



**REPORT TITLE:** Report from the Director of Public Health

<b>Scrutiny Meeting</b>	Adult Social Care and Communities Scrutiny Committee – 12 September 2023
<b>Chair</b>	Cllr Lisa Spivey
<b>Presenting Officer</b>	Siobhan Farmer
<b>Item Type</b>	Information
<b>Purpose of Report</b>	Update from Director of Public Health
<b>Recommendations/ Action sought</b>	Update on: <ol style="list-style-type: none"><li>1. Director of Public Health Annual Report 2023</li><li>2. Blood pressure – an exemplar theme of the Integrated Care Strategy</li><li>3. Government publication of the Major Conditions Strategy- interim report.</li><li>4. Adults' Healthy Lifestyles Service</li><li>5. Supplementary statement to the Gloucestershire Pharmaceutical Needs Assessment 2022-2025</li><li>6. Domestic Abuse - Places of Safety Contract Award</li><li>7. Preventing Vaping amongst Young People</li><li>8. ICON – Campaign to Prevent Abusive Head Trauma to Infants</li></ol>
<b>Forthcoming Decisions</b>	N/A
<b>Background Documents</b>	N/A
<b>Appendices</b>	N/A
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# Adult Social Care and Communities Scrutiny Committee

## Report from the Director of Public Health

### 12 September 2023 – Public Health & Communities Update

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2. Blood pressure – an exemplar theme of the Integrated Care Strategy
3. Government publication of the Major Conditions Strategy- interim report.
4. Adults' Healthy Lifestyles Service
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#### 1. Director of Public Health Annual Report 2023

This year's Director of Public Health annual report for Gloucestershire will shine the spotlight on alcohol. Many communities have traditions, rituals and experiences that revolve around drinking alcohol. Yet the effects of harmful drinking on individuals, their families and communities are wide-ranging.

The potential health and social harms of alcohol are well documented. Alcohol follows smoking and obesity as the third most significant risk factor for morbidity and mortality. It linked to at least 200 medical conditions. There were 276 alcohol related deaths in Gloucestershire in 2021.

Despite this, many adults consume alcohol. 79% of adults responding to the Health Survey for England report that they had drunk alcohol in the last 12 months, and 49% report that they drank alcohol at least once a week ([ONS, 2022](#)). The reasons why people drink alcohol are complex and may include conforming to social norms, to celebrate, to cope with emotions such as stress and anxiety or to simply feel good.

The affordability and availability of alcohol impacts on how much people drink. Research cited by the [Association of Directors of Public Health \(2019\)](#) shows that the decision to abolish the alcohol duty escalator in 2012/13 and the subsequent duty cuts and freezes have led to increased alcohol consumption and substantial increases in alcohol related harms and associated costs. It is concluded that reducing the affordability of alcohol through taxation and minimum unit pricing is the most effective and cost-efficient way of reducing alcohol harm.

Regularly drinking more than 14 units of alcohol a week risks damaging your health. The risk of developing a range of illnesses (including, for example, cancers of the mouth, throat and breast) increases with any amount you drink on a regular basis. Many people will be regularly drinking more that this recommendation without necessarily thinking about the possible risks.

We have taken a different approach to developing this year's report, which included a stakeholder engagement event in June aiming to better understand local experiences around alcohol from a range of perspectives including health and care, community, criminal justice partners and people with lived experience.

The annual report will be published later this year and will challenge people in the county to be more mindful about drinking. It is not about necessarily quitting alcohol but instead being aware of how much alcohol you might be drinking and its impact on you and others in the moment. It is about recognising the reasons for and the consequences of drinking.

## **2. Blood pressure – an exemplar theme of the Integrated Care Strategy**

Under the Health and Care Act 2022 the Gloucestershire Integrated Care System was formalised into a legal entity with a newly established 'One Gloucestershire Health & Wellbeing Partnership'. This presents an opportunity to build on our commitment to partnership working to make a real difference to the health, care and wellbeing of people who live or work in Gloucestershire. The partnership published in December 2022 the Integrated Care Strategy for Gloucestershire. The strategy builds on work already in place across the county and seeks to guide our health and care organisations, staff, voluntary and community sector, and our people and communities, to work together to achieve the common goal of better health and wellbeing for our population.

Within the strategy there are three exemplar themes (blood pressure, smoking and employment). These were selected to develop the partnership's working through learning how it can add value and create greater impact. Each theme demonstrates a clear case for change that not only supports our aim for better health and wellbeing of our population, but also emphasizes preventative interventions to reduce the demand on the health and care system in the medium to longer term.

More than a quarter of adults in England have high blood pressure. It is the most common long-term condition and second biggest risk factor (after smoking) for premature death and disability in this country, creating a significant demand for both health and care services.

The blood pressure exemplar theme plans include preventative work focusing on modifiable risk factors; increasing early detection by identifying 'at risk' groups through our data and working with communities to ensure easy access to blood pressure checks; exploring innovative ways to deliver Health Checks; improving the management of high blood pressure.

In addition, Know Your Numbers! Week 2023 is taking place from 4-10 September as a national campaign and being supported locally. It has the key message:

***Make the time, ease your pressure - Your blood pressure is important no matter what you age. Taking time to know your numbers can help prevent a heart attack or stroke and save lives.***

We are keen that members use this opportunity to encourage people to get their blood pressure checked with a home machine, at the local pharmacy or at one of the mobile blood pressure checks during that week.

## **3. Government publication of the Major Conditions Strategy- interim report.**

The Government have published an interim report on their new Major Conditions Strategy. The strategy is focused on how our approach to health and care delivery can best evolve to meet the needs of the population, given the twin challenge of an ageing

population and more people at risk of experiencing multiple long term health conditions.

The strategy is focused on 6 groups of conditions: cancers, cardiovascular disease (CVD) (including stroke and diabetes), musculoskeletal conditions, mental ill health, dementia, and chronic respiratory disease (CRD). Collectively, these conditions account for over 60% of ill health and early death in England.

The interim report sets out a strategic framework to guide future work to address these conditions across the life-course and improve health outcomes and healthy life expectancy. The framework places a specific focus on primary prevention which includes work to address some of the key lifestyle drivers of poor health, such as smoking and obesity; and secondary prevention: intervening early through earlier diagnosis and treatment to prevent conditions worsening.

It also considers how we support people to manage longer term health conditions, through co-ordination of care, symptom management and support for family and Carers.

The framework is underpinned by three cross-cutting enablers: digital technologies and innovation, research, and leadership. There is also an underlying focus on reducing inequalities in health outcomes and promoting health inclusion.

Work on finalising the 5-year national strategy will continue through 2023 and early 2024. The full interim report can be viewed at: [Major conditions strategy: case for change and our strategic framework - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/consultations/major-conditions-strategy-case-for-change-and-our-strategic-framework)

There is good synergy between the core principles set out in the Government's interim report and our local Gloucestershire Health and Wellbeing strategy and new Integrated Care Strategy. The Public Health team will continue to work with system partners to review the new national Major Conditions Strategy as it develops and consider how we incorporate any learnings or new guidance into local plans.

#### **4. Adults' Healthy Lifestyles Service**

Smoking, excess alcohol, poor diet (linked also to obesity) and physical inactivity are linked to the major causes of premature death and disability in England i.e., cancer, heart disease, stroke, respiratory disease and liver disease. These lifestyle factors are more prevalent in our most disadvantaged populations and contribute to health inequalities, reduced healthy life expectancy, and increased demand on health and care services.

Lifestyle behaviours can be modified and can help people significantly reduce their risk of disease and achieve long-term health and wellbeing, as well as promoting independence, and contributing to health and social care and wider system efficiencies.

As part of the duty on local authorities to improve the health of people in its area and take steps to reduce health inequalities, the Council commissions a Healthy Lifestyles Service, which supports people to make positive lifestyle changes across these four risk factors.

The existing Healthy Lifestyles Service contract expires on the 31<sup>st</sup> of March 2024. Following Cabinet approval In June 2023 an invitation to tender for the provision of

adults' healthy lifestyles services was published on 31<sup>st</sup> July 2023. The proposed tender and subsequent contract award will allow for continued delivery of healthy lifestyles support from April 2024.

This tender has provided an opportunity to build on the aspects of the current service that are working well, including smoking quit rates that consistently outperform other areas, and to adapt future provision to meet changing needs and circumstances, for example moving towards a more targeted and flexible weight management offer, and working more collaboratively with communities.

Tender evaluation will take place in September/ October with a view to awarding a contract to the preferred provider by early December 2023.

## **5. Supplementary statement to the Gloucestershire Pharmaceutical Needs Assessment 2022-2025**

Gloucestershire published its latest Pharmaceutical Needs Assessment (PNA) on 6th October 2022. This document is the responsibility of the Local Authority to produce and update. It maps pharmacy need in the county against current provision, highlighting any areas where there are gaps. Providers can then apply to establish a new pharmacy in underserved areas; the application process was previously managed by NHS England but from 1<sup>st</sup> April is the responsibility of the Integrated Care Board.

The PNA needs to be reviewed every three years unless something materially changes in relation to provision in the area. In Gloucestershire, since the publication of the PNA, the following 4 pharmacies have **closed**:

1. Lloyds in Sainsbury's, Gallagher Retail Park, Tewkesbury Road, Cheltenham GL51 9RR
2. Lloyds in Sainsbury's, Dudbridge Road, Stroud GL5 3HG
3. Lloyds in Sainsbury's, Barnett Way, Barnwood GL4 3RT
4. Lloyds in Sainsbury's, St Ann Way, Gloucester Quays GL2 5SA

Since the publication of the Gloucestershire PNA, the following 17 pharmacies have been bought by new owners so have **stayed open**:

1. The Laurels Pharmacy, Clarks Hay, South Cerney, Cirencester GL7 5UA
2. All Care Pharmacy, Barton Street, Gloucester GL1 4HR
3. Matson Pharmacy, Matson Avenue, Gloucester GL4 6LL
4. Saintbridge Pharmacy, Askwith Road, Gloucester GL4 4SH
5. Chipping Campden Pharmacy, High Street, Chipping Campden GL55 6HB
6. Tuffley Pharmacy, Holmleigh Parade, Tuffley, Gloucester GL4 0QU
7. G Horton, Ashcroft Gardens, Cirencester GL7 1RB
8. Badham Pharmacy, High Street, Tewkesbury GL20 5JZ
9. The Forest Pharmacy, Newerne Street, Lydney GL15 5RA
10. Stroud Family Pharmacy, Rowcroft Medical Centre, Stroud GL5 3BE
11. Coleford Pharmacy, Pyart Court, Coleford GL16 8RG
12. Badham Pharmacy, Old Market, Nailsworth GL6 0DU
13. Winchcombe Pharmacy, High Street, Winchcombe, Cheltenham GL54 5LJ
14. Badham Pharmacy, Old Cheltenham Road, Longlevens, Gloucester GL2 0AS
15. Lloydspharmacy, Sevensvale, St James, Quedgeley, Gloucester GL2 4WD
16. Lloydspharmacy, Abbotswood Road, Brockworth, Tewkesbury GL3 4NY

17. Wotton Family Pharmacy, Long Street, Wotton under Edge, Stroud GL12 7BX

Since the publication of the Gloucestershire PNA, the following pharmacy plans to close and has submitted an **application for consolidation** with Badham Pharmacy opposite (118 Swindon Road, Cheltenham GL50 4BJ):

1. Lloyds Pharmacy, St Pauls Medical Centre, Swindon Road, Cheltenham GL50 4DP

Since the publication of the Gloucestershire PNA, the following 4 pharmacies are in the process of **being sold**. These are **still operating**, but are up for sale:

1. Lloyds Pharmacy, Edinburgh Place, Cheltenham GL517SA
1. Lloyds Pharmacy, Devereaux Medical Centre, Tewkesbury GL20 6QN
2. Lloyds Pharmacy, Waitrose, Honeybourne Way, Cheltenham GL50 3QW
3. Lloyds Pharmacy, Brookfield Road, Hucclecote, Gloucester GL3 3HA

As of 14 August 2023, there are therefore only 4 instances of a change in provision where a pharmacy has closed. We await an announcement about the sale or closure of the remaining 4 Lloyds pharmacies before assessing whether a full review of the PNA is required. Lloyds have not disclosed a cutoff date for closing these pharmacies if they are not successfully sold. In the interim we have published a Supplementary Statement on the County Council's website outlining the above. Pharmacy provision falls under the scrutiny of the Health Overview and Scrutiny Committee and we will ensure the chair is made aware of this update.

## **6. Domestic Abuse - Places of Safety Contract Award**

The district councils via the Strategic Housing Partnership (SHP) are in the process of recommissioning our dispersed accommodation-based support model, known as Places of Safety, with an enhanced offer and an increase from 12 to up to 36 units of accommodation (subject to the availability of housing stock). The County Council's DLUHC funding will be used by the SHP to cover the costs of the housing support and management elements. The Gloucestershire Domestic Abuse Support Service (GDASS) contract will provide specialist domestic abuse support for victims in all 36 Places of Safety units. The contract will start on 1<sup>st</sup> November. This is part of a suite of accommodation support options for victims of domestic abuse, which also includes the range from refuge to community-based support to enable victims to stay within their own home.

## **7. Preventing Vaping amongst Young People**

In recent years we have seen evidence both nationally and locally of a rise in the number of young people vaping. Whilst vaping is considered to be safer than smoking cigarettes, and therefore can be a very successful harm-reduction alternative for adults, the long-term risk to health from vaping are still unknown and vaping is not recommended for those aged under 18. Local Pupil Wellbeing Survey data indicates that due to this cultural change, there has been an increase of almost 50% in the number of young people reporting that regularly use nicotine (from 10.9% in 2020 to 15.5% in 2022). In response to this, Gloucestershire Public Health and Communities team have convened a task group to develop a programme of prevention strategies.

This includes updated resources and training available for teachers and other professionals that work with young people, broadening the smoking cessation support available to young people to include vaping cessation, a public communications campaign and targeted work by trading standards. We aim to launch this work in the autumn.

## **8. ICON – Campaign to Prevent Abusive Head Trauma to Infants**

ICON is a nationally endorsed campaign to prevent abusive head trauma (also known as 'shaken baby syndrome') in infants. The campaign aims to raise awareness of patterns of **I**nfant crying, **C**oping methods that can help, that it's **OK** to walk away to calm down as long as the baby is safe, and to **N**ever, ever shake a baby. Gloucestershire Public Health and Communities team is leading a programme of work with partners from across the system (including health, care, education, police and the armed forces) to promote the campaign during ICON Week from the 25<sup>th</sup> to 29<sup>th</sup> September. This will include training for professionals, webinars and a public communications campaign.