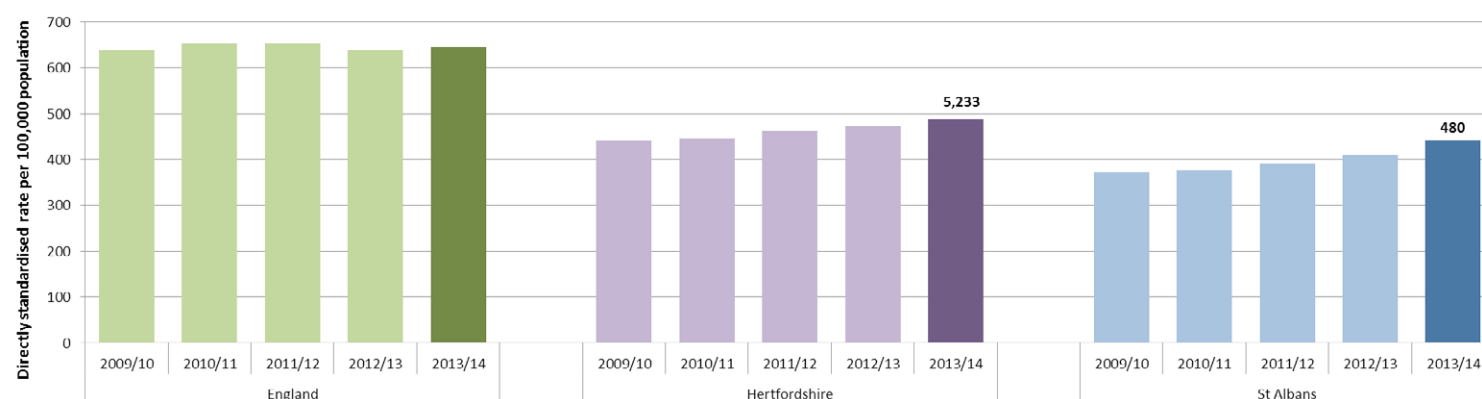
### 'How happy did you feel yesterday?' St Albans 2012-2014



Source: ONS Personal Well-being Across the UK, 2012/13 & Personal Wellbeing in the UK, 2013/14

Respondants were asked a series of questions including 'Overall, how happy did you feel yesterday?' scored on a 0-10 scale with 0 being 'not at all' and 10 being 'completely'

### Alcohol related admissions to hospital\* in St Albans 2009-2014

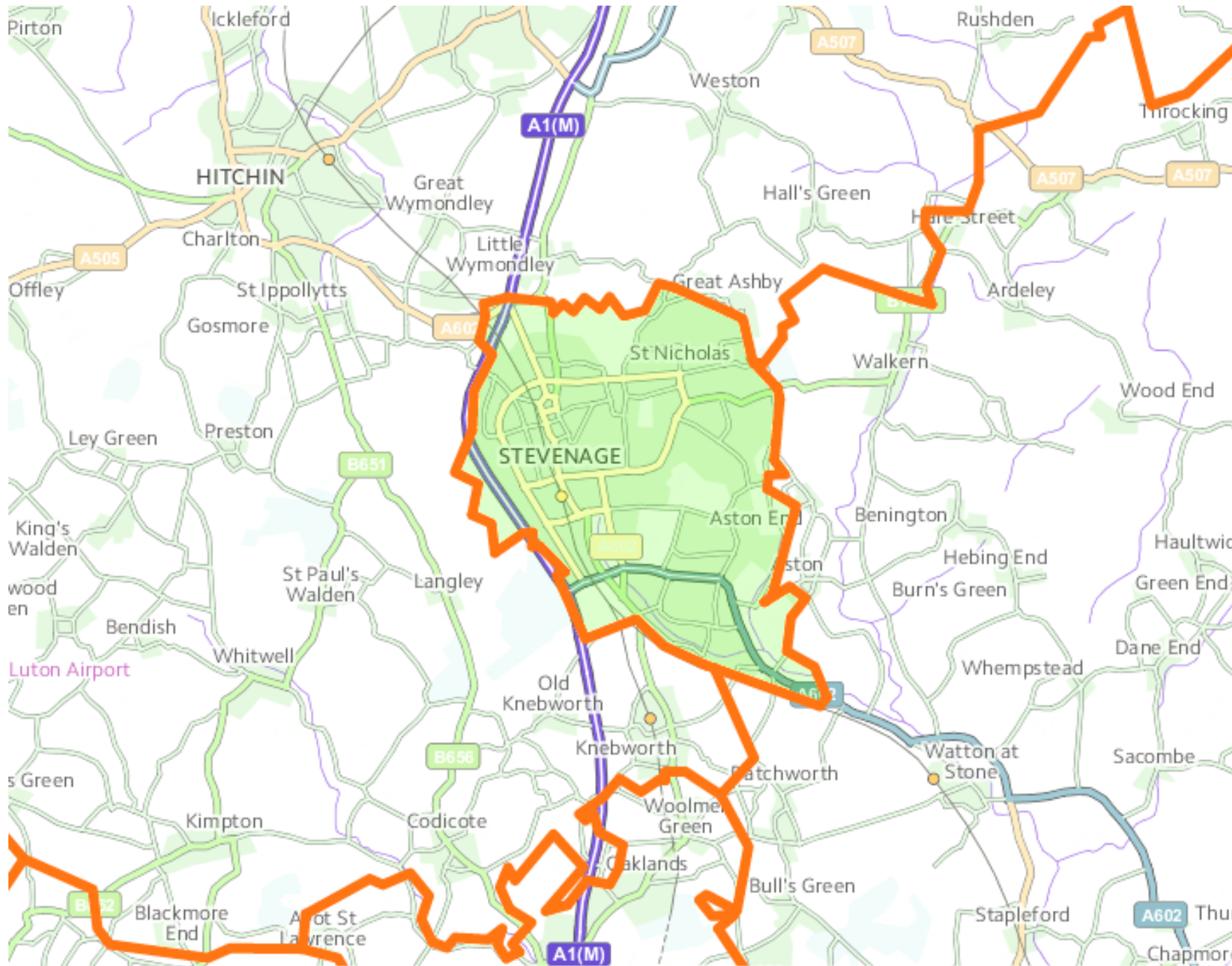


Source: PHIL Health Profiles 2015; Health & Social Care Information Centre (HSCIC); Hospital Episode Statistics (HES)

Figures above the bars represent the number of admissions to hospital  
\* Please note that this indicator uses the narrow definition: admissions involving



## CHAPTER 8 Public Health Partnership Fund projects: **Stevenage Borough Council**



Population:  
**86,000**

# Project Spotlight: Healthy Hub

Throughout Stevenage there are many services aimed at supporting people to live healthier lives, yet the uptake of these services is often short of their capacity, either because people are unaware of their existence or difficulty or reluctance to access them in particular locations or traditional health settings.

**In order to address this problem, half of Stevenage's Partnership Fund allocation for year one is being used to build a Healthy Hub within the Stevenage Arts & Leisure Centre.**

The Hub will host a broad range of services and interventions under one roof and signpost to other health and wellbeing services throughout Stevenage. Relevant organisations will have the opportunity to hire rooms within the Hub, making it a community 'one-stop-shop' for health interventions, information and signposting.

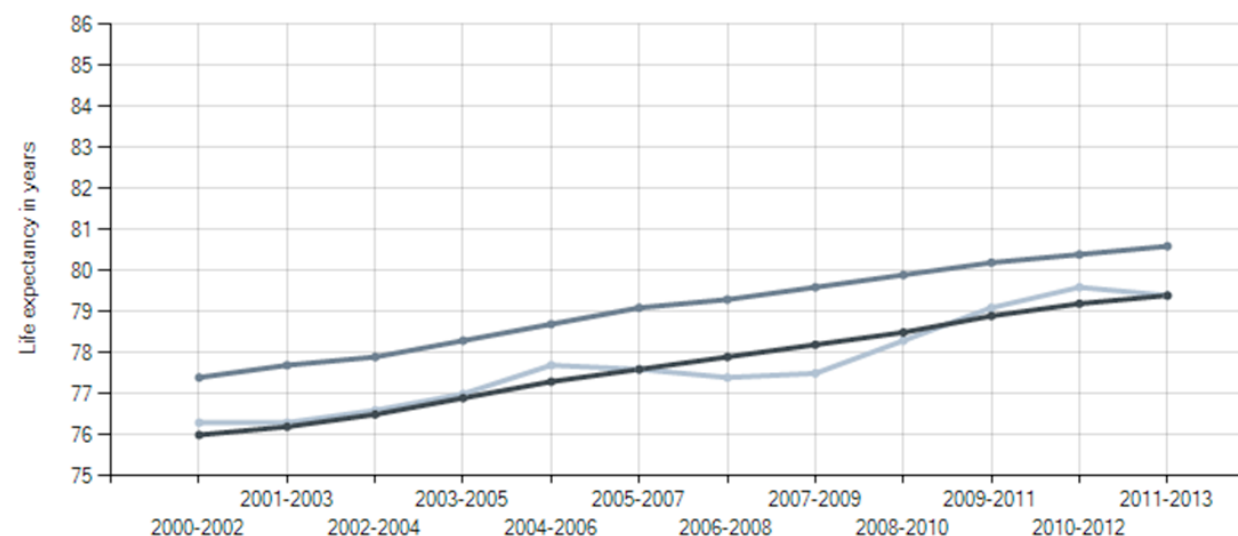
On completion of the Hub its services will be linked into the GP referral scheme.

The wide-ranging provision at the Hub will include, for example:

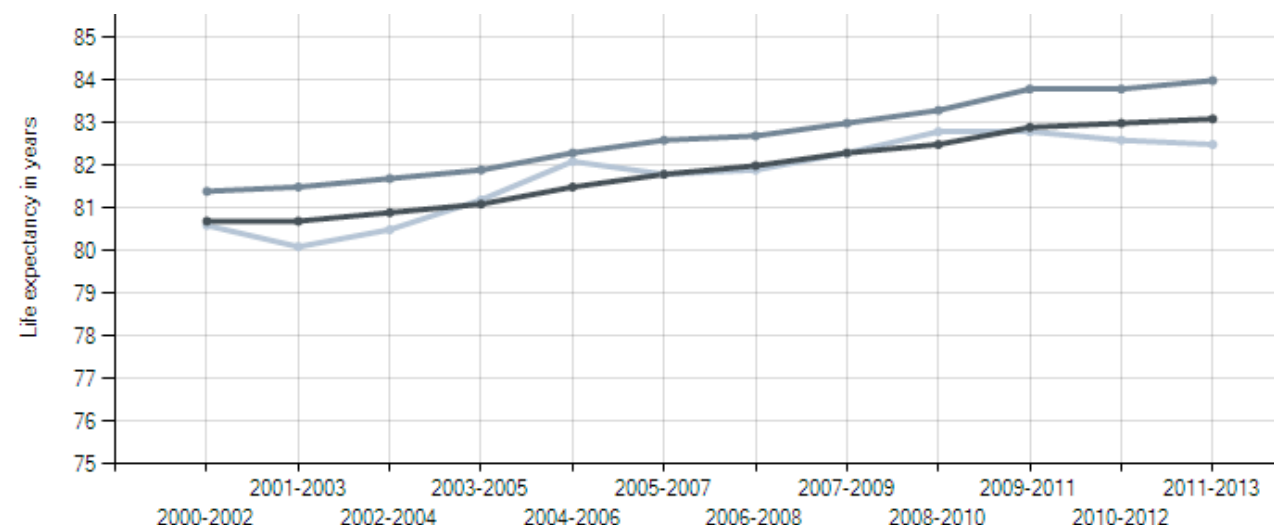
- + GP services
- + smoking cessation services
- + counselling
- + ethnic minority group exercise and women only sessions
- + physical and mental health promotion
- + health MOTs
- + phlebotomy services
- + 6 week back care courses
- + falls prevention exercise sessions

**A smartphone app will be developed which will provide a source of information on the timetable of events at the Hub, as well as advice on health and wellbeing, exercise and weight management.**

Life expectancy at birth for Males in Stevenage District



Life expectancy at birth for Females in Stevenage District



# Project Spotlight:

## Improving mental health and wellbeing

**The Stevenage Wellbeing Centre is a one-stop-shop to help people improve their emotional and physical wellbeing.**

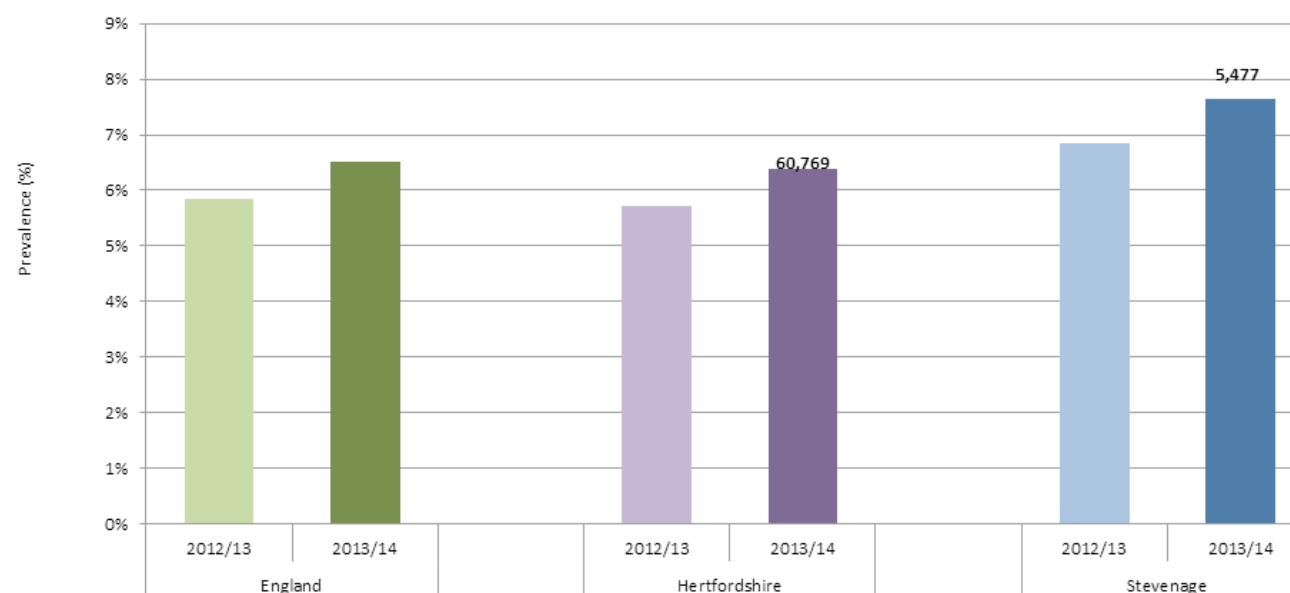
The Centre offers a range of services, including self-help groups, training courses and exercise programmes and brings together various mental health organisations including Mind in Mid Herts, Viewpoint, New Pathways, Cortex, Combat Stress and Stevenage Community Mental Health Team.

Services offered by Mind in Mid Herts at the centre include an art club, drop-in club, creative writing, counselling, Exercise for Health and training courses.

**The funding will help to provide a pathway to wellbeing via social support and therapeutic interventions at the Stevenage Wellbeing Centre for people with mental health issues leaving hospital.**

Working in partnership with the Lister Hospital, information and signposting will be provided to those too anxious on discharge from the in-patient unit without one-to-one interventions.

### Prevalence of depression in Stevenage, 2012-2014



Source: Quality Outcomes Framework (QOF)

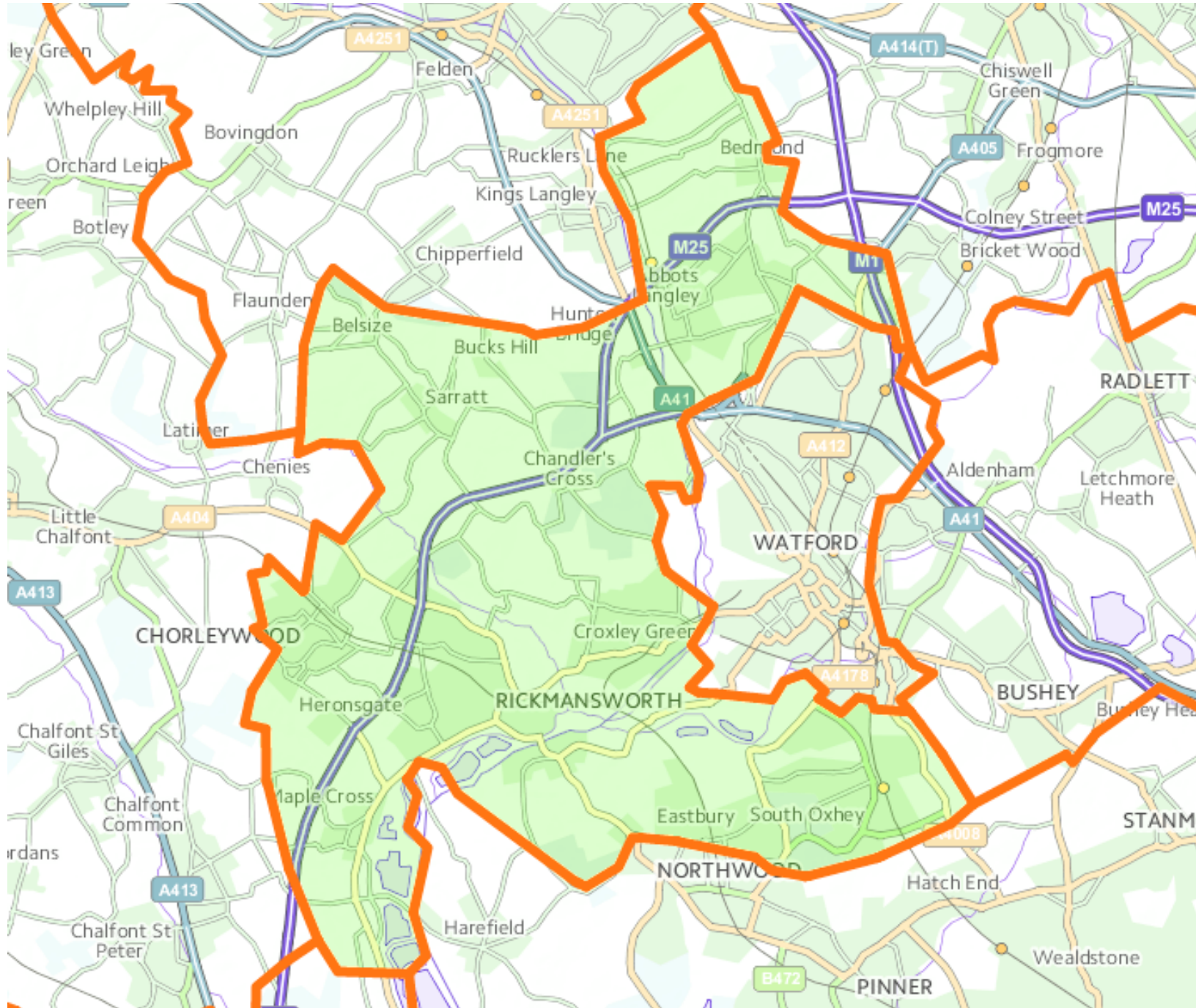
Figures above the bars represent the prevalence of depression in numbers

Social and vocational support will be provided, including art, music, gym, and creative writing groups delivered at the Stevenage Wellbeing Centre.

Therapeutic support will include counselling across all modalities and Life Skills courses based on Cognitive Behaviour Therapy that provide coping mechanisms for those waiting for talking therapies.



## CHAPTER 9 Public Health Partnership Fund projects: Three Rivers District Council



Population:  
**90,400**

# Project Spotlight:

## Exercise / physical activity referral scheme

Physical activity can play an important role in preventing and managing health conditions such as coronary heart disease, type 2 diabetes, stroke, mental health problems, musculoskeletal conditions and some cancers. It also has a positive effect on wellbeing and mood, providing a sense of achievement or relaxation and release from daily stress.

For adults, the guidelines recommend being active daily and accumulating at least 150 minutes of moderate-intensity activity, or 75 minutes of vigorous activity, in bouts of 10 minutes or more during each week.

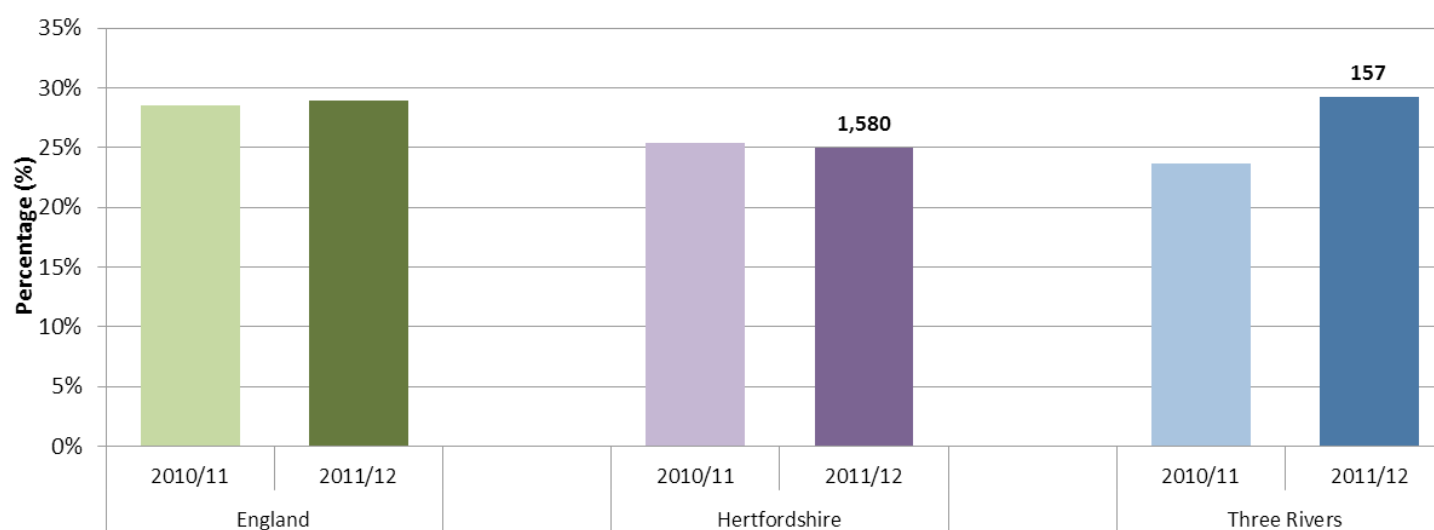
**Exercise on referral schemes are aimed at increasing levels of physical activity among adults and young people who are inactive or sedentary and have an existing health condition or other risk factors for disease. Exercise referral schemes consist of:**

- + A personal assessment involving a physical activity specialist or service to determine what programme of physical activity to recommend for their specific needs.
- + An opportunity to participate in a physical activity programme.

**The Partnership Fund will fund a post in Three Rivers for a qualified person to scope out existing provision of exercise activities, design an exercise referral scheme and engage with GPs to achieve their buy-in.**

The scheme will be delivered in partnership with Watford Borough Council, Hertsmeire Leisure and Herts Valleys CCG.

### % of physically inactive adults in Three Rivers, 2010-2012



**Source:** Public Health Outcomes Framework (PHOF); Active People Survey, Sport England

Figures above the bars represent the number of respondents doing less than 30 minutes of physical activity per week.

# Project Spotlight:

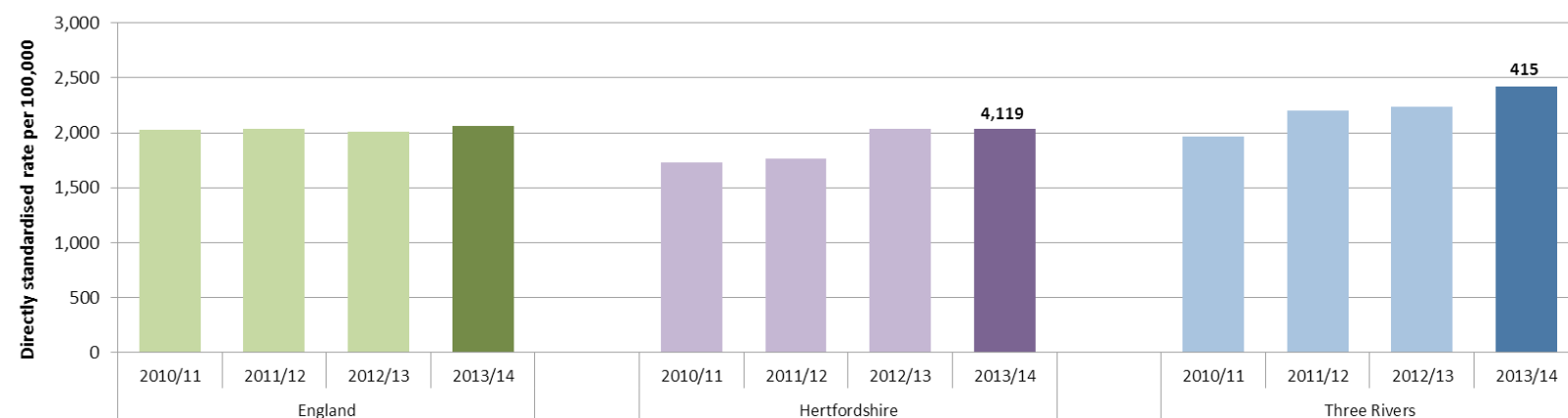
## Increased opportunities for physical activity for older people

Strong evidence demonstrates that compared to less active men and women, older adults who are physically active:

- ✚ have lower rates of all-cause mortality, coronary heart disease, high blood pressure, stroke, type 2 diabetes, colon cancer and breast cancer, a higher level of cardiorespiratory and muscular fitness, healthier body mass and composition;
- ✚ have a biomarker profile that is more favourable for the prevention of cardiovascular disease, type 2 diabetes and the enhancement of bone health; and
- ✚ exhibit higher levels of functional health, a lower risk of falling, and better cognitive function; have reduced risk of moderate and severe functional limitations and role limitations.

Evidence also shows a strong link between physical activity and improved mental wellbeing.

### Injuries due to falls in people (aged 65+) in Three Rivers, 2010-2014



Source: Public Health Outcomes Framework (PHOF); Hospital Episode Statistics (HES) and Office for National Statistics (ONS)

Figures above the bars represent the numbers of emergency admissions for falls injuries in persons 65 and over.

**The funding will be used to expand the provision of targeted exercise and physical activity classes for older people in Three Rivers, including greater joint working with private nursing homes in the district.**

**This project is aimed at increasing levels of physical activity, improving mental health and reducing falls among older people in the district.**

# Project Spotlight: Fit 4 Fun

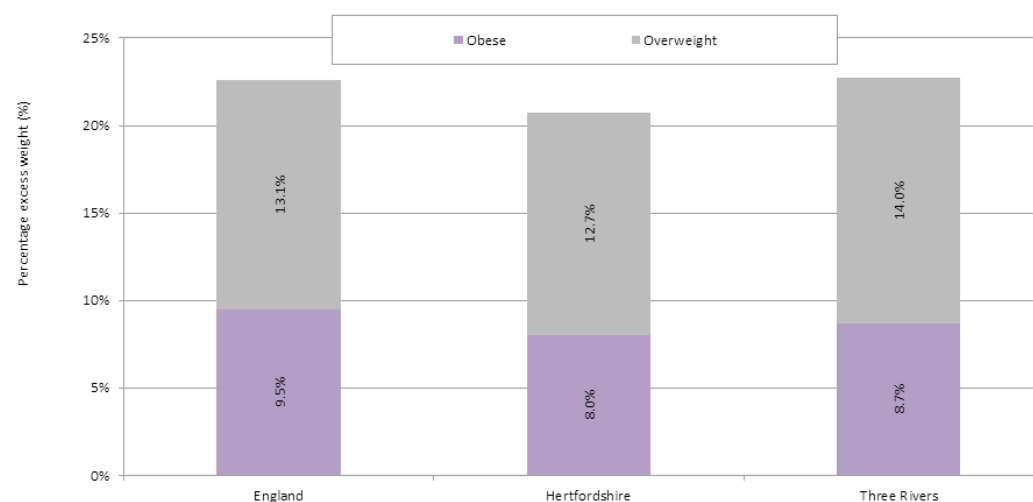
Department of Health physical activity guidelines state that all children and young people should engage in moderate to vigorous intensity physical activity for at least 60 minutes and up to several hours every day. Vigorous intensity activities, including those that strengthen muscle and bone, should be incorporated at least three days a week.

**The funding will allow the expansion of Fit 4 Fun, a lifestyle intervention aimed at Year 4 pupils (aged 8 to 9 years old) in Three Rivers.**

With the ultimate goal of reducing levels of childhood overweight and obesity, the intervention is delivered to entire year groups in those schools with the highest levels of child overweight and obesity.

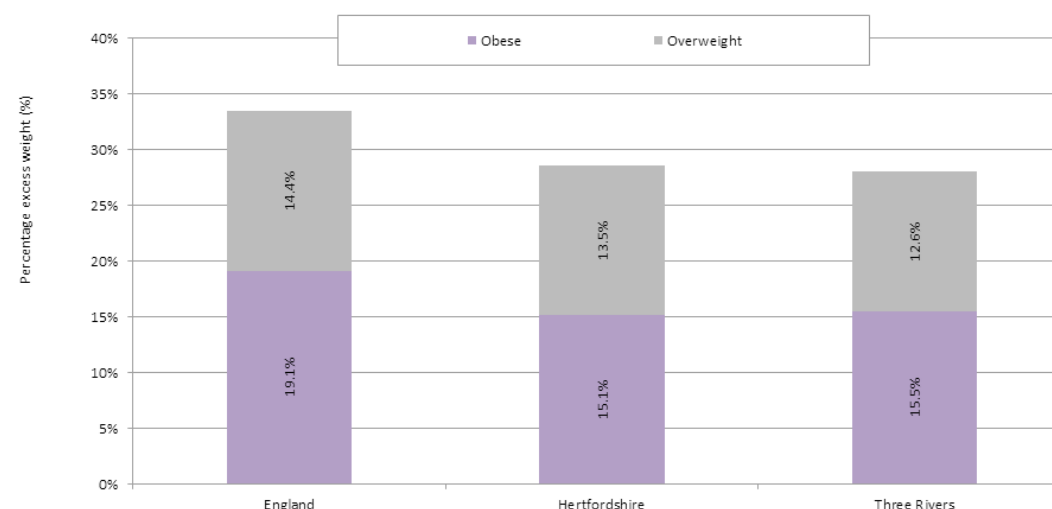
**Fit 4 Fun aims to equip pupils and parents with the skills and attitudes required to make small but sustainable modifications in their diet and daily exercise. Sessions include dietary advice, food preparation, tasting and physical activity games.**

% Excess weight in children (aged 4-5) in Three Rivers\* 2013/14



\* District values are derived by postcode of school  
Source: National Child Measurement Programme (NCMP)

% Excess weight in children (aged 10-11) in Three Rivers\* 2013/14



\* District values are derived by postcode of school  
Source: National Child Measurement Programme (NCMP)

# Project Spotlight:

## Abbots Langley Cycle Hub

The funding will be used to develop a community cycle hub in Abbots Langley, with the aim of making cycling more accessible and increasing levels of physical activity.

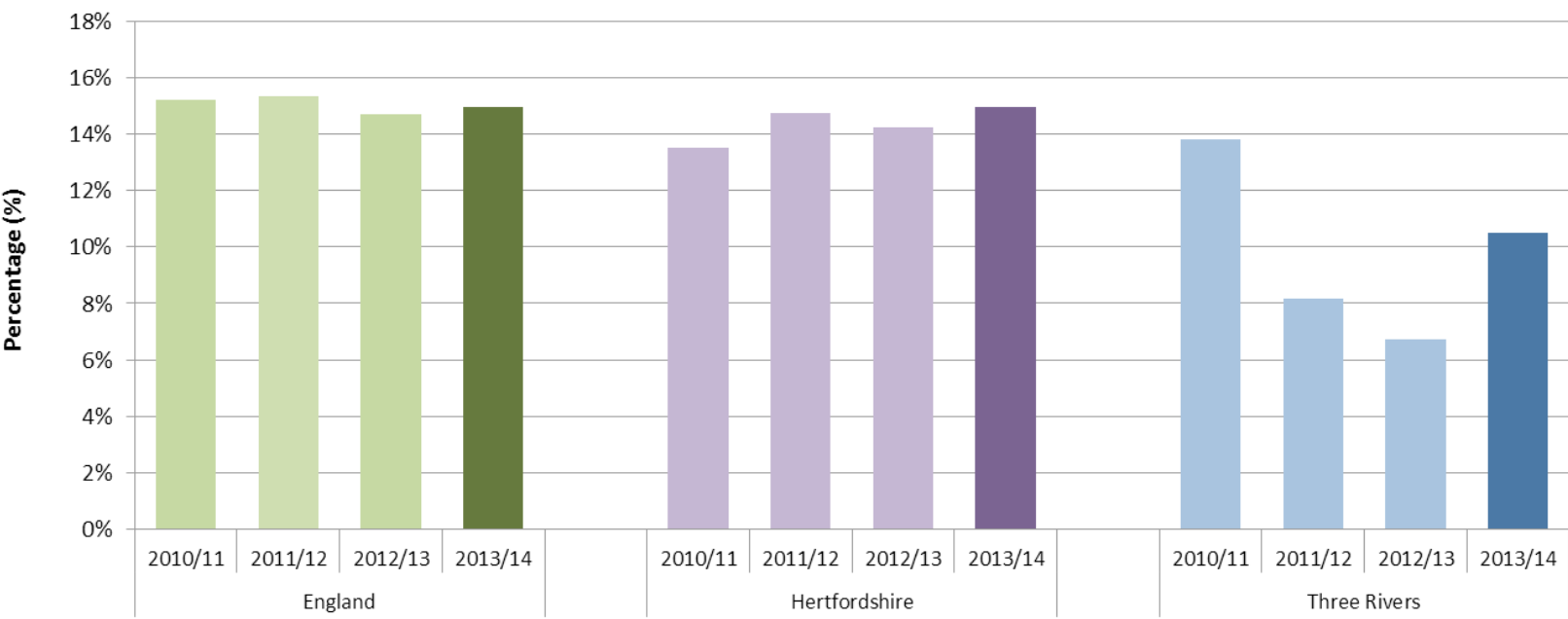
The not-for-profit cycle hub will provide a one-stop-shop designed to encourage and enable people into cycling, as well as providing apprenticeships for mechanics.

Services will include:

- + Affordable bike maintenance
- + Bike maintenance courses
- + Bike recycling
- + Sale of reconditioned bikes
- + Cycle training and advice
- + Organised group cycle rides

The cycle hub will work with schools and business in the district to promote cycling and help make it a realistic transport option for more people.

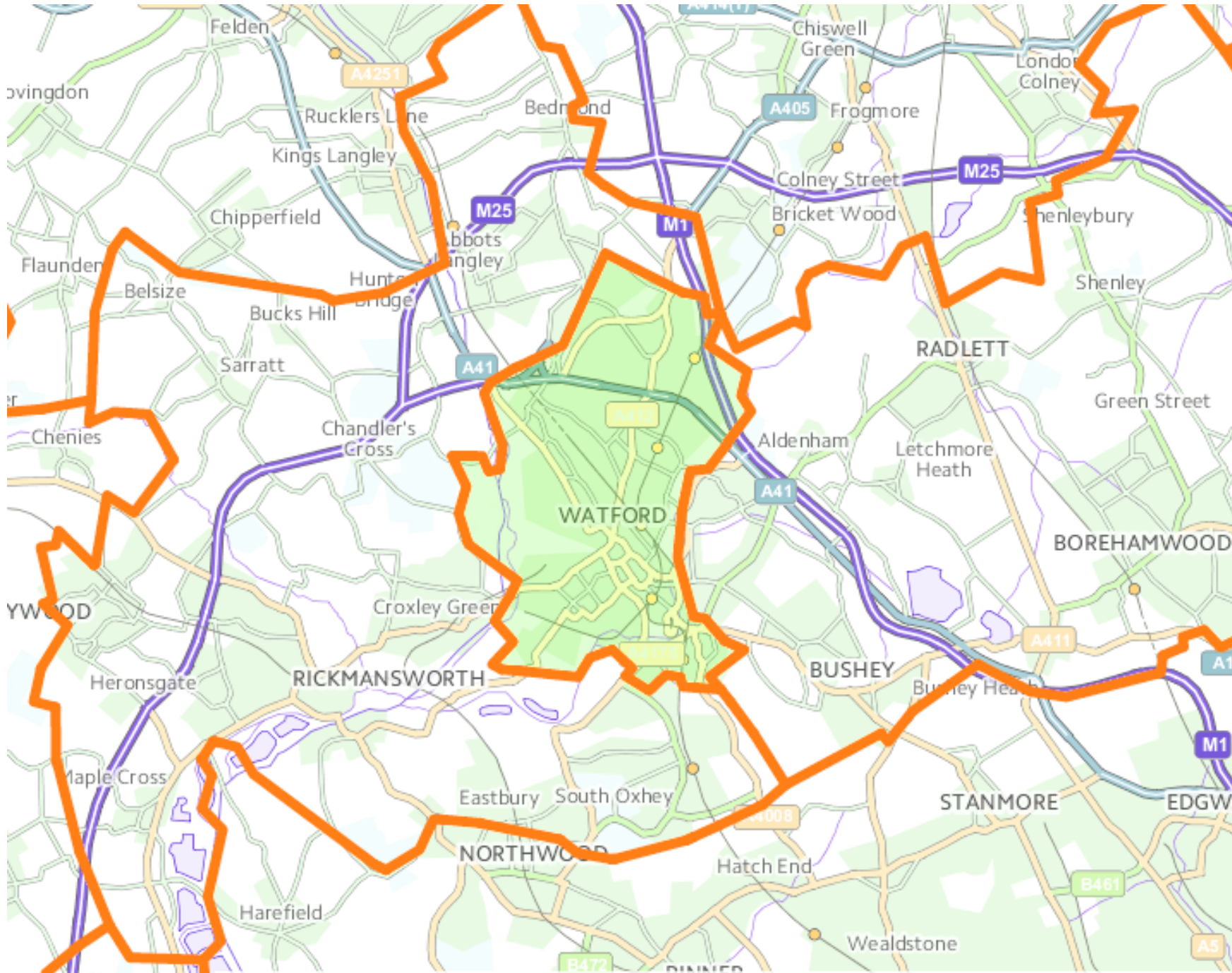
% of residents who do any cycling at least once a month in Three Rivers, 2010-2014



Source: Department for Transport Walking and Cycling Statistics Table CW0111a  
Active People Survey, Sport England



## CHAPTER 10 Public Health Partnership Fund projects: **Watford Borough Council**



Population:  
**95,500**

# Project Spotlight:

## Street improvement pilot

Healthy Homes schemes aim to prevent ill health and injury resulting from poor quality housing conditions. A joined-up partnership approach is taken to tackling common issues that can have a significant impact on residents' health and wellbeing, such as living in damp conditions, having difficulty managing household bills or struggling to get around without adaptations to the home due to a disability.

Properties are visited in the areas with the greatest health and housing support needs, in order to gather information about the occupants and their health needs, as well as the condition of their homes.

**With multiple agencies working together, a broad range of needs can be identified and addressed through this single intervention**

**Residents are proactively provided with free help and advice on issues such as:**

- + excess cold, damp and mould
- + falls prevention in the home
- + fire safety and security
- + healthy eating
- + quitting smoking
- + fuel poverty and keeping warm through the winter
- + accessing healthcare
- + benefits and debt management
- + employment and training opportunities
- + activities in the local area
- + access to support agencies



If serious health and safety risks to tenants are identified, Environmental Health Officers can use enforcement powers to make unwilling landlords improve properties.

The funding will be used to design and deliver a targeted street improvement pilot project in Watford based on this Healthy Homes model.

# Project Spotlight:

## Outdoor gym training sessions

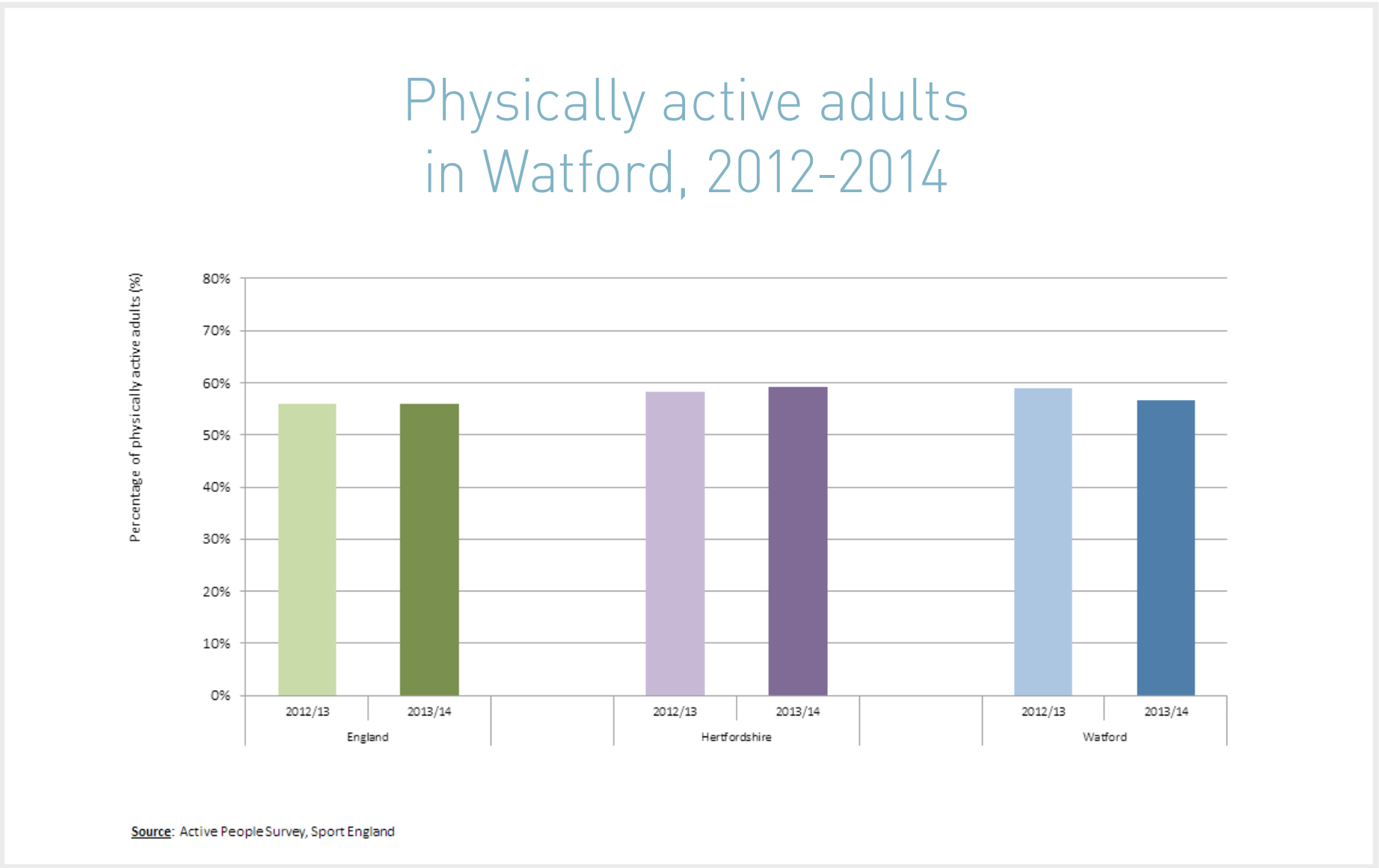
While many people enjoy using traditional gyms to get regular exercise, their appeal is not universal and the cost of membership can be prohibitive for people on low incomes.

**Outdoor gyms offer an accessible alternative to their indoor equivalents. They include much of the same equipment found in an indoor gym, but specifically designed for outdoor use.**

Situated in public parks and play areas, outdoor gyms are intended to encourage local residents to get outside, enjoy the fresh air and get in shape.

They are suitable for people of all ages and fitness levels, and don't require any experience. Crucially, they are free to use, with no membership fees to pay.

**To encourage uptake of Watford's outdoor gyms, the funding will be used to provide a series of free training sessions by a qualified coach to local residents.**



Attendees will be taught how to exercise on the free runner, sit up bench, flexi wheeler, body flexer and cross trainer during these fun and informal sessions, with the aim of enabling them to make regular use of the outdoor gym equipment.

# Project Spotlight:

## Small grants for local health improvement

This project provides small grants for local health improvement projects delivered by the voluntary sector.

The role of the voluntary and community sector (VCS) in health care is well established, with the NHS spending £3.4 billion annually in the voluntary and community sector.

**Small community-based charities often have a detailed understanding of local need, strong networks and high levels of community trust which make them ideally placed to tackle national health issues at a local level.**

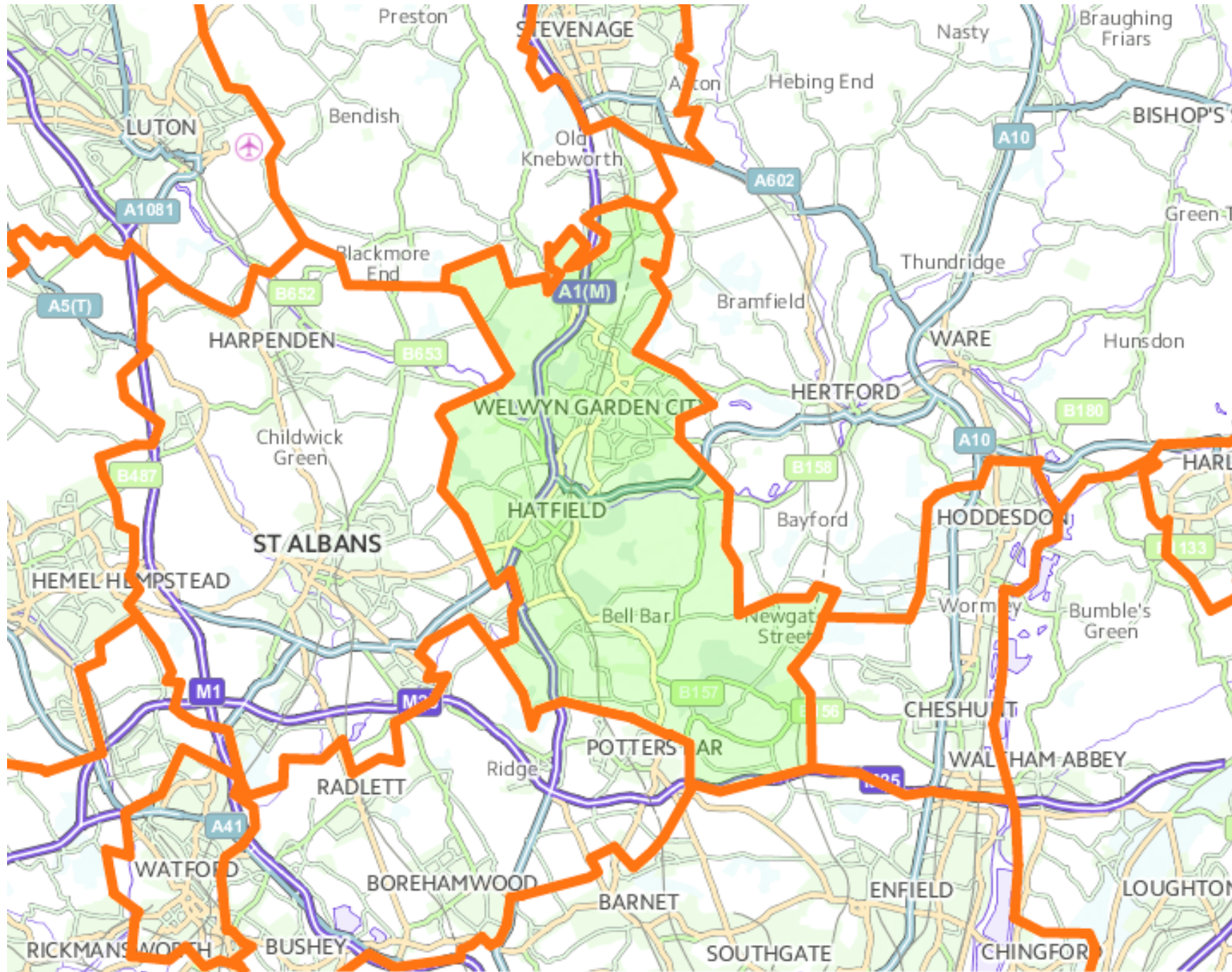
Third sector led health improvement projects around the country have proved effective in addressing a wide range of issues including improving blood pressure, tackling obesity, reducing alcohol consumption, supporting the health and wellbeing of older people and improving engagement with health services.

**The funding will enable Watford local authority to run a small grants scheme for health improvement projects delivered at the community level by third sector organisations. Similar schemes are being set up by several other Hertfordshire local authorities as part of their own Partnership Fund plans.**





## CHAPTER 11 Public Health Partnership Fund projects: **Welwyn Hatfield Borough Council**



Population:  
**110,535**



# Project Spotlight:

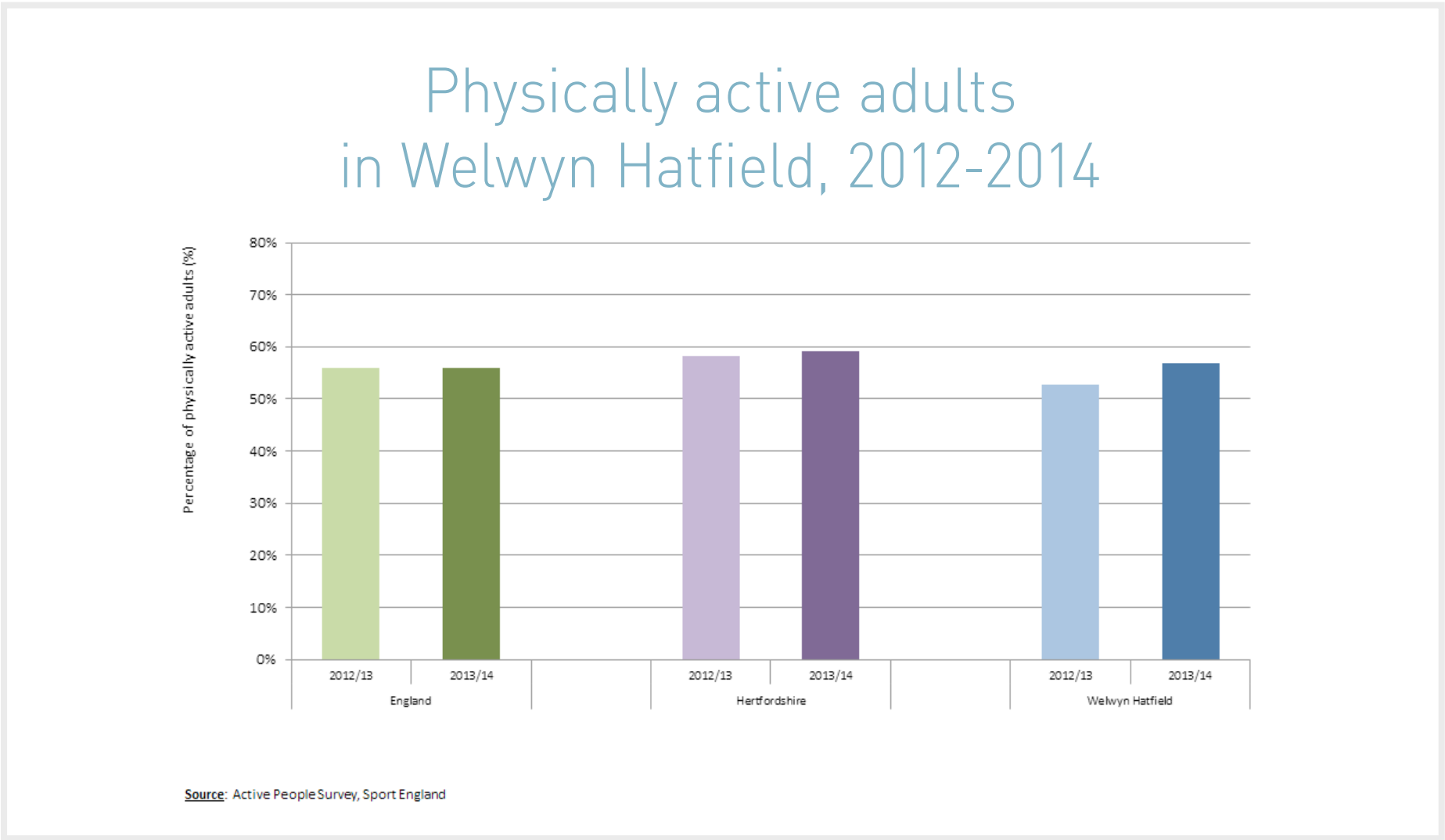
## Health Walks

Walking is one of the easiest ways to get more active, lose weight and become healthier. Although often underrated as a form of exercise, walking is ideal for people of all ages and fitness levels who want to be more active.

Regular walking has been shown to reduce the risk of chronic illnesses, such as heart disease, type 2 diabetes, asthma, stroke and some cancers.

**Hertfordshire Health Walks is a countywide initiative of free walks led by trained volunteers and coordinated by Hertfordshire’s Countryside Management Service (CMS). It aims to help promote walking and encourage more people (of all ages, backgrounds and abilities) to get outdoors and get more active.**

Health Walks are regular, short, brisk walks which are planned in advance, organised and led by fully trained, insured, volunteer walk leaders. Walks are graded on a 1-4 scale in terms of the estimated time it will take and whether or not there are hills or stiles. This allows participants to work their way through the different levels as their fitness improves.



**Tying in with the Hertfordshire Year of Walking, the funding will be used to deliver new Health Walks in Welwyn Hatfield in partnership with HCC Countryside Management Service. Additional financial support is also being provided by Herts Valleys Clinical Commissioning Group (CCG).**

Walks will be targeted at the wards with the greatest health need with the intention that GPs will be able to refer patients directly into Health Walks who would benefit from raising their levels of physical activity.

# Project Spotlight:

## Tackling fuel poverty

On average 40,000 more people die in winter (from December to March) in the UK than would be expected from death rates in the rest of the year. Living in warm, dry, well ventilated homes rather than cold, damp homes can not only reduce winter mortality, but also reduce illness and promote faster recovery from illness, prevent unnecessary hospital admissions, support timely discharge and maximise independent living.

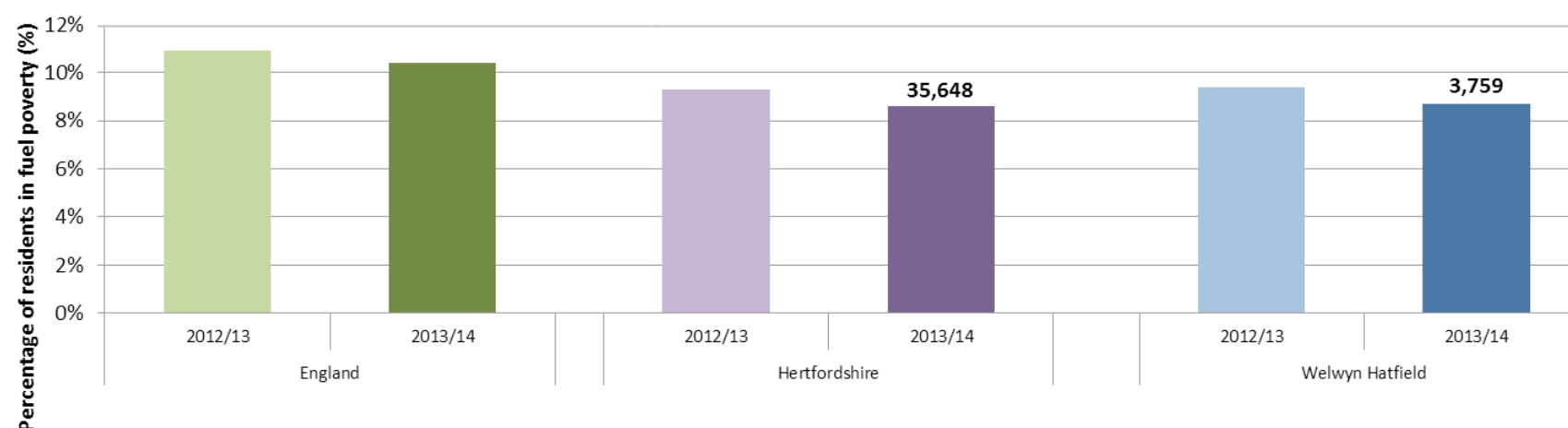
**Fuel poverty in England is measured by the Low Income High Costs definition, which considers a household to be in fuel poverty if:**

- + they have required fuel costs that are above average (the national median level)
- + were they to spend that amount they would be left with a residual income below the official poverty line

**Five factors determine how easy it is to keep a home warm:**

- + the energy efficiency of the house
- + occupancy level related to the size of the house
- + household income
- + the cost of fuel
- + the external environment

### Fuel poverty in Welwyn Hatfield, 2012-2014



Source: Public Health Outcomes Framework (PHOF 1.17 Fuel Poverty)

Figures above the bars represent the number of residents living in fuel poverty.

**The funding will be used to undertake an enhanced housing stock condition survey in Welwyn Hatfield. This will provide a rich set of data on local needs which will inform the development of a new fuel poverty strategy for the district.**

The funding will also enable a local fuel poverty adviser to be based in the Citizen's Advice Bureau, providing information and support for members of the public who are in or at risk of fuel poverty.

# Project Spotlight:

## Compulsive hoarding and mental health

**Compulsive hoarding means excessively acquiring items that appear of little or no value and not being able to throw them away, resulting in unmanageable amounts of clutter.**

People with hoarding difficulties may suffer from obsessive compulsive disorder (OCD). Hoarding is also often associated with other forms of anxiety and depression.

In extreme cases, the piles of clutter can become a fire risk and can result in tripping and falling. Because the home is virtually impossible to clean, living conditions tend to be very unhygienic and can lead to rodent or insect infestations, blocked drains and other problems that may also affect neighbouring properties. When this happens, hoarding becomes an Environmental Health issue.

The local authority has the power to intervene when cases of hoarding pose a nuisance or a health and safety risk to neighbours; however, it is now recognised that simply clearing the clutter away in itself is not an adequate solution, as it fails to address the underlying issues and the hoarding is likely to continue.

It is estimated that the prevalence of hoarding disorder is

**1.5%**

this equates to 1,740 people in Welwyn Hatfield

Research has found that people with hoarding disorder tend to be older and more often unmarried

**67%**

People with hoarding disorder are also more likely to be impaired by a current physical health condition

**52.6%**

or comorbid mental disorder

**58%**

and to claim benefits as a result of these issues

**47.4%**

**The funding will be used to conduct a pilot intervention aimed at tackling hoarding effectively in Welwyn Hatfield. The intervention will take a human-centred approach, working in partnership with Care for Freedom, a social enterprise which provides care and support to those in the community who require assistance with their social needs. Housing trust, fire service and environmental health partners will also be involved – delivering a comprehensive intervention which addresses mental health needs as well as risks to health & safety.**

# Project Spotlight:

## Cooking skills for parents and young children

In recent years, purchases of ready meals have increased considerably in the UK due to their convenience and relative cheapness while home-cooking skills are declining.

Poor diet leads to increased risk of obesity and chronic diseases such as heart disease and type 2 diabetes.

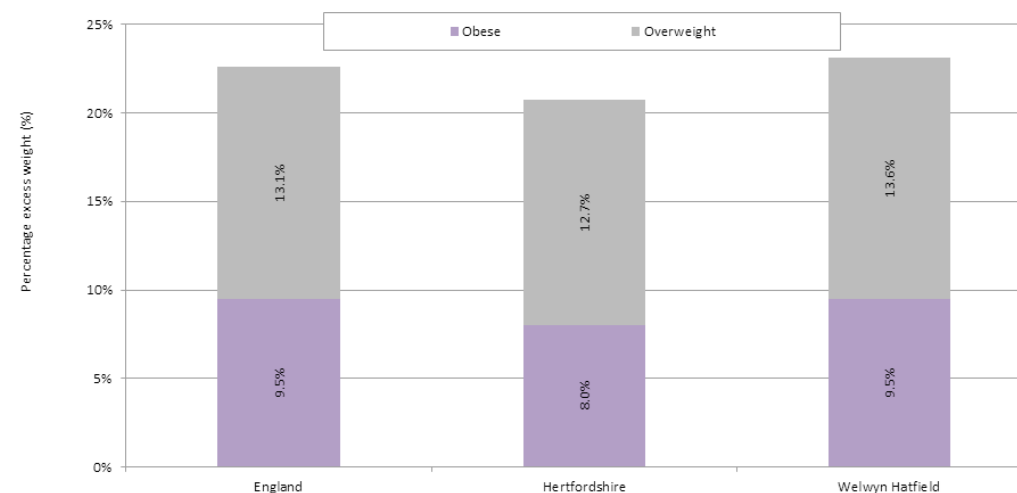
People living in areas of deprivation are more likely to lack nutritional knowledge and cooking skills. This lack of home-cooking skills reduces their likelihood of cooking and eating freshly cooked meals, resulting in a low fruit and vegetable intake. Additionally, poor cooking skills have been reported to be a strong predictor of ready-meal consumption, which can contribute to higher total energy, fat, salt and sugar intakes.

**Community based cooking skills programmes have been shown to have lasting benefits in improved confidence in preparing home cooked meals and improved eating habits.**

Building on an existing intervention called Cook in the Box, which has been delivered in local Children's Centres, the funding will be used to develop a robust programme of cooking skills for families with young children. The programme will aim to improve eating habits among children aged 0 to 11 and their parents by equipping them with nutritional and cooking knowledge and the skills and confidence to put them into practice.

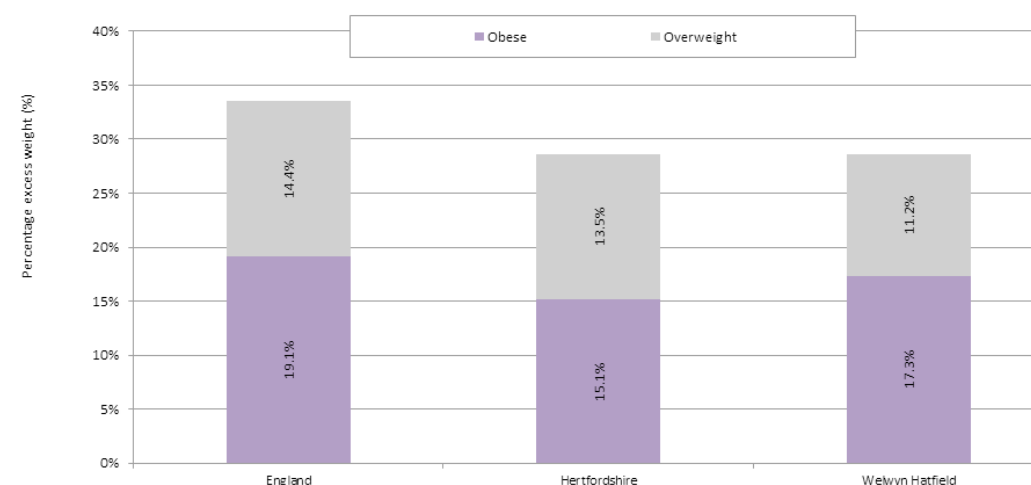
**The programme is intended to be rolled out across Children's Centres and other community settings in the district, with the ultimate aim of reducing the prevalence of childhood and adult obesity and reducing premature mortality.**

% Excess weight in children (aged 4-5) in Welwyn Hatfield\* 2013/14



\* District values are derived by postcode of school  
Source: National Child Measurement Programme (NCMP)

% Excess weight in children (aged 10-11) in Welwyn Hatfield\* 2013/14



\* District values are derived from postcode of school  
Source: National Child Measurement Programme (NCMP)

## CHAPTER 12 Where next for the Public Health District Partnership?

As a new and innovative model of collaborative working, the first year of the Partnership Fund has provided a wealth of vital experience which will inform our planning and implementation in year two across the partnership of local authorities.

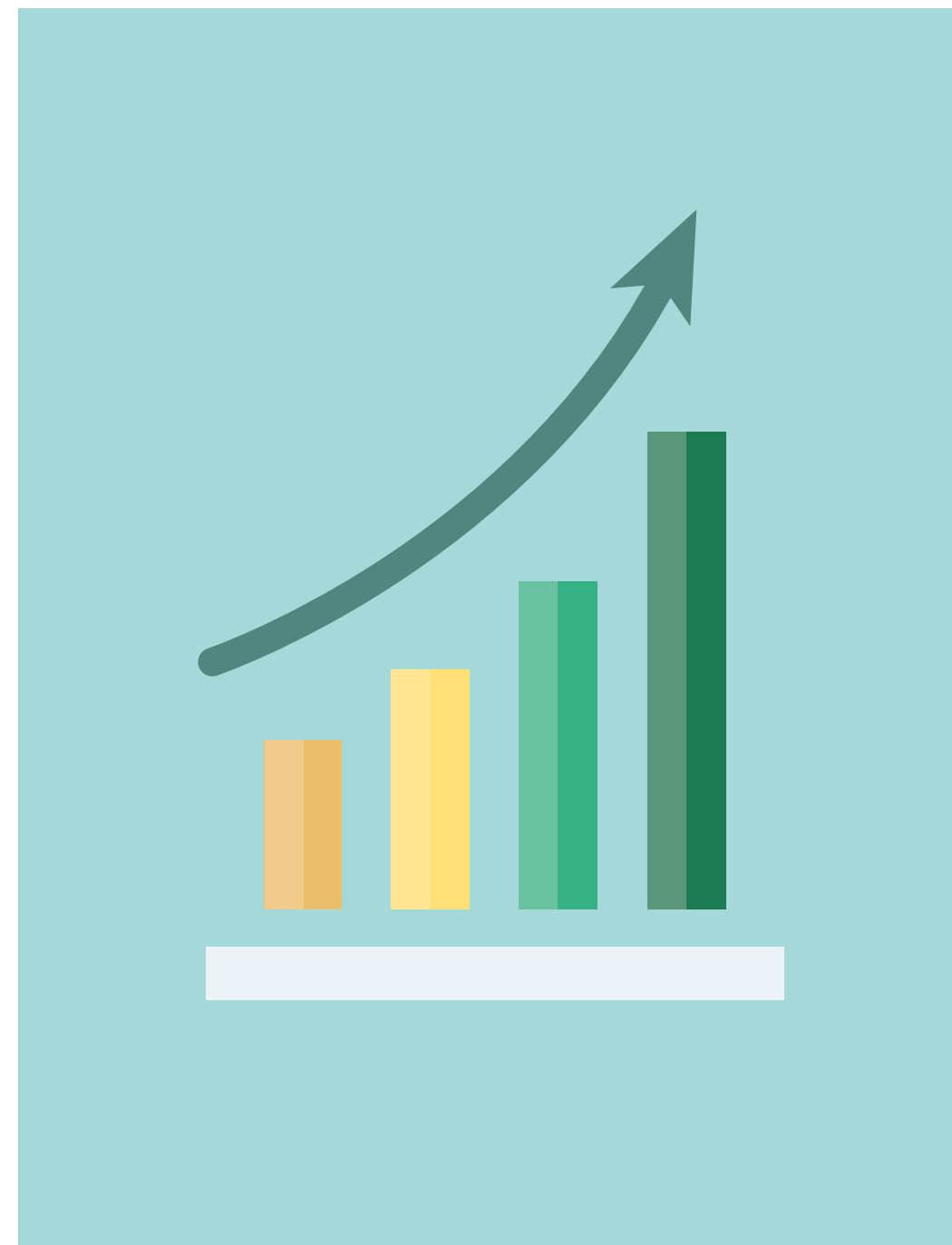
Year two of the Partnership Fund will provide a further opportunity for Hertfordshire's ten districts and boroughs to deliver projects and initiatives in their own areas in response to local level needs and priorities, while drawing on the lessons learnt from the first stage of the initiative.

District and borough council partners will continue to be supported through a series of dedicated Partnership Fund workshops, looking at good practice in intervention design, evaluation, and using evidence and health needs assessment, as well as regular one-to-one input from our Public Health team.

Support will also be provided in assessing the effectiveness of Partnership Fund projects which lend themselves to evaluation and in which

it has been possible to collect suitable data for analysis. These analyses will be fed back directly to district and borough partners to inform their future decision-making, as well as contributing to our assessment of the Partnership Fund's overall impact.

While the individual projects themselves are aimed at directly addressing health needs at a local level, it has always been intended that the Partnership Fund should be more than the sum of its parts. Its broader overarching aims are to facilitate a greater spirit of collaborative working in public health between the county and the district and borough local authorities, and to empower the lower tier local authorities to take a greater role in setting and acting upon public health priorities in their own areas. Assessing the immediate and longer term impact of the Partnership Fund in achieving these goals, alongside the effectiveness of the individual projects, will be key to establishing the success of this exciting and innovative model of public health partnership working.







Hertfordshire's Director of Public Health  
Annual Report 2015 – 2016

The Public Health District Partnership

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