

**NORTH YORKSHIRE COUNTY COUNCIL**

21 February 2018

**STATEMENT OF THE PUBLIC HEALTH, PREVENTION & SUPPORTED HOUSING  
PORTFOLIO HOLDER COUNTY COUNCILLOR CAROLINE DICKINSON****Winter Health**

This winter has been characterised by an active flu season and cold spells that contributed to pressures on an already stretched health and social care system. The work to plan for and respond to the challenges of winter takes place year round with our partners especially when we know there has been approximately 1700 excess winter deaths in North Yorkshire over the period between 2010 and 2016. We continue to implement our Winter Health Strategy to improve and maintain health during winter months and prevent avoidable ill health and excess winter deaths by working together to reduce fuel poverty and the adverse health effects of cold weather for individuals, families and communities in North Yorkshire.

Our public health team has commissioned a single point of contact, Warm and Well in North Yorkshire, where partners can refer clients for help. Since launching at the end of September 2017, Warm and Well has received 123 referrals from across North Yorkshire, with November being the busiest month so far. Most clients received face to face or telephone energy advice (81%) with 37% being referred for practical measures to be installed in their homes through local home improvement agencies or energy company obligation funding.

Influenza contributes to additional ill health in the winter months. NHS England has recently included front line social care staff to the list of people eligible for a free flu jab via their GP or pharmacist. We have been encouraging all eligible staff to do so as studies show that in health organisations an increase of 10% in staff accessing the flu jab equates to a 10% reduction in staff sickness.

**Healthy Weight, Healthy Lives**

I am pleased to announce that adult weight management services, commissioned by the public health team, were launched on 1<sup>st</sup> January. Services cover the whole of North Yorkshire and are delivered by a range Providers. The Providers contracted to deliver these services are:

- Maple Health Group – Healthy Futures – covering Richmondshire District
- Harrogate Borough Council - Fit 4 Life – covering Harrogate District
- Craven District Council - Healthy Lifestyles – covering Craven District
- Hambleton District Council - Take That Step – covering Hambleton District
- Humber NHS Foundation Trust – Scarborough NHS Weight Management Service – covering Scarborough and Whitby District
- Humber NHS Foundation Trust – Ryedale NHS Weight Management Service – covering Ryedale District
- Inspiring Healthy Lifestyles – Move it, Lose it – covering Selby District

All services except for the Service in Selby which launched last July are currently being fully mobilised but all are open and receiving referrals (from professionals as well as self-referrals).

The public health team has also produced an annual progress report on the Healthy Weight Healthy Lives Strategy. The report highlights the ongoing public health concern posed by the large numbers of both children and adults who are overweight and obese across the county – one in five (21.2%) of Reception children, nearly 1 in 3 (30.6%) of Year 6 children and 3 in 5 (60.8%) adults in the North Yorkshire population are in the excess weight (overweight and obese) category.

One of the key challenges is that over recent years, people's perception of what is a healthy weight has changed. It is often difficult to identify overweight and as a higher proportion of the population live with excess weight new norms are being accepted. Through the NHS Health Checks Programme adults aged 40-74 years with excess weight can be identified and actions taken with or without the support of weight management services to improve their health. One of the priorities for the forthcoming year is a focus on action to encourage healthy weight from the early years.

The report showcases examples of good work taking place to tackle this important issue. The challenge for North Yorkshire is to create an environment that supports children, young people and adults to develop and sustain healthy eating and physical activity habits. Ongoing system wide action is required with partners working together to align policy goals including climate change, transport, planning and rural issues, education and employment to inspire a healthy weight population and achieve our ambitions to reduce the number of people who are overweight at all ages.

### **Call and Check Initiative**

The Living Well Team have been engaging with the Home Office to explore the possibility of North Yorkshire piloting the call and check initiative.

The Call and Check initiative has been piloted in Jersey since 2013. Call and Check enables postal workers to engage with older vulnerable community members, on their rounds, and then raise concerns with local support services and agencies. The premise is that postal workers deliver a Call and Check conversation, with a pre-identified cohort of people, on their rounds. The outcome of that conversation is then uploaded onto the postal workers 'hand held' device; this in turn prompts a system response from local services should the person require it. The scheme has been piloted and rolled out in Jersey, with variations operating in France, Finland and the US.

The Home Office have been exploring the potential of piloting this service together with Royal Mail and the Royal Voluntary Service in several sites across the UK. The initial scheme aimed to support the prevention of abuse, exploitation and crime against older people, the Home office would like to also test the potential of Call and Check to help address issues like loneliness and social isolation within local communities – which in turn has the potential to deliver a range of cross cutting benefits for public services, through reduced A&E admissions, fewer missed GP and hospital appointments etc.

**CAROLINE DICKINSON**