



Public Health Briefing Note
February 2015



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How we are working to reduce child poverty

At a Full Council meeting this week yesterday Wiltshire's new Child Poverty Strategy was approved. Although our work on child poverty reduction and mitigation is not new in Wiltshire and continues in line with our previous strategy, the new strategy will mark a new phase of delivery, our work with children's services and other partners and in tackling inequalities.

We aim to reduce the number of children in our county living in poverty and to reduce the impact of poverty on children's health and wellbeing. Our Strategy for 2014 - 2020 is based on five objectives for the council and partners to tackle child poverty informed by the findings from the needs assessment:

- Provide effective support to vulnerable families with 0-5 year olds
- Narrow the Educational Attainment Gap
- Develop an inclusive economy that will enable equality of economic opportunity for all
- Provide locally-focused support based on a thorough understanding of needs
- Promote engagement with the Child Poverty Strategy and related implementation plan

Now the Strategy has been approved by Full Council an implementation plan will be developed and signed off by the Children's Trust Executive. Effective multi-agency partnerships which draw on the experience, resources and expertise across policy and service areas, will be essential to making the new strategy successful – please do take the opportunity to read the strategy, which can be found here [Reducing Child Poverty Strategy 2014 – 2020 - Strategy](#) and contact kate.blackburn@wiltshire.gov.uk with your questions or feedback.

Refreshing the Wiltshire Breastfeeding Strategy

Increasing the number of women initiating and sustaining breastfeeding continues to be a national and local priority. A refresh of the existing Wiltshire Breastfeeding Strategy, developed in the PCT, has been undertaken by the local Breastfeeding Strategy Group and ratified by the Wiltshire, Swindon and Bath and North East Somerset Maternity Strategy and Liaison Committee. The strategy will go out for consultation later this year.

Our strategy for 2011-2014 helped breastfeeding initiation rates remain high and there has been a gradual increase in the prevalence of breastfeeding at 6-8 weeks, however, local data suggests a high drop-off rate in breastfeeding in the first 10 days after birth. The new 2015-18 strategy recognises the importance of continuing to ensure the right information and support is available to all women and their partners as well as providing more targeted support to young women and those in more deprived communities.

We want Wiltshire to be a community that recognises the importance of breastfeeding and helps parents to give their babies the best start in life. We hope to increase the number of women initiating breastfeeding in Wiltshire from 81% to 85% by 2018.

An example of good practice - Public health and transport collaboration in Wiltshire

An England-wide survey commissioned by the Passenger Transport Executive Group has found strong evidence of collaboration between public health and transport teams in local government. Conducted by public health and transport expert Dr Adrian Davis, the survey and follow-up case studies, sought to explore the extent of collaboration since the move as well as identify examples of good practice and any barriers to joint working.

The findings include a case study of the work we have been doing at Wiltshire Council on air quality and have been published in a new report, 'A Healthy Relationship: Public health and transport collaboration in local government.'

The report highlights the way in which we have put public health at the core of Wiltshire Council business and our partnership working on air quality. To read the report visit: <http://pteg.net/media-centre/press-releases/england-wide-survey-finds-strong-evidence-collaboration-between-public>

For more information please contact Rachel Kent at Rachel.Kent@wiltshire.gov.uk

Love Your Lungs Campaign

During March we will be working in conjunction with the British Lung Foundation to deliver 'love your lungs' – a campaign aimed at raising awareness of Chronic Obstructive Pulmonary Disease. Twelve awareness and screening events will take place around Wiltshire. For further details please visit

<http://www.blf.org.uk/Page/Love-Your-Lungs-Wiltshire-2015>

Qualified health care professionals will be on hand, along with the Wiltshire Stop Smoking Team offering free spirometry tests, carbon monoxide breath tests, promote the benefits of being a non-smoking and providing access to local stop smoking services. Those that engage with the campaign that have a lower than average lung function will be referred to their GP practice further investigation.

World TB Day

Wiltshire Council will be marking World TB Day this year by raising awareness of the disease. There will be a stall in the atrium, with information for members of the public and staff, and a member of staff will be on hand to answer any questions and dispel any myths. Further information will be sent out to GP practices, substance misuse services and local pharmacies. The message for this years' WHO campaign will be "Reach, Treat, Cure Everyone" and the focus will be on targeting hard to reach groups. More information can be found at:

http://www.stoptb.org/events/world_tb_day/ and <http://www.who.int/campaigns/en/>

For more Public Health Intelligence visit <http://www.intelligence-network.org.uk/health/public-health-intelligence-news/>

Baby Steps

An innovative evidence-based antenatal and postnatal education programme aimed at vulnerable families in Wiltshire, is now up and running with the team in post since January and eight facilitators from eight local organisations (four children's centres, three acute trusts and the NSPCC centre in Tidworth) appointed and trained.

The Baby Steps programme focuses on the transition to parenthood, the relationship between parents and the development of a positive parent-infant relationship. It is jointly delivered by children's centre staff and health visitors and midwives. Home visits have begun and groups start in March. The home visit is followed by 6 group sessions before the baby is born. After babies are born the family is visited again at home and there are 3 more group sessions.

Baby Steps will be delivered at six Children's Centre sites across Wiltshire. The aim is to deliver 36 programmes a year in six sites across the county with approximately 8-10 parents per site. Most referrals will come from midwives and health visitors but other practitioners are welcome to contact the programme lead - alison.sturdy@nhs.net - if they know parents who may benefit.

New guide on Health and Wellbeing: a guide to community – centred approaches

Public Health England and NHS England have published a [new guide](#) that identifies how local government and the NHS have important roles in building confident communities to improve health and reduce inequalities. [Health and wellbeing: a guide to community-centred approaches](#) calls on local partners to consider the "family" of community centred approaches to improve health and wellbeing in their areas.

A call to action on Obesity

Dear Colleague, tackling obesity is a continuing challenge and to be successful we all need to work together in partnership, engaging across many organisations, with a shared ambition and long-term commitment to promoting a healthy weight. Here in Wiltshire your Council and Clinical Commissioning Group are developing an obesity strategy to shape and drive this collaborative working and the actions that will tackle obesity, delivering the right support for the people of Wiltshire to achieve healthy, active and high quality lives.

As a starting point we will be inviting you all to come together for an interactive day to use your insight and experience to help identify what are the important things we all need to do and how we can best work towards achieving them.

Further details will follow and we hope you will be able to join us. If you are interested in attending please send your contact details to Julie Craig, Public Health Specialist at julie.craig@wiltshire.gov.uk

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