



Public Health Briefing Note February 2016



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How Wiltshire is leading the way - Emergency Preparedness, Resilience and Response (EPRR)

Knowing people in Wiltshire are protected in an emergency is important to us all and our EPRR team play a crucial role in making sure our communities are well protected. On 23 February the Council approved Wiltshire's Integrated Emergency Plan, which will allow us to more effectively protect people should a major incident take place. Through working with our partners in emergency services we are creating safer, more resilient communities.

This year the team have run multiagency community resilience workshops for 250 parish and town councils which have helped communities complete local plans. The workshops are a big step forward in helping the public cope during widespread emergencies like flooding, snow or disease outbreaks when the public services' resources will be stretched.



This month proved just how effective these local plans are when we received three flood warnings and flood alerts for rivers in Wiltshire and there were particularly high river levels in the centre of Bradford on Avon. The decision was taken, in connection with the Environment Agency and Fire and Rescue Service, to erect temporary flood barriers in the town. The barriers were collected and put up by Wiltshire Council and the Fire and Rescue Service in a successful multi-agency response but they were monitored by Bradford on Avon Community Response Volunteers (pictured here). The team are the most proactive community resilience response team we have in Wiltshire and have been trained by the emergency planning, public health, flood response and the highways team. They are a great example of how, with our support, local people are taking the lead.

The Wiltshire and Swindon Local Health Resilience Partnership is currently revising their pandemic flu plan, which will give guidance to the local health community as to what to do in the initial stages of a pandemic. If you would like further information please contact Jennifer.wright@wiltshire.gov.uk

Protecting local businesses

Business continuity is the process of keeping an organisation running during disruptions. This could be due to a power cut, industrial action, IT failure, or staff illness. An effective continuity plan will help protect your customers and patients health as well as your business. A new online tool is available from the Business Emergency Resilience Group, which is part of The Prince's Business Responsibility Trust. [Please download the plan](#) and complete it if your organisation has no current business continuity plan, or if you would like a different perspective.

You can also do more to protect your business from the threat of cyber crime. If you wish to join the Cyber-Security Information Sharing Partnership (CiSP) at <https://www.cert.gov.uk/cisp/> you can use The South West Regional Cyber Crime Unit as a sponsor. Access the 'South West Regional Node' and find real-time information about current threats.

Health and wellbeing in Wiltshire

This month Wiltshire's latest health profile was published by Public Health England. The profile confirms that injuries due to falls and hip fractures in people aged 65 have reduced and under 18 conceptions have also fallen. Please visit [Health Profiles: February 2016 data update](#) to find out more.

Wiltshire
Unitary Authority

Health Profile 2015

Health in summary
The health of people in Wiltshire is generally better than the England average. Deprivation is lower than average, measured at 1.2% (10,000 children live in poverty, the majority for both men and women is higher than the England average).

Living longer
Life expectancy is 5.1 years lower for men in the most deprived areas of Wiltshire than in the least deprived areas.

Child health
In Year 6, 10.0% (742) of children are classified as obese, below the England average of 10.5%. The rate of children-specific hospital stays among those under 18 was 46.4. This represents 46 stays per year. Levels of smoking of those of delivery are worse than the England average. Levels of hospital admissions and breastfeeding are better than the England average.

Adult health
In 2012, 22.7% of adults are classified as obese. The rate of alcohol-related liver hospital stays was 22.7, better than the average for England. This represents 2,847 stays per year. The rate of falls hospital stays was 24.7, worse than the England average. The rate of hospital stays for heart disease was 116.8 stays per year. The rate of hospital deaths was 22.7, better than the average for England. This represents 654 deaths per year. The rate of people that are seriously injured or killed in road traffic accidents is worse than average. Rates of hospital admissions, hospital stays, hospital deaths, unemployment, drug misuse, early deaths from cardiovascular diseases and early deaths from cancer are better than average.

Public Health in Wiltshire includes early intervention and promoting health. Public Health in Wiltshire is designed to help local government and health services understand their community's needs, so that they can work together to improve people's health and reduce health inequalities.

Visit www.wiltshire.gov.uk for more profiles, more information and interactive maps and tools.

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* rate per 100,000 population

Community Area Joint Strategic Assessment

Over the last two years public health intelligence has worked with partners to help our communities develop locally led solutions to local issues. In 2015 we reported on how providing data on local health, environments, housing, community safety and transport has allowed local people access to the information they need to tackle local challenges. Have you been involved in local projects or been working with community groups? Please contact emily.kavanagh@wiltshire.gov.uk. A report on local projects will go to the Health and Wellbeing Board (HWB) later this year and we would like to reflect the great work all of our partners have been doing. [You can find out more here](#) and read about the impact of the [CA JSAs here](#). [Last year's report to HWB can be found here](#).

National CSE Awareness Day

Child sexual exploitation (CSE) is a type of [sexual abuse](#) in which children are sexually exploited for money, power or status. Children or young people may be tricked into believing they're in a loving, consensual relationship. They might be invited to parties and given drugs and alcohol. They may also be [groomed online](#). Some children and young people are [trafficked](#) into or within the UK for the purpose of sexual exploitation. Sexual exploitation can also happen to [young people in gangs](#). To raise awareness of Child Sexual Exploitation, Wiltshire Council and partners are participating in the National CSE awareness day on 18 March. We are asking all of our primary care centres to help us raise awareness. We will be contacting surgeries to help demonstrate to any young person that if they have concerns support is available. Enabling a young person to talk about the abuse that is happening to them is the first step to stopping it. For more information please contact 0300 0034565 or email noworries.nhswiltshire@nhs.net

Zika virus

The Zika virus is a mosquito-borne infection, which isn't harmful in most cases. However, it may be harmful for pregnancies, as it's been potentially linked to birth defects – specifically microcephaly. WHO has warned that Zika virus is likely to spread to all countries in the Americas where the climate is suitable for the affected mosquitoes. Most people don't have any symptoms but if symptoms do occur, they are usually mild and last around two to seven days. Commonly reported symptoms include: a low-grade fever; joint pain (with possible swelling, mainly in the smaller joints of the hands and feet); itching; rash, which is sometimes itchy; conjunctivitis (red eyes); headache and eye pain. Current advice is that women who are pregnant or planning to become pregnant should discuss their travel plans with their healthcare provider. [More advice can be found here](#).

Warm and Safe goes live on CareFirst

Wiltshire's public health team have recently been asked to review an affordable warmth health impact evaluation toolkit which is being written for the Department of Energy and Climate Change. The toolkit will help effectively assess the impact affordable warmth schemes have on health and wellbeing. The team will submit a case study based on our experience here in Wiltshire of utilising the adult social care data base CareFirst to record case details of referrals made to our Warm and Safe team. Wiltshire is one of the first authorities to integrate the work on improving cold homes across public health, public protection and social care. Visit www.warmandsafewiltshire.org.uk to find out more.

How we are helping people in crisis

Wiltshire has been successful as part of a regional group of local authorities in securing funding for ASIST suicide prevention training. Members of our staff will be attending a 'training the trainer' course at the beginning of April and will go on to deliver six courses in the county aimed at frontline staff who are most likely to come into contact with someone who may be at risk of suicide. The first two day course will take place on 10 and 11 May 2016 in Potterne. If you are interested in attending please contact Karen.spence@wiltshire.gov.uk as soon as possible. Please do circulate details to anyone you work with who may be interested.

Our approach to improving mental health

A new Five Year Forward View for Mental Health has been published by an independent taskforce set up by NHS England. At least one in four people will experience a mental health problem in their lifetime and one of our priorities is to improve mental and emotional health across Wiltshire. The taskforce recommends focusing on promoting good mental health, preventing poor mental health and helping people lead better lives as equal citizens through wider system integration. This is a positive endorsement of the approach that Wiltshire is taking with our Mental Health and Wellbeing Strategy and our plans address many of the key recommendations made. [You can read the full report here](#).

Injury prevention

Over the last six months we have been running injury prevention workshops with early year's practitioners. Over 70 practitioners have been trained in best practice for reducing injuries among young children in the home. The latest session in early February was held in Salisbury for community nurses who work in health visiting teams, visiting homes and working in clinics, to offer advice and support to parents. All children centre providers have also now attended a workshop. Participants are now including more evidence based injury prevention activity in their action plans and are cascading the training to other members of staff. Recently NICE has developed quality standards guidelines (QS107) for Reducing Unintentional Injury among the under 15s in the home. [You can find out more here](#).

A new nationwide campaign

Public Health England (PHE) is launching a new marketing-led behaviour change programme to help adults live healthier lives called 'One You'. It will be the biggest social marketing programme to launch since Change4Life and is arriving in early March 2016. More information will be available soon from PHE

Public Health Intelligence news

The [Wiltshire Intelligence Network](#) (WIN) provides numerous reports full of local information on a wide range of topics. Please visit the website for our latest reports.

[Public Health in the news this month:](#)

[Melksham Health and Wellbeing Centre top of the area board agenda](#) (17 Feb)

[Wiltshire's plan to tackle obesity – have your say](#) (17 Feb)

[DadPad - support for new dads](#) (8 Feb)

[Rethink Mental Illness to offer advocacy services for vulnerable people in Wiltshire](#) (1 Feb)

[Rainbow flag raised outside County Hall for start of Lesbian, Gay, Bisexual and Transgender History Month](#) (1 Feb)

[Support to make your 2016 as healthy as possible](#) (1 Feb)

For further information on any of the programmes of work mentioned please contact emily.kavanagh@wiltshire.gov.uk