

12 November 2018

Agenda Item: 9

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, adult social care and public health would like to undertake the events and activities detailed in **paragraphs 4 - 14**.

Cancer signs and symptoms social marketing awareness campaigns

4. Public Health (PH) has a key role in preventing people from 'contracting' cancer. PH endeavours to reduce the number of new cancers through a range of initiatives. These span health protection approaches such as tobacco control and workplace health support to health promotion initiatives, through to the provision of 'healthy' lifestyle service support to individuals.
5. In addition to this, PH is also able to provide a preventive service through health promotion campaigns. Targeted and tailored messaging is key to engaging with vulnerable disadvantaged communities, who remain with high exposure to key risks. Research referenced in the National Cancer Strategy (Independent Cancer Taskforce, 2015) shows people in the UK have more limited understanding of the signs and symptoms of cancer

and a greater reluctance to act on these than people from other western countries. This awareness raising is important as generally an early diagnosis of cancer facilitates better cancer outcomes. Responding to this research, Cancer Research UK and PH England (PHE) have developed a national social marketing brand, 'Be Clear on Cancer'. 'Be Clear' aims both to improve an individual's knowledge of the signs and symptoms of cancer, as well as to address identified issues among the at risk population around embarrassment and reluctance to 'trouble the doctor'.

Nottinghamshire Cancer Awareness Campaigns

6. The Public Health division within Nottinghamshire County Council proposes to run local campaigns to complement 'Be Clear'. These campaigns should extend the reach of the national campaigns and will enable local clinicians, patients and carers to be involved in presenting their stories. PHE releases three or four 'Be Clear' campaigns a year. In addition many of the main types of cancer tumour have awareness raising weeks or months. The aim will be to address each of the national PHE campaigns and other campaigns in response to local interests and health need. This promotional cancer awareness work is embedded in the work of the Nottingham and Nottinghamshire Sustainability and Transformation Partnership Cancer Programme Board.
7. The campaigns will include the distribution of relevant information packs to partner agencies including GP surgeries, libraries and third sector organisations. This will be augmented with the Council's communications direct to the public, including press releases, internet postings, social media engagement and digital screen displays. The core materials adopted will be those produced by PHE or leading national cancer charities. The PHE resources are market-tested to engage effectively with defined disadvantaged populations. Local materials will be incorporated as appropriate and a service impact evaluation will be prepared following each campaign.

Winter Warmth Campaign 2018-19

8. In Nottinghamshire there were 454 more deaths in the winter months than in the average over the adjacent non-winter months in 2015/16. These 454 deaths represent an excess of nearly 20% (18.1%) on top of the average number of deaths over the non-winter months. The number of excess winter deaths is closely linked to the severity of the weather over the winter period. Those known to be most vulnerable are older residents (in particular, those aged 85 years and over and those with chronic health conditions such as chronic renal disease, coronary heart disease, diabetes and Chronic Obstructive Pulmonary Disease).
9. There are a range of services in Nottinghamshire, such as Warm Homes on Prescription (WHOP) and the Nottinghamshire Healthy Housing Service (<https://nottenergy.com/our-services/healthy-housing/>) which support vulnerable residents to 'keep warm in winter' and improve home energy efficiency. Working alongside these partners, work will be undertaken to provide additional promotion of these services over the winter period and seek to ensure higher take up by vulnerable residents in the County in order to minimise excess winter deaths and cold-related ill health.
10. Proposed activities over the period November to February will include:
 - developing a communication statement for the Council's communications team

- advertising the campaign on the Council's intranet, website and social media
- circulating to stakeholders to promote through their own activities and communication channels
- supporting the advertising of local affordable warmth events, where appropriate, through the Council's social media.

Launch of the Health for Kids website: an interactive health & wellbeing website aimed at 5-11 year olds for Nottinghamshire

11. Following the success of the Health for Teens website, the first Young People's Health & Wellbeing focussed website for Nottinghamshire launched previously in January 2017, Health for Kids is due to be launched in December 2018. The interactive website, funded by Public Health, provides information to young people aged 5 – 11 years for their emotional and physical health and wellbeing.
12. Health for Kids is an exciting development and offers a mix of clinically assured interactive content, with a striking design co-designed with children and young people. The website aims to be a one stop shop for young people to seek universal health information that is safe and from a trusted source, via quality assured content that is fit for the smartphone generation. Children will be able to browse through the 'four worlds' of staying healthy, illness, feelings and getting help. Each 'world' is populated with different health areas for children to learn about their health.
13. Public Health is the local commissioning lead with the Youth Service managing the website.
14. A campaign to promote the launch would include internal and external distribution via workforce health links and the Council's communications, intranet and social media, with wider circulation of information to partner organisations e.g. Clinical Commissioning Groups/ GPs, community health and mental health services, third sector organisations, children's centres and universal health services as well as all County primary schools and libraries. All marketing approaches would consider service staff, parents/carers and young people whom the website is aimed at. There will be branded artwork available to use to create relevant resources to promote the site. As a result there are financial implications linked to this, however they are contained within the existing budget.

Other Options Considered

15. 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

16. To ensure that people in need of adult social care and public health services and their carers are aware of the range of services on offer; encourage engagement with local communities, increase income generation and highlight and share good practice.
17. To enable the Local Authority to contribute to the overarching aims and outcomes of cancer health population awareness campaigns as described in **paragraphs 4 - 7** above.

Statutory and Policy Implications

18. 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

19. Costs associated with distribution of materials for the Cancer Health Awareness Public Health promotion initiatives described in **paragraphs 4 - 7** and the Winter Warmth activities described in **paragraphs 8 - 10** will be met from the service budget.
20. Costs associated with production of promotional materials for the launch of the Health for Kids website described in **paragraphs 11 - 14** will be met from within the service budget.

Human Resources Implications

21. There are no human resource implications.

Implications in relation to the NHS Constitution

22. The Public Health 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

23. The aim of the Cancer Awareness campaigns described above supports the principles of reducing stigma and discrimination.
24. The Winter Warmth promotional activities will be of particular benefit to older people and to people with long term health conditions, as set out in **paragraph 8** above.

RECOMMENDATION/S

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

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Constitutional Comments (SLB 09/10/18)

25. Adult Social Care and Public Health Committee is the appropriate body to consider the content of this report.

Financial Comments (DG 10/10/18)

26. The financial implications are contained within paragraphs 19 and 20 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.

None.

Electoral Division(s) and Member(s) Affected

All.

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