

**Public Health Priorities Group  
Update on key areas  
December 2016**

In order to improve Trafford's healthy life expectancy, and reduce the inequality gap, five key areas for action were identified. Progress against these is listed below.

**Reducing the impact of poor mental health**

We are in the process of developing a section of the JSNA about Mental Health in Trafford. Developed using the life course approach the section will include information about the causes, prevalence and impacts of poor mental health on our population. The section will include local initiatives that aim to improve mental wellbeing and provide a set of evidence based recommendation for local partners.

A Transformation Bid has been submitted which focusses on improving the poor physical health outcomes of our citizens with Serious Mental Illness. Trafford performs particularly poorly on this measure, with our residents with a SMI 3 times more likely to die prematurely than the general population. The proposed new system which incorporates specialist physical health nurses and health trainers, will support citizens with a SMI to improve their physical health and mitigate the iatrogenic effects of medications. The nurses working alongside primary care and the TCC will engage of those citizens who may find it more difficult to manage and improve their health due to their diagnosis.

**Improving the Early Diagnosis of Cancer and Increase Cancer Screening Rates.**

Public Health are working in partnership with the CCG and others to develop a local Cancer Action Plan. Public Health are leading the Prevention and Early Diagnosis work stream. The Plan will be agreed by the CCG in January.

Actions currently being implemented include:

- the development of a Primary Care Cancer Champions Network. This programme aims to improve cancer promotion capacity in primary care by upskilling staff to improve systems and processes in the practice which aim to improve patient outcomes. The cancer champion is a non-clinical member of staff who works with their practice leadership team to identify an area which needs improvement and then leads on this, examples include, health promotion displays in practices, coding or invite systems.
- a programme has also begun with Councillors to engage communities in cancer prevention and early diagnosis.
- continuing the focus on improving cervical screening uptake in primary care.
- Practice improvement scheme whereby CRUK, Beating Bowel Cancer and Bowel Cancer Screening Programme offer targeted support to practices to improve screening rates.

**Reducing physical inactivity**

Under the umbrella of the Physical Activity Vision for Trafford, we have been both developing pledges with partner organisations regarding increasing activity, and also undertaking a number of specific pieces of work aimed at reducing physical inactivity, particularly in higher risk populations.

Examples include:

- Working with the CCG to improve the support and advice given by GPs in relation to the health benefits of physical activity. GPs will be able to refer inactive patients to the Active Living Managers within Trafford Leisure. They will then be offered a lifestyle assessment, and encouraged and supported to increase their physical activity levels through engaging with a range of services (both within and outside Trafford Leisure's direct provision) or through making lifestyle changes such as walking or cycling, or taking up more active hobbies. We are starting with the identification of people with diabetes or pre-diabetes, or frailty, in order to test the referral system and capacity to respond.
- There is a greater likelihood of older people being inactive, and the consequences of this can be devastating. We are engaging with Greater Sport to identify the funding opportunities aimed at this population, and we are also improving the range and number of classes aimed at reducing the risk of falls in older people. We have expanded the Healthy Hearts and Hips offer, and have an ongoing training programme for Postural Stability Instructors. This is enabling us to offer more classes at the NICE recommended standard. We have also increased the rehabilitation services for people following a fall or other significant event (such as a heart attack or respiratory problems). We are putting together a comprehensive falls prevention proposal into Trafford's Transformation fund bid, and increasing physical activity plays a large part in this.
- Working with employers to promote physical activity levels among the workforce, including through the promotion of active travel. This will include engagement with TfGM on transport improvements, in order to encourage people to walk, cycle or use public transport
- Working on improving physical literacy in early years, through engagement with health visitors and others in promoting and encouraging active play in young children
- The four Trafford neighbourhood partnerships are currently reviewing their local priorities. Sale has identified physical activity as a priority area, and we held a very well attended and successful event looking at the opportunities for increasing physical activity in the area. A number of organisational and individual pledges were received, and we are now following these up to see what support (if any) might be needed to deliver these.

### **Tobacco Control**

Smoking remains the largest contributor to premature mortality in the borough. While our overall rates of smoking are in line with the England average, people in the 'routine and manual workers' group have nearly twice the rate of our general population. In this group the rates are higher than the England average for this population, and gap appears to be increasing. Tobacco Control policies are being reviewed across Trafford, with a reinvigorated Tobacco Control Steering Group. Consideration is being given to the undertaking of a peer-review known as CLear, which will assist us in understanding where our services or policies are currently falling short.

The decommissioning of the Specialist Stop Smoking service has led to some confusion about services available, but GP Practices and pharmacies throughout Trafford are still providing the same services and signposting to smokers wishing to quit. Support is now available through the One You service provided by BluSCI, but there is no longer a specialist support for the heavily addicted smoker or those with long term conditions who need a tailored offer. We are assessing the impact of this change and are developing contingency plans to address any shortfall in outcomes. New mechanisms are being put in place to ensure that the same quality of data collection that has been undertaken for the last decade will continue including reporting to the NHS Digital to allow comparison with other areas of the effectiveness of the Trafford offer.

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