BRIEFING TO OLDHAM HEALTH AND WELLBEING BOARD

Report Title: Update from the Health & Wellbeing Sub Group of Chadderton District Partnership.

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Requirement from the Health and Wellbeing Board:
For the Health and Wellbeing Board to note the report.

1 The Health & Wellbeing Sub Group

1.1 The Chadderton Health & Wellbeing sub group has been operating for four years. This began with the District Partnership allocating funding to engage Oldham LINk to carry out a consultation exercise. This alongside the public health data we had for the area provided evidence of public opinions on the health and wellbeing needs and priorities at ward level. It focused on capturing views on “what are the most pressing health and wellbeing issues here?” and “how can the District Partnership and the individual statutory and voluntary sector organisations begin to address these issues?” Methodologies included a mix of health-themed public meetings, attending existing community meetings and events (including coffee mornings, luncheon clubs, the annual events held in the three mains parks in Chadderton etc.) and surveys included the use of online response mechanisms. There were three / four activities in each ward. At the end of the work, the PCT (Mark Drury) collated the feedback into themes and drew up recommendations for the 2012-13 District Plan and the individual partners. This was not intended as a robust research project with specified sample sizes, scientific methodologies etc. Its intention was as a vox pops exercise through which community and public involvement helped extend the engagement of local people in the broader health improvement agenda.

1.2 The Health & Wellbeing sub group has continued to operate in this way with strong member involvement with members nominating at least three representivies annually. There are high level of co-operation and commitment to the group with partners playing an integral role in its successes. A strong relationship has now developed with the Chadderton cluster of Practices and local primary health care services in Oldham CCG’s Chadderton Cluster. Already having both representation at the CCG cluster by a Councillor and at the Health and Wellbeing subgroup by a CCG representative.
Both the District Partnership and the CCG are committed to moving forward to improve the health and wellbeing of our local population. As budget reductions are only going to increase across the private and public sector more emphasis is going to be on partnership working and delivering services which avoid duplication and encourage self help.

The group is jointly chaired by the District Coordinator and Cllr Sue Dearden.

1.3 The work streams of the sub group are steered by the identified priorities within the District Plan, but also has flexibility to respond to and engage with emerging issues and local campaigns etc. The priorities are set with members and partners and focus on long term outcomes of specific programmes of work.

2 Priorities

It is well recognised that social and economic issues have a significant impact on physical health and wellbeing, therefore the priorities set for Chadderton encompass all aspects of Health and Wellbeing and focus on the ability to tackle the identified health inequalities. Partnership working will facilitate the future development of initiatives according to local need to improve health and wellbeing.

PRIORITY ONE – GET OLDHAM WORKING
Living, Learning and Working Well
We will support adults to develop their skills and find a job, recognising the barriers people face in finding work, by:

- Supporting community work clubs across the District to deliver community volunteering/social action, formal and informal learning.
- Working with Chadderton’s voluntary sector to identify volunteering opportunities for community members and young people aged 15+
- Commissioning activity to support families with mental health problems and work with community groups to help people improve their confidence in finding and starting work.
- Providing funding for childcare places so that young parents can attend training to help them get new skills for work
- Delivery of District Business Event scheduled summer 2015, to identify and establish/ strengthen existing local mechanisms for engaging local businesses.
- Community Learning in partnership with LLL.
- Support the establishment and development of a skills/ work club in the new Crossley community centre via the management committee in partnership with Great Places.
- Support the provision of informal support via the Chadderton Food Bank ran in partnership with the Trussel Trust and the Fair Share Project, promoting the ‘Make the most of your money’ fact files and online website.
- Funding from the District Partnership for additional district CAB sessions

PRIORITY TWO – HEALTH AND WELLBEING
Health and Wellbeing is everything that affects a person’s health and happiness. This can be obvious like diet or exercise, or less so such as housing conditions or loneliness. We have identified the following key themes that are an issue in our
District and we will work with communities and health partners to support people to live the healthiest lives possible.

**We will help people escape Fuel Poverty by:**
- Promoting key campaigns from which people can get help with heating and insulation. We will work in partnership with the organisations that are in contact with our most vulnerable people in the district to enable them to take advantage of these opportunities.
- We will help residents’ access fuel poverty advice, benefit support (in partnership with CAB) and household budgeting advice.

**We will combat isolation in our communities by:**
- Developing a district mapping strategy to help elderly residents to access social activities. (See Appendix 1)
- Increase opportunities for local people to be active within the community and reduce loneliness and isolation

**Work to promote physical and mental health and wellbeing by:**
- Delivering 6 Community Health Awareness and Activity Days to give advice and information to help people live healthier lives.
- Work closely with the Clinical Commissioning Group to identify those with early symptoms of serious health conditions, encouraging uptake of early diagnosis and treatment.
- Work with communities to make the area cleaner, greener and safer, and create more community ownership including improving the cycle tracks and supporting community litter picks.
- Develop more family activities across all our local parks, using the facilities available within the parks, for example the newly installed Orienteering Course at Chadderton Hall Park
- Invest District Executive funding into additional provision for children and young people during the school Holidays.
- Continue to work with the local dementia support group set up and run by volunteers.
- Deliver local campaigns to raise awareness with young people around the dangers of drugs and alcohol.
- Support local campaigns to raise awareness and address the concerns raised relating to high rates smoking in the South ward and high Alcohol consumption in men across all three wards
- For local people to take control of their lifestyle to prevent poor health later on.

**Working with Children’s Centre’s and the Oral Health team to address the issues of poor oral health and increase the uptake of breastfeeding.**
- Children’s Centres to distribute toothbrushes (baby, child and some adult size if required), toothpaste and envelopes to put the resources in for families (containing written material - Brush together, smile forever leaflet, details on finding an NHS dentist, Children Centre’s Sales Flier (where applicable) and Health & Wellbeing Promotional flier.
- Plan regular oral health sessions in each Children Centre during the month.
• Promote the Breastfeed clinics set up in the Children’s Centers.

PRIORITY THREE – IMPROVING OUR DISTRICT

Work with local communities to make the most of our green spaces by:
• Work with and support local people to start their own growing. For example working with local schools to deliver planned seed swap and gardening events. (See Appendix 2 – Get Chadderton Growing Mapping)
• Supporting the recently set up active allotments society / gardening / growing network which meet regularly which include partners from the local schools/ parks / children’s Centres, Housing providers etc
• Supporting residents to develop their gardens and alleyways as valuable green spaces
• Working alongside Local members to improve the communal green space’s with their wards (Doorstop Green- North ward)
• Investing funds from the District Executive budget and working with Great Places to help residents improve their alleyways and create community gardens.
• Working with partners to improve the landscaping and infrastructure in the spaces between homes.
• We are working with Great Places to deliver new footpaths, parking, street lighting and green open spaces in Crossley Estate.
• Offer security surveys and additional assistance to our most vulnerable residents of Chadderton.

Improve and create local facilities for sports and recreation by:
• Working with the voluntary communities and the private sector to build a new Skatepark for young people including funding allocated from the District Executive budget
• Investing in our parks and playing fields and open Green spaces – Crossley playing fields

3  Examples of Progress So Far

3.1 Funding allocated for a Level 3 Community Engagement to lead on the various engagement aspects within the District and take forward the proposed social prescribing scheme which can connect people in need, to a variety of services and organisations that can help in their daily life. Working closely with health colleagues in the District – (5 GP Practices Doctor’s, Nurse practitioners, key clinicians) Depending on the individual’s circumstances, they may be signposted to appropriate activities e.g. mother and toddler group, volunteering opportunities, or signposted to a local advisory service who will be able to identify that person’s concerns and difficulties and put in place a plan to support them. An example of this is referrals to the AgeUK PIP advisors.

Working alongside the Chadderton District team and our third sector network of active volunteers, enabling the support to continue. Ensuring that people are enabled to access local services and support, maximizing awareness of the Chadderton offer particularly, but also across Oldham where appropriate.
This role recognises the fact that some individuals in difficulty may have low levels of motivation to activate positive change in their lives, and need help to make steps into engagement.

The role aims to:
- Develop people’s skills in managing their own physical and emotional health
- Make it easy to access a wide range of local options and information for improving emotional health
- Using the ABCD approach, encourage self help, give people options and prevent mental health problems.

3.1.2 With reference to Action 3 of the Public Health for Oldham Annual Report 2014- Due to the increasing concerns around road safety issues in Chadderton the District Partnership created a Road Safety sub group, members include representatives from schools, police, elected members and officers. Interventions which have been successful are the production of a DVD to promote road safety when travelling to school, which was produced by the Chadderton cluster of schools. This was to coincide with Walk to School Week. (See link: https://www.youtube.com/watch?v=Xrro4pNVRMg&feature=youtu.be ) the sub group has also recently coordinated the implementation of a one way system near a busy local school in South Chadderton.

3.2 Young People
Providing access to preventative services.
The HWB sub group has worked with partners to develop a district level physical activity strategy and to map the associated activities. This is to ensure that we have a co-ordinated physical activity offer across the whole area and across a number of age groups. Sports Development, OCLL, Children’s Centre and the Health Improvement team were all involved in this piece of work and were able to tweak their programmes and offers accordingly.

This process helped to identify gaps, for example, outdoor sports opportunities for women. It was recognised that young men often continue playing football in community based clubs but there was no alternative for young women. Our Sports Development Service was able to respond by supporting existing groups to apply for funding to enable the establishment of a netball group, which now runs independently on a weekly basis.

Funding allocated to support the Chadderton District family Panel- (Trouble Families agenda) by commissioning Off the Record to deliver a 46 week counselling service which provides a counselling service to young people aged 10 -19 years. Family therapy has also been provided.

Linking into the troubled families agenda youth work staff were able to support a mother and her daughter with weekly sessions that covered subjects such as, healthy lifestyles, budgeting, communication, roles and responsibilities as well as providing opportunities that enabled mother and daughter to re-establish their relationship and improve their self esteem and confidence.

Good life project
Over the summer Chadderton youth work staff teamed up with staff from Chadderton Wellbeing Centre to deliver a 6 week project that enabled a group of young people to gain hands on experience in gardening, planting, bee keeping, animal husbandry, honey spinning, jam making, and woodwork. The aim of the project was to help young people understand the benefits of living a healthy lifestyle and to demonstrate how much fun people can have becoming and living ‘green’, whilst also providing
opportunities for individuals to practice their new skills and learn how they could in the future sustain themselves.

**Dance at South Chadderton Youth Centre**
Chadderton youth work staff joined forces with Latics to provide weekly dance sessions to young people attending the youth centre. The aim of the sessions is to encourage young people to become more active and demonstrate that exercise can be fun. The sessions have proved to be popular both with male as well as females and has seen an increase in young people participating in exercise.

**Summer activities**
Staff continued to support voluntary organisations such as OPAG and Fullcircle to deliver a wide range of accessible activities being delivered in Coalshaw Green Park where children, young people and their families were able to access free fun activities such as arts and crafts, alternative sporting activities, skateboarding, music and Thai boxing sessions.

**Big Challenge**
Young people were able to participate in a six week programme of activities that helped to promote alternative sporting activities such as, ghyll scrambling, canoeing, archery, climbing, orienteering and team building exercises. On week six Chadderton’s local elected members were able to join in the fun participating in a raft building exercise.

**General support for children, young people and their families**
Children and young people were able to participate in a wide range of activities that helped to promote healthy lifestyles whilst gaining support from qualified youth work staff around issues such as sexual health, parenting, employment, smoking, drugs and alcohol, sexual exploitation, criminal activity and mental health. Besides this young people and residents within the community were able to access volunteering opportunities at the youth centre in order to help them develop their transferrable skills thus preparing individuals for the world of work this also led to 17 young people attending their first Children’s University graduation ceremony. The graduates had clocked up an amazing 2,000 hours between them with 3 members receiving their volunteer diplomas. In order to clock up the hours individuals volunteered their time helping out in the youth centre, for example, running the tuck shop, planning and delivering activities as well as delivering community events, litter picking, raising money for charity and attending training in food hygiene, leadership, first aid, Barclays money skills, and participating in the Carousel project.

**3.3 Accessing Health Programmes**
Delivered by Health Improvement Team and others
- Why Weight Programme
- Sit and Get fit Classes- Delivered by OCL and Age UK
- Arm Chair Exercise- delivered by community groups within their local communities

The programmes within the districts are examples of joint working with sub group members to reach our common goals.
3.4 Living, Learning and Working Well

3.4.1 Community Learning

Examples of work done in partnership with the Chadderton District team include:

- First Choice Homes (FCH) - Volunteering Level 1 Award - two programmes delivered to FCH volunteers at Turf Lane Centre. Celebration event at Turf Lane Centre on the 27th November 2014
- Burnley Brow coffee morning – attracting regular attendance of 40 –50 parents on a Friday morning– delivered a range of first aid courses and held a celebration event.
- Safeguarding course - Chadderton Together – course delivered by Lifelong Learning
- Mindfulness courses at Turf Lane – working in partnership with Mind to deliver courses to provide residents with life skills strategies
- Friends of Coalshaw Green Park - delivered an engagement programme
- Mills Hill Primary School – delivered armchair fitness programme in partnership with Firwood and District Residents Association (FADRA)
- Chadderton Park Family Event 31st October 2014 at Chadderton Hall Park- Health Partners including; NHS, OCL, Lifelong Learning, Age UK, Warm Home Oldham, Oldham Carers Centre, Greater Manchester Police and Fire, Oldham Community Safety and Voluntary Action Oldham attended the event.
- Open Day Event at Turf Lane Lifelong Learning Centre to promote adult learning in the district – with a health focus
- Community Link day - liaised with other agencies about the delivery of Neighbourhood courses (Children’s Centres and FCHO)
- Diodes – Chadderton - delivered a range of programmes to their workforce as part of the Learning at Work Week.
- Community Learning Consultation Event at Turf Lane Centre 18th June 2014
- Sharing of information relating to Health & Well-being Programmes, ESOL provision and employability programmes across the district at the Health & Wellbeing meetings.
- Between 1st April and 31st December 2014,184 residents have been assisted at the CAB advice sessions, of which the District Partnership has paid for an additional three sessions within the district. With Welfare benefit entitlements identified as £87,889 and the amount of Debt rescheduled totalling £131,077.

3.4.2 Reducing rates of heart disease

As a district we have developed mapping that highlights co-operative and strong partnership working. The mapping shows a comprehensive range of services and provisions that are available to our Chadderton residents. The mapping highlights options for people of all age ranges to access some form of physical activity.

Men’s Health

In Chadderton there are an increasing percentage of men with long term diseases and health problems. Smoking and Alcohol Levels are higher than the Oldham Average. As a result we are focussing on Men’s Health.

Using the Social Prescribing approach, men who have been identified by GP’s and Community Engagement Officer, are signposted to services and activities within the district. These activities/services include the Oldham Community Leisure Exercise Referral Scheme.

In partnership with the NHS Health Improvement Team- We requested that the NHS health bus was situated at a venue that would enable us to target men between ages
45-75. The bus encourages individuals to take part in Health Checks within their community, which previously men had not been accessing.

We will link in with national and local initiatives with regards to alcohol consumption and smoking levels in Chadderton. To be delivered in Partnership with the Health and Wellbeing Events across the District.

We are working with Oldham Community Leisure to explore options to deliver more targeted provision for men within the district for example, Walking Football.

A District growing network has developed among allotment group members. We have supported them to establish a community gardening project at Whitegate End Primary school, this is open to the whole community encouraging residents to grow their own fruit and vegetables and become involved with the ‘Get Oldham Growing’ project. (See Appendix 2 ‘Get Chadderton Growing’)

We are encouraging residents and groups to take ownership of their community Greenspace. For example the district team is currently working with a local School to establish a Forrest School project. The DE is funding some landscape changes to develop a green space near to the school the aim is to link the forest school project to the community green space to develop a community garden.

**People's Health Trust activities**

In 2013, Community Network Group Chadderton Together secured funding from the Peoples Health Trust to deliver the ‘Chadderton Hall Park Active Families Club’. The project was delivered in partnership with the Chadderton district team and delivered over a 12 month period. The Project was made up of 72 family sessions including 5 health and wellbeing events that took place in Chadderton North Ward.

The project encouraged families to access the facilities in their local park, increase their levels of physical activity and become active members of the community.

During the project we supported 15 local people to become active volunteers. Each volunteer took part in the training package that was put together as part of the project. The training package included First Aid, Orienteering Teacher Training, Safeguarding and Xplorer Training. Using these new skills these volunteers now deliver their own events within their communities across Chadderton. Monitoring showed that 35 families returned to 6 or more family sessions and as a result, (Approx) 10 of these families now attend further community activities/ clubs.

(Peoples Health Trust End of Project Monitoring Report available on request for more information)

4. **Increase Use of Services**

We have a well-established communication system within the district which enables us to inform residents of local services, activities and events:

- **Google Calendar** – Monthly listings of services and activities available in the district.
- **Key Individual Networks** – Network of local contacts which we email updates of services, activities and events.
- **District Facebook page** with approximately 900 members which we aim to provide daily information about opportunities available and involvement in district lead initiatives. This has proven to be a successful tool with our highest reach of 4,000 people with particular information uploaded.
• **Health and Wellbeing Forums** – We have a well established Health Watch within the Oldham Borough which delivers regular forums and events that are open to Chadderton Residents. We also attend/ support NHS district based consultation events and promote these within the district. These forums inform residents on changes within services and also allow them to have their say and give their feedback.

5. **Ageing Well and Later Life**

Chadderton has a strong voluntary sector which delivers ageing well provision across all three wards;

- **Luncheon Clubs** – We have a strong network of luncheon clubs run by our voluntary sector within Chadderton, these groups are self sustainable and run independently. We are also exploring options to start up a luncheon club within North Chadderton to enable us to target elderly BME residents.

- Pledged funding into a ‘**Meals at Home Plus**’ scheme; enabled Chadderton Hall Park Pavilion Café to deliver a hot meal delivery service to elderly residents who are isolated and may not have access to cooked meals. The café now run as an independent and sustainable business and deliver meals to around 40 properties within the Chadderton district.

- **Dementia Friendly Communities** - We have promoted the Dementia Friends Training to our networks and have offered for the training to be delivered within local community settings. Community Groups are now delivering the training within their own communities, for example Crossley Community Centre. We are also encouraging community representatives to attend the dementia champion training. 1 course has been delivered in South Chadderton.

Chadderton has strong links with partner organisations who deliver services and provisions for the ageing well community;

- We are working with Oldham Community Leisure to establish the need for provision within the District. We will commission OCL to continue the delivery of the Chair Based Exercise at Crossley Community Centre.

- We are working in partnership with Age UK to identify gaps in provision within the Chadderton District. We are exploring options for Age UK to deliver IT and physical activity sessions in Chadderton North Ward. We are also looking at further delivery in Chadderton Over 60’s Centre, that will encourage new members to attend the centre that may be socially isolated or lonely.

- We are working with Housing 21 and their newly appointed BME engagement workers to target elderly BME residents within Chadderton North Ward.

6. **Public Health Funding Allocation**

As you may be aware, Public Health have made a small allocation to DP’s to address priority areas within the district. Approximately £14,400 has been allocated the district.

The Health and Wellbeing sub group put forward recommendations to address the following priorities: District wide 'Get Moving' project, Men’s Health and Reducing Social Isolation and Loneliness. These will be presented to the District Executive on the 28th January 2015 for approval.

**Appendix 1**  
Ageing Well- District Mapping

**Appendix 2**  
Get Chadderton Growing