
Report to Adult Social Care and Health Scrutiny Committee

Oldham Health and Wellbeing Strategy Update

Portfolio Holder:

Cllr Brownridge, Cabinet Member for Adults, Health and Wellbeing

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Purpose of Report

To provide an update to the committee on Oldham's Health and Wellbeing Strategy

Executive Summary

The Health and Wellbeing Strategy was approved by the Health and Wellbeing Board in March 2023. It was presented to the Scrutiny Committee in July 2023. The strategy contains five priorities for action. This report provides an update on the strategy and progress on the priorities. The Committee are asked to consider the progress below.

Recommendations

The Committee is asked to consider the report, and the progress made against the priorities.

1. Background

- 1.1. The Joint Local Health and Wellbeing Strategy, and the Health and Wellbeing Board aim to improve the health and wellbeing of people in Oldham and reduce inequalities for all ages. The responsibility for developing and delivering the Health and Wellbeing Strategy (and the Joint Strategy Needs Assessment) sits with the Health and Wellbeing Board and rests with all the members of the board. Oldham Health and Wellbeing Board is chaired by Cllr Peter Davis, and has good representation from partners.
- 1.2. This strategy was developed over twelve months through reviewing data on health and wellbeing, engagement with residents, and coproduction with members of the board. Since the approval of the strategy, the Health and Wellbeing Board has had focused meetings on each of the priorities.
- 1.3. Below are updates on all five priorities in the strategy

2. Supporting our residents to gain the knowledge and skills to confidently make choices and make decisions about their own health

- 2.1. The Oldham Engagement Framework, is being developed by a cross-sector partnership group. The Oldham Engagement and Insight Leads Group was established 12 months ago to work together to co-design a Framework for how all partners across Oldham engage with residents and use the insight to influence decision making.
- 2.2. In the last 6 months the group have worked together to:
 - Design and launch The Engagement and Insight Network, bringing together a wide range of partners in Oldham, to develop a networking space for anybody whose work involves community engagement, engaging with people in Oldham or who is interested in engagement. The Network has met twice (bringing together 40-50 people each time) and has focused on co-ordinating engagement activity, The Big Oldham Convo (Engagement HQ) and co-designing the engagement toolkit element of the Framework.
 - Implement the Big Oldham Convo (Engagement HQ) as the digital engagement and insight capture platform.
- 2.3. In the next 6 months the priorities for the work are:
 - Finalise the Engagement Framework guidance and toolkit
 - Have each member of the Engagement and Insight Leads Group given the ability to administrate The Big Oldham Convo (Engagement HQ)
 - Members of the Engagement and Insight Network to plan and deliver a large public engagement event at Oldham Sports Centre in September.

3. Giving children the best start in life

3.1. Measures

- The infant mortality rate increased for 2019-21 to 7.2 per 1,000, with the gap further widening compared to the England average. However, the rate for the most recent period (2020-22) has seen a decline to 6.4 per 1,000, similar to the 2018-20 rate. The England rate has remained consistent at 3.9 per 1,000 throughout. This latest Oldham rate translates to 59 infant deaths over the most recent three-year period (2020-22).
- The percentage of children achieving a good level of development falls 4.4 percentage points below the England average for the most recent cohort (2022/23). Between 2021/22 and 2022/23, Oldham's rate increased by 3 percentage points, evidencing improvement on this measure.

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- The latest under 18 conception rate is 20.5 per 1,000, compared to the England rate of 13.1 per 1,000. This translates to 106 conceptions to under 18s for 2021.

3.2. Implement a targeted action plan to reduce infant mortality

We continue to offer and improve our universal and targeted services to reduce the risk factors associated with infant mortality. These include:

- Advice to pregnant women on smoking during pregnancy and around the infant
- Immunisations for pregnant women and the infant
- Promotion of breastfeeding
- Targeted genetic counselling for close relation marriages
- Promotion of the healthy start programme
- System wide anti-poverty work with families.

Our 'Reducing Infant Mortality Action Plan' is being updated and the ToR for the action planning group have been refreshed. Priorities for the group have been based on the national and local evidence base. Smoking in pregnancy is a key risk factor for infant mortality as well as still birth, prematurity and babies being born small for gestational age. The detail on this is in section 3.3 below

Safe sleep advice is an important way to reduce the rate of Sudden Unexpected Deaths of Infants (SUDI). The Tackling Infant Mortality Group have developed a tool to support person centred conversations with new parents on safe sleep. This is based on guidance from The Lullaby Trust.

3.3. Improve communications about healthy pregnancy from pre-conception to birth

Clinical pathways for care in pregnancy have been reviewed to ensure standardisation, particular focus has been applied to Badgernet (the new electronic patient record in maternity services) and collaborative working with GP's. Emphasis has been placed on the need for early engagement to reduce deviations in care and identify early risks in pregnancies.

Smoking rates in expectant Mothers has also reduced following some collaborative working between acute and community maternity staff. The rate is now below 10%. Smoking in pregnancy holds direct links to stillbirths. The latest figure for smoking in pregnancy is from 2022/23 and is the first time in more than 13 years that our rate is similar to the national average. In 2019/20, 13.6% of pregnant women were still smoking at the end of their pregnancy compared to the England rate of 10.4%. In 2022/23, 9.6% were smoking in Oldham, compared to 10.3% in the North West, and 8.8% in England.

Health inequalities are a focus of Oldham maternity services, with a view to reducing the inequalities which currently exist in relation to access, experience and outcomes for babies, children and families. This includes a focus on encouraging parents to be to register their pregnancies with the service early in pregnancy. The conversations in relation to Early hubs are continuing, and the value of these hubs for early contact is widely recognised.

3.4. Provide family-focused, coordinated support in our communities

Our integrated children and families service brings together our Family Hubs, and the Healthy Child Programme. Excellent progress has been made with delivery of Oldham's Family Hub and Start for Life Programme.

- Capital funding has been utilised to refurbish and rebrand the 5 existing children's centres (CCs) as Family Hubs. The hubs provide open access to a welcoming safe environment:
 - Beaver Hub launched in July 2024
 - Stanley Rd hub is open, launch on the 20 March 2024
 - Spring Meadows, Shaw and Medlock Vale CCs launched June 2024
 - Alexandra will be launched in the autumn term.

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- All hubs provide a clinical and non-clinical space to enable midwifery teams to provide antenatal and post-natal care. New spaces have been created in Oldham library (7th hub) and Failsworth Town Hall.
 - A new Family Hubs website which provides users with information and support on our Family Hub and Start for Life offer. Site reaching **2-3,000 users** per month.
 - **10,000** leaflets being printed as part of our new branding work and have been distributed to residents via the Hubs, local events, VCFSE sector and staff working closely with residents.
 - Parents can access a range of universal information and support on parenting through the website 24/7. This includes information about face-to-face delivery and online parenting programmes, Solihull online parenting courses, Essential Parent digital library and the Chathealth text messaging service. Parents can also access support on home learning, speech development, infant feeding, perinatal and infant mental and breastfeeding.
 - Social networking opportunities have increased through the commissioned Homestart and Dad Matters activities:
 - Oldham has a well-established Early Attachment Service supporting families around parent–infant relationships and perinatal mental. Investment has been utilised to increase capacity within this service and to fund a Mental Health Practitioner Talking Therapies. This post supports lower level/ universal mental health support across FHs, baby clinics

4. Improving mental health and mental wellbeing

4.1. Measures

- Latest (2022/23) levels of people reporting high anxiety are similar to 2020/21 figures. The gap has widened when compared to the latest England average to 1.5 percentage points.
- There has been no further update to the loneliness measure.
- The number of adults in structured drugs and alcohol treatment has increased by 25% from Q1 2023/24 to Q4 2023/24.

4.2. Establish clear routes to accessing support and care for all communities

The Family Hubs Programme has a public health approach to mental health and wellbeing embedded throughout the programme. This includes improving access to perinatal infant mental health (PIMH) support, early attachment service and Talking Therapies. PIMHs champions have been trained and are delivering a family focused approach in hospital and community settings and through peer support.

Connect 5 Training builds capacity, capability and confidence by enabling people to look after their own and others' mental wellbeing through proactive conversations. Over 200 more Oldham professionals and volunteers have received Connect 5 training. This has further embedded this approach across a number of agencies that serve our residents. The trained cohort included representatives from some of our community groups working with our ethnic minority communities, such as: SAWN (Support and Action Women's Network), and Yuvanis. In addition, training has been provided to groups that work with vulnerable adults such as Salvation Army, those that work with residents around increasing physical activity (the Failsworth Walking Group) as well as governors from some of our schools. We have been successful in obtaining a final year of funding for 24/25 from GMCA and so we will be building on these previous success.

4.3. Improve the physical health and wellbeing of people with mental ill-health

For some people with a mental illness, physical ill-health is seen only as part of the mental health condition or related medication even when their symptoms could mean there is evidence of a physical health problem. This diagnostic overshadowing can lead to inadequate medical treatment for physical health conditions in people with mental illnesses, leading to increased mortality and poorer treatment outcomes. Major causes of death in people with severe mental illness include chronic physical medical conditions such as cardiovascular disease, respiratory disease, diabetes

and hypertension. Undertaking annual physical health checks for people with severe mental illness helps contribute to a reduction in all these domains.

- Smoking cessation and weight management for residents with serious mental illness (SMI):
 - ABL started to run the co-located Community Mental Health clinics in October 2023. Clinics run every Friday 9-1pm, clients can be supported by both a smoking and/or weight management advisor. Delivering the service from a Community Mental Health venue means there are clinical staff available to support any pharmacotherapy issues.
 - Current offer includes behavioral support alongside NRT, and pharmacotherapy such as Zyban. Vape pathways are also included as is the ABL service wide Swap to Stop, whereby people accessing the community mental health support are able to receive free vapes for a longer period of time than the standard offer. Using a Swap to Stop approach will allow some entrenched clients to move away from tobacco use to a less harmful vape product. This ensures the benefit of a holistic approach whereby smoking cessation is integrated in the patient's overall mental health treatment plan.
- ABL Stop Smoking Leads are also continuing with further service development to support SMI clients and explore ways to increase referrals for this cohort, working closely with PCN clinical leads and identifying GPs that have a low referral rate to the smoking service. They are also looking to build on existing partnership working with community mental health providers, including the voluntary sector.

5. Reduce smoking

5.1. Measures

- Latest QOF data for smoking indicates that 16.7% of Oldham's population currently smoke, compared to 14.7% across England.
- Smoking at time of delivery has decreased from 10.7% (2021/22) to 9.6% (2022/23), meaning Oldham's performance is improving. Data has been statistically significantly worse than the England average up until the most recent year, whereby we are now similar.
- Latest data for 2022/23 shows 58.8% of Oldham adults have never smoked, up from 55.5% for 2021/22. Latest data is similar to the England average of 59.3%.
- However, we know there is considerable variation in smoking prevalence across the borough and that in some wards, particularly those with high levels of deprivation, rates are considerably higher.

5.2. Make high quality evidence-based stop smoking support accessible to all smokers

Oldham Council were recently awarded £321,524 per year for up to 5 years covering financial periods 2024/25 to 2028/29, as part of the government's plans to create a smokefree generation. This funding is in addition to our current spend of £339,500 per year for specialist community stop smoking support. As approved by Cabinet in February 2024, the allocated additional funding will supplement ABL Health Ltd (Your Health Oldham), who deliver our current stop smoking service (as part of the Health Improvement Service), to bolster the current stop smoking offer. The funding will be used to create additional capacity to deliver stop smoking support and will increase the provision available in the borough to improve the number of people stopping smoking and, thus, reduce smoking prevalence and the impact of tobacco related harm. Specifically, the funding will be used to target and support certain priority groups which may have entrenched smokers that are most at risk of tobacco-related harm, thus tackling health inequalities as well as supporting targets for reducing smoking prevalence.

Oldham Council were also recently successful in receiving approval for an expression of interest for participation in the national 'Swap to Stop' scheme, for our community stop smoking service to provide vapes directly to clients who are accessing stop smoking support. Vapes will be provided alongside behavioural support by our community stop smoking service, Your Health Oldham, to allow for the best intervention package to support a client with their quit attempt. As well as offering

vapes as a quit aid to all people accessing the stop smoking provision, the service will assertively target groups including who are most at risk of tobacco-related harm including routine and manual workers, those from Black and other ethnic minority communities, LGBTQ+ community, those with long term conditions and those living in the most deprivation.

5.3. Embed tobacco control approach into all relevant public policies

Oldham Tobacco Alliance has now been in place since September 2021. The strategic partnership oversees the delivery of the locality Tobacco Control Action Plan, which drives forward a whole system approach to making smoking history. The coordinated and comprehensive approach to tobacco control across Oldham (aligned to national and regional policy and evidence base) aims to reduce smoking prevalence and harm from tobacco by making smoking less accessible, acceptable and desirable, empowering successful quitting and stopping young people starting to smoke in the first place.

Considerable progress has been made by the Alliance since its inception, including successful joint communications and engagement activity, considerable system-wide workforce development, comprehensive policy review and a continued focus on enforcement of tobacco legislation (including underage sales) and a persistent approach to tackling illicit tobacco and unregulated vapes. The Alliance continues to review smoking cessation provision locally in order to ensure there is high quality, evidence-based specialist stop-smoking services available to everyone who smokes (including access to alternative products to support people to quit smoking successfully) whilst ensuring that there is appropriately targeted support for those most at risk of tobacco-related harm and any emerging vulnerable groups (such as the digitally excluded, asylum seekers) and overseeing that there are effective pathways in place and support available for alternative forms of nicotine and tobacco, including shisha, and the use of tobacco with illicit substances.

To ensure that the work of the Tobacco Alliance continues to be effective, the partnership is undertaking a CLear self-assessment, which is an evidence-based approach that allows localities and alliances to Challenge their existing tobacco control services, review their Leadership for comprehensive action on tobacco control and consider the Results demonstrated by the outcomes achieved, measured against national and local priorities. This process will allow the Alliance to consider and evaluate progress to date and enable a refresh of local priorities and our locality tobacco control plan, in line with the release of the anticipated refreshed national Tobacco Control Plan for England and the revised GM Making Smoking History delivery framework. Findings from the self-assessment and next steps will be shared at a partnership event in Autumn 2024.

6. Increasing physical activity

6.1. Measures

- The gap between Oldham and England has widened further and latest data for 2022/23 shows 57% of Oldham adults to be physically active, compared to 67.1% for England. This measure is from the Active Lives Survey (ALS). We will continue to work in a whole system approach through the Place Partnership work and wider and will monitor the next ALS results.
- The percentage of physically active children and young people was slightly up from the previous academic year to 47.8% (47.5% in 2021-22) and going in the right direction from previous years. This is higher than GM (45.6%) and England (47.0%) in 2022-23.

6.2. Supporting voluntary, community and faith organisations to be able to provide services and work with their communities to increase physical activity.

We are continuing to work as a system to support our VCF organisations to feel confident and capable to deliver, facilitate or signpost to local physical activity opportunities in a hyper local way for our communities. The One Oldham Fund grants programme administered by Action Together Oldham continues to support VCF projects that focus on reducing health inequalities and promote

preventative activity like increasing physical activity levels. As a system we continue to support these organisations to increase skills and knowledge around physical activity and two examples include the Active Through Football programme supporting local residents and leaders to become trained to deliver football related activities and OCL who upskill with dance and fitness related qualifications.

6.3. Improving communication with both residents and businesses to embed the message that any movement matters, for people of all abilities.

We are seeing more through our Council communication channels which promote opportunities to move more including active travel, walking and sport activities & events. We have also promoted the recent Tour of Britain Women's event which saw the best female cyclists in the world come through our town. This will no doubt inspire many to cycle more.

6.4. Celebrating and championing positive examples of Moving More through the #Oldham #MoveMoreFeelBetter social media campaign.

We continue to use the #Oldham #MoveMoreFeelBetter campaign to celebrate and champion examples of Moving More in our borough. We have also been working with Diva Creative to help create some videos and narrative about the campaign so that we can share this to encourage more people to use it and understand it. The cost of working with this agency was fully funded by money secured for Oldham from GM Moving.

6.5. Widening access and participation in physical activity, sport and active travel, providing more inclusive options of ways to be active every day, and closing the inequalities gap in activity levels.

Working with our communities especially in those areas of most need through a proportionate universalism approach we will carry on trying to reduce the inequality gap that some of our residents' face. In our recent Place Partnership submission for the next stage of funding from Sport England we plan to expand our approach from two of our districts Central (Glodwick) and South (Failsworth) into all five districts to tackle inactivity and the inequalities, whilst also aligning to the Place Based Integration work that Oldham is prioritising as a preventative measure.

6.6. Maintaining and creating safe green spaces and other high quality activity spaces to increase confidence & access to opportunities to be active.

Having secured external funding to improve some of our local facilities in our communities we have started to see some of the capital work taking place after (some) improvements in our weather.

We have started to see Cricket Non-Turf Pitches (NTPs) installed in Oldham Edge, New Barn Playing Fields, George Street Playing Fields & Heyside Playing Fields. There is one remaining which will go in at Hathershaw College for community and school use. This was totally funded (100%) by external funding from the England & Wales Cricket Board (ECB).

We have also started to see improvements to some of Tennis Courts in parks including Alexandra, Chadderton, Dunwood, Higher Crompton, Lower Memorial and Werneth. This was 96% funded by the Lawn Tennis Association (LTA) / Tennis Foundation with a contribution from the council. Extra outdoor gyms have also been installed and activated which has been led by Environmental Services colleagues.

7. Recommendations

7.1. The Committee is asked to consider the report, and the progress made against the priorities.

8. Appendices

8.1. A page overview of the Health and Wellbeing Strategy is provided below

PRINCIPLES

We are resident focused

We have a well-managed health and care system

We are champions of equality

We prioritise prevention

Oldham Health and Wellbeing Strategy 2022 – 2030: Priorities

Supporting our residents to gain the knowledge and skills to confidently make choices and make decisions about their own health

- Develop a common framework for engagement to ensure residents can share services to their needs
- Adopt a resident focused approach to communication and tailor messages
- Support established peer and patient support groups to grow and improve reach
- Build a local approach to communication using the Health Foundation toolkit

- Supporting our residents to gain the knowledge and skills to confidently make choices and participate in decisions about their own health will underpin improvement against all the measures included in this strategy.

Giving children the best start in life – focus on reducing infant mortality

- Implement a targeted action plan to reduce infant mortality
- Provide family-focused, coordinated support in our communities
- Improve communications about healthy pregnancy from pre-conception to birth
- Normalise breastfeeding and become a UNICEF Baby Friendly Borough
- Ensure access to early education and increase % children who start school ready to learn

- Reduce infant mortality rate to England average
- Increase % of children who achieve a good level of develop by age 5 to England average
- Reduce under 18s conception rate to England average

Improving mental wellbeing and mental health

- Support community organisations and networks to grow and support residents
- Promote the use of shared language and reduce stigma across communities
- Establish clear routes to accessing support and care for all communities
- Provide support to education workforce on emotional health and wellbeing
- Reduce the harm caused by alcohol and substance misuse
- Improve the physical health and wellbeing of people with mental ill-health

- Reduce % of people reporting high levels of anxiety to less than England average
- Reduce % of people who feel lonely to significantly less than England average
- Increase drug treatment places by 20%

Reduce smoking

- Embed tobacco control approach into all relevant public policies
- Promote smokefree homes and community spaces
- Ensure that comms around smoking, vaping and alternative forms are tailored
- Make high quality evidence-based stop smoking support accessible to all smokers
- Reduce uptake of smoking and vaping in young people and enforce legislation

- Reduce the % of population smoking to England average
- Reduce smoking in pregnancy to England average
- Increase the % of adults who have never smoked, to England average

Increasing physical activity

- Support VCFSE to increase physical activity,
- Promote use of foot and cycle paths
- Celebrate and champion physical activity via social media and other campaigns
- Widening access and participation, providing more inclusive options
- Take a strengths-based community approach
- Maintain and create safe green and other activity spaces

- Oldham will have the same % of adults who are physically active as England as a whole

Key Goals

Measures