

Public Document Pack



MEETING:	North East Area Council
DATE:	Thursday 22 September 2022
TIME:	2.00 pm
VENUE:	Meeting Room 2, Barnsley Town Hall

SUPPLEMENTARY AGENDA

- 3 Age UK Update (*Pages 3 - 16*)
- 4 Smoking Cessation Update (*Pages 17 - 28*)

To: Chair and Members of North East Area Council:-

Councillors Hayward (Chair), Cherryholme, Ennis OBE, Felton, Green, Houghton CBE, Makinson, McCarthy, Peace, Richardson, Webster and Wraith MBE

Area Council Support Officers:

Caroline Donovan, North East Area Council Manager
Lisa Phelan, Central Area Council Manager
Claire Dawson, Dearne Area Council Manager
Rachel Payling, Head of Service, Stronger Communities
Christie McFarlane, Community Development Officer
Cath Bedford, Public Health Principal - Communities
Julia Burrows, Executive Director Public Health and Communities
Anne Firth, EMSO to Executive Director Public Health and Communities

Please contact Lynne Belli on or email governance@barnsley.gov.uk

22nd September, 2022

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North East Area Social Isolation & Dementia Initiative

Natalie Stokes



Key Milestones

- ▶ Annual Love Later Life event -part of Age Friendly Barnsley Festival
- ▶ Service Leaflet and Brand in place
- ▶ Targeted Leaflet Drop across the North East Area
- ▶ Active communications Facebook, Tweets, The Chronicle





Who We Work With

- ▶ Area Councils, Ward Alliances and Area Team
- ▶ Community Groups and u3a
- ▶ Community Facilities
- ▶ Volunteers
- ▶ Local Older People
- ▶ Commissioned Services- CAB
- ▶ Other third sector organisations
- ▶ Funders
- ▶ Local Businesses
- ▶ BOPPAA
- ▶ Age Friendly Barnsley- Multi-Agency Groups

Delivered

Number of 1:1s in service - 101
79 Females, 22 Males

Attendees to group activities - 5600 over the year

17 Active Volunteers
5 new
1079 hours provided
=£13.703 Social Value

Many shops & local businesses now Age/Dementia Friendly

Events held- 11

Trips organised - 1



Information & Advice Service

£97,000 Benefit Gains for the North East

Achieved through the support of one day per week of specialist advisor time.
Pension Age only - full support

Benefit checks, housing advice, care packages, blue badge, wills and so much more



BOPPAA

Healthy Bones

Tai chi

Yoga

Walking groups

Bowls



Events & Celebrations

Winter Wellbeing

Jubilee parties

Music in Care Homes

Age Friendly

Seaside trip



Volunteers

New volunteers recruited 5

Total of volunteers working at any time 17

Hours of volunteering =1079
Social Value of £13.000

New volunteer roles created

Recruitment





Key Challenges

- ▶ Transport / mobility
- ▶ Volunteers
- ▶ Prioritising the resources available
- ▶ Eyes on the Ground - reaching the most vulnerable & unnoticed

Next steps / focus

- ▶ Training & development for Tara
- ▶ Covid Recovery on-going for many older people
- ▶ Hard to reach - eyes on the ground
- ▶ Volunteer recruitment events
- ▶ Digital inclusion
- ▶ Age Friendly Barnsley (Including Take a seat)
- ▶ Dementia Friendly groups



This years events







Questions?



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Yorkshire
Smokefree Service



South West
Yorkshire Partnership
NHS Foundation Trust



North East Area Presentation 2022



Page 17



Sarah Sverdloff – Community Stop Smoking Advisor



Item 4

With **all of us** in mind.

Aims of Presentation

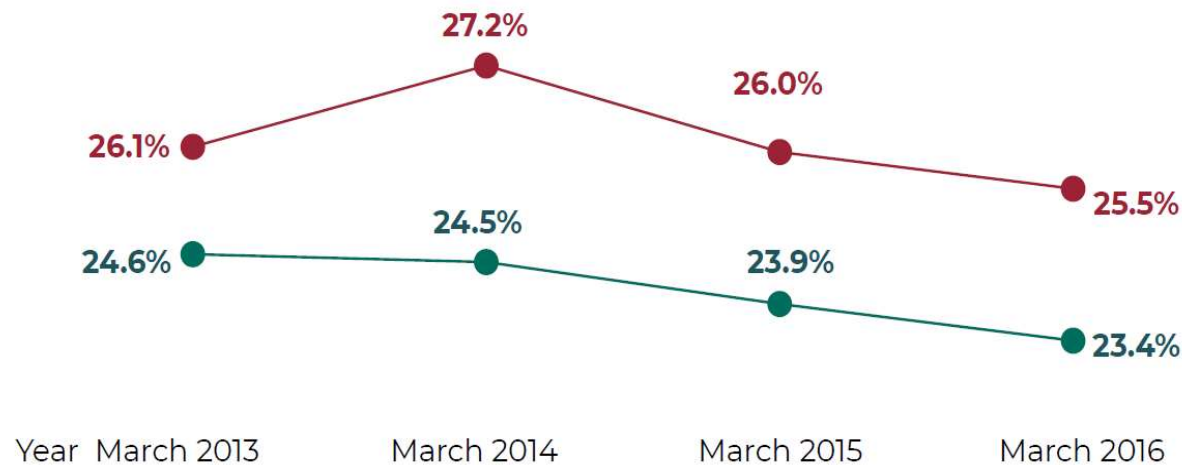
- To give an overview of the North East Project
- Current performance against set targets
- Development that has taken place
- Aims for future

Smoking Prevalence

Smoking

Prevalence - Adults (over 18's)

—●— North East —●— Barnsley



No England data available for smoking prevalence as the Area Council and Barnsley data has been calculated locally from GP records.

Just over one in four adults in the North East area are smokers. Rates have been consistently higher than the rates for Barnsley at each time point during the period 2013 to 2016. The current rate of 25.5% is the lowest since 2013.

With all of us in mind.

Contract Performance



South West
Yorkshire Partnership
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Yorkshire Smokefree Barnsley Ward Level KPIs

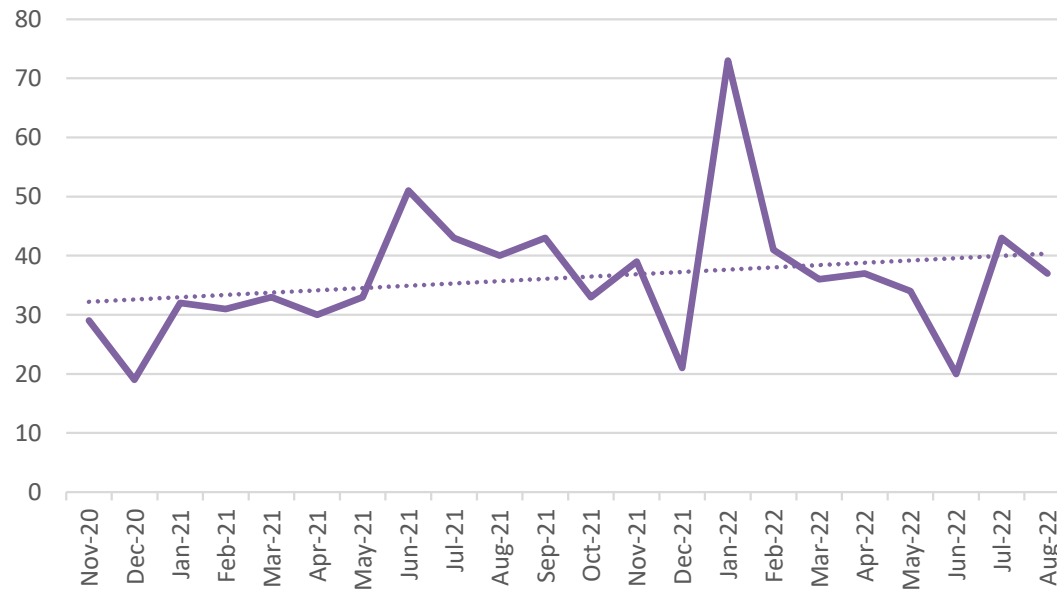
Number	KPI	AREA	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	YTD 2021-22	Annual Forecast (based on current averages)	Annual Target 2021-22
1	Aim to treat 6% of the smoking population in the North East Area (Clients may, or may not, have sent a quit	North East	39	21	73	41	36	37	34	20	43	37	12		393	429	473
2	Aim to get 55% of those in treatment to have quit at 4 weeks	North East	70%	77%	70%	79%	61%	73%	71%	55%	59%	4%			62%	68%	55%
3	Aim to get 45% of those in treatment to have quit at 12 weeks	North East	78%	50%	73%	77%	75%	74%	75%	42%	0%				63%	79%	45%

Number	KPI	AREA	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	YTD 2021-22	Annual Forecast
	Set Quits	North East	33	13	47	33	33	26	28	22	32	23	4		294	321
	4 week Quits	North East	23	10	33	26	20	19	20	12	19	1			183	220
	12 week quits	North East	18	5	24	20	15	14	15	5					116	174

Contract Performance

Registrations into Service

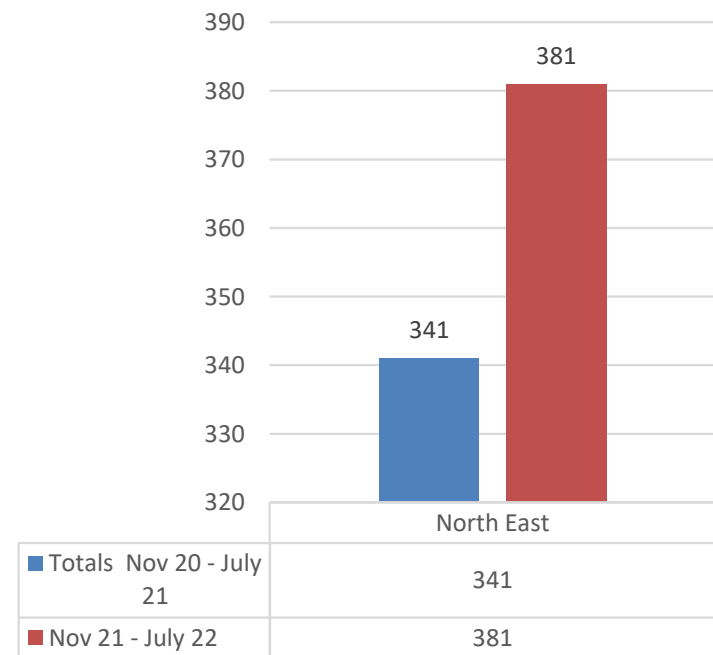
Page 21



Graph 1

- Evidence of an increase in registrations into service between 2020 - 2022

Number of client registrations
Nov - Aug 2020-21 and Nov - Aug
2021-22

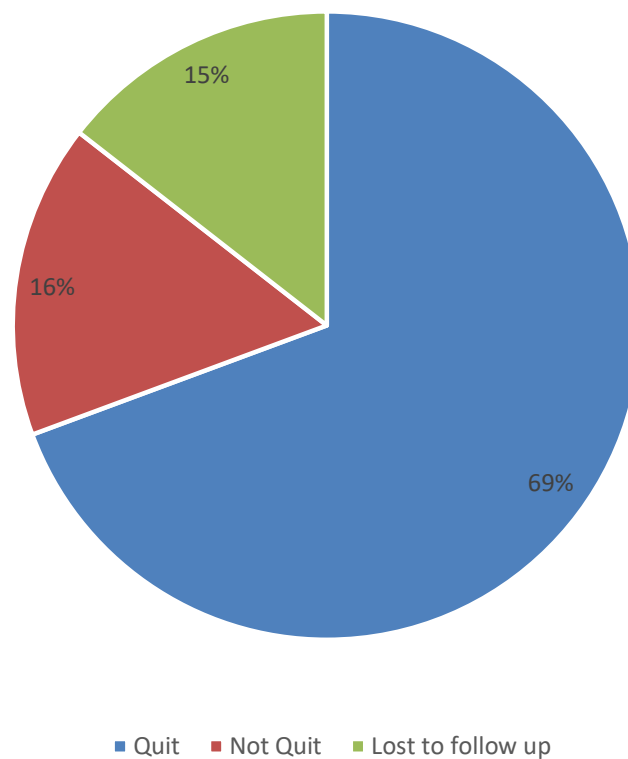


Graph 2



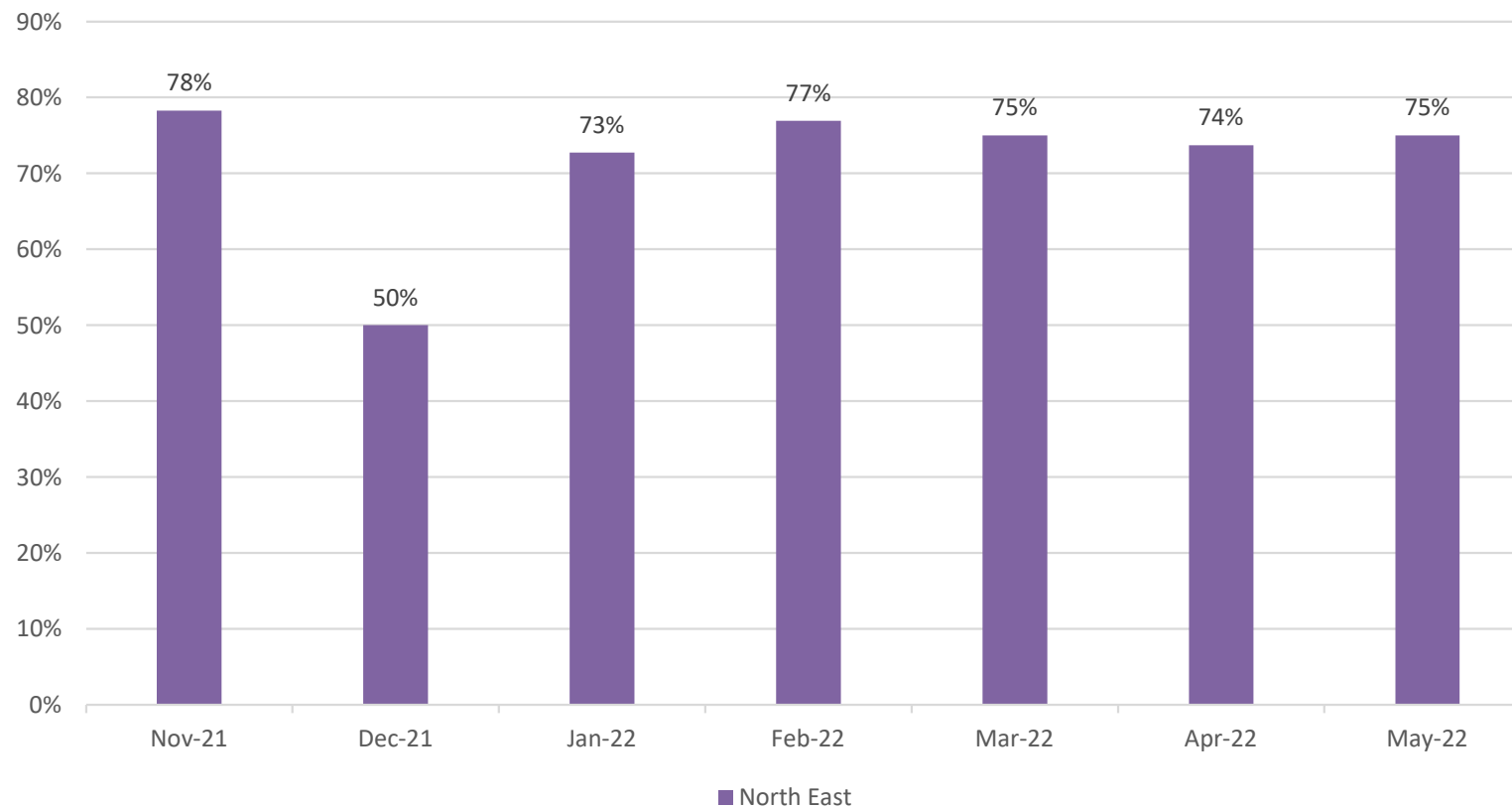
4 Week Quit Rate

4 week Quit Rate - Nov 21 - June 22



12 Week Quit Rate

North East Area Monthly 12 week quit rate



Developmental Work

- SCIP Visits – engaging with GPs, pharmacies.
- Events
- Service Promotion – Social Media
- Training

Going Forward....

- Continue to develop the service.
- Continue to work towards KPI's.
- Continue to work towards the governments smokefree agenda.
- Continue to identify new areas of development.
- Lung Health Checks.

The Khan Review

- Objective to make England Smokefree by 2030
- Without intervention England will miss this by an estimated 7 years.
- With the poorest areas in society not expected to meet it until 2044
- It's clear that to truly 'level up' health and wealth, the government must tackle the crippling burden that smoking has on our most disadvantaged communities.

Client Feedback



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"If it had not been for the telephone calls from Sarah, I would have started smoking again!"

Susan
(Monk Bretton)

"Sarah my advisor was fantastic. The calls were relaxed, I could easily open up and she was very helpful"

Lawrence
(Cudworth)

"For those who are wanting to try the service you have nothing to lose. Once you access the service and stop smoking, every day is brighter. It has been for me."

Jordan
(Cudworth)

"The calls from Sarah have been great. It's a very good service"

Carol
(Royston)

"Never give up, always think of the bright side"
S
(Grimethorpe)

With all of us in mind.

"Telephone support has been great! I got on brilliant with Sarah, she was friendly and nice and would go the extra mile."

Lyndsey
(Monk Bretton)



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Thank You

Any question?