



Love Life
Be Happy
Stay Healthy





SETTING PERSONAL PLEDGES FOR A HEALTHIER LIFESTYLE

The drive to help people of all ages in Torbay to create better, healthier lives for themselves has taken a giant leap forward during the year.

A wide range of Public Health initiatives – an exciting blend of healthy eating, exercise and determination - have spread throughout the Bay, championed by the Public Health team and the Herald-Express newspaper.

The simple slogan says it all: LOVE LIFE, BE HAPPY, STAY HEALTHY

Torbay Public Health and the Herald Express launched the loveLIFE health and well-being campaign (February 2012

through to March 2013) to encourage the people of South Devon to become fitter, healthier and happier – and have great fun doing it!

It's a campaign for ANYONE who wants to make a positive change to their lifestyle, however small.

The campaign has been endorsed by four main sponsors: Torbay Council, Torbay and Southern Devon Health and Care NHS Trust, Sanctuary Housing and Europlas. It is also backed by associate sponsors Devon Fresh and Sanctuary Care.

The central aim is to tackle some of

Torbay's biggest health problems - such as smoking, alcohol dependence and obesity.

It is a great start – where YOU can make a difference to your life and quite possibly the lives of others.

Encouraged by the campaign, people of all ages have made pledges on personal challenges including:

- *Cutting down or giving up cigarettes.*
- *Taking more exercise, walking or running and losing weight.*
- *Developing cooking skills and eating more healthily.*

We have made real progress but the challenges remain

We have again moved forward significantly in our continuing efforts to empower people to improve their health and well-being. This is also helping us to tackle inequalities.

This year's Annual Report represents some of the steady progress in health in a year of action, with growing problems in some areas and many successes in others.

As we prepare for key changes in the local public health service we continue to explore the best way of delivering improvements to the health, well-being and happiness of people living in Torbay.

We know that we are still faced with a number of huge challenges such as obesity levels, increased drinking levels, and teenage pregnancies. Indications are that alcohol impacts adversely on Torbay more than most other areas in the country.

The Public Health team, together with the support of a range of partners, have recorded a number of substantial achievements over the last 12 months.

In order to tackle the key issues and really make a difference, no one person or agency can do this alone. However, together with support, encouragement and a level of intervention, collectively we can make a difference. That is why I am so pleased that we have developed a new partnership with



Foreword from Debbie Stark
Director of Public Health

Pictured left: Debbie Stark, Director of Public Health, and Paula Vasco-Knight, Chief Executive of South Devon Healthcare NHS Foundation Trust, set out on a Bay Walk

that we need to continue to secure funding, effort and capacity in taking preventative measures or to avoid storing up problems up for the future.

As part of the NHS Health and Social Care Act, Public Health will return to the Local Authority from April 2013.

This presents a number of opportunities to join up Public Health with wider functions such as transport, leisure, education and housing, as we know that they have a significant impact on the lives and health of our population.

I have been pleased that so many councillors have lent their support to the LoveLife campaign and have welcomed the opportunities that good health can have on the broader well-being - and, in so doing, leading by example.

the Herald Express in launching the LoveLife campaign, which has already demonstrated tangible benefits. We want people to LOVE LIFE, BE HAPPY AND STAY HEALTHY.

We face a time of severe austerity with reduced spending. However, we recognise

The hidden dangers of a less active life

It is inevitable that to some extent we are less active than we used to be. More office and home-based jobs, longer working hours and greater use of cars all contribute to a less active lifestyle – which leaves us at a greater

risk of health problems such as heart disease, cancer, obesity, diabetes and osteoporosis (brittle bones). In Torbay, surveys suggest that Torbay's over-16 population is less active than the national average. In the following

pages of this Public Health annual report we look at the many ways local people are positively improving their health, but also focus on a number of particular risks to health that continue to pose challenges in Torbay.

Healthy boom in Bay walks

You tell us these are some of the benefits

Here are some of the benefits reported by regular walkers:

'You feel better in yourself and it lifts depression.'

'My blood pressure dropped and with healthy eating I lost over a stone.'

'I needed a purpose to get out and rebuild my energy and confidence, these walks motivated me to move on.'



Why Fitbay could be for you...

The Fitbay GP exercise referral programme has been running successfully since 2004.

To take part, clients must be registered with a Torbay GP Practice, and be over 16, as well as being motivated to increase their activity levels, must have a medical condition that would benefit from increasing their physical activity (including overweight and obesity) and must be able to commit to a 10-week exercise programme.

The programme is subsidised at just £36 per person and is available currently from 11 different facilities in Torbay:

- Aztec Gym
- Barton Surgery Gym
- Brixham College Sports Centre
- English Riviera Centre
- Inch By Inch Toning Salon
- Osborne Hotel
- Torbay Leisure Centre
- Torquay Community College
- Winners 2000
- Tonewize
- Yoga Torbay

Bay Walks, which have become well established over the past 12 years in Torbay, expanded further with highly successful weekend progression walks - longer walks with more challenging terrain.

The walks were supported by Torbay Coast and Countryside Trust (TCCT) who advertised them in their events diary and online. Bay Walks now offers the regular Health Walks

(for those with limited mobility or recovering from surgery) as well as the Progression Walks. Registered walking attendance has doubled in the last year.

For more information, please contact:

Bay Walks Coordinator Tel: 01803 321867
Email: elaine.mason@nhs.net

Web: <http://www.torbaycaretrust.nhs.uk>

Way of gaining better stability

A 12-week Balance and Strength exercise programme provides weekly classes in Torquay, Paignton and Brixham for people with:

• A history of falls, fear of falling, problems with balance and confidence and osteoporosis.

Whilst the rate of over-65s admitted for fracture neck of femur is less than the England average, our larger elderly population makes it an area of focus and priority for public health to ensure we encourage people to stay active and keep healthy in later life.



For more details of the balance and strength exercise programme, please contact Fitness Co-ordinator Andy Simpson on 01803 321867.



'Biking it' is so much better for children

Mixing sport and health by design

Parkfield Youth Centre in Paignton is quite a place for young people - and no wonder as they were fully involved in its design.

The centre opened in October 2011 following a successful Big Lottery bid of £4.8 million.

It provides an impressive outdoor skate park, large bmx/wheeled dirt track, woodland tracks and outdoor and indoor climbing walls as well as indoors sports hall and range of meeting rooms.

Health services, working in partnership with youth workers, also provide advice and guidance as well as a 'quit smoking' drop-in, specialist midwife appointments and C Card distribution.



Public Health's move back to the local authority will bring closer links on a range of health issues. Already a number of groups have been set up which offer the opportunity for people from Black Minority Ethnic communities and cultures to meet, to support each other and provide opportunities to have fun and enjoy time together.

One college and seven primary schools signed up to the 'Bike It' campaign which got under way this autumn – boosting the interest in safe cycling and exercise.

Teachers are reporting increased alertness and parents improved health and happiness. The initiative covering bikes and pedal scooters was launched by Sustrans with funding partners Torbay Council and Torbay and Southern Devon Health and Care NHS Trust.

Children have learned about bike safety checks, fixing punctures, checking their scooter and how to ride safely and responsibly whilst on the pavement. It has also prompted a new look at bike and scooter storage in some cases. Encouraging cycling to school, where feasible, is also promoted. Free bikers' breakfasts served to pupils, parents and staff

A favourite moment this term:

At Queensway Primary School, two sisters from a disadvantaged family were so desperate to go to the Bikers' Breakfast that their mum bought them both second-hand scooters so that they could join in.

who either arrived on a bike or scooter also proved a popular feature.

Key activities planned for next term include:

A Pedal for Medals inter-school competition and from Cyclepods has come a free Scooter Pod which will go to the winning school with the highest number of bike or scooter journeys per pupil head.

Over-50s learn more about skin cancer

For the 'Know your Skin' campaign run in July 2012 and aimed at the over-50s, Healthy Living Advisors from pharmacies across Torbay and Southern Devon were trained in cascading messages and promoting sun safety.

Pharmacies play a key role in promoting public health and have agreed to run three campaigns a year as part of the promotion.

The 2012 campaign was designed to:

- Increase awareness of the signs of skin cancer among pharmacy customers.
- To encourage customers over 50 to check



their skin and see their GP if appropriate.

- Increase pharmacy staff knowledge about the signs of skin cancer
- Improve pharmacy staff confidence to

discuss sun safety behaviour

Key results of campaign

- Staff recorded 1125 conversations with customers about skin cancer prevention and early diagnosis, an increase of 25% from 897 in 2011.
- Customers returned 538 quiz tear-off feedback forms, an increase of 33% from 405 in 2011. 58% of these were completed by over 50s, an increase of 3% from 2011.
- Staff made 83 referrals/recommendations for the customer to see a GP about their skin.

Huge benefit from changing our diet

Obesity is not a disease – but mainly dictated by the way we live our lives.

Modelled estimates using Health Survey for England 2006-2008 indicate that more adults in Torbay are obese - 27.6% compared to the England average of 24.2%.

Children in Torbay are, on average, less obese than the national average. However, there has been an increase in the proportion of children considered as overweight in the Bay.

Mid-April 2012 saw the launch of the long-awaited Torbay and Southern Devon Specialist Obesity Service, which provides intensive weight loss support from a dedicated multidisciplinary team.

Results so far are encouraging. It is expected that up to 20 programmes will be provided each year.

In addition, an improved Change4Life adult weight management programme, combining nutritional and behavioural change with physical activity has been piloted and Increased support has come from the Nutrition Team.

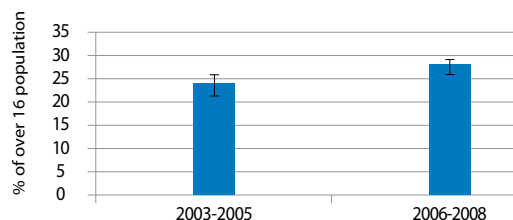
The Mend programme has continued for children and their families with eight families successfully completing the 10-week programme.

● Pictured above, one of the 'Cook 4 Life' sessions, which have been a great success in local communities within Torbay.



It is estimated that a third of deaths from cancer and a quarter of deaths from heart disease could be prevented by changing the food we eat. Other benefits include controlling weight and preventing diabetes, arthritis and mobility problems. Changing diet has more effect the earlier it starts, but benefits can be achieved at any time in our lives.

Estimated prevalence of persons aged 16 and over who are obese in Torbay



WHAT WE ARE DOING ABOUT IT

- Cook 4 Life – 'Train the Trainer' courses have been a huge success with 26 people completing the three-day training before going on to run cooking classes in local communities, championing healthier food and healthier lives. (eg Sanctuary housing work, children centres).

- Training has been given to staff working in GP surgeries, to enable them to engage people in discussion about eating habits and lifestyles.

- Catering staff in care homes and Early Years' providers have received short training sessions on nutrition.

- The Torbay lifestyle team dietitian has been working with Torquay United and schools advisor on designing and delivering a fun and interactive healthy lifestyle programme to children in Key Stage 2.

The idea is to create healthy habits to take with them the rest of their lives.

Tackling the worrying level of diabetes

Diabetes is a major health issue and affects more than 7,000 people in the Bay – and, worrying, numbers are growing by about 10% a year.

Torbay's ageing population and increasing rates of obesity means that a higher percentage of people have Type 2 diabetes. Without effective management people with diabetes run the risk of developing complications, which may affect their sight, kidneys, circulation and heart.

WHAT WE ARE DOING ABOUT IT

The Public Health team have been running a programme of education (healthy living with diabetes) since 2006.

Between April 2011- April 2012, 214 people attended the course held in Torquay, Paignton and Brixham on a Wednesday morning.

This is 48% of those invited and we are heading towards 54% for 2012-2013 as we continue to encourage

more to recognise that the healthy living programme gives them the best possible help and advice to help manage their diabetes and prevent long-term complications.

We are always looking to improve the course and a new leaflet was launched in the autumn.

For more information, please contact us on 01803 208834.

Get the most out of life

'I feel better inside and I now sleep longer..'



Following a breast cancer scare last year, Councillor Cindy Stocks found herself physically and emotionally weak.

She had already signed up for the LoveLIFE campaign and been introduced to a health trainer but Fit Bay was finally her saviour.

"The trainers there created a personal programme for me that slowly loosened all my joints and gave me improved posture and flexibility.... I felt better inside and I now sleep longer and feel refreshed each morning.

"I am now attending a gym to maintain the improvement I gained and continue to walk regularly and eat home-cooked meals. I have even started growing my own vegetables.

"This year I have produced potatoes, tomatoes and strawberries, all grown in bags to avoid the stooping and strain on the back.

"I would recommend Fit Bay and a health trainer to everyone but you must be prepared to continue the good habits you learn after the course has ended."

How we are improving health across the Bay



The Health Trainer workforce has grown over the past 12 months from 5 to 18 as part of the drive to empower people to improve their own lives.

Health Trainers – in an initiative introduced two years ago - support people to make lifestyle behaviour changes.

The service has been successful in focusing on supporting those living in the top 40% of disadvantaged areas in Torbay and has helped unpaid carers and individuals at risk of poor health.

Eight Health Trainers are employed by other organisations in Torbay. Subsequently the service has evolved into a multi-agency partnership between a range of stakeholders including:

- Torbay and Southern Devon Health and Care NHS Trust - Lifestyles Team and Pregnancy Health Trainers in Health Visiting.

- Torbay Council - Street Wardens.
- Action for Children - Torquay Children's centres.
- Jatis – housing-related support commissioned by Torbay Supporting People.

Five Health Trainer champions have been recruited during the year.

These volunteers have supported the Health Trainers and wider Lifestyles' team by assisting at Public Health events, cascading public health materials, giving brief advice to community groups and referring members of the public to local health services.

Events included the Olympic Torch procession, Wear Red Day and Nordic Walking demonstrations.

Why not become a Health Champion? (see our coupon on the Back Page)



Councillor Jenny Faulkner takes to the water to learn to swim and get fit while below Edward and Elizabeth Anderson decide to quit after a lifetime of smoking.

All photos used here and elsewhere in this report - are by courtesy of the Herald Express



Left: Torquay dance group the Zumbarettes do their workout for the Herald's LoveLIFE campaign while (right) keen local cyclists took to the roads over Dartmoor to make their pledges for greater fitness

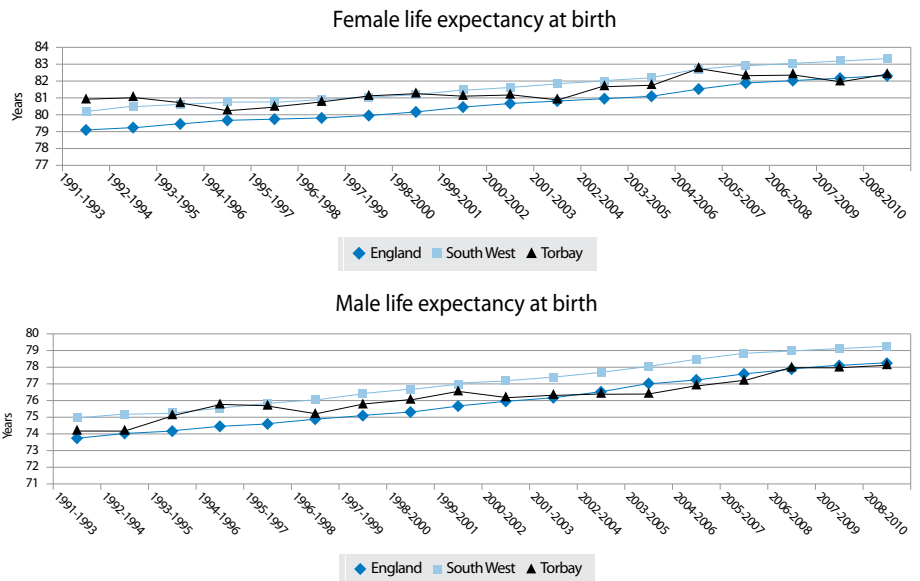


Life expectancy still less for disadvantaged

Whilst life expectancy at 65 is generally higher for residents in Torbay compared to England, within Torbay itself there are significant variations.

Those living in the more deprived (lower income) communities are living on average between six to eight years less than those in the less deprived communities.

Factors such as smoking, dependence on alcohol and obesity all contribute significantly to earlier deaths.



Why it's much better if you don't smoke...

Smoking prevalence in Torbay is estimated to be significantly higher than the national average with around 1 in 4 adults in the Bay smoking.

Smoking is the main cause of preventable death and ill health. Each cigarette can shorten your life by five minutes - on average a staggering 10-15 years loss of life.

Many people look back in later life and bitterly regret not giving up smoking. The fact is that your chances of better health start to improve the moment you quit.

In Torbay the rate of deaths attributable to smoking of 35 years and older is 206 per 100,000 population (2007-2009). Deaths, like smoking itself, occur mostly among men.

However, we estimate 1 in 3 pregnant women are smoking before becoming pregnant; 1 in 4 are smoking at their first appointment with historically more than 1 in 5 still smoking at the time of delivery.

Despite these figures, it was another successful year for the Torbay Stop Smoking Service. In combination with most GP surgeries and some pharmacies, the service exceeded its annual target and helped 1041 smokers to quit.



• Torbay Stop Smoking Service can be contacted on 01803 299160

The stark facts

- The average smoker may die up to 12 years earlier than a comparative non-smoker as well as suffering with chronically disabling diseases such as COPD (chronic obstructive pulmonary disease).
 - In the UK, smokers in their 30s and 40s are five times more likely to have a heart attack than non-smokers.
 - By the age of 15, more than one in seven young people are regular smokers.
- Evidence shows that you are four times more likely to successfully quit smoking with specialist support.*

WHAT WE ARE DOING ABOUT IT

Smoking in pregnancy remains a major public health issue but there has been impressive success in a reduction in the number of women still smoking at pregnancy - the best improvement in the South West (17.3% against a target of 20%).

This is down to the sustained collaborative approach between the Specialist Stop Smoking Services and Midwifery Services.

All midwives have received training on a yearly basis on key public health priorities such as smoking cessation, breastfeeding, teenage pregnancy, substance and alcohol misuse in pregnancy, domestic abuse and perinatal mental health.

Support for Torbay Hospital has continued as they work hard to increase access to stop-smoking medications for patients, as well as enabling the easy referral of patients wanting support to quit. There was an increase of 20% in patients receiving stop-smoking medication and a 20% increase in the number of referrals being made.

Looking ahead, we will be:

- Reviewing smoking prevention programmes specific to young people and highlighting the dangers.
- Developing the stop-smoking clinics and one-to-one support in accessible community venues.

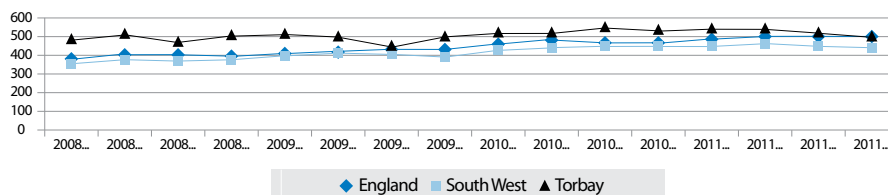
Danger posed by alcohol

Alcohol misuse is a priority issue for all services in Torbay, including the police, local authority, housing, fire, health and the voluntary sector.

Its effects can be far-reaching and devastating and can lead to a whole range of problems including:

- Depression, insomnia, memory loss and high blood pressure as well as eventual alcohol dependence, liver disease and cancer.
- Domestic violence, violent crime (including the night time economy) acquisitive crimes (such as burglary and shoplifting) and anti-social behaviour.
- Fear of crime, poor perceptions of place (neighbourhood/town centres), domestic fires, family dysfunction, lack of parental responsibility. According to Local Alcohol Profiles for England (LAPE) data (www.lape.org.uk) Torbay's ranking compared to all the local authorities, nationally, is in the highest 20% for a significant number of alcohol

Quarterly rate of alcohol related admissions to hospital per 100,000 population



'The number of people claiming incapacity benefit in Torbay due to alcohol problems is one of the highest rates in the country'

indicators that are regularly monitored on the LAPE website (highest denoting the least favourable position) although the rate of alcohol-related admissions has lowered slightly in 2011-12.

These indicators include mortality from chronic liver disease, alcohol specific mortality, admissions to hospital for

alcohol specific conditions (for both the general population as well as for under-18s specifically). The number of people claiming incapacity benefit in Torbay due to alcohol problems is one of the highest rates in the country at 200 per 100,000 population (ranked 10th highest in the country as of August 2011).

Sexual violence offences have averaged 160 per year over the past 5 years, with 176 in 2011-12. In many cases, alcohol appears to be a key factor. Of more than 25,000 domestic abuse incidents recorded per year – 43% record alcohol/drugs as a contributory factor.

Recommended levels of alcohol



Men - should not drink regularly* more than 3-4 units a day (not much more than a pint of strong lager, beer or cider (ABV 5.2%))



Women - should not drink regularly* more than 2-3 units a day (no more than a standard 175ml glass of wine (ABV 13%))

3-4
units a day

*'Regularly' means drinking this amount most days or every day

2-3
units a day

WHAT WE ARE DOING ABOUT IT

We have introduced a simple, fast and effective alcohol screening programme (AST) for use by public sector agencies and certain voluntary sector agencies in Torbay, to combat the effects of problematic alcohol use.

We advocate that tackling alcohol misuse is everyone's business and agencies and charities operating within the community setting or delivering over the threshold services, such as the police, housing and local authority, are well placed to undertake supported screening and signposting.

1. Local alcohol services can be accessed through a number of routes: Online referral: <http://www.torbayalcoholservices.nhs.uk>
2. Email: torbayalcoholservicetct@nhs.net

Public health have designed and commissioned an Assertive Outreach Service on behalf of local GPs. Early outcomes have seen a 76% reduction in A&E attendance.

'Remember you are role models'

Parents this year were urged to think hard about how their own drinking habits can impact upon their children.

The hard-hitting messages from the 'alcohol and parenting don't mix' campaign, launched in May 2012, were spread through posters displayed on the back of buses using local routes and at a number of venues across Torbay, including schools and GP practices.

Mark Richards, Project Manager for Public Health and Community Safety, said: "We want to make parents stop and think about the effect that drinking alcohol can have on children."

Debbie Stark, Director of Public Health for Torbay, said: "We must also remember that children look up to their parents as role

models, and will copy parents' behaviour."

The Torbay Alcohol Service is able to offer a range of advice and support and can be contacted on **01803 604334**. More information about the support and services available can be found at www.torbaycaretrust.nhs.uk/parentingandalcohol

- Children or young people seeking advice and guidance on alcohol misuse either for themselves or relating to a friend or family member can ring:

Checkpoint on 01803 200100 or ChildLine on 0800 1111

• Remember two-thirds of admissions to hospital come from older patients who may not consider themselves as drinking more than they should.





Need to boost breastfeeding

The proportion of Torbay babies breastfed for 6-8 weeks has increased from 35.8% in 2010-11 to 39.0% in 2011-12.

A significant development - but breastfeeding rates in Torbay are well below the national average and 'baby friendly' action to improve rates and tackle health inequalities needs to continue. A peer support programme has provided

easily accessible support to mothers in hospital and at home from around 8 weeks via the telephone and groups in local settings.

- The World Health Organisation strongly recommends exclusive breastfeeding for the first six months of life. At six months, other foods should complement breastfeeding for up to two years or more.

Teenage conceptions: A positive step forward but still a priority

Teenage conception rates for 2010 have continued to fall for a second year, a very positive step in the right direction - but tackling teenage pregnancy and ensuring good sexual health remains a priority.

Over the last few years Torbay has made huge strides in addressing the problem of teenage conceptions. Representatives of Public Health, Torbay Council, schools, the Herald Express, councillors and numerous other interested groups came together for a unique meeting in June 2012 to decide key actions for the next couple of years, bearing in mind financial constraints.

Two action areas to get the message across stood out:

- Greater use of social media and smart phone 'apps'.
- The need to work with young men in order to reduce teenage conceptions.

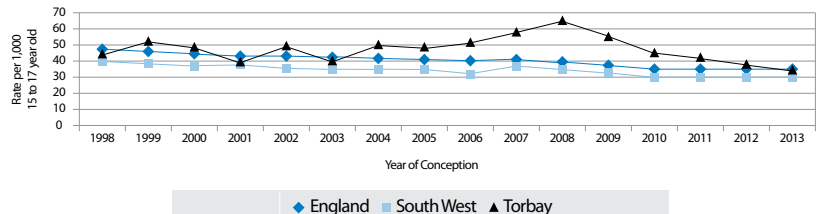
WHAT WE ARE DOING ABOUT IT

Overall conceptions have fallen by 15% - testimony to the immense work that has been undertaken across all agencies and within schools.

It is vital that young people feel comfortable to access information and services to support them in looking after their sexual health.

- Integrated sexual health clinics are offering more accessible and comprehensive range of contraceptives.

Teenage Conceptions showing planned reduction from 1998 to reach England rate per 1,000 15-17 year olds by 2013



Data Source: ONS Local targets: 2011: 42.8; 2012: 39.1; 2013: 35.4



The Healthwize shop had over 1500 visitors who received support and advice on a whole range of issues affecting young people. Left: Director of Public Health Debbie Stark and Ros Chown (Health Advisor) with students from the South Devon College.

Young people's video and an app to follow

The Healthwize shop in Union Street, Torquay (opposite Argos) offered support and advice on sexual health (e.g. condom distribution (C-card), chlamydia screening and pregnancy testing, physical, emotional and mental health, as well as signposting to other services.

- Improved information is available via the internet with a new sexual health video being made by young people at South Devon College charting the journey to accessing a sexual health service.

Information on Sexual health including local



services and the local video on sexual health services can be found at: www.s-wize.co.uk

- The rate of Sexually-Transmitted Diseases (STIs) overall has shown steady increase in

line with national figures.

- The numbers of people coming forward for Chlamydia screening has increased, with Torbay being one of the most successful regionally.

- High abortion rates for under-25s, compared to both regional and national, also underline the need to build on the success we have had to date with improving people's knowledge and awareness of services available to them.

We will be working on the development of an 'app' in 2012-13.

Caring - a recipe for success

An innovative cooking course this year gave male carers a chance to increase their cooking skills and the repertoire of dishes they could share with the person they care for.

Discussions with Torbay and Southern Devon Health and Care Trust and the Lifestyles Team resulted in the course being joint funded, using Occombe Farm training kitchen as the venue.

The course was kick-started with celebrity chef Simon Hulstone from Torquay restaurant *The Elephant* demonstrating several easy, cost-effective recipes to whet the group's culinary appetites.

The 'Men Care About Food' 6-week programme comprised of two hours of hands on cooking led by Penny Jones, caterer and cooking tutor, with Rebecca Bovey, Health Trainer and Pam Harvey (Community Dietician) on hand to give practical support and healthy eating tips. The course provided



● The recruitment of Health Trainer Champions (HTC) has led to established links with Young Adult Carers in particular where the HTC attended the drop-in session at South Devon College to promote the Lifestyles services and provide young adult carers with public health information and discuss lifestyle behaviours.

practical experience of preparing and cooking healthy, tasty food.

Carers were taught the concept of balanced eating and how to achieve a nutritious diet while coping with health needs/special diets, and how to work within budget and possible time constraints.

The course has been regularly attended by 10 men aged from 19 to 83 and dishes (dictated by the group) included:

- Filleting and cooking mackerel

- Making pastry into pies

- Pasta dishes and pizzas

..and some became accomplished sponge makers after just one attempt! Most carers want to continue to expand their repertoires and enjoy a relaxed activity with others in similar situations.

If you would like to know more about this course or apply for future courses please contact Rebecca Bovey on (01803) 208835.

'I loved taking lovely meals home with me'

The cooking course for men carers brought some rewarding comments. Here are some:

'I loved taking lovely meals home with me.'

'Pam, Rebecca and Penny were brilliant- lots of patience. Although I have cooked for

some time this has given me the confidence to try other things.'

'This course has given me the confidence to experiment and showed how simple seemingly complicated recipes actually are.'

Range of help for vulnerable young carers

Young carers under 25 are vulnerable to poor outcomes because they frequently forego opportunities, worry when they do take up opportunities, feel responsible for others and lack the social networks experienced by peers without caring roles.

Evidence shows that 30% of young carers experience problems at school with attendance, attainment and social development, rising to 40% where they care within a family affected by substance misuse.

To cope, young carers may drift into excessive use of alcohol or substances, self-harm, or into crime or risk-taking activities. Recognised national risk factors attributed to teenage pregnancy are also highly prevalent for this group.

National estimates suggest that between 6-12% of all children and young people of school age are caring for a parent. Adding a sibling to this will increase it further and would put the number in Torbay closer to 2,400 (by 2001 census figures).

To tackle the situation, a broad range of services

for young carers is delivered:

- Drop-in and appointment-based service within most secondary schools and South Devon College and Saturday drop-ins for Young Carers under 18, alternate Wednesdays for 16 to 25-year-olds.
- A service for young people whose caring roles are due to substance or alcohol misuse, mental health or domestic violence.
- Targeted weekly groups for younger carers with higher level need.

• Supporting young people as they move from primary to secondary school, from secondary school to college, and into employment.

• Events and activities - for example, a Soup and Smoothie taster session at the Young Adult Carers drop-in at South Devon College.

If you are a Young Adult Carer, or you know someone aged 16 – 25 years old, who is in a caring role, please contact us via our website www.torbayyac.co.uk or e-mail

New support group to involve families

There is now a support scheme for carers and families of people with drug and alcohol problems following national recognition of the need. A two-year project - with a Steering Group of partners from statutory and voluntary agencies - will develop the support and work with

whole families to improve the success of treatment. A Carers' Support Worker will work both with families of people in treatment and families not engaged with services, offering emotional and practical support. For more details, contact us on 01803 219790.

Torbay flagged up as a 'safe and enjoyable' place

Torbay has been awarded the National Purple Flag which recognises it as a safe and enjoyable place to have a night out.

Street Pastors have contributed to this and have gone from strength to strength since they were set up in March 2008

The Street Pastors are 81 trained volunteers from local churches, supported by the police and Torbay Council. Each volunteer gives one night per month and ages range from 18 to 86.



They are completely non-judgemental. Their role includes listening, caring, helping and other key tasks:

- *Basic welfare for people who have been drinking.*
- *Reducing vulnerability of lone individuals.*
- *Calming emotional or aggressive situations.*
- *Local information - night buses, taxi stands.*
- *Acting as a signpost to local services.*

Tackling drugs pays dividends

Drug-related crime costs society. The annual bill for drug-related crime runs to billions of pounds.

A drug addict not in treatment costs society an average £26,074 a year, but the moment treatment starts, drug addicts commit less crime – by almost half on average when they complete a treatment programme or stay in treatment for up to two years. There are further gains if they sustain their recovery.

In December last the public health team used social media to raise awareness of the support available for young adults who are worried about substance misuse. The advert linked to the service website for a period of a month through the social

networking site Facebook and around 145 people click through to the website to find out about further information and support.

The expectations from drug treatment have undergone a shift in emphasis over the last couple of years.

Drug treatment systems are recovery focussed services, aiming for all drug users to turn their lives around and become free from drug dependence and to be effectively skilled to reintegrate fully into society.

Services have been redesigned to provide a new strategic direction; aiming to increase the numbers entering in effective treatment locally, whilst also improving the outcomes for those leaving treatment. The redesign processes have elicited positive responses.

Discovering road to recovery

As part of the wider programme to support people with emotional and mental health problems, the Mental Health 'First Aid' training has gone from strength to strength.

It gives people the confidence and skills to recognise early on and support people they come in to contact with in their jobs who may be experiencing poor emotional health.

A total of 64 people from a wide range of backgrounds have attended training over the past 12 months. The Lifestyles Team have been working in partnership with Co-Creating Health, a five-year project funded by the Health Foundation, to

look at Self-management for Long Term Conditions. The Lifestyles Team have been working jointly with Lay Tutors on self-management programmes for those living with depression and 107 people have completed the course.

For the first time WRAP (Wellness Recovery Action Plan) was offered as part of the Carers' Week.

● Torbay was successful in a bid to the Department of Health to join the Children and Young People's 'Improving Access to Psychological therapies Project (IAPT). Funding will be used to train therapists, supervisors and service managers, introduce self-referral for families and other improvements.

Growth in rate of success

The National Treatment Agency for Substance Misuse (NTA) monitors the effectiveness of local drug treatment systems. The NTA performance monitoring currently shows that Torbay has against the national average:

- Better rates of growth for numbers of opiate users in effective treatment (2.4% vs -1.0%) and non-opiate users in effective treatment (50% vs 0.5%).
- High rates of completion of Hepatitis C testing in the eligible population (90% vs 71%).
- High rates of completion of Hepatitis B Vaccination in the eligible population (70% vs 43%).
- Better rates of growth for number of opiate users being successfully discharged than our cluster average (1.7% vs 0.1%).
- Better rates of growth for numbers of non-opiate users being successfully discharged than our cluster average (32.1% vs -0.5%).
- 100% abstinence from opiate, crack and cocaine use at successful treatment exit.

For information regarding entry to treatment contact: Torbay Primary Care Drug Service 01803 604330.

HOW DEMENTIA HAS A HUGE EFFECT ON US IN THE BAY

It is estimated that 43% of the population of Torbay is affected in some way by dementia either through knowing a close friend or a family member. One third live in care homes and two thirds live in their own

homes. It has also been estimated that one in three people over 65 years of age will have dementia before they die, with a higher prevalence in the older population of one in four over 80 years of age. We are

tackling this by providing an education and awareness programme to improve earlier diagnosis rates; and commissioning peer support services through the third sector, as well as improved prescribing.

Success in public protection

Vaccination and immunisation and screening programmes are vitally important in preventing ill-health and protecting the population.

The annual flu immunisation campaign saw an increased uptake of vaccine among health and social care workers. Uptake in people aged 65 and over was 70.3% in 2011-12 against a target of 75%.

Uptake in people who are in a clinical risk group and aged from six months to 65 years was 46.8%, so there is concern that so many people remain unprotected.

Following a health promotion campaign, we have seen an increase in the number of women 25 to 64 years coming forward for cervical screening after several years of

decline. There also has been a steady increase in the uptake of MMR over the last three years. In 2011-12, 92.4% of two-year-olds had received one dose of MMR and 85.1% of five-year-olds had received two doses.

Two doses are important to provide effective protection.

The uptake of HPV among teenagers is good; 77.9% of Year eight girls aged 12 – 13 years received three doses this year.

The NHS Health Check for 40 to 74-year-olds, which helps identify the risk of developing heart disease, stroke, Type 2 diabetes or kidney disease, has been successfully introduced in Torbay having reached the target set of 18%. The check also helps you take measures to reduce and prevent the onset of these health problems.

Well-being at work

Both South Devon Foundation Healthcare NHS Trust and Torbay and Southern Devon Health and Care NHS Trust are working to promote health and well-being of employees. Over the past 12 months a total of 12 Well-being @ Work presentations have been held and 21 Wellbeing @ Work champions have been recruited. Health Promotion Devon have nearly 350 teams signed up for their Step O Meter programme, where pedometers are given out on loan in order to encourage extended walking.

Target to recruit more health visitors

Early intervention and preventative measures are key drivers to tackling and reducing health inequalities and stemming the escalation of ill health.

Health visitors, working universally with families, are in a key position to identify early on health and wider social issues facing families.

School nursing plays another important part in working with children and their families on a number of wider challenges - including unemployment, mental health problems, crime and anti-social behaviour as well as those children not in education who are more vulnerable to risk-taking behaviours.

Recognising these challenges, the Government has set a target to increase the numbers of qualified health visitors by 4,200 by 2015. The plan for growth across Torbay is 30 additional qualified health visitors. This will help us to deliver the 'Healthy Child Programme' which focuses on prevention and early intervention, working with families and communities.

More information

If you would like more information about any of the sections within this report please use the weblinks provided or contact us on:

torbaypublichealth@nhs.net

call 01803 321158 or write to Public Health Team, St Edmunds, Victoria Park Road, torquay, TQ1 3QH

to share your questions or views

Love Life Become a health champion

Two years ago saw the introduction of Health Trainer Champions - volunteers from the community who have an interest in health, and who have either had experiences of being supported by a Health Trainer or a Lifestyles service. Now Torbay Public Health team are keen to recruit more volunteer Health Champions. These are some of the comments we have received about the positive effects of Health Trainers.

'The Health Trainer helped me reassess my lifestyle and I realised that I could do with some help in becoming more active, in relaxation and diet.'

'I feel I have started a journey that I do not think I could have started alone...'



David Thomas, Deputy Mayor and Executive Lead for Spatial Planning, Housing, Waste and Energy has this to say on health champions:

'I found the course to be extremely enlightening... it was very interesting to learn the best approach to bring about positive outcomes for individuals. Change can only be brought about when an individual is 'ready' to make that change - however the course taught me where to signpost people along that journey.'

I would like to know more about becoming a Health Champion. Please send me or email me details and an application form.....

NAME _____

ADDRESS _____

POSTCODE _____

TEL. NO. _____ EMAIL _____