

BARNSLEY METROPOLITAN BOROUGH COUNCIL

**North Area Council Meeting:
13th March 2019**

Agenda Item: 6

**Report of North Area Council
Manager**

Health and Wellbeing Priority Development

1. Purpose of Report

- 1.1 To apprise Members of the discussions that took place at a recent workshop which explored the opportunity for a North Area Council funded Health and Wellbeing project.

2. Recommendation

- 2.1 **Members refer to sections 4.12 onwards of this report for an update on this priority area.**
- 2.2 **Members agree to fund the consultaiton and development programme recommended in section 8 of this report.**

3. Background and intended focus

- 3.1 At the Area Council Meeting on the 21st January the Health and Wellbeing Priority Working Group representatives requested to look at the following priority areas with a view to commissioning a new project.
 - Young People – Body / Mind / Relationships (Healthy relationships, period poverty, teenage pregnancy)
 - Smoking prevalence (Inc. mortality rates from respiratory and cardiovascular diseases)
 - Cancer prevalence (Inc. mortality rates)
- 3.2 On the 25th March the Area Council agreed that they wished to focus their resources on a young people based programme following a workshop held on the 26th February.

4. Project Development Overview

- 4.1 **On the 26th February a workshop took place lead by Cath Bedford and Cheryl Devine from BMBC Public Health. Supported by Jenny Grant from BMBC Procurement and the Area Manager**
- 4.2 The working group consisted of: Cllr Platts, Cllr Tattersall, Cllr Spence, Cllr Charlesworth and Cllr Newing.

- 4.3. The session started with an interactive opportunity, Members were asked “What are the health and wellbeing issues affecting the population of the North Area?” Using software called Menti a tag cloud was produced which highlights the opinions of the working group. The larger words are the ones identified by multiple group members:



- 4.4. There was also information from the young people's Make Your Mark Survey.
- 4.5. Subsequently the prevalence of young people being admitted to hospital due to injury and self-harm was discussed. Deliberate injury and self-harm is highest in the Old Town Ward. The risky behaviour primarily involves 15-19 year olds. There is a strong correlation between the hospital admissions and deprivation. The data shows that incidents involving girls are more likely to be self-harm whereas boys are having more accidents.
- 4.6. Period poverty, teen pregnancy and the issues affecting very young parents were also discussed. There is a graded relationship between the number of Adverse Childhood Experiences (ACEs) a young person has experienced and their risk of teenage pregnancy. Under 18 conceptions are very closely linked with poverty and low attainment. Barnsley has one of the highest rates in the country and the rates in the North Area are even higher.
- 4.7. The benefit to all members of society, particularly young people, of the Five Ways to Wellbeing was discussed: Connect, Be Active, Take Notice, Give and Keep Learning.
- 4.8. Services for young people are not consistent across the borough. Ofsted's Curriculum is changing to include holistic health rather than simply focussing on educational attainment, however this will take time to bed in and operate effectively. Cheryl Devine is working with the Head Teachers and attends their meeting.
- 4.9. Young people appear to get very little information about health relationships and emotional resilience. The C Card Service used to be available at youth clubs but as the youth service offer has changed there are far less opportunities for young people to find out about sex education and contraception within the

localities. C Card is still available however its provision has been depleted over the years.

4.10. **On the 25th March the Area Council agreed that they would like to focus on young people that is innovative and helps to address risky behaviour, the following themes emerged in discussion:**

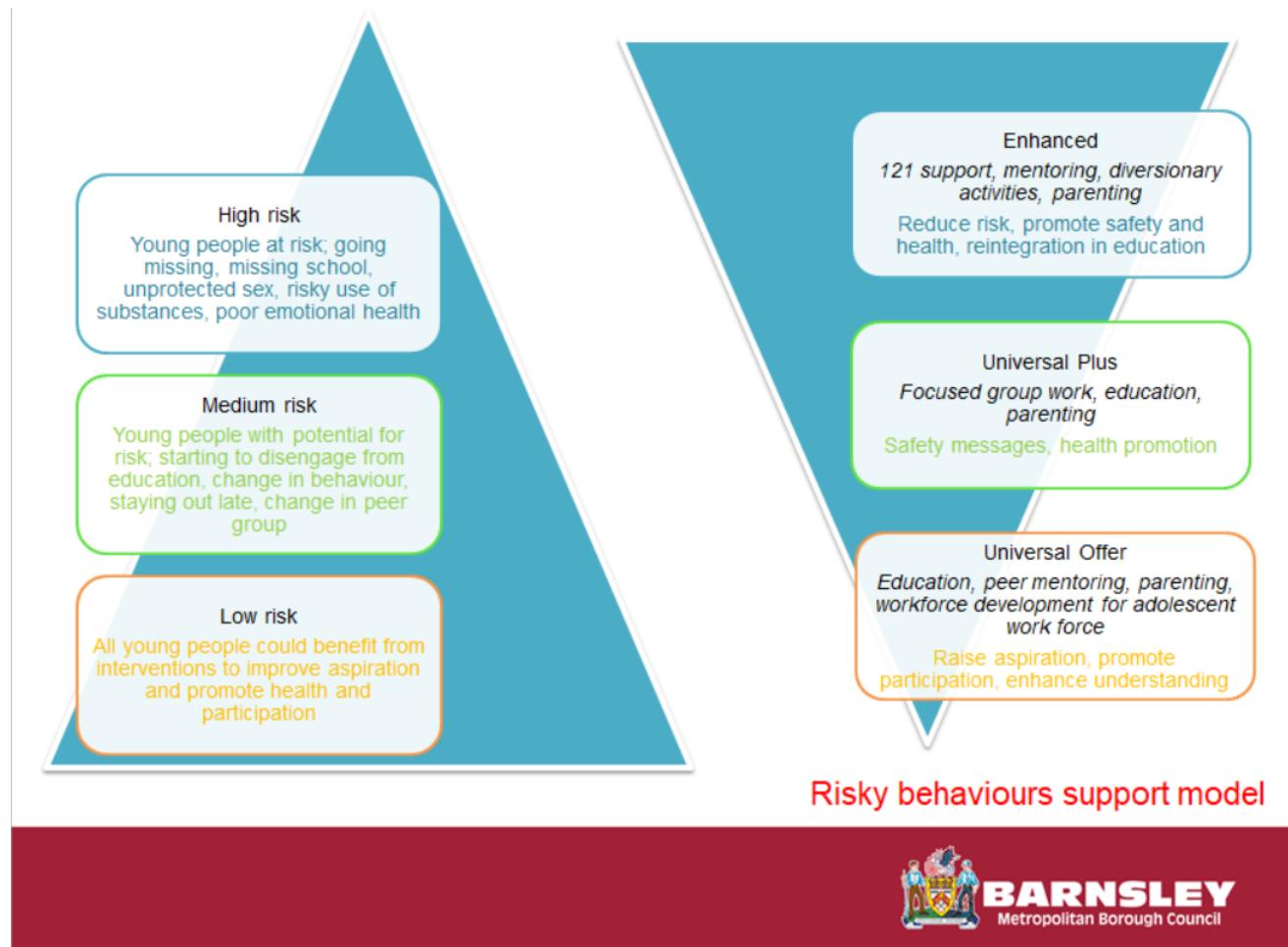
- Early intervention/ low level supportive provision
- Providing young people with positive role models
- Safe space to talk and socialise
- Improve emotional intelligence and resilience
- Provides health advice: health checks, stop smoking, contraception, body confidence
- Coaching Model – similar to the Summer Internship / Fit Reds

4.11. **On the 17th April a second workshop was held.** This was led by Cheryl Devine and Cath Bedford.

4.12. The working group consisted of: Cllr Tattersall, Cllr Charlesworth, Cllr Cave, Cllr Burgess and Cllr Newing.

4.13. Public Health outcomes for young people were discussed.

4.14. Cheryl Devine introduced a Risky behaviours support model



4.15. The following themes were discussed:

- Safe
- Happy
- Healthy
- Achieve

Members were not able to identify which theme they wished to prioritise.

4.16. The working group wanted to ensure that young people were consulted possibly producing a short film that could be used to report back to the Area Council. It has been suggested that this should link to the Town Spirit themes.

4.17. The working group also felt that it was important for extensive mapping of stakeholders and provision to take place.

5. What was important to the Working Group?

- 5.1. The Area Council must use its resources to produce maximum impact for the community.
- 5.2. They discussed long term investment in a project to deliver sustained change in behaviour. It was discussed that this could take 5-10 years.
- 5.3. They wanted to build resilience in the community.
- 5.4. Raising aspirations for the young people of the North Area.
- 5.5. That any offer developed should be available in the community rather than in schools.
- 5.6. Preventing risky behaviour in young people and improved understanding of the long term consequences of participating in risky behaviour at a young age.
- 5.7. The working group agreed with a 'Universal Offer' and 'Universal Plus' but felt that the high risk young people were already catered for by existing services Inc. Targeted Information Advice and Guidance (TIAG) and Targeted Youth Support (TYS).

6. Risk

- 6.1. It was acknowledged by the working group that the highest level of need is in St Helen's and understood that this ward would require a higher level of investment to achieve results. This may mean that a 'Universal Offer' is developed for Darton East, Darton West and Old Town but that initially a 'Universal Plus' offer is developed specifically for the St Helen's Ward.
- 6.2. The Area Council is reminded that needs based commissioning is the basis of why the Area Councils were introduced.
- 6.3. Points 4.16 and 4.17 both require considerable resourcing in the form of officer time, both from the Area Team and Public Health colleagues.

7. Project characteristics championed by the working group – learning from previous commissioning

- 7.1. Coaching Model – Intensive but with a legacy and peer support incorporated (Both the Summer Internship delivery model and Fit Reds delivery model were discussed).
- 7.2. 5 Ways to Wellbeing should be at the centre of a project (Connect, Be Active, Give, Take Notice, and Stay Connected).
- 7.3. Building resilience, particularly around emotional wellbeing and being able to handle the knocks that life throws at a person (this could include Mental Health First Aid training).

8. Next Steps

- 8.1. The working group acknowledge that this is a large and complex area of work and felt that to invest responsibly in this priority area, some significant mapping would be required. Officers agreed to deliver a session in June 2019 with local stakeholders, both BMBC core staff, the voluntary and community sector and providers funded by the North Area Council.
- 8.2. The members of the working group also requested consultation with young people. It has been suggested that the North Area Youth Participation worker could help to facilitate some of this work with established groups during the summer holidays. This will result in the production of a short film that enables young people to explain what they feel they need to help them thrive.
- 8.3. Both 8.1 and 8.2 will require a budget. The Area Council is asked to agree a working budget of £4,850.00 to enable development work to take place.

Service	Outline costs
Survey for stakeholder engagement	£100.00
Venue and refreshments for stakeholder – survey and mapping event	£450.00
Venue and refreshments for stakeholder feedback session	£350.00
Survey for young people's engagement	£100.00
Production of a short film	£3,500.00
Engagement & promotion	£350.00
Total	£4,850.00

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