

Cheshire West & Chester Council
2018 Public Health Annual Report

Spotlight on Place and the Wider Determinants of Health



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Cheshire West
and Chester

Foreword



Ian Ashworth
Director of
Public Health

As Director of Public Health at Cheshire West and Chester Council, I am delighted to present this year's Public Health Annual Report. This year we shine a spotlight on place and the wider determinants of health, looking at both national policy and the actions we are taking locally.

Wider determinants, also known as social determinants, are the conditions into which we are born, grow, live, work and age. They are a diverse range of social, economic and environmental factors that greatly influence people's health and wellbeing. It is the wider determinants that are mostly responsible for the unfair and avoidable differences in health status seen within and between our communities.

Everyone has a vital role in strengthening the wider determinants and working to support individuals, families and communities.

One of the exciting approaches we have adopted is a place-based system, to develop local solutions with communities. Residents can take control of their own health and wellbeing and have more influence on the factors that underpin good health. We are excited to share some of the innovative work taking place in our three trailblazer communities of Ellesmere Port, Winsford and Lache in this report.

I would like to thank the individuals and organisations who contributed to this report and the editorial team. The variety of projects covered by this report reinforces the support from partners in acknowledging their role in improving the public's health and how working together we can achieve the best health and wellbeing outcomes for everyone in west Cheshire.

A stylized, handwritten signature in black ink, appearing to read 'Ian Ashworth'.

The Council vision is to help the borough - including residents, communities and the local economy - to thrive by 2020. This report also links to the following Council outcomes:

- All our families, children and young people are supported to get the best start in life
- Vulnerable adults and children feel safe and are protected
- Older people and vulnerable adults are compassionately supported to lead fulfilled and independent lives
- Cleanest, safest and most sustainable neighbourhoods in the country
- Vibrant and healthy communities with inclusive leisure, heritage and culture
- Our resources are well managed and reflect the priorities of our residents
- People are well educated, skilled and earn a decent living
- A well connected and accessible borough



Contents

Foreword	2
Life Expectancy	4
Wider Determinants of Health Indicators	6
1. Helping the Borough Thrive	7
2. Starting Well	9
3. Age Friendly	10
4. Planning for Health	11
5. Environmental Sustainability and Health	12
6. Active Travel	13
7. Poverty Truth Commission	14
8. Social Prescribing	15
9. Alcohol Related Behaviour	16
10. Care Communities	17
Update on Last Year: Mental Health	18



West Cheshire - life expectancy (2011-2015)

Where we live and the factors that influence our everyday lives have an impact on our life expectancy. At birth male life expectancy is 79.4 years and female life expectancy is 83.1 years. Below borough level there is significant variation in life expectancy between wards within Cheshire West and Chester.

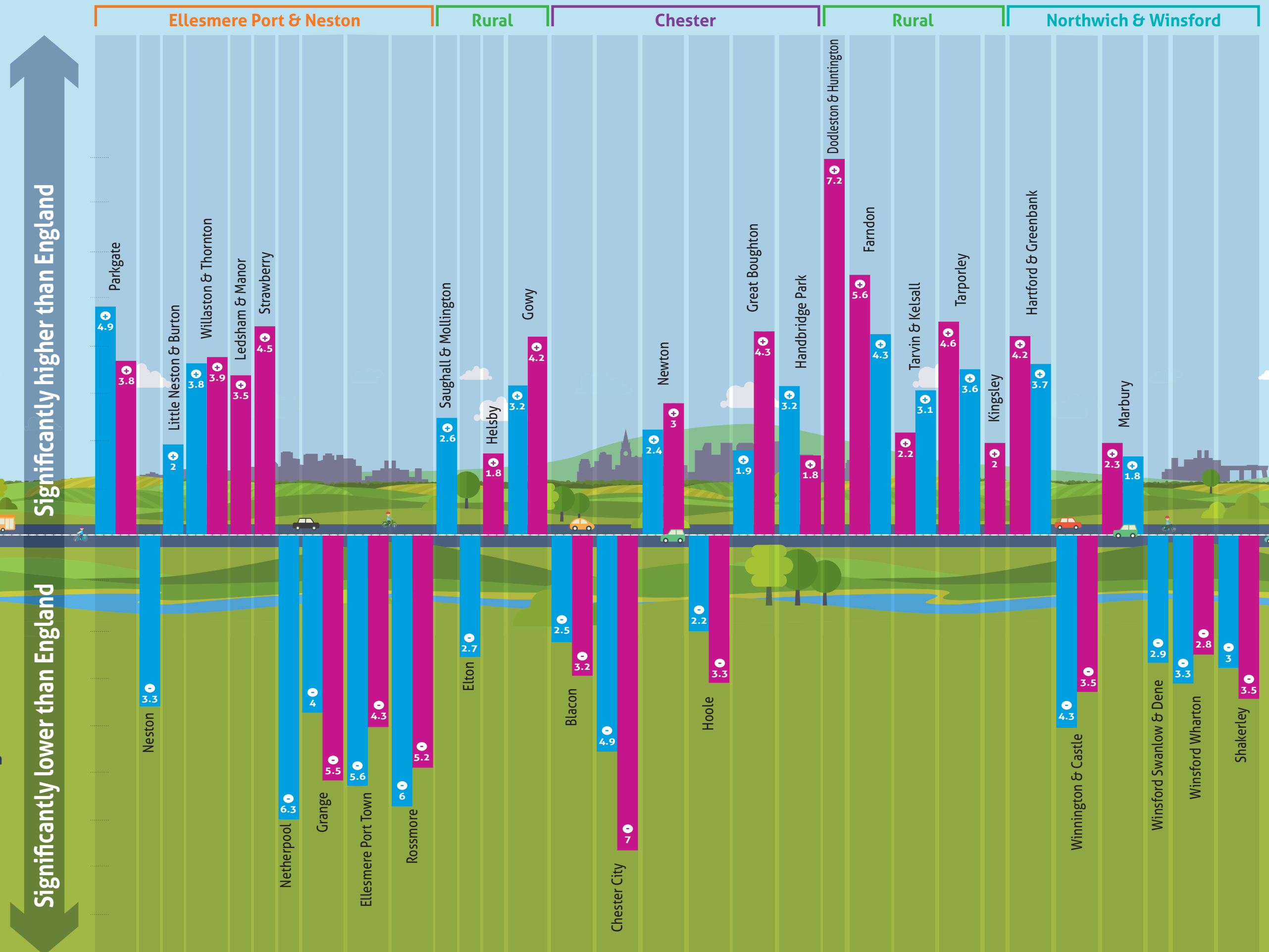
Life expectancy in Cheshire West and Chester is similar to the England average for the five year pooled period 2011-2015

Difference in years from the England average

Male

Female

Produced by Insight and
Intelligence, October 2018.
research@cheshirewestand
chester.gov.uk
Source: Public Health England



Wider Determinants of Health Indicators in West Cheshire

KEY Statistical significance compared to England average: ● Better ● Similar ● Worse



1. Helping the Borough Thrive

Where we live, work and play has an impact on our quality of life and mental and physical wellbeing. Being able to influence the community in which we live is invaluable. Our community-centred projects allow for the development of local solutions by the people who live there, using the resources available, integrating services and building resilience. Residents can take more control of their health and are better able to influence the factors that underpin wellbeing.

The four core approaches to community-centred health and wellbeing are:

- Strengthening communities – building community capacity to take action on health
- Volunteer/peer roles – providing advice, information and support, and organising activities
- Collaborations and partnerships – working with communities to design and deliver services
- Access to community resources – connecting people to information and social activities

Winsford Whole Place

Three dedicated work streams have been identified in Winsford:

1. Investment to support **regeneration of the town centre**, improve transport and connectivity, deliver more and better accessible and affordable homes, enhance public spaces and make best use of community assets
2. A range of initiatives to tackle root causes of deprivation including: **education**; health related **worklessness**; and low incomes for individuals in **employment**
3. A range of initiatives to ensure the **independence and wellbeing** of vulnerable adults, families and children

There is a clear emphasis from the community on 'quality' and improving the retail and leisure experience for local residents and visitors. This project work focusses on:

1. A '**Retail Core**' that benefits from a partial redevelopment of the existing shopping centre. This is vital to the delivery of regeneration in Winsford and in raising the profile for those who live, work and spend time there
2. A '**Walkable Neighbourhood**' where new residential development around the town will improve connections to the town centre and waterfront



3. A '**Leisure Gateway**' that takes advantage of the waterfront location to deliver new homes and leisure facilities. The old High Street is also seen as a key link between the leisure gateway and the town centre
4. A '**Greenway**' to improve connections between the waterfront and the town centre. New facilities at Town Park give people a reason to spend time there
5. A '**High Street for people**' – reducing the dominance of cars along this route and making the High Street more of a place for people



Building Futures Ellesmere Port

The challenge of improving the health and wealth of people living in the five most deprived wards of Ellesmere Port has demanded a new and unique way of working: by giving power to the people.

The multi-agency programme Building Futures aims to help residents flourish by providing services relevant to those who use them. Building Futures offers residents the chance to share power with local decision-makers so that their needs are listened to and they have influence over how services are designed and delivered.

There are three broad objectives of the Building Futures Programme:

1. To improve coordination and integration of services to maximise existing resources aimed at addressing the key causes of poverty in Ellesmere Port
2. Implementing a strategic approach to plugging gaps identified in service provision
3. Implementing a culture change within organisations to facilitate working closer together

An action plan has been developed around three key work streams:

- **Raising Aspirations** - focusing on improving connections between schools and local industry so that young people are aware of the variety of job opportunities available locally, make informed decisions about their education choices and are inspired to achieve their goals
- **Employment and Skills** - focusing on integrating health dimensions within employment support, providing mentors to assess individual requirements for training and skills and identifying suitable opportunities for signposting to health support
- **Health and Wellbeing** - improving access to low level primary mental health services and improving coordination of preventative health initiatives

Photo courtesy of Lache Community Centre



Enabling Lache

Work in Lache has been steered all the way by residents in the local community. The group are working alongside a number of key agencies already operating in the local area to develop a variety of projects. The aim is to get a balance of evidence based need and locally identified benefit, to shape the developments within the community. Enabling Lache is a journey of culture change which has been achieved by engaging with and empowering residents to take ownership for making a real difference to their community.

The partnership community group has established a number of work streams looking at:

1. Improving health and wellbeing
2. Implementing initiatives to improve the local environment
3. Reducing levels of child poverty and raising aspirations
4. Integrated working and engaging with residents
5. Employment and skills opportunities



2. Starting Well

Council Outcome: All our families, children and young people are supported to get the best start in life



Did you know?

In west Cheshire the percentage of babies whose mums breastfeed them until at least six weeks of age is increasing (1,410 babies in 2017/18 – **40.1%**)

Giving every child the best start in life is crucial to reducing health inequalities across the life course. A new and innovative 0-19 years service was launched in 2018. This brings together Children's Centres, Child and Family Health Services with Education, ensuring delivery of a high quality preventative service to improve the health and wellbeing of children, young people and their families. We want our children to get the best start in life and be safe, happy, healthy, resilient and able to reach their potential.



Kat, a mum of two, remembers the amazing support her health visitor had given her during the first few months of her children arriving: "Laura, the breastfeeding lead health visitor, was a brilliant source of encouragement. The amount of support available from Cheshire and Wirral Partnership NHS Foundation Trust was fantastic and kept me going when things were tough. I can't thank Laura, my midwife Helen and Bosom Buddies enough for all of their support over the last few years. It's due to them that I volunteer my time and I am proud of the work we do to help normalise breastfeeding." Bosom Buddies volunteers work with new mums to increase breastfeeding knowledge and skills to help give our children the best start in life.

Kat volunteers for Breastfeeding Friendly Chester. They work to sign up businesses who will welcome breastfeeding and train their staff to make families feel welcome. The volunteers have made excellent links with the local Starting Well service. The volunteers come along to events held in local libraries and shops to offer breastfeeding support.

Photos courtesy of Cheshire and Wirral Partnership



3. Age Friendly

Council Outcome: Older people and vulnerable adults are compassionately supported to lead fulfilled and independent lives



Did you know?

In 2016 it was estimated that over 38 thousand people aged 65 and over in west Cheshire (**54.4%**) were taking part in volunteering or civic engagement activities

The World Health Organization developed the concept of Age-friendly Cities and Communities and Global Networks to create better places to live and grow older for everyone.

Making places age-friendly enables people to stay connected to the people and places that are important to them.

In 2018 we were selected to become members of the Global and UK Networks for Age-friendly Communities, recognising our achievements and commitment to creating an age-friendly borough.

Our approach to age-friendly communities and ageing well is being shaped by our residents and builds on the work of our older people's forums, community groups and organisations.

A strategic collaborative group guides our work and a recent workshop inspired a network of people committed to action. We want all our residents to feel included and able to do the things they value; enjoying happy, fulfilled and independent lives. Our vision is to create a place where we can all live happy, healthy lives and live life to the full as we grow older.

Photo courtesy of Brightlife

Silver Rainbows is a new LGBT+ (lesbian, gay, bisexual, trans, plus other identities) social network (including a virtual network) shaped and driven by people aged over 50. The project also captures and records the stories of older LGBT+ people, raising awareness about the needs of the older LGBT+ people with service providers across the borough.

Sue (65) from Tarporley only realised that she was a lesbian a couple of years ago after retiring from her career in midwifery. Living in a rural community, there was no one to reach out and talk to. She was a member of a choir called Decibellas and a young lesbian friend encouraged her to join the Manchester Lesbian Gay Choir where she began to meet more LGBT+ friends. One



of these introduced Sue to the Silver Rainbows group in Chester. Sue explained: "It was terribly isolating coming out as a woman in my 60's and I didn't have anyone to really talk to about it. Going along to the Silver Rainbows group has opened up so many more doors for me and it has been great to talk to people without feeling judged."



4. Planning for Health

Council Outcome: Cleanest, safest and most sustainable neighbourhoods in the country

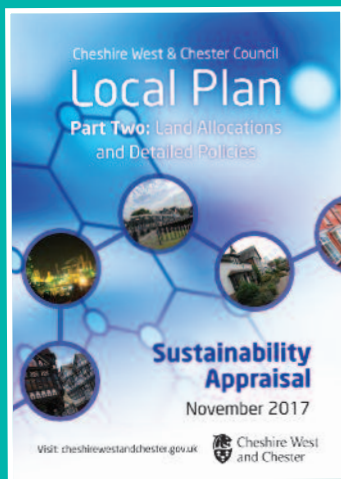


Did you know?

Based on 3,616 respondents, **84%** of people living in West Cheshire are satisfied with their local area as a place to live

The Cheshire West and Chester Local Plan (Part One) Strategic Policies is the first local development document to be produced by Cheshire West and Chester Council. The purpose of this Plan is to provide the overall vision, strategic objectives, spatial strategy and strategic planning policies for the borough to 2030.

Local Plan (Part One) policy (SOC5) supports the provision of new or improved health facilities and links to healthcare. It also supports opportunities to widen cultural, sport and leisure availability. It particularly focuses its support on areas of recognised need.



The Public Health team work closely with the Planning team. The promotion of health and wellbeing is a key thread running through the Local Plan (Part One). It is shaped by many Council policies and objectives. These include promoting diversity, feeling safe, addressing community safety, health

inequalities and reducing deprivation. In the emerging Local Plan (Part Two) one of the policies we are strongly supporting is the inclusion of restrictions on hot food takeaways in close proximity to schools. These applications have the potential to impact on health, especially children. They also give rise to significant adverse impacts on residential amenity in terms of noise, vibrations, odours, traffic disturbance, litter or hours of operation. Planning conditions may be used to mitigate impacts to protect health and residential amenity.



5. Environmental Sustainability and Health

Council Outcome: Cleanest, safest and most sustainable neighbourhoods in the country



Did you know?

In 2016 16,493 households (**11.3%**) in west Cheshire were living in fuel poverty

The National Sustainable Development Unit identifies four key areas of action for Health and Wellbeing Boards. One of the areas of action that is being addressed in west Cheshire is Housing and Fuel Poverty.

Existing housing stock emits 13 percent of our carbon dioxide so there is a strong case for improving the environmental standards of housing. The annual cost to the NHS of both cold

homes and falls is estimated to be over £1 billion. Improving household energy efficiency can have benefits for health and wellbeing through improved indoor temperatures and air quality, as well as helping to address fuel poverty. To tackle fuel poverty locally, an in-house energy company has been established by Cheshire West and Chester Council and this is described in more detail in the case study below.



Qwest Services is a joint venture between Cheshire West and Chester Council and ENGIE. In 2018 Qwest Energy was launched to reduce fuel poverty among the residents of the borough. Qwest Energy is committed to offering competitive products to suit customers' needs, minimising impact on the environment through offering 100 percent renewable electricity, and investing in local community projects. The expected benefits of the service are lower cost heating, more disposable income, fewer emissions, lower air pollution and fewer excess winter deaths.



6. Active Travel

Council Outcomes: • A well connected and accessible borough
• Cleanest, safest and most sustainable neighbourhoods in the country
• Vibrant and healthy communities with inclusive leisure, heritage and culture opportunities



Did you know?

It is estimated that over 182,000 adults (**68.4%**) aged 19 and over in west Cheshire are physically active for at least 2.5 hours a week (moderate activity)

Active travel is a simple, low cost and effective way for people to go about their day to day life whilst increasing levels of physical activity. Active travel includes all forms of non-motorised travel, in particular walking and cycling.

The growth in road transport has been a major factor in reducing levels of physical activity and increasing obesity. Building walking or cycling into daily routines are the most effective ways to increase physical activity. Short car trips (under five miles) are a prime opportunity for switching to active travel and to public transport.

Active travel is a priority area for Cheshire West and Chester Council and forms part of the Place and Planning section of the Eat Well Be Active Framework.



In 2018 the Cheshire West and Chester Active Travel Forum was launched. This forum brings together public and private organisations and individuals to support active travel as a simple, low cost and effective way for people to travel whilst increasing levels of physical activity in their day to day life. The Forum's vision is:

To improve the health of west Cheshire residents by promoting active travel modes as the natural choice for shorter journeys, or as part of a longer journey in west Cheshire, regardless of age, gender, fitness level or income.



7. Poverty Truth Commission

Council Outcomes: • All our families, children and young people are supported to get the best start in life • Older people and vulnerable adults are compassionately supported to lead fulfilled and independent lives



Did you know?

In 2016, 7,300 children (**12.7%**) aged under 16 in west Cheshire lived in low income families

Individuals living in poverty are more likely to experience poor housing, a lack of employment opportunities and lower income. The West Cheshire Poverty Truth Commission (PTC) aims to tackle the root causes of poverty. It makes sure people with lived experience are at the heart of how the borough thinks and acts in tackling poverty and inequality. Community members take the role of community inspirers and work to identify priorities that they feel impact on poverty. The first poverty truth commission

saw 15 community inspirers spend time with local civic, business and faith leaders, getting to know and trust each other, listening and learning from each other. The project deepens understanding of the emotive and difficult sides of poverty to improve perceptions, challenge stereotyping, and lead to better decision-making by the borough's leaders across business, public and voluntary sectors. The commission created safe spaces for the community inspirers to tell their stories. The group established three priorities they felt were important for people living in poverty: a person centred approach, the benefits system and mental health and well-being. The second PTC will launch in 2019 with a focus on children and young people.



Lisa, a community inspirer, talks about her experience.

"I was introduced to the Poverty Truth Commission while attending a drama group for victims of domestic abuse. I decided to join to share my story and hoped I'd be able to understand myself more. Before I joined our wonderful group of amazing people, I was full of fear and didn't have much confidence but now my confidence has grown loads, I'm so grateful for being made welcome and accepted by everyone. I started alongside the other community inspirers at the big launch, I didn't attend any meetings before then due to having such low self-esteem and lack of confidence. I won't lie I was a little scared at first because I knew no one but as soon as I was introduced to everyone and got stuck in I began to feel safe and part of the group. Hearing everyone's stories I began to feel confidence because I realised I was no longer alone, the whole experience opened my eyes to a happier and healthy future".



Photo courtesy of the Poverty Truth Commission



8. Social Prescribing

Council Outcomes: • All our families, children and young people are supported to get the best start in life • Older people and vulnerable adults are compassionately supported to lead fulfilled and independent lives • Vibrant and healthy communities with inclusive leisure, heritage and culture



Did you know?

In England it is estimated that around **20%** of GP appointments are for 'non-medical' needs

There is a wealth of passion, experience and community assets within the borough, combined with an appetite to make a difference to the health and wellbeing of local residents.

The term 'social prescribing' may mean different things to different people. Public Health England describes the aim as being "to connect individuals with non-clinical or social needs...to opportunities for social interaction, support, learning and healthy living".

Social prescribing enables GPs, nurses and other primary care professionals to refer people to a range of local, non-clinical services.

Local stakeholders and agencies communicate with each other to link residents to community based, non-medical activities that can support positive lifestyle choices and self-management of their conditions to lead to better outcomes.

Support is person centred and could relate to a number of options, for example, mental health, falls prevention, financial wellbeing and employment and training.

There are a number of different schemes across the borough, for example ForHousing are piloting a social prescribing project in the Westminster part of Ellesmere Port in partnership with the Westminster GP Surgery.

Dave was referred from his GP onto the Passport to Wellbeing Service. Dave's relationship with his partner had broken down, he was struggling with his finances, was lonely and isolated, which had made his depression worse and was looking for support back into work.

Dave was referred onto the Money Advice Service within ForHousing, who were able to maximise his income and make arrangements for him to pay his outstanding debts. He has been given support to apply for a property of his own. Dave said that the support he has received has been fantastic and he really appreciates it. He is looking forward to getting active to help improve his mental and physical wellbeing.



9. Alcohol Related Behaviour

Council Outcomes: • Vulnerable adults and children feel safe and protected • Our resources are well managed and reflect the priorities of our residents • Cleanest, safest and most sustainable neighbourhoods in the country



Did you know?

In 2016/17 there were **2,134** alcohol related hospital admissions of west Cheshire residents

The evening and night-time economy in Chester offers great social and economic benefits to those who live, work and visit Chester. Social interaction can be positive for our physical and mental health. To ensure that everyone gains from the benefits of evening social interaction, night-time economy partners are working hard to ensure that those who drink alcohol do so in a safe and responsible way.

Irresponsible alcohol use places increased demands on already stretched health and police services, due to alcohol related crime and injuries. In 2018, a local alcohol awareness campaign 'Drink Less Enjoy More' was launched across the borough to encourage people to drink sensibly. The campaign has contributed to Chester City Centre being awarded the Purple Flag status, a scheme that recognises towns and cities that offer a safe, diverse, vibrant, appealing, well-managed and positive experience to those who use the evening and night-time economy.



Individuals who are visiting an unfamiliar area or have drunk too much alcohol can be vulnerable. They are at increased risk of being involved in an accident, becoming a victim of crime or requiring medical treatment. Working with a range of partners including Cheshire Police and the University of Chester, the

Council has established a 'Safe Space' in Chester on Saturday nights.

This service offers a safe space for individuals, who are under the influence of alcohol and are vulnerable. The service provides first aid, listening, advice and help to get home safely. During the first two Saturday evenings in September 40 people were supported and 27.5 percent of these people were given first aid treatment that prevented them from needing A&E services.



10. Care Communities

Council Outcomes: • Vulnerable adults and children feel safe and are protected • Older people and vulnerable adults are compassionately supported to lead fulfilled and independent lives • Vibrant and healthy communities with inclusive leisure, heritage and culture



Did you know?

In a 2018 GP patient survey, **55%** of adults in west Cheshire said they were living with at least one long term condition

The local NHS and Cheshire West and Chester Council are committed to developing a joined-up health and care system that is safe, affordable and, most importantly, meets the needs of our residents.

Cheshire West Integrated Care Partnership is a collaboration of local health and care organisations with the same, shared goal:

- To support people to live longer, healthier lives
- To improve people's experiences of care
- To safeguard the future of the local health and care system

Our health and care system provides good care, but we can do better. Only by working together to tackle our challenges – with the support of local residents – will we truly ensure that our health and care system is fit for the future. To achieve this we will support more people to take control of their own health and wellbeing and provide more care and support in our communities.



Cheshire West and Chester Council and the NHS working together

We are committed to developing a number of "care communities" across Cheshire West to ensure even more

care is delivered closer to home. Care communities extend beyond existing community care teams, providing a greater emphasis on supporting self-care and self-management of long-term conditions.

Early input from local people, voluntary sector groups and third sector organisations around the design and development of our care communities included:

- Care is better when communities come together. Focus on what the person needs, not process.
- My late husband was a GP. He used to say that I – in my role as a counsellor – could find better solutions for many of his patients than he could.

A series of 'community conversations' are planned in 2019 to build on this feedback and enable local people to help shape future care delivery in their community.



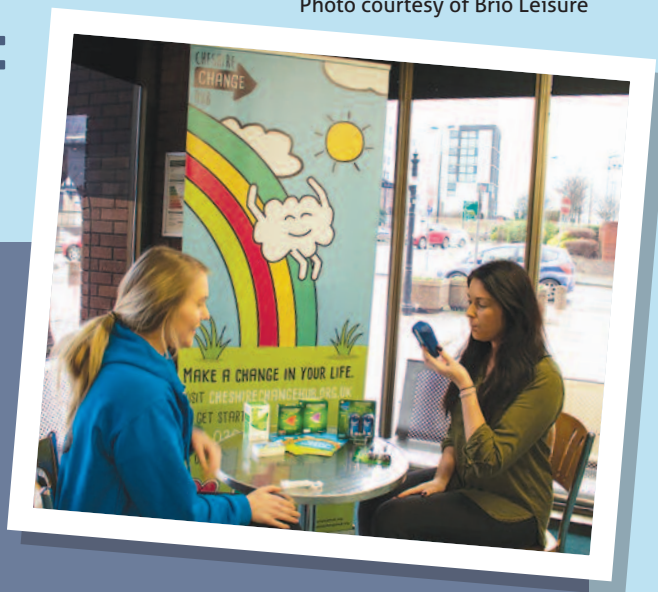
Photo courtesy of Brio Leisure

Spotlight on Mental Health: Progress since 2017

Improving the physical health of people living with a mental illness

Last year we reported that people with severe and prolonged mental illness are at risk of dying 15 to 20 years earlier than people without severe mental illness. Tobacco use is the single largest contributor to this reduced life expectancy. Recognising the importance of this, Brio's new Integrated Wellbeing Service, run out of the Cheshire Change Hub, prioritises helping individuals with severe and prolonged mental illness to stop smoking. Quitting smoking will improve an individual's health and reduce their risk of developing a range of diseases that can

result in death and disability. For individuals living with a mental illness quitting smoking can also improve their mental health. Research has found quitting smoking is associated with reduced depression, anxiety and stress, and improved positive mood and quality of life.



Mental Health First Aid Training

Councillors work closely with their local community and often speak to people who are emotionally distressed and/or experiencing mental health problems. Following publication of last year's Public Health Annual report, Councillors expressed a keen desire to increase their knowledge and understanding of mental health and wellbeing, as well as develop their confidence in knowing what to say and do for people who need their help. To support this, the Public Health Team arranged for the nationally accredited, half-day Mental Health First Aid training course to be delivered to Councillors. A local trainer registered with the national organisation Mental Health First Aid England ran the courses, which were well attended and evaluated positively.

The Public Health Team are exploring the feasibility of running the courses again in 2019.





Mental Health Crisis Care

In 2018, there was an opportunity to apply for Beyond Places of Safety funding. This is funding that has been made available across England to improve mental health crisis care. The West Cheshire Mental Health Forum saw the funding as an opportunity to improve an area of care that is a national priority in the Five Year Forward View, as well as something that the local community felt was important. The Mental Health Forum worked with the local community to gather views about the current crisis care available using an online survey. This survey confirmed the views of the Mental Health Forum; crisis care needed improving. Using the views of the community, the Mental



Health Forum presented their findings to a range of partners including the Health and Wellbeing Board.

This opportunity allowed the Mental Health Forum to influence key decision makers and gain support to submit a bid to the Beyond Places of Safety fund for a Crisis Café in Chester. Keith Millar, chair of the West Cheshire Mental Health Forum, describes how the Crisis Café will be "a valuable community asset to support people and prevent them from reaching crisis as well as a safe space if a person has reached crisis. This is an example of partnership working driven by the local community". The Crisis Café is expected to be open from August 2019.



Children and Young People

Child and Adolescent Mental Health Services have launched a new out-of-hours advice line for people living in Cheshire. The advice line is open to everyone (children, young people, relatives, teachers, other professionals) and allows people to talk to a mental health professional if they are concerned or would like advice about a child or young person's mental health. The line is open from 5-10pm (Monday to Friday) and 12-8pm (Saturday and Sunday).



Public Health - Cheshire West and Chester Council

Our Vision

To reduce health inequalities and improve the health and wellbeing of people in the borough, enabling our residents to live more fulfilling, independent and healthy lives. We will do this by working with communities and residents to improve opportunities for all to have a healthy, safe and fulfilling life.

Public Health Priorities include:

- Working with partners to help to reduce the gap in life expectancy between the most worst off and the best off in Cheshire West and Chester
- Working with departments across the Council to help achieve the Council's outcomes
- Helping create opportunities for individuals and families to make positive changes to their own lives using their own strengths and skills to make a difference to themselves and their communities
- Supporting people to make healthier lifestyle choices
- Increasing awareness and access to services so that people can better help themselves to live healthier lives
- Promoting community spirit, helping to build more supportive relationships

Priority areas within the Health and Wellbeing Strategy:

Starting Well – Every child and young person has the best start in life

Living Well – People have healthier lifestyles

Mental Health and Wellbeing – Improved mental health, wellbeing and personal resilience

Ageing Well – Older people live healthier and more independent lives, feel supported and have a good quality of life

Contact us

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Accessing Cheshire West and Chester Council information and services.

Council information is also available in Audio, Braille, Large Print or other formats. If you would like a copy in a different format, in another language or require a BSL interpreter, please email us at: equalities@cheshirewestandchester.gov.uk

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