

**8<sup>th</sup> July 2019****Agenda Item: 9****REPORT OF THE CORPORATE DIRECTOR, ADULT SOCIAL CARE AND  
HEALTH AND THE DIRECTOR OF PUBLIC 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, Public Health would like to undertake the events and activities detailed in **paragraphs 4 - 11**.

**NHS Health Checks Awareness-Raising Campaign**

4. Public Health has a key role in the prevention and early diagnosis of cardiovascular disease. The Local Authority is therefore mandated to commission NHS Health Checks for eligible 40-74 year old residents, which are currently delivered by GP practices across the County.
5. The NHS Health Checks team within Public Health plans to conduct communication activity to raise local awareness of the programme and its benefits, and to encourage an increase in uptake. This would take place on an ongoing basis through a range of promotional initiatives, including leaflets and banners at community venues and workplaces, social

media and filmed patient stories, content within multi-agency newsletters and information on digital screens at key locations. Costs will be met through the existing service budget.

### **World Suicide Prevention Day on Tuesday 10<sup>th</sup> September 2019**

6. World Suicide Prevention Day (WSPD) is an international annual campaign to promote worldwide action to prevent suicides. It is organised by the International Association for Suicide Prevention (IASP) <https://www.iasp.info/wspd2019/>. The purpose of this day is to raise awareness around the globe that suicide can be prevented. The 2018 theme “Working together to prevent suicide” has been continued in 2019.
7. Public Health is the local lead and a joint campaign with partners of the Nottingham City and Nottinghamshire County Suicide Prevention Steering Group will consist of distribution of flyers and leaflets to raise awareness of suicide prevention. Awareness flyers and leaflets will include a leaflet called [It's safe to talk about suicide](#), available on the Nottinghamshire Help Yourself website. This has been adopted for local use by the Suicide Prevention Steering Group with the permission of Exeter University who have developed and evaluated the leaflet for use by concerned family members and friends – the evaluation can be accessed via this link: [Health Education Journal 2017, Vol. 76\(5\) 582–594](#).
8. There will also be information highlighting sources of professional help and support. Internal and external distribution will be via Workforce Health Champions and the Council's intranet and social media with the support of the Council's communications team. Wider circulation of leaflets will be via Steering Group partner organisations and networks.

### **I-work team attendance at local employer event**

9. The i-Work team has been asked to attend an event called ‘Recruiting Talent 2019: New Approaches for a New Era’ on 19<sup>th</sup> July at Derby College. The event is focused on employers learning, sharing and discussing new approaches to recruiting talent to their organisations. It is connected to and supported by the Local Enterprise Partnership for Derby, Derbyshire, Nottingham and Nottinghamshire (D2N2).
10. At this event employers will hear from businesses who are already adopting innovative approaches to recruiting their talent. A host of local businesses from Derby and Nottinghamshire will be attending.
11. The i-Work team will have a stall in the market place area to promote the work that they do to support people with disabilities into employment. There are no costs to attending this event other than staff time and travel which are covered by the team's budget.

### **Other Options Considered**

12. 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**

13. 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.
14. To enable the Local Authority to contribute to suicide prevention population awareness and prevention campaigns and events as described above.

## **Statutory and Policy Implications**

15. 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**

16. Costs for the planned NHS Health Checks Awareness-Raising Campaign activity will be covered by the relevant service budget.
17. There are no financial implications for the World Suicide Prevention Day promotion events described in **paragraphs 6 - 8** above.
18. There no financial implications for the attendance of the i-Work team at the employers' event in Derby.

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

19. The 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**

20. The aim of the campaign described above is to educate the population around suicide prevention and 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.

**Melanie Brooks**  
**Corporate Director**  
**Adult Social Care and Health**

**Jonathan Gribbin**  
**Director of Public Health**

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**Constitutional Comments (EP 11/06/19)**

21. The recommendation falls within the remit of the Adult Social Care and Public Health Committee by virtue of its terms of reference.

**Financial Comments (DG 12/06/19)**

22. The costs associated with the NHS Health Checks Awareness-Raising Campaign will be met from the Public Health Grant. The budget for Advertising and Marketing is £800 for the Health Check programme.

**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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