

# Central Area Council – Public Health

11<sup>th</sup> January 2016

Rebecca Clarke, Public Health Specialist Practitioner

Email: [rebeccaclarke@barnsley.gov.uk](mailto:rebeccaclarke@barnsley.gov.uk)

Tel: 01226 787445



**BARNSLEY**  
Metropolitan Borough Council

# Public Health (post 2013)

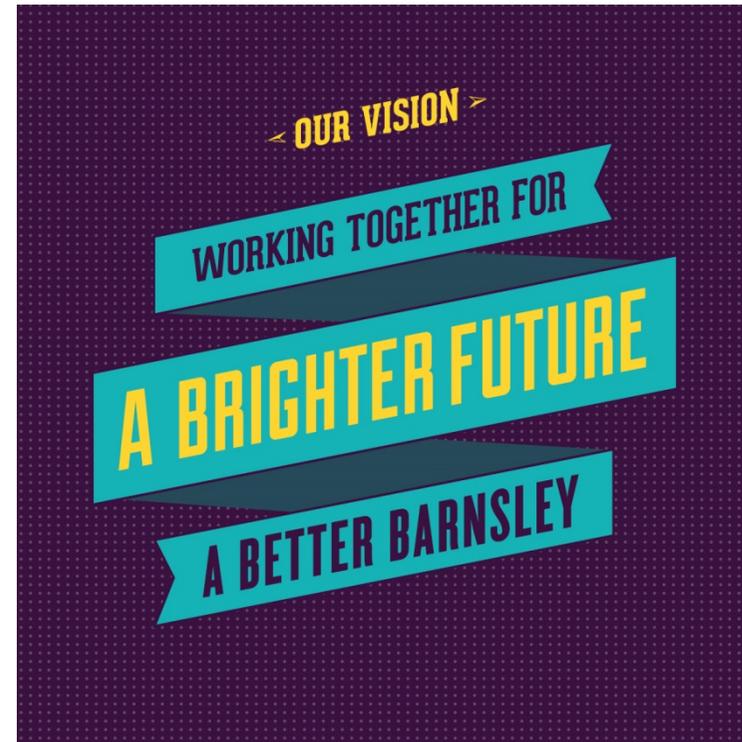
- Councils are required by law to commission or provide certain public health services (known as mandatory services) which include:
  - Sexual health services – STI testing and treatment;
  - Sexual health services – Contraception;
  - NHS Health Checks programme;
  - Local authority role in health protection;
  - Public health advice to NHS commissioners (the 'core offer'); and
  - National Child Measurement Programme.
  - Oral health promotion and surveys
- Other services are at the discretion of the local authorities, depending on national and local priorities.
- In Barnsley we also commission a wide range of key public health services, including smoking cessation, promoting physical activity, addressing obesity, promoting better sexual health etc.



Good health for the population of Barnsley is vital for achieving our three BMBC priorities and therefore our vision:

- 1) Thriving and vibrant economy
- 2) People achieving their potential
- 3) Strong and resilient communities

Barnsley Council's Corporate Plan (2015-2018)



**BARNLSLEY**  
Metropolitan Borough Council

# Distributed model of Public Health

- Public Health expertise throughout the Council is based on a 'Distributed' model which allows both financial and human resources to be utilised effectively to address the borough's health inequalities.
- We will create a **Public Health Council**. Everyone can contribute to improving the health and wellbeing of the people of Barnsley.



# Overview of Public Health Grant Spend 2015/16

0-19s Children's Public Health Services	Substance Misuse Service	Oral Health Promotion	Sexual Health Services
Family Centres	Be Well Barnsley	NHS Health Checks	National Childhood Measurement Programme
Older People's Dementia	Healthy Start	Samaritans	Equipment & Adaptations
Shopability Preventative Services	Family Nurse Partnership	Walking for Health	Bereavement Support Service
Food Safety Standards	Pollution Control	Housing related support	Tobacco Control
Parks, Open Spaces & Playgrounds	Road Safety Initiatives	Homelessness prevention	Vulnerable Adult Commissioning
Infection prevention control	Illicit and Underage Tobacco	Workplace health	Core Public Health Offer to CCG



# Identified health issues and interventions

Health issues	Public Health intervention examples
Smoking in pregnancy	<ul style="list-style-type: none"> <li>• Specialist Stop Smoking Support – Midwifery Services</li> </ul>
Smoking prevalence (adults and young people)	<ul style="list-style-type: none"> <li>• Specialist support to stop smoking</li> <li>• NHS Health Checks</li> <li>• Tobacco Control Alliance</li> <li>• Illicit and underage tobacco</li> </ul>
Life expectancy & premature death rate (under 75s)	<ul style="list-style-type: none"> <li>• NHS Health Checks</li> <li>• Be Well Barnsley</li> <li>• Walk Well Barnsley</li> </ul>
Children achieving a good level of development at age 5	<ul style="list-style-type: none"> <li>• Be Well Barnsley – Fit Mums, Infant Feeding Service, Fit Families</li> <li>• Health Visiting</li> <li>• Oral Health Promotion</li> <li>• Family Centres</li> </ul>



# Be Well Barnsley



- Fit mums 6 week pre-natal course (women in pregnancy) at Sunnybank Children's Centre
- 6 week Fit Families course starting at the Mill Academy Primary School Worsborough and Barnsley Football Club
- Rolling 12 week weight loss groups – Central Area
- Fit Me
- Shaw Lane Community gym
- Help Be Well Barnsley to reach into local communities



**BARNSELY**  
Metropolitan Borough Council

# Next steps – where can we add value?

- what is the issue
- what does the evidence tell us – best practice / examples from elsewhere
- how can we help to deliver current provision more effectively
- can we identify gaps in current provision



# Example: School Readiness

## **Issue:**

Good level of development at age 5 / School readiness School Readiness begins at birth with the support of parents and care givers when young children acquire social and emotional skills and attitudes

## **Evidence:**

Research demonstrates that life chances of children are heavily predicted by their development in the first 5 years of life Children who don't achieve a good level of development at age 5 struggle with social skills, physical skills, academic outcomes, crime, health and early mortality

## **Cost savings:**

Every £1 invested in early care and education saves the tax payer up to £13 in future costs For every £1 spent on early years education, £7 has to be spent to have the same impact in adolescence Targeted parenting programmes to prevent conduct disorder pay back £8 over 6 years for every £1 invested

## **Example activities:**

Parenting programmes

Reading with baby groups

Improving / promoting physical activity in pre-school children Improving the environment to promote physical activity in pre-school children

Maternal mental health programmes



**BARNSELY**  
Metropolitan Borough Council

# Other ideas to reach into communities.....

- Falls prevention
- Develop Breastfeeding peer support or deliver training
- Extended support for smoking in pregnancy
- Health promotion in schools, physical activity, active travel, health eating and to include mental wellbeing and resilience
- Smoke free play grounds
- Champion access to dental services for children
- Promote the fuel poverty, winter campaign work, central heating fund and commission new initiatives to address fuel poverty
- Support and champion the development of employment pathways for vulnerable groups



**BARNSLEY**  
Metropolitan Borough Council