

# Wiltshire's public health annual report 2013/14





# Welcome to the public health annual report for 2013-14

As the Director for Public Health for Wiltshire I have a statutory duty to produce an annual report on the health of our local population, to account for public health activity and to chart our progress.

Public health transferred from the NHS to the council on 1 April 2013 and this is our first report.

Our first year following integration into the council has brought with it huge opportunities to improve health outcomes. This report looks at what we achieved, as well as the wider public health workforce and how we will tackle the challenges facing us locally.

My team and I have been welcomed into the council by Leader, Jane Scott, her cabinet and by my fellow corporate directors. The public health team has become part of the wider council family and, as part of that bigger team, we have strengthened our commitment to delivering high quality public health services to our communities and to improving health outcomes for people living in Wiltshire.

We have worked hard to maximise the opportunity provided by the Health and Social Care Act 2012 and to work with our new council colleagues and to maintain links with colleagues in the NHS – both in the Clinical Commissioning Group and our local acute trusts.

While there is still more to do, I am confident that in Wiltshire we have developed a clear vision for public health on which to build in coming years.

The last year has brought us challenges and our new public health system was tested with the measles outbreak and significant flooding during the winter of 2013/14, but it was also a year of success.

This report summarises some of our key achievements in 2013/14 and I hope you enjoy reading about our work. The success we have had would not be possible without the support of my dedicated team, cabinet members, colleagues and partners to whom I am truly grateful.

*Maggie Rae*

**Maggie Rae**  
Director of Public Health and Corporate Director  
Wiltshire Council





# What is public health?

Public health is helping people to stay healthy and protecting them from threats to their health. We want everyone to be able to make healthier choices, regardless of their circumstances, to minimise the risk and impact of illness.

## There are three areas of public health

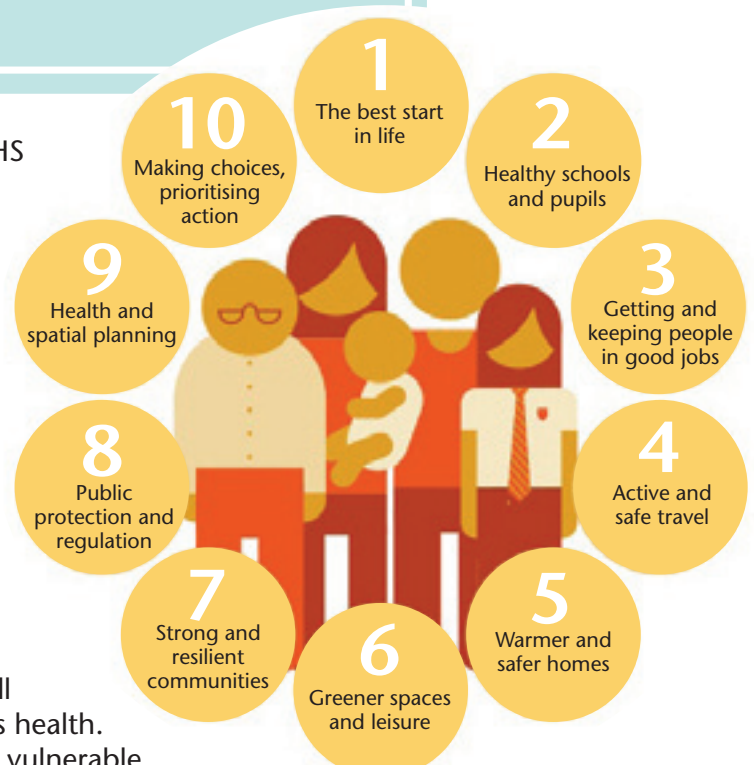
- **Health improvement**
- **Health protection**
- **Healthcare services**

Responsibility for public health was moved from the NHS to councils by the Health and Social Care Act 2012. Councils now have a duty to improve the health of the people in its area.

To achieve this, we commission a range of services from providers from different sectors. We work with Wiltshire's Clinical Commissioning Group (CCG) and representatives of the NHS Commissioning Board to create as integrated services as possible.

Other ways we are working to improve the county's health is by looking at planning and health policies, developing key partnerships with other agencies and by enabling a diverse provider market for public health improvement activities.

Our aim is to integrate public health into the heart of all public services which will help us to improve everyone's health. We are committed to improving the health of the most vulnerable as a priority.



Partnership, planning and health in all policies supporting evidence-based and practical action.



# What does public health do?

Public health works to improve health outcomes for local populations by encouraging people to live healthy lifestyles and to help prevent them from becoming ill.

We do this by working with partners including GPs, schools, our communities, the military and others to educate people about the importance and impact of their lifestyle choices on their health.

This can be encouraging people not to smoke, to cook healthy balanced meals and to exercise regularly.

Many people are 'doing' public health without realising it - leisure centre staff are encouraging people to maintain or improve their health, social workers are working to ensure people live independently in their own homes while they are able to do so.

As part of the council's wider team we are now able to work more closely with these groups and others who directly or indirectly support our work.

## Who are we?

We are a small team of public health consultants, specialists in public health and a range of other roles. The team works closely with colleagues in adult social care, housing, communities, libraries and communications.

**We believe success will be making a real difference to people's lives. Success will mean different things to different people. We believe through working together we can achieve our aims to ensure people in Wiltshire live long, healthy and happy lives. That will be success.**

## Our wider public health team

It is now widely recognised that staying active and exercising is an essential part of being healthy. To support this work, leisure services have joined us and become part of our wider public health team.

This has been another exciting opportunity to maximise the potential of public health and improve health outcomes. We have set up a programme board which is responsible for integrating these two important services.

Our work focuses on helping people to live longer and healthier lives and to remain as independent as possible for longer. Working to reduce inequality in the provision of health services is also a priority.

Helping people to live healthy lives and to exercise more is crucial to reducing obesity, long term disease



Dr Steve Rowlands, Chair of Wiltshire's Clinical Commissioning Group and Council Leader, Jane Scott, Chair of the Wiltshire Health and Wellbeing Board signing the Joint Health and Wellbeing Strategy

and to help our growing older population to enjoy a better quality of life.

Bringing together public health and leisure means we can provide our

local population with the best possible support for achieving positive health outcomes and, by reducing demand on health services, ensure the future sustainability of our public services.

# How are we assessed?

The Public Health Outcomes Framework (PHOF) was introduced in April 2013 and sets out standards for public health. It details outcomes and indicators which help us monitor and assess how well we are doing to improve and protect the public health of our communities.

There are more than 60 indicators, which contribute to two main outcomes – how long people live and how well they live at all stages of life.

More information can be found at: [www.phoutcomes.info](http://www.phoutcomes.info)

Annual Health Profile:  
[www.apho.org.uk/resource/item.aspx?RID=142340](http://www.apho.org.uk/resource/item.aspx?RID=142340)

# Our vision and priorities

We are required by government to:

- provide appropriate access to sexual health services
- protect the health of the population and ensure plans are in place to achieve this
- ensure NHS commissioners receive the public health advice they need
- take part in the National Child Measurement Programme
- provide and promote NHS Health Check assessments
- provide elements of the Healthy Child Programme.

Our wider work programme focuses on protecting and enhancing the health and wellbeing of our communities by working together to make Wiltshire healthier.

More information can be found at:

[www.gov.uk/government/publications/healthy-lives-healthy-people-update-and-way-forward](http://www.gov.uk/government/publications/healthy-lives-healthy-people-update-and-way-forward)



# Our challenges

Wiltshire people are generally healthy – this is measured by life expectancy.

Current life expectancy for men is more than 80 years, at 80.4, for the first time. For women it is 83.9 years. The regional/national average is 79.2 years for men and 83 years for women.

We are all living longer as life expectancy continues to rise. Our work is to ensure people are able to continue to live active and independent lives.

We know there are variations in life expectancy across Wiltshire, with levels of deprivation influencing life expectancy.

We are working with communities where life expectancy is lower to improve their chances of leading healthy and active lives. We also work to prevent premature deaths - people who die before the age of 75.

Healthy life expectancy is a measure of how many years on average a person can expect to live in good health. These years can be measured from birth or from a given age such as 65.



## Life expectancy

Life expectancy in Wiltshire is statistically significantly higher than in England and similar to the South West. Having exceeded 80 years for the first time in 2009-11, male life expectancy in Wiltshire has risen further to 80.4 years in 2010-12. This is more than five years longer than in 1991-93 when it was 75.2 years. Female life expectancy reached 83.9 years in 2010-12 which was an increase of 3.7 years since 1991-93.

We know the biggest killers are cardio vascular disease, cancer and respiratory disease and we work with communities and other healthcare providers to encourage early diagnosis and prevention.

For more information about the Health and Wellbeing in Wiltshire please see the Joint Strategic Assessment for Health and Wellbeing:

[www.intelligentnetwork.org.uk/health/jsa-health-and-wellbeing](http://www.intelligentnetwork.org.uk/health/jsa-health-and-wellbeing)





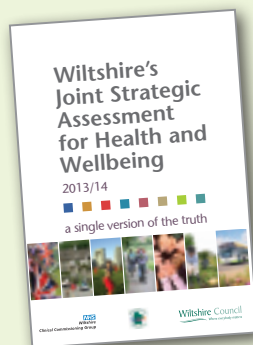
# What has happened so far

Our first year as part of the council has been busy and varied.

Work included dealing with and successfully containing a measles outbreak in April 2013.

We were able to test the resilience of our new working arrangements and worked with staff across the council and external partners to minimise the impact on the public and to protect public health.

We updated the Joint Strategic Assessment for Wiltshire 2013-14 which collates data from across the council and public sector partners and highlights key issues facing the area.



We supported around 2,500 people to stop smoking and ran a diabetes road show with the CCG, which helped 285 people.

In summer 2013, the council published its business plan for 2014 to 2017. For the first time public health is a key part and integrating public health into the heart of public services is now one of the council's 12 key actions.

The newly established Wiltshire Health and Wellbeing Board published the first Joint Health and Wellbeing Strategy which sets out how it will work to ensure people have the support they need to live longer healthier lives.



The integration of public health at the heart of all public services is one of the 12 key actions for the council during 2014-2017 and this will help the council deliver the vision and priorities.



## The aims of the strategy are to enable people to:

- Live longer
- Live healthily for longer enjoying a good quality of life
- Live independently for longer
- Live fairly – reducing the higher levels of ill health faced by some less well-off communities

## Our key local themes and priorities are:

- Prevention
- Independence
- Engagement
- Safeguarding

More information about the Health and Wellbeing Board strategy can be found at:

[www.wiltshire.gov.uk/healthandsocialcare/jointhealthandwellbeingstrategy.htm](http://www.wiltshire.gov.uk/healthandsocialcare/jointhealthandwellbeingstrategy.htm)

# What we achieved in 2013-14

## Public health taking action in our communities

The second local community area joint strategic assessments (CA JSAs) were presented to communities across the county in February 2014. Partnership events were hosted by our 18 area boards and attended by more than 2,000 people.

Local community data was provided covering health and wellbeing, housing, environment, economy, leisure, children and young people, transport, community safety and arts and culture.

The events brought local people together to decide their local

priorities and to agree plans and projects for the next two years. Many ideas came from the events and the agreed priorities and networking opportunities provided will help us build stronger, more resilient communities.

For the first time the community area JSAs are available through a new website: [www.wiltshirejsa.org.uk](http://www.wiltshirejsa.org.uk), enabling communities to access data relating to their area.

Following the CA JSA events there has been interest in further sessions for older people, children and young people and housing tenants.

Between February and April 2014, 18 events took place and were attended by more than 2,000 members of the public and those representing community groups.



Website: [www.wiltshirejsa.org.uk](http://www.wiltshirejsa.org.uk)



## The Big Pledge

The Big Pledge encouraged people across the county to pledge to do something to improve their health and wellbeing.

The county wide initiative, in June 2014, covered everything from personal pledges to be more active, give up smoking, volunteer in the community to groups and organisations.

Some communities committed to become dementia aware and friendly communities, others pledged to arrange events such as the Big Walk and Big Tidy. Individuals completed physical or mental challenges, raised money, or made a difference to their local community through volunteering.





# Health improvement

## Early intervention

We are committed to ensuring our children have a healthy start in life. Wiltshire has been chosen to be an 'early intervention place' as part of a project led by the Early Intervention Foundation to establish best practice.

We are involved in identifying opportunities for shared health and early years education outcomes for children up to the age of five. This approach supports professionals from different agencies to work more closely to improve outcomes for families.

## Providing our children with the best start in life

Work to improve health outcomes begins at the very start of pregnancy. Obesity in pregnancy carries significant risks to both mother and baby. We are working with local maternity services to implement SHINE, an evidence-based healthy lifestyles support programme for pregnant women. Midwives will be trained to provide

the group based programme to motivate and help women to make healthy lifestyle choices.

## Birth environment audit

Where and how women give birth is important. An assessment of new parents was carried out and all birthing centres were visited. The information provided from the assessment was used to improve the service.

The work was carried out through the Wiltshire, Swindon and Bath and North East Somerset Maternity Strategy and Liaison Committee.

## Breastfeeding

The number of new mothers breastfeeding continues to rise. We support the local Mum2Mum breastfeeding scheme which trains volunteers who have breastfed their own children, to provide advice and help to new mothers.

In 2013/14 more than 80 volunteers completed the accredited training course and are now supporting women on postnatal wards and in local children's centres across the county.

The council supported Children and Young People's Community Health Services in Wiltshire to achieve the UNICEF Community Baby Friendly Initiative award.

Winning this highly acclaimed award reflects the work we have done to improve the standards of care to support breastfeeding and parent infant relationships.

The council has also joined the national breastfeeding scheme. The scheme encourages more mothers to breastfeed when out and about by providing safe and welcoming environments for mother and baby.

Breastfeeding initiation rates in Wiltshire are consistently higher than the national and regional averages, and have remained above 80% since 2008/09. In 2013/14 Wiltshire's breastfeeding rate at six to eight weeks has increased to 49.3% - the same as the south west regional average and higher than the national average for England (45.8%).

UNICEF Community Baby Friendly Awards photo



Breastfeeding event



(PICTURE and caption FOR UNICEF Community Baby Friendly



Breastfeeding? Talk to a mum who has.





## Supporting new parents and children in the early years

**Health visiting:** All families with children under the age of five now have the support of a health visitor and the service also provides additional support to those families who need it.

The Family Nurse Partnership is a new service for Wiltshire, offering a voluntary home visiting programme for first time mums and dads, aged 19 or under. A specially trained family nurse visits young parents regularly, from early in pregnancy until their child is two years old.

## School years

The school nursing service is a vital part of how we improve the health and wellbeing of school aged children.

Every school in Wiltshire has a named school nurse who supports children, young people and their families.

Our nurses hold weekly drop-ins at secondary schools where young people can go for information and advice. In 2014, public health invested an additional £74,000 in this programme to ensure we improve long term health and wider social outcomes for our children and young people.

### Case Study

#### Our work in action: The early years nutrition project

We are helping children to start eating healthily as young as possible by working with 150 nurseries that provide all day care for young children.

We are working to improve standards and are working with children's nurseries to ensure children are eating healthily. Food provided at day care centres was assessed and nurseries given advice on how they could improve their menus. All the nurseries involved acted on advice given and made simple yet effective amendments to their menus, helping us to reduce childhood obesity in the county.



29.4 %

Almost one in three children in Year 6 is overweight or obese

One in five children in reception is overweight or obese

21.3 %

## Reducing childhood obesity

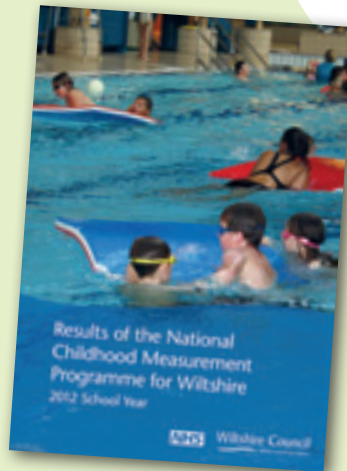
The National Child Measurement Programme (NCMP) records the height and weight of reception year children, aged four and five, and Year 6 pupils, aged ten and 11.

The results for 2013/14 showed the increase in overweight or obese reception age children appears to be stabilising.

Lower numbers of obese and overweight children were recorded in Year 6 during 2012/13 compared to the previous year.

Wiltshire has lower percentages of obese and overweight children compared to England or the south west.

Around one in five pupils in reception and one in three in Year 6 across Wiltshire were found to be obese or overweight. This equates to 1,053 obese and 1,247 overweight children across the county.



Lower numbers of obese and overweight children were recorded in Year 6 during 2012/13 compared to the previous year.

The annual NCMP data has been available since 2005 and means we can target resources at areas where children and their families are in most need of support to achieve healthy weight and growth.

## Sexual health and wellbeing

Our work to reduce the number of teenage pregnancies and improve young people's sexual health has continued to be successful.

Evidence shows that having children at a young age can have a negative impact on young women's health and well-being and limit education and career prospects.

Our teenage pregnancy rate continues to fall. In 2012 there were fewer than 200 teenage conceptions (ONS 2014) for the first time since the baseline was set in 1998.

This is a rate of 21.5 per 1,000 - our 2014 target was to lower the rate to 23 conception per 1000 females aged 15-17 and compares to a rate of 35.0 in Sept 2007 and 293 conceptions in 2007. In 2011 there were 211 conceptions showing the number of teenage pregnancies has been falling year on year since 2007.

The work we're doing is also having a positive impact on the number of girls under the age of 16 becoming pregnant.

The number has fallen to 42 in 2012 compared to 48 in 2011 and 55 in 2010.

The uptake of long acting reversible contraception (LARC) is a key part of our strategy to reduce unplanned pregnancy across all ages. LARC is considered the most effective form of contraception as it does not rely on remembering to take or use contraception to be effective.

The prescribing rate for LARC in Wiltshire is 76.8/1000 women, significantly higher than the national rate of 49/1000 and higher than the south west rate.

Wiltshire continues to provide the strategic leadership for the South West Improving Access to Contraception Programme.



Maggie Rae taking part in the Walk in White which launched the 'No Excuse for Abuse' campaign in September 2013

### The Chlamydia screening programme

targets young people aged 15-24 who are most at risk of Chlamydia infection.

Wiltshire is maintaining the high detection rate with 9.3% of young people who take the test found to be positive. We also have the highest performing service in the south west for contacting partners of patients with a positive result.

### The ZeeTee campaign,

challenging homophobic language and bullying in schools has now been run in 10 secondary schools with 25,000 students, teachers and members of the public signing a pledge for zero tolerance of homophobia and transphobia.



## Healthy adults and later life in Wiltshire

Cardiovascular disease (cardiac, stroke, diabetes) is one of the leading causes of death in Wiltshire, accounting for approximately 31% of all deaths.

Recent data suggests that in Wiltshire over 15,600 individuals registered with GPs have coronary heart disease, more than 9,300 have suffered a stroke or TIA (mini stroke) and more than 69,000 have hypertension.

There are also individuals who have these diseases and conditions who have not been identified, or who could prevent these diseases occurring if they took action.

In Wiltshire during 2013/14, 20% of the population aged 40-74 was invited to have NHS Health Checks to assess their individual risk of cardiovascular disease.

More than 33,000 invitations were sent out by GPs and more than 14,800 people responded and had a NHS health check. The overall take up rate of 45 per cent

in Wiltshire was higher than the average for the south of England (41 per cent).

NHS Health Checks in Wiltshire are paid for by Wiltshire Council - so they are free to patients and are offered by every Wiltshire GP practice.

A range of lifestyle services are also offered in Wiltshire which complement NHS health checks including stop smoking services, weight management services, Active Health physical activity programmes and health trainers.

It has been estimated that there are 7,000 people in Wiltshire who

It has been estimated that there are 7,000 people in Wiltshire who do not know they have diabetes.

do not know they have diabetes. The implications are profound. Left untreated, diabetes can cause complex health problems.

Of the 20,800 adults in Wiltshire who have been diagnosed with diabetes, approximately 90% of those have Type 2 diabetes.

We are working with NHS colleagues to improve the care of people with diabetes and to stop more people being diagnosed with Type 2 diabetes by increasing the population's awareness of the disease.

An annual diabetes summit started in 2012 aims to improve healthcare for people with diabetes. In October 2013, we held a diabetes road show in four Wiltshire towns to provide diabetes risk assessments to the public.

A total of 285 people were assessed with half being recommended to visit their GP. The major risk factor for type 2 diabetes is being overweight and the main reason for referral was weight, as 40% were overweight, 22% were obese, and 9% were morbidly obese.



Diabetes roadshow with Maggie Rae, Dr Steve Rowlands and Cllr Keith Humphries



14,800 people had an NHS Health Check during 2013/14



Nearly 19% of Wiltshire's population is over 64

## Health trainers

In 2014 we launched our innovative health trainer programme and it is now providing support to those who need it most across the county.

The aim is to provide one-to-one support to help people change and improve their health.

Following the success of the health trainer programme at HMP Erlestoke, Wiltshire Probation Trust, and Wiltshire Addiction Support Project (WASP), health trainers have been employed to work in each community area.

The 18 area boards supported the recruitment by encouraging local people to apply for the roles. The aim is to improve and protect the health and wellbeing of some of Wiltshire's most vulnerable adults and to reduce health inequalities.

The programme helps people to live healthier, more active and high quality lives by taking by supporting adults to:

- improve general wellbeing
- build self confidence and motivation
- be more active
- eat healthier food and be a healthy weight
- reduce or stop smoking
- drink less alcohol

All health trainers receive comprehensive training, completing the City and Guilds health trainer certificate before they can work with clients.

Our health trainers have a thorough understanding of the community they work in and work closely with staff in libraries, leisure centres, housing, health practitioners, children's centres and many other community groups and services.

This is an exciting new service and we now have health trainers in all community areas supporting the health and wellbeing of Wiltshire's adults.

"My biggest achievement is giving up smoking!"

"I can't believe the changes in my confidence from only six sessions, it makes me feel so good"

"I've cut down on eating rubbish I'm more active and feel better"

"I feel better and changing my diet has helped with my moods"

"The Health Trainer has given me incentive and motivation. I would not have done it without him. I didn't want to let him or me down!"



helping you  
to help yourself





## Leading healthy lives

The Active Health scheme provides physical activity programmes for people referred by healthcare staff, including patients with obesity, musculo-skeletal problems and who require rehabilitation after a stroke and heart attack.

'Strength and balance' classes for older people are offered through the scheme. Active Health is provided by exercise professionals in our leisure centres in partnership with the NHS.

Three month programmes are tailored for each individual and available across the county in leisure centres and other local facilities at a concessionary rate.

During 2013-14, around 3,000 people were referred to the scheme, a third of those was due to a client being overweight or obese. One in five referrals was for impaired strength or mobility.

Results show patients are achieving significant improvements in strength, mobility, memory, thinking and mood.

In Wiltshire, almost two-thirds of adults are estimated to be overweight and numbers are expected to continue to rise although recently the rise appears to be slowing.

In 2012 we introduced the slimming on referral scheme where GP surgeries can refer overweight patients for 12 weeks free classes at local Slimming World or Weight Watchers.

## Helping people to stop smoking

Smoking is the main avoidable cause of premature deaths in the UK. The impact of smoking tobacco reaches beyond individuals to their families and communities.

We have worked in partnership with Wiltshire Citizens Advice Bureau, Erlestoke Prison, People for Places pharmacies and NHS colleagues to help support people to stop smoking.

We have reached out to people by providing services innovatively through our libraries and leisure centres.

The Health Information and Support service (HISS) is a partnership project between Wiltshire Council (Library Service & Public Health), the NHS and Macmillan Cancer Support. The service is available at 12 libraries and provides information on healthy living, cancer and cardiovascular disease.

In 2013/13 the service dealt with 3964 enquiries, an 8% increase on the previous year.

A GP surgery advice project, a partnership between Wiltshire Public Health and Wiltshire Citizens Advice, has also enabled us to provide advice to patients registered at doctors' surgeries in deprived areas of Wiltshire.

In 2013/14 the project worked with 493 clients supporting them with advice on work, debt, housing and employment.

The scheme has proved successful with almost 2,400 patients referred in the first two years. Half of the patients attending classes lost at least 5% of their starting body weight. More than one in 10 lost 10% or more of their weight.

In the first two years of the slimming on referral programme,

the total weight loss was a staggering 1,421 stones – almost nine tons.

Building on the success of the scheme, we now offer patients who do well a second period of 12 weeks free attendance at Slimming World or Weight Watchers.



**SMOKEFREE**  
WILTSHIRE

2013/2014  
Stop Smoking Service  
Health Outreach Events  
(Number of individuals tests and given information)

<b>Cholesterol</b>	892
<b>Lung</b>	221
<b>Blood Pressure</b>	801
<b>CO</b>	780
<b>Total referred to Stop Smoking Services</b>	228

Wiltshire Stop Smoking Service supported over 4,500 individuals and 2,451 successfully to quit smoking in 2013/14.



# Reducing the harmful impact of drugs and alcohol

We lead on preventing and dealing with the damaging impact of drugs and alcohol on individuals, their loved ones and the wider community.

Our work, in partnership with the Wiltshire Community Safety Partnership (WCSP), has continued to reduce the impact of drug and alcohol abuse in our communities.

We have developed a Wiltshire Drug Strategy Implementation Plan and a Draft Alcohol Strategy with the council's partners in the WCSP.

The successful implementation of significant new substance misuse services in both the community and at HMP Erlestoke has been well received.

This year we have supported two successful bids to Public Health England, to enable us to increase support for those in need. We invested to improve facilities offered by Action on Addiction, a local residential rehabilitation provider, and for Alabare Christian Care to open additional supported housing for people who are stable and on recovering.

During 2013/14 we secured a three year 'preparation for employment' service to support the recovery process and reintegration into society for those who are stable and approaching the end of their treatment.

A housing process has also been developed for those with substance misuse issues who are in treatment to provide them with stability and promote recovery. This has been achieved by bringing together the council's expertise in housing and public health.

The work by the Alcohol Liaison Nursing services has meant fewer hospital beds have been taken up in the Salisbury Foundation Trust, Salisbury and Royal United Hospital, Bath.

The services work with people with alcohol problems to ensure that community treatment services are being used where appropriate. This results in people moderating their drinking habits or using specialist services meaning they don't need to go back into hospital.

Over the last year we have also focused on preventing addiction and improving public awareness.

We have extended alcohol identification and brief intervention work to GP practices and pharmacies to increase awareness of safer drinking levels in the wider population.

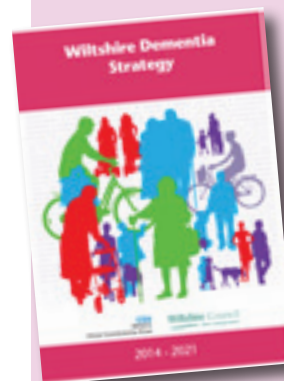


## Dementia

Public Health has assisted in the development of the Joint Wiltshire Dementia Strategy by providing vital population data and strategic advice. Public consultation on the strategy ended in May and public health will lead on the dementia prevention work.



We have also been working to support and promote Wiltshire's 'Before I Forget' campaign which seeks to support area boards to make their communities dementia aware. We have developed a 'how to' toolkit for the campaign and we are providing support and advice as it rolls out across the county.



More information is available at: [www.wiltshire.gov.uk/healthandsocialcare/socialcareadults/healthandmedicaladvice/mentalhealthdementia.htm](http://www.wiltshire.gov.uk/healthandsocialcare/socialcareadults/healthandmedicaladvice/mentalhealthdementia.htm)

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## Falls

We continue to fund strength and balance classes throughout Wiltshire. We are looking to expand these and a primary falls prevention project by AgeUK.

The current Falls and Bone Health Strategy 2015-2020 will be revised following the results of our evaluation of existing primary falls prevention work and the development of a new system.

This will ensure a far more effective plan for Wiltshire is in place. Work is monitored by the Wiltshire Falls and Bone Health Group which includes our partners in Acute Trusts and the voluntary sector.



# Health protection

## Flooding

The first few months of 2014 saw some of the worst flooding across the country for several years. Wiltshire was badly affected, with 490 homes and 52 businesses flooded. Many roads were either partially or fully closed for two months.

Our new combined public health and protection service was central to the authority's emergency response. The emergency planning service coordinated an incident room and a 24-hour response capability throughout the two month period, whilst environmental health and

public health officers visited homes and communities affected by flooding.

Harnham Water Meadows



Pitton



Bishopstone



**MEASLES**  
Protect yourself, protect others

## Measles

In 2013 several cases of measles were recorded in Wiltshire, a number of which were linked to a gypsy and traveller site near Chippenham.

Many residents at the site were keen to protect their children with an MMR vaccination but they were unable to get to their GP during the day.

Measles spreads quickly, particularly in a close community such as a traveller site, and because of the large number of unvaccinated children the team arranged a vaccination clinic on the site itself.

A voluntary organisation with a double-decker bus visited the site every week as a mobile community centre. More than 40 residents, both adults and children, were vaccinated.

# Health protection

## Tick awareness campaign in Wiltshire

It's known that Wiltshire has a relatively high tick population. A campaign began in March to raise awareness and inform people how to avoid bites and how to remove ticks safely.

The awareness drive was supported by GP practices, pharmacies, schools, libraries, parish councils and promoted through the local media. Tick removal kits were provided for countryside volunteers.

## Healthcare associated infections (HCAIs)

We work to prevent healthcare associated infections with NHS England, Public Health England and NHS Wiltshire CCG to maintain surveillance, promote infection control and to protect the local community against preventable infections.

A report is provided to NHS Wiltshire CCG on a quarterly basis and work is being undertaken to strengthen arrangements with local independent hospitals.

This will support the surveillance arrangements and check whether discharge information consistently includes the infection status of patients.

## Sun and skin cancer awareness campaign

More people in Wiltshire develop skin cancer than in the south west and the rest of England.

Our sun awareness campaign is in its second year and events have been held across the county to raise awareness of the risks of skin cancer.

The council is reviewing its policy on sun awareness for outdoor workers and targeting children's centres and military families. A survey to assess awareness will help us plan future campaigns.

We also worked to raise awareness of the risks of excessive UV exposure. We assessed the cleanliness of tanning salons premises, maintenance of the equipment

Maggie Rae and Cllr Keith Humphries

and compliance with sunbed regulations. Advice and guidance was given where there were minor safety issues and this was acted upon by the salon operators.



There are around 110 new cases of melanoma (skin cancer) per year in Wiltshire with approximately 25 deaths per year.



Warmer weather



Outdoor workers



Beach proximity



# Healthcare services

## Working in partnership

Effective partnership working has been key to the success that has been achieved over the last year and providing the best health outcomes for our communities.

The Memorandum of Understanding (MOU) between Public Health Wiltshire CCG has been reviewed. Health covers areas where public health and the CCG work together to deliver health improvement, healthcare and health protection.

The Health and Wellbeing Joint Strategic Assessment (JSA), developed by public health, has been used by the CCG to demonstrate current population status and needs.

The community area JSAs and engagement events were attended by the CCG as key partners. Public health has a representative on each of the three CCG locality groups. They provide public health advice and support to CCG issues and promote public health campaigns.

Public health is fully engaged with the CCG on quality in healthcare, advising the commissioner and acute trust providers and providing additional data. This includes bringing a population and advocacy aspect to reviews of clinical policies and the use of NICE guidelines, and providing evidence-based reviews of proposed services.

We have been working with Wiltshire CCG on its five year plan and have provided advice and support with the development of the strategy and, as the lead for the prevention aspect of the plan, will continue to work with the CCG to ensure this achieves the outcomes chosen.

## Better value healthcare network

We are leading a multi-organisational group looking at the redesign of healthcare systems.

The group consists of social care, Wiltshire CCG, Avon and Wiltshire Mental Health Partnership (AWP), GPs and Healthwatch. The focus has been falls and bone health and designs for a new system will be presented to the Health and Wellbeing Board.

Wiltshire's work with this national group will help pave the way for a national framework. Further system redesigns are planned for the future.

## Sexual health services

Under the Health and Social Care Act, public health commission a number of healthcare services including sexual health. Here are some key facts about the current sexual health services provided in Wiltshire.



867

Young people obtained free condoms via **No Worries! pharmacies**

462

Young people obtained free condoms through **primary care**

5900

Young people were tested for **Chlamydia** with 507 testing positive (8.7%) of these 176 were treated in **No Worries! general practices** and 82 treated via **No Worries! in community pharmacy**. The remainder were treated in either **CaSH** or **GUM clinics**.

452

Young people accessed **No Worries!** through primary care

83

Young people aged under 16 had a **sexual risk assessment** – six were referred to CSC for safeguarding concerns

**No Worries!**

# Healthcare services

## Fuel poverty

Warm and Safe Wiltshire, a new service, will provide affordable warm homes, reduce the risk of fire and falls in the home, reduce the number of winter deaths and hospital admissions related to cold conditions.

The new service will specifically target vulnerable households through an intelligence-led approach supported by frontline health and social care professionals.



The Wiltshire Warm and Well scheme provides heavily subsidised and in many cases free home insulation.

It will maximise the economic and employment opportunities available by promoting energy efficient homes to less vulnerable households, the “able to pay” customers and the wider public.



## Case Study

### Working with Wiltshire’s businesses

The Food Standards Agency provided funding for councils to provide practical coaching sessions to small food businesses to help raise standards.

We were successful in securing funding to work with takeaway food businesses that had low food hygiene rating scores between 2013 and 2014.

The programme promoted positive outcomes through advice rather than enforcement. The number of takeaways with a high food hygiene rating score was increased reducing the risk of food poisoning.

A total of 77% of the businesses inspected following the coaching visit have improved hygiene standards.



For further information please read our 2012/13 annual report:

[www.wiltshire.gov.uk/public-health-2012-2013-report.pdf](http://www.wiltshire.gov.uk/public-health-2012-2013-report.pdf)





An event to encourage women to be more active was held in the Atrium at County Hall in September 2013. British Olympic skeleton bobsleigh champion racer Shelley Rudman, from Pewsey, supported the event with Maggie Rae.

Information about Wiltshire Council services can be made available on request in other languages and formats such as **large print** and audio.

Please contact the council  
by telephone on **0300 456 0100**,  
or email [customerservices@wiltshire.gov.uk](mailto:customerservices@wiltshire.gov.uk)