

# Public Health Team Newsletter

Public Health in action

Third Edition  
January 2019



## Back to the Future

In his sixth Director of Public Health annual report, Lincoln looks back at progress made since 2013 when responsibility for public health transferred into the local authority. When preparing the report, feedback was gathered from a range of stakeholders about public health priorities for the future and these have informed the content of the report and recommendations.

The report is structured in three main sections:

- A look back from 2013
- What do the data tell us?
- What do partners and the public consider our future public health priorities?

Dr Lincoln Sargeant also looks forward to 2025 and makes recommendations around continuing to reduce health inequalities, improving public mental health and embedding a public health approach into everyone's practice.

Full and summary copies of Back to the Future and the engagement report can be downloaded from <http://nypartnerships.org.uk/dphreport2018>



Annual report of the  
Director of Public Health for  
North Yorkshire 2018

Back to the future

APR 01 2013 09:00

The past

OCT 01 2018 09:00

The present

APR 01 2025 09:00

The future

INSIDE



# Start Well

## North Yorkshire self-harm pathway for children and young people

Claire Robinson, Health Improvement Manager and Emma Lonsdale, Commissioning Manager, have been leading the work to review the current North Yorkshire self-harm pathway for children and young people.

Claire and Emma have been working with colleagues and parents to redesign the pathway. As a result they have developed an online pathway and guide aimed at helping schools, the children's workforce, parents and carers to provide support to children and young people who are self-harming. County wide engagement events have been held throughout

November and December allowing feedback to be gained on the pathway and to hear from services supporting children and young people who self-harm and parents whose child has self-harmed.

All five events have been oversubscribed and feedback has been overwhelming. All the feedback has been collated and will inform the final version of the self-harm pathway due to be launched online in January 2019. For more information please contact Claire Robinson, Health Improvement Manager [Claire.robinson@northyorks.gov.uk](mailto:Claire.robinson@northyorks.gov.uk)

## New partnerships focusing on healthy eating in schools



During 2018 the Public Health team started working with a range of partners to look at improving healthy eating in schools and pre-school settings. A new NYCC partnership group has been formed called the 'Healthy Catering in Schools Group'

In addition, the County Catering team have received feedback from a number of parents across the county expressing concern about the high sugar content of school meal desserts.

The main focus of the partnership group so far has been on working to reduce sugar in school meals. The County Catering team have been looking at pudding recipes and have implemented the following changes:

- Sugar content has been reduced by at least 10% in all desserts.
- Very high sugar desserts have been taken off the regular menus (but will still feature on promotions and celebrations menus).
- On 2 out of the 5 days, the dessert option will be flavoured yoghurt and fresh fruit, instead of a high sugar pudding.

Before rolling these changes out to all schools, they were piloted in several schools across North Yorkshire with some very positive feedback.

and includes representation from Public Health, the County Catering team, Trading Standards and the Healthy Choices weight management service for children and young people.

This work has come about in response to the growing concerns around children's health, particularly the high levels of overweight, obesity and poor oral health.



Michelle, the cook from Barkston Ash Primary School, said:

*"The trial is going down very well and the children enjoy it. Some have a small piece of fruit and a little yoghurt, others had either but they look forward to Wednesdays."*

Suzanne, the cook from the Federation of Snape & Thornton Watlass, said:

*"I have been pleasantly surprised with the outcome - the children enjoy the fruit and yoghurt and look forward to it. Rolling it out to 2 days a week in January is a step in the right direction."*

This work focusing on school meals is part of a much broader approach to promoting healthy weight among children and young people across North Yorkshire.



The Healthy Weight, Healthy Lives strategy for North Yorkshire covers a range of issues such as getting children physically active and promoting healthy eating, and this focus on improving school meals plays an important part in this overall strategy.

Next steps for the Healthy Catering in Schools Group will be to look at offering the Healthier Choices for a Healthier You (healthy catering) award to secondary schools, and to look at healthy eating in early years settings.

For more information please contact Helen Ingle, Health Improvement Manager [Helen.ingle@northyorks.gov.uk](mailto:Helen.ingle@northyorks.gov.uk)



## The Responsible Retailer award/voluntary ban on supplying energy drinks to under 16's



The Trading Standards Responsible Retailer scheme is a proactive approach to recognising independent retailers who are compliant with legal and social obligations associated to the supply of age restricted products. The concept began in the North Yorkshire Alcohol strategy however when Richmondshire Community Safety Group associated children's energy drink consumption to attention deficits in school and antisocial behaviour in the community. The award scope widened to include any age restricted product including alcohol, tobacco and high caffeine energy drinks.

On 31st October 2018, the Responsible Retailer scheme was officially launched alongside the introduction of a voluntary ban on the supply of energy drinks to under 16's in Colburn, Richmondshire.

To get to this point and to justify the inclusion of energy drinks in the award, Trading Standards had sought to quantify consumption levels and qualify perceptions around energy drinks in under 16's. They have achieved this by engaging with Colburn Youth Group to undertake

survey of local children, finding that the majority of young people drank energy drinks regularly:

- 73% of responders said they bought energy drinks from the local shop
- 53% said they bought it for themselves and 34% stated their parents bought it on their behalf.

Armed with the Colburn Youth Group survey results and testimonies from local partners, Trading Standards were able to show local independent retailers that participation in the Responsible Retailer award and the voluntary ban of sales of energy drinks to under 16's was justifiable and necessary.

Prior to launch three local retailers had managed to attain the award.

The Responsible Retailer award is free to local retailers and intends on:

- Improving staff training on age verification processes
- Ensuring compliance with the Tobacco Directive and the Licensing Act 2003
- Whilst addressing wider legal compliance (proxy sales, age restricted sales, illicit tobacco supply) and raising awareness of social issues.

To date the project has been very well received by the Colburn community and moving forward the intention is to continue to support the current participants whilst introducing the initiative into other areas of North Yorkshire. For more information please contact David Miller, Divisional Trading Standards Officer [Jonathon.miller@northyorks.gov.uk](mailto:Jonathon.miller@northyorks.gov.uk)

## Live Well

### Adult Weight Management Service

The close of 2018 marked the end of the first full year of delivery of the Adult Weight Management service for 5 of the 6 Providers across North Yorkshire (Selby commenced delivery in July 2017).

The Service provides weekly weigh-ins, structured nutritional advice and a free facilitated

physical activity offer and is available for residents in North Yorkshire or are registered with a GP practice in North Yorkshire or are working for an organisation based in North Yorkshire who:

- Are aged 18 and over
- With a BMI over 25

There have been many successful journeys for clients that have progressed through the programme.

Below highlights the achievements of one particular client in the Ryedale district and the impact his weight loss has had on his life already.



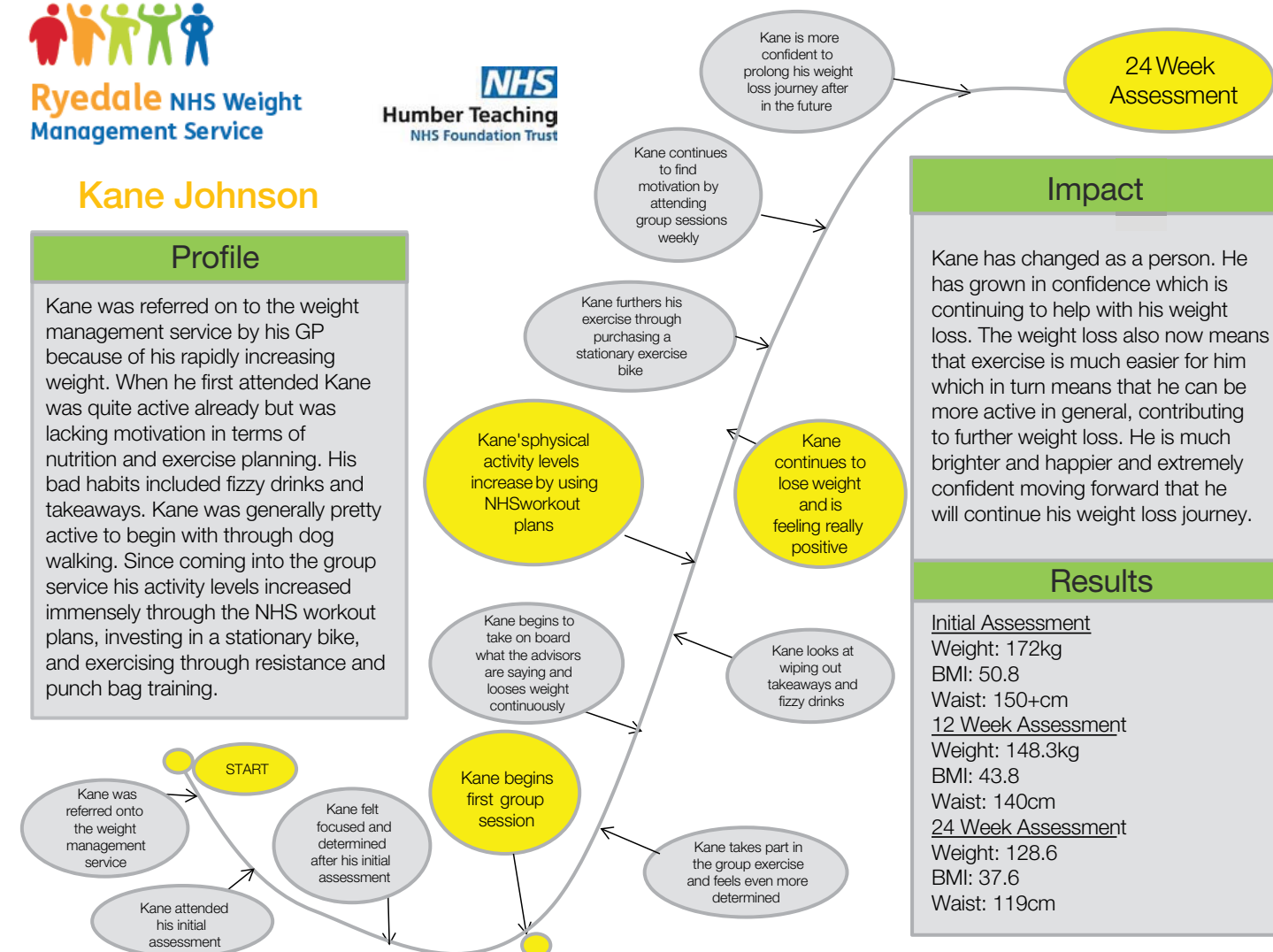
**Ryedale NHS Weight Management Service**

**NHS**  
Humber Teaching  
NHS Foundation Trust

#### Kane Johnson

##### Profile

Kane was referred on to the weight management service by his GP because of his rapidly increasing weight. When he first attended Kane was quite active already but was lacking motivation in terms of nutrition and exercise planning. His bad habits included fizzy drinks and takeaways. Kane was generally pretty active to begin with through dog walking. Since coming into the group service his activity levels increased immensely through the NHS workout plans, investing in a stationary bike, and exercising through resistance and punch bag training.





## Healthy Vending

North Yorkshire County Council Trading Standards division are developing healthy vending guidance to improve the food offer to the residents of North Yorkshire when accessing leisure and NHS facilities. Early work has been with the leisure provider in Scarborough Borough, Everyone Active, which has already seen improvements in the vending offered at Whitby Leisure Centre. Despite some restrictions associated with vending contracts and agreements with suppliers, Everyone Active are working hard to achieve the following by January 2019:

- All snacks in the vending machines to be under 250 calories with a selection under 100 calories
- 85% of drinks to be sugar free or no added sugar; with the remainder being under 20g per unit
- No non-healthy promotions in the vending provision
- Kids drinks range to be no added sugar and under 2g natural sugar
- Drinks marketing to focus on the zero calories and sugar free ranges
- 85% of the ranges within the vending machines to be the healthier options and good for customer health.

Trials on sugar free swaps have been implemented since August 2018 and Everyone Active are reporting that sugar swaps have not had an impact on the income performance from the leisure centre. The cost implication in purchasing the items has not been compromised; the cost per unit is like for like of the non-sugar free versions. This is significant when working with other leisure providers in reviewing their vending offer. Everyone Active have been invited to share their learning at the next Healthy Weight, Healthy Lives Strategy Steering Group meeting in January 2019.

## Workplace Wellbeing Award

The public health team are keen to support workplace health in organisations across North Yorkshire, recognising their achievements in improving the health and wellbeing of their employees.

The 2016 DPH Annual Report focussed on the working age population, North Yorkshire County Council's Economic Growth plan 2017 refers to 'keeping the workforce healthy and happy' as an enabler to achieve the specified aims and a healthy workforce is part of the 'Live well' theme in the Joint Health and Wellbeing Strategy. Last year's Wider Partnership conference also picked up the theme of workplace health and created the vision that "A healthy workplace is everyone's business".

North Yorkshire's Workplace Wellbeing Award has been developed to meet the objectives set out in these reports and will soon be available to any business irrespective of size or whether it is in the public, private or voluntary sector. Whilst organisations work their way through the 3 levels of the award – bronze, silver and gold they should see improvements in staff satisfaction and productivity levels.

In order to be successful and achieve an award, an organisation needs to demonstrate that it meets the elements relating to a number of topics such as leadership, workplace culture, communication and healthy lifestyle themes, e.g. healthy eating, physical activity and improving mental health.

For further information, or if you work with businesses that would be keen to know more about the Award scheme please contact Yvonne Pottinger, Health Improvement Officer [yvonne.pottinger@northyorks.gov.uk](mailto:yvonne.pottinger@northyorks.gov.uk).



## Take Home Naloxone

A key priority of the North Yorkshire Adult and Young People's Drug and Alcohol Partnership Group is to reduce the harmful effects that drug misuse causes to individuals and communities, which includes drug related deaths. North Yorkshire's rate of drug related deaths is statistically similar to England.

A key initiative championed by Public Health England to tackle drug related deaths is availability of Naloxone. Naloxone is an emergency medication that can be given to an individual who has or is suspected to have taken an overdose of opiates. It reverses the effects, providing an opportunity for immediate medical treatment until further medical help can be provided, ultimately preventing death.

On the 1st of July, North Yorkshire Horizons launched a Take Home Naloxone programme. The programme developed in partnership with the North Yorkshire Public Health team, and funded by the North Yorkshire Police and Crime Commissioner Community Fund, aims to reduce the number of drug related deaths across the county.

Through the programme individuals at risk of opiate overdose, their close family members and friends are provided with a Take Home Naloxone kit. All individuals receiving the kit complete training on recognising the signs of a drug overdose, basic first aid and step by step guidance on how to administer the Naloxone.

To date over a hundred kits have been allocated and four occasions of use have been reported. Options to widen the availability of naloxone are currently in development. For more information contact Phillippa Sellstrom, Health Improvement Officer [Phillippa.sellstrom@northyorks.gov.uk](mailto:Phillippa.sellstrom@northyorks.gov.uk)



## Alcohol Social Marketing – *reducing alcohol harms*

We have just appointed Hitch Marketing to develop a bespoke North Yorkshire campaign aimed at those drinking at harmful and hazardous levels, with a focus on those aged 18-40 in areas of high density drinking and incidents. The project will run over 2 years with the first year focusing on further audience segmentation (for example by drinking behaviour or by attitude and awareness), insight work to understand motivation and effectiveness of different approaches, co-creation and the development and testing of a new campaign. The second year will focus on the delivery of the campaign and evaluation of results.

Hitch Marketing come with a fine pedigree; they have worked on many campaigns linked to reducing alcohol consumption such as 'Dry January' and a 'Glass half full'. As well, they have developed an evaluation framework with the National Social Marketing Centre for an alcohol reduction campaign in Derbyshire and developed strategy around Minimum Unit Pricing (MUP).

The projects commences in January 2019. For further information contact Claire Robinson, Health Improvement Manager [Claire.robinson@northyorks.gov.uk](mailto:Claire.robinson@northyorks.gov.uk)



## Work experience students

Since the last newsletter, NYCC Public Health team have supported seven students on work experience during the period July 2018 - October 2018. All of the students have come from various backgrounds wishing to gain further understanding of Public Health in North Yorkshire.

- Four of the students were studying for a degree in a range of subjects - anthropology, biomedical science, nutrition and psychology
- One was having a gap year post A 'levels and
- One had just completed a Master's in Public Health.

The students commented on how they gained a good insight into the work of the team and attended various meetings and events, gaining understanding of the different roles people had in the respective jobs. This also demonstrated how the team link with other departments within the council. They felt they had a good experience and that it had met with their expectations, also commenting on how welcoming and friendly the team were.

For more information please contact Ruth Hine (Health Improvement Officer)  
[ruth.hine@northyorks.gov.uk](mailto:ruth.hine@northyorks.gov.uk)

## District and CCG JSNA profiles

The Public Health Intelligence Team has produced two sets of summary profiles to support strategic planning in North Yorkshire. The District profiles



are produced for each of the District Council areas in North Yorkshire and focus on wider determinants of population health including poverty,

education, employment, housing and transport. They also look at some lifestyle and behavioural factors: smoking; alcohol consumption; nutrition; physical activity; and sexual health. They conclude by looking at the main causes of illness and death.

The profiles for Clinical Commissioning Groups (CCGs) have a greater emphasis on healthcare public health, with a more detailed look at disease prevalence and reasons for hospital admissions.

Both sets of profiles are available at:  
<http://hub.datanorthyorkshire.org/dataset>

Within the district profiles, there is a look at variation in healthy life expectancy (HLE) and life expectancy (LE) between wards. For all districts, this shows that males have lower HLE and LE than females, and that there is significant inequality between wards, where life expectancy can vary by more than ten years, depending upon where people live.

In the CCG profiles, there is a look at reasons for non-elective (i.e. emergency) admissions. This can help us to tackle the reasons behind these unplanned admissions, improving people's lives and saving scarce public resources. Respiratory diseases, such as pneumonia, acute lower respiratory infections and chronic obstructive pulmonary disease are the most common reason for unplanned admissions.

These profiles are intended to provide the reader with a broad overview. There is a range of detailed topic-based analyses available through the North Yorkshire Joint Strategic Needs Assessment (JSNA):  
<http://hub.datanorthyorkshire.org/dataset/jsna-data>

We are continuing to develop the range of topic-specific detailed health needs assessments for JSNA. Work is underway on subjects including learning disabilities, mental health and housing. If you wish to contribute towards any of these topics, please contact: [claire.lawrence@northyorks.gov.uk](mailto:claire.lawrence@northyorks.gov.uk)

The profiles may also be used in conjunction with other sources of intelligence, such as:

Local Authority Health Profiles from Public Health England: <https://fingertips.phe.org.uk/profile/health-profiles>

CCG Outcomes Data Tool from NHS England: <http://tools.england.nhs.uk/ccgoutcomes/html/atlas.html>

If you have any feedback on the District and CCG profiles or would like further details, contact Leon Green, Senior Public Health Intelligence Specialist, North Yorkshire County Council: [leon.green@northyorks.gov.uk](mailto:leon.green@northyorks.gov.uk)

# Connected Communities

## Friendly calls offer reassurance on the doorstep

As winter draws in, a familiar face on the doorstep checking you're all right is providing welcome reassurance for older people in the Whitby, Sleights and Goathland areas. The Safe and Connected trial sees Royal Mail postmen and postwomen call on people on their rounds. The responses to the questions they ask are passed back to North Yorkshire County Council's Living Well team to assist as necessary.

Among the first people to sign up to the trial was Brenda Simpson, 76, from Whitby. She says: "My daughter saw the scheme on Facebook and she thought it would give her and I peace of mind if I should fall. I think it is absolutely brilliant. It is reassuring to know the postman is going

to call twice a week on days agreeable to both of us to check up to see if I am well and if there's anything I need help with. A lot of people find it difficult to ask for help, but this scheme is so good. To anyone thinking of it, I'd say don't hesitate, get involved."

When the postman or postwoman from the Whitby delivery office calls, they ask about the person's health and happiness, whether they have had difficulty taking part in social activities, had problems with anyone bothering them or would like to speak to someone about anything they need help with or that is worrying them. Often people don't need further support, but if they do a member of the Living Well team will call or visit to

talk about their concerns and discuss what support is required. Many customers have already received advice, reassurance and help with GP appointments, practical tasks and connections to local voluntary services.

The trial, which will run until March, is funded by the Home Office and is running in three locations, the others being parts of Liverpool and New Malden in Kingston-upon-Thames.

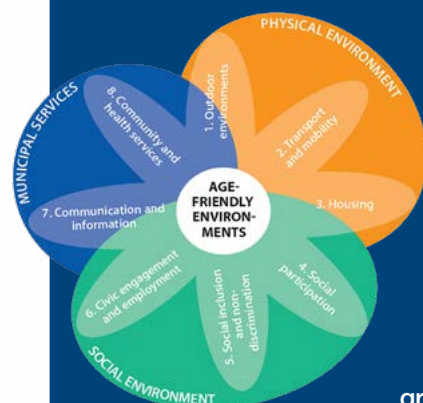
The trial is based on the Call and Check scheme operated in Jersey. For more information contact Sally Anderson, Business Development Officer Living Well [Sally.anderson@northyorks.gov.uk](mailto:Sally.anderson@northyorks.gov.uk)





# Age Well

## Age-friendly communities



One of the recommendations in the 2017 Director of Public Health Annual Report was to develop age-friendly communities in North Yorkshire. As a result, a multi-agency age-friendly communities steering group has been established, which includes representation

from the older people's forum, Age UK, Community First North Yorkshire, elected members and the district, borough and county councils.

Age-friendly communities is a concept developed by the World Health Organisation (WHO) in 2006. In an Age-friendly Community, services, local groups, businesses and residents all work together to identify and make the changes in both the physical environment (e.g. transport, housing, outdoors spaces) and social environment (e.g. volunteering, leisure, employment, and services). These changes are relevant to the local context of each area and enable people to lead healthy and active later lives. In order to achieve age-friendly community status, an area needs to focus on the following eight domains:

We envisage that age friendly communities will become an umbrella to support all work around healthy ageing in North Yorkshire and will be led by older people. Locality events are planned for 2019 to start to build on what is happening already and also enable local communities to identify issues and priorities for their area to take forward. North Yorkshire County Council will be applying to join the UK network for age-friendly communities in the New Year.

For more information contact Carly Walker, Health Improvement Manager [carly.walker@northyorks.gov.uk](mailto:carly.walker@northyorks.gov.uk)

## Winter Health

Cold weather can have a significant and predictable impact on people's health. However, for the vast majority of people the real extent of the effects of the cold are not appreciated and few people realise they are largely preventable. A winter health strategy has been developed setting out how we will work together to improve and maintain health during the winter and to reduce excess winter deaths.

A number of programmes have been established, including:

- Holding a winter health conference that was well attended by a range of professionals and shared progress made so far whilst also identifying priorities for the next two years. A two year winter health action plan has been written
- Commissioning the warm and well single point of contact (SPOC) to help people who live in cold homes to access support around fuel poverty and energy bills
- Warm and well have been successful in securing additional funding for North Yorkshire
- Providing free flu jabs for health and social care staff. This year we have offered additional drop-ins to encourage increased uptake of the vaccine
- Providing training and updates for staff working with vulnerable groups so that they can identify people who might be at risk of fuel poverty and refer into support services
- Developing an easy read leaflet for people with learning disabilities around winter health
- Promoting flu messages through our residential care homes, such as the importance of being vaccinated and also messages to visitors around staying away if they are poorly.

## The Public Health Team

### New members of the team



**Helen Ingle**

Helen joined the public health team in June 2018 as the new Health Improvement Manager for Childhood Obesity. Helen has worked for over 21 years in various public health roles in North, West and East Yorkshire – in NHS/ PCT, local authority and also as a lecturer in Public Health at Leeds Beckett University. Her previous roles have focused predominantly on physical activity and weight management, but she has also worked on older people, falls prevention, diabetes prevention and mental health. She is very committed to 'research into practice', and in ensuring links between practitioners and academics / universities.



**Catherine Baker**

Catherine Baker joined the Public Team in November 2018. Catherine has worked in Children and Young Peoples Services for the last 18 years. Initially working as a Regional Development Officer for the National Sure Start Programme before moving into the operational management of a Sure Start Local Programme in the London Borough of Tower Hamlets. Catherine joined North Yorkshire County Council in 2010 as a Children's Centre Manager before becoming a Team Leader in the 0-19 Prevention Service. Catherine's portfolio areas include Unintentional Injuries, Road Safety, Oral Health and Falls Prevention.



**Cheryl Squire**

Cheryl joined the team in June and has working in public health for the last 18 years in sexual health, health protection and healthy living. Cheryl will be working on the children and family agenda including teenage pregnancy, infant feeding, and maternal health.



**Yvonne Pottinger**

Yvonne joined the team on a 2 year secondment from the accommodation team (extra care housing) within HAS. She has 13 years' experience of working in older persons' housing related support services which followed 20 years of financial management roles and guidance to small businesses. Her role is to support businesses to achieve North Yorkshire's workplace wellbeing award.

# Nominations and Awards

## Health and Adult Services Awards 2018

Health Improvement Manager, Emma Davis, was announced the winner of the Public Health Practitioner of the year.

This was in recognition of her taking responsibility for driving communications work in the public health team to deliver health improvement across North Yorkshire. It was also for her contribution to Tobacco Control including Smokefree places, promoting the Breathe 2025 vision, to see the next generation of children born and raised in a place free from tobacco.

Angela Hall, Health Improvement Manager was nominated for, and commended in the 'Innovation and Improvement' category for her leadership role in the commissioning of the North Yorkshire Horizons (adult drug and alcohol) service.

Angela's nomination recognised her role in leading the redesign and improvement of the adult substance misuse service, and commented that it is a shining example of public health service improvement, providing better outcomes and services for people locally.



Emma Davis pictured above with her award

## Featured Service **HEALTHY CHOICES**



Healthy Choices is a 12-week, family-based healthy lifestyle programme that is delivered at home or in a community setting in North Yorkshire. The free and confidential programme aims to support overweight or obese children and young people aged 4-19 years to work towards a healthy weight.

Support is offered to families to help them to achieve a healthier diet, increase activity levels, and improve how children and young people feel about themselves. After completion of the 12-week programme, families are offered continued support and guidance via motivational phone calls and follow up appointments,

helping them to stay on track. The service was developed by North Yorkshire County Council in 2015 to help address the high levels of childhood obesity among children and young people in North Yorkshire.

Recent data suggests that around one in five children in North Yorkshire are overweight or obese when they start school, and by the time they leave primary school this increases to one in three children. Children who are overweight are more at risk of poor emotional health, poor behaviour, bullying, low self-esteem and school absence, and thus it is important that we have a range of support and services in place to both help prevent overweight and obesity developing, but also to help those who are already struggling with their weight.

## Case study - Helping local families to develop a healthy weight



One young person who has been supported by the Healthy Choices service is 15 year-old Brad from North Yorkshire. Brad's mum Gina had been getting concerned as he had started gaining excess weight around the age of 5 and it had "spiralled upwards" once he started secondary school:

*"I was worried his weight would damage his health and I'd also noticed it was impacting on his confidence, but I wasn't sure how to tackle it – I didn't want him to get a complex by making a big deal of it".*

Gina spoke to her GP, who gave her a leaflet about North Yorkshire County Council's "Healthy Choices" weight management service. Gina had felt a bit anxious at the start of the programme, but is so pleased that they joined the service, and is delighted with how it has helped Brad:

*"I wasn't sure how Brad would react to starting the programme. But our healthy lifestyle advisor Joanne was fantastic at putting us at ease and making the programme fun. By the end of the programme Brad had made amazing progress, losing nearly a stone in weight, and we all learnt lots – as a family we're all eating more healthily now and we're much more active too. No more sofa days for us!"*

### Service evaluation

In 2017-18 Teesside University were commissioned by North Yorkshire County Council to undertake an academic evaluation of the service, to find out whether it works, and what can be improved in the future. This involved looking at how diet, physical activity levels, and body weight status has changed over time in the children and young people that took part. The researchers also looked at responses to the parent and child feedback surveys, and spoke to the staff and families who took part, to find out what they thought about the programme. The Healthy Choices team are currently working alongside Public Health to implement service developments based on the recommendations from the evaluation report, including:

- Developing new models for service delivery (e.g. clinics, groups) to increase cost effectiveness.
- Increased focus on the promotion of physical activity.
- Delivery of service over an extended period (longer than 12 weeks) to allow behaviour change to embed.
- More promotion and marketing of the service – press campaign being planned for January 2019.
- Currently working with Public Health and Technology & Change to plan a trial of the use of digital technologies in delivering the weight management service to families.

For more information please contact:

Michelle Hanchard, Healthy Choices Service Manager, NYCC (Children & Families)  
[Michelle.Hanchard@northyorks.gov.uk](mailto:Michelle.Hanchard@northyorks.gov.uk)

Helen Ingle, Health Improvement Manager, NYCC (Public Health) [Helen.ingle@northyorks.gov.uk](mailto:Helen.ingle@northyorks.gov.uk)

Or visit [www.northyorks.gov.uk/healthy-choices](http://www.northyorks.gov.uk/healthy-choices)  
 Twitter @nyhealthchoice or call 01609 798081



# What's on the Horizon?

## North Yorkshire's Healthy Weight, Healthy Lives Strategy second annual report

The second North Yorkshire Healthy Weight, Healthy Lives Strategy (2016-2026) annual report will be published in January 2019. The report will provide an update on the patterns and trends of obesity, nationally and locally, and report activity within each priority area of the Strategy. The report also provides information on planned action moving forward into year three of the Strategy implementation. The whole system approach to action over the coming year will aspire to create an environment where the healthy choice is truly the easy choice for all those that live and work in North Yorkshire. For more information contact Ruth Everson, Health Improvement Manager [ruth.everson@northyorks.gov.uk](mailto:ruth.everson@northyorks.gov.uk)

## Childhood Obesity Trailblazer Programme

We are very pleased to report that North Yorkshire County Council has been successful in securing £10,000 of funding to develop a local solution to childhood obesity as part of the discovery phase of the national Childhood Obesity Trailblazer Programme.

13 local authorities were selected out of 102 to receive this funding and expert advice to develop innovative plans that can be shared across the country. In spring next year, 5 of the 13 local authorities will then be selected to take their plans forward over 3 years with additional funding.

We are looking to develop a programme that supports children and young people to make healthier choices on their journey to and from school and during lunch times. We will look at creating healthier environments around schools; for example looking at influences on healthy weight such as takeaways, food outlets and opportunities and barriers to physical activity.

This programme is being delivered in partnership with the Local Government Association (LGA), supported by Public Health England, and forms part of the second chapter of the government's childhood obesity plan.

We will keep partners updates about our work as part of this exciting opportunity, however for more information please contact Helen Ingle, Health Improvement Manager, in the first instance [Helen.ingle@northyorks.gov.uk](mailto:Helen.ingle@northyorks.gov.uk)

# Locality Working

## Measuring and Evaluating impact in Scarborough

Feedback from our locality partners in the Scarborough and Ryedale area identified a shared learning need around measuring and evaluating the impact of their programmes.

The Public Health team worked with colleagues from Scarborough and Ryedale CCG, Skyblue Research Ltd, Coventry University Scarborough Campus and Public Health England to organise and deliver a full day of key note speeches and workshops to support evaluation in practice.

Some of the topics covered included the evaluation cycle, principles and frameworks of evaluation, how and where data and information fits within the evaluation cycle, practical approaches to measuring soft outcomes and distance travelled and finally sharing good practice on communicating the difference organisations make.

The learning event was attended by some 56 participants from a wide range of organisations working in the Borough. The event was a high quality learning experience and we have agreed to maintain a virtual network of participants.

For more information about the event or to join the Knowledge Hub Network email Yvonne Parkes in the first instance: [Yvonne.parkes@northyorks.gov.uk](mailto:Yvonne.parkes@northyorks.gov.uk).





# Public Health Grant Funded Services

*This list gives the commissioned services as of January 2019*

<p>Integrated Health and Wellbeing Service</p> <p><b>LivingWell</b> in North Yorkshire</p> <p>Tel: 01609 780780 <a href="http://www.northyorks.gov.uk/livingwell">www.northyorks.gov.uk/livingwell</a></p>	<p>via GP surgery</p> <p><b>NHS HEALTH CHECK</b> Helping you prevent diabetes heart disease kidney disease stroke &amp; dementia</p> <p>Contact your local GP surgery for more information or visit <a href="http://www.healthcheck.nhs.uk">www.healthcheck.nhs.uk</a></p>	<p>Stronger Communities</p> <p><b>North Yorkshire</b> County Council</p> <p>Tel: 01609 780780 <a href="http://www.northyorks.gov.uk/stronger-communities">www.northyorks.gov.uk/stronger-communities</a></p>	<p>Discoveries on your Doorstep</p> <p><b>DISCOVERIES ON YOUR DOORSTEP</b></p> <p>Email: <a href="mailto:info@scarboroughtrails.co.uk">info@scarboroughtrails.co.uk</a> Email: <a href="mailto:info@selbytrails.co.uk">info@selbytrails.co.uk</a> <a href="http://www.northyorks.gov.uk">www.northyorks.gov.uk</a></p>	<p>Smoking Cessation</p> <p><b>smokefreelife</b> North Yorkshire</p> <p>Tel: 0800 2465215 or 01609 663023 or text QUIT to 66777 <a href="http://www.smokefreelifenorthyorks.co.uk">www.smokefreelifenorthyorks.co.uk</a></p>
<p>Drug and Alcohol Service – Children &amp; Young People</p> <p><b>Compass</b></p> <p>Tel: 01609 777662 or freephone 0800 008 7452 Email: <a href="mailto:NYRBS@compass-uk.org">NYRBS@compass-uk.org</a> <a href="http://www.compass-uk.org">www.compass-uk.org</a></p>	<p>Drug and Alcohol Service – Adults</p> <p><b>NORTH YORKSHIRE HORIZONS</b></p> <p>Tel: 01723 330730 Email: <a href="mailto:info@nyhorizons.org.uk">info@nyhorizons.org.uk</a> <a href="http://www.nyhorizons.org.uk">www.nyhorizons.org.uk</a></p>	<p>Winter Health</p> <p><b>Warm &amp; Well</b> in North Yorkshire</p> <p>Tel: 01609 767555 <a href="http://www.warmandwell.org.uk">www.warmandwell.org.uk</a></p>	<p>Sexual Health</p> <p><b>YSH YorSexual Health</b></p> <p>Free and confidential services across North Yorkshire and York</p> <p>Tel: 01904 721111 <a href="http://www.yorsexualhealth.org.uk">www.yorsexualhealth.org.uk</a></p>	<p>Healthy Eating Business award</p> <p><b>Healthier choices for a healthier you</b> BUSINESS AWARDS</p> <p>Tel: 01609 534810 <a href="http://www.northyorks.gov.uk">www.northyorks.gov.uk</a></p>
<p>Road Safety</p> <p><b>95 ALIVE</b> The York &amp; North Yorkshire Road Safety Partnership</p> <p>Tel: 01609 798120 <a href="http://www.roadwise.co.uk">www.roadwise.co.uk</a></p>	<p>Healthy Child Programme</p> <p><b>NHS</b> <b>Harrogate and District</b> NHS Foundation Trust</p> <p>Tel: 01609 780780 <a href="http://www.hdft.nhs.uk/services/childrens-services/0-5-childrens-service-ny">www.hdft.nhs.uk/services/childrens-services/0-5-childrens-service-ny</a></p>	<p>Weight Management – Children</p> <p><b>HEALTHY CHOICES</b></p> <p>Tel: 01609 798081 <a href="http://www.northyorks.gov.uk">www.northyorks.gov.uk</a></p>	<p>Weight Management – Adults in Craven district</p> <p><b>CRAVEN</b> TO THE FOREVEREST DALES DISTRICT</p> <p>Healthy Lifestyles Tel: 01756 792805 <a href="http://www.cravenc.gov.uk/craven-leisure/healthy-lifestyles/weight-management">www.cravenc.gov.uk/craven-leisure/healthy-lifestyles/weight-management</a></p>	<p>Weight Management – Adults in Hambleton district</p> <p><b>HAMBLETON</b> DISTRICT COUNCIL</p> <p>Take That Step Tel: 01609 767241 <a href="http://www.hambleton.gov.uk/zest/homepage/72/weight-management-scheme">www.hambleton.gov.uk/zest/homepage/72/weight-management-scheme</a></p>
<p>Weight Management – Adults in Harrogate district</p> <p><b>Harrogate</b> BOROUGH COUNCIL</p> <p>Fit 4 Life Tel: 01942 404799 <a href="http://www.harrogate.gov.uk/fit4life">www.harrogate.gov.uk/fit4life</a></p>	<p>Weight Management – Adults in Richmondshire district</p> <p><b>Healthy Futures</b> Richmondshire</p> <p>Healthy Futures Tel: 0330 120 0544 Option 3 <a href="http://www.richmondshire.gov.uk">www.richmondshire.gov.uk</a></p>	<p>Weight Management – Adults in Ryedale district</p> <p><b>NHS</b> <b>Humber Teaching</b> NHS Foundation Trust</p> <p>Humber Teaching NHS Foundation Trust Tel: 0800 9177752 <a href="http://www.ready-to-lose-weight.co.uk">www.ready-to-lose-weight.co.uk</a></p>	<p>Weight Management – Adults in Whitby, Scarborough &amp; Filey</p> <p><b>NHS</b> <b>Humber Teaching</b> NHS Foundation Trust</p> <p>Humber Teaching NHS Foundation Trust Tel: 0800 9177752 <a href="http://www.ready-to-lose-weight.co.uk">www.ready-to-lose-weight.co.uk</a></p>	<p>Weight Management – Adults in Selby district</p> <p><b>SELBY</b> DISTRICT COUNCIL Moving forward with purpose</p> <p>Move It Lose It Tel: 01942 404799 <a href="http://www.inspiringhealthylifestyles.org/selby/sports-development/move-it-lose-it">www.inspiringhealthylifestyles.org/selby/sports-development/move-it-lose-it</a></p>

**Health and Wellbeing Board**  
North Yorkshire



## Contact us

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**Web: [www.northyorks.gov.uk/public-health](http://www.northyorks.gov.uk/public-health)**

If you would like this information in another language or format please ask us.

**Tel: 01609 780 780 email: [customer.services@northyorks.gov.uk](mailto:customer.services@northyorks.gov.uk)**