

# Public Health

## Annual Report 2015

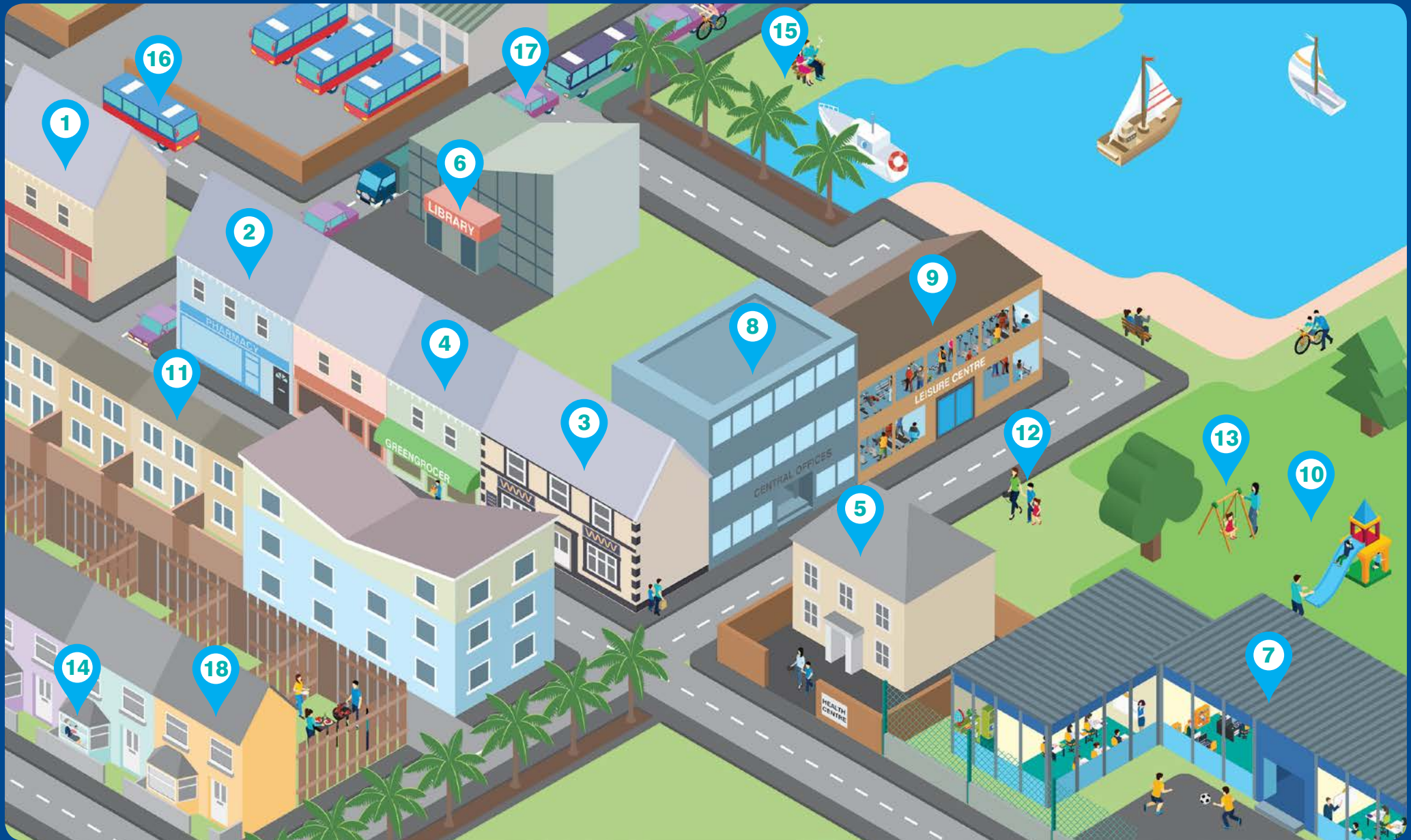
*Working together  
to address deprivation*

### INTERACTIVE GRAPHIC

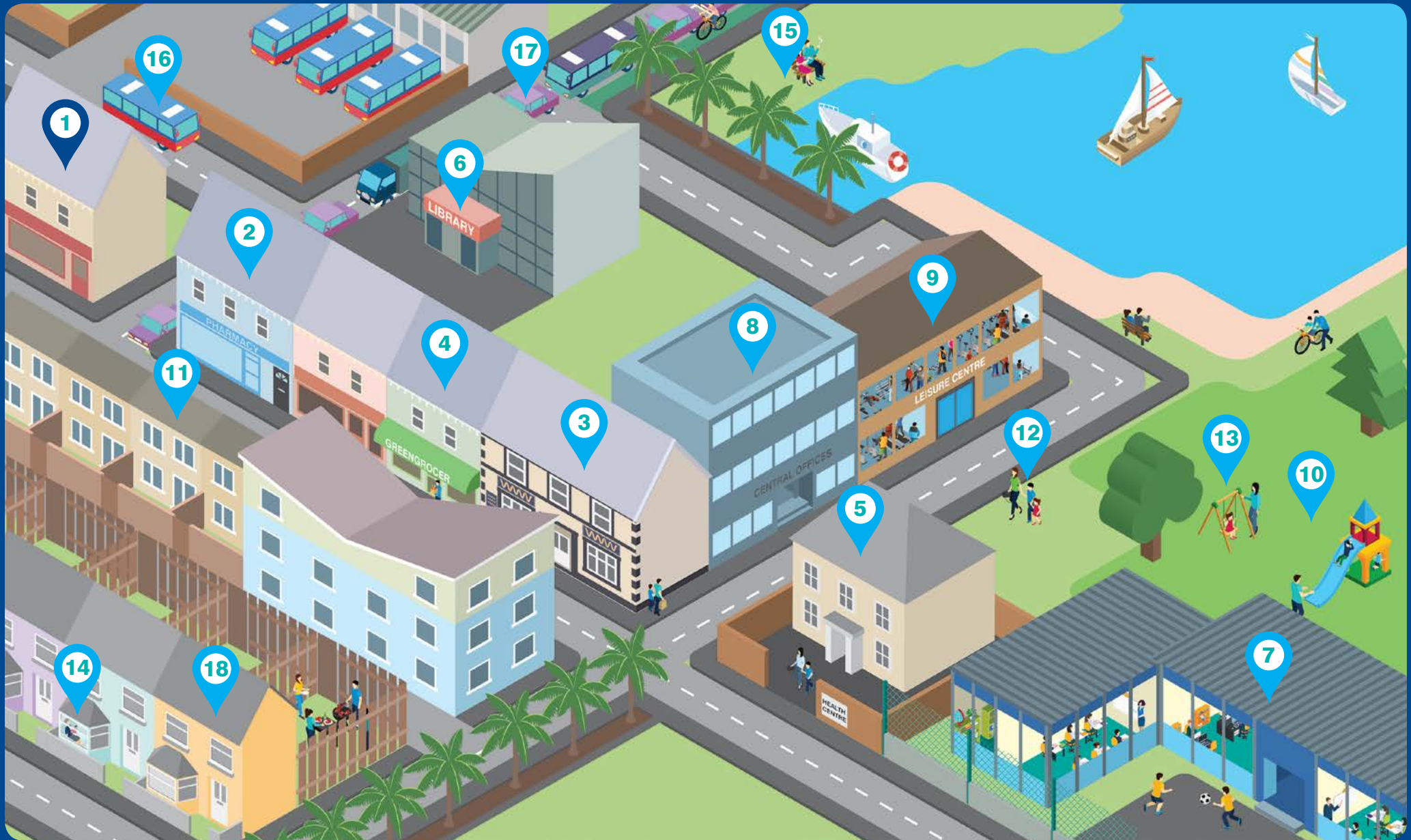
Public health in the  
community

### SUMMARY REPORT

Working together to  
maximise our impact –  
Tackling deprivation and  
the causes of ill health.



- |                          |                            |                       |   |
|--------------------------|----------------------------|-----------------------|---|
| 1. Fast food takeaway    | 6. Library                 | 11. Home              | 16. Active commuters and public transport |
| 2. Pharmacy              | 7. School                  | 12. Walking / cycling | 17. Traffic jam                           |
| 3. Pubs and clubs        | 8. Workplace               | 13. Early Years       | 18. Housing                               |
| 4. Greengrocer           | 9. Leisure centre          | 14. Older people      |   |
| 5. GPs and health centre | 10. Parks and green spaces | 15. Smoking           |   |



## 1. Fast Food takeaway

Typical fast food meals are energy-dense and are often served in large portion sizes.

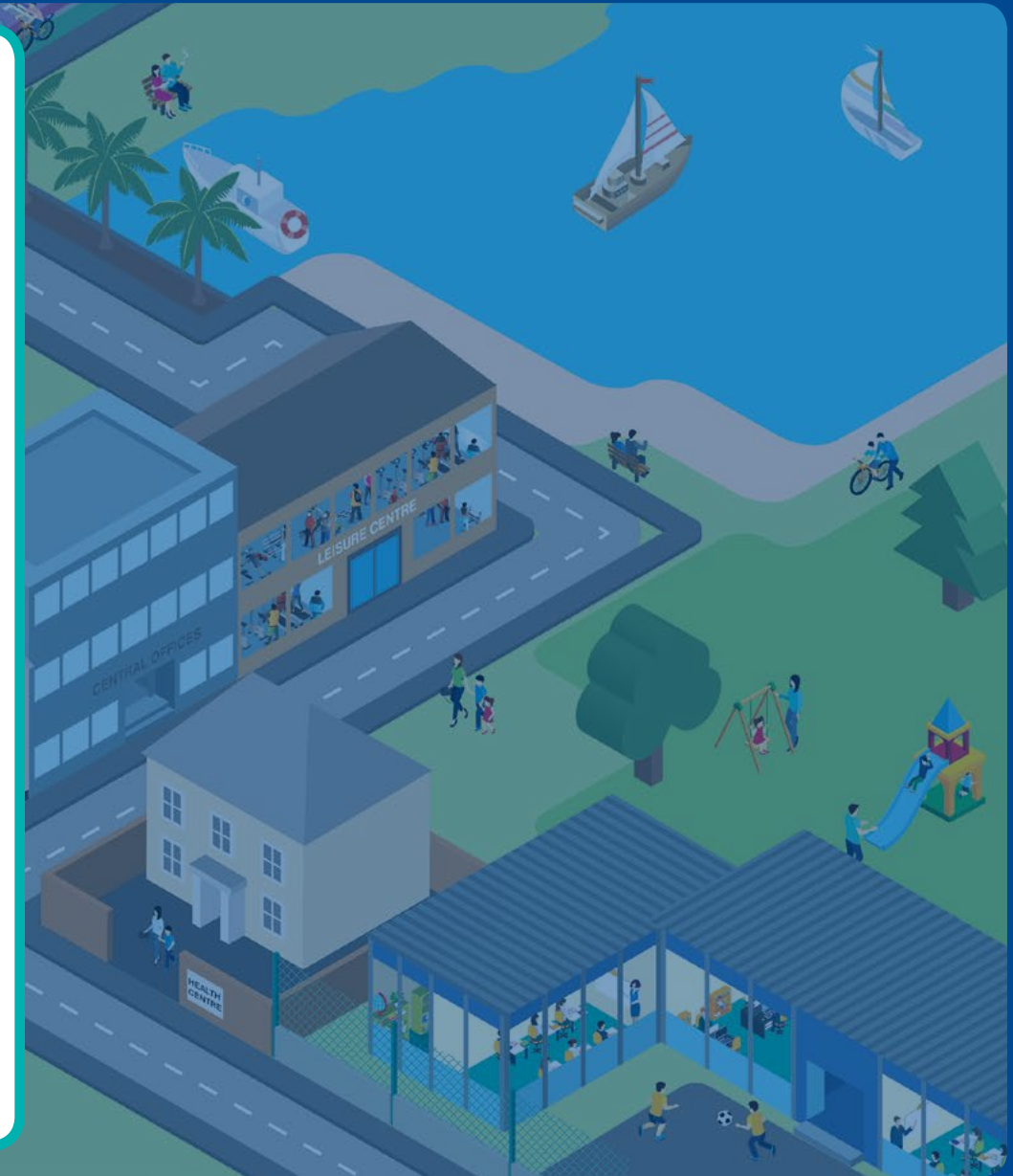
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## 1. Fast Food takeaway

Calorie content aside, high street takeaways in England have been found to offer meals high in salt and low in nutritional value. In addition, fast food meals are frequently bought with a soft drink, which is high in sugar.

**What we are doing:** Torbay Council is looking at a variety of legislative possibilities to encourage healthy eating, for example restricting fast food outlets in areas near to schools. The Public Health team is looking to promote the new Change for Life Campaign, which will include sugar reduction as a central component.

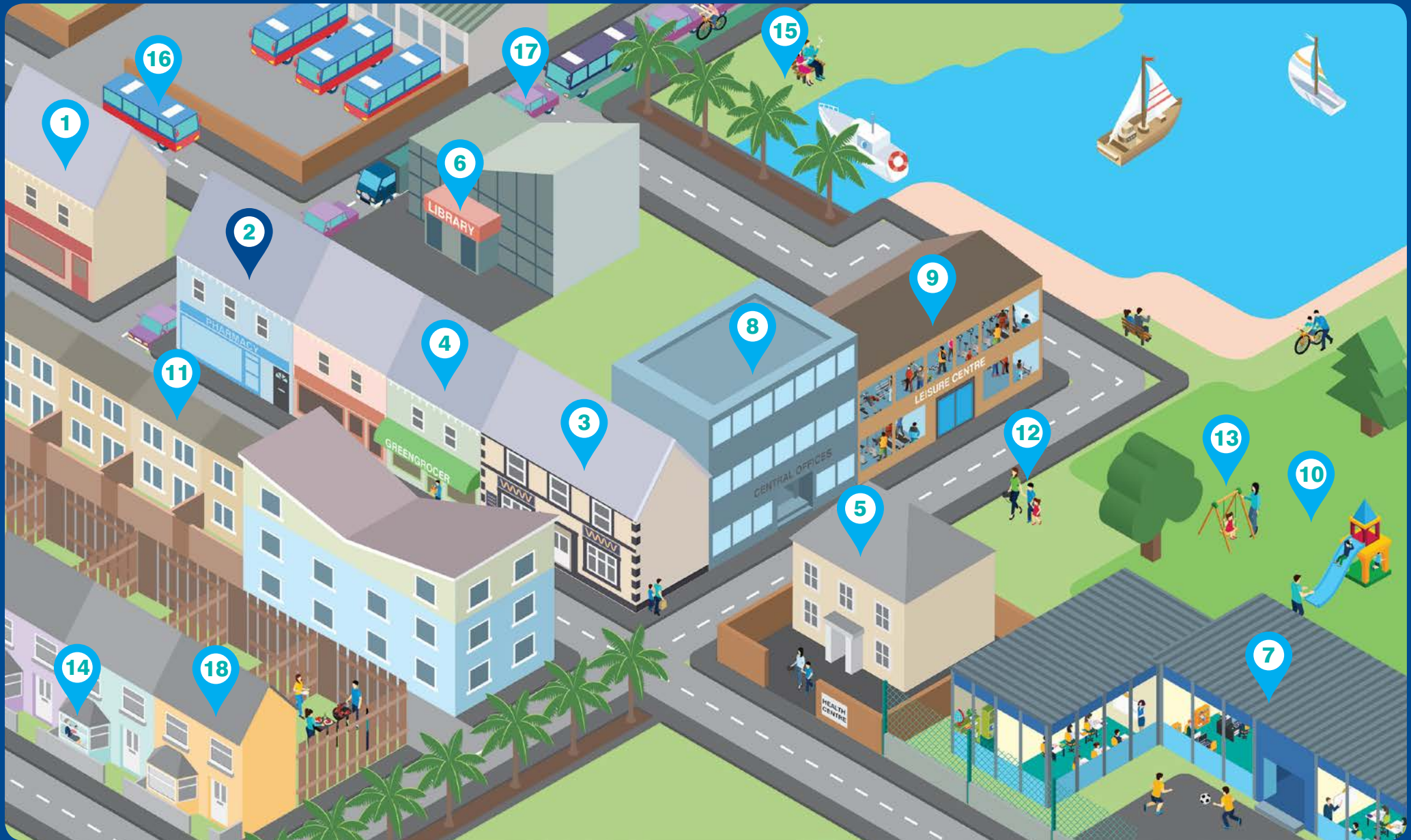
**Link:** NHS Choices eat well pages  
<http://www.nhs.uk/Livewell/Goodfood/Pages/eatwell-plate.aspx>



## 1. Fast Food takeaway

Typical fast food meals are energy-dense and are often served in large portion sizes.

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## 2. Pharmacy

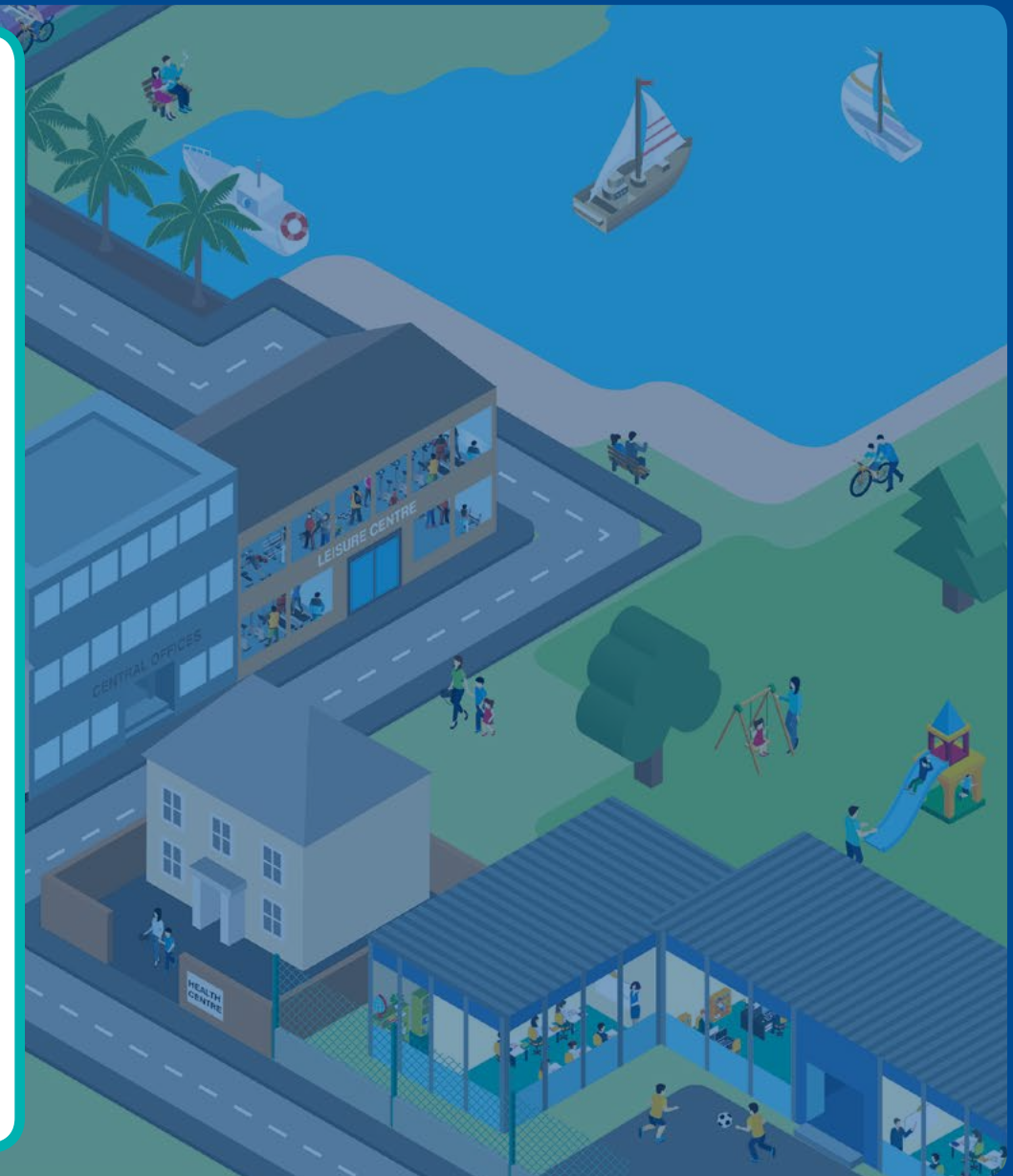
Pharmacies are ideally situated in the community as a place for the public to ask for health support and advice.

[Read more >](#)

## 2. Pharmacy

Based in high street locations, pharmacies may offer greater accessibility than other health care services, for instance GP Surgeries, together with the added convenience of weekend and evening opening times in some cases.

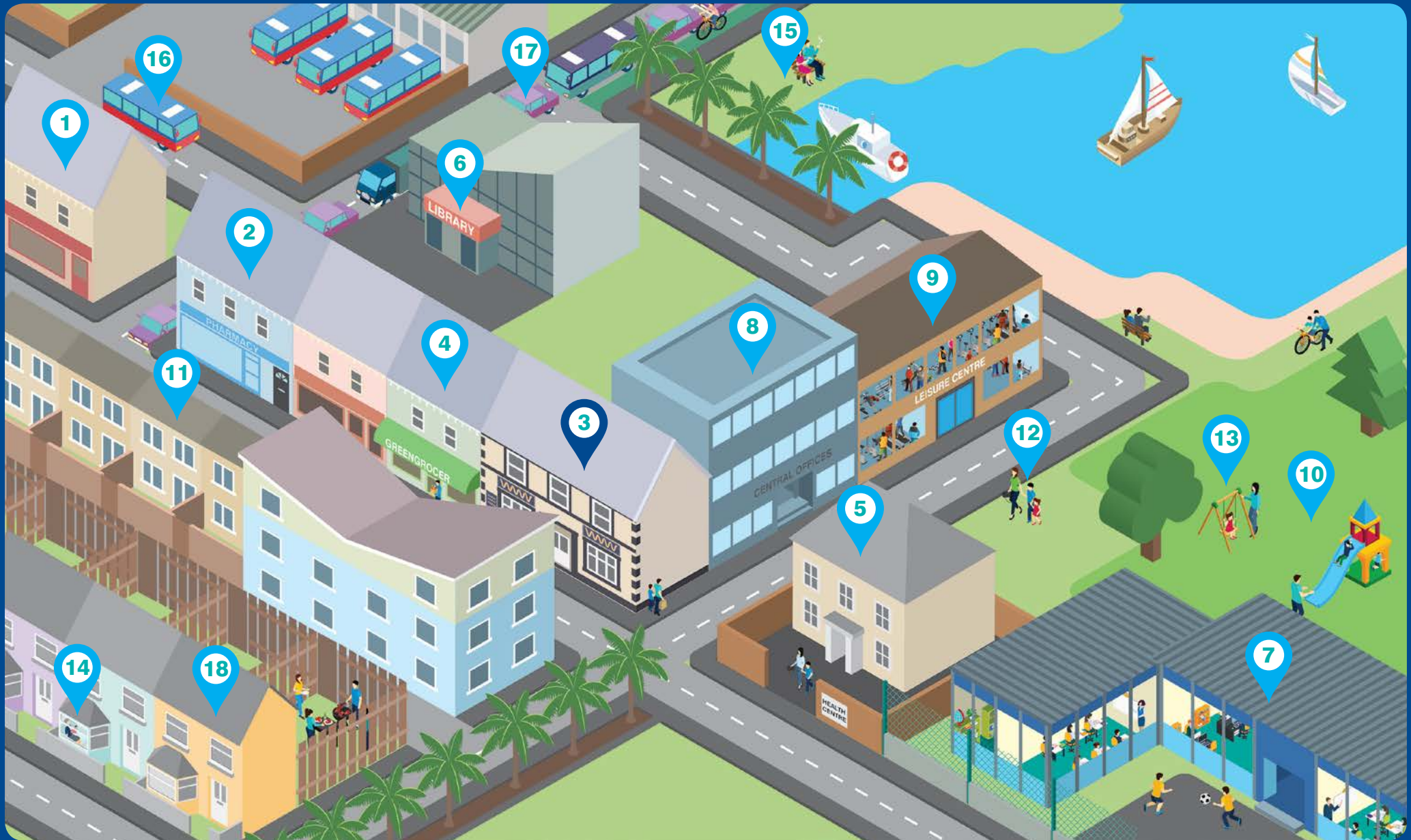
**What we are doing:** the Torbay Public Health team commissions services from Pharmacies to meet local need and help improve the health and wellbeing of the local population. These services include stop smoking advice and help, emergency hormonal contraception for young people (sometimes called the morning after pill) and chlamydia screening kits, as well as a range of services that help people to safely manage, reduce or abstain from illicit drug use.



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Pharmacies are ideally situated in the community as a place for the public to ask for health support and advice.

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### 3. Pubs and clubs

Pubs and Clubs can act as a valuable meeting place in communities, but they also provide the community with a network of venues for potentially excessive alcohol consumption.

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### 3. Pubs and clubs

Pubs and Clubs can act as hubs for community and social life, which is important for mental health and wellbeing. However, they may pose a potential hazard to health as providers of alcohol, but this is often related to how well licensing conditions control this hazard. (RSPH, 2015). There are links between excessive alcohol consumption and certain cancers, high blood pressure, dementia and Type 2 Diabetes.

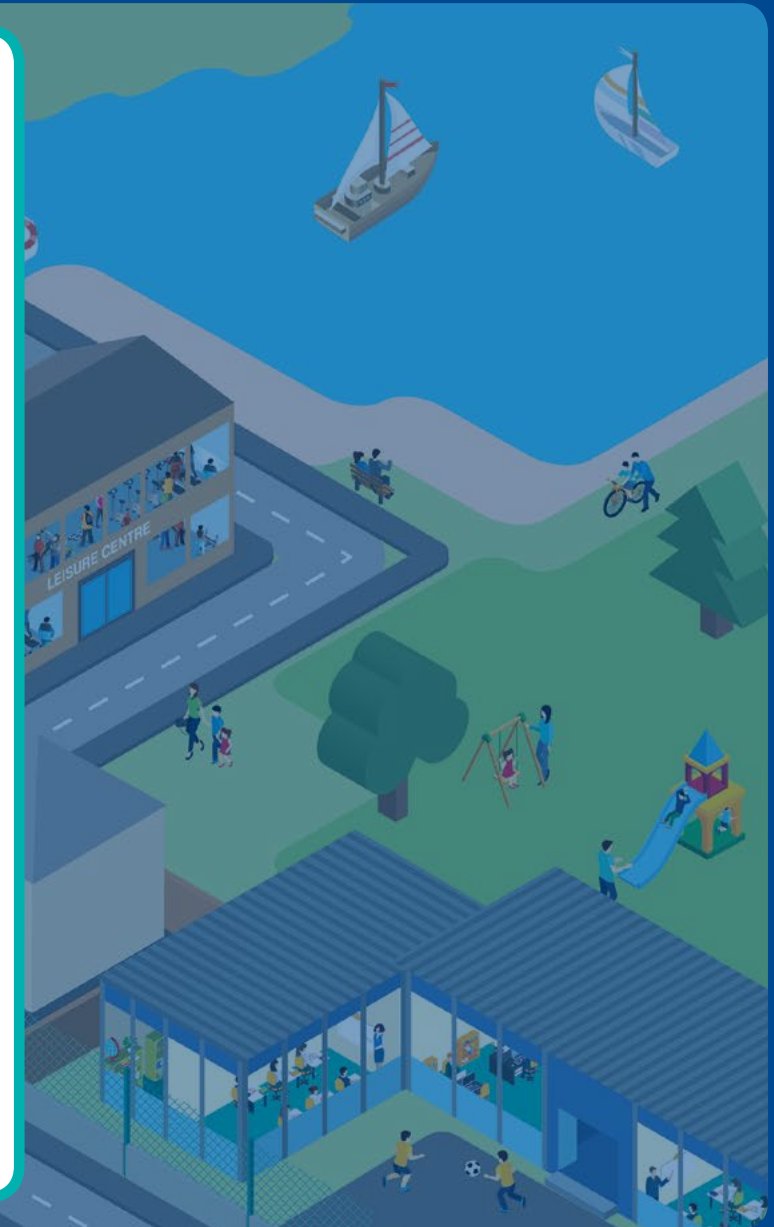
**What we are doing:** The public health team commissions services that help people think about their drinking and reduce their alcohol consumption. There are connections between excessive alcohol consumption and anti-social behaviour and domestic violence and abuse. There is also evidence that shows that excessive alcohol consumption is linked to people having unprotected sex which may result in STIs or unplanned conceptions. The public health team commissions a range of services from GP Surgeries and from Torbay Sexual Medicines Service, to give advice on contraception and STI management.

**Link for young people:** <http://www.s-wize.co.uk/sexwize/localservices.htm>

**Links for everyone:** <http://www.torbayandsouthdevon.nhs.uk/services/sexual-medicine-service/>

[https://www.alcoholconcern.org.uk/help-and-advice/help-and-advice-with-your-drinking/health-factsheets/?gclid=CLi9\\_KripMsCFfUV0wodG64EtQ](https://www.alcoholconcern.org.uk/help-and-advice/help-and-advice-with-your-drinking/health-factsheets/?gclid=CLi9_KripMsCFfUV0wodG64EtQ)

<http://www.torbayandsouthdevon.nhs.uk/services/drug-and-alcohol-service/>

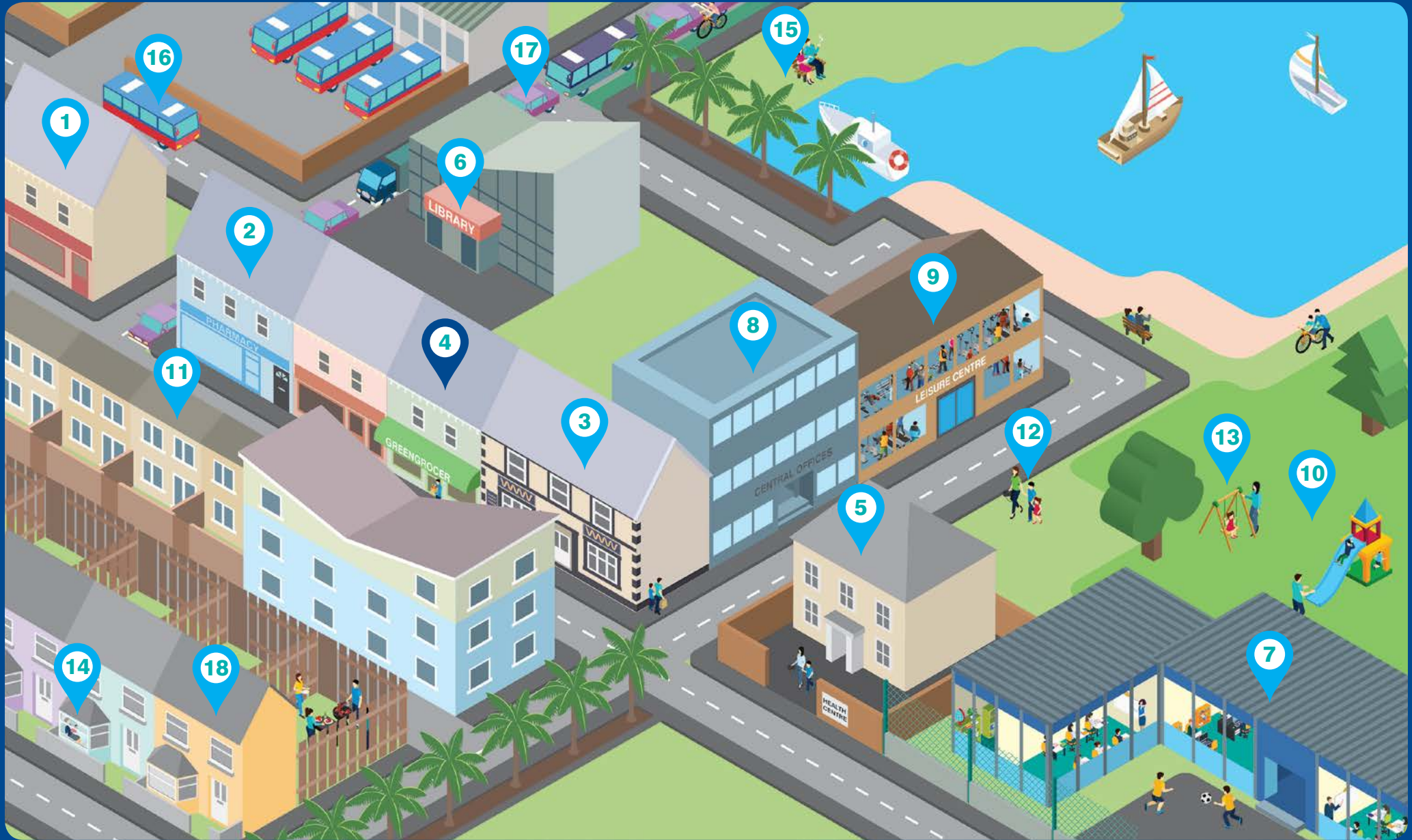


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#### 4. Greengrocer

Fruit and veg are part of a healthy, balanced diet, and shops that sell fresh fruit and veg give people the opportunity to get their recommended 'five a day'.

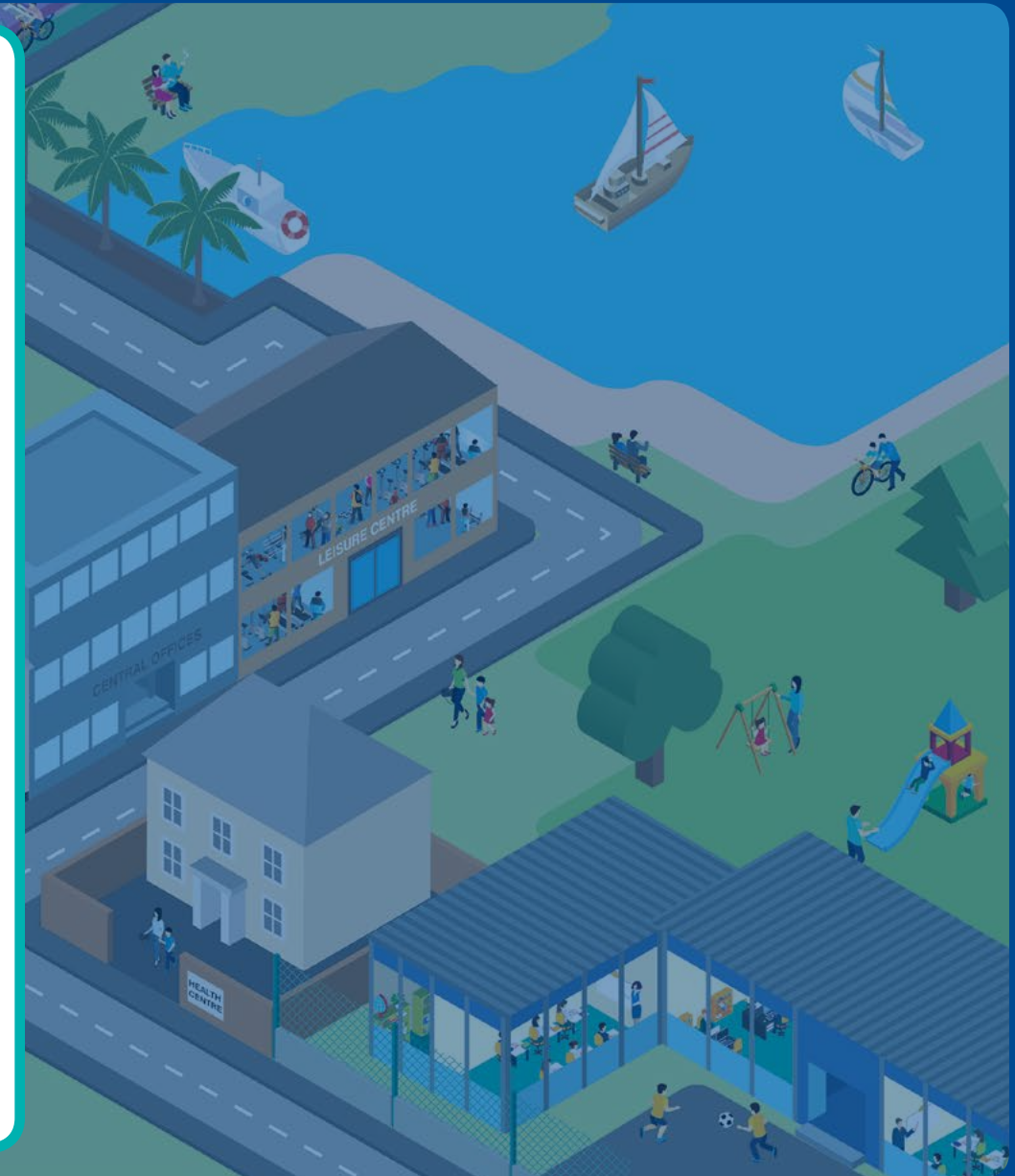
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## 4. Greengrocer

Fruit and veg have nutrients that help people stay healthy. That's why it's so important they are part of a daily balanced diet. The '5 a day' message highlights the health benefits of getting five portions of fruit and vegetables a day. It doesn't matter whether it's fresh, frozen or canned – eating fruit and veg is shown to lower the risk of serious health problems like heart disease, stroke, Type 2 Diabetes and obesity.

**What we are doing:** The Torbay Healthy Weight strategy brings together a whole systems approach to tackling diet and nutrition. It aims to help people who are overweight or obese in Torbay by improving availability of healthy food and providing services that help people manage their weight. This work is relevant for all age groups, from early years to older people, and covers a range of settings such as children's centres, schools, and workplaces.

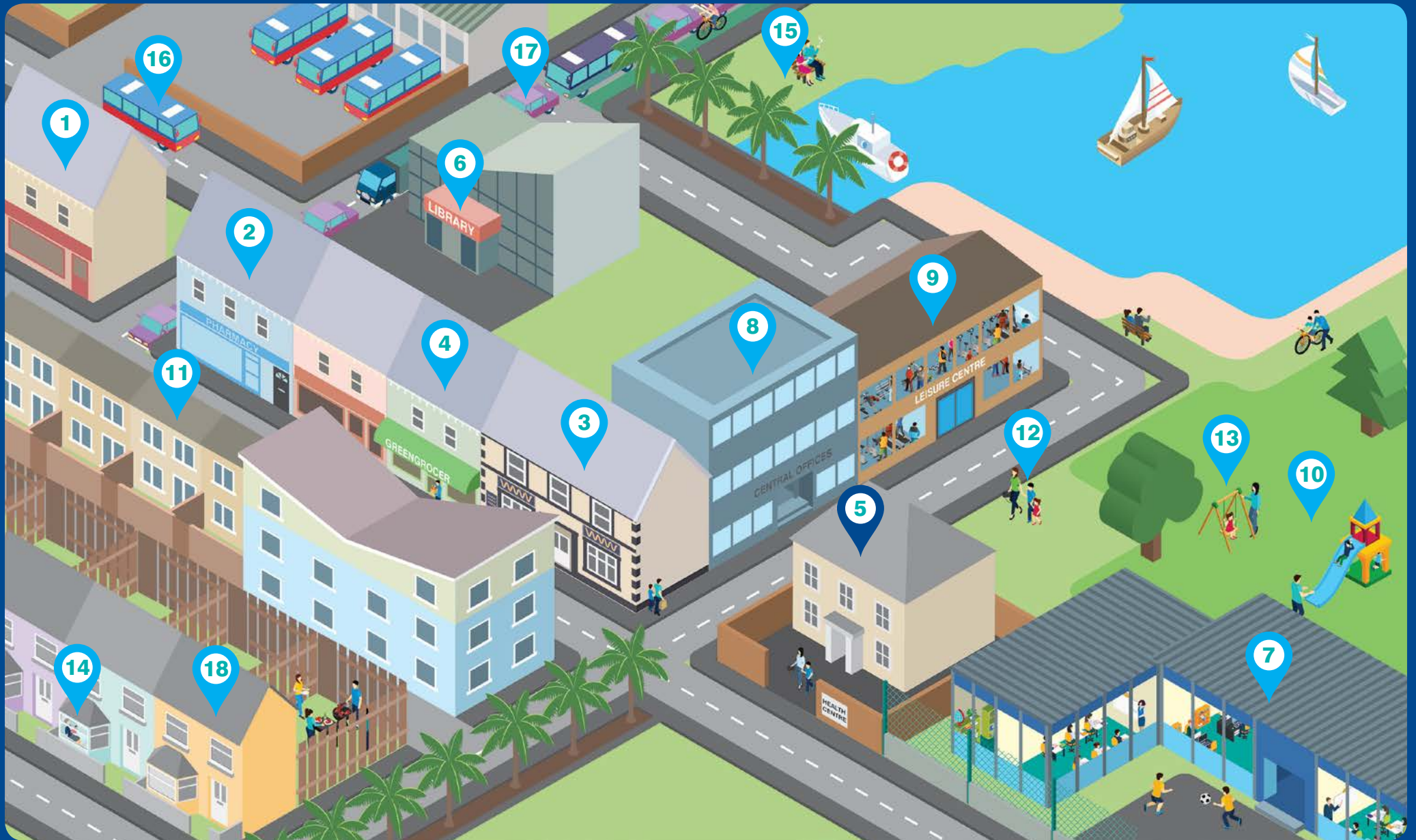
**Link:** <http://www.nhs.uk/livewell/5aday/Pages/5ADAYhome.aspx>



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## 5. GP Surgery and Health Centre

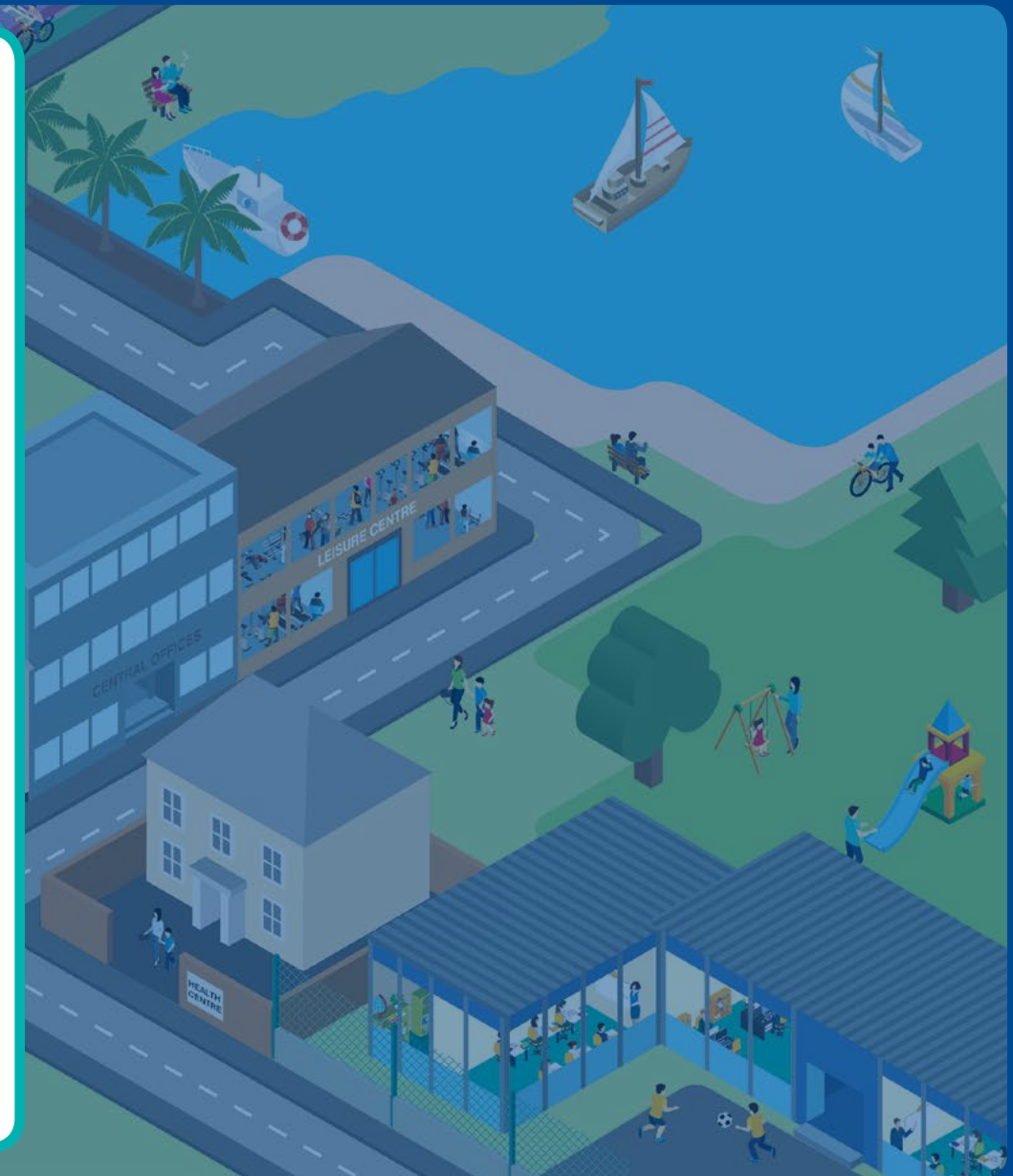
Access to a GP is important for everyone, and good location of health centres can help provide a range of health and community services.

[Read more >](#)

## 5. GP Surgery and Health Centre

GP surgeries are one of the main points of contact for people accessing healthcare services. As well as providing direct medical care and advice, GP surgeries can give advice and signposting for a wide range of health issues, including smoking cessation, contraception advice, mental health/social care services and flu vaccination. GPs and Practice Nurses work closely with health visitors and midwives, and provide support and information around families, pregnancy, children and relationships. Community Nurses (sometimes called District Nurses) also work closely with GP surgeries.

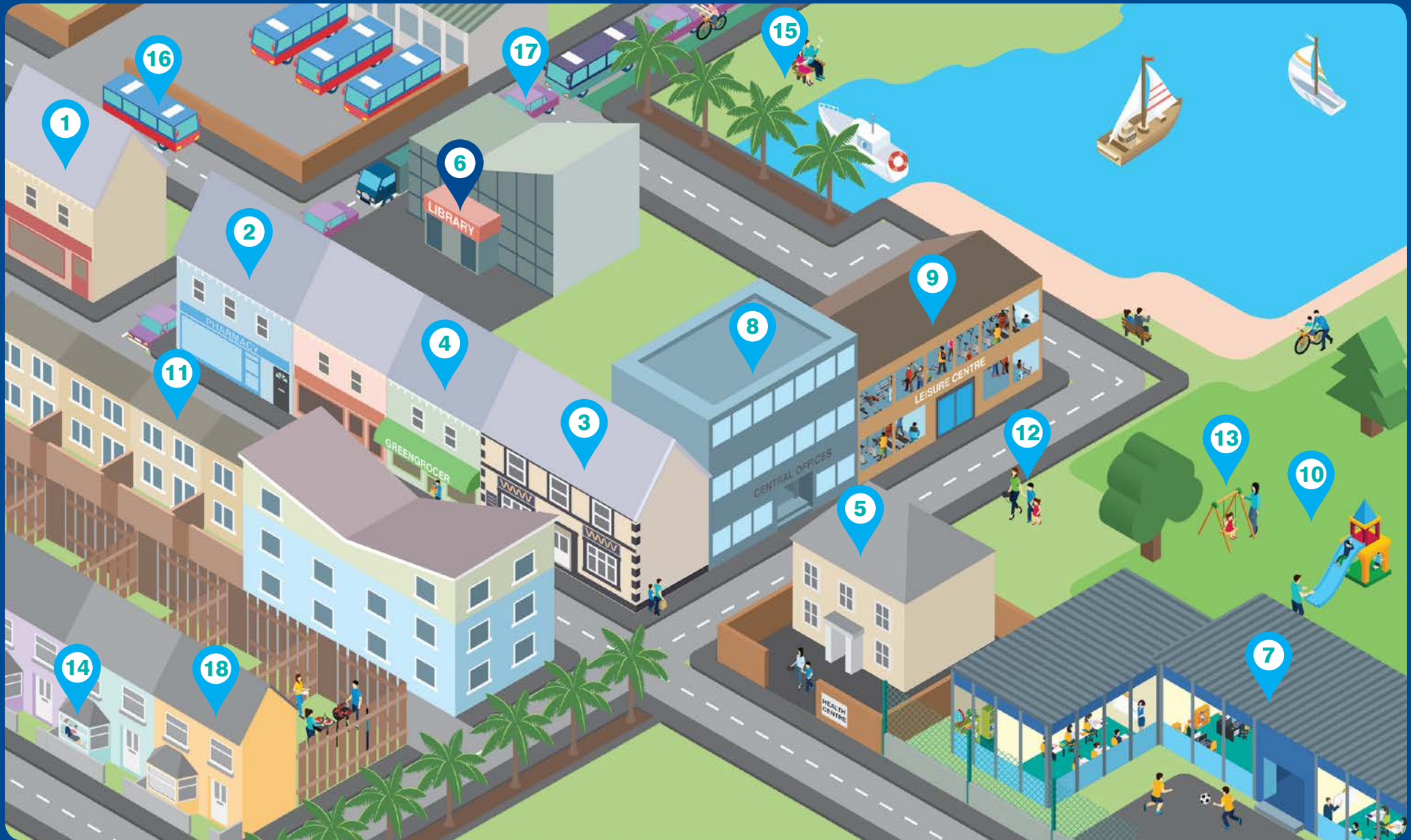
**What we are doing:** The Public Health team commissions GP practices to provide public health services in the surgery. These include sexual health services because, many times, women say they like to talk about their contraceptive needs with their GP. A GP is also qualified to talk to patients about their health and wellbeing needs and many practices offer general health checks for people 40 – 74 years old. Many practices also offer Smoking Cessation appointments, to help people cut down and quit. GPs are also able to make referrals for people around their diet and nutrition, smoking, substance misuse and sexual health needs.



## 5. GP Surgery and Health Centre

Access to a GP is important for everyone, and good location of health centres can help provide a range of health and community services.

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## 6. Library

Community facilities like libraries not only provide their core services to the public, but can signpost people to a range of health related services.

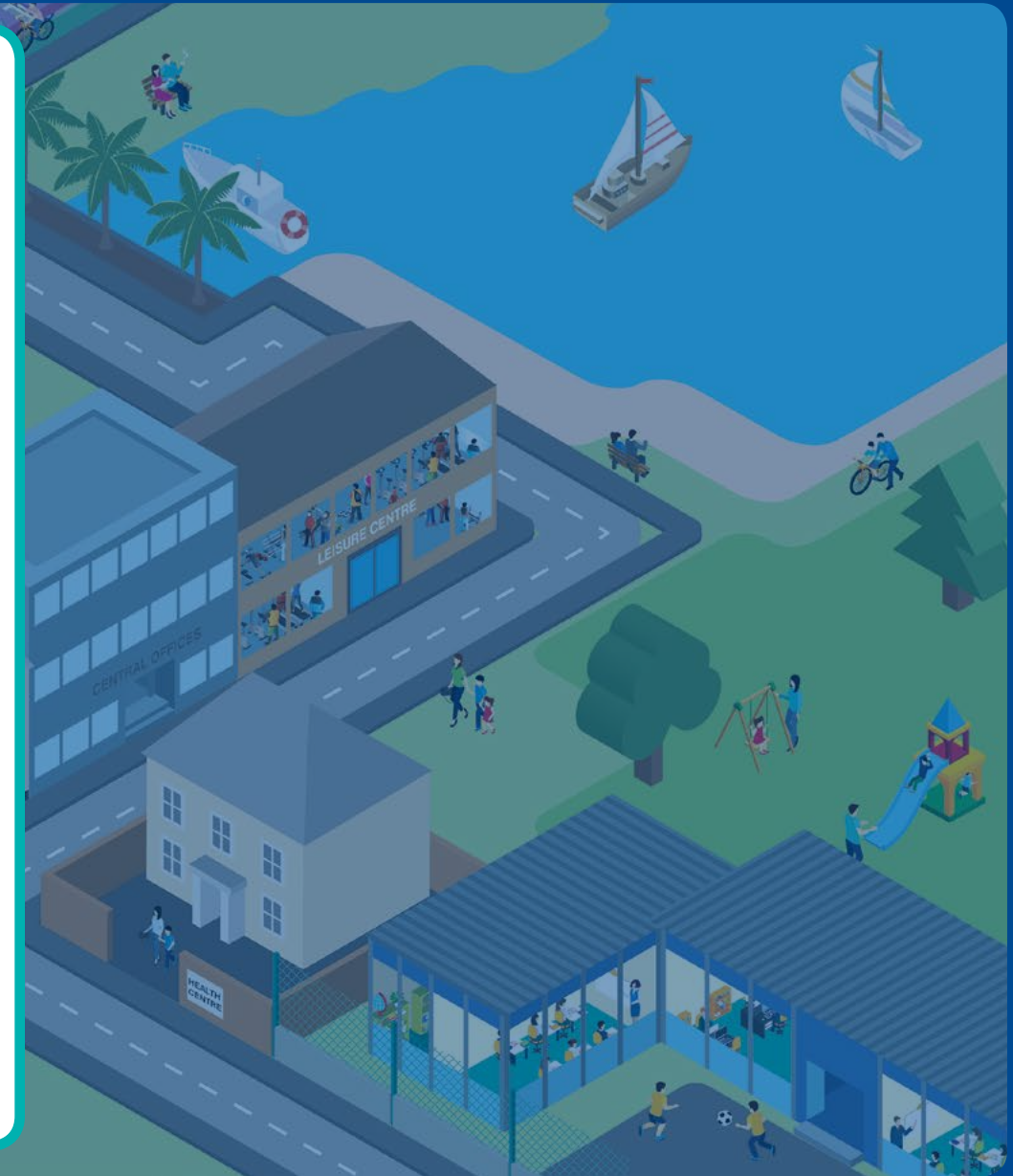
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## 6. Library

The use of public libraries can have a positive impact on health and wellbeing. They are a hub for people to meet and use the library facilities. They often have computers and internet access, and volunteers are on hand, free of charge, to help people use the computers. There are also a range of events and activities that are free to attend, so that people can take part in community life. Libraries are funded predominantly by local authorities, making them a good venue for health information and an access point for health-related or adult educational services.

**What we are doing:** Libraries offer a range of information and leaflets around Public Health services in Torbay.

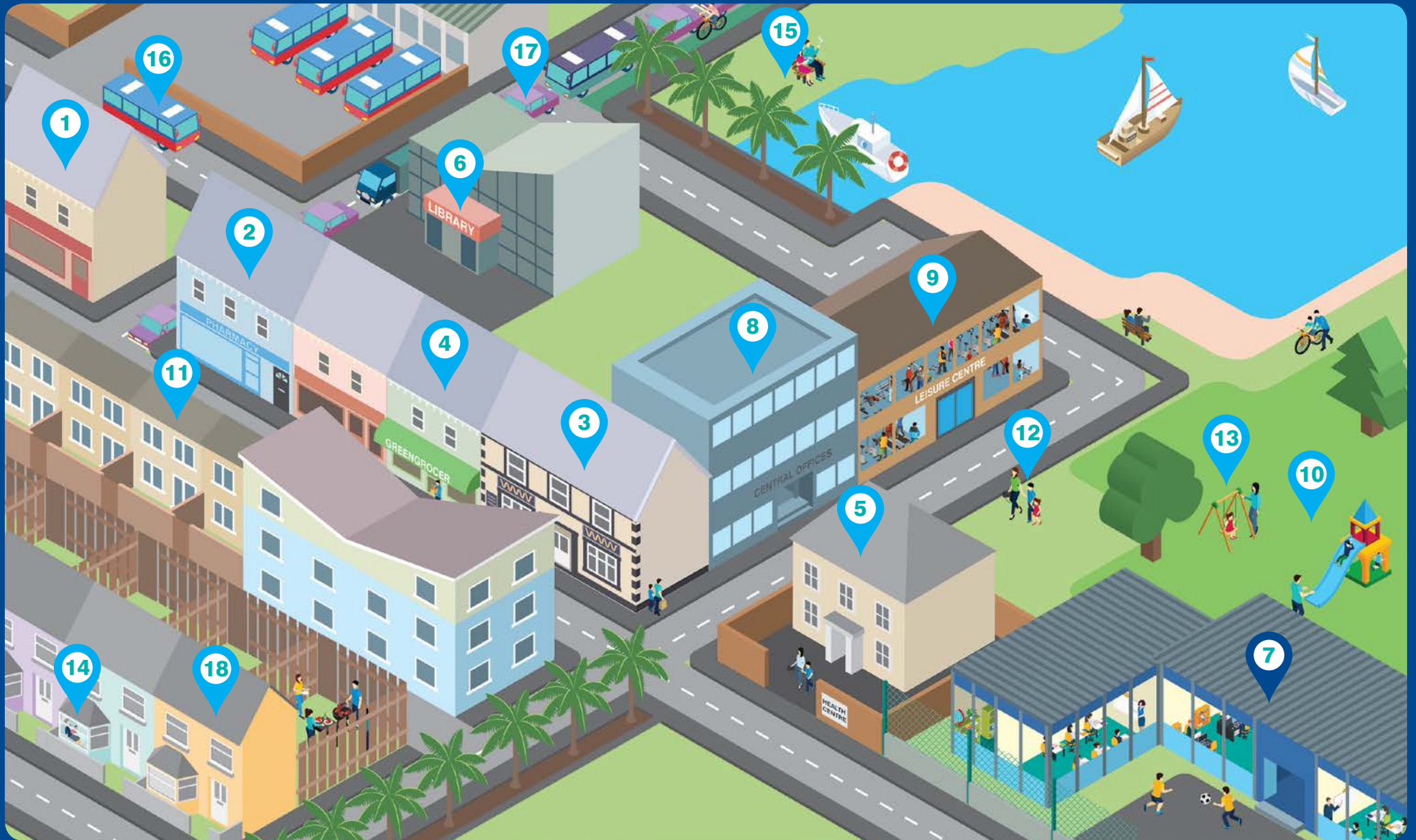
**Link:** Torbay Council Library services <http://www.torbay.gov.uk/libraries>



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## 7. School

Both parents and schools want to help all children be happy and healthy as they grow up, and what happens at school every day is really important.

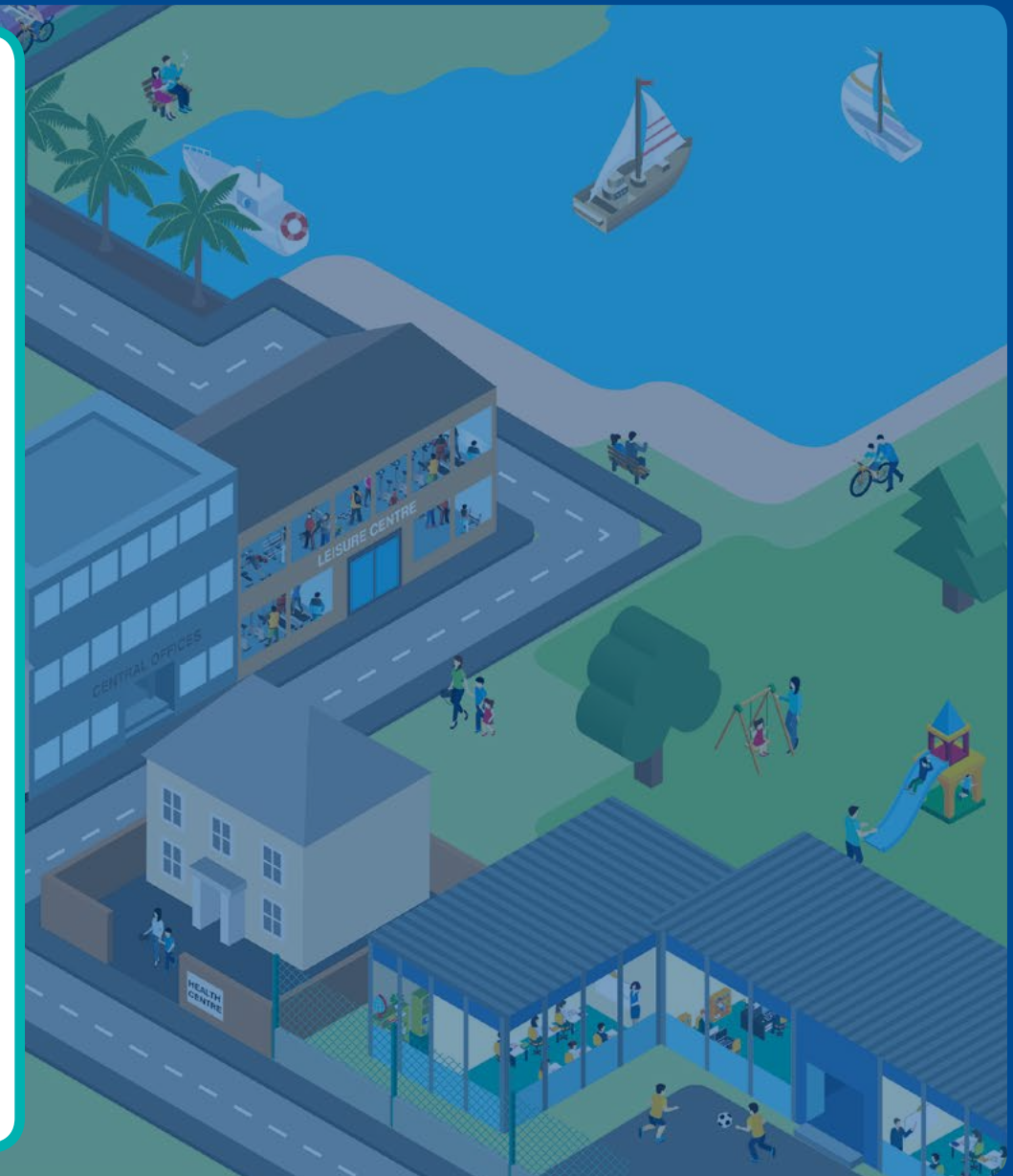
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## 7. School

Schools can provide children with a positive role model and show them how to lead a healthy lifestyle. This helps build positive self-esteem in children which, in turn, helps them make healthy food choices at lunchtime and to be active at and on the way to school. More widely, schools can help children learn about their health and develop their motivation and confidence to make healthy life choices.

**What we are doing:** The Public Health team co-ordinates the Healthy School's initiative, working with schools to provide a 'whole school approach' to health and wellbeing of children. The benefit of healthy schools goes beyond emotional and physical health. We know that when children are healthy and happy at school, they are able to achieve more and are better able to reach their academic potential.

**Link:** PHE Schools <https://campaignresources.phe.gov.uk/schools>

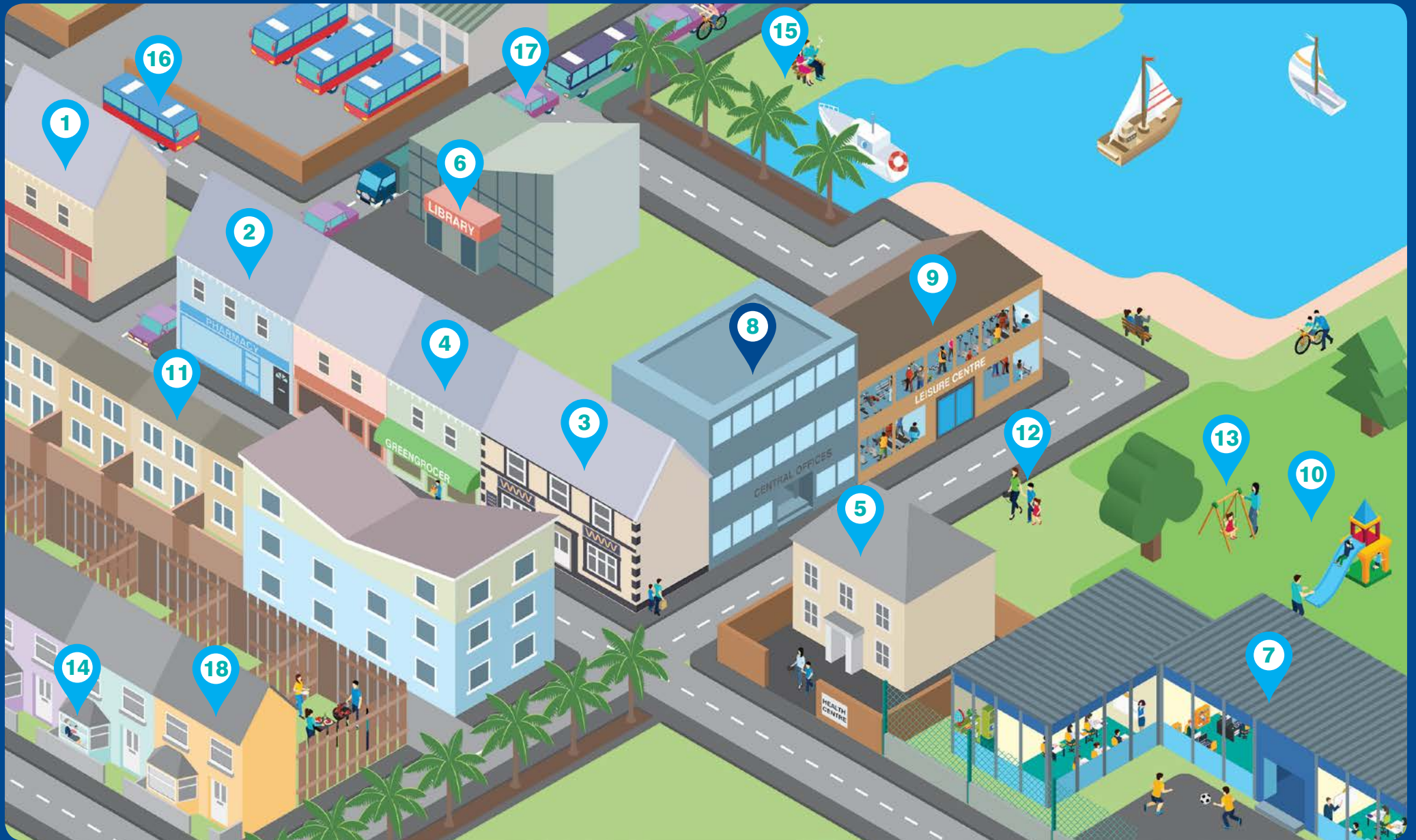


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## 8. Workplace

A healthy workplace is good for people and good for business.

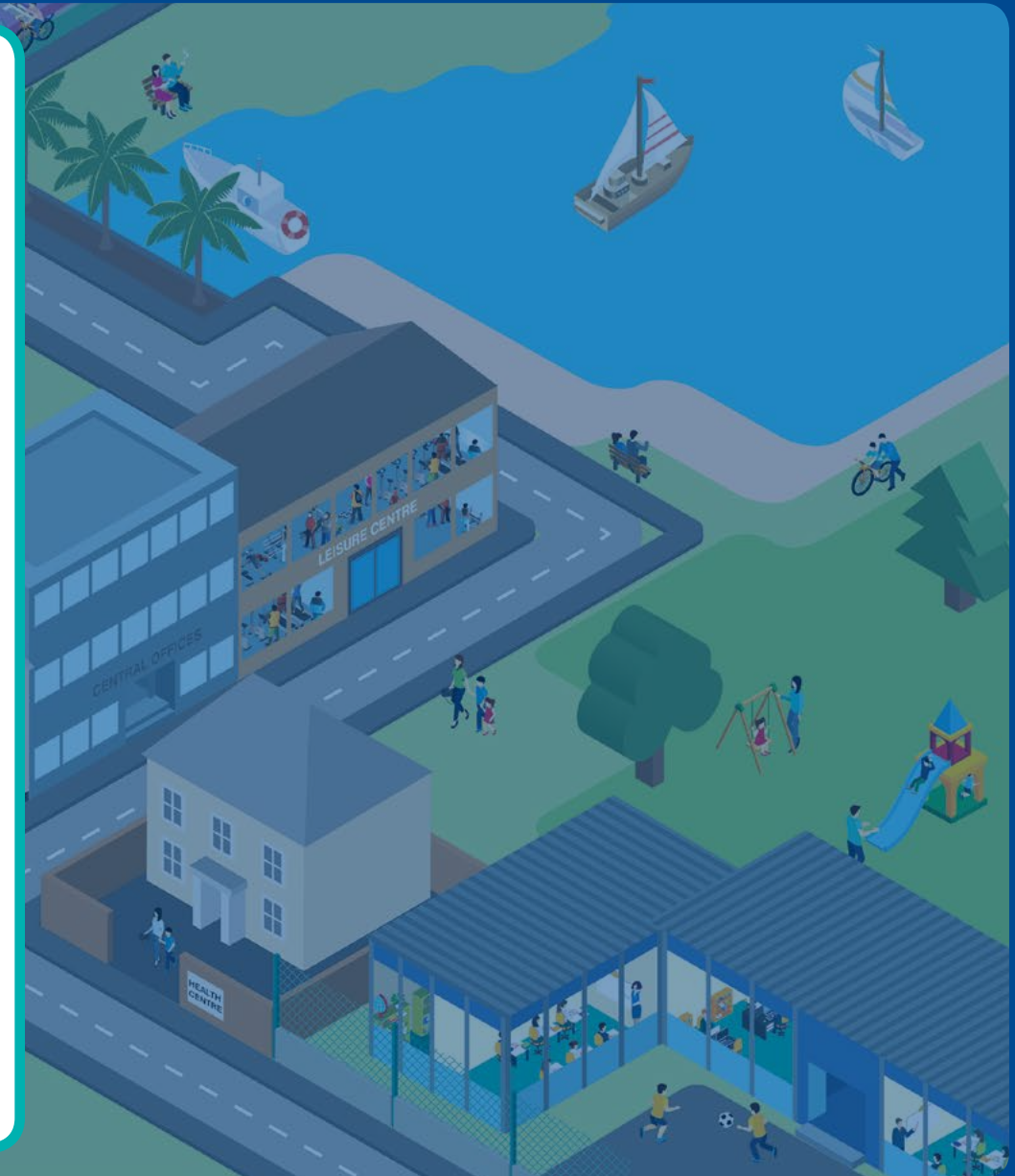
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## 8. Workplace

The positive impact that employment can have on health and wellbeing is now well understood. There is also evidence to show how being part of a healthy workforce can reduce sickness absence rates, increase morale and boost productivity - this is good for employers, employees and the wider economy.

**What we are doing:** Public Health is developing a Healthy Workplace programme for Torbay businesses, giving employers an opportunity to demonstrate commitment to the health and wellbeing of their workforce. It will provide employers with an easy and clear guide, contributing to making workplaces a supportive and productive environment.

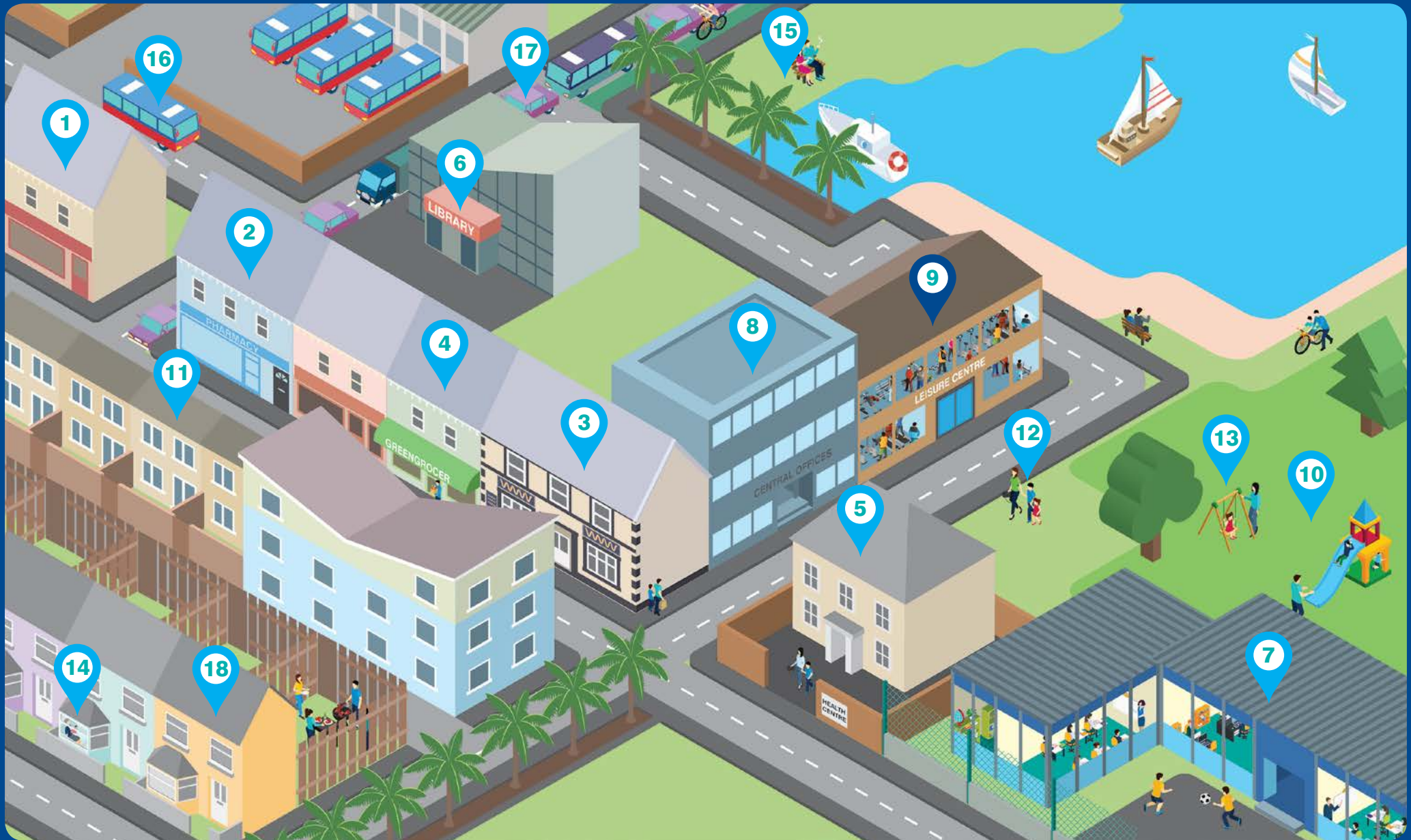
**Link:** <http://wellbeingcharter.org.uk/CubeCore/m/providers?provider=Torbay+Council>



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## 9. Leisure Centre

The opportunity to be physically active benefits an individual's physical health in many ways, and plays an important part in improving mental health as well.

[Read more >](#)

## 9. Leisure Centre

There is evidence that having an active life is a big part of developing and sustaining physical and mental health and wellbeing. Leisure centres and private health clubs provide an indoors venue in the community for people to increase their physical activity levels, as well as give them access to fitness advice from trained professionals. For outdoors opportunities, see (10).

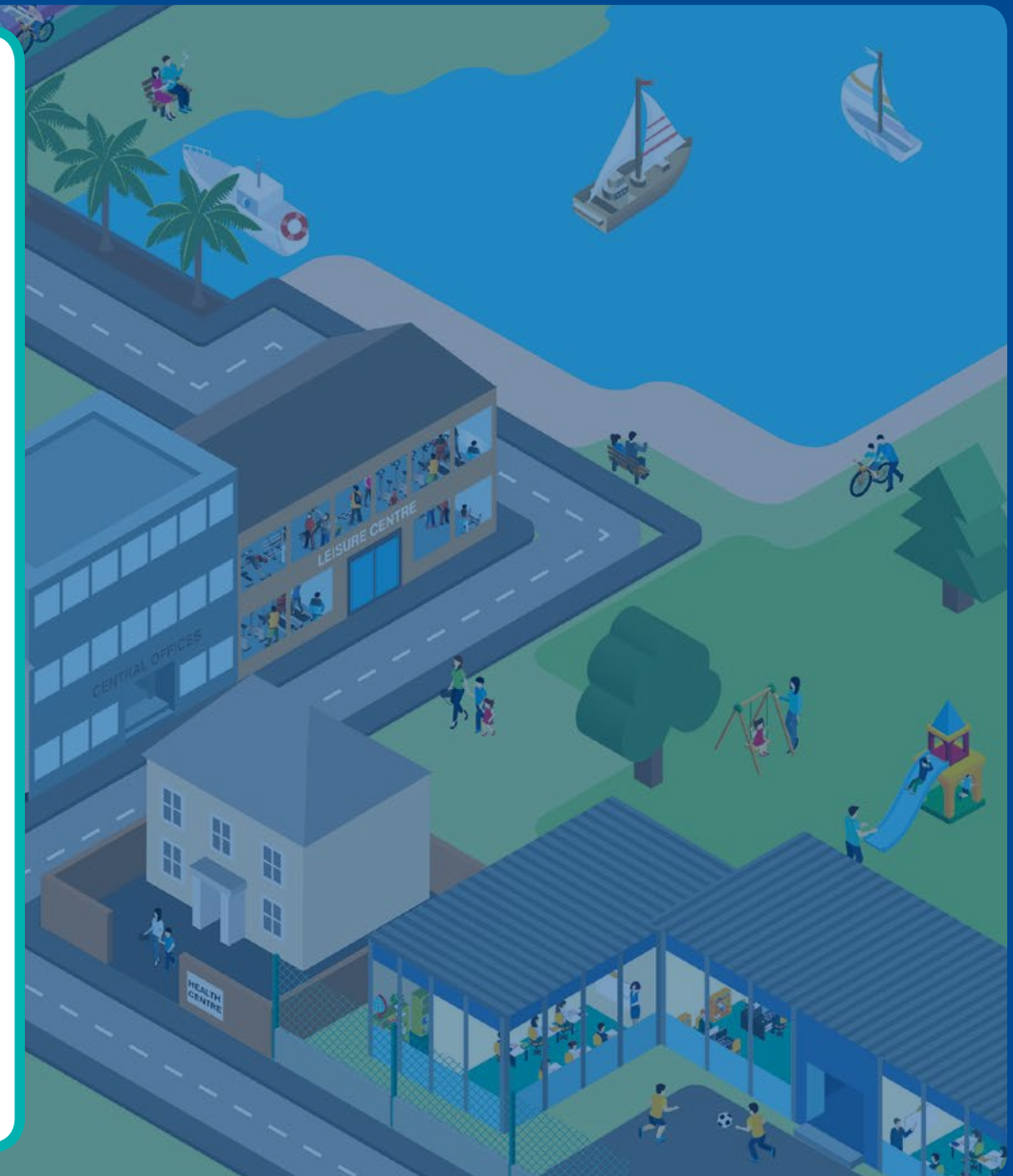
**What we are doing:** The Public Health team commissions physical activity services in Torbay, for people of all ages who need to increase their levels of activity.

**Links:** [www.torbayandsouthdevon.nhs.uk/services/healthy-lifestyles/be-healthy-be-active/](http://www.torbayandsouthdevon.nhs.uk/services/healthy-lifestyles/be-healthy-be-active/)

[www.torbay.gov.uk/communitysports](http://www.torbay.gov.uk/communitysports)

[www.sportengland.org/research/benefits-of-sport/health-benefits-of-sport/](http://www.sportengland.org/research/benefits-of-sport/health-benefits-of-sport/)

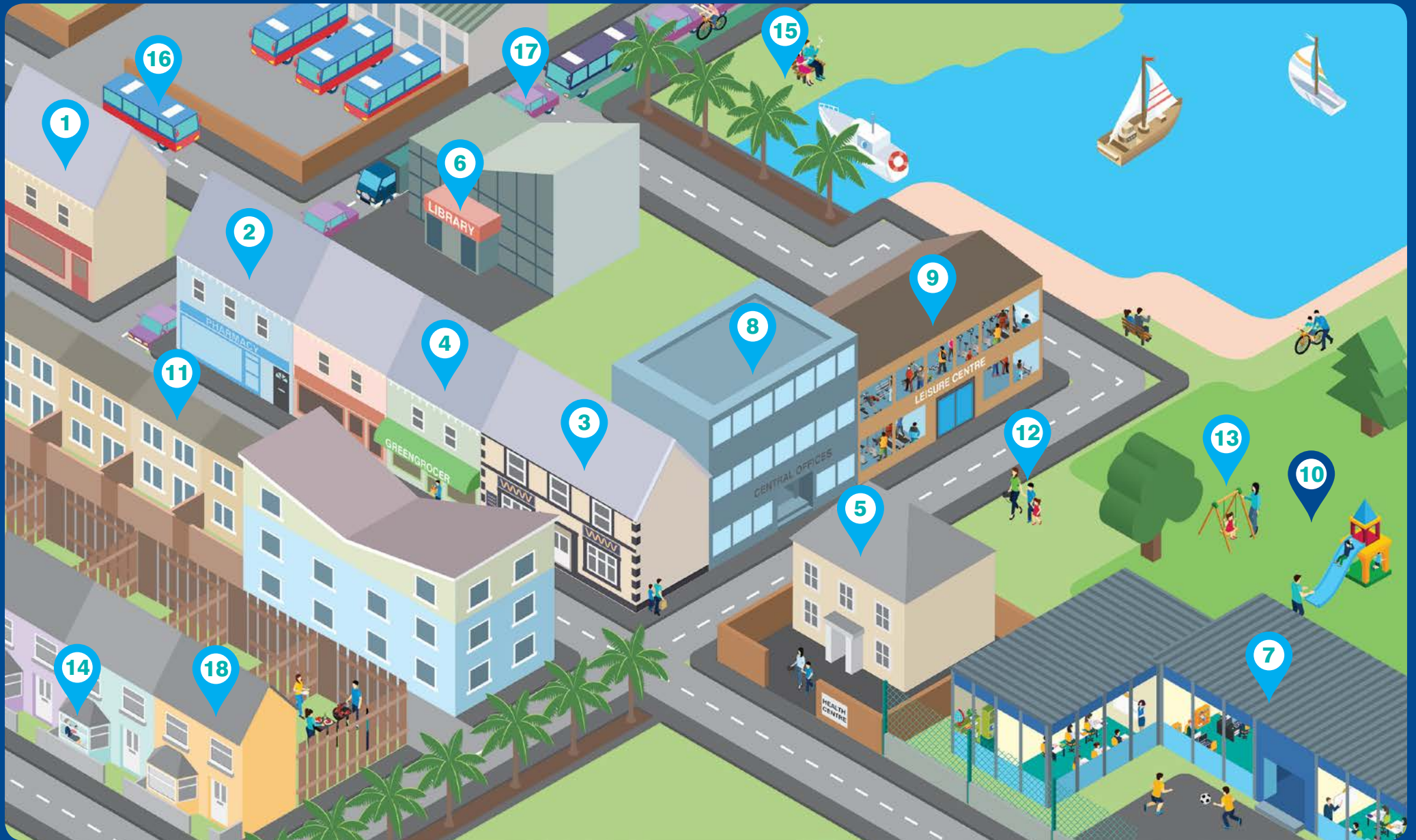
[www.gov.uk/government/publications/everybody-active-every-day-a-framework-to-embed-physical-activity-into-daily-life](http://www.gov.uk/government/publications/everybody-active-every-day-a-framework-to-embed-physical-activity-into-daily-life)



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## 10. Parks and green spaces

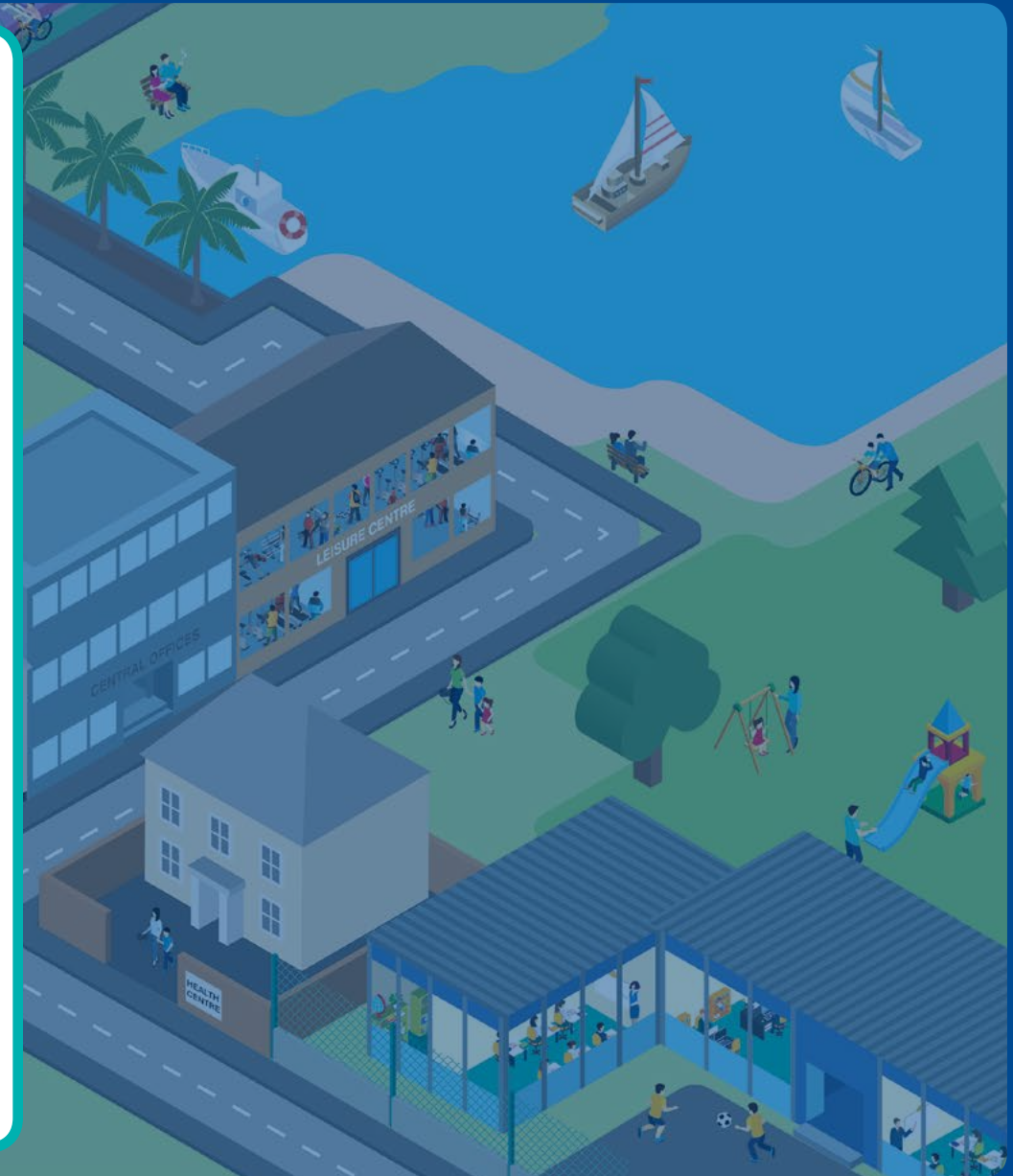
Torbay has a range of natural places for outdoor activities, with its parks, beaches and coastal walks.

[Read more >](#)

## 10. Parks and green spaces

A wide range of evidence points to the fact that regular use of safe, quality green public spaces can improve mental and physical wellbeing. Access to quality green public spaces is shown to increase resident's satisfaction in terms of where they live.

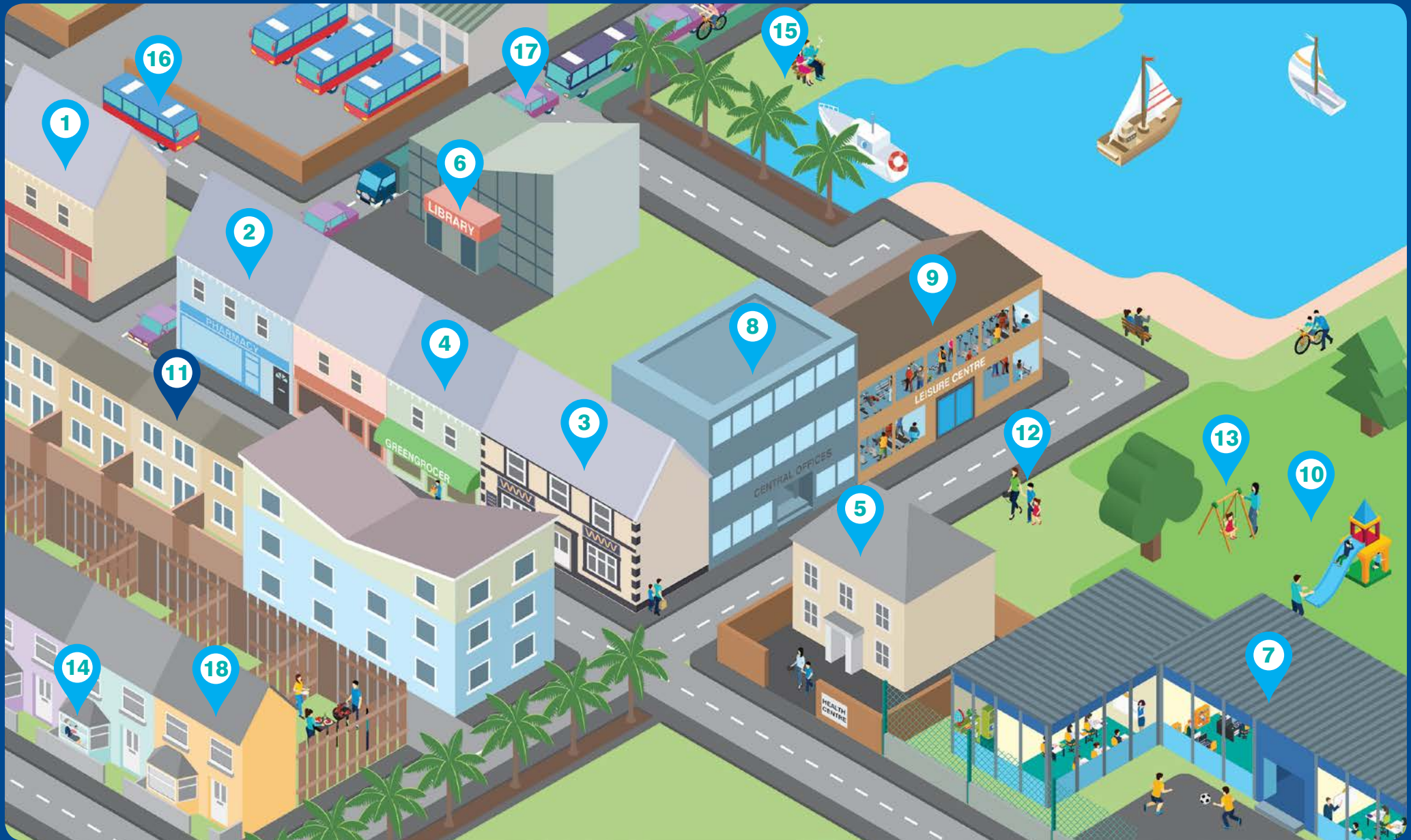
**What we are doing:** Council Spatial Planning through a Health Impact Assessment process, to ensure that access to quality green spaces and recreational facilities are paramount in the planning development process. Early consideration of public health priorities, such as access to green space for all ages, road safety and accident prevention, helps to build health promotion and prevention into the planning stage and improve resident health and wellbeing.



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## 11. Home

For most people, home is where the heart is. It's where they relax with family and friends, and take shelter from the general demands of life. However, some people and families encounter difficulties living together well.

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## 11. Home

Living together as a couple or family can be challenging. One in four women will experience domestic abuse at some point in life, and one in six men. Domestic abuse is a pattern of behaviour from one partner (or ex-partner) to the other, and includes physical, emotional, financial, psychological, and sexual abuse. There is support available to help get family life back on track, if there is – or has been – abuse at home. There are also services dedicated to helping young people who have experienced domestic abuse either in their own relationship, or because of their family situation.

**Remember:** if someone is in a situation where they need immediate help because of domestic abuse, they should call 999.

**What we are doing:** Torbay Council commissions TDAS to provide support to men and women from the age of 16 years, helping people and families rebuild their lives after domestic abuse. Support includes access to a helpline, and a refuge house for when the victim needs to flee high risk abuse. Survivor groups meet regularly, and there are also programmes to help victims come to terms with what they've experienced. Programmes to help perpetrators change their behaviour are also planned for 2016.

**Links:** <http://torbayorb.com>

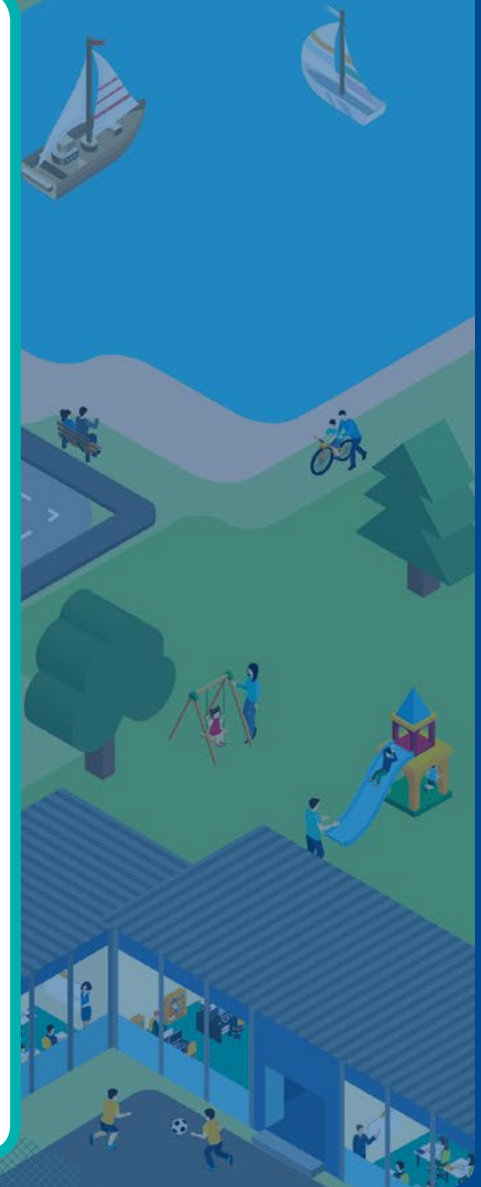
<http://www.tdas.org.uk>

<http://www.areyouok.co.uk>

<http://www.torbay.gov.uk/sexwize>

<http://www.torbaydirectory.com/kb5/torbay/enterprise/service.page?id=WB5bhJricxA&adultschannel=2>

<http://www.safercommunitiestorbay.org.uk/index/domesticabuse.htm>



## 11. Home

For most people, home is where the heart is. It's where they relax with family and friends, and take shelter from the general demands of life. However, some people and families encounter difficulties in navigating life, and living together well.

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## 12. Walking / cycling

Walking and cycling provide an opportunity for everyday physical activity, which benefits both health and wellbeing. Torbay has a wide network of cycle routes and coastal paths to take advantage of active transportation activities.

[Read more >](#)

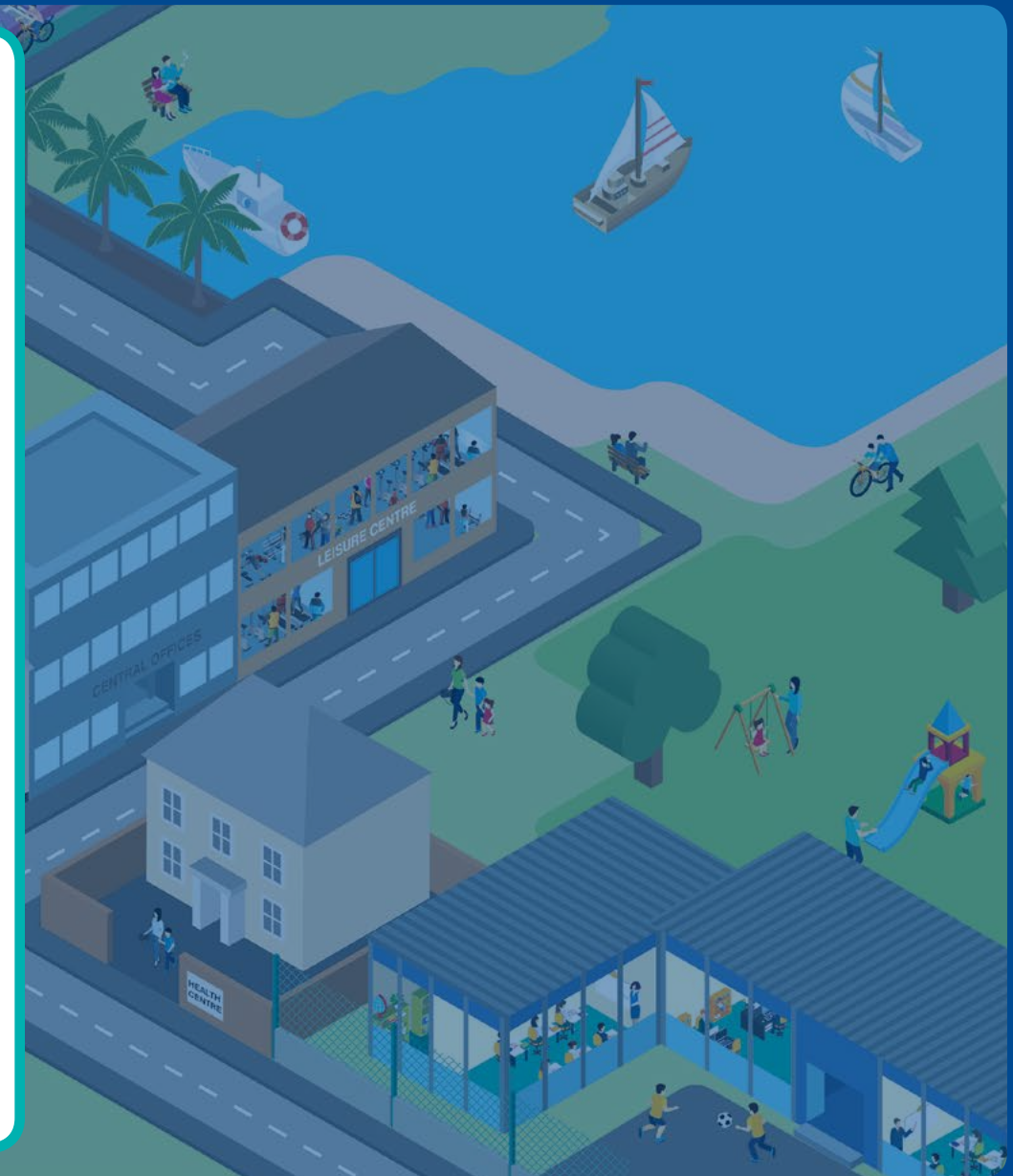
## 12. Walking / cycling

A physically active lifestyle is associated with a range of benefits to health. Increasing physical activity can reduce the risk of developing major chronic diseases (such as coronary heart disease, stroke and Type 2 Diabetes) by up to 50% (Department of Health, 2004). There is also evidence that shows increasing physical activity can reduce the occurrence of certain cancers (CRUK, 2015).

**What we are doing:** Public Health team commissions a Healthy Lifestyles Service to promote physical activity. Physical activity can include activities to promote wellbeing and participation in sport. It can take the form of normal, daily routines like walking, cycling, jogging or going to the gym. Torbay Council Public Health team promotes cycling as an activity for all ages, to foster mental and physical wellbeing. In order to achieve this, a new Physical Activity and Cycling Forum has recently been established.

**Links:** <http://www.torbayandsouthdevon.nhs.uk/services/healthy-lifestyles/>

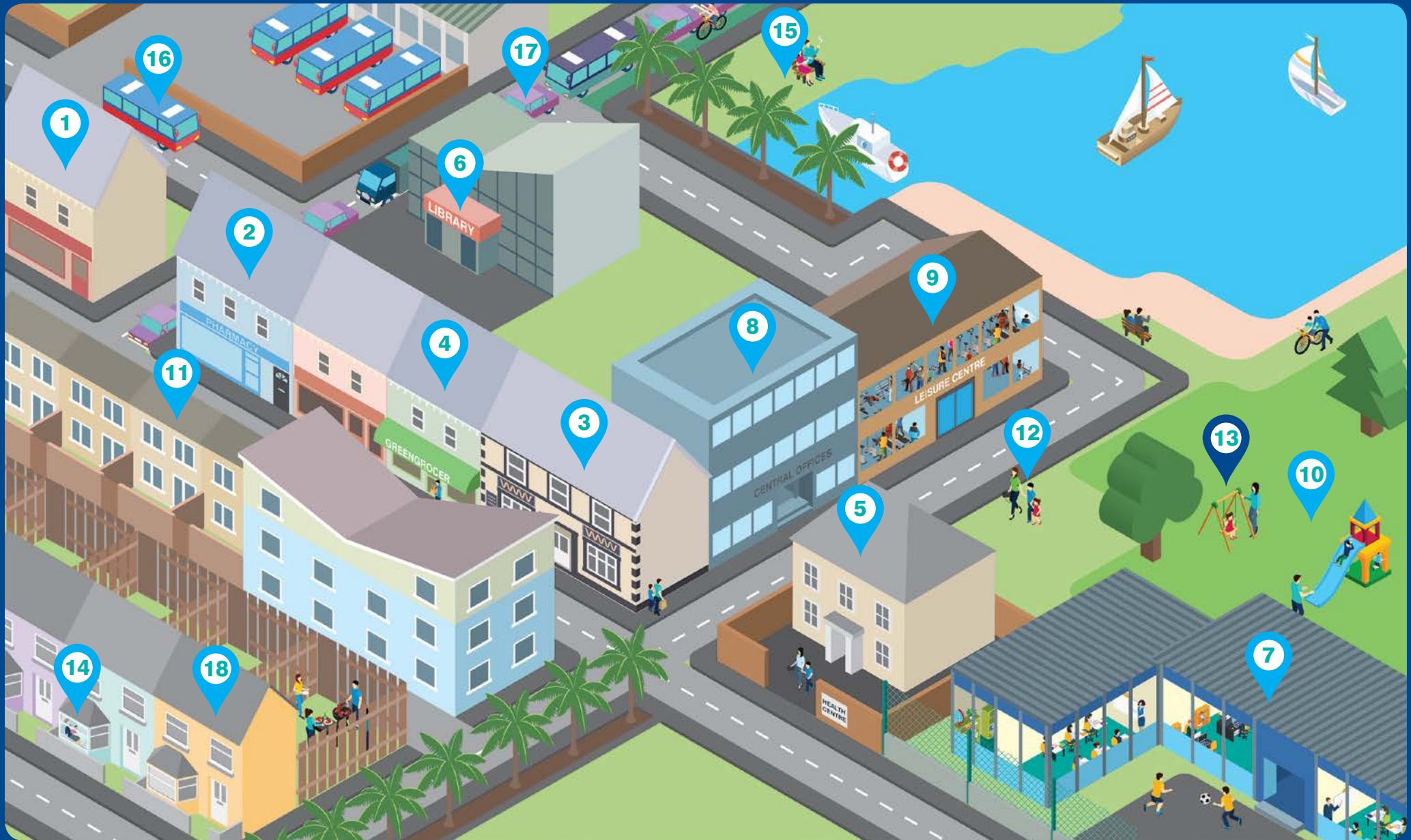
[www.torbay.gov.uk/velopark](http://www.torbay.gov.uk/velopark)



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### 13. Early Years

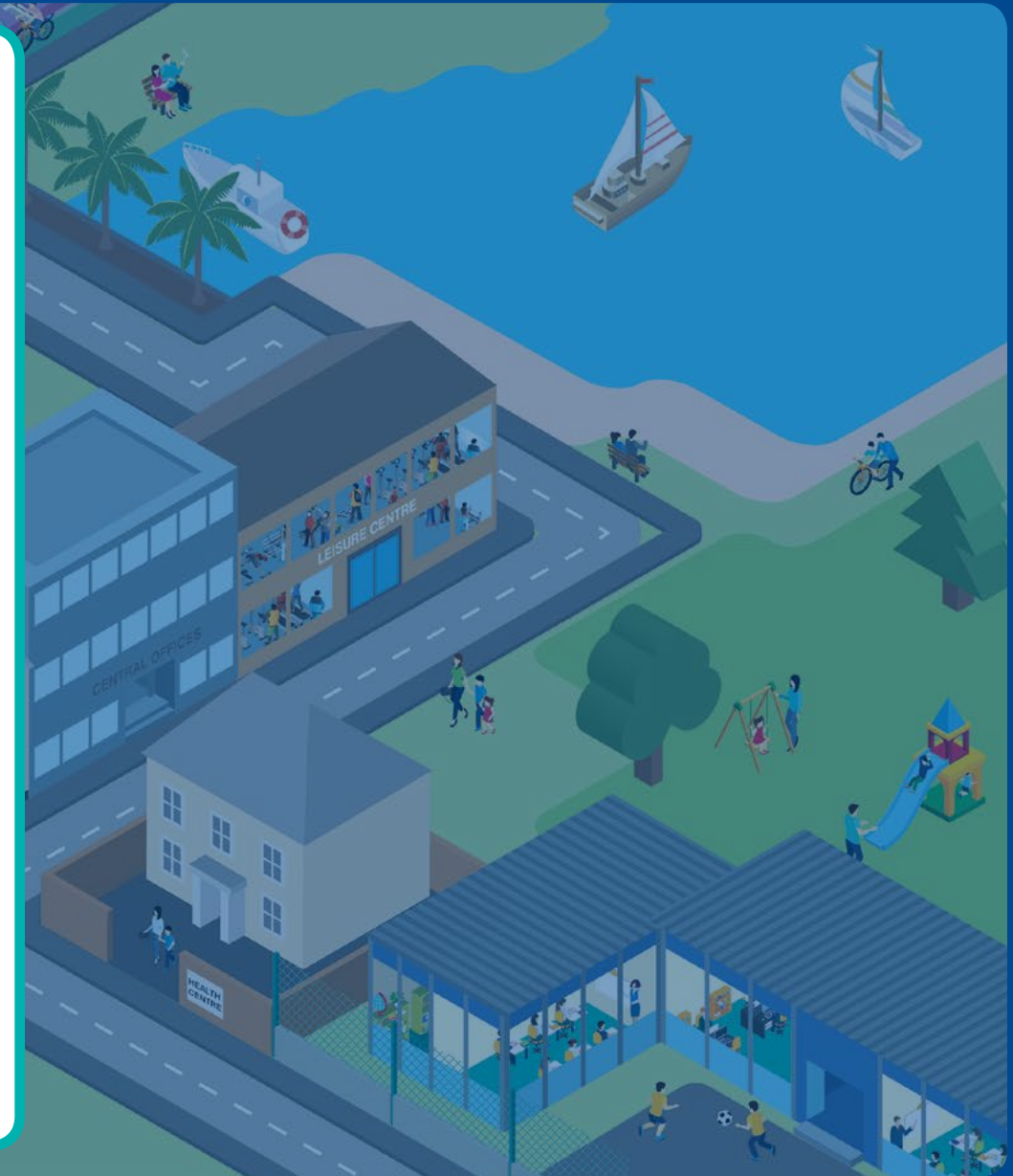
We know that children benefit from playing and learning outdoors. Being physically active outdoors helps children develop physical and social skills for learning and playing.

[Read more >](#)

### 13. Early Years

Health and wellbeing of children starts in pregnancy. What a child eats and drinks, how active they are, and how behaviours of others around them can affect how they grow and thrive. We also know that children benefit from playing and learning outdoors, hopefully every day. There are plenty of people around to give advice and support, from GPs, health visitors and staff in Children's Centres, to staff in children's nurseries. These people are available to you if you want to ask questions about your children's diet, their activities and their health and wellbeing.

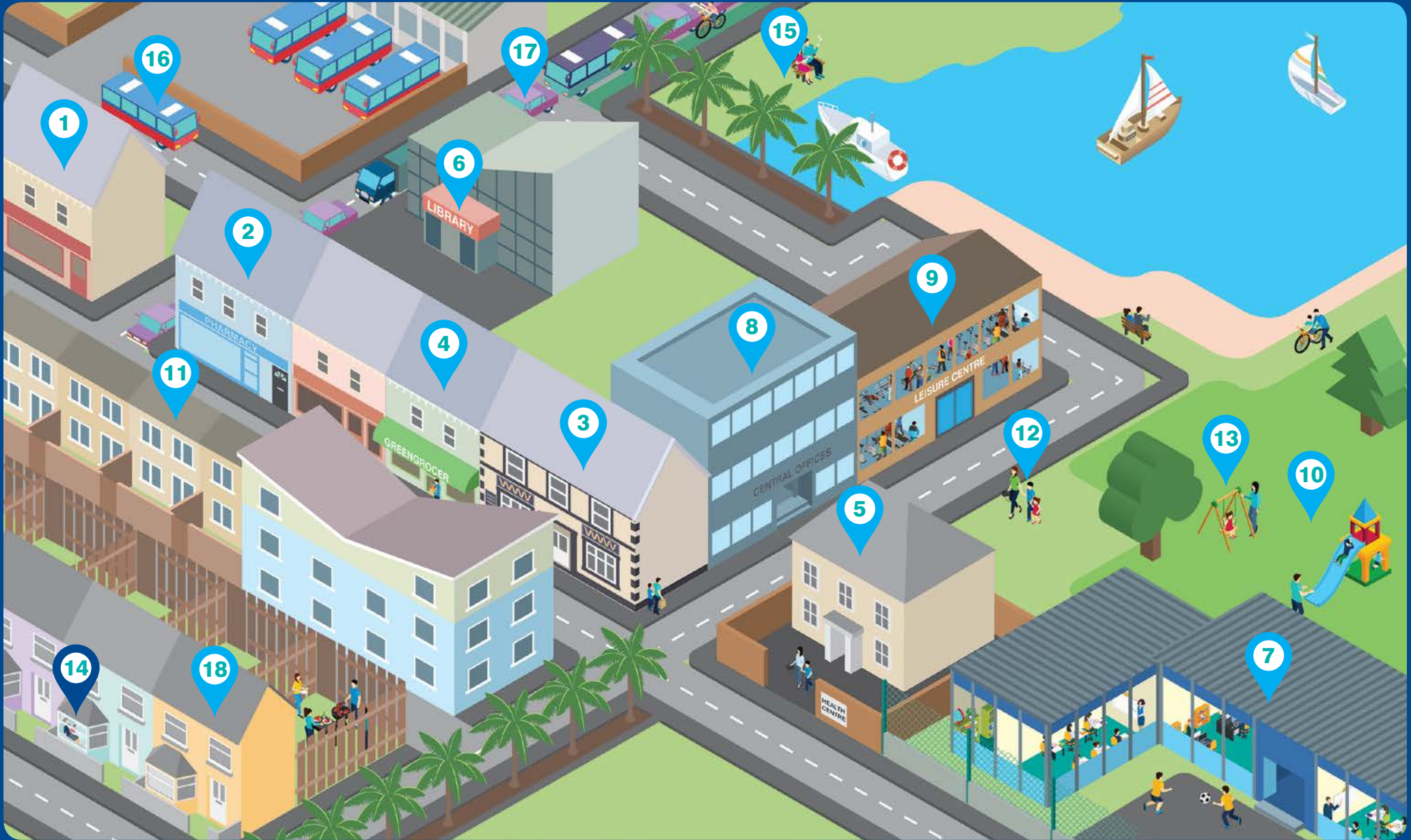
**What we are doing:** There is a range of people who are able to give advice and support in Torbay about children's development – from GPs, health visitors and staff in Children's Centres, to staff in children's nurseries. These people are available to families who may want to ask questions about their children's diet, their activities and their health and wellbeing.



### 13. Early Years

We know that children benefit from playing and learning outdoors. Being physically active outdoors helps children develop physical and social skills for learning and playing.

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## 14. Older people

Over half of all people in Torbay is over the age of 50 years. As people grow older they experience changes in their lifestyles and physical capabilities. People often have more time to enjoy recreational activities when they retire.

[Read more >](#)

## 14. Older people

In some instances, growing older can lead to social isolation, health conditions, limited vision or hearing. Decline in mobility can often create extra needs. There is increasing evidence that a healthy diet, continued exercise and reduction of alcohol can help people maintain happy healthy lives as they grow older. Affordable, accessible and suitable housing options can allow less independent older adults to remain in the community they live in, so that they can continue to be as independent as possible, and active and engaged with daily life – see (18) for more information.

**What we are doing:** We continue to actively work with many statutory and volunteer agencies. Many agencies can provide expert advice and assistance. Torbay has many volunteer schemes. Training can be provided for volunteers and support and friendship for those that need some extra help is available.

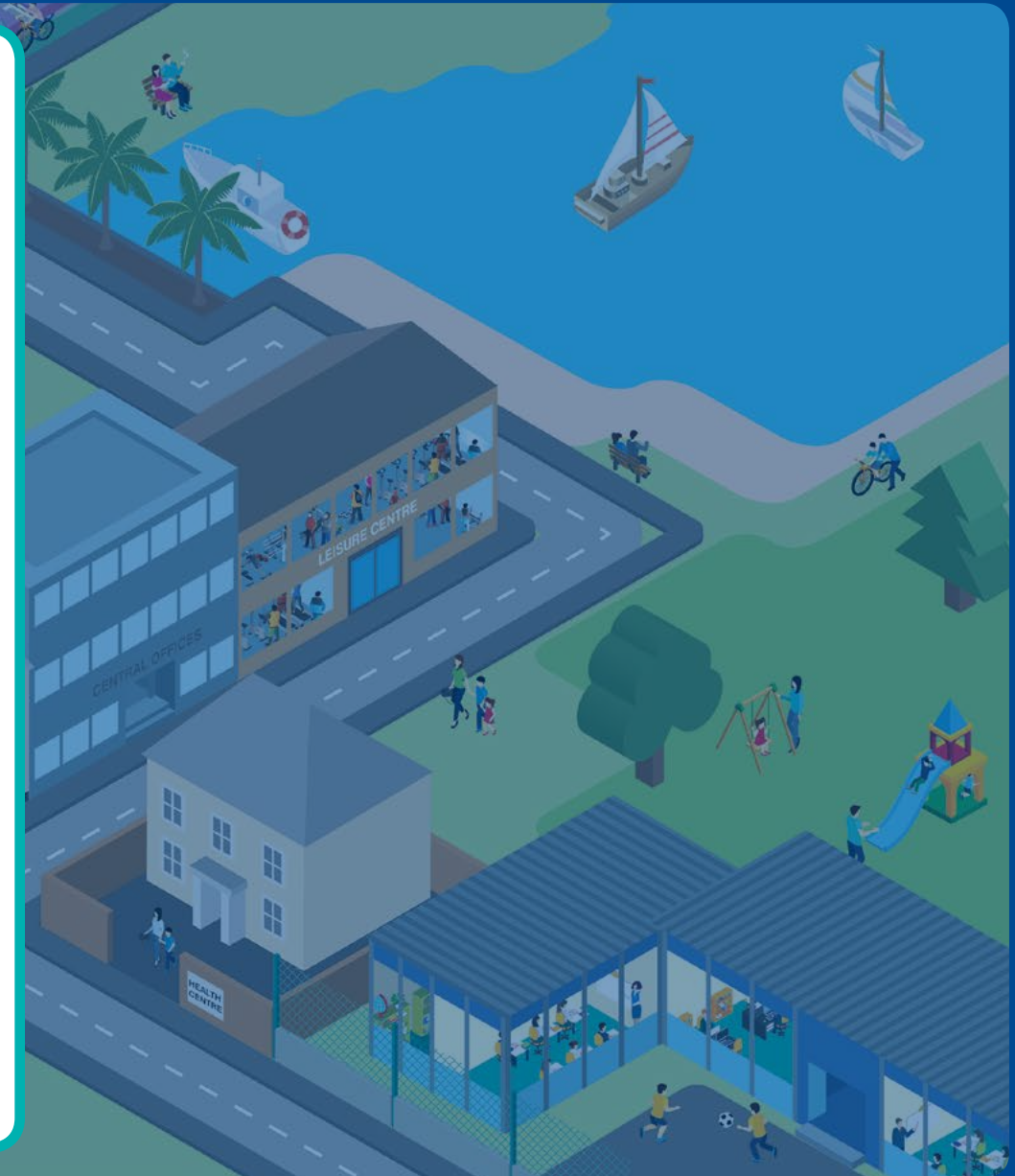
**Links:** <http://www.torbaycdt.org.uk/about-us>

<http://torbayorb.com>

<http://www.ageuk.org.uk/torbay>

<https://www.alzheimers.org.uk>

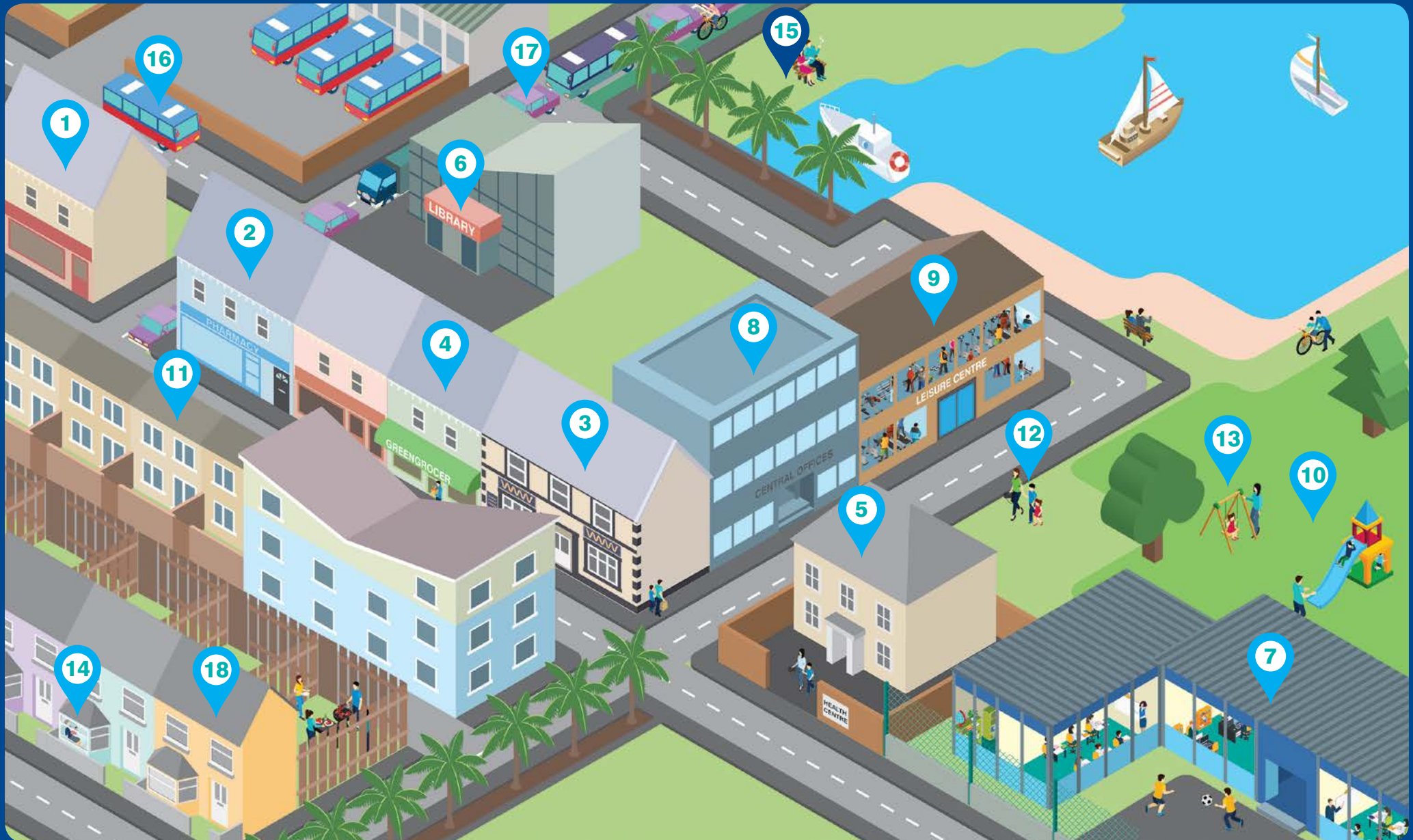
<http://www.safercommunitiestorbay.org.uk/index/staysafe/older.htm>



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## 15. Smoking

Smoking is harmful not only to smokers but also to the people around them.

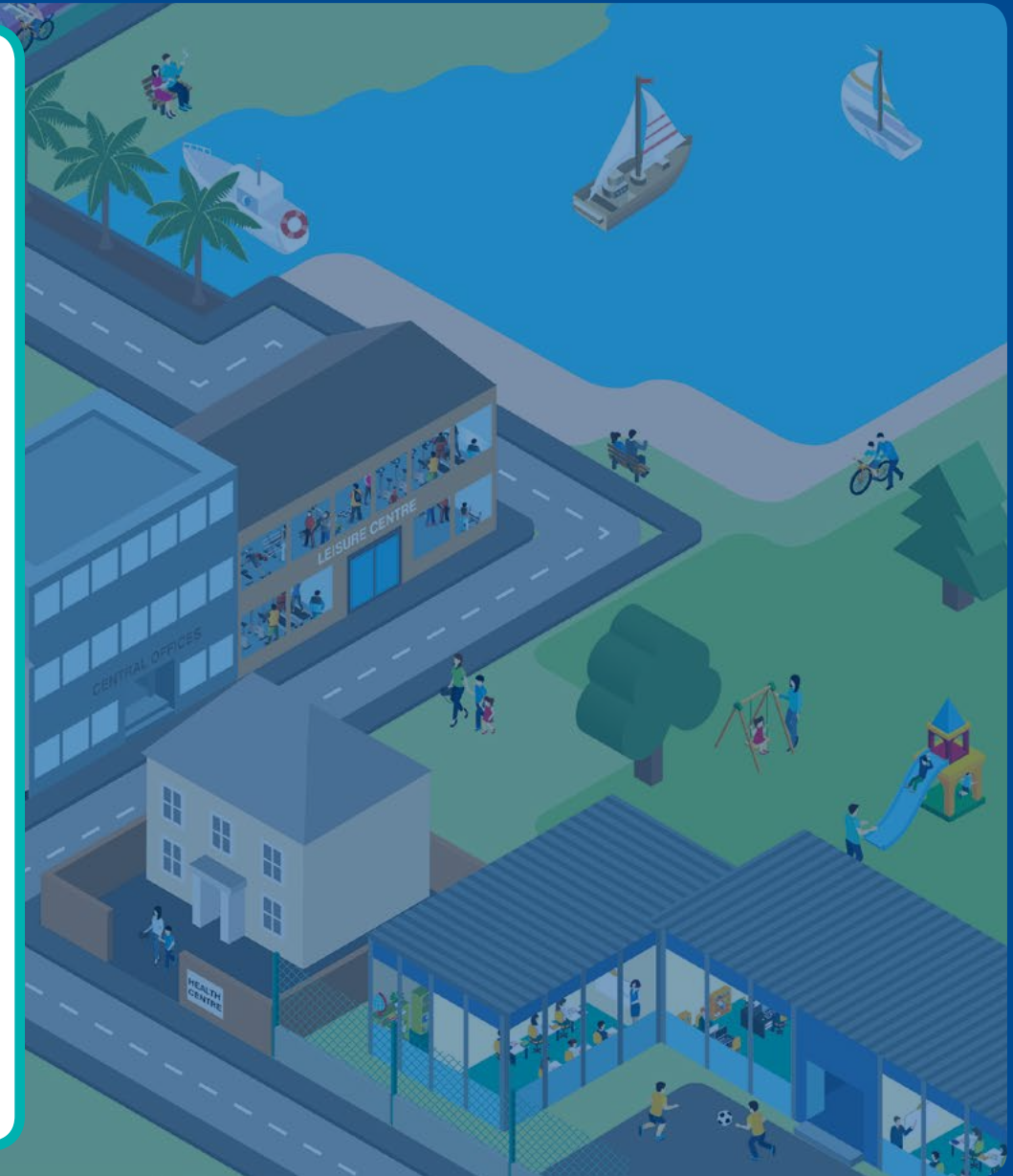
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## 15. Smoking

Smoking rates are much higher in some social groups, including those with the lowest incomes. These groups have the highest rates of smoking-related illness and premature death from smoking-related causes. In 2007, the UK Government made it illegal to smoke in public buildings. This resulted in people cutting down their tobacco consumption and a reduction in people breathing second hand smoke (DH and University of Bath, 2011). Some have switched to using e-cigarettes instead of tobacco (sometimes called vaping), although the evidence is unclear about whether vaping is more beneficial to health than cigarettes. It is now illegal in the UK to smoke in a car where there are children and young people under the age of 18 years.

**What we are doing:** The Public Health team commissions Smoking Cessation Services in Torbay to help people cut down and quit. Evidence shows that using a Smoking Cessation Service means that people are 4 times more likely to successfully cut down and quit, than if they go it alone. The services are also able to provide support for people who want to tackle their vaping and/or use of e-cigarettes.

**Link:** Smoking cessation service <http://www.torbayandsouthdevon.nhs.uk/services/healthy-lifestyles/>

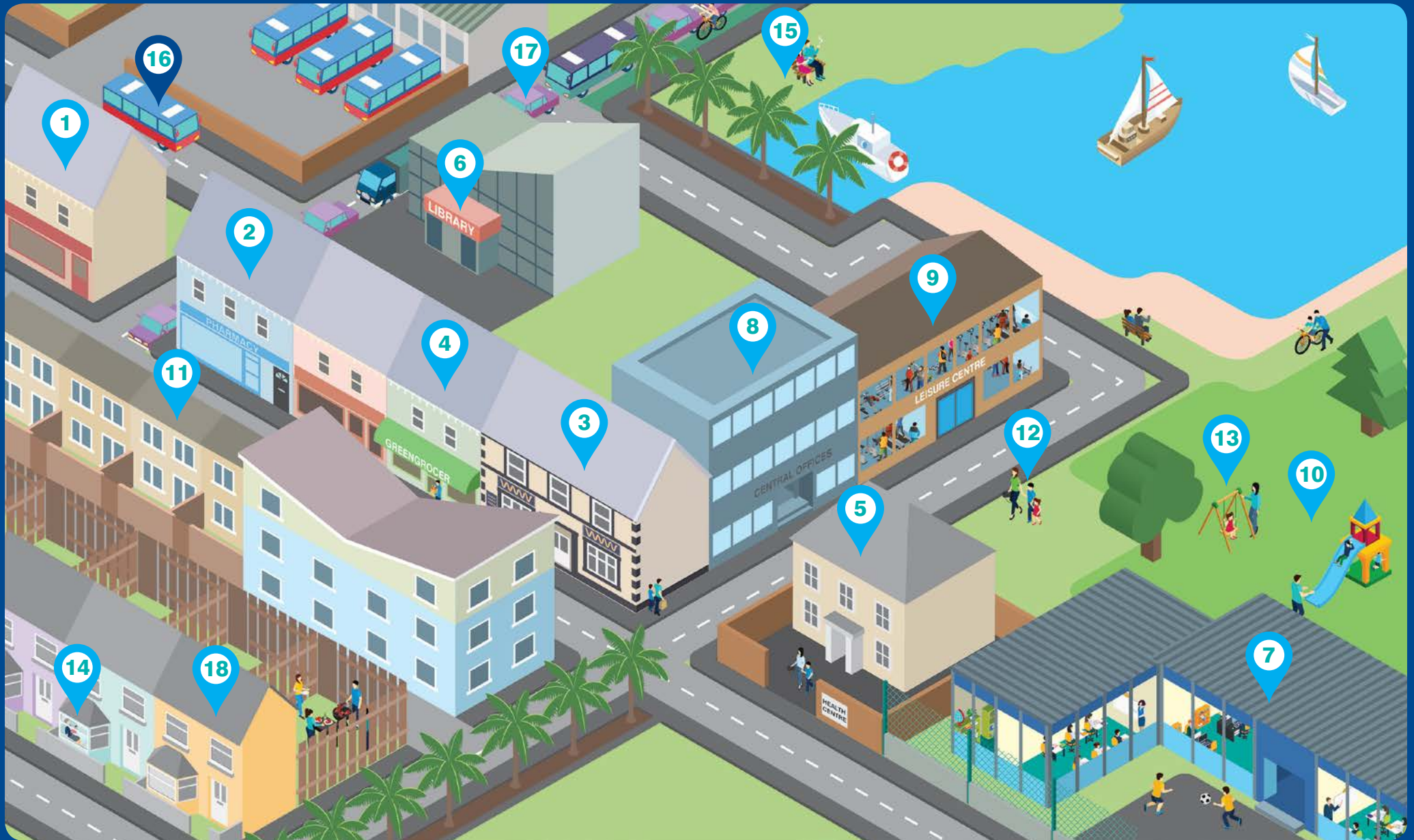


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## 16. Active commuters and public transport

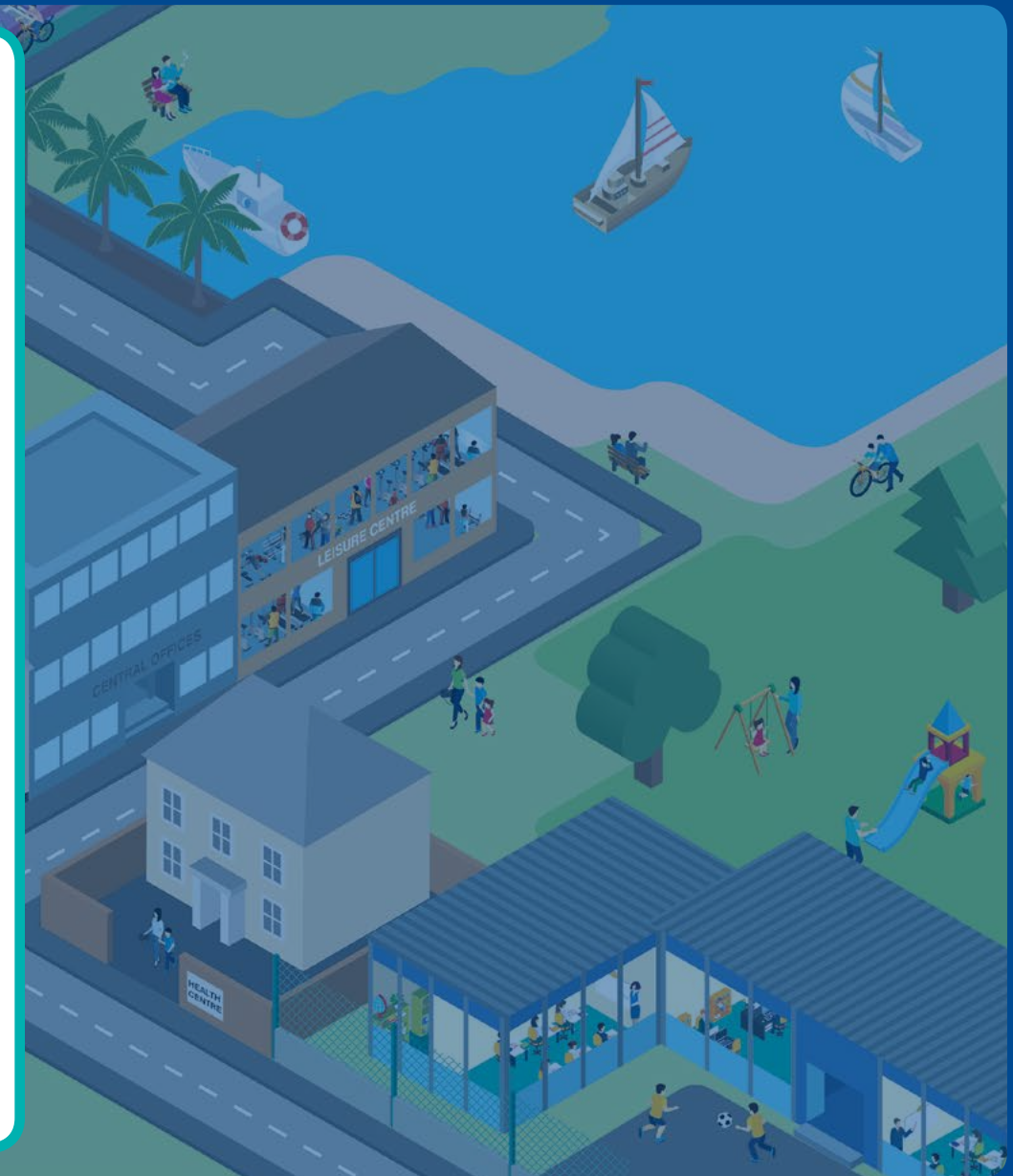
Active commuting to work, instead of driving, is shown to improve wellbeing, with those who have a long walk to work faring the best.

[Read more >](#)

## 16. Active commuters and public transport

Active commuting to work is linked to better health, including weight reduction, improved alertness, reduced sickness absence and stress and general wellbeing.

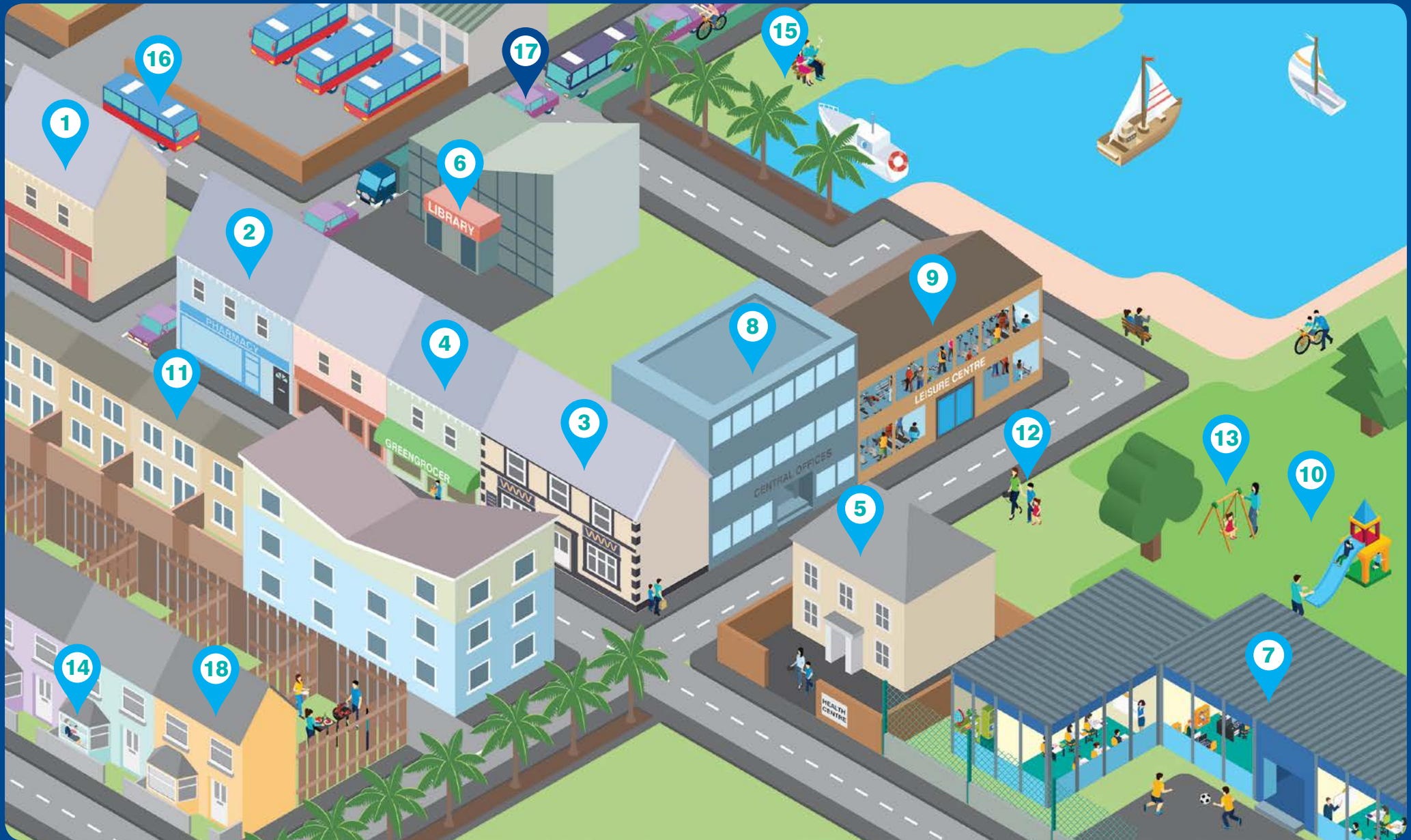
**What we are doing:** Torbay Council is actively delivering a number of projects through the Local Sustainable Transport Fund. These include programmes for walking and cycling to and from school, integrated public transport, cycling promotion and infrastructure improvements to make active travel the easiest option.



## 16. Active commuters and public transport

Active commuting to work, instead of driving, is shown to improve wellbeing, with those who have a long walk to work faring the best.

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## 17. Traffic jam

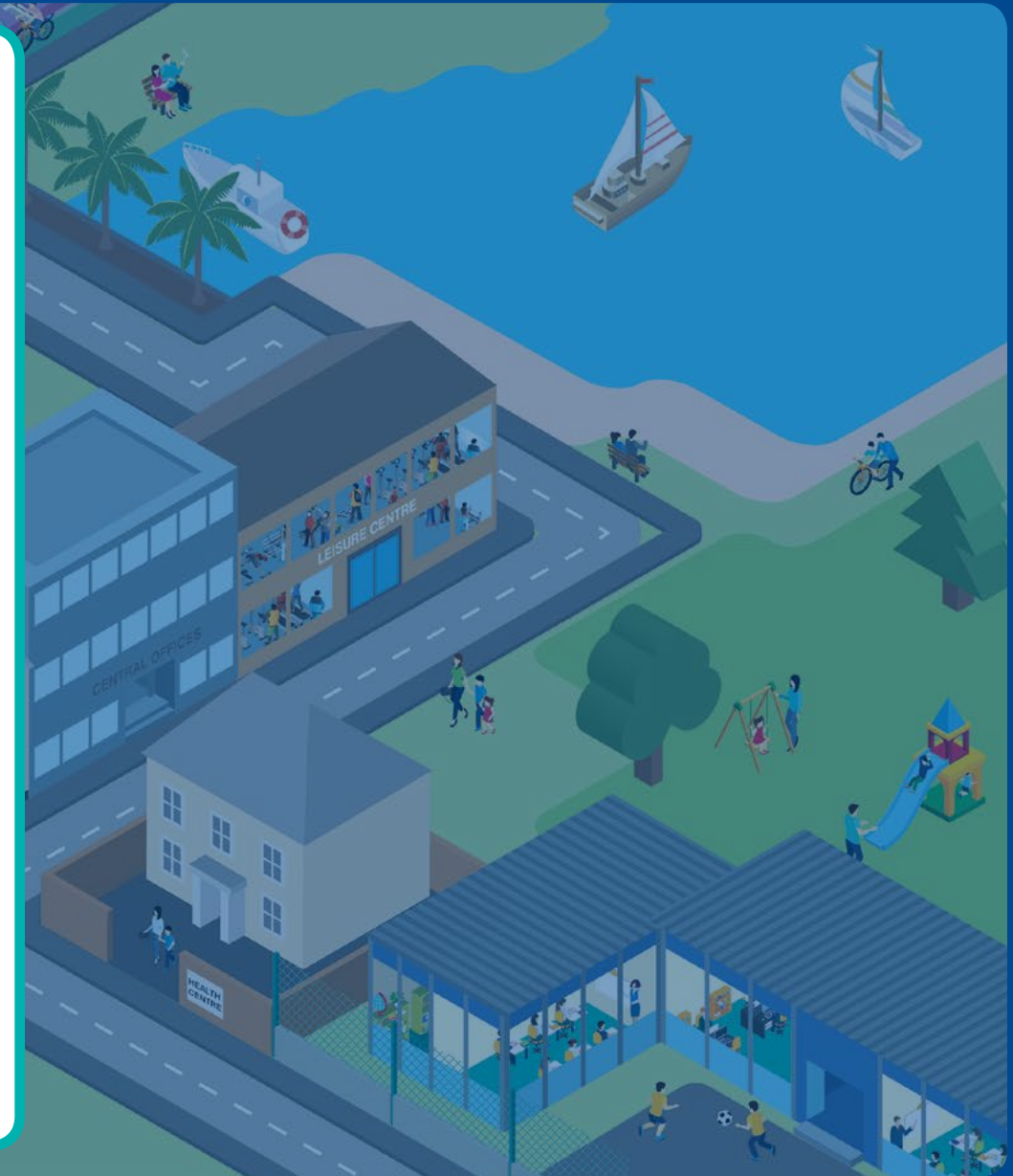
Pollutants from motor vehicles have long been known to have a damaging effect on people's health, with up to 5,000 premature deaths caused every year from road pollution (MIT, 2012).

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## 17. Traffic jam

Road transport is one of the biggest sources of pollution in the UK, contributing to poor air quality, noise disturbance, congestion and climate change. Air pollutants from transport include nitrogen oxides, particles, carbon monoxide and hydrocarbons. All have a damaging impact on the health of people, especially affecting those with pre-existing conditions such as Asthma.

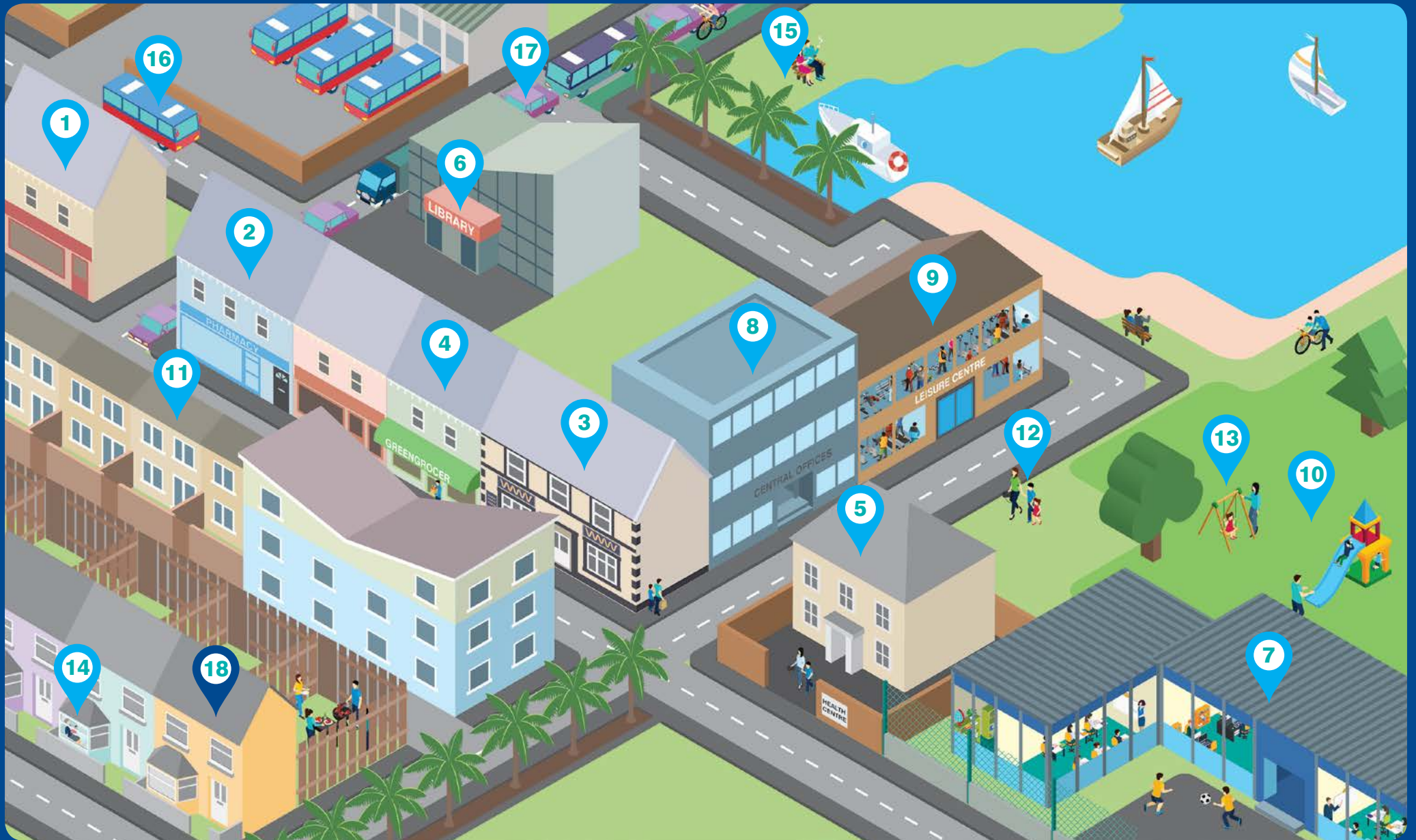
**What we are doing:** Torbay Council is actively delivering a number of projects through the Local Sustainable Transport Fund to help reduce road pollution. These include programmes for walking and cycling to and from school, integrated public transport, cycling promotion and infrastructure improvements to make active travel the easiest option.



## 17. Traffic jam

Pollutants from motor vehicles have long been known to have a damaging effect on people's health, with up to 5,000 premature deaths caused every year from road pollution (MIT, 2012).

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## 18. Housing

Torbay has a proportionately large number of privately rented homes when compared with England as a whole.

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## 18. Housing

Torbay areas with the highest proportion of private rented households are also in the areas of highest deprivation. Some of Torbay's accommodation is for multiple occupancy, rented by private landlords. The private rented housing market is largely unregulated in comparison with social rented housing. It means that many people in Torbay may live in poor quality housing with limited ability to affect improvements without contacting a statutory agency if their landlords do not act responsibly. Torbay Council and partner agencies are committed to driving up standards across the private rented sector which sometimes necessitates a firm stance on enforcement.

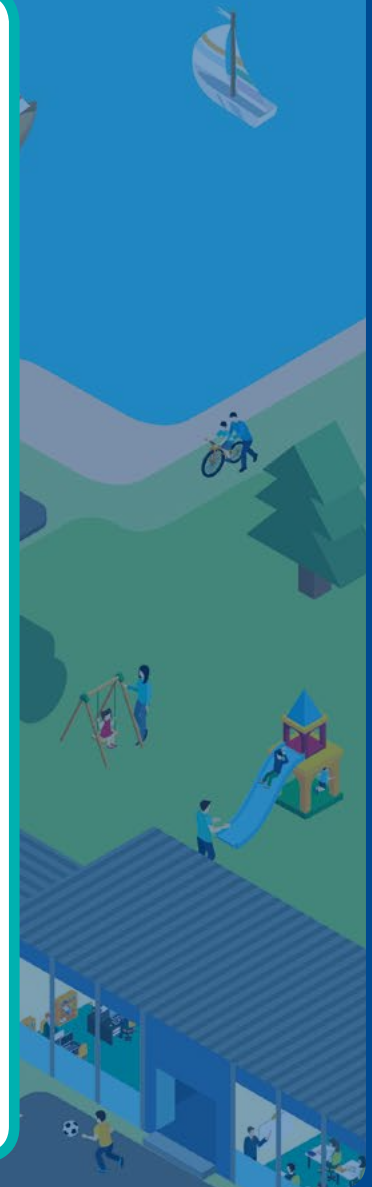
Accidents in the home are one of the leading causes of serious harm and even death in young children, and many accidents are preventable. These include injuries resulting from falls, burns and poisoning or choking, however, trips and falls are the most common accident at home and can affect people of all ages. There is a link between poor quality accommodation and poor health outcomes.

It is also important that housing is warm and free of

damp. Cold homes are associated with poor health outcomes for people with long term conditions, including Asthma.

**What we are doing:** The Housing Standards team at Torbay Council can contact landlords to improve the conditions of properties, including if they are cold, damp or generally dangerous. Cosy Devon is a scheme that people in Torbay can access, to improve the warmth, quality and safety of their home at a subsidised – or free – charge. Torbay also has an occupational therapy service which helps people remain safe in their own homes if they have a limiting health condition or disability by implementing solutions for mobility around the home. People are encouraged to check their fire alarms regularly to make sure they are working. The Devon and Somerset Fire Service offers free home fire safety checks to everyone, and can be reached on 0800 05 02 999.

**Link:** <http://www.torbay.gov.uk/index/yourservices/housing/housingstandards.htm>



## 18. Housing

Torbay has a proportionately large number of privately rented homes when compared with England as a whole.

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# Working together to maximise our impact

## - Tackling deprivation and the causes of ill health

### Introduction

Torbay has a national reputation for integrated care with a public sector committed to working in a joined-up way to improve health and deliver excellent care services. This commitment provides a firm foundation to tackle the health needs of the people of Torbay who continue to experience significant challenges to their well-being. Integrated health and care

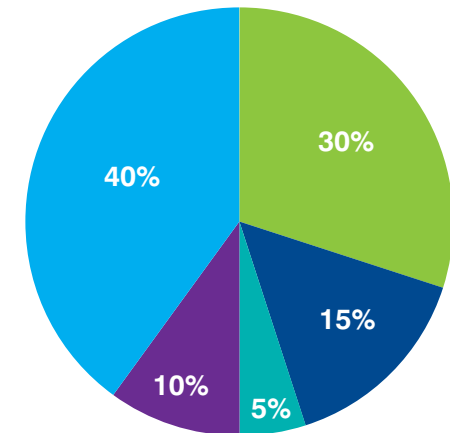
services alone however, will not fully address the well-being needs of the people of Torbay.

Healthcare has a relatively limited impact on our health. The environment around us, our genetic inheritance, our behaviors how we live our lives largely determine our health.

Studies suggest that health care contributes around 10% to preventing premature death, although this varies in different settings. The proportional contributions to premature death of the facts are shown in figure 1<sup>1</sup>.

It is the social and environmental factors that this report focuses on. These are those things that we are all aware of in our communities that either directly affect our health and well-being or have an impact on how we behave and on our lifestyles. It is the variation in these social conditions that is the biggest driving factor leading to variation in health. It is also an important barrier to the growth of prosperity in the Bay. Being poor and living in a deprived area are not good for your health nor does it lead to the hope and aspiration needed for a thriving Torbay.

Figure 1: Proportional contribution to premature death



Genetic predisposition  
Social circumstances  
Environmental exposure  
Healthcare  
Behaviour patterns

Source: Public Health England (2014). From evidence into action: opportunities to protect and improve the nation's health. Public Health England

<sup>1</sup>Public Health England (2014). From evidence into action: opportunities to protect and improve the nation's health. Public Health England

# The challenge of deprivation and inequality in Torbay

## Scale of the challenge

This year we received an update on the relative deprivation figures for Torbay. They showed that Torbay’s situation had worsened and that we are now the 46th most deprived Local Authority in the UK, up from 49th in 2010<sup>2</sup>. We now have a greater number of areas in the top 20% most deprived in England, with the number of people affected making up nearly a third of our total population.

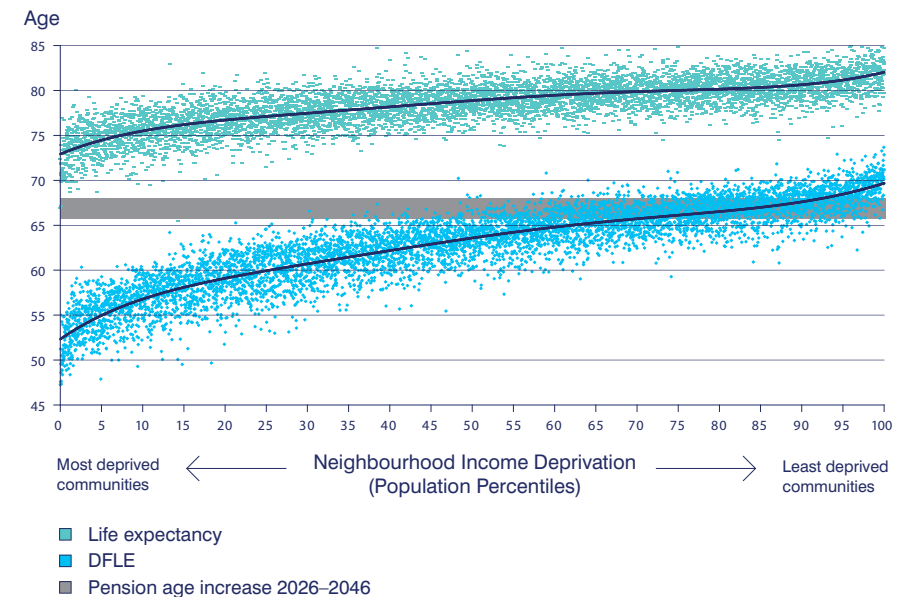
To find out more visit <http://www.southdevonandtorbay.info/needs-assessment/topic-based-overviews/deprivation/>

Figure 2 shows that people in our more deprived communities live for longer with a disability. They therefore need to access care for a longer period.

Reducing the gap in disability free life expectancy would result in significant financial savings. At a national level, it is estimated that the cost of inequality in illness accounts for productivity losses of around £32 billion per year<sup>3</sup>. Proportionately, in Torbay this could represent a cost of inequality in illness of around £75 to £80 million per year<sup>4</sup>. This includes lost taxes, higher welfare payments and NHS healthcare costs. The Torbay figure presented is based on a national population spend per head being applied to Torbay’s population; it has not been adjusted for deprivation, footnote age or gender.

<sup>2</sup>. Department for Communities and Local Government (2015). English indices of deprivation  
<sup>3</sup>. The Marmot Review (2010). Fair Society, Healthy Lives  
<sup>4</sup>. Torbay Joint Strategic Needs Assessment

Figure 2: Disability and life expectancy across neighbourhoods





## What should we do to address it?

Torbay Council understands and is committed to addressing social and environmental conditions and the new Corporate Plan [www.torbay.gov.uk/corporateplan](http://www.torbay.gov.uk/corporateplan) together with the complementary Healthy Torbay Framework <http://www.torbay.gov.uk/publichealth> reflects the council’s twin aims of improving prosperity and improving health. There is a strong focus on what the council can achieve through its existing services. The actions within these plans also link to the recommendations made by Michael Marmot in his 2010 review of Health and social Inequalities <http://www.instituteofhealthequity.org/projects/fair-society-healthy-lives-the-marmot-review> ) where he outlined specific well evidenced actions that will begin to address these inequalities.

The following table outlines how we should take forward Marmots recommendations in Torbay and ensure “health is in all policies”.

### Fair society, healthy lives; The Marmot Review (2010) and Torbay Council policy response: Summary of measures

	Policy Objective	Recommended response
1	<b>Give every child the best start in life:</b>	Public Health (Health Visitor and School Nurse) working with Children’s Services to ensure a comprehensive universal support to all families targeted when needed to ensure robust early help.  All partners should commit to a focus on integrated working to wrap services around the child and family building on models such as those developed under the Social Work Innovation Fund (SWIFT) workstream.
2	<b>Enable Children and young people and adults to maximise their capabilities and have control over their lives:</b>	Continue to roll out the Healthy Schools offer developed by Torbay Council in partnership with schools. Focus on emotional health and well-being with links to Child and Adolescent mental health services.  Aim for all children to thrive and narrow the attainment gap working hand in hand with schools.
3	<b>Create fair employment and good work for all:</b>	Develop a Health at Work programme for the Council, partners and across the wider business sector. Aim to increase the number of organisations signing up to the Workplace Wellbeing Charter.  Torbay Development Agency to deliver innovative and practical programmes in areas including job and business creation working across all sectors and with a particular focus on people who are disadvantaged . Aim to increase the quality of jobs for people from our more deprived neighborhoods.

4	<b>Ensure healthy standard of living for all</b>	Torbay Council to support people being housed in suitable and affordable homes. The focus of this work is to address low income levels in Torbay, working in particular to address the social gradient difference.
5	<b>Create and develop healthy and sustainable places and communities</b>	Healthy Torbay provides a framework for all these actions across the wider determinants of health. This includes work to improve community resourcefulness and decrease social isolation especially in deprived neighbourhoods. See the Healthy Torbay strategy and action plan and the interactive report for more details of the Healthy Torbay actions.
6	<b>Strengthen the role and impact of ill health prevention:</b>	Increased the focus on prevention across the whole system. Ensure the system-wide Prevention Board will oversee work across public, private and voluntary sectors to increase the focus on prevention. Public Health commissioned Health Improvement services are being re-designed across Torbay and Devon.

## What you can do?

This short interactive report aims to raise awareness of, in particular, the impact that town and place can make on well-being. Thus it complements both the Corporate plan and Healthy Torbay. I hope you can find time to look at the interactive tool, explore these influences and think how you can support the work that we are undertaking in Public Health to address these challenges. It allows you to click on any of the settings or people in the picture and learn about the health benefits or impacts that may be associated. I also hope you will look at Healthy Torbay work. This supports the 'Health in all policies' principle, which targets key social determinants of health through a policy response, aiming to tackle health inequalities. The Healthy Torbay action plan focuses on ten key priorities: Housing; Planning and the Environment; Transport; Physical Activity; Healthy Schools; Healthy Food; Tobacco Control; Alcohol Control; Healthy Workplaces; and Social Connectedness.

## A review of 2015 challenges and next steps needed into 2016

Last year in my report, “Turning the Tide”, I set out the key challenges facing Torbay

### Key challenges for the population of Torbay:

- Many people experience significant poverty
- Many people live alone especially amongst the more elderly population
- There are a large number of people providing unpaid care
- Around 500 people die prematurely in Torbay a year, before the age of 75
- The proportion of the population living with long term conditions such as diabetes, hypertension or respiratory diseases is higher than average, and is increasing
- There are higher proportions of children living in poverty
- There are higher rates of children in care
- The consequences of alcohol misuse is a problem for all sectors
- More than 1 in 4 people across Torbay are estimated to be obese and 2 in 3 people are overweight.
- Rates of violent crime and youth offending are high
- Torbay has one of the highest incidents of reported domestic abuse in Devon and Cornwall
- Torbay’s economy is amongst the weakest performing in the UK

- Housing availability, affordability and decency are a problem
- There is a gap between children in different areas as to how ready they are for school.
- Rates of self-harm and suicide are higher than the national average

### I then considered how these are risk factors for the rising tide of demand on our health and care services, where we are seeing:

- Increasing emergency admissions and pressure on hospital beds
- Challenged child and teenage mental health services
- Pressure on children’s services with high numbers of Looked after children
- Rising costs in all sectors and especially in services for older adults

I then described what I felt we could collectively do about this and described **eight challenges** for those reading the report to consider. These are laid out in the following table together with an update on progress against these challenges. Much has been achieved but more still remains to be done and the challenges above remain as do the consequences. The tide has not yet turned. We have however begun slowly to bring a greater focus on prevention and early intervention. The Foundations are being laid but we still need to work on the building blocks!

**Table 1 : System challenge**

Challenge set	Progress made	Recommendations for 2016
<p>1. A real <b>focus on prevention</b>                      – within all plans across organisations and with all front-line staff considering prevention of ill health as a key task. For example</p> <p>a) I would like to see the concept of “Every Contact Counts” extended whereby care givers and others give advice on health enhancing behaviours each time they meet a client.</p> <p>b) I would like to see issues such as alcohol and obesity becoming key issues across all organisations not just public health</p>	<p>Strategic agreement has been reached to focus on prevention and early plans been laid to achieve this.</p> <p>Specifically:</p> <ul style="list-style-type: none"> <li>- Agreement has been reached to have a Prevention Board and Prevention team working across the main NHS provider; Torbay and South Devon NHS Foundation Trust.</li> <li>- In principle it has been agreed to shift funding to this area.</li> <li>- A governance framework for this work has been agreed and plans are overseen at senior level.</li> <li>- A focus on health alongside prosperity are now the 2 key aims of the Councils Corporate plan and prevention and early intervention, integration and best use of resources the 3 underpinning principles</li> <li>- An review has been undertaken of work to address excess alcohol consumption and smoking in all patients within the hospital.</li> </ul>	<p>We now need to ensure that these plans are delivered.</p> <p>Specifically</p> <ul style="list-style-type: none"> <li>- We need to agreed performance targets.</li> <li>- We need to agree a mechanism to shift funding to prevention as planned.</li> <li>- We need to ensure this approach is embedded in partners plans in the future including the Department of Health work on the Sustainable Transformation Plan.</li> </ul>

<p>2. A multi-agency effort to promote well-being and <b>tackle the causes of poor health</b> and the development and delivery of programmes within the Healthy Torbay framework.</p> <p>For example, I would like to see those working in housing, in planning and transport, in sports and in tourism considering how in their plans they can deliver a healthier bay and promote well-being. This should extent to Health at Work programmes across Torbay</p>	<p>Public Health has led on the development of the Healthy Torbay framework. This sets out a plan to address the key causes of ill health.</p> <p>Specifically;</p> <ul style="list-style-type: none"> <li>- An action plan has been developed overseen by a steering group</li> <li>- The framework has been approved by the Health and well-being Board</li> <li>- A performance framework has been developed</li> <li>- The work has been extended to include work to address deprivation</li> <li>- This work has become an important strand within the Joint Health and Well-being Strategy taken forward by the Health and Well-being Board.</li> </ul>	<p>This is a challenging agenda against which we all need to work.</p> <p>Initially this work focused within Torbay Council. There is now a need to extent this work beyond the Council and engage and involve the Public, the Community and voluntary sector, partners in the Public Sector and also local businesses and others in the private sector.</p>
<p>3. Mental health – <b>Mental well-being</b> MUST no longer be an after-thought and must be at the forefront of all we do.</p> <p>We need to consider mental health and well-being services at every contact and focus on the promotion of mental health across all agencies.</p>	<p>A suicide prevention and a Public Mental Health strategy and action plan has been developed with greater engagement across all sectors.</p> <p>Innovative work has begun with the Arts Council to look at suicide in men and work is on-going with key partners and with local businesses such as Barbers and farmers to raise awareness of mental health.</p> <p>Work on self harm has also begun both within schools and within the health sector to both identify, prevent and agree new pathways for care.</p> <p>Mental health is an important component of a new programme – the Vanguard programme – where the focus is on assessment and access to urgent care.</p>	<p>Mental health still needs to be considered across the system with greater joined-up work across public and CVS providers.</p> <p>The project to explore mental health issues in men by the Arts Council in conjunction with Public Health should inform future provision.</p>

<p>4. <b>Children</b> – we need to ensure we deliver on the work we have planned for children especially focused on emotional health and well-being and deliver an offer for children which is truly joined-up and focused on the early years.</p>	<p>There has been a focus on emotional health and well-being. Specifically;</p> <ul style="list-style-type: none"> <li>- A multi-agency emotional health and well-being strategy has been developed</li> <li>- A CAMHS action plan has been developed and actively managed</li> <li>- There has been a greater focus on building resilience with the development of Healthy Schools and with the focus on emotional health and thrive within schools</li> <li>- Work has begun on the Social Work Innovation project known as SWIFT.</li> </ul>	<p>There remains an issue with high numbers of Looked After Children in the Bay.</p> <p>This is being addressed with an Improvement programme.</p> <p>This includes an emphasis on early help and support to children to prevent them entering care.</p> <p>All partners need to ensure this is delivered.</p>
<p>5. Ageing – we need to bring greater focus on <b>ageing well, positive ageing</b> and addressing social isolation to enable those in their later years to live fulfilling live</p>	<p>The Ageing well programme led by the Torbay Community development Trust has been launched with many programmes to address social isolation and create opportunities for active positive ageing.</p> <p>The launch of the Living well @ Home contract for people needing support in their home and the review of care homes contracts have both enabled us to bring greater focus to preventative measures to improve outcomes.</p>	<p>These outcome based contracts now need to be delivered.</p> <p>This will be challenging in the times of continued financial challenge.</p>

<p>6. <b>Community resilience</b> – we need to further embed the work on promoting assets within communities and in social prescribing whereby alternatives to medicines are prescribed promoting things that really matter to people. This requires exploring new ways of working and real involvement of the community and voluntary sectors.</p>	<p>Torbay Community Development Trust (CDT) have begun the work to embed Asset based Community Development in communities.</p> <p>Torbay and South Devon NHS Foundation (TSDHT) Trust are taking a strengths based approach to the development of a new care model.</p> <p>Public Health have worked with the CDT and TSDHT to link the work of the community and voluntary sector into the care model. A mapping exercise has begun as have individual test and learn projects.</p>	<p>This work needs to be embedded, supported and become “business as usual”.</p> <p>All partners need to consider the sustainability of our community and voluntary sector infrastructure into the future.</p>
<p>7. Access to services – we need to <b>improve take-up</b> to reach the hundreds of people with early signs of disease not known to the care services such as those with early diabetes, hypertension and dementia so we can improve the quality of life in later years.</p>	<p>Public Health have begun a programme to focus health checks work in some areas where uptake low and continue to promote these checks.</p> <p>Work continues to improve dementia diagnosis with some improvements in rates.</p>	<p>This work requires greater focus and much will be gained by working pro-actively with primary care to make this happen.</p> <p>This must be addressed within the integrated Sustainable Transformation Plan under its need to address the Health and Well-being gap.</p>
<p>8. A <b>strengths based approach</b> - I would like to see a Joined-up and assets based approach embedded in all we do.</p>	<p>The idea of a strengths based approach is beginning to be embedded.</p> <p>It is an important component of the Foundation Trust approach to developing their new care model.</p> <p>It is an important principle driving Public Health service re-design.</p> <p>It is recognised as important within Torbay Council plans.</p> <p>It is planned to use this approach within wider sector plans such as that addressing Domestic abuse.</p>	<p>We need to continue to ensure that this approach is taken forward and embedded within all partners plans.</p>