

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO HEALTH & HOUSING COMMITTEE

Agenda Item No.

meeting date: THURSDAY, 20 MARCH 2014
title: YEAR OF HEALTH AND WELLBEING 2014/15 – MID TERM REPORT
submitted by: COLIN HIRST – HEAD OF REGENERATION AND HOUSING
principal author: DAVID INGHAM – PARTNERSHIP OFFICER

1 PURPOSE

- 1.1 To provide information on current activities being undertaken as part of the Year of Health and Wellbeing project.
- 1.2 Relevance to the Council's ambitions and priorities:
 - Community Objectives – To help makes people's lives safer and healthier.
 - Corporate Priorities – To provide access to services to all.
 - Other Considerations – None.

2 BACKGROUND

- 2.1 The Year of Health and Wellbeing promoted by Ribble Valley Borough Council aims to build on the theme of "Working Together Towards a Healthier Ribble Valley" and reflect the active work done by partner agencies and community groups within the Borough in trying to redress the imbalance of resources available to the predominantly rural Ribble Valley and the resultant health inequalities experienced by the residents.
- 2.2 The Year of Health and Wellbeing identifies the health and wellbeing priorities for Ribble Valley residents, the problems with access to services and gaps in services offered through lack of funding, along with difficulties in delivering to hard to reach communities and perceived lack of need for those services through partnership projects.

3 SPECIFIC OUTCOMES

- 3.1 During its course the project will showcase and celebrate the exemplar work of partners in Ribble Valley and the leadership of the Borough Council.
- 3.2 There will be specific outcomes from the Year:
 1. Celebrate the Partnership's contribution to Ribble Valley Health and Wellbeing in 2013/4.
 2. Become a Dementia Friendly Council by 2015 and encourage other Ribble Valley organisations to join the project.
 3. Promote Healthier Individual Lifestyles and demonstrably reduce the costs of providing healthcare to Ribble Vallet residents.
 4. Achieve awareness of affordable warmth and healthy homes in Ribble Valley.

- 3.3 Overall the establishment of a wider Health and Wellbeing Partnership Group incorporating co-opted members from partner agencies produced an Action Plan which this document is reporting on and was a key part of developing delivery and better connections between agencies responsible for delivering health improvements to reflect the government's health reforms.
- 3.4 It is an inspirational project and to a large extent will rely on the input of other partners in its delivery. This does not mean that they will be doing any more than their existing programme, merely using the Year of Health and Wellbeing as a project to highlight the work already happening, and identifying any gaps in service experienced, in Ribble Valley. The Borough Council is the lead partner on the project.
- 3.5 The first event, which initiated the **Launch of the Year of Health and Wellbeing 2013/4**, was on 31 July 2013 where speakers from the East Lancs Clinical Commissioning Group, Ribble Valley Children and Young People's Trust and Crossroads Carers talked about recent work undertaken by themselves in the area of Health and Wellbeing for Ribble Valley residents.
- 3.6 Twenty partners attended with exhibition stands showcasing their work in Ribble Valley and seventy delegates attended the launch.

4. SUMMARY OF CURRENT PROJECTS AND PROGRESS

Dementia Friendly Community

- 4.1 Although the predicted number of cases of dementia in the Ribblesdale locality is 507 there are only 158 having a recognised diagnosis (2012).
- 4.2 It is estimated that 64% of people with dementia continue to live in their own home, 36% in care settings and that 70% of those in care settings have a form of dementia. Just under 40% of those of residents over 65 years old worry most about dementia in later life (next highest worry was cancer with 21% of respondents).
- 4.3 Currently there is a need in Ribble Valley for:
- Better pathways to early diagnosis
 - Promotion and maintenance of independence
 - Integrated health and social care
 - Reducing the prescription of antipsychotic drugs in dementia
 - Supporting the community to become more aware and friendly to dementia sufferers
- 4.4 Looking forward there is a potential higher increase in the prevalence of dementia in Ribble Valley when compared with neighbouring districts.
- 4.5 A series of dementia awareness raising events were held throughout Ribble Valley and almost 500 people, a mixture of family and professional carers, attended the sessions. The aims of the project were to raise awareness of the signs, symptoms, concerns and implications of dementia and promote local services and support mechanisms.

- 4.6 It is apparent from the delegates' responses that there is an appetite for the communities in Ribble Valley to make life easier for the families and dementia sufferers. There appears to be barriers that people with Dementia face when trying to continue with their ordinary routines such as shopping, going on the bus and engaging in social activities. It is likely that there are many individuals in Ribble Valley who do not even go out for fear of not coping when outside the home.
- 4.7 This has been translated into the Council's intention of making Clitheroe, and ultimately Ribble Valley, a dementia friendly community as part of its Year of Health & Wellbeing in 2013/2014.
- 4.8 The next steps are to produce action plans towards achieving a dementia friendly community for each of the individual businesses and agencies, their staff and their premises in Clitheroe and Longridge.
- 4.9 Partners already included are:
- Family and friends of residents with dementia
 - Statutory agencies such as council, police, health
 - Shops and Supermarkets'
 - Banks
 - Parks
 - Cafes
 - Libraries
- 4.10 The first step of creating Dementia Friends is the initial building block in helping to create more dementia friendly communities.
- 4.11 Alzheimer's Society will be working with partners to develop Dementia Friends in the wide range of locations, work places, institutions and organisations likely to come into contact with people with dementia in Ribble Valley.
- 4.12 Dementia Champions are being recruited and trained from the database of carers generated by the awareness events. They will in turn be asked to hold sessions to recruit and establish the Ribble Valley Dementia Friends.
- 4.13 Next steps:
- **Dementia Volunteers in Clitheroe Hospital** – Discussions started between RVS and Clitheroe Hospital
 - **Regular coffee mornings, active ageing sessions and lunch clubs in Village Halls** – Part of review of support of luncheon clubs and meals on wheels and Village Healthy Hubs project
 - **Provision of open door dementia friendly community centre at Trinity in Clitheroe** – Project now being explored with volunteers from awareness campaign, Christians in Partnership and Trinity Methodist
 - **Setting up of scheme offering recognisable identity tags and details of next of kin for those with dementia and their families** – Initiated from

volunteers who are involved with first responders and potentially sponsored by Clitheroe businesses.

- **Campaign for identifying and supporting the families and those suffering from dementia and other long-term conditions** – Combination of Calico Floating Support, Help Direct, Age UK and Citizens Advice Bureau funded by Pensions Extra Initiative. Pull together Action Plan for Individuals' Health and Lifestyle Improvement project. Key actions have been agreed.
- **Other issues identified for funding within the Dementia Friendly project:** Training needs analysis specific to dementia for care home staff, GPs and their teams. This is being worked up as a potential opportunity for a funding proposal.

Raising awareness of dementia and establishing preliminary training within agencies, businesses and residents in Clitheroe to progress the establishment of a dementia friendly community. There is a potential opportunity for funding through Public Health partners, some funding has already been secured.

Healthy Individual Lifestyles Projects

4.14 Falls Prevention projects launched

The funding bid was successful and the pilot project has commenced. The outcome measures have been agreed and the Service Level Agreement signed. Evaluation will be completed in March 2014

4.15 Family Health & Wellbeing Conference

A presentation of case studies was given at a partnership event with Ribble Valley Children and Young Persons Trust, Working Together With Families group and Children Action North West – JIGSAW on 14 October 2013. Fifty delegates were present and details of the Young Persons Survey and the quantitative results of the Family Counseling project were shared

4.16 Pensions Extra

The Ribble Valley "Pension Extra" Benefit Take-up Campaign is a rural outreach project, led by Help Direct, using our mobile resource, STAN, the Citizens Advice Bureaux (CAB) and the Seniors Forum supported by Age UK. The campaign's primary goal is to help rural pensioners hear about, and claim, the benefits to which they are entitled.

4.17 Less than 14% of Ribble Valley's pension age population are in receipt of pension credits compared with 23% of the county and national populations. This is despite equivalent levels of pension claimants. The uptake of pension credit claimants varies widely from 6.1% to almost 22% of the eligible population across the target area.

4.18 It is projected, that there are just over 1,000 Ribble Valley residents under claiming £1.5m in benefits when compared with the average for neighbouring districts.

4.19 The campaign is a good example of economic wellbeing because it is:

- improving the incomes of pensioners through benefit, taxation and fuel poverty advice;

- delivering health and social benefits by providing useful information and advice; and
 - increasing the amount of money available to the local economy, including businesses.
- 4.20 The reason people need services like that provided by “Pensions Extra” is often simply because forms are lengthy and the questions are not straightforward
- 4.21 The project to build Ribble Valley benefit claimants requires additional resources. Lancashire County Council has agreed to fund extra part-time advisors to help potential clients make their applications. The partnership will use a variety of methods to connect with pensioners, including STAN, parish magazine articles, a telephone helpline, networking with the community hall co-coordinators’ and attending village events such as lunch clubs. CAB volunteers and local county and borough staff will link up with the GP Practices to watch for and refer vulnerable old people, and systems will be put in place within the CAB, Age UK and Help Direct to ensure that the advisors’ visits are maximised.

Workplace Health Event

- 4.22 This was held at Johnson Matthey in Clitheroe. Partners presented to staff around issues healthy eating/weight management. Johnson Matthey have reported that 74 employees had attended and that 72 had found the information useful and 52% had tried to make subsequent changes to their diet.
- 4.23 A similar event will be held within Ribble Valley Borough Council and the offer will be made to other local businesses.

Affordable Warmth and Healthy Homes in Ribble Valley

- 4.24 **‘Energy Information ‘Event**
An “Energy Information “ event was held on 29 January 2014, within the remit of identifying opportunities for Ribble Valley residents to improve their access to affordable warmth and reducing fuel poverty. Around a hundred residents attended the 4 hour event with some very successful potential contacts made.
- 4.25 **Establish Housing needs of older people in the borough to identify the amount of supported housing, extra care and independent living accommodation required.**
Work has been undertaken with social services to identify needs for all house types. There is an awareness of levels of need for supported accommodation
Still need to identify the extra care needed The policy has been amended but no houses have yet been delivered.
- 4.26 **Support the development of older people housing in the borough to meet the identified need.**
Working in partnership with Registered Providers, funding has been secured from HCA for approximately 20 units
- 4.27 **Ensure the cosy home is made available for households to view by September 2013 and ensure 100 households have visited by the end 2013.**
St Vincent’s have been supported in the development and delivery of the scheme but the project has been delayed due to planning requirements. Planning permission for

the PV panels / heat source pumps has now been approved but other details continue to delay the opening of the house.

4.28 Prepare a bid for warm Homes Healthy People fund in Oct to deliver the agreed winter action plan.

£36,000 secured from Public Health (LCC) to be used for boiler replacements, luncheon clubs, food bank (energy advice), 'snow angels' project, fall prevention initiative, hospital discharge home-packs and emergency household assistance funding.

DAVID INGHAM
PARTNERSHIP OFFICER

MARSHAL SCOTT
CHIEF EXECUTIVE

BACKGROUND PAPERS

Partnership files.

For further information please ask for Colin Hirst, extension 4503.

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