

12 March 2018

Agenda Item: 14

## **REPORT OF THE DEPUTY CORPORATE DIRECTOR FOR ADULT SOCIAL CARE AND HEALTH**

### **ADULT SOCIAL CARE AND PUBLIC HEALTH - EVENTS, ACTIVITIES AND COMMUNICATIONS**

#### **Purpose of the Report**

1. To seek Committee approval to proceed with a range of events and activities within adult social care and public health and undertake promotional work to publicise activities as described in the report.

#### **Information**

2. Over the course of the year, the range of public events, publicity and promotional activities that may be undertaken by adult social care and public health are wide ranging and there are a variety of reasons for doing so, for example:
  - promotion of services to give information to people in need of social care and public health services and their carers
  - encouraging interest in recruitment campaigns for staff, carers and volunteers
  - engagement of communities with services in their locality
  - generation of income through public events.
3. Over the next quarter and beyond, adult social care and public health would like to undertake the events and activities detailed in paragraphs 4 to 10.

#### **Public mental health population awareness campaigns and events**

##### **Mental Health Week: 16 - 22 May 2018**

4. This is a UK wide event supported by the Mental Health Foundation. The aim of the week is to educate the public about mental health issues and to promote better mental health. Public Health are the local leads, working with Workforce Wellbeing champions and Nottinghamshire County Council and clinical commissioning group (CCG) communications teams. The campaign will consist of distribution of the Mental Health Foundation's guide *How to look after your mental health*<sup>1</sup>, promotion of *Five ways to wellbeing* and information

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<sup>1</sup> <https://www.mentalhealth.org.uk/publications/how-to-mental-health>

on where to access support via workforce health links and the Council's intranet and social media.

### **Dementia Action Week: 21 – 27 May 2018**

5. This is a national campaign. Dementia Action Week (previously known as Dementia Awareness Week) is supported by the Alzheimer's Society. There are about 800,000 people with dementia in the UK; it is prevalent in the over 65s but younger, working age, people can also be affected. An estimated 400,000 people in the UK have dementia but do not know it. By raising awareness it is hoped that more people will be diagnosed earlier, giving more time for them to come to terms with future symptoms. *Remember The Person* is the recurring theme for Dementia Action Week. People are encouraged to 'remember the person' behind the dementia; the person is more than the dementia.
6. Public Health are the local leads, working with Workforce Wellbeing champions and the Council's and CCG's communications teams. The campaign will consist of distribution of flyers and information from the Alzheimer website<sup>2</sup> (pending publication) to raise awareness about dementia, and also Public Health England's leaflet *Dementia - helping your brain to stay healthy*<sup>3</sup> leaflet. Internal distribution will be via workforce health links and the Council's communications, intranet and social media, with wider circulation of information to partner organisations e.g. CCGs/GPs, community health and mental health services, third sector organisations.

### **Antimicrobial Resistance Campaign**

7. Antimicrobial resistance (AMR) arises when the micro-organisms that cause infection survive exposure to a medicine that would normally kill them or stop their growth. The Chief Medical Officer has described AMR as a catastrophic threat. It is difficult to achieve a balance between using antimicrobials when they are really needed and reducing use when they are not indicated, but to preserve antimicrobial effectiveness they must be used appropriately.
8. A proposal for supporting the marketing of key local AMR messages to the public and to health and care organisations regarding use of antibiotics was approved by Adult Social Care and Public Health Committee on 11 December 2017 within the report *Use of Public Health General Reserves to March 2019*.
9. Advice on the best approach to a local awareness raising campaign has been sought from the Nottinghamshire Antimicrobial Resistance Stewardship Group, a multi-agency forum comprising representatives from Public Health, general practice, clinical commissioning groups, community and acute health trusts, pharmacy and dentistry. The group has recommended that two types of pre-existing resource should be widely distributed: a) an antibiotic information leaflet developed by the Shared Medicines Management Team on behalf of Nottinghamshire CCGs to raise awareness of AMR; and b) a toolkit<sup>4</sup> produced by the Royal College of General Practitioners that provides advice on illness duration, self-care, prevention and when to re-consult the GP or dentist. These would be disseminated to

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<sup>2</sup> [https://www.alzheimers.org.uk/info/20167/dementia\\_awareness\\_week](https://www.alzheimers.org.uk/info/20167/dementia_awareness_week)

<sup>3</sup> <https://www.healthcheck.nhs.uk/document.php?o=1230>

<sup>4</sup> <http://www.rcgp.org.uk/clinical-and-research/toolkits/target-antibiotic-toolkit.aspx>

appropriate audiences across the county and may be augmented with digital screen adverts for GP and dental surgeries, pharmacies and libraries.

10. Work has begun to scope the project and it is anticipated that the campaign would commence in the autumn of 2018, when public demand for (inappropriate) use of antibiotics tends to build due to onset of common viruses, such as seasonal influenza.

### **Other Options Considered**

11. To not undertake events, activities and publicity relevant to adult social care and public health would result in lack of awareness or understanding of services available and lack of engagement with local communities.

### **Reason/s for Recommendation/s**

12. To ensure that people in need of social care and public health services and their carers are aware of the range of services on offer and to encourage engagement with local communities.
13. To enable the Council to contribute to the overarching aims and outcomes of the AMR and public mental health population awareness campaigns and events described above.

### **Statutory and Policy Implications**

14. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance, finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability and the environment and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

### **Financial Implications**

15. There are no financial implications for the Public Mental Health promotion events described in **paragraphs 4 to 6** above. Costs for the AMR campaign (**paragraphs 7 to 10**) will be covered by the Public Health General Reserve as approved by Adult Social Care and Public Health Committee on 11 December 2017.

### **Implications in relation to the NHS Constitution**

16. The Public Mental Health and AMR communications outlined above support the ethos of the NHS constitution to “...*improve our health and wellbeing, supporting us to keep mentally and physically well, to get better when we are ill and, when we cannot fully recover, to stay as well as we can to the end of our lives*”.

## **Public Sector Equality Duty implications**

17. The aim of the campaigns described above is to educate the population around AMR, mental health, dementia and suicide prevention supports the principles of reducing stigma and discrimination.

## **RECOMMENDATION/S**

- 1) That Committee approves the plan of events, activities and publicity set out in the report.

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## **Constitutional Comments (LM 15/02/18)**

18. The Adult Social Care and Public Health Committee is the appropriate body to consider the contents of the report.

## **Financial Comments (DG 19/02/18)**

19. The financial implications are contained within paragraph 15 of this report.

## **Background Papers and Published Documents**

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

Use of Public Health General Reserves to March 2019 – report to Adult Social Care and Public Health Committee on 11 December 2017.

## **Electoral Division(s) and Member(s) Affected**

All.

ASCPH529