



*In this edition of my Chair's Report I discuss a number of events that are coming up over the coming weeks, and a few important events that have taken place recently including the Health and Wellbeing Board Development Day and World Mental Health Day. I would welcome Board Members to comment on any item covered should they wish to do so.*

*Best wishes,  
Cllr Maureen Worby, Chair of the Health and Wellbeing Board*

## Alcohol Awareness Week Reminder

Alcohol Awareness Week is a national annual event organised by Alcohol Concern. This year's Alcohol Awareness Week will run from 17 - 23 November and the national theme is "**taking back our health and high streets**". The Borough's Alcohol Alliance is coordinating Alcohol Awareness Week in Barking and Dagenham and has drafted a plan of proposed activities for this year's event, including:

- Setting up a mock bar in the Town Square to provide information and advice relating to alcohol consumption and alcohol service promotional material;
- Holding information and advice stalls in Queen's and King George Hospitals and Becontree Heath Leisure Centre;
- Posting alcohol-related health messages on our social media channels;
- Promoting healthy eating and drinking through the Recovery Café cooking workshops;
- Publicising Alcohol Awareness Week and alcohol treatment service details through the new GP Shared Care newsletter;
- Delivering awareness and training sessions to Council staff and GP surgeries;
- Providing health information in pubs throughout Alcohol Awareness Week;
- Commissioning a piece of theatre to be performed in community centres and residential homes for older people, looking at the effects of alcohol use on health.

Subwise, the Borough's specialist substance misuse service for young people will also be holding a number of activities including workshops in schools, colleges and tuition centres, stalls in the Borough's supported housing schemes for young people and developing a newsletter for professionals.

If Board Members want to find out more about Alcohol Awareness Week plans, please email Sonia Drozd on [sonia.drozd@lbbd.gov.uk](mailto:sonia.drozd@lbbd.gov.uk) or call 020 8227 5455.

## White Ribbon Day Events

This year Barking and Dagenham will run an unprecedented sixteen days of activism to raise awareness of violence against women and girls, endorsing the message not to commit, condone or remain silent about this violence.



From Tuesday 25 November to Wednesday 10 December, we'll be publicising the support available to those experiencing domestic abuse, and reinforcing a holistic approach, across all partner agencies, to address domestic violence.

The programme will launch with an event in the Town Square and a talk in the Town Hall, starting at 11am on Tuesday 25 November. You will see some hardy men attempting to 'Walk a Mile in Her Shoes', and there will be music and entertainment too. A white floral display will stand outside Barking Town Hall to symbolise victims of domestic violence locally and celebrate White Ribbon Day.

For more information contact Allison Buchanan on 2020 8227 2363 or [allison.buchanan@lbbd.gov.uk](mailto:allison.buchanan@lbbd.gov.uk).

## Health and Wellbeing Board Development Day

The Health and Wellbeing Board Development Day was held on Monday 6 October. Thirty seven people attended the day. There were presentations from Futuregov around digital opportunities in social care and from Care City, who showcased their work on dementia research and therapy. There was also a presentation from NHS England on Primary Care Development and Transformation and some workshops to allow people to work through questions looking at:

- *Views on the emerging London-wide Strategic Commissioning Framework and how it can be implemented locally*
- *Determining the top 5 priorities for primary care improvement within Barking and Dagenham*
- *Opportunities and challenges relating to the successful implementation of the primary care transformation programme in Barking and Dagenham*
- *Views on the draft governance arrangements for the transformation work.*

Colleagues from BHR CCGs and NHS England took away the feedback from the workshops to inform their Primary Care programme.

Earlier in the day the sub-groups of the Health and Wellbeing Board hosted their own workshops to look at 'wicked issues' which could be problem-solved in the group. The outcomes of the workshops will be taken back to sub-groups to work up and take forward.

Some of the headline issues and solutions from the sub groups workshops included:

### ***How can we support people in the community, in particular people with learning disabilities, to take control of their health and lifestyle?***

Suggestions made to tackle this issue included making health campaigns more 'person centred' and ensuring they appeal to people's individual lifestyles. Suggestions were made around developing campaigns and advice through apps and 'lifestyle coaches'. Using television to reach a wider audience such as older people and disabled people was also suggested as well as social media such as Facebook and websites.

Awareness raising is required with carers as well as those with learning disabilities to increase take up of screening programmes.

### ***How do we support people with mental health needs to access appropriate housing?***

The group defined the issue as ensuring 500 mental health clients have a home of their own that is stable and safe. Some of the barriers to this included having the correct information, housing benefit regulations and lack of one bedroom flats. One of the solutions included NELFT working with private sector landlords to rent a three bedroom house and matching people to house share. Suggestions also included working with private landlords to negotiate rents and deposits.

### ***What contribution can health and social care services make to the eradication of child poverty in Barking and Dagenham?***

Suggestions made by this group included identifying a solution to break the poverty cycle and identifying the 'working poor'. Support needs to be available in terms of employment, education and housing. There needs to be better information sharing and data analysis through partner agencies e.g. GPs, schools, housing and service providers. One solution is to train professionals to identify families in need and signpost them to support including the voluntary sector and charities. Social media can be used to share information and advice, for example, money management and self help initiatives.

## World Mental Health Day

World Mental Health Day was marked in style in Barking and Dagenham on Friday 10 October. Hundreds of residents visited the free event 'Time for World Mental Health Day' at Barking Learning Centre, and scores of service users and health professionals took part in a conference to assess mental health services and needs in the borough, 'Time to Listen – Time to Change'.

MPs Margaret Hodge and John Cruddas visited the public event at the invitation of the Cabinet Member for Adult Social care and Health Cllr Maureen Worby; giving their support to the council's participation in the national 'Time to change' campaign.

Councillors showed the level of commitment to ending mental health discrimination and improving services in Barking and Dagenham; Council Leader Cllr Darren Rodwell, Deputy Leader Cllr Saima Ashraf, and the Lead Member of the Health & Adult Services Select Committee Cllr Eileen Keller all attended. Residents and stall-holders had the opportunity to talk to MPs and Councillors about their services and experiences. Cllr Edna Fergus, as the council's Mental Health Champion, spoke at the afternoon conference; and worked with service users, council officers and partners on the borough's Mental Health Needs Assessment. A second conference will take place in November.

The Mental Health Sub Group will be looking at the outcomes of the day.

## Health Premium Incentive Scheme

The Health Premium Incentive Scheme is being established as a Government financial incentive awarded to local authorities from 2015/16. The payment will be in addition to the ring-fenced Public Health Grant, and will be paid in recognition of progress made towards improving the health of the local population and tackling existing health inequalities.

On introduction in 2015/16, the proposed scheme would be based on only 2 of the Public Health Outcome Indicators (PHOF) – with one set centrally, and one locally chosen from a list of 34 indicators that are considered to be robust at a single year level.

The proposed national indicator is '*successful completion of drugs treatment*' with combined PHOF data for opiate and non opiate users.

We are also recommending that the Council adopts *NHS Health Check – based on eligible population offered checks, and proportion of those offered that received*, as its local indicator.

## Peer Review

A peer review looking at the management of the market in the borough for people with an adult social care need took place between 7 and 9 October 2014. The team was led by Simon Pearce, Executive Head of Care Services from Kingston, and for the first time included a service user. The integration and commissioning team invited partners, providers, and people with an adult social care budget and local authority staff to meet with the team over the three days.

Initial feedback from the review team has been received and a workshop will be organised to look at the recommendations, after which a report will be brought to the Health and Wellbeing Board for discussion.

## Stoptober

The Stoptober Roadshow campaign has been a great success, with provisional figure of around 200 for referrals to local services. Every resident referred was given a 'Stopper Shopper bag' to take away, and all roadshow visitors were encouraged to sign up online for the Stoptober 'quit kit'.



The Roadshows ran from 8 September through to 14 October, with twelve main public event days, five staff events and involvement in the Youth Parade and Older People's Day too. With web content, media releases and social media messages we hope to beat last year's 800 Stoptober sign-ups in Barking and Dagenham.

The campaign was championed by Cabinet Member for Education and Schools Cllr Evelyn Carpenter and Council Leader Cllr Darren Rodwell.

## Mamogram checks

Mr Jon Cruddas MP raised concerns on behalf of a constituent to the Council, that mammogram tests are now held at Harold Wood, and the centre have told them lots of women are not turning up, as it isn't really accessible. They used to be held at ASDA Dagenham but Mr Cruddas was told, ASDA didn't want them there anymore.

The concerns were passed on by the Director of Public Health to NHS England who commission the National Breast Screening for response to the concerns raised. NHS England looked into the issues raised and their response to these concerns is as follows:

**Screening invitations for the site at Harold Wood:** were offered to women from the Barking and Dagenham area in order to utilise some spare capacity in this unit, and assist with the delivery of the screening round focussing on King George Hospital. This was not a long term strategy and Barking Havering & Redbridge Breast Screening Service (BHRBSS) have rebooked some patients to the King George Hospital site upon their request to do so. Screening at Harold Wood for Barking and Dagenham invitees has been in place since August and so far uptake of invitations has been good.

**Accessibility/acceptability of screening invitations and the Asda Site:** There are several interrelated issues surrounding access and service provision:

- BHRBSS moved from the use of mobile to static sites to support greater accessibility and availability of high quality facilities – i.e. ramps, toilets, waiting areas, and greater flexibility in appointment duration to accommodate service users and their families with mobility or other requirements such as those encountered by people with Learning Disabilities.
- The ASDA supermarket site had historically low uptake of invitations and for reasons of access inclusion and service flexibility detailed above the service in moving to fully digital provision is delivered with two static sites and one mobile covering (Harold Wood, King George Hospital, and Hawkey Hall respectively).

In addition the removal from the ASDA site permits greater flexibility for extended opening hours and better facilities etc for service users at the fixed sites in the area.