

Torbay Public Health Report 2010



Special supplement on Hele's Angels inside

Benefits of investing in key areas

Foreword by Debbie Stark,
Director of Public Health for Torbay



Over the last two years, we have taken a number of bold steps in a new direction - designed to focus both attention and resources on improving the health and well-being of the least prosperous in our community

This initiative - endorsed by Torbay Strategic Partnership (TSP) - is leading to some significant changes to make life better in our less prosperous communities.

A 'Closing the Gap' Board - a sub-committee of the TSP - has been established to provide further momentum for change in literally 'closing the gap' in health, social and environmental inequalities.

I am pleased to say that the benefits of targeting more resources in such key areas have now been highlighted nationally in the final report of the Strategic Review of Health Inequalities. The Marmot Review - entitled Fair Society, Healthy Lives - underlines a number of themes that we are pursuing here in Torbay.

The review confirms our own initial findings that people living

in poorer social conditions have poorer health. They tend to die earlier and so it is fair and just that we take measures to change this. It also points out that health inequalities result from wider inequalities so that action to improve health must include action to address other associated issues eg housing, unemployment and people's environment. The first and highest priority objective arising from the Marmot Review relates to giving every child the best start in life - as disadvantages often stem from before birth.

The Marmot recommendations are shaping emerging national strategy; and are being implemented locally. The Torbay Strategic Partnership has now agreed to incorporate recommendations of the Marmot Review, into the 'Closing the Gap'

Action Plans, which may require shifts in funding.

There is a social gradient - health outcomes relate closely to deprivation levels and action should be taken to reduce the gradient. That is why Torbay has adopted the principle of *FIRST AND MOST*. This does not mean that action should be focused solely on our three most deprived wards, but that we should look to concentrate on those wards before widening the focus of our interventions.

Agencies have joined together to launch the first fully comprehensive neighbourhood scheme designed to make a difference in the Hele/Barton community.

This innovative 'Hele's Angels' project is featured in the *centre pages*.

Just as important as the principle of *FIRST AND MOST* is the need to ensure that all involved staff within the Care Trust, the Council and partner agencies are fully acquainted with the direction in which we are going and the need to take this into account in preparing programmes and budgets. To this end, we started to carry out specific workforce training early in 2010.

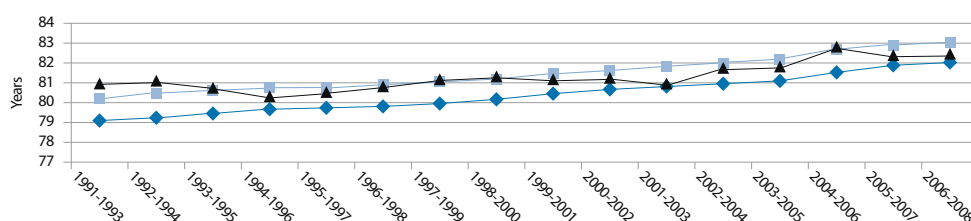
Elsewhere in this report, we highlight the continued efforts to reduce the rates of teenage pregnancy in Torbay and a range of other action plans aimed at 'closing the gap' in health, social and environmental inequalities.

However, while we are introducing new initiatives year by year, they have all been developed to dovetail with the four key themes of Torbay's Community Plan - Stronger Communities, Learning and Skills for the Future, Pride in the Bay and the New Economy.

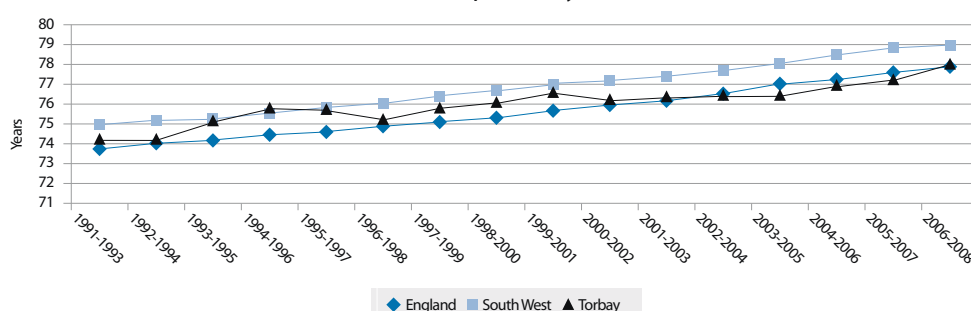
I hope you will enjoy reading the report and find it a useful reference for the way we are broadening our efforts to encourage healthier living in the community.

The cost of inequalities...

Female life expectancy at birth



Male life expectancy at birth



There is strong evidence that less prosperous communities have shorter average life expectancy and also reach the end of their healthy life expectancy earlier.

In Torbay overall, average life expectancy is in line with national figures: Males = 78 years, Females = 82 years, but when we look at life expectancy on a ward level within Torbay, there is a gap between the most prosperous and the most disadvantaged wards. This gap is as large as 8 years for males and 5 years for females.

Nationally, three quarters of people do not have disability-free life expectancy (DFLE) at the age of 68. The average age for DFLE is higher in England (61.7 years for males and 64.2 years for females) than in Torbay where the equivalent figures are 60.8 years and 63.8 years respectively. Figures available nationally put the gap in DFLE between the most and least prosperous wards as high as 17 years. On average, people in less prosperous wards are not only likely to die younger but also reach the end of the DFLE at an earlier age.

Estimates from the Marmot Review calculate the cost of inequalities nationally from lost productivity, taxation, benefits and treatment as between £50-70 billion.

Going that extra 'green' mile



Above: A large group of local youngsters setting off enthusiastically at the Green Mile event on Paignton Green during the summer

'First and most' strategy will start closing the gap

The TSP strategy (approved in September 2009) to 'close the gap' between the most and least deprived communities in Torbay is moving forward significantly.

The 'Closing the Gap' Board considers overall action plus specific progress on our four main themes of Health, Economy, Child Poverty and Neighbourhoods. There are a number of ways in which Torbay and the Board are making things happen and tackling health and social inequalities including:

- Embedding the understanding of the causes and consequences of inequalities in our workforces and asking staff to make personal pledges in relation to the first and most focus when reviewing or introducing programmes of work.
- Developing a model of engagement with communities, such as the project in Hele, one of our most disadvantaged communities ([see report on the Hele project on Centre Pages](#)).
- Exploring greater collaboration between agencies.
- Implementing an action plan of 'quick wins' from existing indicators, recommendations from the Marmot Review and issues raised in the Comprehensive Area Assessment.
- Promoting opportunities for 'health champions' within the statutory workforces and target communities.

'Closing the Gap' Action Plans will focus specifically on a number of key issues to produce a range of improvements:

- Investment in early years.
- Reducing the social gradient in skills through, for example, further developments in lifelong learning.
- Greater security and flexibility in employment and building sustainable communities.

- Implementing evidence-based measures to prevent ill-health.

We know that the proof of our success, as measured by a reduced gap in life expectancy, may take some years to be revealed. By adopting the principles, focus and recommendations of the Marmot Review, however, we have confidence that we are taking evidence-based action in pursuit of our overall goal.

Pilot programme will help to reduce health risks

A pilot programme of delivering NHS Health Checks in primary care is currently running in Torquay South.

GP practices in Torquay South have been targeted specifically as part of our 'first and most' principle for increasing resources in areas of greatest need.

The NHS Health Check programme aims to help prevent heart disease, stroke, diabetes and kidney disease. Over 1,000 people between the ages of 40 and 74, who have not already been diagnosed with one of these conditions, are being invited to have a check to assess their risk of disease and will be given support and advice to help them reduce or manage that risk.

We will be assessing the impact of the pilot in the autumn, to see if the findings support the roll-out of the programme to other areas.

Where help is just around the corner

There are some families within our neighbourhoods who, for a variety of reasons, are responsible for causing anti-social behaviour and other issues, which can cause a great deal of distress to the wider community. The Torbay Family Intervention Project works with families to help them to help themselves so that they can make long-term positive changes to their relationships, their home and their community. Here are just a few examples showing how local people have been helped to turn around their lives.

Case History No. 3

Tackling the problems

Mrs H aged 67, who was living on her own, became very vulnerable when a neighbour stopped helping her, due to her own ill health. Torbay Council's Street Wardens were called in and they quickly noticed that Mrs H was unkempt and showing signs of general decline both in her health, and her living environment.

It didn't take long for the Street Wardens to build a relationship with Mrs H by discussing something she was very fond of - her garden.

Achieving results

Mrs H told the Street Wardens that she wanted to tidy up her garden, and so they offered to get a small team together to get the job done. Mrs H stated that she missed going to church and was having difficulty preparing meals. The local church was contacted and they now regularly visit and take her to church. Meals on wheels now support Mrs H.

Mrs H's general health, well-being, living environment and overall appearance have now improved and she has become an active and valued member of her neighbourhood.

Case History No. 4

Tackling the problems

Mr P was first brought to the Street Wardens' attention due to his street drinking. Thought to be in his late 50's, he had been homeless for about eight years.

Achieving results

The Street Wardens identified that Mr. P needed private housing and so he was supported to find accommodation. As Mr. P did not have any furniture, the Street Wardens provided furniture to him through volunteers and charities, which helped him to set up his new home.

After two months, Mr P then moved on to a new and better flat. He is now tackling his drinking habit and he still keeps in contact with the Street Wardens.

Case History No. 1

Tackling the problems

A mother and her four children, aged between 6 and 13 years, had fled from their previous home due to domestic violence.

The family was facing eviction from their new home due to high levels of anti-social behaviour, criminal damage and noise.

Problems in the home included a lack of parental supervision, high levels of debt, poor school attendance and one child was not in the education system at all following previous exclusions. Most of the children suffered with learning difficulties; one child was particularly violent and the eldest daughter was seen to be highly vulnerable. The mother suffered from a debilitating physical condition, had been the victim of an abusive relationship and was dependent on alcohol.

Achieving results

After accepting the support offered by the Family Intervention Project, the family was offered a move to another area to start afresh and rebuild their lives. The mother sought intensive support and advice on helping the family change their patterns of behaviour. Guidance was also given on debt management and budgeting.

The children are now back in education, which has helped to improve their behaviour and self esteem. The eldest child, who had experienced extensive emotional distress, is now receiving professional help and support.

Reports and complaints of anti-social behaviour and crime relating to the family have all but ceased.

Case History No. 2

Tackling the problems

A family - both parents and two daughters aged 6 and 3 years - were living in social housing and there were concerns about the poor physical standard of the property and the family's living conditions. Regular complaints were being received concerning the physical and emotional well-being of the children and there was evidence of domestic abuse in the home.

The parents were found to have both physical and emotional ill health and to have regularly used cannabis. Poor literacy had led to problems paying their household bills and rent, which, in turn, had led to severe debt, placing them at risk of eviction. At school, the two girls were often inappropriately dressed, and both had learning difficulties.

Achieving results

The parents accepted the intensive support available to them by the Family Intervention Project, to help them make positive changes to their home, and their attitude to neighbours. Debt management and budgeting support was also provided and the family was encouraged to take part in positive activities together.

The parents decided on a planned and amicable separation, but both parents now have regular contact with their children, and live in a safe and clean environment. Domestic violence reports and complaints from neighbours have ceased and household bills are now paid on time. The children arrive at school clean and presentable, are socialising with their peers and their grades are steadily improving.

Street Wardens have shown how they can help and support vulnerable members of the community.

CHILD POVERTY

In Torbay, 23.6% of children are living in poverty against a South West average of 16.1% and an England average of 21.6%.

Growing up in poverty can damage a child's cognitive, social and emotional development. Tackling the causes and consequences will improve childhood experiences and lead to better opportunities and social inclusion as well as improved outcomes in relation to health, well-being and educational attainment.

Childhood poverty creates a cycle of deprivation that is often found in particular neighbourhoods and wards - a fact borne out in some of the more deprived areas of Torbay.

This can be broken down by effective work in the core areas of education, health, family and financial support, housing, neighbourhoods, employment and adult skills. Partnership delivery, performance management, data quality, commissioning structures and

locality or neighbourhood-based solutions are all important facets of this process.

Torbay Council's Children's Services aim to tackle both the symptoms and causes of child poverty and narrow the gap through:

- Improving the quality of data analysis to better target the commissioning of services.
- Continuing to narrow the educational achievement gap between those children in

poverty and others.

- Continuing to improve health outcomes and narrow the gap between those children in poverty and others.
- Increasing employment and financial opportunities for families in poverty.
- Working in partnership with local communities to seek local neighbourhood solutions to both the symptoms and causes of child poverty.

Improvements aim to tackle the weaknesses

The economic reality for Torbay is daunting. For the past decade the local economy has been in decline with:

- Disposable household income at 88% of the regional average, 86% of the national average.
- Workplace earnings at 78% of the regional average, 72% of the national average.
- Productivity measures at 61% of the English average and 71% of the European Union average.
- Rate of key out-of-work benefit claims at 17.2% of the population and one in ten claiming incapacity benefit.
- 23.6% of all children in poverty against an English average of 21.6%.

The Government ranks the economy as the 47th most economically deprived out of 354 local authority areas.

This means that there are structural weaknesses in the local economy and

this translates into lack of employment opportunities, lowers aspirations and leads to a variety of other inequalities which create problems for communities and generate higher costs for the public sector.

Torbay Development Agency, Torbay Council's economic development organisation, has set out that to address these issues it is important to:

- Improve the infrastructure of the place including the road network, improved business premises and the infrastructure for higher broadband speeds.
- Take forward physical regeneration of the town centres.
- Support the development of new businesses, including social enterprises, from our most disadvantaged areas.
- Improve local businesses ability to supply the public sector.
- Improve access to appropriate training opportunities including pre-employment training.

Enterprise culture brings recognition

In July Torbay Development Agency (TDA) became runner-up in the regional final of the Enterprise Culture category of the Enterprising Britain competition to find the most enterprising place in the UK.

Enterprising Britain recognises and rewards local organisations that have worked together to drive social and economic transformation of a place.

Representatives from Torbay Development Agency and South Devon College gave a presentation to the panel of members of the business community and the Regional Development Agency.

The presentation focussed on the achievements of the TDA that have contributed towards economic regeneration: including the Mayor's vision; the employment and skills board; business boost; urban enterprise; engaging local businesses in public sector procurement; the inward investment strategy; innovation centres; the business barometer; economic assessment and entrepreneurial programmes in education.

NEIGHBOURHOODS

This is about how communities perceive their area - in terms of what it looks like, what the levels of crime and antisocial behaviour are, and how safe they feel.

These factors are key drivers of the public confidence in local facilities and services, and to the overall health and well-being of an area. What is equally important

are the often hidden challenges of safety and fear within people's own homes.

Achieving better outcomes in key areas such as:

- Cleaner streets.
- Reduced crimes and antisocial behaviour.
- Safer homes and business.

- Freedom from exploitation, abuse and neglect will positively impact on the overall health,

safety and well-being of communities.

By working in partnership, the Neighbourhoods' focus for Closing the Gap will achieve a step change in improving pride, citizenship and public safety and reassurance. (Read about the Hele's Angels' project in our pull-out).

HEALTH

In line with the Marmot recommendations, strengthening the role and impact of ill-health prevention will be done by prioritising prevention and early detection of those conditions most strongly related to health inequalities.

On top of this we will need to increase the availability of long-term and sustainable funding in ill-health prevention.

The major causes of early mortality remain cancer and cardiovascular disease but early deaths from these killers have been steadily falling in Torbay

for some time. Smoking remains the major cause of preventable disease and alcohol misuse in men contributes significantly to the health inequalities gap in Torbay.

Successes in addressing both these issues have been seen in Torbay and interventions have been specifically sited to have maximum impact (see separate reports on these issues elsewhere in the report).

Torbay Care Trust continues to prioritise investment in ill-health prevention and is now actively encouraging the introduction of health trainers for specific

groups and training for health champions. (please see article on the back page of this report).

The Public Health team have continued to develop their analysis of the local area with work on the Joint Strategic Needs Analysis.

We have taken part in a national working group on the development of this tool and are designing a web-based solution for the coming year.

The top five actions for the coming year, which are aimed at reducing the inequalities gap are as follows:

- Additional smoking cessation clinics in target areas to tie in with the re-launch of the Smoke Free Alliance and the targeted introduction of the ASSIST programme in schools.
- Assessment of the voucher scheme for mums quitting smoking during pregnancy.
- Continued expansion of opportunities for young people to access contraception and advice, particularly in non-clinical settings.
- Improvements to access to alcohol services in hotspot wards.
- Appointment of additional Health Visiting trainees.

'Quit smoking' successes

The Torbay Stop Smoking Service has had another successful year - and again encouraged more people to give up smoking.

With the help of GP services and some pharmacies we are proud to have recorded 3084 quitters over three years, which exceeded our target of 2973. Last year alone we helped 1027 to quit.

However, as smoking is still the No. 1 preventable cause of illness and premature death in the region, there is still much to be done. The overall prevalence rate for smoking in Torbay is around 21% but it can be double this for some groups such as routine and manual workers and it is therefore important that we continue to increase access to support services across the Bay.

The flagship of the Specialist Stop Smoking Service - the shop in Union Street, Torquay - now has an established presence. In the first nine months of the year, 250 people visiting the shop have successfully quit smoking.

Over 80% of all smokers start smoking before the age of 18.

To tackle potential smokers early, we are currently implementing a pilot of the ASSIST scheme - a year 8 peer-led smoking intervention programme - in one school in the autumn term of 2010 and plan to roll it out across the Bay from 2011 onwards.

Reducing smoking during pregnancy remains an issue in Torbay and we are currently working with the University of Bath on an innovative incentive scheme, supporting midwives with specialist training.

Our flexible service is able to offer home visits and appointments across Torquay,

Paignton and Brixham and we also have a 'no appointment necessary' drop-in clinic at the Health Wize shop on Union St. The session runs every Tuesday between 12pm and 2pm and since the start earlier this year nearly 70 visitors have dropped in and accessed support. Many mums have quit through our service and are now able to enjoy a smoke-free pregnancy for them and their babies.

An estimated 33,000 people in the South West stopped smoking last year using the free NHS Stop Smoking Service. Research has shown that smokers using the NHS Stop Smoking Service are giving themselves the best chance to quit and with over 1,000 locations across the South West, there is free help and support available nearby.

The Tobacco Alliance was re-launched on July 1 2010 - exactly 3 years after the introduction of the ban on smoking in public places. Important topics included: reducing health inequalities in more deprived areas, smoking in play areas and on beaches, the impact of illicit tobacco on the uptake of smoking in children. A number of potential projects were identified for further development.

...and some other good reasons for giving up

Case History No. 1 - Brian Symons, 43

Brian Symons from Torquay has seen his health improve dramatically since quitting smoking with the support of Torbay NHS Stop Smoking Service.

Brian, 43, started smoking at the age of 15 when he used to buy the odd cigar with his pocket money.

"I did manage to quit for eight and a half years on my own but the stresses of the job I had then saw me go back to it. By the time I decided to quit for good, I was smoking up to 200 grams of rolling tobacco a week and my health was starting to suffer.

"I was getting bad chest infections and, as Torquay is very hilly, getting around day-to-day

was becoming more of a struggle. I had also just bought a new bike but I wasn't able to cycle very far as I was always getting out of breath."

A GP at his surgery told him about the Stop Smoking Service at the shop in Union Street. "I decided to pop in for a chat and made an appointment to see my adviser, Clare.

"She was really encouraging right from the start. She offered support on every level and she was always ready to listen."

"I would definitely recommend the NHS Stop Smoking Service to anyone. I do my best to encourage anyone who wants to quit to get in touch with them."



Case History No. 2 - Glyn Crocker, 56

Grandfather Glyn Crocker - a smoker since he was a schoolboy - is now glad to say he is free of cigarettes, thanks to the support of Torbay NHS Stop Smoking Service.

Glyn, 56, from Upton in Torquay, used to smoke up to 20 cigarettes a day, but a visit to his local NHS Stop Smoking Shop on Union Street set him on a smoke-free path.

And what prompted Glyn to change his habits of a lifetime? "As I got older and the winters got colder, it would take me longer to get over colds and flu symptoms and I would get very chesty coughs.

"My sons are now both grown up and have never smoked. I remember they used to nag me

to quit quite a lot while they were growing up, but people weren't as aware of the dangers of secondhand smoke back then.

"I've now got two grandchildren so I also wanted to quit for them. Their mum is very aware of the dangers of secondhand smoke."

After six weeks on nicotine replacement therapy, Glyn is now free from cigarettes, and, he says: "I have a lot more energy and I can taste my food a lot better. My sense of smell has improved and I'm definitely saving a lot of money.

"I would definitely recommend the NHS Stop Smoking Service to anyone who wants to quit smoking. It really does work."

For further information, advice or support, contact Torbay NHS Stop Smoking Service on 01803 299160. To find your local NHS Stop Smoking Service, call 0800 7076543 or text NEARBY and your postcode to 88088

Your chance to learn more about diabetes

Diabetes currently affects more than two million people in the UK, with the majority living with type 2 diabetes.

Type 2 diabetes is often considered to be a 'mild' or 'borderline' form of the condition. However, this is not the case and if not properly managed the consequences can be serious.

Group education for Type 2 diabetes, which has been running since 2006, is available to all people newly-diagnosed with Type 2 diabetes in Torbay. They will receive

information from health professionals in order to help manage their diabetes. The sessions are held in Torquay and Paignton on a Wednesday morning and run from 9.15am to 12.15pm.

People are expected to attend both sessions. The sessions are intended to provide people with the information to help manage their diabetes topics include: what is diabetes; treatment and care of type 2 diabetes; exercise and activity; healthy eating; footcare; screening for

complications and self-management. There will be about 10-12 people invited but they are welcome to bring a partner or a friend as this is often helpful particularly if that person does the shopping or cooking

There is plenty of time for them to ask questions and it's a real opportunity to meet other people who have just been diagnosed with diabetes.

**For more information call
Lisa Luke on 01803 208834**

Children feel fitter

MEND (Mind, Exercise, Nutrition...Do it!) is a fun course that has been achieving success in helping children aged 7-13 and families manage their weight better and lead healthier lives.

Since 2008, 38 families have completed the Torbay MEND Programme, which runs twice a week after school in two-hour sessions over 10 weeks.

The programme helps children and families. It was developed by child health experts and research shows it really works. With the support of their parents or carers, children learn how to improve their health, fitness and the way they feel about their bodies.

"Children become healthier and fitter and we have seen their self esteem and confidence increase greatly," says Vanessa Payne, Community Dietitian with the Lifestyles Team.

A multi-agency team, including dietitians, school nurse assistants and physical activity leaders, deliver the programme at Torquay Fire Station. Improvements in Body Mass Index, waist circumference, levels of physical activity and mental well-being have been noted.

For more information call 01803 208842 or 0800 230 0263, or email info@mendcentral.org



**change
4 life**

Eat well Move more Live longer

The Change 4 Life Adult Weight Management Programme reached a significant milestone during the year - undertaking its 30th programme, having helped 447 individuals since the initial Change4Life pilot in April 2007.

The programme offers education and support, including personally-tailored eating plans and a structured education programme, for people trying to control their weight and it also focuses heavily on the triggers for overeating, along with strategies to help support behaviour change.

There are also informal group discussions on topics such as healthy, balanced eating, food labelling, eating-out, adapting recipes and physical activity.

Each programme runs for 11 weeks, at a variety of times and venues across Torbay, including workplaces and children's centres, where crèche facilities are available.

Three months after completing the Change 4 Life programme at Paignton Children's Centre, five young mums had achieved a combined weight loss of 35.9kg (5 stone 9lbs).

Value of an MOT for men

Men's Health Week was held in June 2010. One of the popular MOT health check sessions was attended by over 30 men at Torbay Council's depot in Yalberton, Paignton.

Members of Torbay Lifestyles Team recorded height, weight, waist measurements and Body Mass Index and checked blood pressures and heart rates.

The value of the exercise was shown by the fact that of the 30 men who took part; seven were classed as obese and needed specific advice about their weight; some needed to see their GP regarding their blood pressure.

Eight were smokers and given advice regarding the stop-smoking service, five needed advice regarding their alcohol intake and 10 needed advice about increasing their physical activity.



Some comments from previous sessions:

"Many, many thanks for all your help.. I have now dropped a dress size from 16 to 14 and I am still losing weight..."

"I feel I gained a lot from the seminars...."

"We can help one another, and share our problems...."

"Very informative, well-presented best f was free attend..."

Teen mums still a priority

Despite a series of initiatives year on year, Torbay has seen an increase in the rate of teenage conceptions, rather than a decrease - with the present rate significantly higher than the South West average.

There is also a big difference between the most and least deprived areas of Torbay - making this a prime target for 'Closing the Gap' initiatives.

Needless to say, the reduction of teenage conceptions continues to be a priority within Torbay Council, Torbay Care Trust and partner organisations. Although many initiatives have been implemented, it is recognised that these can take some time to influence the rates. There are two main national targets:

- To halve the under 18 conception rate by 2010, and establish a firm

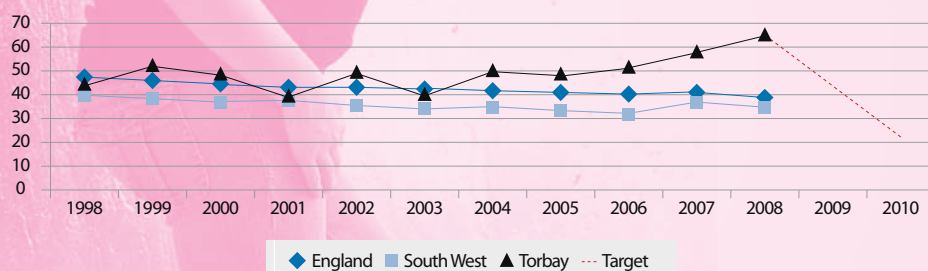
downward trend in the under 16 rate.

- To increase to 60% the proportion of teenage parents in education, training or employment, by 2010, to reduce their long-term risk of social exclusion.

Higher numbers and higher rates of teenage conceptions are found in the more deprived wards of Tormohun and Ellacombe and also in other wards such as Watcombe and Shiphay-with-the-Willows. Poorer outcomes associated with teenage motherhood also mean the effects of deprivation and social exclusion are passed from one generation to the next.

There is also a strong economic argument for investing in measures to reduce teenage conceptions. The cost of teenage pregnancy to the NHS alone is estimated to be £63m a year.

Annual rate of teenage conceptions 1998 to 2008



The table (left) outlines numbers and rates of teenage conceptions per 1,000 female population aged 15 to 17.

Torbay's teenage conception rates continue to rise. The latest teenage conception data (for 2008) shows a rate of 64.9 conceptions per 1,000 young women aged 15-17 in Torbay compared with 57.4 for the previous year. The 2008 rate was 46.9% higher than the 1998 baseline. The teenage conception rate in Torbay is significantly above the South West average of 34.7 and higher than the England rate of 40.4.

Important to get across message

The priority areas for reducing teenage conceptions, with an emphasis on raising esteem and aspirations, are:

- Focused contraceptive / sexual health services for young people: Trusted by teenagers and well known by professionals working with them.
- Strong delivery of Sex and Relationship Education by schools.
- Sexual advice and counselling services at colleges.
- Targeted work with 'at risk' groups of young people - in particular Looked After Children and Care Leavers.
- Working with parents - making the most of existing programmes.

The annual report on Reducing Teenage Conceptions outlines initiatives and work that has been undertaken in Torbay and provides a brief outline of the current strategy and action plan - available at www.torbay.gov.uk/teenagepregnancy

Why taking care matters

- At age 30, teenage mothers are 22% more likely to be living in poverty than mothers giving birth aged 24 or over, and are much less likely to be employed or living with a partner.
- Teenage mothers are 20% more likely to have no qualifications at age 30 than mothers giving birth aged 24 or over.
- Teenage mothers have three times the rate of post-natal depression of older mothers and a higher risk of poor mental health for three years after the birth.
- The infant mortality rate for babies born to teenage mothers is 60% higher than for babies born to older mothers.
- Teenage mothers are three times more likely to smoke throughout their pregnancy, and 50% less likely to breastfeed, than older mothers - both of which have negative health consequences for the child.
- Children of teenage mothers have a 63% increased risk of being born into poverty compared to babies born to mothers in their twenties and are more likely to have accidents and behavioural problems.
- Among the most vulnerable girls, the risk of becoming a teenage mother before the age of 20 is nearly one in three.

In summary - how we are trying to help and educate young people

Now 100% of secondary schools have a designated schools' nurse and all high-rate secondary schools have emergency contraception provided on site by school nurses. Other improvements are:

- 5 out of 12 secondary schools provide condoms as part of the

C-card distribution scheme.

- Increase in contraception and sexual health provision at Tic Tac site by pilot of Contraceptive and Sexual Health Outreach Clinic, with clinic moving to school lunch time.
- Increase in number of walk-in contraceptive sessions at Castle Circus Health Centre and

Midvale Clinic - 6 days a week.

- Total under 19-year-olds accessing Sexual Medicine Service between April 09-March 10 is estimated at 1,828.
- 13 GPs attended training, to increase those available to fit implants. All high-rate wards and areas of deprivation have at least 2 fitters.

- 90 practitioners trained to register young people for C-card and provide condoms; 13,704 condoms given out as part of scheme and 1,753 young people registered with the scheme.
- A Family Health Partnership is in place for prevention of second pregnancies.

More young people pop in for advice

The Health Wize shop at 105, Union Street has worked with 2,143 young people since it opened May 2009.

The most popular service is the C-Card (condom scheme), accounting for around 800 of all visits - making Health Wize the most popular C-Card venue in Torbay. In total, we have 55 Registration and pick-up points for the C Card scheme. and the location of these can be found on the Sexwize website (below).

We have seen a rise in young people accessing Health Wize for sexual health advice in general

and staff have been able to encourage young people to access the Torbay Sexual Medicine Service. Other services sought include healthy eating and lifestyles, emotional health and well-being, drugs & alcohol /risk-taking behaviour and sun safety over the summer months.

Health Wize was awarded the *You're Welcome* Quality Kite Mark for Young People and was the first service in the South West to achieve this. In order to gain this status it was imperative to engage young people in the

process and respond to their suggestions and feedback. The feedback we have received has been very positive with a 100% responding 'yes' to the question "Do you find the staff friendly and helpful and feel you could talk to them if you wanted to?"

Young people can drop in at any time or make an appointment with any member of staff on 01803 208414. Health Wize is open from 3pm-6pm Monday to Friday and 11.30am-3.30pm on Saturday.

New website for advice on sexual health

June 2010 website for young people.

The new website, called Sexwize, has been developed by Torbay Care Trust in partnership with Torbay Council and South Devon Healthcare NHS Foundation Trust.

The feedback from nearly 200 young people was used in the development of the new services.

For new information visit the website: www.s-wize.co.uk

A range of promotional material, including posters and credit card-sized leaflets, has been distributed throughout Torbay to health centres, GPs, schools, colleges, and other young people's organisations such as Checkpoint and Connexions.

Sexwize is being widely promoted to young people, including targeted advertising, through social media sites such as Facebook.



Team with expertise to guide teenagers

The Sexual Medicine Service Outreach Team was formed on 1 April 2010 and draws together the expertise and experience of staff with a background in nursing, midwifery and getted work with young people.



The team provide sexual health services that can be taken into community services and schools, and to follow up young women who have given birth and had an abortion to ensure reliable contraception.

These young people can be seen by a doctor 21 days after the birth of the baby (and the aim is to offer to those aged 19 and under). This scheme has been initiated as an effort to reduce the unplanned conception rate in those under 20.

Every week, a member of the Outreach Team attends an Antenatal Clinic at the maternity unit to discuss post-natal contraception needs with both young people and those who have a background of substance or alcohol misuse.

The new electronic C Card data base will be rolled out across Torbay from September. This system will allow a more robust follow-up of those issued with condoms to promote safer sexual health and the need to consider other forms of contraception in addition to condoms to

prevent unplanned conceptions.

Finally, the Team are implementing a follow-up protocol for all doses of Emergency Hormonal Contraception (EHC) prescribed to those aged 18 and under by the Sexual Medicine Service.

Under the new system, young people will be contacted 3 weeks after they receive EHC to ensure they are in place. The aim is to ensure that young people are aware of the need to use contraception correctly.

Young people can be referred to the Outreach Team by both the voluntary or statutory sector.

Please contact Lesley Disney pictured above (Team Leader, Sexual Medicine Service Outreach Team) on 07917 088019

Smoking poses serious risks during pregnancy

Smoking during pregnancy can carry serious risks – such as miscarriage, stillbirth, cot death and complications during childbirth.

There can also be long-term health consequences like childhood asthma, recurrent chest infections, glue ear and hearing difficulties.

Torbay has comparatively high numbers of pregnant mums who are still smoking but we are absolutely committed and working hard to drive down the smoking prevalence in this group and increase the health outcomes for mums and their babies.

Contact the Stop Smoking Service on 01803 299160.



Success as new team effort helps to cut alcohol admissions



The Alcohol Service has recorded a number of achievements during the year – including a reduction in alcohol-related hospital admissions in Torbay.

The Adult and Children's Alcohol team and the Smoking Cessation team have now joined together to form a 'virtual' hospital public health team.

With the support of Kristina Sandover and many enthusiastic staff at South Devon Healthcare Trust, these teams have managed to make significant developments in improving access to public

health services for patients at Torbay Hospital.

The alcohol team now have two full-time and one part-time workers based at Torbay Hospital. With a focus on reducing alcohol-related hospital admissions, they have set up a screening service within A&E and deliver an outpatients' clinic to provide alcohol-focused brief interventions and access to community alcohol services.

The alcohol workers are available to see patients both at the bedside and within a clinic setting to provide a range of

services including, advice and information, education, brief interventions, signposting and assessment for community alcohol services. They are also able to provide advice and education to hospital staff in the management and treatment for people with alcohol-related problems.

The Stop Smoking Service has established 'roaming clinics' every Monday 09:00-12:30 and Thursday 13:00-16:30 with a

firm plan to expand this service further later this year. A specialist adviser is available to offer advice and support as well as access to stop smoking products and medications.

This hospital-wide service is accessible to outpatients, inpatients and also staff who are considering quitting or would just like some information. We are also able to offer support and training to all staff.

Positive results and less waiting for treatment

Access to community-based alcohol services has improved and waiting times have reduced to an average of 14 days, with access to advice and information within 24 hrs.

Alcohol workers are based within various services, including Torbay Hospital, Probation and GP surgeries. The team provide a range of services including advice and information, initial and comprehensive assessment, community based psycho-social interventions and community detoxification.

Outcomes for treatment have been positive and have shown overall reductions in drinking days, units consumed, hospital admissions, GP visits, and alcohol-related criminal activity. Service users have also reported improvements in their physical and psychological health.

A significant development over the past twelve months

has been in working with service users in developing and strengthening the provision of mutual aid groups across Torbay. In addition to well-established groups, such as Alcoholics Anonymous, a new mutual aid group, SMART (Self Management and Recovery Training) has established itself within Torbay.

Anyone wishing to find out more information about SMART in Torbay or times of meetings, please call **01803 604334**.

Plans to continue to improve the quality and range of services available over the next 12 months include:

- Identification and brief advice training to all public services in Torbay to increase the knowledge and confidence of staff working with the public.
- Improving access to community alcohol treatment and ensure consistent and evidence-based advice is given to the public.
- In partnership with the police, planning pilot assertive outreach work within Torbay to try and address street drinking.

For advice and information or to make a referral to the alcohol service call 01803 604334 or visit www.torbayalcoholservices.nhs.uk

Alcohol-related admissions per 100,000 population (EASR)									
	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10 estimate	2010/11
Torbay	993	974	1073	1349	1621	1914	1988	1944	
South West	924	1023	1145	1250	1315	1365	1492	1613	
Target					1613		2266	2651	3075

New dental practices to deal with inequalities in the Bay

Torbay Care Trust has mapped the spread of access to NHS dental services across the Bay and the level of need based on population demographics and social deprivation.

This has shown clear inequalities across the Bay and these are now being addressed.

By making services available locally, the Care Trust - which has responsibilities for commissioning local NHS dental services - wants to improve access, and has identified Brixham and the Foxhole / Blatchcombe area of Paignton as two areas where dental services are underprovided.

A new dental practice is being sought for each of these two areas, with services coming on line early next year. These will work closely with the local communities and other health services locally with the aim of encouraging people to attend a dental practice - particularly

where they are not receiving dental care at present.

Providing services locally, and focusing on areas of greater need in a more creative way is the plan, supported by the Public Health team and dental advisors, to address some of the inequalities that exist in oral health in the Bay.

Seeking the best for carers

New ways of working with carers have been introduced in Torbay - in a project to try and establish what really works in supporting the health and well-being of carers.

This more personal approach to individual carers fits in with the Government personalisation agenda.

Torbay Care Trust and Torbay Council have been awarded £600,000 for a two-year pilot to carry through various developments as a Department of Health Demonstrator Site for Carers' Breaks. Central to this will be asking each carer involved in Carers Breaks Plus: "What does a break mean to you?"

The Care Trust and Council are working with many local organisations to develop Carers' Breaks Plus, including Crossroads Care, the South West Adult Placement Scheme, Cool Recovery and Mencap. Three groups will form the focus of the project:

- Carers of people with dementia.
- Young adult carers.
- Older family carers of people with learning disabilities.

The Department of Health selected us to be a Demonstrator Site because we were committed to rigorous evaluation and engaging carers in the process.

As part of this development, we have established some new

services that look at addressing inequalities:

- Young Adult Carers age 16 -25 whose specific needs have not been addressed.
- Finding 'hidden carers' who may not recognise themselves as carers and may be reluctant to come forward for support.
- Early identification of carers of people with dementia.
- Supporting carers to find their own solutions and engaging the community to act as a resource



to local carers - Crossroads Care.

- Opening local carers' centres to make advice and support more available to communities and again connecting with hard-to-reach carers. Brixham now has its own Carers' Centre - in King Street - thanks to Demonstrator Site funding.

Specific advice on healthy lifestyles



Health checks for carers were held at the Olive Carers' Centre, Babbacombe, during Carers' Week in Torbay from June 14-20.

The sessions were carried out by Rebecca Bovey and Rebecca Hazard (above) who were appointed as NHS Health Trainers to work specifically with carers and help them through making positive lifestyle changes.

They delivered health MOTs to 25 carers, 17 of which were signposted to specialist services.

Carers were given advice on a wide range of issues - including coping with stress, smoking, sensible drinking, exercise, healthy eating - signposted to relevant support services, and given an opportunity to discuss their emotional well-being.

Both Rebeccas have been carers themselves and they know about the challenges and trauma experienced by carers.

They can be contacted on 01803 208840 or by email: rebeccabovey@nhs.net or rebeccahazard@nhs.net

More support for younger carers

Very often young people are closely involved in looking after one or more parents who have severe health problems - and perhaps younger brothers and sisters, too.

Now more than 50 young adult carers (aged between 16 and 25) are being supported across Torbay following efforts to reach out to this group. Apart from practical help, young adult carers are brought together for mutual support, enjoy outings and form friendships and receive help such as careers advice.

"Many who look after others themselves be carers. W ways who think f forward, we offer them any help they might need. being launched this double the number f known services support. This will directly involve who may be able find 'hidden' their community"

- James Drummond, Lead Officer for Carers Services, Torbay Care Trust

Facts...facts...facts

A staggering one in seven adults are caring for a relative or friend in Torbay.

Figures from the 2001 census show that there are around 18,000 carers in Torbay - out of a population of 138,000 people. The actual figures will be even higher, as they do not include significant numbers of young carers.

Special home health checks

Two GP practices in Torbay are actively trying to identify carers of people with dementia or poor memory as a way of addressing the needs of carers. The practices - Chelston Hall in Torquay and St. Luke's in Brixham - are arranging to visit such carers in their homes to provide an enhanced health check and offer support and help aimed at improving the health and well-being of both carer and cared for person.

It's popular - can you volunteer?

A carers drop-in service which started barely a year ago is so popular it is looking for volunteers.

Crossroads Care, part of a national charity, is based at the Olive Carers Centre in Babbacombe, Torquay, and has more than 70 families on its books. This is another initiative funded from the Demonstrator site project.

Carers are given advice and support as well as a one-to-one service that helps carers to plan for their needs and ensure their own health and well-being.

If you have been a carer in the past or are still a carer with a little time to help as a volunteer, please contact Pennie on 01803 323510.

Activity day for older people

A special day 'Active for Life,' supported by Paignton Hospital League of Friends, and held at Oldway Mansion in June provided older people with a great chance to gain advice on leading a more active and rewarding lifestyle.

There was a particular emphasis on awareness of falls - with plenty of advice on 'staying steady.' A healthy vision for later life (including looking after feet), medicines, strength and balance exercise classes, and a tea dance added to the attractions of the day. Torbay Care Trust, Torbay Council, South Devon Healthcare and local voluntary groups had various display stands and information at the event.



New health trainer 'champions'

Torbay provides Health Trainers for personalised one-to-one support, and to encourage and motivate individuals to make and sustain lifestyle changes.

Health Trainers have the skills and knowledge to make a real difference to people's health.

Now this year will see 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-related service.

Potential volunteers, who will need to gain the Royal Society for Public Health (RSPH) Level 2 qualification in Understanding Health Improvement to become a Health Trainer Champion, are invited to contact:

Richard.merrifield@nhs.net or call 07917 246071.

Health Trainers refer, signpost and handhold clients to the relevant support services. This can include accompanying someone to register or see a GP, supporting them in their first visit to a weight management group or exercise class.

The Health Trainer Champions will support the Health Trainer service and Lifestyles team by signposting people in the community to Lifestyles services, accompanying the clients to appointments, and assisting the team at community engagement events.

As part of the ongoing engagement with Community partners the Lifestyles team will continue to deliver the RSPH Level 2 qualification in Understanding Health Improvement to employees of interested partners in order to identify Health Champions in the workplace.

Workplace Health Champions will promote public health messages to their colleagues, promote the Lifestyles team services and training packages, receive and cascade newsletters from the Lifestyles team, and identify potential clients from within the community.

Torbay Care Trust has been successful in other areas of partnership working.

Two employees of Working Links (organisation that supports the unemployed back to work) and a Street Warden from Torbay Council (based in Foxhole and QED) are undertaking the City and Guilds Level 3 Health Trainer certificate.

Useful contacts



Torbay **NHS**
Care Trust

Torbay Care Trust
(01803) 210500

www.torbaycaretrust.nhs.uk



Torbay Council
(01803) 201201

www.torbay.gov.uk

What is happening next in Public Health

The NHS White Paper, published on 12th July 2010, sets out a renewed national focus on Public Health and tackling inequalities. There will be a new national Public Health service with a local presence.

Local Councils will jointly commission for health improvement with the new GP consortia that are being created. This is an exciting time for Public Health and we can build on the good partnership working already underway to address inequalities in Torbay.

The new Coalition Government have published their White Paper on the future direction for the health service – Equity and excellence: Liberating the NHS. There will be a new architecture for the NHS with a focus on Public Health, tackling health inequalities and reforming adult social care.

There will be a National Commissioning Board and GP consortia will commission locally in partnership with the Local Authority. There will be a new national Public Health service and a refined focus on outcome measures rather than process targets.

There will be new responsibilities for Local Authorities including local health improvement, integration and partnership working, a new HealthWatch service for patient feedback and service changes in conjunction with the NHS Commissioning Board. They will jointly appoint a Director of Public Health with the National Public Health service. There will be incentives for service provision in deprived communities.

Debbie Stark, Director of Public Health for Torbay, makes the following comments:

"A White Paper specifically on Public Health will be published this autumn but the policy direction already announced makes it clear that the new Government see action on inequalities and prevention to be a major strand in improving the health of the population.

"We are well placed in Torbay to continue building on the excellent relationships and action already being taken on inequalities across all agencies. However, most people will be aware that public services are expecting reductions in their budgets in the forthcoming spending review this autumn.

"All partners need to ensure that plans to address these cuts take into account the additional needs of our less prosperous communities to ensure that the gap, which we are starting to close, is not inadvertently widened."