

**10 September 2018**

**Agenda Item: 11**

## **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 - 18**.

#### **Approval of poster submission at Occupational Therapy (OT) show**

4. The Committee is asked to give approval for the design and display of a poster at the OT Show in November 2018.
5. The poster is intended to demonstrate the success of the work of the Notts Enabling Service (NES), specifically in relation to enabling young people with disabilities in transition to adulthood. As the transitions element of NES has been overseen by an Occupational Therapist, and managed by an Occupational Therapist Team Manager, the poster will illustrate the unique use of occupational therapy skills in adapting the person, skills and environment to change pathways and improve the lives of young people in Nottinghamshire.

6. The poster is for dialogue purposes, as opposed to dissemination of research, and the target audience is academics and OT professionals/managers. There is no cost attached to the request.

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

### **Movember - 1 to 30 November 2018**

7. This is a national month long annual campaign to raise awareness of mental health problems in men <https://uk.movember.com/mens-health/mental-health>:
  - 1 in 8 men in the UK have experienced a mental health problem.
  - 3 out of every 4 suicides are men.

The objectives are to reduce stigma and highlight sources of professional help, and to encourage men to Talk. Ask. Listen. Take action. Check in.

8. Activities will include distribution of flyers and information highlighting the issues of mental health and suicide in men, the importance of seeking and how to access support and help. Internal distribution will be via workforce health champions and the Council's communications, intranet and social media. There will also be wider promotion to partner organisations such as CCGs/GPs, community health and mental health services and third sector organisations.
9. **Look after your mental health over the festive season (1 December 2018 – 4 January 2019)**

This is a local Nottinghamshire Public Mental Health promotion initiative. At Christmas/New Year there are images everywhere of happy families and groups of friends having a great time. Sadly this is far from reality for many people. Money or health worries, family tensions, loneliness or isolation and mental health problems do not go away in the festive season, and can be worse at this time of the year. The pressure to be festive can make Christmas/New Year a difficult time, increasing risk of crisis and the potential for suicide.

10. Activities will include locally produced leaflets based on information produced by the Mental Health Foundation <https://www.mentalhealth.org.uk/a-to-z/c/christmas-and-mental-health>. This includes information on where to access support, particularly crisis support during the holiday season. Leaflets will be distributed via workforce health champions and the Council's intranet and social media. There will also be wider promotion to partner organisations such as Clinical Commissioning Groups (CCGs)/GPs, community health and mental health services and third sector organisations.

## **Healthy Start Scheme**

11. The Department of Health's Healthy Start programme promotes healthy eating and good nutrition to pregnant women and children under four in low income and disadvantaged families, who are at risk of nutritional insufficiency. The national scheme is in two parts: vouchers that can be exchanged for milk and fresh and frozen fruit and vegetables via stores, and vouchers that can be exchanged for Healthy Start vitamins.

12. Healthy Start women's vitamin tablets contain:

- Folic acid: reduces the chance of spina bifida in babies
- Vitamin C: helps maintain healthy tissue in the body
- Vitamin D: helps the body to absorb calcium, supporting bone development in babies

Healthy Start baby and young children vitamin drops contain:

- Vitamin A: for growth, vision in dim light and healthy skin
- Vitamin C: helps maintain healthy tissue in the body
- Vitamin D: for strong bones and teeth.

13. Locally uptake of the Healthy Start scheme is good, however only a small proportion of families access the vitamin element of the scheme. This is despite the scheme being promoted by midwives and Healthy Family Teams as part of routine practice and vitamins being widely available at health centres and children's centre services. This is in part because the eligibility criteria for the scheme can be complex for families to understand. Arrangements have also been made across Nottinghamshire to make Healthy Start vitamins available for purchase, at cost price, to women and families who are not eligible for the scheme.

14. A poster has been developed by a small multi-agency working group of relevant professionals to simplify the advice for pregnant women and parents of under 5's in relation to Healthy Start, and incorporate the advice around Vitamin D intake for these groups. Pending approval, this poster would be widely displayed in health centres, midwifery clinics, Healthy Family services, and via children's centre services. It would also be used by practitioners across these services to aid their promotion of the scheme.

### **National Association of Care Catering awards 2018**

15. County Enterprise Foods has been successfully nominated for the National Association of Care Catering (NACC) Awards 2018. Jane Parke, Team Manager at County Enterprise Foods, has been shortlisted in the category of Catering Manager of the Year award.

16. This award will be presented to an individual who has demonstrated exceptional leadership qualities and is able to demonstrate tangible improvements to the benefit of the commercial operation and the customer. The judges will evaluate evidence of operational improvements and benefits, value added to the customer experience, originality and innovation and leadership and empowerment.

17. Suzanne Hallgarth of the County Enterprise Foods Meals at Home Service has been shortlisted in the Care Catering Hero award category. This award will be presented to the person whom the judges feel has gone above and beyond the call of duty to ensure and enrich the experience of the people to whom they provide a service in a person-centred manner.

18. The final results will be announced at the NACC Awards Dinner on Thursday 4<sup>th</sup> October, at the East Midlands Conference Centre in Nottingham.

## **Other Options Considered**

19. 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, lack of engagement with local communities and loss of potential additional income.

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

20. 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; encourage engagement with local communities, increase income generation and highlight and share good practice.
21. To enable the Local Authority to contribute to public mental health and suicide prevention population awareness campaigns and events described above. Build mental resilience in the community by raising mental health and suicide prevention awareness to support the prevention of ill health.
22. The Healthy Start poster aims to increase uptake of nationally funded Healthy Start vitamins.
23. To make the Committee aware of the awards recognition of County Enterprise Foods and the Meals at Home Service, and the upcoming awards event.

## **Statutory and Policy Implications**

24. 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**

25. The costs of the poster promoting the Notts Enabling Service will be met from the service budget. There are no financial implications for the Public Mental Health promotion events described in **paragraphs 7 to 10** above. The financial implications for the design of the Healthy Start poster will be met from the Public Health budget. There are no specific financial implications related to the NACC awards nominations.

## **Human Resources Implications**

26. There are no human resource implications.

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

27. The Public Mental Health and Suicide Prevention 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**

28. The aim of the campaigns described above is to educate the population around mental health and suicide prevention supports the principles of reducing stigma and discrimination. There are no public sector equality duty implications for the Healthy Start poster which aims to increase uptake of Healthy Start vitamins. Under the nationally funded scheme, vitamins are available free-of-charge to those in low income and disadvantaged families, and have been made available locally at cost price to families who are not eligible.

### **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 02/08/18)**

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

### **Financial Comments (DG 08/08/18)**

30. The financial implications are contained within paragraph 25 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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