

Health and Wellbeing: A Strength For Life

Director of Public Health
annual report for Doncaster
2017



Doncaster
Council

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FOREWORD and Introduction



Welcome to my third Annual Report as Director of Public Health for Doncaster Council.

Winston Churchill famously said “Healthy citizens are the greatest asset any country can have” and that sentiment applies just as much to Doncaster as to any country. Whereas illness and ill-health can be seen as a cost to local people, a demand on local services and a burden on tax-payers, good health and wellbeing should be seen as a strength for life, a resource for living and something that’s worth investing in. Throughout 2017 there has been steady progress against the four challenges I outlined last year:

- Improving children’s health and wellbeing
- Making the link between education, work and health
- Increasing healthy life expectancy and reducing preventable health conditions
- Reducing inequalities in health between and within Doncaster communities

This report shows some of that progress and through real life stories gives a flavour of the sort of approaches that are working based on improved working relationships between individuals, families and communities, along with statutory services. However, the impact of these initiatives needs to be more systematically captured to ensure that we are making enough progress to impact health outcomes, which can take years to change.

It is still the case that the best predictor of good health is having a good job, or if your parents have/had a good job. So, as our main goal we need to make sure our watchword for economic development is ‘good growth’ that everyone can benefit from. The downside of ‘bad growth’ is that individuals and families can enter a downward spiral and make short-term decisions that exacerbate the situation they find themselves in. Increasingly we can view poor diet, lack of exercise, smoking and excessive alcohol use as a response to the situation people find themselves in and not merely a lifestyle choice.

The focus on children’s health and wellbeing, particularly the first 1001 days of a child’s life should allow impact to be measured quickly. There is still more to do to tackle unfairness and health inequalities. The work on Black and Minority Ethnic (BME) health is identifying barriers to accessing health service for new arrivals to Doncaster as well as looking at any difference in access to or outcomes from mental health treatment. However, this is only a small part of the picture, gender based health inequalities should be reviewed. Finally despite the progress made some of the gains appear fragile and I would suggest a fifth building block for health and wellbeing be added and that Doncaster should become a sustainable and resilient borough.

In compiling this report I am grateful for the help of a number of colleagues. In particular I would like to thank Claire Hewitt, Dr Nick Leigh-Hunt, Steve Betts, Steph Cunningham, Dr Victor Joseph, Susan Hampshaw and Dan Debenham for designing and contributing to the overall report. I would also like to thank those that supplied updates including Allan Wiltshire, Jon Gleek, Riana Nelson, Carrie Wardle, Lee Golze, Leanne Hornsby, Clare Henry, Shaun Ferron, Jonny Bucknall, Louise Robson, Kirsty Thorley, Richard Smith, Matt Cridge, Nick Germain, Andy Maddox, Jenny Holmes, Tracey Harwood, Steve Helps, Paul Tanney and Cllr Charlie Hogarth.

If you have any questions or comments about any aspect of the report please send them to me at PublicHealthEnquiries@doncaster.gov.uk

A handwritten signature in black ink, appearing to read 'Rupert Suckling'.

Dr Rupert Suckling
@rupertsuckling
Director of Public Health
Doncaster Council

THE HEALTH of Doncaster people

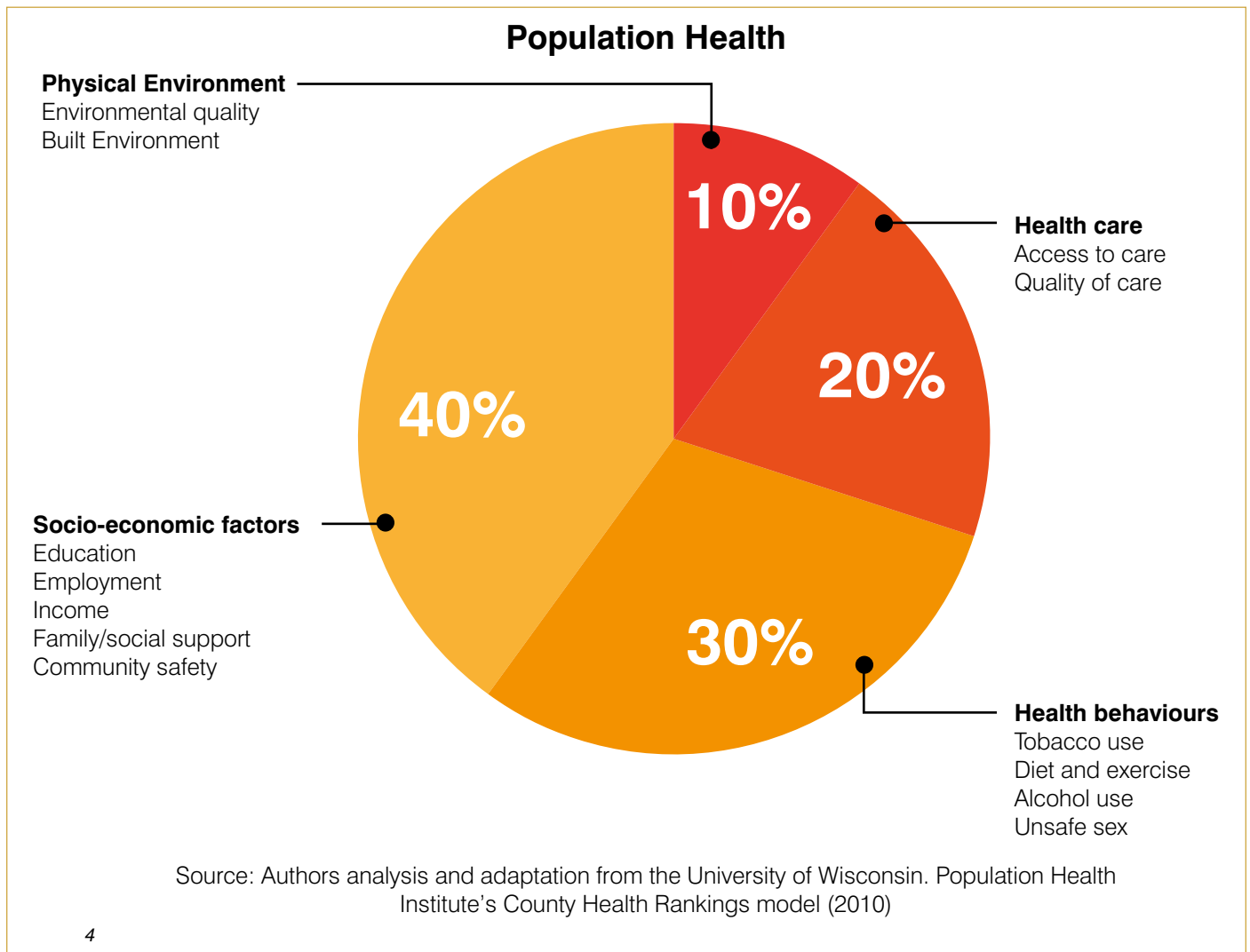
How healthy are we?

Health can be a difficult word to define. As individuals we can all describe times when we feel healthy, and equally, can all describe times when we feel unhealthy. When we try and describe the health of the whole of Doncaster we often use length of life (life expectancy) or the number of deaths (mortality). Obviously both these measures are related. We also try and capture the quality of life of the population and use healthy life expectancy (years lived in good health) as a measure of this.

There is mixed news about how Doncaster is doing on both measures of health (length of life and the number of deaths). Although life expectancy is unchanged at 77.6 years for men and 81.6 years for women. It is good that Doncaster has not seen the fall in life expectancy that other parts of the UK have seen, however this average life expectancy measure may mask different impacts in different groups of the population. The number of deaths in people under the age of 75 is falling as mortality from heart disease and cancer continue to decrease. However, there is still more that could be done. Although falling, the deaths from heart disease and cancer are still higher than regional and national averages. The gap in life expectancy between the most affluent and the least affluent parts of Doncaster remain stubborn and persistent (8.9 year difference for men and 7.2 years for women). The length of time people can expect to live in good health in Doncaster is below national averages at 59.7 years for men and 61.0 years for women.

What makes us healthy?

There are a lot of factors that contribute to health and many of these factors accumulate over the course of our lives. Recent research has shown that many of these factors impact us through stress and the body's natural response to continuous stress. One of the best ways to describe the relative contribution of these factors to health is the Robert Wood Johnson Foundation work, estimating 20% of what makes us healthy is from medical services, 30% from behavioural factors (e.g. smoking), 40% from socio-economic factors (e.g. education) and 10% from the quality of our built environment including housing.



How is Doncaster doing on these causes?

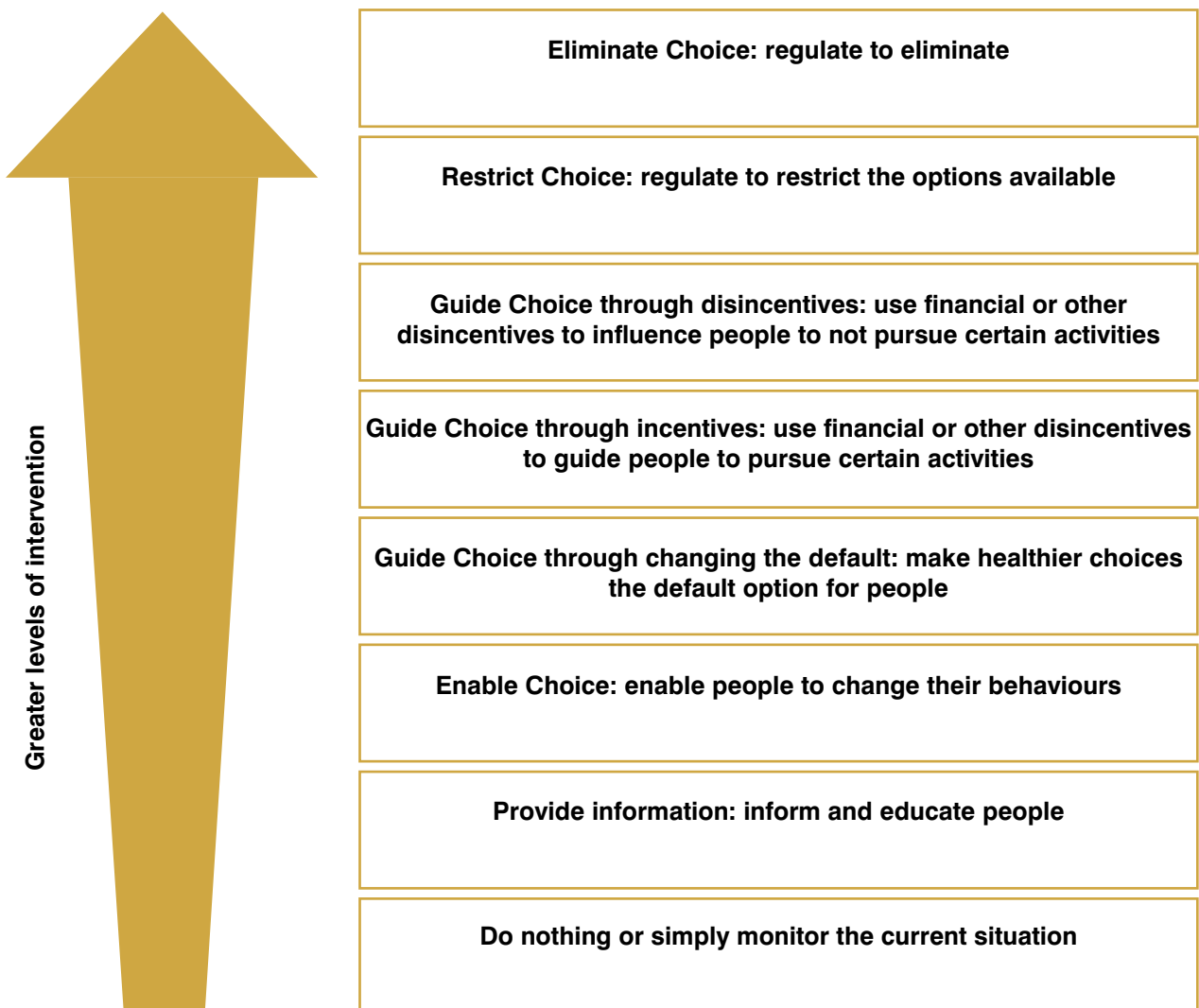
It is good news that Doncaster's economy is growing. However, the next challenge is to develop higher skilled, and therefore, higher paid jobs. In that way the benefits of economic growth will go to local people. Educational attainment is important too and the numbers of children ready for school at five-years-old has increased to 69%. Together, with the reduction in mothers smoking at the time of delivery to 12.9%, it is a step in the right direction to help every child to have the best start in life.

People could take more control of their own health and be supported more to do this. Almost a third of the population is inactive and only 50% of people are eating healthily. Smoking, although falling, is still a major risk factor and new risks including air pollution are being recognised and addressed.

Approaches to improving health

The council and its partners take two broad approaches to improving health. The first approach is to work with those people at highest risk of ill-health and the second is to support the whole population. In both cases a range of approaches from monitoring the situation, through to encouraging behaviour change (nudge) and finally considering legislation can be used. The choice of approach depends on local need, evidence of effective interventions, availability of resources, public perception and political priority.

The Nuffield Ladder



BUILDING blocks for health

If we want a healthier, more prosperous Doncaster, we should continue to focus on four building blocks for health.

1. Give every child the best start in life
2. Make 'good growth' our watchword for economic development
3. Improve healthy life expectancy through preventing disability
4. Tackle unfairness and health inequalities

This section provides an update on progress over the last year against these recommendations.

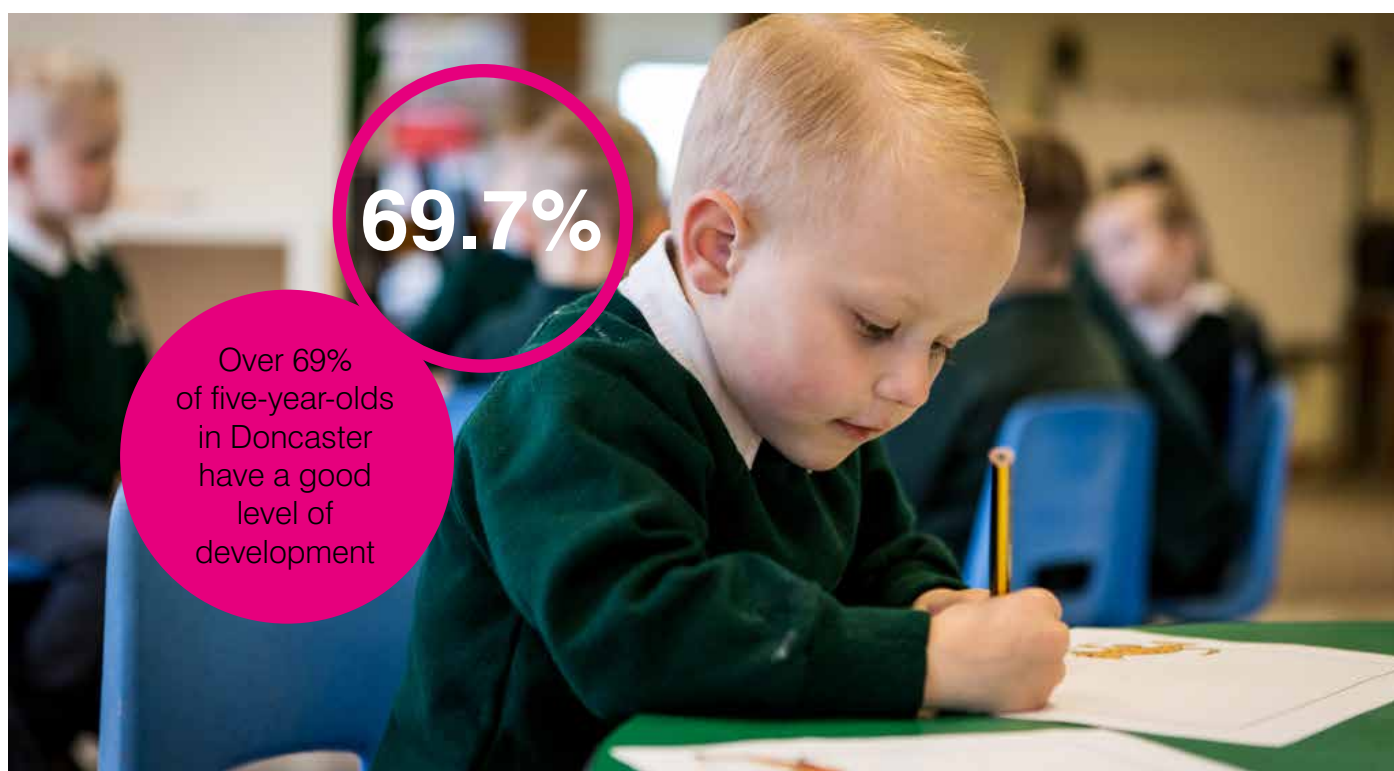
Give every child the best start in life

Last year five recommendations were made to give every child the best start in life and progress against those is reported below.

Continue to monitor the effectiveness of the Early Help Strategy

The Early Help Strategy has been updated. It now reflects a clear definition of early help and includes an understanding of our areas of strength with our areas for improvement. The strategy sets out the principles and approach for early help which is informing our conversations and commissioning intentions with partners (e.g. adoption of principles and working practice in the Starting Well Strategy, Raising Aspirations and Achievement). The early help approach has been embedded and as a result we know that:

- Contacts into the Referral and Response service that require an early help response is steadily decreasing
- 75% of all enquiries (6,628 of 8,835) into the early help hub are for children living in the 30% most deprived areas of Doncaster and 55% of enquiries are for children under 9-years-old
- Early help episodes have increased by 24% and average 442 per month
- There continues to be an increase in the number of open early help cases from 1100 in Q1 16/17 to 2052 in Q1 17/18, representing a 87% increase
- Data suggests that once children have been identified as having multiple or complex needs these are being assessed earlier, resulting in children and young people being supported with a trusted person as their lead practitioner
- There is evidence that the quality of assessments has also improved and audits show that 68% are judged as good or better
- Over 74% of cases closed by the Early Help Team Around the Child (TAC) have been sustained within universal services following closure



Focus on vulnerable mothers from pregnancy until the child is 2 ½ years old (the first 1001 days)

In April 2017, the Health Visiting Service launched an enhanced element to their service offer. The aim of this service element is to intervene at the earliest opportunity with vulnerable families, to offer an enhanced service that ensures that those families are prepared for parenthood and are able to parent effectively, ensuring the optimal health and development of their child.

The recently approved Doncaster Starting Well strategy sets out a partnership vision to develop a Doncaster-wide Starting Well (0-5) offer. It highlights the collective ambition to achieve better outcomes and develop a shared ambition for integrated leadership, commissioning and delivery. A key priority of the strategy is to drive a focus on the first 1001 days of a child's life.

Partners in Doncaster are exploring the potential to develop an 'accountable care system', focused on collaboration as opposed to competition. The first 1001 days has been chosen as an 'area of opportunity' in the first phase implementation of the Doncaster Place Plan.



Build on the national Future in Mind developments to address bullying and improve the mental health of school children

The Local Transformation Plan is the agreed approach to addressing these issues and an updated report was published in November 2017.

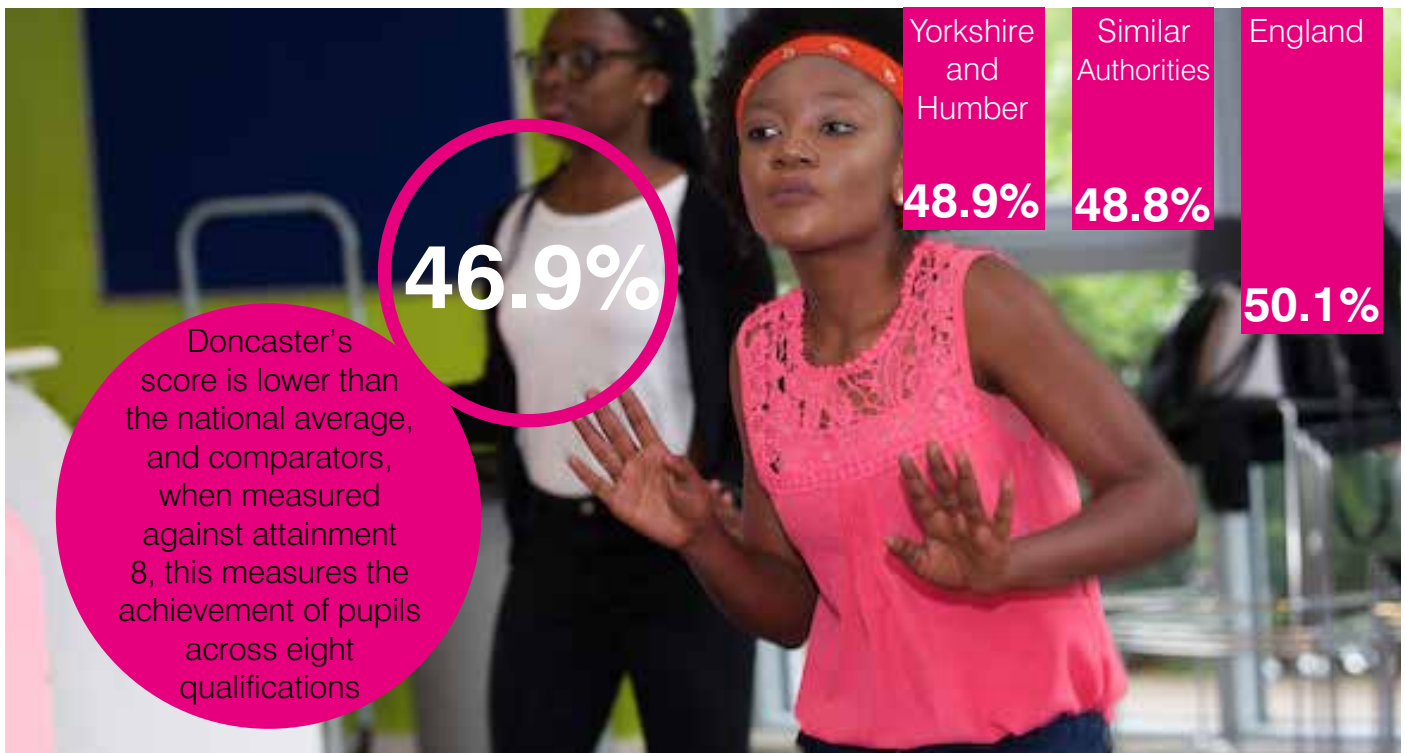
The new community eating disorder service continues to evolve and grow. There have been strong links built between 20 academies, colleges and Child and Adolescent Mental Health Services (CAMHS) to promote a more joined up way of working with great effect and there has been the development of a new schools, academies and colleges mental health competency framework, which is being piloted in 2017/18. Working with Young Minds, we now have 15 mental health participation champions who will be at the heart of shaping how we do things in the future.



Support schools to develop a Curriculum for Life

The Education and Skills programme recognises the importance of a broad and balanced curriculum that not only provides a rich educational experience for children and young people, but also seeks to build their levels of social and cultural capital, so that they can learn and increase their aspiration in a range of settings and contexts. The development of a project called '100 things to do before you're 11' which introduces a mutually agreed, guaranteed set of experiences for all children under the age of 11 in the borough, has helped bring this to life.

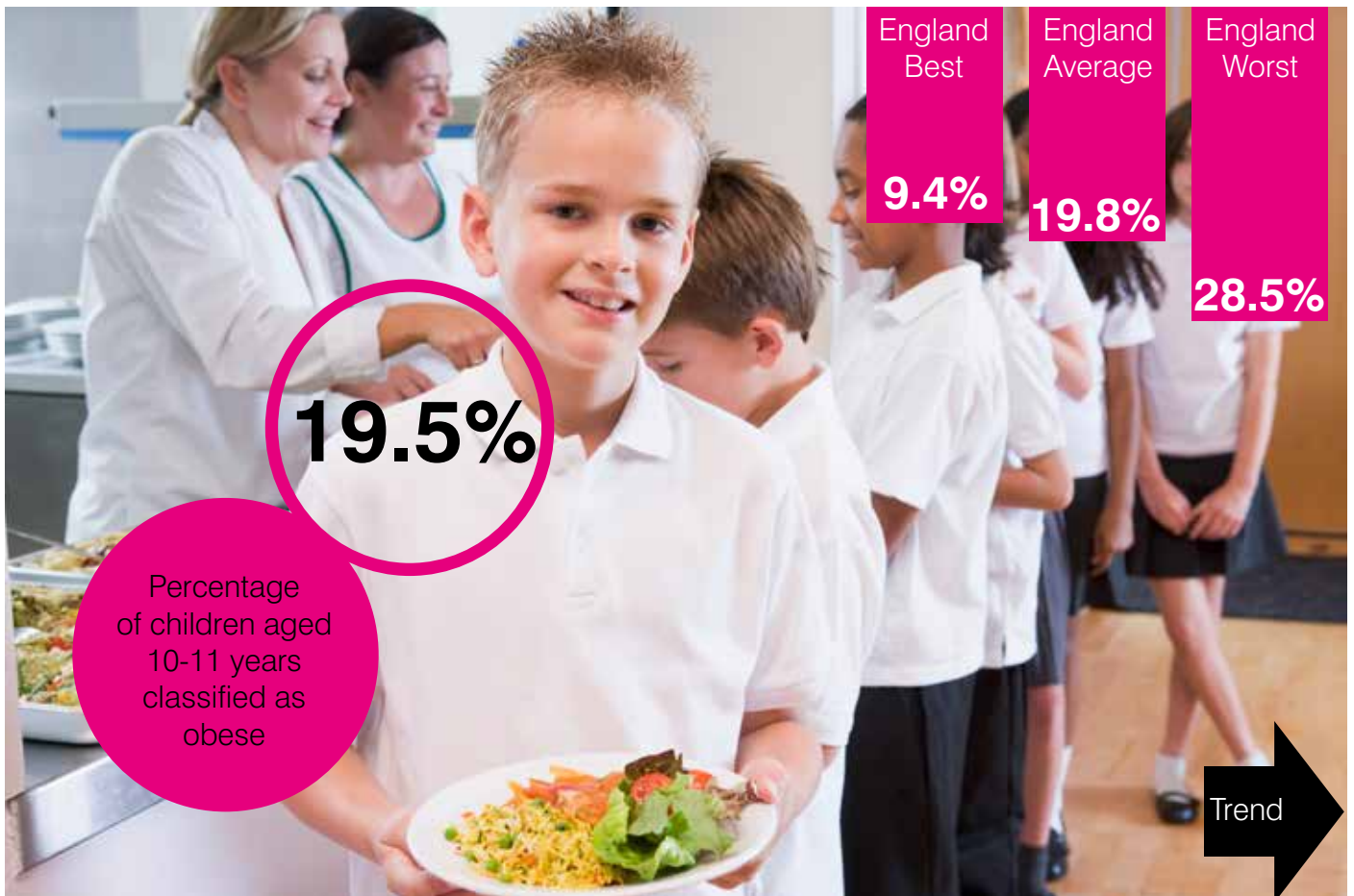
The expansion of the Doncaster Skills Academy over the next two years will ensure that young people in Doncaster meaningfully engage with employers and develop the skills necessary to meet their employment goals. Both of these strands are vital to the success of the Social Mobility Opportunity Area, which aims to improve social mobility for Doncaster children and young people by closing the gap in attainment between disadvantaged and non-disadvantaged children at primary school; improving the performance of the borough's secondary schools, helping Doncaster's young people to find the right academic and vocational routes to the careers they aspire to; and taking active steps to help the most vulnerable, to access opportunities that will support them in and out of education.



Support schools to increase physical activity in the curriculum

The Daily Mile programme could lead to an additional 20 minutes of physical activity in every Doncaster school each day, contributing to improved learning, behaviour and health. It is being promoted to all schools with the offer of support if required to help with implementation.

Monitoring is taking place to measure uptake and materials have been produced. Healthy Learning, Healthy Lives (HLHL) is the Doncaster health and wellbeing award scheme designed for schools, colleges and early years providers. Launched in January 2018, it provides free support and guidance to education settings, including a comprehensive website and an accreditation scheme that recognises work to increase and support health in education settings.



REAL life stories

St Leger Homes improving children's health and wellbeing

St Leger Homes rehouse approximately 1500 households each year into council homes which are affordable, have security of tenure and benefit from an effective management, repairs and maintenance service.

In addition to ensuring that homes are safe and warm, St Leger also contributes to the health and wellbeing of their residents and provides a range of budgeting advice and signposting to support agencies if required. The team has also developed pathways to address cases where complex needs have been identified which impact on a child's wellbeing including the Housing Assessment Panel, Vulnerable Person's panel and day to day collaborative working.

Recently, St Leger rehoused an applicant who was living in a one-bedroom flat. His nine-month-old child had been removed from his former partner's care and had been placed in a temporary foster placement. Working with the applicant and Doncaster Children's Services Trust (DCST), St Leger awarded social and welfare priority and rehoused the tenant into a house near to his family for support. This minimised the amount of time that his child was in care. St Leger has also rehoused a number of other children where there has been intervention from DCST and have either prevented or reduced the length of time they have been in the care system.

Providing play areas to improve children's health and wellbeing

Doncaster Council Street Scene and Highways operations have supported improving children's health and wellbeing by providing fixed play area and sports facilities on parks and open spaces across Doncaster. The parks and open spaces are maintained to a high standard and a green flag award has recently been achieved as a result of the increased community involvement and work to improve the local environment. Free junior football facilities are also provided, these are popular and the sites are well used.

One particular example is the Sandall Park inclusive swing project. In 2017 Street Scene and the communities' team worked with the Friends of Sandall Park group to secure external funding for the installation of a Disability Discrimination Act (DDA) compliant access friendly swing for all children to enjoy.

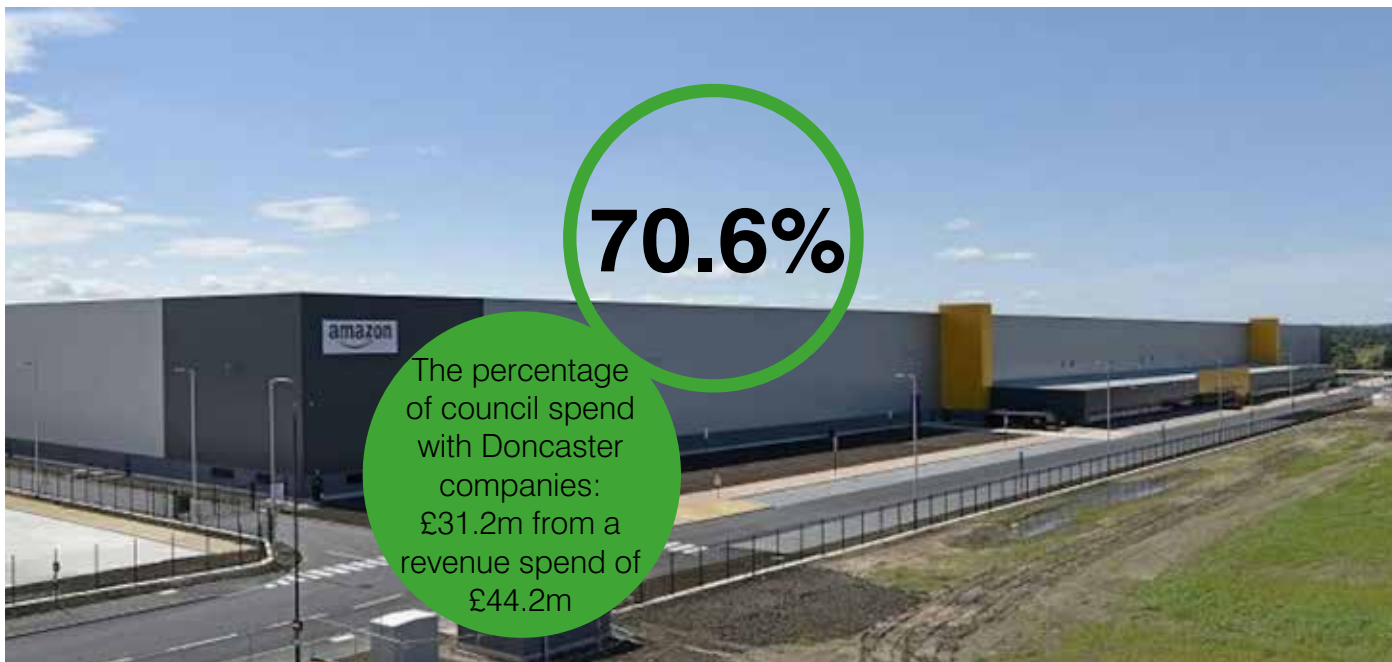


Make 'good growth' our watchword for economic development

Last year five recommendations were made to make the link between health and work stronger and ensure that economic growth benefits everyone and progress against those is reported below.

Use the Social Value Act to maximise equitable employment opportunities when commissioning

The council has started work on the development of a Social Value strategy and revised procurement guidance which will be linked to the 'Doncaster Growing Together' strategy. The aim of the strategy and guidance will be to ensure a consistent approach to the delivery of social value and initiate discussion amongst commissioners as to how social value can be delivered across the council's key policy areas.



Recommission the 'work programme' as part of the Sheffield City Region to help those furthest from the labour market find work and delivery of the Work and Health Unit trial

Led by the Sheffield City Region Executive, the Work and Health Programme is in the final stages of commissioning.

The tender scoring process was finalised and contracts were due to go live in autumn 2017. However, the funding for this programme from central government to the Sheffield City Region has been paused.

The Work and Health Unit trial is progressing well. South Yorkshire Housing Association has been awarded the contract to test the effectiveness of Individual Placement Support (IPS) to support people with less severe mental health problems and those with musculoskeletal problems into work. This new service will begin in early 2018.



Work to keep those with health issues in employment longer, improving health literacy and self management

The Workplace Wellbeing Programme continued to support local businesses to gain accreditation against the national Workplace Wellbeing Charter until it was withdrawn in late 2017. A new charter is being developed in partnership with other South Yorkshire local authorities to maintain momentum. In October the annual workplace health conference was held to support European Health and Safety Week.

The conference focussed on the ageing workforce with keynote speakers delivering presentations on topical issues such as musculoskeletal problems, carers and physical wellbeing.

A self-management programme proposal and mapping process is underway and is being shared with key partners. A number of options are currently being explored and recommendations on the way forward are being considered, as part of the Doncaster Place Plan.

Continue to help residents keep their homes warm by improving the energy efficiency of properties, ensuring access to welfare advice and helping residents find a cheaper energy tariff via Great North Energy

Great North Energy launched on 7 November 2017. In addition the council continues to work with the National Energy Action (NEA) to address fuel poverty through the 'Warm Homes' fund and with Doncaster Clinical Commissioning Group to fund 'Boilers on Prescription' through the Better Care Fund.



Use community assets to join up health, social care, education, skills and employment around the family. Extend both the Stronger Families and Well North approaches to other groups and geographical areas in the borough

Loneliness and social isolation can be addressed through increasing the number of and strength of social networks. This can start in childhood, and can be sustained and built on in later life. The new Starting Well Service has begun operating with a focus on the first 1001 days and Children's Centres have been transformed into Family Hubs in line with the All Party Parliamentary Group report from late 2016. Stronger Families principles and practices are being transferred to the Complex Lives programme to support adults with multiple issues. Well Doncaster continues to join up community groups and organisations, local schools, the Family Hubs, primary care, social care and employment programmes. Aspects of the work have been extended to include Conisbrough, while maintaining a focus on Denaby Main. A workshop in October 2017 helped develop plans for sustainable and inclusive growth in line with Doncaster Growing Together, drawing together Doncaster Council, Well North advisors and community organisations from Denaby, Edlington, Bentley and Stainforth.

Community organisations continue to be the basis for health and wellbeing in Doncaster communities. There has been an increase in both formal and informal activity to reduce the impact of loneliness locally involving established 'health' groups (e.g. MIND, the Alzheimer's Society, People Focussed Group and Age UK), established local organisations (including the Development Trusts, Parish Councils) or relative newcomers (e.g. Community Circles, b:Friend and Home Instead Senior Care). This is an increasingly complex area where more could be done to ensure local community organisations thrive and link with statutory sector approaches including social prescribing and Your Life Doncaster. New networks of organisations such as Expect Youth for children and young people could be adopted for adults.



REAL life stories

The World of Work academy programme

The World of Work (WOW) academy programme run by St Leger Homes offers a range of work related opportunities to tenants and their families. This includes training contracts such as work experience and a two-week work ready course in conjunction with Doncaster College.

Mark Redgrift is now a World of Work Handyman. He initially contacted WOW through his estate officer and requested more information. The WOW co-ordinator arranged to meet with Mark to discuss his barriers to employment, what his expectations were and what sort of employment he was seeking.

After discussing the possible options available to him, Mark completed a two-week customer service course with Doncaster College where he gained a full level 2 qualification in customer services and subsequently applied for the St Leger Homes temporary handy person vacancy that allows a candidate to earn while they learn. Mark hadn't experienced this type of work before and was excited to learn a new skill. He was also looking forward to the extra training he would receive such as IOSH working safely, manual handling and gaining his Construction Skills Certification Scheme card.

Mark said: "The scheme run by St Leger Homes gives me a lot of pride, especially when you finish a job and realise someone is going to move into that house and make it a home.

"You know that you are doing something positive. World of Work has helped open up my finances and we've been able to live properly as a family."

Manna counselling at Bentley Library

Manna counselling in Bentley Library offers clients a non-clinical, anonymous and accessible safe place to come to alongside other local services that serve the community. Bringing services together means easier access for clients and less travelling, which can sometimes be difficult when suffering from physical and mental illness. Supported by the Manna counsellor and local volunteers, a cancer support group meets at the library every Thursday mornings. The group is designed to bring people together to share their experiences, support one another and help combat loneliness and isolation.

As a result of the group, some people have found supporting others increases their self-confidence and self-esteem. Others find it helpful and easier to talk to the support group rather than with family or close friends as they don't feel the need to hide their feelings or emotions that they perceive may distress those close to them.

The library also supports the mental health and social isolation needs of the wider community by providing a place to meet others and volunteering opportunities, enabling individuals to gain skills in getting back to work, which in turn provide purpose in life and improve self-esteem and a positive outlook. All of these positive outcomes link together and provide the people of Bentley with a place to provide a great many of the services to meet their needs by a committed and integrated team.



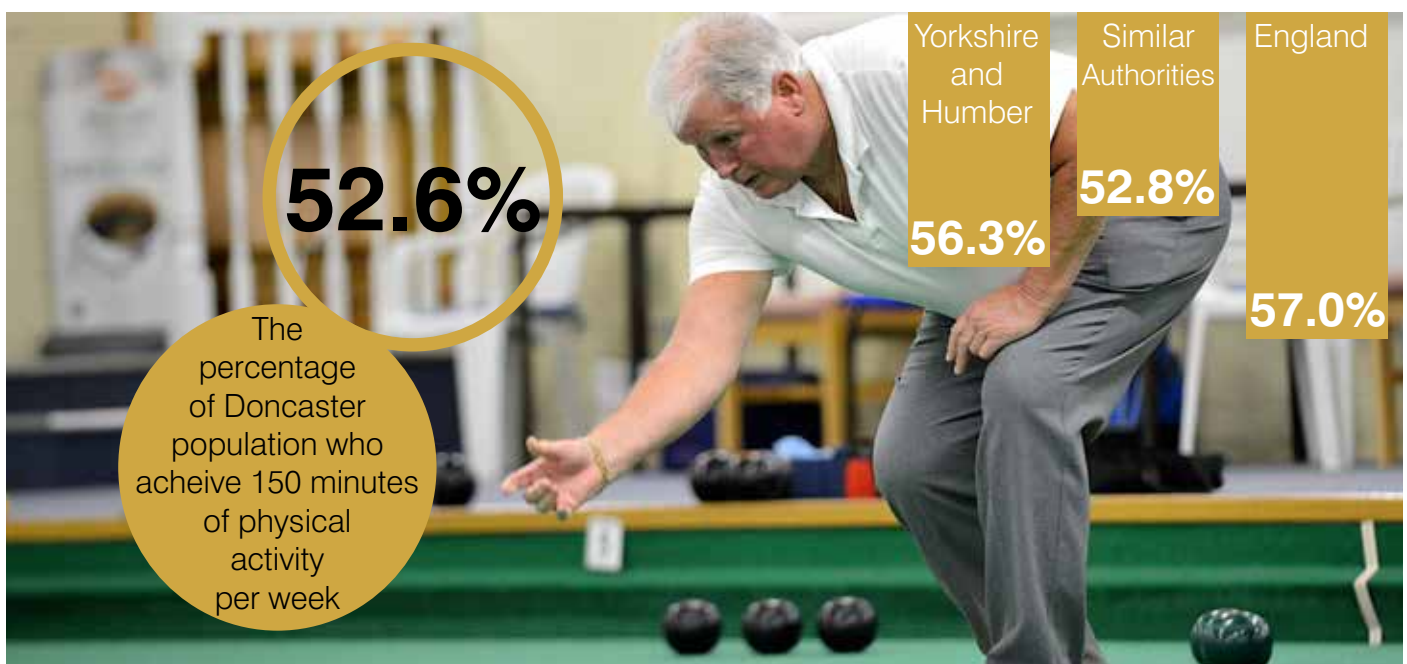
Include preventative approaches in all patient pathways and clinical services

The Doncaster (health and care) Place Plan recognises the importance of prevention. In the six areas of opportunity identified for greater collaborative working (complex lives, intermediate care, starting well, vulnerable adolescents, unplanned and emergency care and dermatology) prevention will be explicitly addressed. This should focus on the behavioural risk factors that determine health and includes smoking, diet, physical activity and alcohol, through both universal approaches such as Making Every Contact Count and more targeted approaches like the National Diabetes Prevention Programme. Locally, the council is working with partners, the Local Government Association and the Design Council to revamp the approach to self-management.



Focus on the Get Doncaster Moving campaign to increase physical activity

Get Doncaster Moving is one of the transformational programmes of Doncaster Growing Together. The 10 year strategy will be launched in 2018 with the vision of 'healthy and vibrant communities through physical activity and sport'. It includes a focus on supporting the most inactive in Doncaster to get active using a number of approaches including cycling, walking, sport, dance and green spaces. Get Doncaster Moving will enable these improvements to be delivered more quickly and this will be further supported by the successful Sport England Local Delivery Pilot.



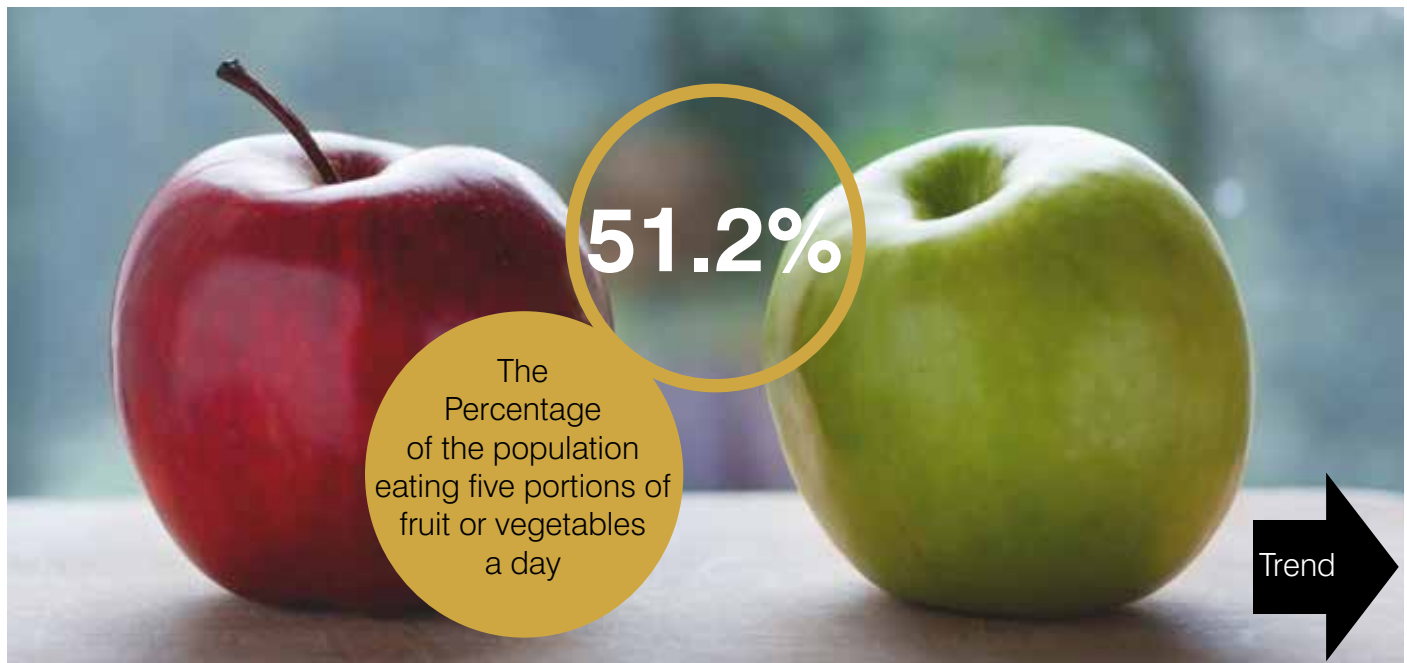
Include preventative approaches in all patient pathways and clinical services

A 'Food Hack' event held in June 2017 brought together a wide network of participants from Doncaster's food system and began the process of establishing a partnership of people interested in Doncaster's food future. Following this an external food partnership has been established which includes a range of members from the council, Health Watch Doncaster, Flourish Enterprises, and other charity/community organisations. This partnership will work on a range of initiatives around an action plan, including four key points on promoting physical and mental health. This partnership has recently been awarded 'Sustainable Food City' status.

A new council food strategy will include a focus on reducing diet-related ill health, and promote workplace wellbeing. The strategy will include existing documents such as those in public health and environmental health, but will also cover the wider approach to food in the borough and will look at five key points:

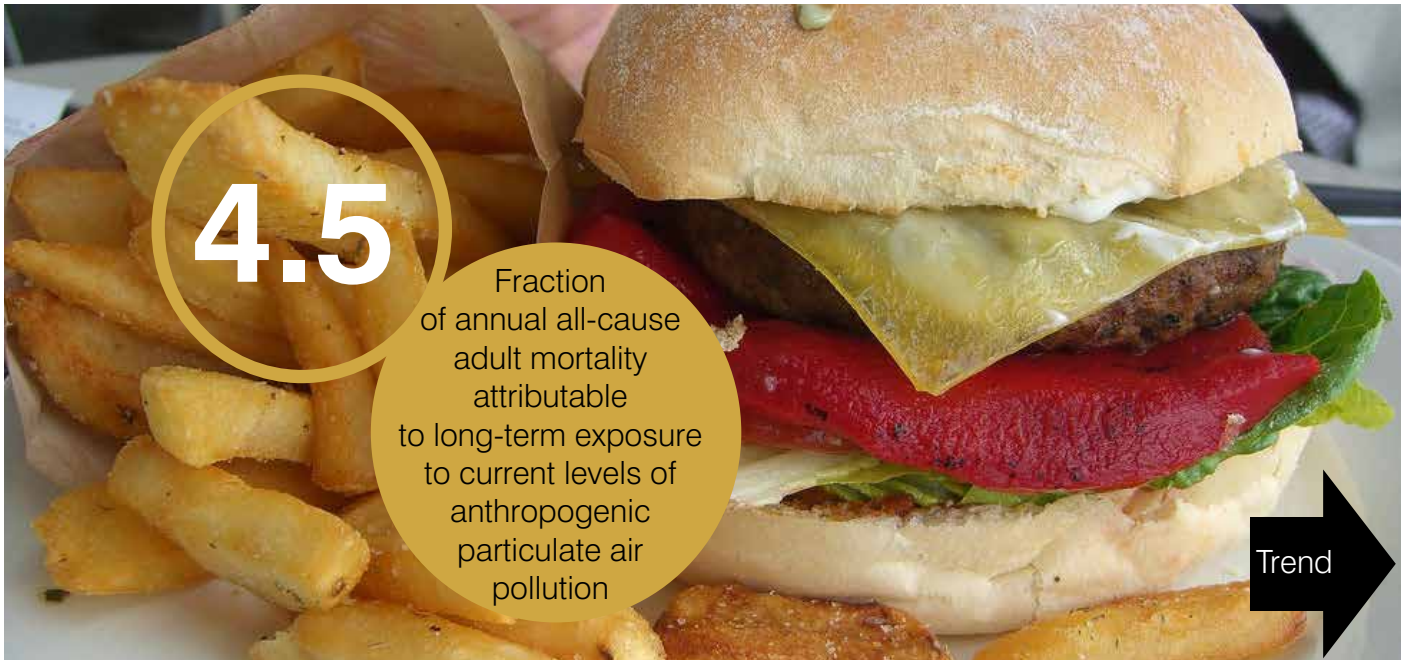
- addressing food insecurity in Doncaster
- promoting healthy food and lifestyles
- supporting local communities to eat well
- embedding healthy attitudes to food into the internal culture of the council
- boosting the role of food in the local economy

A food poverty alliance is also being set up to address food poverty, a leading cause of diet-related ill health and we are exploring the adoption of Sugar Smart in the borough.



Continue to reduce the negative impact of takeaways and fast food on health and air pollution by considering health in spatial planning and licensing approaches

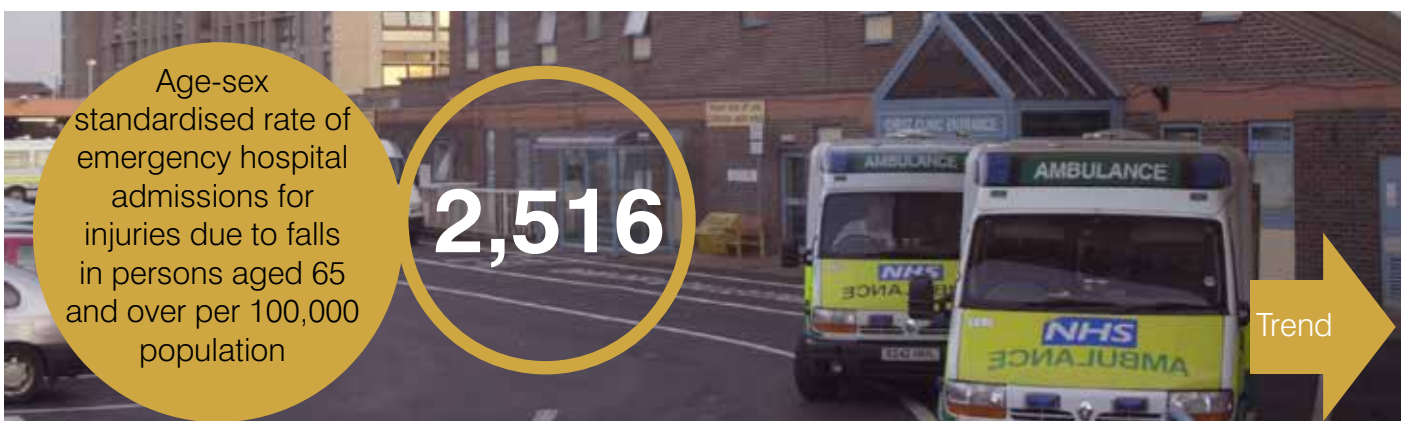
A hot food takeaway review has been developed to provide evidence to support the consideration of health impacts for planning applications. There is the opportunity to include a policy in the developing Local Plan to restrict the proliferation of hot food takeaways and restrict the opening of them within the vicinity of secondary schools.



Evaluate local approaches with South Yorkshire Fire and Rescue (SYFR) to promote fire safety and address falls including enhanced home safety checks

A steering group supported by a variety of partners has resulted in SYFR delivering a Safe and Well service which includes advice and support relating to fire, crime safety, aging well and falls. The visits are focussed on the most vulnerable with referral pathways established for further support. In support of the introduction of the Safe and Well visits, SYFR has become an accredited centre for the delivery of the Royal Society of Public Health (RSPH) level 2 qualification in health improvement and over 100 staff across Doncaster have now received this training and qualification with other additional training scheduled for future dates.

The Safe and Well pilot was independently evaluated between Sept 2016 and March 2017, resulting in a number of recommendations. These recommendations are currently being reviewed and continued engagement with staff and partners within Doncaster is taking place in order to embed Safe and Well visits. Further partnership work has also taken place through initiatives including the 'To Save A Life' and the 'Fakes Cause Fires' campaigns. Adwick Fire Station at Quarry Lane, Woodlands, hosts a memory cafe as part of a new partnership between SYFR and the Alzheimer's Society. The events, held once each month on a Thursday afternoon, provide an opportunity for people living with dementia and their carers to meet in a safe, managed environment and to take part in activities to promote mental and physical wellbeing, such as games and health walks.



REAL life stories

Reducing preventable health conditions by removing illegal products

The Doncaster Trading Standards Service enforces the sale of tobacco, nicotine inhaling products, alcohol and solvents in line with national legislation. Between April 2016 and April 2017 the team successfully removed over 169,640 cigarettes and 54kg of hand rolling tobacco from premises across Doncaster.

The seized products are unacceptable for a number of reasons:

- They may not display the important health warnings about the dangers of smoking that help to deter people. There is clear evidence that the health warnings carried on tobacco packaging increases consumer knowledge about the health consequences of smoking, and helps to change consumer behaviour
- Some of the products are dangerous as they do not self-extinguish when not being smoked, this is a legal requirement that reduces the risk of deadly fires
- The low prices that illicit tobacco is sold for may encourage underage smoking.

With the changes in the laws around nicotine inhaling products the service has also made proactive inspections to ensure traders are aware of their obligations. Prior to the investment by Public Health in the Trading Standards Service, illicit tobacco and alcohol were on open sale within the borough. This is no longer the case and some businesses have been dissuaded from continued sales.



REAL life story

Reducing preventable health conditions by improving air quality

The Doncaster Council Pollution Control team has a duty to deliver actions across the council that improve air quality within an Air Quality Action Plan. As part of this, the team delivers a number of projects:

- Daily public air quality broadcasts on social media inform the public about the levels of air quality and provide advice during particularly poor episodes. This serves to potentially reduce the harmful effects on vulnerable individuals and the need to seek healthcare
- ECO stars- a heavy goods vehicle fleet emission reduction scheme that encourages cleaner fleet operations across Doncaster
- The Fuelling Change campaign aims to promote alternative fuels and addresses the uncertainty that surrounds them for both the public and local businesses. As part of the campaign Doncaster Council has an electric car available to promote and familiarise the public and council employees with electric vehicles.

Making the link between education, work and health at North Bridge

At the council's North Bridge depot, the Street Scene and Highways team has a number of Health Champions. Their role is to promote the benefits of healthy lifestyle choices, both in the workplace and at home.

The Health Champions initiative means that employees now have access to a wider range of information which has empowered them make to healthier choices and in the recent More Minutes initiative over 60 employees at North Bridge took part. On the day they received fruit and a free day's membership at a local gym.

As a result of the work of the Health Champions and the high level of engagement at North Bridge participation levels in future health campaigns are likely to increase further.



TACKLE unfairness and health inequalities

Last year six recommendations were made to tackle unfairness and health inequalities make the link between health and work stronger and ensure that economic growth benefits everyone. Progress against those is reported below.

Adopt a 'Health in all Policies' approach

A Sector Led Improvement peer review of the Public Health function was undertaken in 2017 and the council was commended for how embedded the function is following its transfer from the NHS in 2013. Health implications will be included in all corporate reports and the Health Impact Assessment process for major developments has been agreed. The Local Government Association delivered 'health training' open to all Doncaster elected members in May 2017.



Make a strategic shift to prevention through the Doncaster Place Plan

Prevention and demand management approaches are recognised across the six areas of opportunity in the health and care place plan (intermediate care, complex lives, first 1001 days, vulnerable adolescents, unplanned and emergency care and dermatology). Partners have commissioned 'Doncaster Talks' to understand what motivates local people in keeping themselves healthy and what the key barriers are. This approach will give more local insight into the drivers of behaviour and support future service planning.



Empower people and communities to take control of their own health and if services are required involve people in co-designing the services

The Community Engagement Framework sets out the importance of engaging people in decision making and acknowledging the different roles this can take, from information giving and consultation to co-production and citizen power. Further work on the strategy will set out how the council will approach the agreed policy statements:

- We will listen and understand
- Doncaster people will inform our policy and we will keep people informed
- We will be inclusive and act with purpose
- We will make the most of what already exists in communities and where possible increase community capacity

There is a key role residents and communities can, and are, playing in contributing to the achievement of our strategic priorities as set out in the Doncaster Growing Together prospectus.



Improve data capture, sharing and reporting so that services can become more seamless and based on insight to address inequalities in access and outcomes

A new vision for Business Intelligence in the council has been agreed, which puts evidence based decision making at its centre and reflects an intent to use a range of tools and techniques to inform our understanding of communities, people and how services are responding. This is being driven at a leadership level of the council where managers are being asked to consider their contributions as data owners, and how data can be better shared, mixed and interpreted to reach deeper insights.

Work is progressing to consider how to create an integrated intelligence function between the council and Doncaster Clinical Commissioning Group, this integrated approach could include gathering evidence and insight to support health and care integration.

At a strategic level, Team Doncaster launched the first ever State of the Borough assessment on 21 September 2017 alongside the Doncaster Growing Together strategy at Full Council. For the first time, this pulled together one strategic assessment of people and place, with measures taken from the Outcomes Framework.

This sits above, and complements existing assessments such as the Joint Strategic Needs Assessment, and will enable specific assessments to 'go deep' into any subsequent questions the strategic State of the Borough assessment prompts.

Report back on the health needs assessment for Black and Minority Ethnic (BME) Groups

Under the guidance of the Health and Wellbeing Board a number of actions have been progressed to further understand the health needs of Doncaster's BME populations. This BME needs assessment in 2017 identified two priority areas:

- The health of new migrants/arrivals
- The mental health needs of the BME population

A series of focus groups with sections of the BME community have taken place and the recommendations arising from these focus groups are being checked with participants. A method to look at the prevalence of health conditions in BME groups, their access into services, the completeness rates for treatment and the impact of treatment has been developed. The first health conditions being tested are depression and anxiety.

Continue to move beyond integration to population health systems and budgets

The Doncaster Place Plan sets out six 'areas of opportunities' where integration of service delivery should improve the quality of care, improve individual health and wellbeing and also reduce the required financial investment. Doncaster Council and the Clinical Commissioning Group are exploring the establishment of more formal joint commissioning approaches.

Successful integration should also demonstrate improvements in population outcomes and in time allow budgets to be allocated to agreed population segments and increasingly moved to focus on preventative approaches that contribute to reducing demand.

REAL life story

Reducing inequalities in health within Doncaster communities

The Green Space Network is a group of volunteers and partners co-ordinated by Street Scene and Highways operations. The network participates in regular voluntary projects such as litter picking, horticultural activities and fund raising. Tools, bin bags and hi-visibility clothing are supplied on request for volunteers to get involved.

As well as improving the environment for others, taking part in the network actively encourages a healthier lifestyle and an increase in health and well-being as a result of using Doncaster's outdoor spaces. This 'health by stealth' approach reduces the inequalities across communities and the number of volunteers supporting the network continues to grow across the borough.



CONCLUSIONS and recommendations

I hope you can see that despite on-going reductions and changes in public service finances there are still examples of innovative and impactful approaches that improve and protect the health of Doncaster people. As the real life stories indicate these approaches arise from within local communities, or jointly with the council and partners. The best of these approaches are where the state is 'an extension of the community' not 'a replacement for the community'. These gains are hard won, yet given the current financial situation are fragile and could be lost. The impact of these initiatives needs to be more systematically captured to ensure that we are making enough progress to impact health outcomes which can take years to change. I have revised the wording of two of the building blocks and whilst the four building blocks are still relevant and need continued focus an additional focus should be brought on sustainability and resilience.

Recommendations for 2018

1. Give every child the best start in life

I am pleased with the progress on implementing the early help strategy, the focus on the first 1001 days of a child's life and developments in schools focussing on mental health, physical activity and a curriculum for life.

I would like to see this focus continue but would also like partners to consider the potential impact of Adverse Childhood Experiences on Doncaster children and their families and what might be done to prevent these avoidable experiences.

I expect Doncaster's Children, Young People and Families Board to take this recommendation forward.

2. Make good growth our watchword for economic development

Local social value approaches together with adoption of the minimum wage are starting to benefit Doncaster people. The establishment of Great North Energy and cheaper energy tariffs should be good for local people too. The delay in recommissioning the work programme across the Sheffield City Region is disappointing, but we must take advantage of the trial of Individual Placement Support to show how local involvement in work and health can have similar impacts to the local involvement with work and skills. Workplaces should be a key place for health improvement and health protection and we must not be out off by national decisions on the workplace charter.

Community organisations are contributing to wider community development and their part in the foundational economy needs to be emphasised as part of 'good growth'. Collectively these approaches signal a strengths based approach which must support vibrant and thriving communities. I expect Doncaster Growing Together and the work theme in particular to take this forward.

3. Improve healthy life expectancy through preventing disability

A good start has been made by Get Doncaster Moving and Delicious Doncaster, however, now is the time to accelerate these approaches. The importance of the local plan together with good local intelligence to support healthy streets and environments is becoming more important following recent debates nationally and locally about hot-food takeaways and gambling premises. The development of the safe and well checks by SYFR is a good news story but does highlight the need to make sure tobacco control and substance misuse programmes are being implemented as effectively as possible.

There is still further work to do to place the work on improving air quality at the heart of planning and development as opposed to being on the periphery.

I expect Doncaster's Health and Wellbeing Board to take this forward.

4. Tackle unfairness and health inequalities

Embedding the health in all policies approach should reduce unfairness and tackle inequalities. The council should consider a Local Government Association facilitated Sector Led Improvement self-assessment later in the year. Community engagement, development and capacity building should be a focus for all partners in order to deliver the aspirations of Doncaster Growing Together. Collection and sharing of data should be reviewed in light of the new General Data Protection Regulations and the new Borough Strategy. The learning from the BME health needs assessment and subsequent work should inform approaches to other dimensions of health inequality starting with gender.

Fairness by itself is not enough and Doncaster should look at becoming as inclusive as possible and translate it's strengths in logistics and connectivity for business to connectivity and inclusion for local people and communities. I expect Doncaster's Health and Wellbeing Board to take this forward.

Build a sustainable and resilient borough

Doncaster, its people and the place, has responded well to a wide variety of challenges and changes in its recent past. However, Doncaster should explore the possibility of 'future-proofing' itself from future environmental, social and economic changes. Protecting the borough from poverty should be as much of a public health priority as protecting it from polio. Doncaster Growing Together provides a good basis for drawing together interdependent change programmes for the medium term and should help prevent unintended consequences or perverse outcomes from these multiple change programmes. However longer term planning along the lines of the United Nations Sustainable Development Goals for 2030 is much weaker. Whilst some individual programmes exist (e.g. reducing the likelihood and impact of flooding, or resilient design), there are obvious gaps where there is either no obvious approach or the approach is too short term.

The work on the new local plan describing a vision and a framework for the future development of Doncaster, addressing needs and opportunities in relation to housing, the economy, community facilities and infrastructure – as well as a basis for safeguarding the environment, adapting to climate change and securing good design will be increasingly important, as well as how the local plan fits with developing neighbourhood plans. There may be benefits in a collective approach to addressing physical, social and economic challenges and this could be based on long term health and/or economic scenarios. In the first instance NHS partners should review and update their Sustainable Development Management Plans, local supply chains should be reviewed and the South Yorkshire Passenger Transport Executive should work with local councils to increase sustainable transport and active travel.

I expect to develop some proposals and solutions to this in 2018.

REFERENCES

Doncaster Growing Together - www.doncaster.gov.uk/services/the-council-democracy/doncaster-growing-together

Early Help Strategy - www.doncaster.gov.uk/services/schools/early-help-what-is-it-in-doncaster

Local Transformation Plan - www.doncasterccg.nhs.uk/wp-content/uploads/2017/11/Doncaster-LTP-2017-20-updated.pdf

Place Plan - www.doncasterccg.nhs.uk/wp-content/uploads/2016/10/Doncaster-Place-Plan.pdf

Starting Well Strategy - www.teamdoncaster.org.uk/ChildrenFamilies



We're keen to hear your views and feedback on this report.

Please get in touch at:
Director of Public Health
Doncaster Council
Civic Office
Waterdale
Doncaster
DN1 3BU

Email: PublicHealthEnquiries@doncaster.gov.uk

Twitter: [@Doncaster_PH](https://twitter.com/Doncaster_PH)

www.doncaster.gov.uk