

# Public Health Annual Report Wiltshire 2015/16

Empowering people in Wiltshire



# Acknowledgements

Behind all we have achieved in Wiltshire there is a whole team of people. This includes our public health consultants and specialists, and a diverse range of partners and colleagues who have made a reality of the idea that public health is everybody's business.

The consultants on the senior management team – Amy Bird, John Goodall, Deborah Haynes, Kate Blackburn and Tracy Daszkiewicz – have provided leadership throughout the year and have been effectively supported by our public health specialists and our Heads of Service in Public Health, Leisure, Occupational Health and Safety and Public Protection. These in turn have been supported by our varied teams working across the wider determinants of health and wellbeing.

We have continued to enjoy support from and joint working with our Wiltshire Council colleagues, including staff in our schools, libraries, leisure centres and a range of other services, who are all committed to improving public health. We have also welcomed the stronger links with the Areas Boards and their Community Engagement Managers which are developing.

The continued support we have received from the Leader of Wiltshire Council, Baroness Scott of Bybrook OBE, our Cabinet Member for Public Health, Keith Humphries, their Cabinet colleagues and the rest of the council, has allowed us to work more closely with our communities and to do more to improve health and wellbeing in our county.

Thanks are also due to colleagues at the Wiltshire Clinical Commissioning Group, our excellent GPs, primary care staff, acute trusts and staff working in mental health, ambulance, police, fire and rescue services, the Local Resilience Forum, Public Health England and NHS England. All these colleagues and services contribute to improving outcomes for the Wiltshire population.

This report also reflects the important work being done in our communities, often by volunteers, to improve lives locally. Their help has ensured that we are able to understand and deal with local issues more effectively and provide sustainable solutions. Thank you for all the work you do to make a difference.

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This year's annual public health awards marked the achievement of over 100 people and groups who help keep our communities healthy. Our nominees support projects and clubs to give people in Wiltshire the chance to stay active, get involved in sports and reach out to the most vulnerable.

Our winners included the DANCE SIX-0 project at Salisbury Playhouse, which provides weekly dances classes for those over 60, to keep people active and feeling young. Another community group from Calne won an award for addressing childhood poverty and obesity in exciting and innovative ways and a company in Warminster received an award for helping staff access health and lifestyle advice and support.



In Bradford on Avon, community emergency volunteers, trained by Wiltshire Council, and dubbed 'The Crisis Squad' by local media won an award for promoting safety. The community team are a great example of how we are working to strengthen resilience in our communities and how, with our support, local people are taking the lead.

# Foreword

It has been over three years now since responsibility for public health transferred from the NHS to Wiltshire Council and in that time Wiltshire has continued to improve.

By working with our Community Area Boards, local partners, libraries, leisure and health and wellbeing centres we have put in place a model of public health that is based on local needs, local decision making and local solutions. We are putting the public back into public health.

We have made huge strides:

- Life expectancy has increased for men and women and is significantly higher than it was a decade ago, with male life expectancy now over 80 years
- Teenage conception rates in Wiltshire are at their lowest level in 40 years at 15 per 1,000 young women. This means we have met the ambitious target set out in the Teenage Pregnancy Strategy in 2000 to reduce teenage conceptions in Wiltshire by 50%
- Since 2001/03 the number of people under 75 in Wiltshire who die prematurely from cardiovascular disease has fallen by over 45%

This year our team of public health specialists and consultants have continued to work with experts in public protection, occupational health and safety and leisure. At the heart of all we do is our commitment to work with local people and communities and empowering people in Wiltshire to do more to improve health outcomes for themselves. The success of this approach has continued this year as:

- Over 15,000 local people are now trained to be Dementia Friends and are supporting those who need help and improving lives in our communities
- Levels of children who are overweight or obese in Reception Year in Wiltshire reduced to 20.3% in 2015 from 22.1% in 2014. Levels of excess weight in Year 6 have also reduced slightly, to 29.3% in 2015 from 29.7% the previous year
- Take up of NHS Health Checks increased by 15% from 2014/15 to 2015/16

- Children under 16 enjoyed over 70,000 free sessions at our swimming pools in school holidays between 2013 and 2015
- Our Health and Wellbeing Board won a national award for the success we've had in delivering more effective, joined up health and social care services in Wiltshire

Our Community Area Joint Strategic Assessments for 2016 (CAJSAs) provide an insight into the success our wider public health family has had in 2015/16, the community projects that are changing lives and how innovative solutions are improving health and wellbeing. This year we have continued to reduce health inequalities and improve health outcomes by:

- Encouraging healthy lifestyles for young people and enabling parents to make positive choices for their children
- Ensuring early intervention to help people achieve their potential
- Meeting the needs of an aging population, particularly a rise in the recorded cases of dementia
- Tackling the effects of social isolation and protecting the most vulnerable
- Improving mental and emotional health across the county
- Increasing outdoor, leisure and cultural opportunities that support health and wellbeing
- Reducing the impact of alcohol related harm

Training and sharing our Public Health expertise, as well as the intelligence we collect, has a vital role to play in continuing to improve our services and outcomes in our communities over the years ahead. We are working to equip communities and partners with the intelligence and skills they need to find community led solutions and to encourage behaviour change to improve health and wellbeing. By enabling individuals and communities to help themselves we can reduce pressure on public services and funding at the same time as making Wiltshire a healthier place to live and work in.



Frances Chinemana  
Acting Director of Public Health

# Chapter one

## Helping children and young people achieve their potential

This year has been a year of marked change and success in our work to improve child health.

### Teenage pregnancies

In Wiltshire we have reduced teenage conceptions by 50% since 2000.

When our work started in 1998 the rate of conceptions per 1,000 young women in Wiltshire was 32.1. Now data shows that at the end of March 2015 our rates were down to 15 per 1,000 women. The rate of teenage pregnancy in Wiltshire is now the lowest it has been since 1969, when records began. Although there is still more to be done to reduce this figure, this level of reduction places us within the top 15 local authorities across England.

### Supporting parents in Wiltshire

In October 2015 Wiltshire's health visitors joined the wider public health team as the council took on responsibility for commissioning health services for children aged zero to five. This marks the final stage of the transfer of public health services to the council that started in 2013 and both health visiting and Family Nurse Partnership services are now commissioned by the council. Public health are now responsible for commissioning the full Health Child Programme 0-19 years which includes the school nursing service.

The first 1001 days from conception to two years of age is widely recognised as a crucial period in a child's development. Rapid brain development during this period lays the foundations for a child's future learning, behaviour and health. Through the National Healthy Child Programme health visitors offer every child a schedule of health and development reviews, screening tests, immunisations, health promotion guidance and support for parents tailored to their needs, with additional support when needed and at key times. Health visiting staff are an asset to the council's work on preventing ill-health and promoting attachment and child development.

The service provides both universal and targeted support for those in greatest need and will help support children across Wiltshire.

We are also now responsible for commissioning the local Family Nurse Partnership (FNP) services. FNP is an intensive nursing service that works to support first time young parents who are under the age of 20. The service is supporting young parents in challenging circumstances to provide nurture and care for their children. Our service was reviewed by the Department of Health and the report noted the excellent support that the local programme has provided. The partnership was praised for forward thinking on integration and for sharing good practice.



The Change4life 10 Minute Shake Up Campaign encouraged children and families to increase physical activity over the summer by completing short 10 minute activities throughout the day. 3,693 children signed up to the campaign in Wiltshire this year, 1,067 more than last year. Wiltshire ranked 26th highest out of the 153 local authorities who took part.

## Perinatal and infant mental health

Perinatal mental illness affects at least 10% of women during pregnancy and in the first year after birth. Women can suffer problems of varying severity from mild anxiety and depression to severe postnatal psychosis. These problems can have a significant impact on the mother, her family and the developing child in the short and long-term. However, there is evidence to suggest that given the right support at the right time the potential adverse effects of maternal mental health problems on a mother and baby can be prevented.

We are proud to have led the development of perinatal and infant mental health pathways for health visitors and midwives in Wiltshire to support the prevention, early detection and management of perinatal mental illness and infant mental health problems. Professionals from the Avon and Wiltshire Mental Health Partnership NHS Trust and local health visiting and maternity services have worked together to deliver training to all midwives and health visitors between October 2015 and March 2016. The pathways are now fully implemented.

## Keeping baby healthy

Breastfeeding not only gives babies a health 'superboost', reducing the risk of the baby getting ill and picking up an infection, but because it is something mum and baby learn together, it can be a great way of parent and child bonding too.

The work we have done to help more mums to breastfeed is having an impact. Wiltshire has had a higher breastfeeding initiation rate compared to England as a whole since 2007/08 and our latest report shows that Wiltshire's 6-8 week breastfeeding rate had also risen slightly in 2014/15 to 49.4%. This is higher than the South West regional average (48.3%) and the England value (44.7%). Wiltshire's drop-off rate has decreased in 2014/15 to 38.3% from 41.3% in 2012/13, while the England rate has increased to around 41%. Breastfeeding drop-off is a measure that shows the number of mothers who start, but then cease, breastfeeding their infant.

## Support for new dads

**DadPad**  
Top tips for new dads



[www.wiltshire.gov.uk/dadpad.pdf](http://www.wiltshire.gov.uk/dadpad.pdf)

Our Wiltshire DadPad was launched, offering new fathers and fathers-to-be support during the transition to parenthood. The online resource provides an easy-to-read guide and tips for first-time dads around key issues like feeding, holding, changing, bonding and communicating with their new babies.  
[www.wiltshire.gov.uk/dadpad.pdf](http://www.wiltshire.gov.uk/dadpad.pdf)

## Changing outcomes

Nationally one in three children (33.5%) and almost two thirds (63.9%) of adults are overweight or obese. In Wiltshire we are determined to take local action to reduce the number of children and adults who are overweight or obese. By reducing obesity we can reduce our children's risk of going on to develop type 2 diabetes, heart disease, cancers, stroke and premature mortality. This year we have prioritised tackling obesity and worked with Wiltshire CCG to develop an obesity strategy to halt the rise of excess weight in children and adults by 2020. At Wiltshire's first Obesity Summit in July we brought together those who want to help us tackle obesity and contribute to our strategy.



We now know from the latest National Child Measurement Programme (NCMP) data that excess weight in four to five year olds in Wiltshire has reduced from over 22% in 2013/14 to 20.3% in 2014/15. Excess weight in 10-11 year olds in Wiltshire in 2014/15, at 29.3%, is marginally lower than it was in 2013/14 and lower than the national figure of 33.2%. We still face a serious challenge but by working with our partners over the next four years we hope to see these trends continue.

**A full report on the NCMP data can be accessed [here LINK](#).**

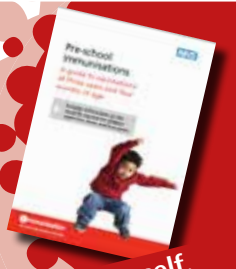
Working with local communities we delivered local projects like our Beat the Street initiative which got over 8,000 people out walking or cycling. We rolled out a healthy lifestyle programme for families to get children healthier and fitter and we offered free swimming in school holidays to make keeping children active more affordable. Over 70,000 free swimming sessions were accessed in 2015/2016.

## In our villages

Our rural sports summer outreach programme was delivered in villages around Malmesbury. In Sherston, Crudwell and Minety the Fun in the Sun initiative, delivered in partnership with Wiltshire Cricket and the Bath Rugby Foundation, provided free sports and games for 90 minutes a week for children aged 5-11.

## Injury prevention

To reduce childhood injury, prevention workshops were provided for our early years practitioners. Over 70 practitioners have been trained in best practice for reducing injuries among young children in the home. Community nursery nurses who offer advice and support to parents along with children's centre providers are now including more evidence based injury prevention activity in their action plans and are cascading the training to other members of staff. In Wiltshire one young child a year under 5 years, has drowned in the home or garden in the last five years and we have been working with children, parents and carers through our early years networks to reduce that number.



Protect yourself,  
protect others



**Your child will be mixing with more children when they start their new school and could be at risk of catching preventable diseases if they haven't had all their childhood jabs.**

If you are not sure if your child has had all their routine vaccinations, check their personal health record (Red Book) or contact the GP surgery. To get the best protection for your child, they need to have had two doses of MMR vaccine.

For a checklist of the vaccines and the ages at which they should ideally be given visit [www.nhs.uk/vaccinations](http://www.nhs.uk/vaccinations)



Wiltshire Council  
Where everybody matters

## What did young people tell us?

Over 7,000 children and young people in Wiltshire completed our Wiltshire Schools Health and Wellbeing Survey in 2015. The majority of children and young people who took part in the survey describe themselves as satisfied or quite satisfied with their life (71%). However, data from school indicators gathered from the survey can be used to measure emotional wellbeing and mental health in children. This showed that nearly a third of secondary school children feel they have no one to turn to when they are worried, and 39% are so worried they can't sleep monthly, or more frequently. While 77% of primary children feel confident about their future this drops to 58% by secondary school age.

Public Health has been actively involved in developing a programme of work to support young people to take care of their mental health. This has included supporting secondary schools to deliver mindfulness with young people and the delivery of Youth Mental Health First Aid (YMFA) in Wiltshire schools. Both Mindfulness in Schools training and Youth Mental Health First Aid (YMFA) are supported within our Emotional Wellbeing and Mental Health Strategy.

## School years

### Improving child immunisation rates

In September 6,092 children started primary school in Wiltshire and we worked with schools and parents to ensure children were immunised before starting school. We focused on increasing take up of the second dose of MMR and the 4 in 1 pre-school booster. By increasing uptake of these important childhood immunisations we can reduce the outbreaks of preventable childhood diseases.





## Youth Mental Health First Aid (YMHFA)

Youth Mental Health First Aid is an internationally recognised programme designed to promote awareness of psychological, emotional well-being and mental health and to support professionals to recognise and respond to mental health issues in eight to 18 year olds.

In 2014/15 and 2015/16 free training was provided by Public Health to local authority and academy secondary school staff, local authority employees and voluntary sector staff. 104 professionals attended training to enable them to provide support to young people, including spotting early signs of a mental health problem and to provide help on a first aid basis.

## Mindfulness in Schools (MISP)

Research shows that Mindfulness in Schools Programmes (MISP) have the potential to improve pupils' attentiveness, mindfulness, resilience and wellbeing, and reduce depressive symptoms and perceived stress. The programme helps to create a learning environment that proactively promotes positive mental health for teachers and pupils.

Since 2015 Public Health has funded two, eight-week Mindfulness Based Stress Reduction (MBSR) courses which have been attended by professionals from eight secondary schools and members of the education psychology service. Teaching staff are now training to deliver mindfulness sessions themselves to young people in schools as part of the curriculum.

## Keeping children safe from harm

In partnership with Motiv8 we collaborated with the Natural Theatre Company to put on a harm awareness performance at schools on New Psychoactive Substances (NPS – what were formerly referred to as 'legal highs') to inform young people and professionals. More than 800 pupils in secondary schools across Wiltshire saw the performance and Motiv8 staff were there to provide information and answer questions on NPS.

Keeping children and young people safe remains a key public health priority. We ensure that all young people under the age of 16 receive a sexual health risk assessment as early indication of sexual exploitation or vulnerabilities. A programme for raising awareness of [il]legal highs has been delivered successfully across secondary schools in Wiltshire, followed by a workshop style teaching session to support learning and awareness.



## Case Study

### In our communities

We have been working with local community groups to address child poverty and reduce childhood obesity. In Calne 'Cooking for Survival' sessions were offered to young people leaving home and young carers. The Make Summer Matter project provided young people who had excluded themselves from education with support to get back into learning. A Media Mentors group delivered workshops to other young people, producing pieces of media that tackle body image messages and Calne Running and Triathlon Team offered starter sessions providing young people with cheaper ways to exercise.

In December 2015, a community meeting themed around young people's issues was attended by over 200 young people. Other young people got involved in the Calne Bowl Project' and won an award from the South West Britain in Bloom contest for their ingenuity and voluntary work. Young gardeners and skaters created a natural environment for the whole community to enjoy and have received further funding to keep developing their 'Salad Bowl' initiative from the local Area Board. The Bowl's sporting potential has been developed through the Wiltshire Skate Series.

## Reducing child poverty

Levels of child poverty in our county are low and most children live healthy lives. However we are doing more to help those children in Wiltshire who are affected by poverty. This year our team of public health experts have been speaking to local groups about child poverty and how we can combat it.

We produced local child poverty assessments, worked with local people to decide on the provision of services and support in place and with community area boards to discuss, develop and agree a local response. The data-led approach we have taken has inspired locally led projects across Wiltshire. By helping people to understand the community they live in better we have given them the tools to improve their community.



## Wiltshire Healthy Schools

Across the county communities have supported the Wiltshire Healthy Schools initiative, The programme supports schools to effectively address the health and wellbeing of children and young people. Ninety schools are now part of the programme and during 2015/16 the first three schools achieved gold level. Schools have all taken a unique approach but many have focused on improving the emotional and mental health of children. The good practice and positive outcomes achieved by a number of Wiltshire Healthy Schools has been highlighted by organisations including the Department for Education and the Anti-Bullying Alliance.

You can find out more at [www.wiltshirehealthyschools.org](http://www.wiltshirehealthyschools.org)

To understand more about young people's health we asked nearly 7,000 children and young people, between eight and 18, across 65 schools about their health and wellbeing. The information we collected will help schools to more effectively reduce problems like cyber bullying, smoking, self harm and underage drinking. By asking young people to have a say we are giving them a chance to influence the decisions that affect their lives.



# Chapter two

## Enabling healthy lifestyles and healthy choices

### Getting active

In Wiltshire we have integrated public health and leisure services management which allows us a unique opportunity to deliver innovative local services that improve health and wellbeing and promote active lifestyles. Our programmes provide opportunities for people of all ages and abilities to benefit from being active.

In 2015/16 there were over 3.5 million visits to Wiltshire's leisure centres, over 100,000 more than the previous year.

In 2015 our community health trainers engaged with 577 clients, an increase of over 88% compared with 2014. The number of men accessing the service has more than doubled and the proportion of people over 65 using the service has also almost doubled. 87% of clients completing the programme in 2015 either fully (64%) or partly (23%) achieved their primary goal.

While not everyone seeing a health trainer wanted help to lose weight, many felt losing weight would improve their health. 40% of people who completed the health trainer programme in 2015 lost weight. Levels of moderate exercise in clients have doubled. General health scores have increased by an average of 40%, self-confidence scores have increased by 33% and mental wellbeing scores improved by an average of 21%.



### Health trainers

Now in its third year, our community health trainer programme is helping to provide local lifestyle support to people in our county. Our health trainers help people change behaviours that can cause ill health, including unhealthy eating, smoking or drinking, by increasing physical activity, reducing anxiety and boosting confidence and self-esteem. Health trainers help us to tackle health inequalities. In 2015 over half of the clients supported by the programme lived in the most deprived areas of the county, showing the programme reaches out to those who might not otherwise seek support.



## Helping people to stop smoking

In 2015/16 Wiltshire's Stop Smoking Service supported 2,484 people in the county to quit smoking. The service had a successful quit rate of 54%, higher than the England average of 51%.

Smoking remains one of the few modifiable risk factors in pregnancy. It can cause a range of serious pregnancy related health problems, including: low birth weight, pre-term birth, placental complications and perinatal mortality. The Health and Social Care Information Centre published statistics on women's smoking status at time of delivery for 2015/16, indicate smoking in pregnancy rates for Wiltshire have fallen by 2.4% in the last two years. Distribution of carbon monoxide monitors to maternity providers, training for midwives and the introduction of specialist maternity based services to support women to stop smoking in pregnancy has helped us achieve this result.

The national Tobacco Plan (2011) set out the Government's ambition to reduce smoking in pregnancy to 11% by the end of 2015. Smoking in pregnancy rates in Wiltshire have dropped from 14.2% (2011/12) to 10.3% in 2015/16 which is below the national average of 10.6%.

Following on research carried out in 2015 around the use of e-cigarettes, the stop smoking service has supported an increased number of people using e-cigarettes to give up. Since 2015 the service offered one to one behavioural support to 190 clients of which 132 managed to successfully quit smoking at four weeks thus achieving a quit rate of 70%. In 2016, our restructured services will reflect upon the findings of our study and help us deliver a service that meets current demand.

In 2015/16, smokefree signage was introduced in children's play parks to encourage smokers to think about the dangers of smoking around children. This year the public health team aims to focus on creating more smokefree environments across the county to further de-normalise smoking. This began with Erlestoke Prison becoming smokefree in May 2016 with plans for the local mental health trust to follow by the end of the year.



### Case Study

#### In our communities

Our new Five Rivers Health and Wellbeing Centre in Salisbury is helping the community reach its goal of promoting more outdoor, leisure and cultural opportunities to improve health and wellbeing. The centre includes enhanced leisure facilities, improved support for people with disabilities, additional community activity rooms and a new exhibition space. New arrangements, led by local people, have seen a health and wellbeing group set up, and an older people's champion and carers' champion appointed.

The area board has been trialling a new wellbeing project to target 16-19 year olds who would not normally visit a leisure centre, to enhance the wellbeing of those who may have disengaged from school, society or generally need support. The award-winning Doorsteps project also continues to benefit young people on the Friary and Bemerton Heath estates and a range of arts projects, music festivals, cycle to school initiatives and projects to improve the wellbeing of young carers have been funded by the area board this year.

## Diabetes roadshow

We visited Trowbridge, Melksham, Chippenham, Salisbury and Devizes and our team assessed 454 people to find out their risk of developing diabetes. They referred 268 people who were at moderate or high risk to their GP. There was a higher than average referral rate from Trowbridge, Melksham, Devizes and Salisbury which indicates we are targeting the right areas. Everyone who spoke to the team received support from a specialist dietician and the Wiltshire health trainers, with the aim of reducing their risk of Type 2 Diabetes.



Wiltshire health trainers and Diabetes UK volunteers outside the mobile Type 2 Diabetes risk assessment centre



## Get Wiltshire Walking

Get Wiltshire Walking is a public health project that ensures every community within the county has access to a free weekly led walk. Walking is the lowest risk of all physical activities yet produces massive benefits to physical fitness and mental wellbeing.

Get Wiltshire Walking provides people with a chance to keep active, to explore their own local area and to make new friends. There are groups throughout the county and each walk has its regular starting venue on the same day and time every week. Routes are varied in length and difficulty to accommodate people of different ages and ability.

In 2015/16 there were 19,796 attendances on walks and 512 new people joined their local Get Wiltshire Walking groups.

## Wiltshire's Big Pledge

In 2015, 12,547 signed up to take part in the Big Pledge – make a difference campaign. Wiltshire residents had 12 pledges. The most popular personal pledges were to get more active, improve personal wellbeing, volunteering and becoming dementia friendly. The lessons from this campaign were used to inform the 2016 campaign which got over 18,000 people involved.



## Beat the Street

In total 8,332 people in Devizes and Calne, walked, cycled or ran 145,534 miles over the course of our six week Beat the Street scheme to increase physical activity and reduce car usage. 14% of the population of Calne and Devizes took part, including 35 school, workplace or community teams. Pupils from Southbroom St James Academy, Devizes travelled some 13,837 miles and pupils from Fynamore School in Calne covered 13,804 miles. A school travel survey is being carried to allow us to capture any change in school travel habits or lifestyle changes following the competition.



## Case Study

In October 2015 successful public health projects from across the UK were showcased to attendees at the Royal Society of Public Health's (RSPH) annual conference. The 'Improve and Protect' film was premiered at this year's conference and included Wiltshire's Beat the Street project. The project is featured in a longer in-depth programme exploring some of the nation's major public health challenges and initiatives to help promote the importance of protecting and improving public health. To watch the film you can visit the RSPH website.

### In the community

In Pewsey a weekly walk for health takes place on Thursdays.

In Southern Wiltshire a volunteer-led footpath project was developed to improve paths and access and provide opportunities for outdoor recreation. As a result over 60 kissing gates have been installed across the area, amounting to well over 600 volunteer hours. There has been continuing support for this group and investment in a volunteer coordinator.



Southbroom St James Academy who won the highest points achieved in Beat the Street

# Chapter three

## Helping older people to live healthy, independent lives



One of our key challenges in the year ahead is helping older people to stay healthy and supporting them to maintain the independence they want. Wiltshire's retirement-age population is predicted to increase from 21.5% of the population in 2011 to 29.8% in 2026. This year we have:

- Increased the number of people aged over 40 who are receiving an NHS Health Check, to reduce the risk of developing health conditions such as cardiovascular disease, becoming obese or develop type 2 diabetes
- Reduced the number of people who are waiting in hospital to go home or to leave hospital
- Put measures in place to reduce fuel poverty and tackle the poor health outcomes associated with living in a cold home.

The number of falls in the over 65s and fractures that happen because of a fall have reduced and healthy life expectancy is now 67 years for both men and women.

### NHS Health checks

As we get older, we have a higher risk of developing conditions like high blood pressure, heart disease or type 2 diabetes. The council has a duty to provide free NHS Health Checks for those aged 40-74 years that can help spot early signs and help prevent illness and help people to enjoy a longer, healthier life.

### Case Study

In 2015/16 over 29,200 people were invited for an NHS Health Check with over 14,000 accepting the offer. Wiltshire's percentage uptake for 2015/16 is 48%, a 15% increase in uptake since 2014/15. A primary care working group was established and the group meets on a regular basis to review previous quarter's data and to determine ways to improve uptake.

#### In the community

Local communities have come together, following the publication of the CA JSAs, and supported the launch of Men's Sheds across the county to encourage healthy lifestyles. Sheds are already up and running in areas like Trowbridge and Warminster, and this year a Men's Shed was being set up to help combat male isolation among the over 55s in Ludgershall. A local wellbeing project was also run by Army veterans to help those who are socially isolated or are hoping to improve their emotional wellbeing.

**Just 20 minutes of your time**  
even if you feel fit and well,  
it's worth having your  
NHS Health Check

**Free NHS Health Check for 40-74 year olds**  
Helping you prevent heart disease, stroke, diabetes, kidney disease and dementia.

Eligible patients will receive an invitation from their GP on their 40, 45, 50, 55, 60, 65, 70 and 74 birthday. If you are outside the age range and concerned about your health you should contact your GP.

**NHS HEALTH CHECK** Helping you prevent  
diabetes  
heart disease  
kidney disease  
stroke & dementia

**NHS**  
Wiltshire Council  
Where everybody matters



## Warm & Safe Wiltshire



Wiltshire is leading the way on reducing fuel poverty and protecting those with poor health over the winter months and is one of the first authorities to integrate the work on improving cold homes across public health, public protection and social care.

Through the Warm & Safe project delivered jointly by Wiltshire Council and Wiltshire Fire & Rescue Service, help and advice is provided to residents to improve energy efficiency in their homes, any homeowner, or privately-renting tenant in Wiltshire, is able to have cavity wall insulation installed in their home, free of charge, helping us to reduce fuel poverty.

The project provides a single point of contact for staff to go to for support and advice on warm homes, home assessments for people discharged from hospital and training to staff to enable them to recognise when help is needed to address fuel poverty. It is hoped that the scheme will reduce the number of people repeatedly admitted to hospital who have been affected by living in a cold home.

We have also supported the Royal College of General Practitioners in a successful bid for funding to trial a 'one click' referral system from primary care settings in Wiltshire. The primary care IT system will automatically check if a patient is suffering from conditions linked to cold homes such as asthma and chronic obstructive pulmonary disease. The patient's record will be brought to the attention of a primary health care worker who will then be able to refer the patient into the Warm & Safe Wiltshire scheme automatically.

We are rolling out the Safe and Independent Living (SAIL) form in partnership with the Fire and Rescue Service which will improve access to services and support enabling the early identification of individuals who could benefit from early support improving partnership working and reducing duplication across public services.

As a sector leader Wiltshire's public health team have been asked to review an affordable warmth health impact evaluation toolkit which is being written for the Department of Energy & 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.

### Case Study

#### In the community

Funding from the Marlborough Area Board has helped establish a community-led Shopmobility scheme in the town. This scheme will be hosted by volunteers recruited by the town council and Area Board and provide the means for residents and visitors to the town to get about the shopping areas of the town. Volunteers include sixth form students, young people on work placements and those on The Duke of Edinburgh's award scheme.

To support older and more vulnerable people in Warminster information drop in sessions are held at the at community hub in the town centre.

# Chapter three



Colleagues were also out across Wiltshire in the autumn offering electric blanket testing to those over 65 at the Wiltshire Fire & Rescue Senior Well Being events. Of the blankets brought in, 17% failed the safety test because of overheating, unsafe electrical insulation or the poor condition of fabric and heating elements. The events in Calne, Devizes, Salisbury, Westbury, Lugershall and Mere also offered older people the chance to trade in old worn-out slippers for a new pair helping to reduce trips and falls associated with worn out and ill-fitting footwear.

Businesses who have signed up display a sticker in their window to let people know that they are a 'Safe Place'. People can also choose to carry an 'In Case of Emergency' (ICE) card, which they can show when they use a Safe Place to help ensure they get the kind of support they require. Our leisure centres are all Safe Places and, along with other organisations, are helping to make sure that our towns and villages are welcoming places for everyone regardless of their age and that our communities support people who need support.

## In partnership with adult care

Through the Better Care Plan we are supporting older people to live healthily, to maintain or regain independence and to provide support which is personalised to an individual's needs and circumstances. This incorporates rehabilitation and falls prevention training for care home and domiciliary care staff, linked to hospital discharge liaison teams. Health coaching training for community teams is also available to support a shift towards proactive ill health management and enhanced focus on patient self-management.

This year we have assessed the extent to which Wiltshire care homes address the oral health needs of their residents, undertaking a study to look at how we can improve oral healthcare. Public health specialists are also working with care agencies in Wiltshire to increase understanding of how to prevent the spread of infection and falls in people aged 65 years and over living at home.

## Safe places



All over Wiltshire businesses and organisations have signed up to our Safe Places project. The scheme aims to establish places in Wiltshire that provide a safe environment for people who might need some additional

support when out and about. Safe Places are there for people who are out in the community during times of anxiety, fear or distress.



## Active Health

Through our Active Health scheme medical professionals refer patients to specialised programmes and last year we saw referrals increase to 3,402. The Active Health scheme offers a 12 week physical activity programme for those referred in order to improve underlying health conditions. Classes are also available for targeted interventions such as exercising after a stroke, increasing strength and balance, and Phase IV Cardiac rehabilitation. There were 24,153 attendances at classes last year, an increase of almost 15% on the previous year.



### Case Study

#### In the community

In 2013 Bradford on Avon's retirement age population, as a percentage of its total population, was the third highest in Wiltshire and the local community wanted to make the right support available for vulnerable people. A local Dementia Action Alliance has been set up with Alzheimers Support, the local Health Partnership, Seniors' Forum, Churches Together and Dorothy House. Events have taken place to increase understanding of what it's like living with dementia, a memory café has been set up and dementia-friendly status sought for the town. Community efforts have also made local social prescribing activities more effective, including the Leg Club, a Falls Clinic, befriending and a Men's Shed scheme.

The local GP practice Bradford on Avon and Melksham Health Partnership was nominated for 'Best Practice of the Year' for the excellent work they have done to improve uptake in the NHS Health Check programme. The practice was the only one in the South West to be shortlisted for an award.



# Chapter four

## Better mental health and wellbeing

Wiltshire's Mental Health Strategy 2014/21 was published this year. We set out our ambition over the next seven years to improve the mental health and emotional wellbeing of Wiltshire residents and meet the aims of the national mental health strategy.

We are already rising to the challenge of improving mental health and wellbeing – but we know we need to go further to achieve our ambitions and improve outcomes.

Mental health is 'everybody's business'. Change on this scale cannot be delivered by organisations working alone. We are committed to working together with individuals, families, employers, educators, communities and the public, private and voluntary sectors to promote better mental health and to drive transformation

## Mental Health First Aid (MHFA) training courses

A new 'Five Year Forward View for Mental Health' has been published by the independent taskforce set up by NHS England. The report gives a very positive message for change in the way the NHS and its partners transform the way they commission for mental health.

The taskforce recommends prioritising promoting good mental health, preventing poor mental health and helping people lead better lives as equal citizens through wider system integration, which involves the NHS, public health, voluntary, local authority, education and youth justice services all working together. This is a positive endorsement of the approach that Wiltshire is taking with our Mental Health and Wellbeing Strategy and there is action underway or planned which will address a considerable proportion of the recommendations made on prevention and early intervention.

## Creating better health outcomes

Our Artlift programme is an arts on referral project which has been helping us to improve the wellbeing of patients in Wiltshire since 2014. The programme enable health primary care providers and professionals to refer patients for an 8-10 week art course, usually delivered in a community based or primary care setting. The scheme addresses health and wellbeing issues, sometimes in potentially vulnerable or isolated groups. Informal and fun sessions are run by an experienced artist who helps people explore their own creativity and learn new skills at their own pace.




**“Artlift has given me a new interest, a new lease of life” said one participant, who had sought help from her GP for depression**

## Giving communities the tools they need

Dementia Friends, our commitment to promoting and providing mental health first aid training and our Safe Places scheme are some of the initiatives that have been a success in Wiltshire because they help local people take care of each other. Our communities are now safer, healthier places to live for those who are experiencing mental health and wellbeing problems.

## Dementia friendly communities



Research indicates that by 2020 the number of older people with dementia nationally will double and meeting the needs of an aging population, particularly a rise in the cases of dementia, is a priority for Wiltshire Council. By Dementia Awareness Week in 2016 over 15,000 people in Wiltshire had taken Dementia Friends training. Becoming a Dementia Friend means learning more about dementia and the ways in which you can help. The high numbers of people who have become Dementia Friends has made our communities safer places for people suffering from dementia to live healthy, high quality lives.

To find out more visit:  
[www.dementiafriends.org.uk](http://www.dementiafriends.org.uk)



## Case Study

### 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. Staff will be attending a 'training the trainer' course 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.

### In our communities

In Corsham the local community agreed to focus on improving mental and emotional wellbeing. An event for those over 55 called 'The Big Get Together' launched work to co-ordinate activities for older people. Over 150 people and 41 organisations attended and agreed to set up a local health and wellbeing group and to put resources into establishing a sustainable community model that supports people living with and caring for those with dementia.

It is well established that physical activity can impact on mental health. Big strides have been made in promoting walking, with the town achieving 'Walkers Are Welcome' status. The Corsham Walking Festival has been growing in popularity and over 300 people took part in the Corsham Memory Walk in 2015 to raise money for the Alzheimer's Society. Weekly dementia walks are held to give people who might be isolated the chance to be social and active in a supportive environment.

Dedicated sports projects, like the Sports and Social Club at Cricklade Leisure Centre, are aiming to help improve local mental health and wellbeing issues. A winter youth group project was set up in Lyneham to provide contact with young people over the winter months.

# Chapter five

## Preventing ill health and protecting people locally

Wiltshire Council is responsible for delivering sexual health services, reducing the impact of infectious diseases and preventing and reducing harm from drug and alcohol misuse.

The council also recognises the importance of its role during emergencies and incidents, and is fully committed to protecting the residents, businesses, infrastructure and environment of the county

Our team has continued to prevent ill health and to reduce threats to public safety by:

- Improving sexual health
- Reducing the impact of drug and alcohol related harm
- Reducing the impact of infectious diseases
- Reducing the impact of extreme weather
- Working locally to protect people in an emergency
- Helping people enjoy all Wiltshire has to offer

## Improving sexual health

Late diagnosis of HIV has fallen by over 10% between 2011/13 and 2012/14 in Wiltshire revealing the successful work we have done to ensure that those at risk are tested and can get earlier access to treatment to reduce the risk of transmitting the virus.

We have worked to promote testing and to remind people that new technologies are available that make testing for the virus much simpler and more straightforward. In Wiltshire, as well as residents being able to test at any of our sexual health clinics and GP surgeries, we have signed up to participate in the PHE Home Sampling programme.



The programme is targeted at communities most at risk of HIV who can order an HIV test online at [www.freetesting.hiv](http://www.freetesting.hiv) and receive it in the post, before taking a small sample of blood and returning it for laboratory testing.

Data released in January 2016 showed that out of the 325 local authorities involved with the project, Wiltshire had the 33rd highest number of requests for testing kits in November and December. This indicates that this type of home screening service is not only acceptable to local residents but that we are also reaching those people who may not ordinarily be testing.

As well as offering HIV testing through an online system, young people across Wiltshire are able to order kits to test for Chlamydia on-line as well. This system has proven to be a huge success with over 21,000 kits being ordered by the end of March 2016. It is important that young people are able to engage in testing systems such as this as presently over 50% of new sexually transmitted infections in Wiltshire are diagnosed in those under 24 years of age.

## Reducing the impact of alcohol related harm

In April 2015 Wiltshire's Alcohol Strategy for 2014/18 was finalised, marking the beginning of a new phase of our work to tackle alcohol-related harm with our communities and partners. The new strategy prioritises prevention through raising awareness of the impact of alcohol and the risks of dependency.

Bringing strategic work on alcohol and licensing under the management of our public health team has allowed us to take a broader and more effective approach to confronting alcohol related harm and associated anti-social behaviour. We are now able to empower local communities to tackle problems, to act against problem premises or to reduce the density of premises and, most importantly, to make protecting public health a licensing objective.

## Case Study

### Community safety in our communities

For the fourth year in succession, Salisbury was awarded Purple Flag status and this year Chippenham also gained an award for the town. The award demonstrates the commitment that both Salisbury and Chippenham makes to the 5pm – 5am economy and that partnership working is thriving in both places. Purple Flag is an accreditation process similar to the Green Flag award for parks and the Blue Flag for beaches. It leads to Purple Flag status for town and city centres that meet or surpass the standards of excellence in managing the evening and night time economy. In Melksham local CCTV is in operation and is monitored by 12 volunteers during peak hours and 32 local businesses have signed up to the Safe Place Scheme.

Our focus is on tackling the impact that alcohol-related harm can have on individuals, families and communities, both on health and wellbeing and through hidden harms, like violence and anti-social behaviour. Whilst our work helps ensure people are able to enjoy alcohol safely and responsibly and supports a healthy night-time economy, we also have a responsibility to reduce the harm done through alcohol misuse, to help those who are dependent and, crucially, to reduce the number of people who become dependent.

We know that alcohol-specific admissions for under 18s reduced between the period ending 2012/13 and then 2013/14 from 55.5 per 100,000 to 46.4 per 100,000. We have prioritised reducing the impact of alcohol related harm, ensuring that our alcohol strategy and licensing are managed by the same team to allow us to empower local areas to tackle alcohol related harm.

Analysis shows that alcohol attributable and specific admissions are falling in those aged under 45 while it is increasing in those aged 45 and over.

Public health intelligence also helps us understand where in the county alcohol specific admissions are higher and where they are falling.



## Case Study



In Amesbury a local pubwatch scheme is helping to reduce underage drinking with radio communication between venues and good liaison with police helping to prevent underage drinkers entering licensed premises. In Calne a Positive Tickets scheme, supported by Wiltshire Council and the Police and Crime Commissioner, acknowledges the positive behaviour and work of young people in the town.

In Westbury local people have worked together to reduce incidents of domestic abuse and help victims. Wiltshire Police have a new community policing programme running across the county and are providing regular updates at area board and parish council meetings and a local public information campaign provided information to those suffering or at risk of domestic abuse on how to get help.

## Reducing domestic abuse

In November Wiltshire Council and the Office of the Police and Crime Commissioner launched a single phone number to help people experiencing domestic abuse in Wiltshire to find support sooner. To mark this year's domestic abuse awareness week Splitz Support Service, commissioned by the council and Wiltshire Police, have launched the new phone number for anyone looking for advice, support and help about domestic abuse in Wiltshire. Splitz will deliver easy to access specialist support services for people at all levels of risk of domestic abuse across the county. Anyone who would like advice or support about domestic abuse

should call 01225 775276 or go to [www.speakoutwiltshire.com](http://www.speakoutwiltshire.com). This year we also continued to run a multi-agency training and awareness events for practitioners working across the field of domestic abuse to help us provide support for anyone affected.

Multi-Agency Risk Assessment Conferences (MARAC) are recommended by the Home Office as good practice to facilitate a multi-agency response to high risk domestic abuse. In 2015/16, the Wiltshire MARAC has continued to witness an increase in the volume of referrals being received into its safeguarding arrangements to support victims and their families at greatest risk of DA in the county. There were 496 high risk referrals received during 2015/16, which is a further 10% (+72) increase on 2014/15; of which 23% were repeat victims. 624 children were recorded in the household at the time of a high risk referral to MARAC. Wiltshire has continued to record higher than the national average for partner agency referrals, with 40% recorded in 2015/16, this is reflective of the multi-agency rolling training programme for MARAC, risk assessment and referral pathways.



2014/15	North/West Wiltshire	East/South Wiltshire	Wiltshire
Referrals received	299	197	496
Repeat Victims	59 (20%)	39 (20%)	99 (20%)
Children in household	371	271	624



## Reducing the impact of infectious diseases

Each year the council works closely with NHS England, local GPs and pharmacies to provide and promote the seasonal influenza vaccine to those at risk.

This year saw the seasonal influenza activity peak later than usual in March rather than December/January as in previous years.

The uptake rates in children aged 2-4 years, pregnant women and those aged 65 and over are all higher than the England average, however in the under 65 at-risk population it is slightly lower.

CCG	Summary of Influenza Vaccine uptake %					
	65 and over	Under 65 (at risk only)	All Pregnant women	All aged two	All aged three	All aged four
Wiltshire	72	42.8	42.9	46.3	47.4	39.4
England	71	45.1	42.3	35.4	37.7	30.1

The council offers the influenza vaccine to its staff and this season there was a 38% increase in the number of those who had the vaccination from 2014/15 (674) to 2015/16 (930) and nearly 80% of these were vaccinated at clinics held in each of the council hubs.

Pneumococcal vaccine is given once to those aged 65 years and over and protects them against serious pneumococcal infections which can lead to blood poisoning or meningitis. Wiltshire has seen a slight increase in uptake of this from last year from 69.6% (2015) to 70% (2016).

Antimicrobial resistance is a global issue that concerns us nationally and locally. Our work aims to reduce the spread of infection and the need for antibiotics to be used.

Wiltshire's Assembly of Youth helped us to design a leaflet to increase local understanding of why we need to preserve our antibiotics and avoid misuse.

Some of the areas in which we can all contribute are:

- Simple but effective hand hygiene
- Having vaccines to which we are entitled to avoid developing or transmitting infections
- Prudent use of medications designed to kill microorganisms that cause infections

Collaborative work with entomologists at Porton Down continues to ensure consistent messages are shared with the public. Leaflets have been devised including a small pocket sized card that easily fits into a first aid kit for easy reference. These resources have been shared with local GPs, parish councils and other local organisations on request. An evaluation of these resources sent out strongly supported their usefulness.

## Summer awareness

We have been working over the last three years to reduce incidence of melanoma in Wiltshire. Our annual sun awareness campaign is preventive, aiming to help Wiltshire people have a healthy relationship with the sun and reduce their risk of developing skin cancer and other sun related health problems (including cataracts and premature ageing). We also raise awareness of skin cancer by encouraging people to be alert to the signs and symptoms of skin cancers and the steps available to investigate and treat these lesions.

Our 2015 campaign focused on children and young people particularly from more deprived backgrounds and those who work and spend time outdoors. Public health specialists provided advice and information at events across Wiltshire to reduce the number of people who develop skin cancer.





## Working locally to protect people in an emergency

In 2015 two cases of anthrax were confirmed at a farm in the Westbury area following the death of two cows. Colleagues from Wiltshire Council, Public Health England, DEFRA, Environment Agency and Animal Plant and Health Agency swiftly put a plan together to protect public health and ensure there is no risk to the wider community.

Knowing people in Wiltshire are protected in an emergency is important to us all and our Emergency Preparedness, Resilience and Responsiveness team play a crucial role in protecting communities. In February the council approved Wiltshire's Integrated Emergency Plan, which ensures we can effectively protect people should a major incident, like severe weather, the outbreak of disease or large fire, take place. Working with emergency service partners we are creating safer, more resilient communities.

This year the team ran multi-agency community resilience workshops across 250 parish and town councils and helped communities complete their local plans. The workshops were a big step in helping the public prepare to cope during widespread emergencies like flooding, snow or disease outbreaks when the public services' resources will be stretched.

January proved just how effective these local plans were when we received three flood warnings and flood alerts for rivers in Wiltshire, with 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 & Rescue Service in a successful multi-agency response but they were monitored by Bradford on Avon Community Response Volunteers.



## Reducing the impact of extreme weather

Over the Autumn and Winter months we ran a local 'Stay well this winter' campaign with the Wiltshire's NHS Clinical Commissioning Group to keep local people well, safe and warm over winter and to ensure local public services are able to manage seasonal demand.

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. The community team are a great example of how, with our support, local people are taking the lead.



## Case Study

### In the community

Local residents in South West Wiltshire expressed concern about the impact of winter weather leaving people socially isolated. As a result the Area Board has funded six tailgate salt spreaders and 10 push-along spreaders, which are now available to be used by trained local volunteers in strategic locations during the winter period. By working together the community is better prepared to help itself and keep people safe in extreme weather.

## Helping people enjoy our county

Our team takes an active role in event scrutiny to help reduce the risks to those taking part and the wider community from communicable diseases, substance misuse and severe weather.

The Summer Solstice on 20 and 21 June is one of the largest events in Wiltshire each year. In 2015 there were 23,000 visitors to the event, but compared to the previous year there were less arrests and less people needing medical treatment. Our health and safety, food safety and emergency planning teams, together with our highways colleagues, helped event organisers put in place sensible steps to ensure public safety and deliver a successful event.





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