Introduction
Welcome to our first annual report of the Stoke-on-Trent Joint Health and Wellbeing Strategy 2016-2020. The purpose of this report is to provide an update on our headline achievements during the first twelve months of the strategy.

The Health and Wellbeing Strategy 2016-2020 focuses on seven priorities that we think we can have a significant impact on improving, that will in turn have an impact on wellbeing overall, and ultimately people will live healthier lives for longer. The priorities within the strategy are:

- **Increase breastfeeding** (with the aim to increase the number of mothers who breastfeed so that breastfeeding becomes normal with most mothers choosing to).
- **Make healthy weight the norm** (with the aim that families and communities living in Stoke-on-Trent aspire to be a healthy weight).
- **Reduce under 18 conceptions** (with the aim that the Stoke-on-Trent under 18s conception rate is reduced with an improvement in our position in relation to other local authority areas.).
- **Control tobacco and reduce smoking** (with the aim that we have far fewer smokers amongst the local population).
- **Reduce alcohol related health harms** (with the aim to reduce the negative impact of alcohol on the health of individuals and communities).
- **Improve emotional wellbeing and mental health** (with the aim that that Stoke-on-Trent is a city where people experience good mental health and wellbeing so they can fulfil their potential, cope with the stresses of life and make a contribution within their community).
- **Keep older people safe and well** (with the aim that older people’s health and wellbeing will be maintained or improved so they experience a quality of life acceptable to them and live independently for as long as possible).

Alongside the development and publication of the new Health and wellbeing Strategy, a new Children, Young People and Families Plan 2016-2020 and an Adults Strategic Partnership Plan 2016-2020 were also written. All three documents were published on 4th April 2016.

These priorities in this strategy and underpinning plans were shaped by using the latest information available to us about the health and wellbeing of the population through our Joint Strategic needs assessment (JSNA), listening to what people have told us is important through consultation and ensuring that national policy and evidence of what works was taken on board.

2016/17 also saw changes in representation on the Health and Wellbeing Board for the Clinical Commissioning Group (CCG) with a new Accountable Officer and Chief Operating Officer, and Staffordshire and Stoke-on-Trent NHS Partnership Trust (SSOTP) with a new Director of Adult Social Care coming in to post.
Increase breastfeeding

Priority Lead: Amanda Fletcher (Public Health Consultant – Stoke-on-Trent City Council)

Priority Champion (Ambassador): Lesley Mountford (Director of Public Health and adult Social Care - Stoke-on-Trent City Council)

Evidence shows that babies are five times more likely to be admitted to hospital with gastroenteritis and more likely to be overweight or obese in later life if not breastfed. There is also evidence to suggest breastfeeding helps to improve attachment between mother and baby and reduce the risk of both breast and ovarian cancer in mothers.

We want to increase the number of mothers who initiate breastfeeding following delivery and maintain breastfeeding up to 6-8 weeks so that breastfeeding becomes normal with most mothers choosing to breastfeed their babies in Stoke-on-Trent.

By 2020, we aim to:

- Increase per annum both initiation and maintenance breastfeeding rates

What have we achieved?

- The Health Visiting service has completed a survey on breastfeeding rates at 4 weeks - the results highlight when and why mothers reported they stopped breastfeeding between initiation and the 6-8 week check. This will be used to inform local action.
- A literature review assessing the effective interventions to support breastfeeding has been completed to inform future initiatives.
- Public Health commissioning continues to ensure the Community Breastfeeding Facilitation Support Service delivery is effective via regular performance monitoring meetings and a new Infant Feeding Co-ordinator is in post.
- The Stoke-on-Trent Breastfeeding Steering Group have been successful in a small grants funding bid to explore young people’s attitudes on breastfeeding.
- The Stoke-on-Trent Breastfeeding Steering Group have at the end of March 2017 completed Year 1 actions and developed a proposed Year 2 action plan.
- The way in which data is collected changed after 2014/15, therefore previous years are not comparable with the 2015/16 data.

Next steps

- Work will commence in partnership with Staffordshire University on the ‘Breastfeeding Research’ this is expected to commence at the end of September following completion of full ethics approval and research recruitment.
- Year two actions will commence and identification of new emerging actions will be ongoing
- The findings from the literature review will be put in to a short action plan and implemented in to the work of the community facilitation team and local support groups.
- Work will continue with the breastfeeding support from community members who have been peer support trained and are looking at rolling out additional community support groups.
Make healthy weight the norm

Priority Lead: Katrina Hull  *(Senior Health Improvement Specialist - Stoke-on-Trent City Council)*

Priority Champion (Ambassador): Councillor Ann James  *(Cabinet Member for Health and Social Care)*

Losing weight is difficult so it is important to focus on the maintenance of a healthy weight and the management of obesity. Obesity is associated with premature death and increases the risk of type-2 diabetes, cardiovascular disease and cancer. Obese children are more likely to be ill, be absent from school due to illness, experience health related limitations and require more medical care. Overweight and obese children are also more likely to become obese adults and have a higher risk of morbidity, disability and premature mortality.

Our aim is that families and communities living in Stoke-on-Trent aspire to be a healthy weight and have the skills and opportunities to take decisions that will benefit them today and in the future, we want organisations and businesses in the city to provide an environment which promotes healthy living and tackles obesity to help people to do this.

By 2020, we aim to:

- Reduce the percentage of children in year 6 who are very overweight

What we have achieved:

- Data from annual National Child Measurement Programme reported that the prevalence of very overweight children in Year 6 living in the City has fallen from 24.6% to 22.7% between 2014/15 and 2015/16.
- The Food for Life programme continues to see success in schools and provide training events for teachers and staff to support with the achieving accreditation. 24 schools have achieved bronze accreditation with 7 of these also achieving a silver award.
- The recently formed “Good Food Stoke-on-Trent” has been confirmed as a member of the Sustainable Food Cities network. The Sustainable Food Cities approach involves developing a cross-sector partnership of local public agencies, businesses, academics and NGO's committed to working together to make healthy and sustainable food a defining characteristic of Stoke-on-Trent.
- Cook and Eat delivery continues to expand across with 100% of participants reporting an improvement in outcomes such as improved skills and knowledge, budgeting for healthier eating and an increase in fruit and vegetables consumption.

Next steps

- To extend the Food for Life offer into other key settings including Early Years and the University Hospitals of North Midlands (UHN M).
- “Good Food Stoke-on-Trent” will work collaboratively to achieve a Sustainable Food City Bronze award for the City.
- The implementation of a new adult weight management structured education programme for adults.
- To develop a service to support new mums and families to lead a healthy, more active lifestyle to support a healthier weight.
Reduce under 18 conceptions

Priority Lead: Jo Bradley (Senior Health Improvement Specialist - Stoke-on-Trent City Council)

Priority Champion (Ambassador): Louise Rees (Director of Children’s Services - Stoke-on-Trent City Council)

Teenage pregnancy and early motherhood are widely understood to lead to disproportionately poor outcomes for young parents and their children. The rate of postnatal depression in 3 times higher in teenage mothers who also have a risk of poor mental health for 3 years after the birth. Infant mortality is 41% higher and babies tend to have a lower birth weight. High levels of lone parents can result in an increased risk of poverty, poor housing and poor nutrition for the children.

Our aim is that the Stoke-on-Trent under 18s conception rate is reduced with an improvement in our position in relation to other local authority areas.

By 2020, we aim to:

- Reduce the under 18s conception rate and improvement in our position in relation to other local authorities
- Maintain agreed national Chlamydia detection rate
- Improvement in the sexual health of young people in Stoke-on-Trent

What we have achieved:

- The latest full year data has shown a successful reduction in under 18 conceptions for 2015 with a final rate of 26.9 (111 conceptions) achieved.
- This is an overall reduction of 60.7% on our 1998 baseline rate of 68.5 (305 conceptions). The fall in the rate between 1998 and 2015 has been larger in Stoke compared with England (60.7% versus 55.4%).
- The Chlamydia Detection Rate of 2,300 per 100,000 young people aged 15-24 continues to be challenging, not just locally but nationally. A national review is in progress.
- Stoke-on-Trent continue to screen the highest proportion of 15-24 year olds in the West Midlands for Chlamydia

Next steps

- Attempt to engage educational establishments not currently linking in with local services aimed at preventing and reducing under 18s conceptions
- Maintain engagement with pregnant young women to understand from their perspective why they became pregnant
- Ensure prevention activities are built on relationships and sex education best practice and informed by any gaps in knowledge, skills and confidence identified by young parents
- Find ways to engage with parents and carers on further developing their knowledge and skills so they feel comfortable and effective talking to their children about relationships and sexual health
Control tobacco and reduce smoking

Priority Lead: Alistair Fisher (Strategic Manager: Health and Leisure – Stoke-on-Trent City Council)

Priority Champion (Ambassador): Councillor Randolph Conteh (Cabinet Member for Housing, Communities and Safer City)

Smoking is the main cause of preventable illness, disability and premature death in England and the main reason for the gap in healthy life expectancy between the rich and the poor. Smoking in pregnancy increases the risk of pregnancy loss, preterm birth, low birth weight and infant death. Tobacco control is highly effective and offers a significant return on investment.

Though rates of smoking are falling nationally, in Stoke-on-Trent we have not seen the same level of reduction. We need to strive to ensure we have far fewer smokers amongst the local population, and to achieve this we must be ambitious.

By 2020, we aim to:

- Reduce adult smoking prevalence by 5% to 23%
- Reduce smoking at the time of delivery (SATOD) rates by 3% to 16%

What we have achieved:

- The percentage of adults (aged 18 and over) currently smoking in Stoke-on-Trent has fallen from a high of 28.0% in 2012 to 25.6% in 2016.
- The latest local survey data shows that 4% of 11-15 year olds smoked in Stoke-on-Trent compared with 3% across England. This is a considerable improvement compared to 2009 when 10% of young people in this age group were regular smokers.
- The Smoking in Pregnancy Challenge group has been awarded £75k from NHS England to assist with reducing the numbers of women smoking at delivery. A midwife champion and additional lifestyle workers have been recruited, and a comprehensive action plan drafted.
- The delivery of the SmokeFree Homes service continues. Training and liaison has taken place with a number of partner agencies, including an opt-out pathway so all families who smoke are referred to the service from health visiting.
- The school based Decipher Assist project continues to be successfully delivered. Up to the end of March 2017, 270 pupils from eight schools across the city have been trained as Peer Supporters. Their role is to have conversations with their peers about the negatives of smoking and the benefits of being smoke free, encouraging them to refrain from smoking in the first instance, or helping them to quit. They also influence their peers by not smoking. They have reported over 800 conversations with their peers, who then go on to spread the word to their peers alongside numerous conversations with siblings, older friends and other family members.

Next steps

- To continue to deliver the ASSIST programme during the next academic year, already engaged with 8 high schools.
- Proposal to deliver a local Film Making Project in partnership with Staffordshire University and local schools aimed at preventing / stopping young people smoking, including looking at ‘Smoking in Pregnancy’. We aim to have a Film Showing at Stoke Film Theatre where pupils, parents and staff can view the films and artwork produced. This will also tie in with our bid for City of Culture.
• Reporting of ongoing insight work into smoking in pregnancy and cessation with service users and frontline health professionals.

• Ensure evidence based care for women identified as smoking during pregnancy to enable more families to be smoke free. This will be achieved through partnership development of best practice guidelines, improved data quality and use of the action plan.

• Continue development of smoke free homes as the norm, including working with partner agencies and co-creation of appropriate resources.

• Re-commissioning of smoking cessation services, ensuring best fit for our local population

• Continued multi-agency working on the wider tobacco control agenda, including enforcement of smoke free legislation and prosecution of underage sales.

• Continuation of the locally commissioned adult and young people’s lifestyle services, providing current, local data on smoking behaviours, attitudes and beliefs to aid future service development.
Reduce alcohol related health harms

**Priority Lead:** Suzie Kelly *(Commissioning Manager: Safer City Partnership - Stoke-on-Trent City Council)*

**Priority Champion (Ambassador):** Councillor Janine Bridges *(Cabinet Member for Education and Economy)*

Alcohol is one of the key causes of preventable death within Stoke-on-Trent and a determinant of health inequalities in the city. Alcohol dependency leads to significant harm and places financial burden on communities. Recent reports conclude that the numbers of children and young people living in alcohol and drug using families could far exceed earlier estimates.

We want to reduce the negative impact of alcohol on the health of individuals and communities.

By 20210, we aim to:

- Narrow the gap with England with a reduction in alcohol related hospital admissions
- Maintain the decreasing trend of alcohol related hospital admissions for under 18s
- Decrease the number of dependent drinkers relapsing post-treatment
- Increase the number of people with alcohol misuse problems accessing employment, voluntary work and training

What we have achieved:

- ✓ Our alcohol related hospital admissions, for those under 18yrs, continue to decrease and compare favourably with our neighbours.
- ✓ Since the introduction of an integrated drug and alcohol service, there has been a decline in the number of people accessing structured treatment for alcohol misuse.
- ✓ The percentage of dependent drinkers relapsing post-treatment is reducing.
- ✓ 181 alcohol users accessed the recovery service (community abstinence-based support service) during 2016/2017.
- ✓ A new campaign is being developed to raise awareness of the new alcohol unit guidelines, with the aim to support people to make healthier choices.
- ✓ Specialist alcohol clinics have been introduced in six primary care practices.
- ✓ Residential Recovery House opened in January 2017 for people leaving treatment alcohol free, providing move on accommodation and support to help people integrate into the community

Next steps

- Strengthen links between Royal Stoke and community drug and alcohol services to increase the number of people accessing treatment and decreasing hospital admissions and representations
- Greater promotion of the community drug and alcohol service, development of a website to include information about services available and clear and accessible referral pathways
- Stoke Recovery Service to increase involvement with people still in treatment to inspire people to become abstinent by making recovery visible and achievable
- Additional therapeutic support to be made available to people in recovery to help prevent relapse
- Continue to deliver an alcohol workshop at ‘Safe and Sound’ – this is offered to 2,900 year 6 pupils each year
- Ensure effective alcohol education is delivered in all schools and academies across the city.
Improve emotional wellbeing and mental health

Priority Lead: Claire McIver (Strategic Manager: Safe and Healthy Communities - Stoke-on-Trent City Council)

Priority Champion (Ambassador): Caroline Donovan (Chief Executive – North Staffs Combined Healthcare NHS Trust)

In order for people to feel good and do well it is important that the conditions into which they are born, live, work and play support their ability to cope with life’s pressures, build resilience and promote good mental health. Poor mental health and wellbeing is associated with a range of poor outcomes, whereas good mental health is associated with better outcomes such as longer, healthier life expectancy, stronger resilience to adverse life events and higher self-esteem.

Our aim is that Stoke-on-Trent is a city where people experience good mental health and wellbeing so they can fulfil their potential, cope with the stresses of life and make a contribution within their community. Stoke-on-Trent will have healthier communities and be a healthier city as a result.

By 2020, we aim to:

- Close the gap between Stoke-on-Trent and England for the percentage of people who believe that the things they do are worthwhile.
- Slow down the year on year increase in the number of people who die from suicide and injury of undetermined intent.
- Reduce smoking at the time of delivery (SATOD) rates

What we have achieved:

- The most recent data released by ONS (2015/16) shows a decrease in the number of people in Stoke-on-Trent reporting a low worthwhile score to 3.9% (compared to 3.6% for England) closing the gap between Stoke-on-Trent and England.
- The suicide rate (all persons) in Stoke-on-Trent for 2013-15 has decreased to 10.5 per 100,000 (compared to 10.1 for England) reversing the year on year increase seen since 2008.
- During 2016/17 326 people accessed wellbeing and mindfulness programmes to improve mental health, promote self-help and build resilience. 75% experienced a measurable improvement in their mental wellbeing.
- The 1000 Lives programme has continued to develop networks, support and training for community social action, with a membership of almost 2000 local people.
- My Community Matters (MCM) continues to work in targeted areas to build strong and connected communities in partnership with other agencies.
- The Loneliness Strategic Partnership Group has been gathering insight into loneliness across the city to inform its approach and actions. The partnership is also supporting a local campaign to raise awareness about loneliness in communities and encourage people to take some simple steps which can make a difference.

Next steps

- The Stoke-on-Trent and Staffordshire action plan for suicide prevention will be refreshed and expanded, to further build on activity to reduce the suicide rate.
- A new Strategy for Public Mental Health will be implemented to support good mental health and mental wellbeing across the population
• We will continue to support social action approaches to improving wellbeing in communities, through initiatives such as My Community Matters
• The Loneliness Strategic Partnership Group will continue to develop and disseminate our local approach to tackling loneliness, alongside initiatives such as Blue Iris which encourages people to reach out and connect with others to overcome loneliness in their community.
Keep older people safe and well

Priority Lead: Cheryl Hardisty (Director of Commissioning – North Staffs and Stoke-on-Trent CCGs)

Priority Champion (Ambassador): Diane Lea Independent Chair - Stoke-on-Trent Joint Health and Wellbeing Board)

The adult population of Stoke-on-Trent aged 65 and over is estimated to rise by 22% by 2030. Evidence confirms that people maintain a higher level of independence and health and wellbeing outcomes are consistently better when people remain in, and receive treatment in, their own homes. Older people, because of their wealth of skills, knowledge and life experience have a vital role to play in contributing to and building upon already existing community capacity.

Our aim is that older people’s health and wellbeing will be maintained or improved so they experience a quality of life acceptable to them and live independently for as long as possible.

By 2020, we aim to:

- Increase the % of people still at home 91 days after reablement
- Reduce the average length of stay for non-elective hospital admissions
- Reduce the number of A&E attendances for people over 65
- Reduce the number of non-elective hospital admissions for people over 65
- Increase carer related quality of life
- Increase the percentage of people who use services and feel safe
- Increase social contact for service users and informal carers
- Increase the percentage of people who give unpaid help to groups, clubs, friends and neighbours

What we have achieved:

- The opening of the second of the new Extra Care schemes, Oak Priory, in August 2016 increased the level of Extra Care provision in the city to 661 apartments. The allocation of apartments is meeting our expectations and the initial feedback from residents is positive. The total number of apartments increased to 801 when Maple West opened in the spring of 2017.
- The recruitment of council employed care workers to supplement the private sector is proving to be highly successful with 125 recruited so far. This is allowing us to make available more domiciliary care so that people can be supported better in their own homes and can leave hospital sooner with the right services in place. Combined domiciliary care and extra Care has increased by 4,075 hours per week (approx. 30% increase)
- A Voluntary Sector Grant Funding Scheme has been launched to support admission avoidance and discharge from hospital. This is funded through a partnership approach between the local authority, Clinical Commissioning Group and University Hospitals North Midlands.
- A marketing intern has been recruited for a 6 month project to help raise the profile of care work across Stoke-on-Trent and Staffordshire.
- The Frailty at Front Door initiative continues to have a positive effect upon reducing the number of emergency admissions for those patients over 70 years of age. Within June 308 Northern patients were seen by the multi-disciplinary team which resulted in 78% of people discharged directly from the Emergency Department with over 70% supported to return home. It is to be noted that this team were shortlisted for a HSJ Patient Safety Awards 2017 under the category “Best Patient Safety Initiative in A&E”,

HBWS 2016-2020 - Annual Report 2016/17
Page 10 of 12
✓ Stoke-on-Trent and North Staffordshire CCGs have jointly employed a Care Home matron who is supporting our local care home providers to enhance skills of their teams and to access services which could prevent admission and improve overall patient health and well-being. To date there has been a noted reduction in the number of admissions from our care home residents.

✓ The Discharge to Assess (D2A) model roll out is progressing. There has been system wide agreement regarding the Track and Triage model which is currently being piloted within the Royal Stoke University Hospital (RSUH), the team will be formally in place by September following the completion of HR processes. The Home First service specification has been developed and is currently going through the final approval process.

Next steps

- Implement full Discharge to Assess (D2A) model across Stoke-on-Trent and Staffordshire
- Focus on the stability on the domiciliary care and residential care markets, supporting the market to avoid provider failure or large scale enquiries.
- Focus on reduced admissions to acute hospital and provide alternatives to community beds
Moving forward

Performance framework

The publication of the new strategy for 2016-2020 has also seen the introduction of a new, and much more streamlined, performance management framework. Each priority will be subject to scrutiny from the Board on a quarterly basis, and in a change to previous Board meetings, each Board will contain a 30-40 minute spotlight on one or more of the priorities on a rolling programme. This will not only provide a greater level of detail regarding activity within the priority, it will also encourage greater challenge, promote integrated working and provide a robust accountability framework.

Systems leadership and integration

The Health and Wellbeing Board will continue to develop in its role as system leader for the local Health and Social Care system, demonstrating its impact and improving information sharing whilst raising awareness of system transformation opportunities.

The Board’s role in overseeing commissioning and in promoting integration across Public Health, Local Government, the local NHS and the third sector, will be achieved through engagement with member organisations and the emerging Sustainability and Transformation Plans, developing a shared culture which takes a place based approach to transformation and integration.

As well as the priorities included in the Health and wellbeing Strategy, the Board will increase its focus on its statutory duties including Joint Strategic Needs Assessment, Pharmaceutical Needs Assessment, Better Care Fund Plans and commissioning plans.

For more information on the Stoke-on-Trent Health and Wellbeing Board please see our web pages stoke.gov.uk/healthandwellbeing

Our Joint Strategic Needs Assessment can be accessed online at stoke.gov.uk/JSNA