

Public Health Annual Report

2019



Doncaster
Council

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Doncaster faces many challenges in relation to the health and wellbeing of its citizens.

Year on year the Public Health Grant has been reduced since 2010 and this has impacted on the people of this borough and their wellbeing.

Despite this, Doncaster Council and its partners continue to engage and promote health, happiness and wellbeing with its people. We also strive to produce and enact innovative approaches to tackle and combat deprivation, illness and isolation.

We have worked hard to consult with the people of Doncaster to design and fund activities and programmes out of our Wider Determinants Fund. These initiatives are successful, engaging and have a positive effect on the people involved in them.

I am very proud of the work we do within Public Health, and collectively as a local authority with our partners, to make Doncaster a better place and make its people healthier. This said, unless there is significant increase in funding or a change to national policy, this task will become even harder.

We have a long, difficult journey ahead, but our people are full of spirit, grit, resilience and determination and we are committed to making Doncaster a happier, healthier place over the coming years.

Councillor Nigel Ball

Cabinet Member for Public Health, Leisure and Culture



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

This report includes an assessment of whether health is improving locally and shows how there is a slowdown in health improvement that masks inequalities between different groups of people in Doncaster. The report also demonstrates how the public health grant is used locally, how those commissioned services perform and how the public health grant is combined with the action of the public health team and partners to address the most pressing local health issues.

The report is also a call to action on tobacco control. Tobacco is still the leading cause of preventable ill health and premature deaths in the borough. Despite high quality specialised smoking cessation services in Doncaster, as many people are starting to smoke each year as quit resulting in no overall reduction in smoking.

Finally, the report provides a summary of progress on the recommendations from my previous reports and I make three recommendations for 2020.

A handwritten signature in black ink, appearing to read 'Rupert Suckling', with a long horizontal flourish extending to the right.

Dr Rupert Suckling
@rupertsuckling

Director of Public Health
Doncaster Council

Changes to health and wellbeing outcomes



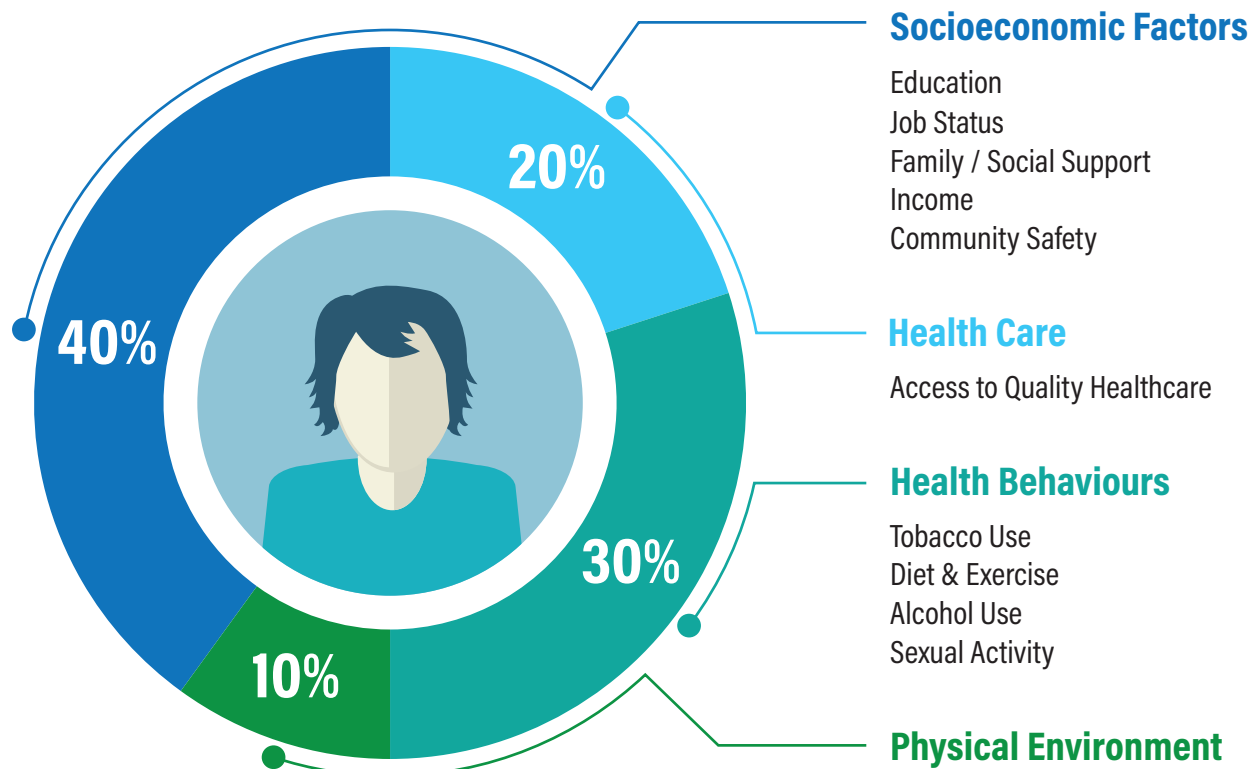
In 2019 across the country and in Doncaster, people still value good health above income, careers and education.

In previous reports I have described how good health is not only valuable in its own right but also contributes to thriving and vibrant economies and places. I have also described

how staying healthy depends on much more than health care, important though that is in a crisis. Health is both created and maintained in the places we are born, live, work and socialise. A series of broader socio-economic factors, the physical environment, health behaviours as well as health care all contribute to health.

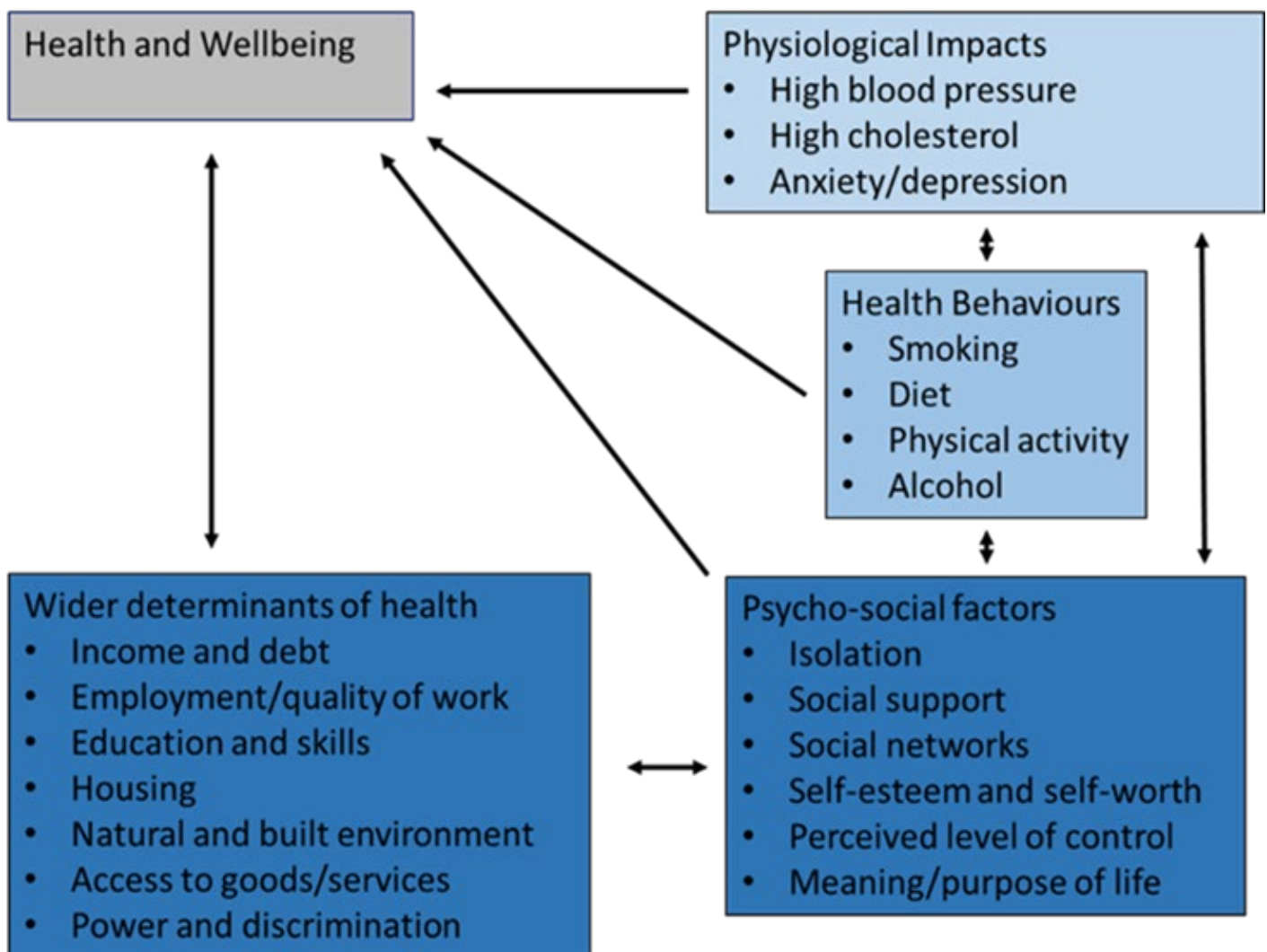
There is increasing evidence that shows how all these factors not only have an individual impact on health but also combine through the body's response to chronic stress and trauma through psycho-social factors, health behaviours and ultimately physiological factors to lead to disease, disability and ultimately death.

What goes into your health



I have also previously described how everyone knows when they feel healthy and how Directors of Public Health use a range of population outcomes to assess overall health status.

In particular, there are three headline measures that are used to describe overall population health; life expectancy, healthy life expectancy and health inequalities.



The state of health in Doncaster 2019

Life Expectancy

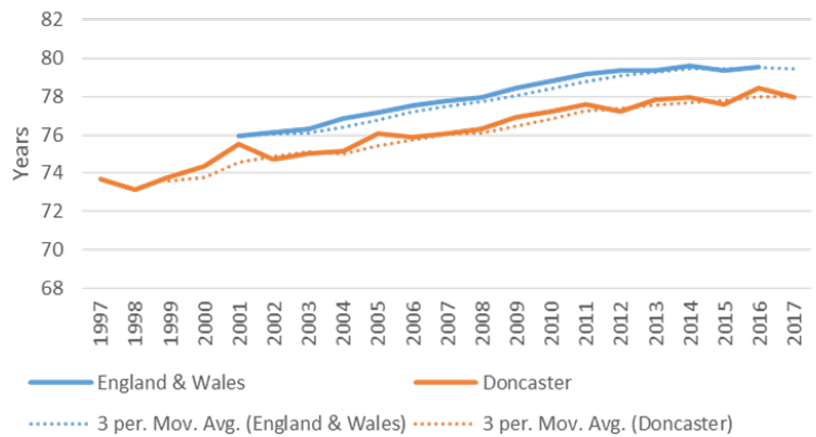
Life expectancy at birth in the UK (between 2001 and 2005) improved, on average around 0.34 years a year in men and around 0.25 a year in women.

However, between 2012 and 2017 the average improvement in life expectancy at birth fell in men to only 0.02 years and in women to 0.004 years.

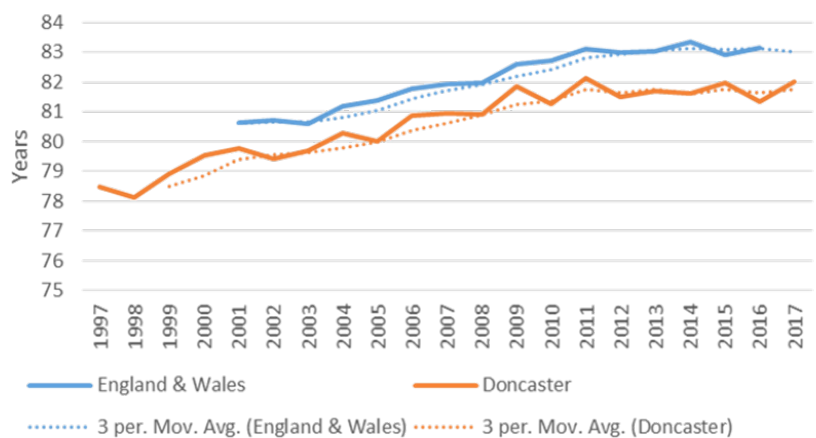
Life expectancy in Doncaster has largely reflected the changes that have occurred nationally.

In Doncaster between 2006 to 2011 life expectancy in men improved on average by 0.25 of a year each year and in women by 0.33 of a year each year. However, between 2012 and 2017 life expectancy only improved in men by 0.06 of a year and in women there was actually a fall in life expectancy of 0.02 years.

Male Life expectancy at birth



Female Life expectancy at birth

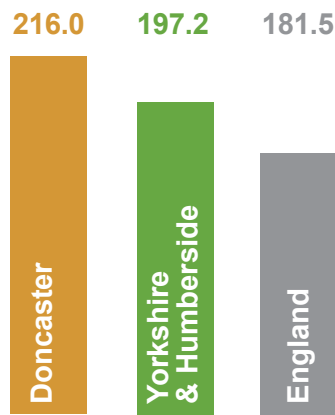


The contributors that make the biggest impact on life expectancy in Doncaster are deaths in childhood, deaths from overdose, violence and suicide, and premature deaths from heart disease, respiratory diseases and cancer. Many of these conditions are preventable and although reducing are not reducing as fast as nationally.

Avoidable Deaths in Local Population (Mortality Rate Per 100,000)

Avoidable deaths have reduced

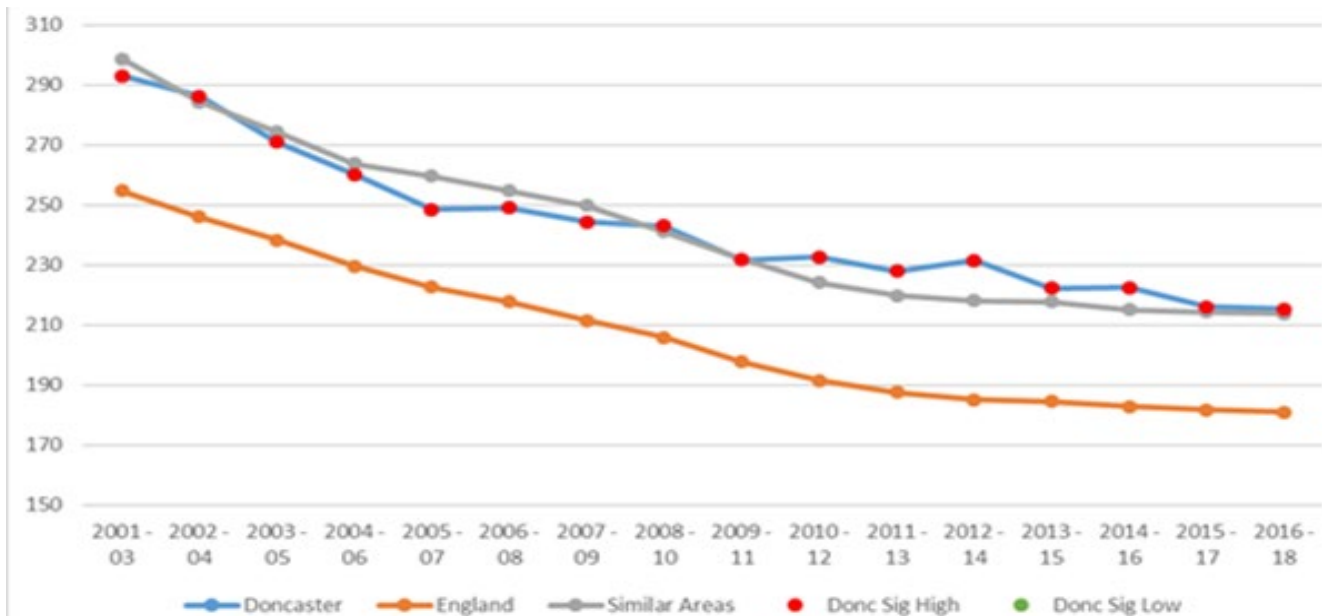
Avoidable deaths remain higher than comparators



The long-term trend shows a reduction in avoidable deaths, including a reduction of 6.7 per 100,000 population over the past year. This mirrors the long-term trend for the Yorkshire and Humber rate and England. However, the Doncaster rate remains higher than comparators. These are deaths that could have potentially been avoided using preventative public health interventions. This figure will be influenced by public health issues such as Doncaster having higher than average rates of smoking and obesity.

Data Source: Public Health Outcomes Framework 2015-2017, Public Health England

Preventable mortality Doncaster compared to national averages.





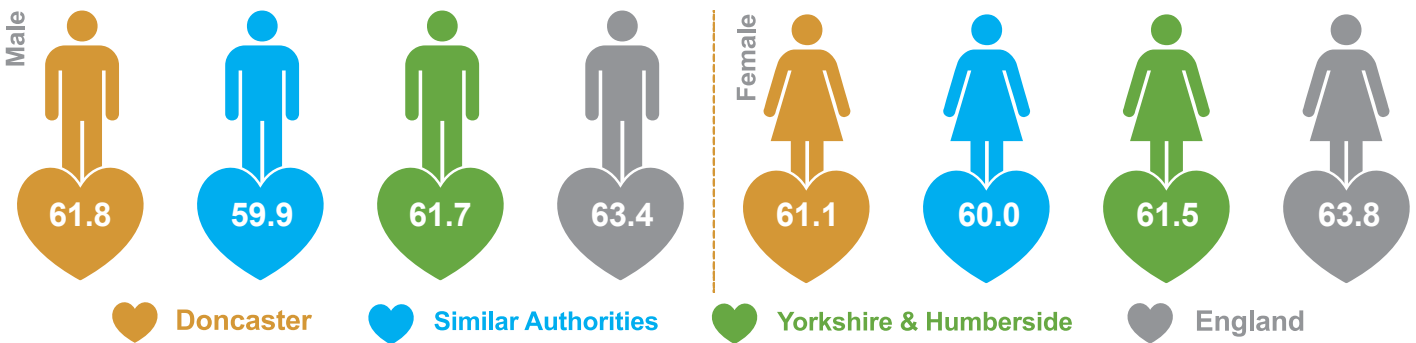
Healthy Life Expectancy

As well as assessing length of life, quality of life is important and this is measured by assessing Healthy Life Expectancy.

This is the length of time people live in a self assessed state of good or very good health. The latest update of the Public Health Outcomes Framework shows that, for the first time since 2009, healthy life expectancy at birth for men in Doncaster is no longer significantly worse than the national rate. Healthy life expectancy for men is 61.8 years compared to the England rate of 63.4 years.

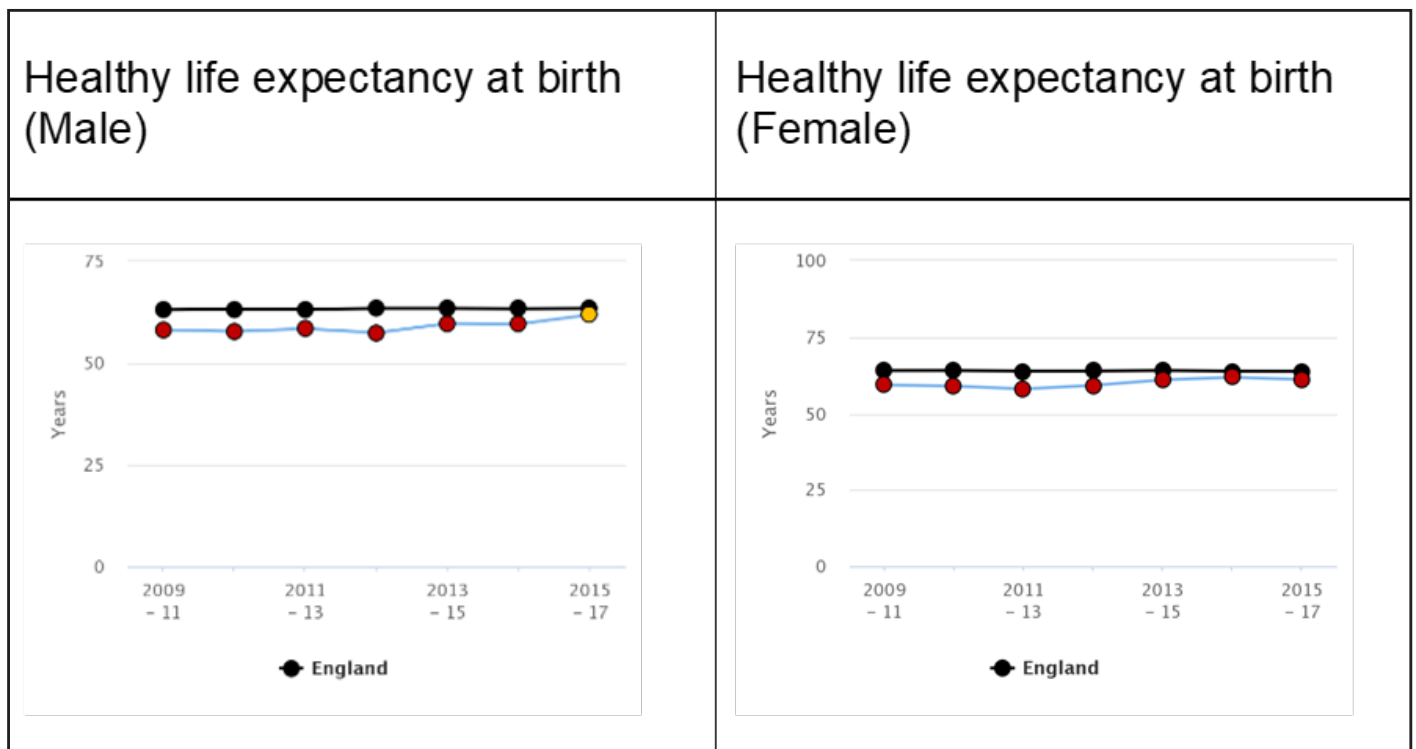
The average difference between England and Doncaster has historically been around 4.7 years. The difference in 2015-17 (latest data) is now 1.6 years. However, healthy life expectancy in women has remained significantly worse than the national average. The latest data shows a health life expectancy for women of 61.1 years a difference between Doncaster women and England of 2.7 years.

Healthy Life Expectancy at Birth



Healthy life expectancy in Doncaster is better than for similar areas. It has increased for males by 2.2 years since 2014-16 and by 3.6 years since 2009-11, narrowing the gap with England. After increasing for females since 2011-13, the most recent data shows a decline of 0.8, whilst it has levelled out for Yorkshire and the Humber and England. There does remain inequality across Doncaster with significant differences between the most affluent and deprived communities.

Data Source: Public Health Outcomes Framework 2015-17, Public Health England



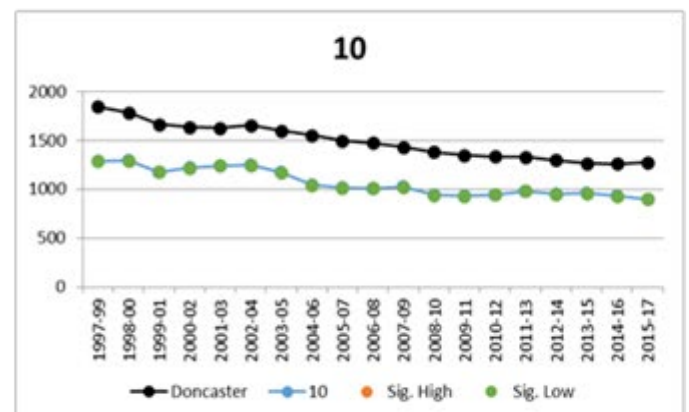
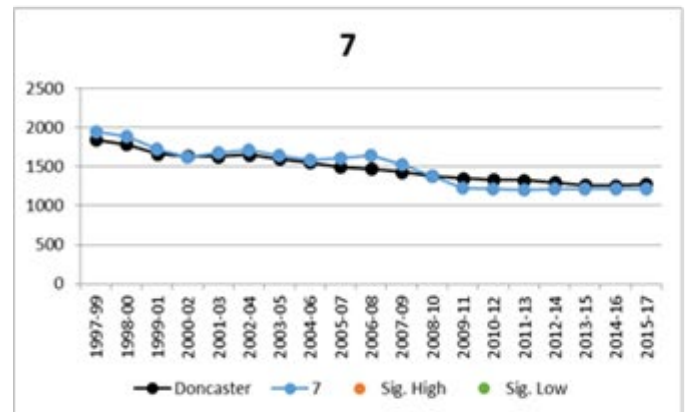
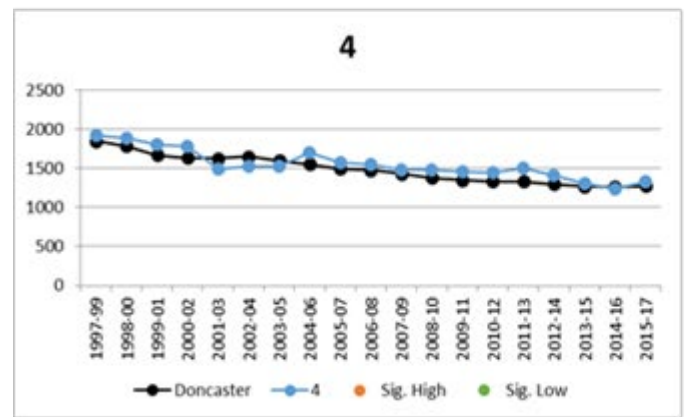
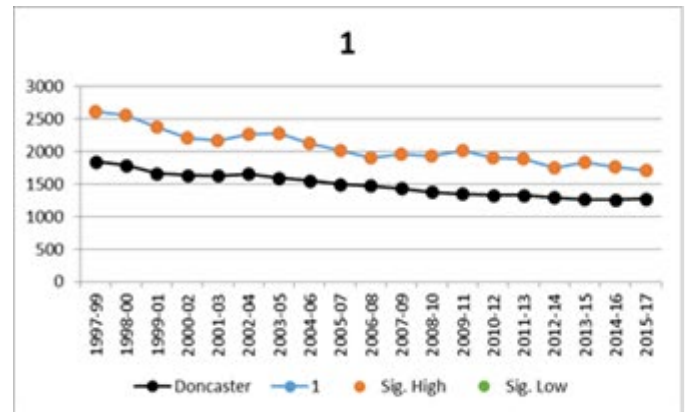
Health Inequalities

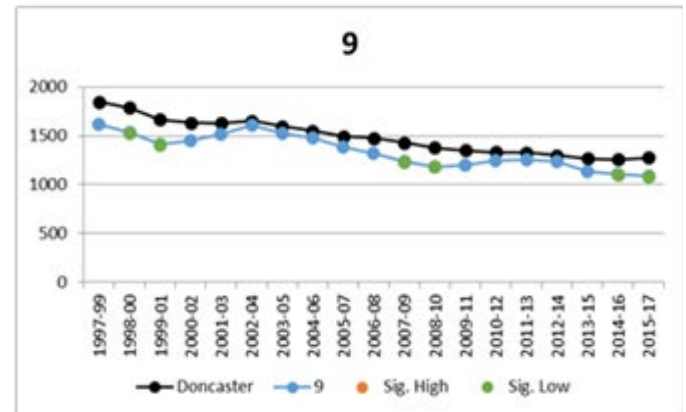
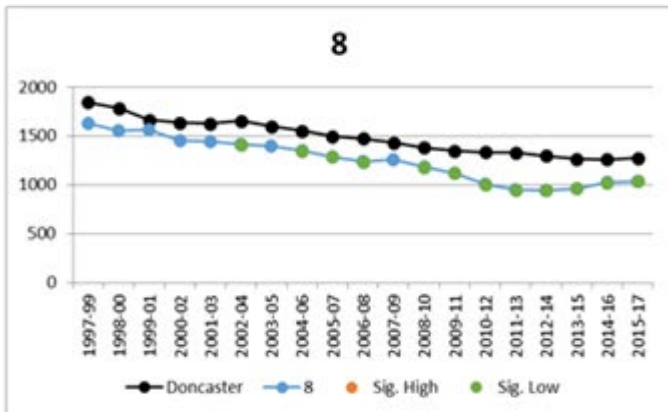
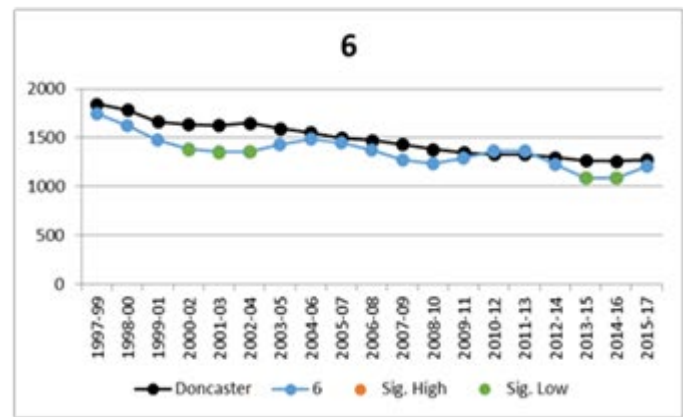
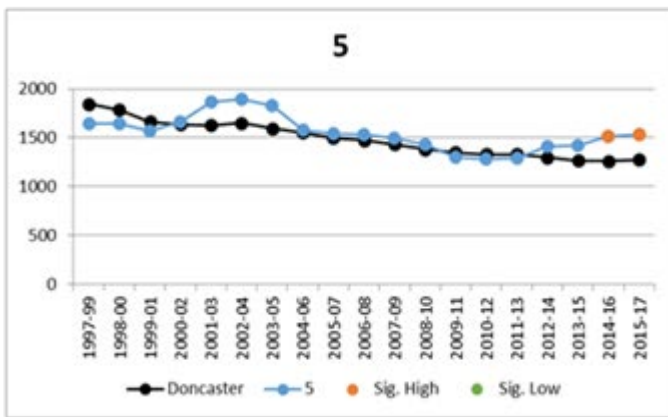
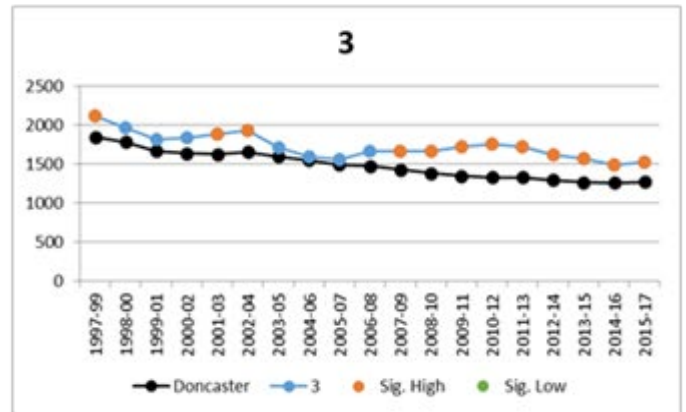
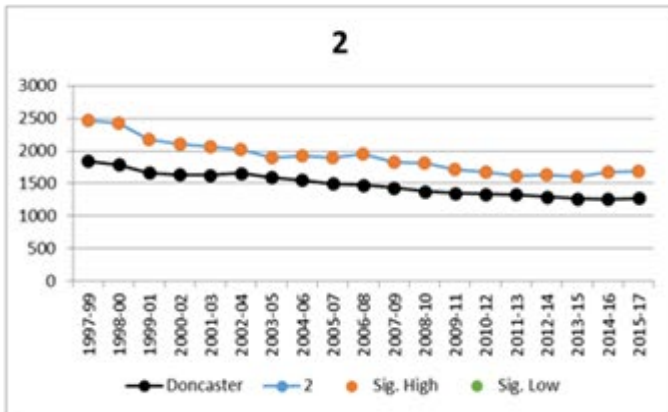
Whilst these headline figures are useful and show how Doncaster compares to national averages, they may mask variation within Doncaster.

One way to show this is to show the changes to all-age all-cause mortality by each tenth of the population ranked by deprivation where 1 is the most deprived tenth of the population and 10 is the least deprived.

The following graphs show that although the mortality is decreasing in both the most deprived and the least deprived areas.

The mortality rate in the most deprived communities is still twice that in the least deprived.





Use of the public health grant and impact of the public health function



Use of the public health grant

The council's director of public health is tasked with leading the local public health function with the overall intention of improving health and improving the health of those with the worst health fastest.

To achieve these goals often involves multi-sector and multi-party activity working across boundaries both between and within organisations. However, the council's public health function does receive a ring-fenced public health grant to support activity.

The public health grant is allocated through the council's budget setting process and can be directed to both mandated and non-mandated services guided by the Public Health Outcomes Framework (PHOF), the local Joint Strategic Needs Assessment (JSNA) and the local Health and Wellbeing Strategy. The list of public health services that are mandatory (prescribed) and non-mandatory (non-prescribed) includes the following:

Prescribed functions (mandated services):

1. Sexual health services – sexually transmitted infections (STI) testing and treatment
2. Sexual health services – Contraception
3. NHS Health Check programme
4. Local authority role in health protection
5. Public health advice to NHS Commissioners
6. National Child Measurement Programme
7. Prescribed Children's 0-5 services

Non-prescribed functions (non-mandated services):

8. Sexual health services - Advice, prevention and promotion
9. Obesity – adults and children
10. Physical activity – adults and children
11. Treatment for drug misuse and alcohol misuse in adults
12. Preventing and reducing harm from drug misuse and alcohol misuse in adults
13. Specialist drugs and alcohol misuse services for children and young people
14. Stop smoking services and interventions and wider tobacco control
15. Children 5-19 public health programmes
16. Other Children's 0-5 services non prescribed
17. Health at work
18. Public mental health
19. Miscellaneous, which includes: Nutrition initiatives, accident prevention, general prevention, community safety, violence prevention & social exclusion, dental public health, fluoridation, infectious disease surveillance and control, environmental hazards protection, seasonal death reduction initiatives birth defect prevention and other public health services

In 2019 the Public Health Grant was allocated as set out below. The in-year short fall has been offset by committing part of the public health reserve. Plans for 2020 will return the budget to a recurrent break-even position.

	2018/19	2019/20
	(£000s)	(£000s)
Public Health - Grant	-23,809	-23,180
Public Health - Other income	-330	-330
Public Health - Corporate recharges	-505	-505
Total Public Health Income	-24,644	-24,015
Expenditure: Commissioned Services		
Sexual health	2,242	2,242
NHS Health Check programme	475	375
Health protection	76	76
National Child Measurement programme	68	68
Obesity	170	0
Physical activity	71	71
Substance misuse	5,805	5,805
Smoking and tobacco	654	659
Children 5-19 public health programmes	1,874	1,827
Children 0-5 health visiting	6,289	6,109
Other public health services misc H&WB	86	86
Residential rehabilitation	173	173
Sub-total Commissioned Services	17,983	17,491
Public Health advice (including Salary costs)	1,245	1,245
Support services	505	505
Sub-total Central and Support Services	1,750	1,750
Expenditure (wider determinants)		
Realignment	4,657	4,907
Growth	263	263
Sub-total wider determinants	4,920	5,170
shortfall i.e. income against expenditure	-9	-396
Total Expenditure (commissioned + central & support +wider determinants)	24,644	24,015

Performance of Public Health Commissioned Services

Public Health England produce a public health dashboard that compares the performance of local services to similar or national benchmarks.

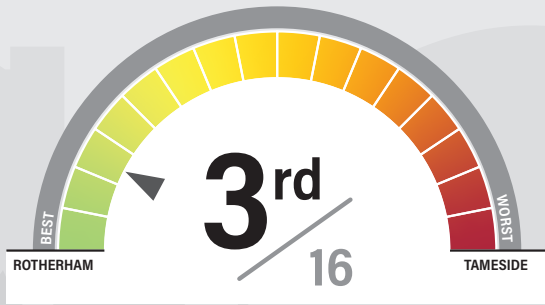
Local Authorities that are Chartered Institute of Public Finance & Accountancy (CIPFA) nearest neighbours to Doncaster include:

- Rotherham
- Stockton-on-Tees
- Kirklees
- Wakefield
- Tameside
- Halton
- Wigan
- Telford and Wrekin
- Bolton
- St Helens
- Calderdale
- North East Lincolnshire
- Barnsley
- Dudley
- North Lincolnshire

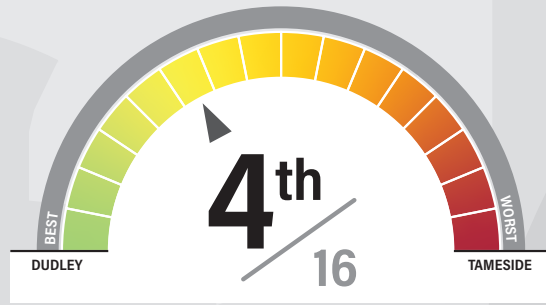
<http://bit.ly/dn-phhealth-stats>



How does Doncaster compare?



Alcohol treatment
(2016/17)



Drug treatment
(2016/17)



NHS Health Check
(2014/15 - 18/19)



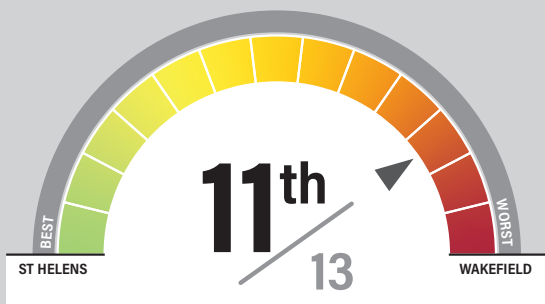
Sexual and reproductive health
(2017/18)



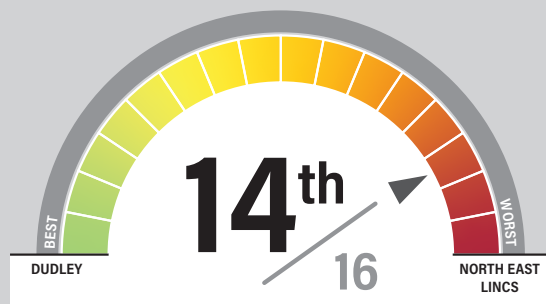
Child obesity
(2016/17)



Population (%) living in AQMAs
(2017)



Best start in life
(2016/17)



Tobacco control summary
(2017/18)



Work of the public health leads

Improving health and Improving the health of those with the worst health fastest is not only brought about by committing the public health grant but is also brought about by the work of the public health leads and their teams working across organisational boundaries.



Planning into reality

The way we plan, design and build our communities affects the way we live our lives.

Good quality housing, walking and cycling networks and access to local employment, parks and leisure facilities can all add to the appeal of an area; creating places everyone can enjoy.

There are many ways that Public Health can influence place, from the initial development right through to living, working and socialising.

Planning:

Public Health brings the perspective of the people to the world of planning policy. Our role is to ask questions, highlight where even small design adjustments will create a more person-focussed setting and an environment that can benefit health and wellbeing.

Living:

Public health influence goes beyond the planning stage and work is taking place to ensure that where we live keeps us healthy and happy. We are working towards a Doncaster where all homes provide security and safety, privacy and comfort and are a source of pride.

We work with a wide range of partners to make sure this happens.

The Local Plan guides development within the borough and sets out its long-term future. The policies contained within the Local Plan are used when making decisions on planning applications. Public Health completed a health impact assessment of all the policies in the draft Local Plan. This is important because good spatial planning creates places that meet the needs of society, the economy and the environment in a way that is beneficial to our everyday health and wellbeing. Comments submitted as part of that assessment have been taken on board and amendments made to policies to reflect health and wellbeing.





Carrying out a Health Impact Assessment (HIA) on proposed developments provides an opportunity for health and wellbeing to be put at the heart of a development whether it be housing, workplaces, schools or facilities for pastimes and leisure. In Doncaster Public Health has worked with Planning colleagues to introduce HIAs into the planning process to ensure that any new developments in the borough are assessed at an early stage to ensure that any negative impacts can be mitigated against. This should mean new developments are constructed in a way that harmonises health and wellbeing with the built environment.

Easy access to hot food takeaways is thought to be one of the contributing factors to the increasing levels of weight across the population. At the time of writing this report there are 285 hot food takeaways and 70 fish and chip shops across Doncaster. Anyone seeking to open a new one has to apply to Planning for approval to use the building for that purpose. Through the local planning policy, Public Health is seeking to increase the scrutiny of all future applications. Not only will this ensure that the number of takeaways doesn't increase it will also help to make sure that our local shops offer a variety of products and services within our communities.

Commenting on Planning Applications

Public Health makes comments on many types of planning applications highlighting the impacts health and well-being. These developments can include schools, housing, travel networks and business premises. We work with the Energy team to deliver the Affordable Warmth Programme. We help people stay warm and well in their own homes by giving them valuable support, advice and sometimes access to grants. We particularly want to support people with health conditions and any households who are struggling to afford to keep their house warm. For some people, our service can make the difference between having warm or a cold home this winter.

Advice, information and challenge

Public Health is championing the right of everyone to be in a healthy home by working with partners and providing intelligence, advice and support. We contribute to the planning and delivery of services and health pathways. For example, we are working to ensure that people can return from hospital into a suitable, safe and healthy home.

We are supporting the wider workforce to make sure everyone who visits or works with someone in their own home understands how important a healthy home is and how to help if it isn't. For example, we are working with Health Visitors to design an interactive online resource to support and train local workers and volunteers who go into people's homes.

Public Health is working to improve the condition of existing homes to ensure that they are accessible, in good condition and fit for purpose. We are supporting partners to ensure that homes meet the needs of people with long-term conditions and disabilities.

Children and Young People

We know that learning environments play a crucial role in supporting the health and wellbeing of young people and pupils, as with better health and wellbeing, they are likely to achieve better academically.

The Healthy Learning, Healthy Lives (HLHL) programme is making a difference in Doncaster by supporting, developing and celebrating the good work of local settings.

The programme includes early years settings and is open to all education settings up to post-16, including Pupil Referral Units (PRU) and special schools, with a vision that all Doncaster children and young people learn in an environment that supports their health.

Engagement with educational settings has been good, with over half of all setting types either signed up to or working towards accreditation. The numbers achieving accreditation is also steadily increasing with 23 HLHL accredited settings across the borough.




As part of the accreditation process, learning settings evidence how they are promoting health. Here is just some of the good practice demonstrated over the last year;

- **PHYSICAL ACTIVITY** incorporated into pre-school children’s learning about the environment and how to protect it through action songs, nature walks and recycling scavenger hunts.
- **WELLBEING DAYS** for staff to experience the activities the children take part in, from yoga and mindfulness to short bursts of physical activity as part of every school day.
- **REDUCING SUGAR** in tuckshop snacks using alternative recipes provided by the HLHL team. They include a broad range of flavours, a variety of fruit and vegetables and less sugar than the original items served. Parents have received the recipes to recreate the healthy snacks at home.



23



HLHL accredited settings across the borough



Staff from Maple Medical PRU receiving a Healthy Learning, Healthy Lives Enhanced Award for their work in supporting emotional wellbeing.

“It’s given us a reason to pursue and a focus of a whole school approach that really does serve to help the children.”

[Healthy Learning, Healthy Lives School]

Clean Air Day

Air Pollution affects children's health from the first breath they take as the damage to our health can start when we are a baby and carry on through into old age.

Exposure to air pollution can affect children's lung development and in areas of high air pollution, it could be setting some children up for health problems throughout their lives.

For these reasons, we held a Street Play Road Closure event outside West Road Primary school with the purpose to reduce the exposure of car emissions to families on the journey to and from school.

During the morning school drop off we saw many families walking, cycling or scooting to school with the added benefit of a quiet, traffic free road leading them in to the school gates. There was an overall sense of community spirit with many parents commenting positively to the head teacher about the road closure.



444 

Children took part in the street play event



A drone picture of the school children and staff marking out "we love clean air"

To make the most of the closed road we held a number of activities where 444 children took part in circus skills, scooter skills, and improved their cycling skills. 'Dr Bike' also attended to service the children's bikes and the Communities Team stamped 86 bikes with smart water to help prevent theft.

To help more families to choose active ways to get to school in the future, 5 and 10 minute zones have been mapped out which show how long it takes for families to walk, cycle or scoot to school. The map is now on permanent display in the school entrance.

"It's given us a reason to pursue and a focus of a whole school approach that really does serve to help the children."

[Healthy Learning, Healthy Lives School]

"Travelling to school in an active way, whether this be walking, cycling or scooting is important for everyone. It's a great way for children to meet their recommended daily exercise needs; it takes cars off the road which has a positive impact on the quality of air that we breathe. Not only this but walking and cycling are fun modes of transport and are a great way for families to spend quality time together."

Councillor Nigel Ball, Cabinet Member for Public Health, Leisure and Culture

Working Age, Healthy Lives

The team supports residents to have the best quality of life possible, both in and out of work, adding years to life and reducing the health inequalities which are still prevalent across our communities.

One of our priorities for 2019 was to support local businesses in building good internal health and wellbeing practices and developing kinder cultures.



Be Well @ Work Awards

With this in mind we launched the Be Well @ Work Award. We know that poor employee health costs huge amounts of money to employers relating to sick pay, absence to attend medical appointments, employee turnover, recruitment and lower employee productivity.

There are considerable benefits to making small changes to promote a healthy workplace and looking after an employee's health and wellbeing has considerable benefits for employers. As well as reducing sickness absence, productivity, moral and satisfaction of employees are all enhanced.

The award is free and supports all types of employers, whether public, private sector or voluntary sector, small, medium or large organisation. The award runs over three levels, bronze, silver or gold and accreditation lasts for two years.

In addition to the award we support employers in carrying out an Employee Wellbeing Survey. The purpose being for the management team to better understand the current health and wellbeing needs of their staff and help identify areas of improvement.

The award also supports the employer with training and development and in the past year, we have provided sessions to support the topical issues that are arising in workplace health. This includes Menopause Awareness, Mental Health Awareness, Improving Musculoskeletal Health, Suicide Awareness, Improving Leadership Skills, Creating Kinder Cultures and many more. We also provide Workplace Health Champions Training and have trained 40 champions across a number of organisations to help in driving forward the health and wellbeing agenda.

We hosted our first Be Well @ Work Awards Ceremony in September, whereby local organisations nominated themselves across a number of themes. The winners were:

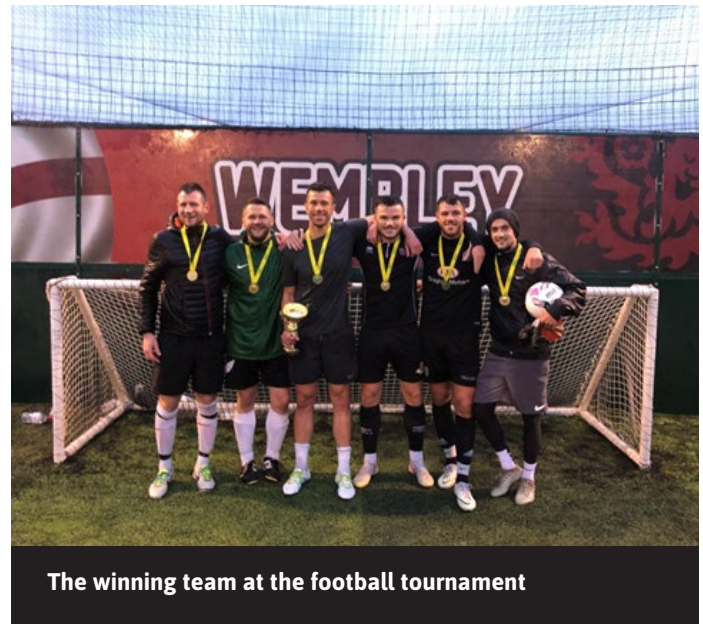
Be Well @ Work Best Small sized Business:
Hallcross Medical Services

Be Well @ Work Best Medium sized Business:
Hitachi Rail

Be Well @ Work Best Large sized Business:
**Rotherham Doncaster and South Humber
NHS Foundation Trust (RDaSH)**

Be Well @ Work Best Workplace Health Initiative:
RDaSH

Be Well @ Work Workplace Health Champion:
Adam Delsignore from BT



The winning team at the football tournament

Annual Football Tournament

In addition to this, we host the Be Well @ Work Annual Football Tournament in support of Men's Health.

The 2019 Tournament was the biggest to date and we had 24 teams from local organisations supporting the event.

Alongside the tournament, we opened the evening with a preview of the Another Way suicide awareness video (see page 34) and we had a number of health promotion stalls available for the gentlemen to engage with.

Lifestyle information and signposting was available on mental health, cancer, smoking, substance misuse, relaxation and physical activity. The event was also supported by our NHS Health Checks provider, Hallcross Medical Services who offered free full checks to those over 40 and a mini check to those under 40.

Another accomplishment was our Be Well @ Work Health and Safety Conference in October whereby we showed the good practice that is taking place within local organisations.



The winning team at the football tournament

Well Doncaster

Well Doncaster follows an Asset Based Community Development (ABCD) approach to health which builds on the positives in life that empowers local people and trusts communities to shape their futures.

Well Doncaster has focused on Denaby Main since 2015 and supported major changes in one of Doncaster's most deprived communities. In 2018 the approach was rolled out to four other areas of the borough.

Get Doncaster Enterprising

Denaby Main has twice the borough average of Employment Support Allowances claimants. A series of community workshops and events highlighted that a focus on self-employment would be a way for residents with a long term condition to find and sustain employment, as it would allow them the flexibility to manage working hours around their condition.

In August 2017 Well Doncaster commissioned local social enterprise Aspiring2 to deliver 'Get Denaby Enterprising', an approach which offers tailored, one to one business start-up and enterprise support.

To help people start thinking about enterprise, Aspiring2 initiated the **£10 Challenge** where residents received £10 to raise as much money as they could for a good cause of their choice. Thirty four participants raised a total profit of £1385.64 through handmade crafts, baking and holding community events for 15 good causes. This led to a 407% return of investment!

Building on this momentum, Aspiring2 rolled out a series of workshops supporting budding entrepreneurs to develop their business ideas and access support around marketing, HMRC and book keeping. This guidance was able to support the creation of business plans and an opportunity to apply for a Well Doncaster funded Start-up Micro Grant. The grants were for up to £500, to remove the barriers of start-up costs, and applications were reviewed by a panel of local business owners. In the first year, 72 people engaged with this approach, 22 have completed the series of workshops, 17 successful start-up grants were awarded and 24 new businesses registered with HMRC and began trading.



Denaby Main has been a major focus for Well Doncaster



Well Doncaster worked with Aspiring2 to deliver Get Denaby Enterprising, offering one-to-one business start-up advice and support.

Due to the success of the approach, its scope was widened to encompass the other Well Communities and was rebranded as **Get Doncaster Enterprising** in 2018. This saw an increase in engagement to 89 residents, 20 successful start-up grants and 31 new businesses registered and trading in Doncaster.

An important part of 'Get Denaby Enterprising' has been the establishment of **Denaby Business Club** which has gone from strength to strength. Around 35 new and established business owners meet once a month to network and support each other.

Danielle's Case Study

"Get Doncaster Enterprising has helped me set up my business by providing me with constant support, information and facilities needed in order to launch my company.

"The team has been great in regards to providing me with information booklets, contacts and even putting me in contact with someone to help with business cards.

"The team were lovely, and as they are women, I find it more comfortable to approach them and ask for them to help and assist me when needed.

"I attended a business start-up workshop which gave me a lot of knowledge and information I needed to get started. I left feeling confident and a lot more knowledgeable about starting up a business and where and how to approach potential clients.

"Aspiring2 are a great group and I hope they can continue supporting me with all the information and their own experiences when needed."

£1,385

Raised for good causes in the enterprising £10 challenge making a 407% return on investment

Leisure Services

Leisure services manage and develop sports and physical activity across Doncaster.

This includes exciting large scale events like the Tour de Yorkshire, UCI Road World Championships and the Rugby League World Cup.

May 2019 saw us host our first ever Tour de Yorkshire stage start at the newly refurbished market. Later in September we hosted two stages of the UCI Road World Championships at the brand new cycle circuit at the Dome.

Both events demonstrated the power of sport:

- Attracted 155,000 spectators
- Supported 11,900 school children to spectate and engage
- Delivered a major international sporting event to 67.8% of residents living within a 1 mile radius
- Supported 111 community groups to deliver celebratory events or activities
- Provided 33 micro grants of up to £200 engaging 11,066 residents



The 'Doncaster Welcomes The World' film shows a snap shot of delivering a hosting a major event:

<http://bit.ly/doncasterwelcomes>



Our services have now been identified as national best practice by UK Sport and Sport England as our approach and research in hosting these events creates a positive social impact on our communities and encourages residents to become more active. These events do more than just provide opportunities for spectating.

We have advised other local authorities from the north east to Cornwall, and we are supporting British Cycling, British Climbing Olympic team, RFU and RFL to maximise the social impact of their key events and delivery programmes.

None of this would be possible without all the help and support from our teams, partners, communities and residents.

155,000

Spectators got involved in the events locally



11,066

School children engaged with the events

2019 has been the breakthrough year that raised the profile of Doncaster as a key player in delivering large scale major sports events in the UK.



Vulnerable People and Improving Lives

The team covers a wide range of areas which include mental health and suicide prevention, disability issues, domestic violence, smoking cessation and adult substance misuse.

One of our biggest priorities for 2019 was to focus on male suicide and to deliver a campaign to raise awareness of it and look at ways of preventing it.



*"Suicide is the biggest killer of men under 45 in the UK and today 16 people will take their own lives. That's why I'm keen that in Doncaster we pledge to become a **zero suicide borough** and that we always ask twice when we're talking to people and asking about their mental health." - Dr Rupert Suckling*

Suicide presents a real threat to human lives, with as many as one in four experiencing suicidal thoughts at some point in their lives. Although it affects so many people, suicide is often a topic that many don't feel comfortable talking about and we wanted that to change.

Through our Another Way campaign we aimed to actively encouraged people to talk more openly about their feelings and emotions and reduce suicide in Doncaster by 10%.

The strapline of the campaign was '**There is Help. There is Hope. There is Another Way.**' and we used a variety of ways to spread this message across the borough and beyond.

From using social media to promote our film to holding events in the community, the message was clear and we always ask twice when we're talking to people and asking about their mental health.

We launched the whole campaign, which coincided with the start of Mental Health Awareness Week, with an event for the media, attended by TV, radio and print press. This premiered the film and also allowed access to our two case studies who had been affected by suicide and wanted to share their experiences to help others.

207,000

People watched the video on Facebook alone



In loving memory of Nicholas Chadwick and Peter Clarke.

bit.ly/please-talk

7,167

comments, reactions
and shares on Facebook

**"Wow, such poignant words
and message" - Angela**

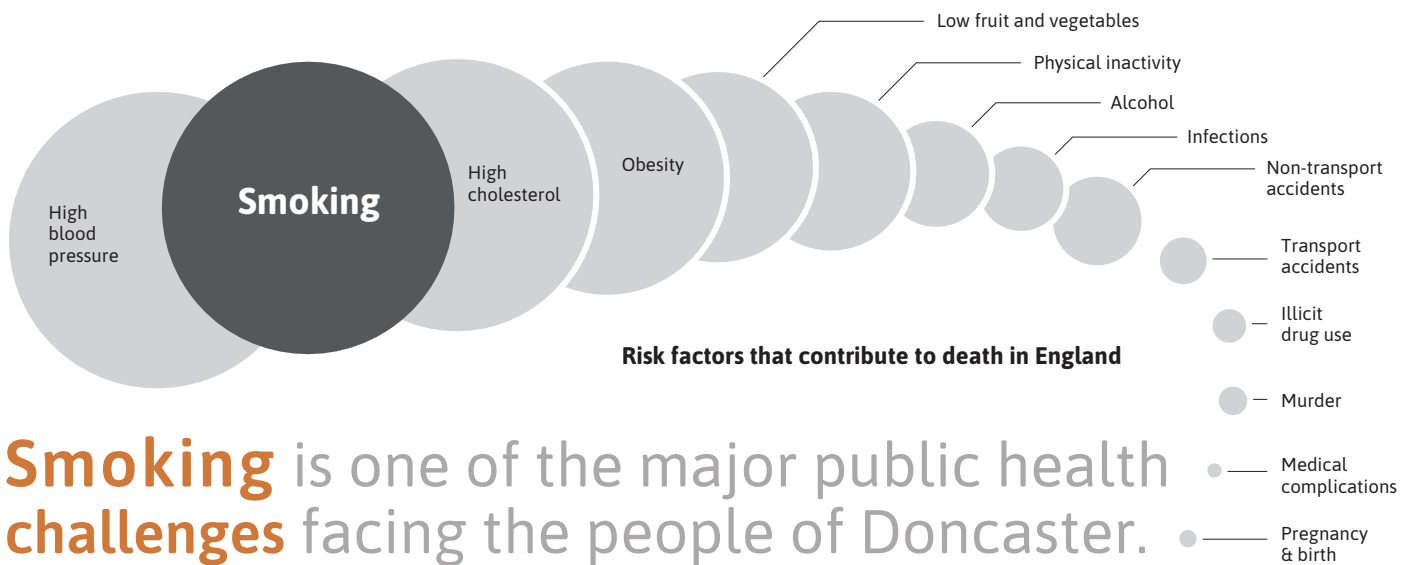
"This matters. Thank you!" - Will

**"Donny Council ... it's a first,
but truly well done and thank u!" - Carol**

Tobacco Control in Doncaster: A Call to Action



Tobacco Control in Doncaster



Smoking is one of the major public health challenges facing the people of Doncaster.

Smoking is the leading cause of preventable death: each year an estimated 675 people die early in Doncaster due to smoking – an average of 13 people per week¹.

Around 48,000 adults aged 18 years and over in the borough smoke or 19.6%, which is significantly higher than the national average for England (14.4%).

Although the smoking prevalence rate showed a pattern of decline in the first half of this decade, rates have stagnated in the past few years (Fig 1).

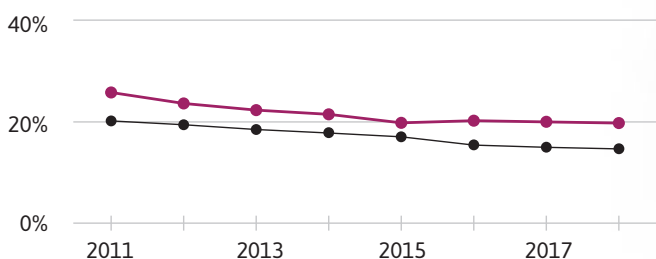
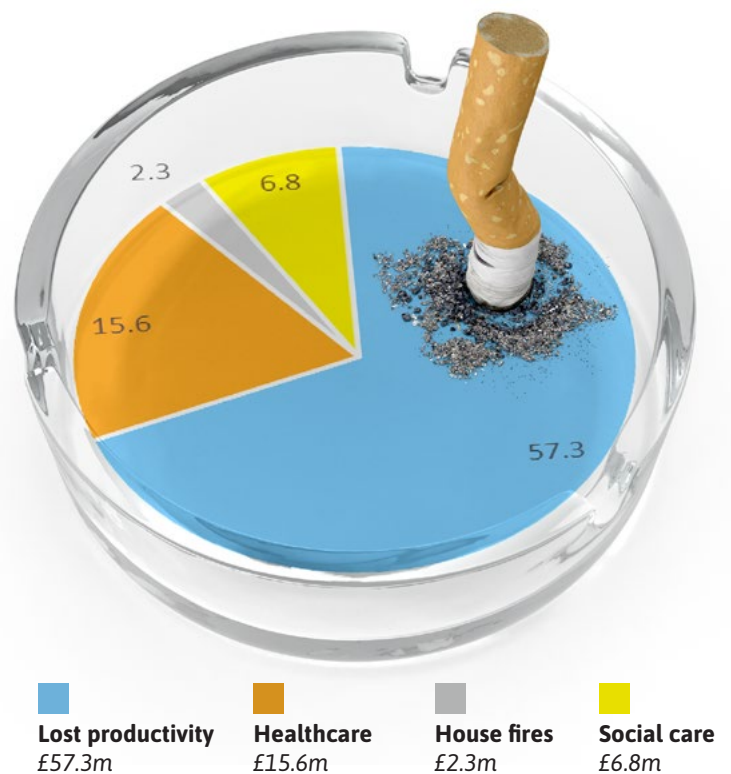


Fig 1. Smoking Prevalence in adults (18+) current smokers (APS) for Doncaster²

The economic and health costs of smoking to the people of Doncaster is enormous. Smoking costs the people of Doncaster £82m each year³. The cost of smoking impacts not only on the NHS, but it extends to social care, lost productivity (economy), and house fires (Fig 2). It is estimated that on average, a smoker in Doncaster spends £2,050 per year.

Fig 2. The costs of smoking to the people of Doncaster (£million)



¹Clear Peer Assessment report for Doncaster 2019

²Annual Population Survey (APS) 2018, published by Public Health England (<http://bit.ly/2RCyK05>)

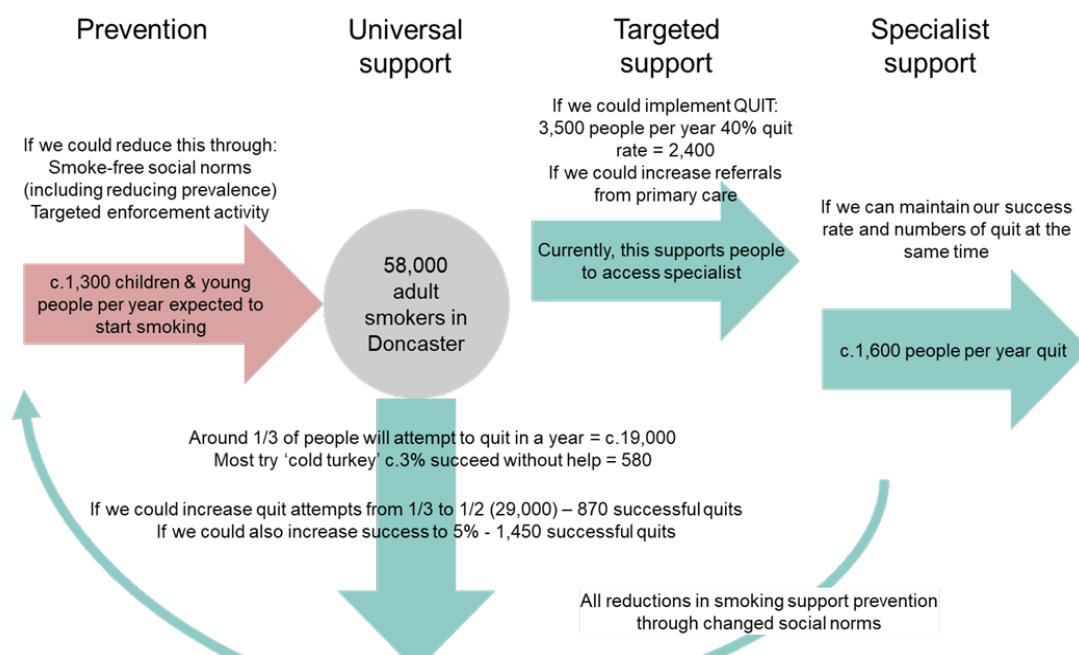
³ASH (2019): The Local Cost of Tobacco. ASH "Ready Reckoner": 2019 Edition V7.0; Published 4 October 2019

In 2017, the Government set a new vision to create a smokefree generation in England, where smoking prevalence is less than 5%⁴.

In order to address the challenges posed by smoking, we have undertaken two important initiatives during 2019 under Doncaster Tobacco Control Alliance:

1. Carried out a peer-assessment of our local actions to tackle smoking in Doncaster by independent assessors. This has helped us identify areas of our strengths and opportunities for improvements.
 2. We carried out public consultation on smoke-free Doncaster, an initiative which will see children grow up in an environment free from smoking. The majority of participants of the consultation agreed with the proposal for designated voluntary smoke-free spaces especially areas where there are children present.
- a. preventing children and young people from starting smoking;
 - b. mass media to help increase the number of people quitting smoking;
 - c. targeted intervention such as new initiatives in our local hospitals, and
 - d. building on the work of our specialist stop smoking service in the community

Strategy refresh



⁴Department of Health (2017): Towards a Smokefree Generation – A Tobacco Control Plan for England.

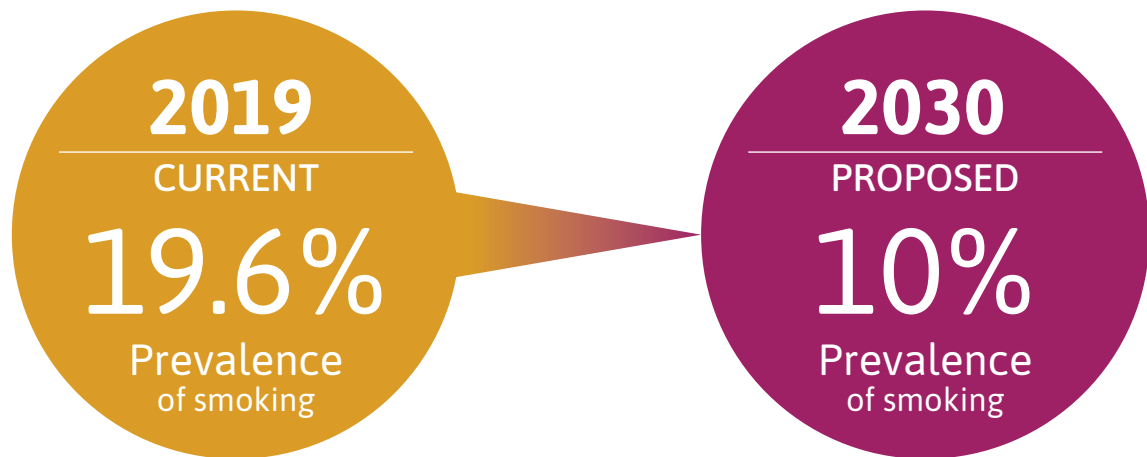
Our call to action focuses on preventing children and young people from starting smoking, by creating an environment in Doncaster where it is an accepted social norm to be smoke-free.

We want to see children grow up in an environment free from smoking

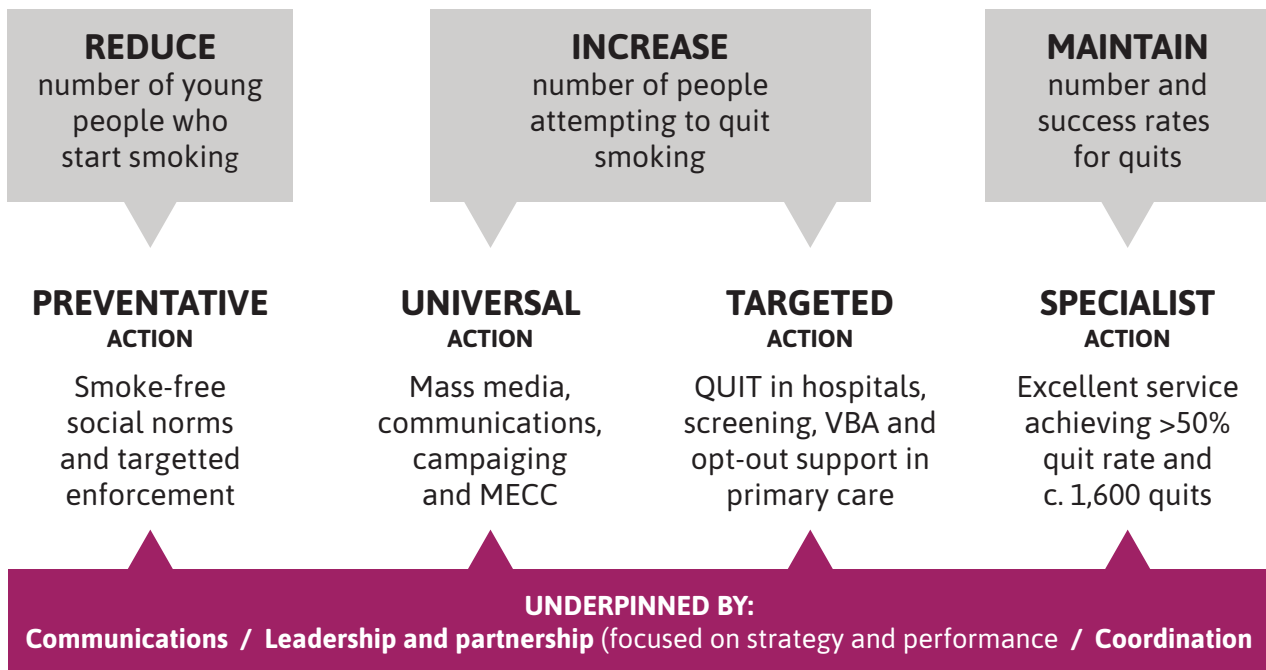
In order to realise this, we need the full participation of all stakeholders in Doncaster, each playing its best to tackle the challenge posed by smoking. There are several stages proposed to create smoke-free environment in Doncaster and these are:

- **ONGOING:** develop and implement communications plan
- **STAGE 1:** play parks and park events, schools and school gates, hospital grounds and family-friendly council events
- **STAGE 2:** Outdoor eating and drinking areas, Pedestrianised areas in town centre, Parks – not just play areas, Smoke-free side-lines
- **STAGE 3:** Other council events
- **STAGE 4:** Bus stops, railway station and airport (note that the railway station may need to be considered earlier due to redevelopment)
- **STAGE 5:** Smoke-free high streets (other town centres), Smoke-free markets (including no sale of tobacco products)





The action plan aims to:



A Sub-group of Tobacco Control Alliance will monitor the action plan that will cover the delivery of work of each of the stage described above. The Subgroup will report to the Doncaster Tobacco Control Alliance, which intern reports to the Health and Wellbeing Board.

In order to achieve a smoke-free environment in Doncaster for our children and young people, all stakeholders need to pull together to realise this vision; from the public, businesses, statutory organisations, voluntary sectors, etc.

The Tobacco Control Alliance will continue to play a leading role in this fight.

Conclusion

On average, health is still improving in Doncaster, although the improvements are smaller than any time in the last ten years.

These average improvements mask differences between Doncaster populations.

The public health grant is committed against a range of services and the performance of these services is generally good. These services are supported by a range of supporting public health activity led and/or coordinated by the public health leads.

Three areas on the dashboard bear further scrutiny health checks, tobacco and air quality. In year health check performance is good despite reductions in the public health grant, tobacco is focus for this year's call to action and further work on air quality should be addressed through the council's forthcoming environment strategy.

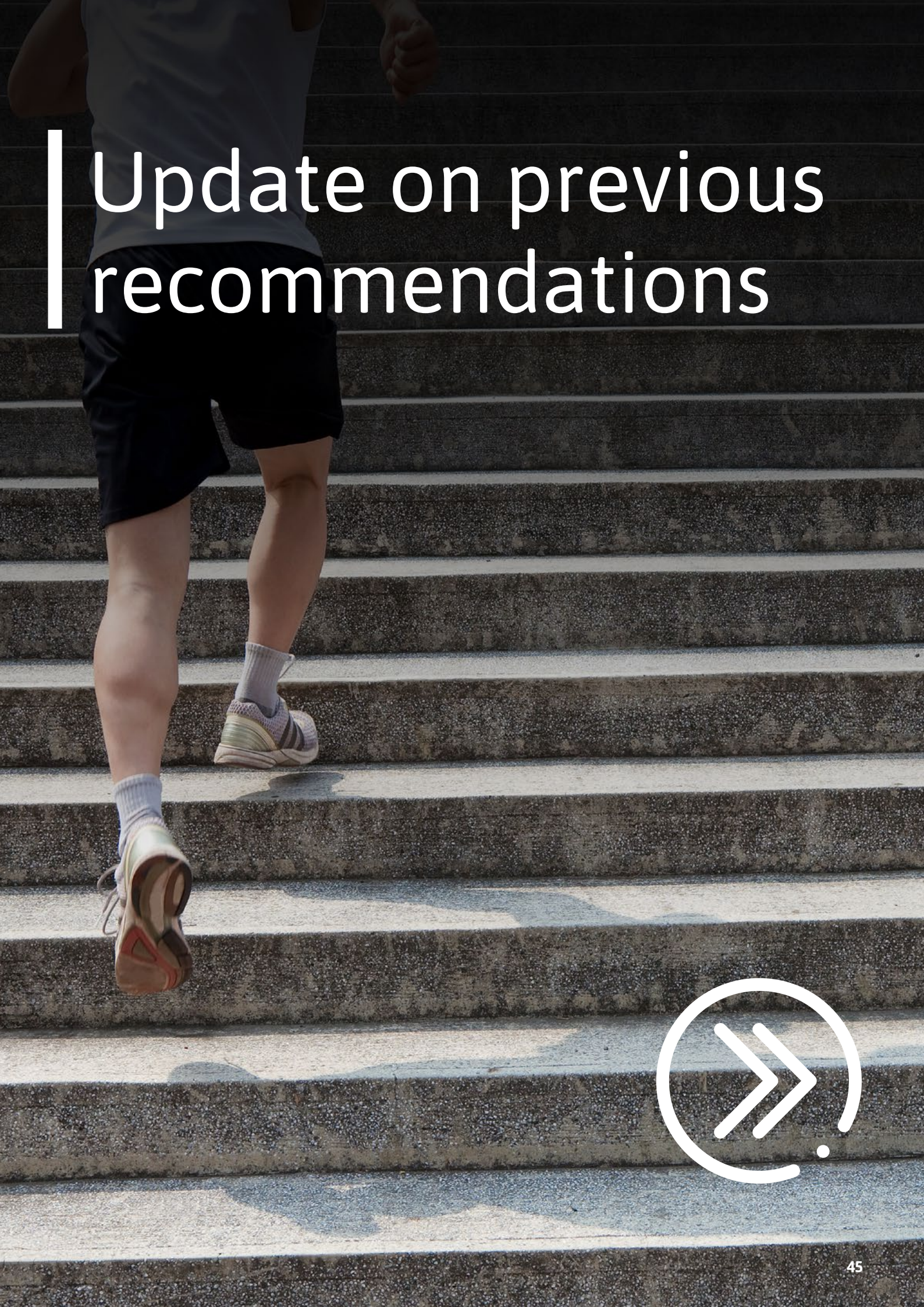
Progress on the recommendations over the last five years is good.

Future recommendations

In order to secure future health improvement and health improvement for those with the worst health I recommend the following:

1. Doncaster partners should continue to embed a population health approach focussed on four related activities addressing:
 - The wider determinants of health
 - Our health behaviours
 - The places and communities we live in and with
 - Integrating health and care services into an integrated health and care system
2. Doncaster Council should consider an LGA prevention peer review
3. Doncaster Council public health function should continue to take a sector led improvement approach to quality improvement

| Update on previous recommendations



Updates about previous recommendations

Tackle unfairness and health inequalities

Continue to adopt a 'Health in all Policies' approach

Dance strategy adopted 03.09.19
Local Plan – HIA, Cycling, Walking, HFT, Gambling policies

SYFR has refreshed the Health and Wellbeing policy and broadened the services internal capacity to support staff. Along with introducing health related messages and practices within the core prevention offer.

The Director of Public Health is a member of the council's senior management team and executive board. The DPH has full access to the mayor, cabinet and members. The corporate report template include health implications on all decisions and this approach was audited in 2019.



Make a strategic shift to prevention through the Doncaster Place Plan

The introduction of the Joint Community Safety Department which bring together SYFR and SYP prevention and early intervention activities is strengthening both services approach to prevention and supporting the most vulnerable.

The Doncaster Place Plan refresh makes an explicit commitment to shifting to prevention. The delivery plan identifies prevention activity. New investment models are needed to secure investment in these areas.



Build a Sustainable and Resilient Borough

The Doncaster Growing Together approach will develop an environmental strategy.

The development of a Local Plan will support planned developments and effective use of land.

Local 'No-deal' Brexit planning in place.

Transforming Cities Fund – Phase 1 approved £1.5m – Phase 2 in development. Supporting active travel behaviour change via the Doncaster Active Travel Alliance.



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

SYFR Safe & Well Checks for over 65's for falls referrals and crime prevention along with leaving the healthy ageing booklet as a resources for residents to self-refer or seek further guidance.



SYFR Safe & Well Checks for over 65's for falls referrals and crime prevention along with leaving the healthy ageing booklet as a resources for residents to self-refer or seek further guidance.







We continue to take forward the ambition set out in our Community Engagement Strategy focussing in on our six areas of focus. We have made progress in each of these areas but more is still to be done for the remainder of the strategy period.

- Active Citizen Voice – Has been superseded by Doncaster Talks. The first Doncaster Talks borough-wide listening exercise collected over 3600 responses. The Doncaster Talks brand and platform has the potential to be developed into a comprehensive, Team Doncaster Consultation Hub.
- Supporting Volunteering – A number of Volunteer Recruitment Fairs at Priory Church, the Wool Market & Doncaster College, attracted around 40 third sector organisations respectively. Feedback has been extremely positive & many volunteer placements were brokered as a direct result. Around 50 people attended a Volunteer Celebration Walk in partnership with RDaSH, it attracted local press & positive social media attention.
- Supporting the VCF Sector: Voices of Doncaster project has recommended the formation of a VCF Cooperative that would act as a democratic coordinating structure for the sector. Ongoing partnership working with & enabling of VCF Middle Tier Organisations: Expect Youth, Social Isolation & Loneliness Alliance, & the nascent Doncaster Nature Alliance; Well Doncaster Programme; Market Shaping within Adults and Children's Commissioning.
- Training and Development – Internal programme of training to be developed.
- Embedding Social Value – A Social Value & Community Wealth Building anchor network is coordinated across Team Doncaster partners. A priority the consistent application of how social, economic & environmental factors are considered & contract managed to establish a social value baseline. It also plans to develop a Team Doncaster online procurement prospectus & meet the buyer events, which will improve engagement with social economy organisations.
- Bringing People Together through the Use of our Community Assets - The revised policy for Community Lease & Asset Transfer provides a more collaborative & enabling process, designed to increase the uptake.

Updates about previous recommendations

Tackle unfairness and health inequalities (continued)

Improve data capture, sharing and reporting so that services can become more seamless and based on insight to address inequalities in access and outcomes.		
<p>SYFR and Doncaster Council are progressing the sharing of data through the SPINR program, this includes identifying vulnerability to enable early prevention and intervention activities to take place.</p>		
<p>SYFR and Doncaster Council are progressing the sharing of data through the SPINR program, this includes identifying vulnerability to enable early prevention and intervention activities to take place.</p> <p>The Doncaster Health and Wellbeing board has now completed its first year's cycle of the new JSNA process in line with the policy agreed last year. This successfully ensured that stakeholders across the health and wellbeing system can access more easily accessible information to base decisions on. Future focus will be on main-streaming this work under the new Doncaster Talks brand with a library of information available to all.</p> <p>The data sharing agreement for the Doncaster Integrated Business Intelligence project has been signed so that health care providers and commissioners can share data using new tools that are available to us to better understand flow between services.</p>		
Report back on the local Health Needs Assessment for Black and Minority Ethnic (BME) groups		
<p>We have reported back via the Health and Well Being board and have also established a Minorities Partnership Group Meeting which is supported by the Public Health Team.</p>		
Continue to move beyond integration to population health system and budget		
<p>The Doncaster place plan refresh makes a commitment to working as a population health system. Further work is required on budgets and future commissioning intentions.</p>		

Give every child the best start in life - Children, Young People & Families

Continue to monitor the effectiveness of the Early Help strategy

SYFR offer a Think Family service this is trying to prevent anti-social behaviour fire setting both in homes and communities. Family hubs are signed up as a referral partner to SYFR.



Continue to monitor the effectiveness of the Early Help strategy

Early Help remains a key priority for the Children and Families Executive Board as identified within the Children and Young People's Plan (2017-20). Partnership oversight and monitoring of this priority is provided through the Early Help Strategy Group with the Local Authority as lead agency. In addition, the Starting Well Strategy has a specific focus on children aged 0-5 years, which focusses on early help in the early years.

The Early Help Strategy identifies four key objectives, which underpin the delivery of the Strategy:

1. Promote Early Help to Families; Communities and Partners to develop a common understanding of prevention and earlier intervention.
2. Embed the Early Help pathway to support children and young people who have additional or multiple/complex needs.
3. Support the Lead Practitioner role and increase responsibility across partner organisations.
4. Develop Family Hubs to promote participation; increased access to services and improve integrated working to secure better outcomes.

The responsibility for delivering the preventative and early intervention elements of Early Help reside with providers and practitioners. Doncaster Council delivers two critical elements to support. The Early Help Coordinators work with Lead Practitioners from schools and other partners to support individual cases. They gather information from across the partnership regarding children and families, supporting Lead Practitioners to complete Early Help Assessments, develop family plans, identify, and engage support for a child and their family. This delivers a key safeguarding function for families where there are concerns, ensures a well-documented process around delivering support and measures both process and progress. Recent monitoring data shows that the quality of Early Help Assessments and family plans are steadily improving and that more children are reaching key development milestones.

Family Hubs form part of the infrastructure for locality-based working, particularly for younger children. Engagement of families continues to increase and the effectiveness of services is improving. The learning journeys of a sample of children show the majority reaching new development milestones, parents showing a high level of satisfaction and forming social networks. Critically, they also report changes to the home environment because of participation, alongside increased reading, better approaches to behaviour management and increased parental confidence and understanding.

Updates about previous recommendations

Give every child the best start in life (continued)

Continue to monitor the effectiveness of the Early Help strategy (continued)

The following performance information provides evidence of the improving picture in relation to the embedding of Early Help and the important role that schools play:

100%

1. At the end of June 2019, there were 1,192 cases in the existing Early Help Multi-Agency caseload, 38.5% in Parent and Family Support Services and 46.9% in schools. Although there has been a decline in the Early Help Multi-Agency caseload (1,682 – June 2018) there has been an increase in single agency cases from 716 in June 2018 to 1035 in June 2019, the majority of which (622 – 57.8%) are being held within schools.
2. The number of Lead Practitioners based in schools is growing and the quality of their work is improving. This is evidenced by increasing numbers completing Early Help Modules, Signs of Safety and Outcome Star training, and subsequently, taking on Lead Practitioner responsibility. The proportion of completed cases audited as 'good or better', which is a high bar in terms of evidenced partner engagement, case progression and family impact, has risen over the last year from 62% to 67%. Within the partnership-audited cases, 74% were rated good or outstanding for Children and Young People's wishes and needs evidenced through the family plan and 86% of audits were graded good or outstanding for child focused Early Help Assessment (EHA).
3. Across the partnership, the timeliness of holding the first TAC/F meeting has improved to 21 days. This remains below the 30-day recommendation. It is likely that this improvement will have a positive effect on the reduction of family disengagement over time.
4. Targeted training has taken place with groups of key partners, who were previously under represented as Lead Practitioners. This included training for Early Years practitioners, CAHMS, Voluntary Organisations and Midwifery. This work will broaden the range of Lead Practitioners and help to alleviate the pressure on schools.
5. Family Hubs are continuing to increase their levels of registration and participation, though this remains focussed on under-fives, with 4,917 families attending an average of 3.3 times. Signs of impact are positive, with those participating scoring slightly highly in Early Years Foundation Stage Profile outcomes, their parents reporting positive changes to the home environment (for example, increasing opportunities to read) and individual children's learning journeys showing participants catching up with expected age-appropriate development stages.

Continue to monitor the effectiveness of the Early Help strategy

The following performance information provides evidence of the improving picture in relation to the embedding of Early Help and the important role that schools play:



Over the last three years strategic action has focussed on establishing an understanding of Early Help, providing a framework for delivery and setting the strategic direction needed. Several strategies are in place and remain on track to deliver against the set priorities. Building on these foundations, further work is under way to link clearly health, education and care to respond early and effectively to families who are struggling. These include:

- The Place Plan – two opportunity areas: 1001 days and vulnerable adolescents
- The Doncaster Innovates and the local solutions model will ensure Early help is even more accessible as this will be a locality based community asset and contribute to meeting needs at the earliest opportunity and providing access to lower level intervention to reduce demand on pathway processes for single and multi-agency. The model is currently being prototyped in the Denaby and Hexthorpe areas.
- The Stronger Families programme and whole family working.
- The development of an Inclusion Strategy

A review of the Early Help Strategy is currently taking place led through the Early Help Strategy Group. Monitoring of the strategy whilst remaining a priority is now routine business for the group.

Updates about previous recommendations

Continue to monitor the effectiveness of the Early Help strategy

SYFR offer a Think Family service this is trying to prevent anti-social behaviour fire setting both in homes and communities. Family hubs are signed up as a referral partner to SYFR.



SYFR have many referral partnerships set up with Midwife services, children's centres to enable referrals for Home Safety Checks.



Focus on vulnerable mothers from pregnancy until the child is 2 ½ (the first 1000 days)

Body SYFR have many referral partnerships set up with Midwife services, children's centres to enable referrals for Home Safety Checks.

Health Visiting services have been exploring the use of a parent-infant attachment tool and are developing it in conjunction with Better Start Bradford Innovation Hub and University of York.

The tools will be used to open conversations regarding attachment and how a parent feels about their baby in order to identify any potential issues and intervene early where necessary. Health Visitors will pilot the tool early 2020 with a view to eventually embedding a functioning, final version of the tool into routine practice.

An incentive scheme to support women and their significant others to quit smoking is currently being piloted by the smoking in pregnancy service. Women and their significant others will be offered shopping vouchers at key points throughout their quitting journey in order to stay motivated to quit and remain smokefree. Early indications are that the vouchers are being received well which will hopefully translate into sustained quits.

Working with Public Health, the Health Visiting Team will develop a Healthy Homes Resource to be utilised during the contract year 2019/20. Homes should promote health. They should be free from hazards, warm and dry and smoke-free. They should promote a sense of security (in terms of both tenure and safety), be affordable to heat and should be suitable and big enough for the family. The influence of the home on the health of families and children is well evidenced and Health Visiting Teams are well placed to support families to make their homes healthier, as lead personnel in the delivery of the Healthy Child Programme. It is expected that the resource will continue to be used locally after the pilot period as part of the Health Visiting Team's toolkit to improve the health of the families they work with.

The first 1001 days has been chosen as an 'area of opportunity' in the first phase implementation of Doncaster Place Plan that will drive the shift to accountable care systems in Doncaster. Recruiting is now underway for team members who will pilot a new service model that will focus across the first 1001 days ensuring families receive the right support as and when needs arise.

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

The narrative below is feedback from NHS England on the latest submission of performance and progress for the Local Transformation Plan. This external feedback evidences the continued progress being made.

Progress Update

The DCO Panel met on the 30 May 2019 to review the documentation and were able to be **fully confident** of your progress in delivering your Local Transformation Plan in Quarter 4.

Your report was much improved, with progress and next steps clearly identifiable. There was clear emphasis on resilience and self-care, with your Mental Health Toughness pilot scheme and work with the Children's Sleep Charity highly regarded by the panel.

The impact and outcomes of your work were clearly evidenced, along with your commitment to system wide transformation. Your update was open and transparent with key challenges outlined along with mitigating actions. It was encouraging to read that the Mental Health Investment Standard (MHIS) had been met for all-age mental health in 2018/19 and that you remained confident that the standard would be sustained into 2019/20.

Promoting Resilience, Prevention and Early Intervention

The panel were encouraged to read of the positive progress made in developing your Mental Health Support Teams (MHSTs) and were pleased that this had been reflected at your most recent NHS England site visit. Your comprehensive engagement and co-production with children and young people were acknowledged, with your involvement of Young Advisors in the site visit highly regarded by the panel.

Your update on your work with the Children's Sleep Charity was insightful and the panel were pleased to hear of your plans to increase the recurrent contract value for the service in order to enhance provision and provide training. It was also positive to read of the successful impact of your CAMHS locality workers, which every primary and secondary school had access to.

Your progress with the community specialist perinatal team was recognised and it was encouraging to read of your plans to appoint an infant mental health practitioner and develop pathways for dads and vulnerable groups. It would be helpful to include detail on a) the perinatal work plan within the SYB ICS Local Maternity System Transformation Plan on improving services for women with low to moderate perinatal mental health conditions and b) work being undertaken at a Doncaster locality to improve universal perinatal mental health services and support to women and their families, in your October 2019 refresh.

Updates about previous recommendations

Give every child the best start in life Children, Young People and Families (continued)

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

Improving Access to Effective Support

It was positive to note your improved identification of children and young people presenting with eating disorders and the consequent reduction in urgent and emergency eating disorder referrals in 2018/19. It would be beneficial to include an overview of access and waiting time performance in future updates.

The panel welcomed your update on CAMHs e-clinics and were pleased that children and young people were able to self-refer via the app and book a convenient appointment. Your plans to expand the clinics more widely were acknowledged along with your successful roll-out of locality based self-referral clinics.

It was encouraging to read that the number of children and young people presenting in crisis had decreased year on year with an increasing number of children seen on paediatric wards. It was also positive to note the reduction in tier 4 beds.

The panel were pleased that transition would continue to be a priority, with your Mental Health Toughness pilot ensuring pupils experienced fewer concerns about the transition to secondary school. We look forward to hearing more about the pilot as findings begin to emerge.

It would be beneficial to outline your plans for improving the access standard within your LTP refresh. Support is available from the Intensive Support Team and NHS England.

Care for the Most Vulnerable

Your report demonstrated extensive work to improve the service offer for vulnerable groups, with lots of progress made this quarter. It was encouraging to read of your positive site visit with the Anna Freud Centre and the Children Outcomes Research Consortium for your Mental Health Assessment Framework pilot for Looked After Children (LAC). Your plans to involve Young Advisors and children and young people with experience of the LAC pathway to develop opportunities for peer support was welcomed, in advance of the frameworks launch in July 2019. We look forward to hearing more about how this work progresses in your LTP refresh.

The panel were pleased that your General Development Assessment (GDA) pathway had been commended and your waiting list size reduced, as a result of your service redesign. It was also encouraging to note that your waiting list for ASD (<5 pathway) had remained stable, despite the increase in referrals. Your reduction in longest waits for ASD (<5 pathway and >5 pathway) was also acknowledged.

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

Accountability and Transparency

Your report evidenced clear lines of accountability and governance, with strong integration and reporting to the Children and Families Executive Board and Health and Wellbeing Board.

Your ongoing commitment to the participation and engagement of children and young people was welcomed, with your work with Young Minds Participation Champions highly regarded by the panel. It was encouraging to read that your work with Young Minds would be continuing for a further two years, with lots of exciting developments planned. It would be helpful to see some examples of your engagement with children and young people in your LTP refresh such as photographs, artwork and materials produced.

It was also interesting to see the outputs from the CAMHS audit tool and we look forward to hearing more about how the recommendations are implemented and progressed through your Young Persons Participation Group.

Developing the Workforce

The panel welcomed your plans to implement the recommendations set out in the Mental Health Competency Framework and were pleased that this would include consideration of workforce across the entire system. It would be helpful to receive an update on how this work is developing in your LTP update, along with details of the progress made to develop the workforce across the SYB ICS. Your continued participation in the CYP-IAPT programme was also positive to note.

It was encouraging to read that your progress with the Transforming Care Programme (TCP) had been positively received by NHS England and reflected in your rating of Amber/Green. The panel commended your commitment to allocate recurrent funding to resource a post-diagnostic support pathway for children and young people with autism and your appointment of a Designated Clinical Officer to progress the SEND agenda. We would welcome sight of your SEND strategy and the outcome of your SEND inspection in your LTP refresh.

Support schools to develop a Curriculum for Life

SYFR schools packages which are primarily fire reduction and safety talks but also all include health messages, healthy relationships. We are part of the Joint Community Safety Department who offer crucial crew to all Yr 6 Students across SY this has a 97% uptake and includes personal safety, fire safety, road safety, consequences, healthy relationships, drug and alcohol packages



Updates about previous recommendations

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

The One Doncaster commitment to develop 'whole person, whole life' learning has been taken forward by Team Doncaster's three core Education & Skills Programmes (Doncaster Opportunity Area, DGT Learning and the Inclusion Programme), as well as the wider work of the Cultural Education Partnership (CEP). Fundamentally, the objective is to provide a broad, balanced and place-based curriculum that equips young people and more widely, learners of all ages to develop the competencies required to function effectively in a globalised world.



While the Local Authority has little formal responsibility over schools curricula, we have been working in partnership to develop both place-based classroom learning and Essential Life Skills.

On the latter, this has included the successful 100 Things to do before you are 11 Programme and a constituent 50 Things to do before you are 5, aimed at Early Years. This consists of free or low cost activities that all families in Doncaster can undertake, linked with the curriculum and personal development. Over 12,500 booklets have been handed to local families. The Doncaster Essential Life Skills programme, commissioned by the Doncaster OA funded the EXPECTYouth Summer Programme. In 2018 and 2019, this summer programme engaged over 13,000 children and young people and provided almost 15,000 free healthy meals. We are currently commissioning a first-in-kind digital tool to monitor young people's essential life skills development, which will be rolled out before the new year.

With regard to the former, we are working closely with schools to promote a place-based, inclusive curriculum that furnishes children and young people with the right skills for the future. This is why the Cultural Education Partnership is working to increase schools accredited to ArtsMark and the Opportunity Area is working closely with schools to ensure that their post-16 settings offer a broad, balanced, viable and complimentary post-16 curriculum. We are working as system-leaders to broker successful partnership working between schools and community organisations – which has recently been successfully reflected by the innovative partnership between XP School and the Heritage Service.

Ensuring that young people have the right skills for working life is a vital element of our agenda. This is why the Careers Hub has worked closely with all schools in the borough to integrate careers learning within the curriculum and to facilitate meaningful encounters with employers. This is why, as of September 2019, we have delivered over 67,000 meaningful encounters with employers. We have also delivered a new Business-Education organisation, Opportunities Doncaster, who have ambitious plans to promote and generate a distinctly 'Doncaster' skills-based contribution to schools' curricula.

All of this is underpinned by the emergent 2030 Education and Skills strategy for Doncaster. This document builds upon the local strategic context, our achievements and the OECD 2030 Education and Skills framework to set forward our long-term ambition for local, place based learning. This will frame the contribution made towards this objective in the coming year.

Support schools to increase physical activity

All schools have been given the opportunity for support to deliver the Daily Mile with approximately 30 providing the opportunity for pupils to take part.

It has now been over a year since the official launch of the Healthy Learning, Healthy Lives programme in Doncaster. Engagement with educational settings has been good, with over half of all setting types either signed up to or working towards accreditation. Particular success has been seen with special schools & Pupil Referral Unit's (PRU's).

The Centre of Nutrition and Behaviour, Grounded Research Department, RDaSH were commissioned to carry out an evaluation of the programme to date.

Findings demonstrated an overall positive impact of the programme on policy and practice within settings. The table below outlines some of the survey results and the impact participating in the accreditation has had on the setting.

Question	Yes%	No%	Unanswered%
Do you think changes have been made?	90	10	0
Do you think that HLHL has influenced children's activity levels?	55	35	10

Qualitative data was also gathered in the evaluation via interviews with practitioners from settings who have worked towards Healthy Learning Healthy Lives accreditation. This further demonstrates the value and impact of the programme on increasing physical activity:

"...so every day the kids are doing table tennis and things and the wellbeing walk, which we only introduced when we came to do the HLHL, so we introduced that"



Updates about previous recommendations

Make good growth our watchword for economic development Employment and Health

Use the Social Value Act to maximise equitable employment opportunities when commissioning to secure social, environmental as well as economic benefits

Contract Procedure Rule (CPR) were update in May 2019 mandating a minimum weight of 10% to social value requirements for all contracts valued above £181,302.

The Council is currently looking at procuring the social value portal to enable the quantification of social value commitments made by contractors during the tender process

In additional to the changes in CPRs, a Doncaster Anchor Institutions Procurement Grp has been established. Part of the remit of this group is looking at inclusive growth and social value being embedded across Team Doncaster.



100%

Re-commission the 'work programme' as part of the Sheffield City Region deal to help those furthest from the labour market find work and deliver the Work and Health Unit trial

Work and Health Programme

The Work and Health Programme is being delivered by Reed in Partnership in South Yorkshire (part of a wider contract package area) and will run until 2021. The programme reports to Doncaster's Local Integration Board and in July reported the following update:

- 772 programme referrals to date from Job Centre Plus
- 83% referral to start (which is the second best on the entire national contract)
- 365 currently active on caseload
- 240 people have secured employment
- 59 re-entries (support does not end with securing employment but continues for 6 months)
- 86 jobs sustained which equates to 75% exceeding contract expectations
- 47 job entries (nearest competitor is on 31)



25%

Re-commission the 'work programme' as part of the Sheffield City Region deal to help those furthest from the labour market find work and deliver the Work and Health Unit trial (continued)

Work and Health Unit Trial (Working Win)

Working Win is delivered by South Yorkshire Housing across South Yorkshire and Bassetlaw. In October the referral window closes and the programme will have one year left during which it will continue to support those already on the Programme. Working Win also reports to Doncaster's Local Integration Board and in July reported the following update:



Referrals

- 685 randomized to trial in Doncaster

Outcomes

- 58 Job starts
- 32 jobs sustained
- 18 Education outcomes
- 13 Volunteering outcomes
- 12 job returns

Updates about previous recommendations

Make good growth our watchword for economic development Employment and Health

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

The Be Well @ Work Award launched in February of this year. The programme offers support to organisations to improve health and wellbeing provision and ensure policies and procedures are conducive to employee wellbeing.

The programme not only offers accreditation to the healthy workplace award but also access to an independently carried out workplace health needs assessment. The document has assisted in gathering anonymous information about the health of a company's workforce and provided a baseline of data to track progress against.

It has helped employers to understand where to organise investment in staff health and well-being, especially beyond the basic legal health and safety requirements.

In addition to this, the programme hosts a monthly engagement calendar where organisations are invited along to learn best practice amongst a number of workplace related topics. Sessions run to date include:

- Workplace Health Champions Training
- Making Every Contact Count
- MSK in the Workforce- Supporting an ageing population
- Menopause Awareness
- Improving Leadership Skills
- Mitigating the Risk of Disability Discrimination
- Sleep Hygiene
- Mental Health Awareness
- Domestic Abuse Awareness
- Substance Misuse Awareness
- Cancer Awareness



30%

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.

SYFR are currently seeking a referral route back into DMBC services (similar to the old Hotspots scheme) to enable referrals.

Since the launch of the Council's energy company in November 2017, over 6,500 supplies have switched to Great North Energy (GNE). A cheaper energy supply for these residents equates to at least £450,000 of savings. The promotion of GNE adds to a list of other services the Council is able to support residents with. These include:

The Public Health funded Boiler on Prescription scheme (aka Winter Warmth Project). The Neighbourhood Energy Action project; the Energy Company Obligation (ECO grant) and a variety of support services the Energy Team is able to refer to via a proactive (home visit) approach.

The introduction of the Council's local 'Flexible' grant criteria has enabled a further 479 households to access ECO insulation grants since March this year.



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

SYFR have community rooms in Edlington (Currently being refurbished), Adwick, Dearne which partners can utilise to run sessions/meetings to support health, social care, education, skills and employment around the family, including fire safety.



Stronger Families is locally coordinated via the Communities Area teams in localities who also lead on the Community Led Support (CLS) and wider community engagement and capacity building work. Stronger Families ethos and principles have been fully adopted by the Complex Lives programme working with complex needs adults; it is also the basis of the new SLHD Tenancy Support Unit team. Stronger Families and Well North approaches are working with the localities prototype areas to test out ways of reducing demand on the front door by 'loosening' requirements for early and low level intervention. Under the Sheffield City Region, the Local Integration Board (LIB) has been working to improve the employment pathways and support for people with health issues to remain in work or return to work. More recently Doncaster has begun to implement the national DWP reducing Parental Conflict work, training local trainers and providing access to the training modules on line for all practitioners to access in order to help them be more confident in identifying and raising the issue with parents / couples.



Updates about previous recommendations

Improve healthy life expectancy through preventing disabilities

Include preventative approaches in all patient pathways and clinical services

SYFR make falls prevention referrals through our Safe and well checks.



SWYPT also run a stop smoking service from Adwick Community room looking to reintroduce referral pathways into stop smoking service

Plans for smoking cessation to be offered to all in patients well advanced.



Focus on 'Get Doncaster Moving' campaign to increase physical activity

A whole systems approach is being taken to address the stubborn challenge of inactivity in Doncaster. This includes utilising in-depth evidence and insight utilising a number of tools including systems mapping, COM-B behaviour change, ABCD and reframing. Progress over the last 12 months includes adoption of a Dance Strategy, establishment of 4 new community health walks, 14 Community Street Audits completed and 4 large active travel awareness raising events delivered. There has been 63 community sports clubs and 37 volunteers supported with the delivery of a programme of high profile cycling & rugby events.



Develop a 'Delicious Doncaster' approach to food and nutrition

The Good Food Doncaster Partnership continues to meet on a quarterly basis and is supported by Public Health and economic/business development teams in the council. This year the partnership has worked with Sustainable food cities and has joined as the 50th city in the Sustainable Food Cities network. Although charitable status has not been possible, the Partnership continues to work on the sustainable food agenda and this year work has included a workshop to review priorities and review the action plan; commissioning of a piece of work around food poverty which has complimented the action plan; a presence at the Sustainable food cities conference and wider networking with other areas including Leeds, Barnsley and Hull. In order to raise the profile of the group and the issues, the website has been reviewed and re-reported and presentations have been delivered at the Anti- poverty steering group in Doncaster and the regional food power group. The group has been working in partnership with the "Love Food Hate Waste" campaign in October to promote the waste agenda too. In addition links have been made with cook and eat projects, food banks and other local initiatives and the next tasks are to develop a food map and to look at any future projects including veg cities and connecting local food providers. The group is now seeking further membership from local businesses/groups and will continue to grow and identify some new areas for development for 2020.



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

Public Health has continued to work with Planning colleagues on the development of a Hot Food Takeaway Policy. This has been finalised and included in the draft Local Plan. The intention is that once approved there will be a restriction on any new hot food takeaways gaining planning permission in any area of Doncaster where year 6 childhood obesity levels are above 10%. In the meantime, the Director of Public Health submits an objection to any planning applications for hot food takeaway use.



Evaluate local approaches with South Yorkshire Fire and rescue to promote fire safety and address falls including enhanced home safety checks

We can demonstrate what Safe and Well referrals partnerships we currently have set up in Doncaster and we look and target gaps in key services.

Rose regeneration have undertaken independent evaluation of S&W visits which indicates that the social return of investment is £30 for every £1 invested.



Create, improve and protect mental wellbeing using the five ways to wellbeing to harness the role of arts, culture and physical activity, promote social connections and contribute to inclusive economic growth and the reduction of health inequalities.

The five ways to wellbeing model is embedded in the 'another way' public health campaign.



Doncaster Council and partners should sign the Prevention Concordat for Better Mental Health as an indication of support for the mental wellbeing of both Doncaster people and Doncaster employees.

Doncaster became a signatory to the Prevention Concordat for Better Mental Health, and a Better Mental Health (adults) Improvement Plan was endorsed by the Health and Wellbeing Board.



Updates about previous recommendations

Improve healthy life expectancy through preventing disabilities

Suicide is the biggest killer of men under 45 in the UK and today 16 people will take their own lives. That's why I'm keen that in Doncaster we pledge to become a zero suicide Borough and that we always ask twice when we're talking to people and asking about their mental health. This should be backed by rolling out Mental Health First Aid training across the Borough.

Doncaster Public Health team is supporting the Human Resources department at Doncaster Council, to pilot a mental health first aid scheme within the Council




Some SYFR Community Safety staff are trained in Mental Health First aid but this is not all CS staff.



Continue to deliver mental health service improvements across the life course with service users as identified by Overview and Scrutiny reviews including:

- a. improving the mental health of parents at the time of the birth of a new child**
- b. improving children and young people’s mental health by responding quicker to all requests for support**
- c. improving responses to crisis including better use of peer support**
- d. reducing the need for and use of Out of Area placements**

improve employment support for those with mental health issues to help them stay in work or return to work

<p>a. New perinatal mental health service under development</p>	
<p>b. Performance of children’s mental health service routinely assessed.</p>	
<p>c. Modernisation programme mobilisation is underway to include additional Crisis resolution, Home Treatment and alternative crisis resolution approaches. The latter includes a dedicated psychiatric decision unit to deliver assessment away from A&E in a more appropriate environment, it also includes a separate peer led crisis resolution and connection service to recognise and value a peer role as an alternative to statutory clinical provision. Doncaster will also achieve CORE 24 compliance for acute psychiatric liaison provision operating on DRI site with additional MH & Substance / Alcohol intervention operating within A&E and throughout the hospital site. Mobilisation will take place through November and December 2019.</p>	
<p>d. Very good progress has been made toward achievement of out of area placement for capacity (non-specialist) reasons. The national target is to eliminate capacity out of area placements by 2021. Current 90 day rolling performance is 25 days to the end of June 2019 compared to circa 450 days for the equivalent quarter at the commencement of the initiative. Access to capacity remains a risk but service investment in crisis modernisation should have a positive impact.</p>	