

This document identifies a number of areas of particular focus for the future and looks at the journey through life (overleaf) where all of us, from whatever sector, have a role to play to improve the health and well-being of individuals, families and the wider community.

About Torbay.

Torbay has a national reputation for integrated care with a public sector committed to working in a joined-up way to improve health and well-being and to deliver excellence care services.

This commitment provides a firm foundation to tackle the health needs of the people of Torbay who continue to experience significant challenges to their well-being.

Key challenges for the population of Torbay:

- Many people in Torbay experience significant poverty
- Many people live alone especially amongst the more elderly population
- There are a large number of people providing unpaid care
- Around 500 people die prematurely in Torbay a year, before the age of 75
- The proportion of the population living with long term conditions such as diabetes, hypertension or respiratory diseases is higher than average, and is increasing
- There are higher proportions of children living in poverty
- There are higher rates of children in care
- The consequences of alcohol misuse is a problem for all sectors
- More than 1 in 4 people across Torbay are estimated to be obese and 2 in 3 people are overweight.

What we can do to TURN THE TIDE?

- Rates of violent crime and youth offending are high
- Torbay has one of the highest incidents of reported domestic abuse in Devon and Cornwall
- Torbay's economy is amongst the weakest performing in the UK
- Housing availability, affordability and decency are a problem
- There is a gap between children in different areas as to how ready they are for school.
- Rates of self-harm and suicide are higher than the national average
- These challenges could be considered as risk factors for a rising tide of demand on our health and care services, where we are seeing:
 - Increasing emergency admissions and pressure on hospital beds
 - Challenged child and teenage mental health services
 - Pressure on children's services with high numbers of Looked after children
 - Rising costs in all sectors and especially in services for older adults

The role of Public Health.

This rising tide threatens to engulf our care services and requires connected effort to address it by all sectors; public, private, community and voluntary.

Understanding the risk factors, and what's causing them within the population, enables a preventative approach to be undertaken to reduce the burden on the health and social care services.

No one organisation in Torbay can Turn the Tide alone. This can only be done through organised effort across all sectors together with the meaningful involvement of people living in the communities in Torbay.

In 2014, Torbay and South Devon NHS applied for Pioneer status to develop work to join-up care services across health and social care, building on the work already begun by community services. At the same time the hospital began the process to acquire the community trust and develop an integrated care organisation. Thus was launched the Joined-up initiative.

Challenges for 2015.

In 2015, we need to think how this work can be extended to other public sector organisations in Torbay and how the private, community and voluntary sectors can get involved.

What role for example does housing have, what about schools and colleges, police, fire and private sector businesses and what about community groups and volunteer initiatives?

How can each of us can play our role in this Joined-up approach and together begin to Turn the Tide? How can we create a common purpose to engage all who live and work in Torbay in this agenda?

The diagram overleaf considers what influences a person's health across their life. The diagram shows what factors in particular influence health along this journey in Torbay and what programmes and organisations are particularly important to promote good health. It shows the many instances where we can intervene to prevent loss of health and where we can add value to it. I invite you to think of your own role and think how you can maximise the impact your work has to help everyone journey through their life with the best of health.

The role of Public Health.

Public Health has a long history of partnership working and a value base that is rooted in working with and for communities as well as individuals. Public Health sits across the NHS and Local Authority and is in an ideal position to promote work across the two.

Some of the programmes we have worked with our partners on over the last year include to:

- Create a new model to provide services to promote healthy behaviours.
- Improve the way we look at all our data across organisations so we better understand our common needs and assets.
- Support the Community and Voluntary Sectors and promote programmes that build community resilience.
- Ensure we keep learning by leading on the work to learn lessons and evaluate the joined-up programme.
- Promote the development of Joined-up plans across Children's services, Public Health, Adult Social care and health services.
- Ensure prevention is at the heart of all our partners plans by setting out a framework for prioritised work - the Integrated Prevention Strategy
- Develop plans across sectors to address key areas such as Obesity, mental and emotional health and well-being.
- Develop a framework for healthy places - Healthy Torbay - to address the role of housing, planning, the environment and community safety to promote health and well-being

Challenges for 2015.

We are all facing 2015 with shrinking budgets where hard choices will need to be made. However if we are truly to Turn the tide we must begin to re-focus on prevention. We need to do this not with new money, but by changing the ways we collectively work using the opportunities to gain health capital and prevent its loss as our guide. As Interim Director of Public Health, I would like to see the following promoted in our integrated work in 2015.

- A real focus on prevention - within all plans across organisations and with all front-line staff considering prevention of ill health as a key task. For example
 - a. I would like to see the concept of "Every Contact Counts" extended whereby care givers and others give advice on health enhancing behaviours each time they meet a client.
 - b. I would like to see issues such as alcohol and obesity becoming key issues across all organisations not just public health
- A multi-agency effort to promote well-being and tackle the causes of poor health and the development and delivery of programmes within the Healthy Torbay framework.

Challenges for 2015.

For example, I would like to see those working in housing, in planning and transport, in culture and sports and in tourism considering how in their plans they can deliver a healthier bay and promote well-being. This should extend to Health at Work programmes across Torbay.

- Mental health - Mental well-being MUST no longer be an after-thought and must be at the forefront of all we do. We need to consider mental health and well-being services at every contact and focus on the promotion of mental health across all agencies.
- Children - we need to ensure we deliver on the work we have planned for children especially focused on emotional health and well-being and deliver an offer for children which is truly joined-up and focused on the early years.
- Ageing - we need to bring greater focus on ageing well, positive ageing and addressing social isolation to enable those in their later years to live fulfilling lives
- Community resilience - we need to further embed the work on promoting assets within communities and in social prescribing whereby alternatives to medicines are prescribed promoting things that really matter to people. This requires exploring

Challenges for 2015.

new ways of working and real involvement of the community and voluntary sectors.

- Access to services - we need to improve take-up to reach the hundreds of people with early signs of disease not known to the care services such as those with early diabetes, hypertension and dementia so we can improve the quality of life in later years.
- A strengths based approach.

Finally I would like to see a joined-up and asset-based approach embedded in all we do.

IT'S NOT WHAT'S THE MATTER WITH ME?

IT'S WHAT MATTERS TO ME!

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"We can change the world and make it a better place. It is in your hands to make a difference"
Nelson Mandela

"Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has."
Margaret Mead



Turning The Tide

IN 2015 THE GREATEST BURDEN OF ILL HEALTH CURRENTLY IS: RESPIRATORY DISEASE, LIVER DISEASE, MENTAL HEALTH, DIABETES, CARDIOVASCULAR DISEASE, CANCER.

PREVENTION THAT FOCUSES ON A HOLISTIC PARTNERSHIP APPROACH TO HEALTH AND WELLBEING COULD TURN THIS TIDE AND CREATE RESILIENT HEALTHY INDIVIDUALS AND COMMUNITIES.

WE CAN TURN THE TIDE TOGETHER BY MOVING AWAY FROM SERVICE DESIGN AND DELIVERY THAT FOCUSES ON 'WHAT IS THE MATTER WITH ME?' AND MOVE TOWARDS CO-DESIGN OF SERVICES THAT FOCUS ON:

'WHAT MATTERS TO ME'

THE WORLD AROUND ME
ENVIRONMENT

MY INTERESTS AND ACTIVITIES
LIFESTYLE

WHERE AND HOW I WORK
WORK: TYPE AND CONDITIONS

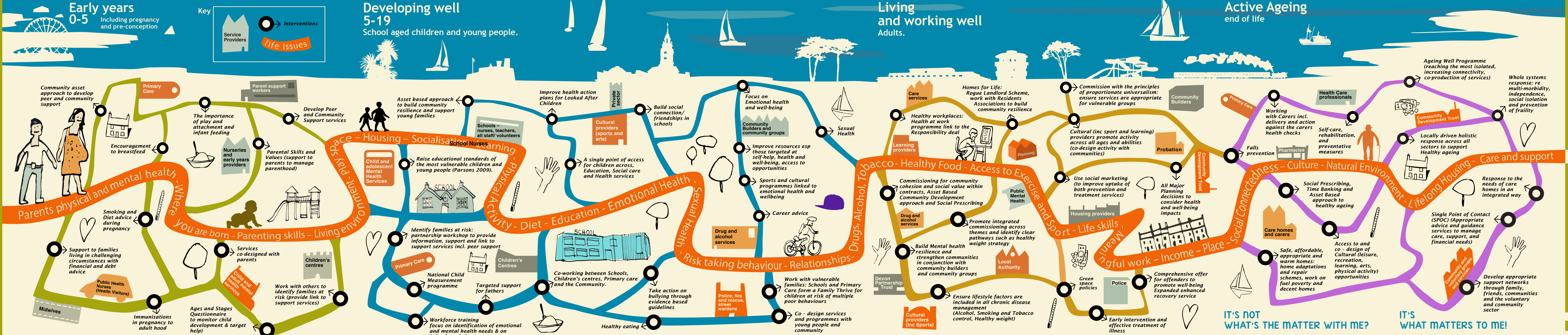
WHAT I EAT
DIET

HOW I FEEL
MENTAL AND EMOTIONAL HEALTH

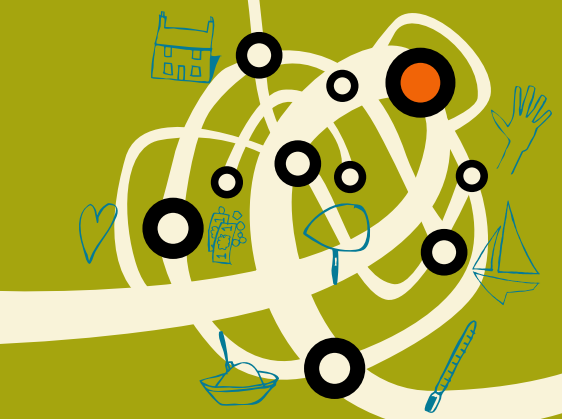
MY BODY
PHYSICAL HEALTH

THE SPACE I LIVE IN
HOUSING

MY COMMUNITY
PEOPLE, FRIENDS AND FAMILY



Turning the tide together



Director of Public Health for Torbay
Annual report 2014

Working together to improve the lives of the people we serve.

