Champs Public Health Collaborative secures over £450,000 of external funding to support key programmes of work

Champs Collaborative has enjoyed great success with bids for external funding which is enabling the delivery of innovative services and initiatives that will help accelerate progress within key priorities. See more on page 2.

Best Practice Case Study featured in LGA Annual Report

The recently published LGA Public Health Annual Report 2017 featured a series of case studies, including one from Cheshire & Merseyside showing what a real investment in public health could achieve.

The report applauds the success of public health teams across the UK in improving people’s lives and wellbeing and reducing health inequalities.

The Cheshire & Merseyside case study explains how the Collaborative works by tackling a number of high level priorities that are common to every area and where progress can be best made through collective action.

Read more on page 2.

Health Select Committee final report on suicide prevention features Champs

Champs Public Health Collaborative was privileged to welcome the Commons Health Select Committee in November last year to discuss the causes of suicide and barriers to prevention.

The Committee used the visit to learn more about the strong collaboration in Cheshire and Merseyside on suicide prevention, intervention and support after suicide and the system leadership driving the NO MORE Suicide Strategy. Evidence gathered during the visit was referred in the Committee’s final report. Read more on page 3.
As we enter this next business year there is a real opportunity to reap the benefits of the focused Collaborative efforts to date. The concentration on our key priorities and our emphasis on a system leadership approach has meant this Director of Public Health led Collaborative is recognised as a leading model. Andrew Furber, President of the Association of Directors of Public Health on his recent visit to the Directors of Public Health (DsPH) group commented that our Collaborative was “one of the strongest networks and to be commended”.

As DsPH we believe that a determined and continued tactical focus on those actions that will change outcomes is essential and we work as a public system with PHE and NHS England. Therefore improving mental health and wellbeing remains a priority for 2017/18, with a focus on children and young people and suicide prevention, as well as tackling high blood pressure. We will also continue to support strategic partnerships including Devolution across Liverpool City Region (LCR) and Cheshire and Warrington (C&W) and the Cheshire & Merseyside (C&M) Five Year Forward View (FYFV). Maintaining safe and resilient communities is vitally important led via the Health Protection strategic group. An additional work stream has been introduced: reducing alcohol harm through licensing to ensure people live in safer, vibrant communities that are enjoyable for all.

The Collaborative work around suicide prevention is one area of work that has positioned us as a leading example of best practice. It was a privilege to have our suicide prevention work featured in a new PHE film and it was even more of an honour to welcome the Health Select Committee to C&M at the end of 2016. We are also close to being the first sub-region to achieve ‘Suicide Safer Community’ accreditation and this requires a final push using our sector led improvement approach (see page 4). Keep an eye on further news bulletins for updates.

The C&M Blood Pressure Partnership Board have also reflected on the success of their first year following the launch of the ‘Saving lives: Reducing the pressure’ Blood Pressure Strategy. Consideration of where to focus energy and effort for maximum effect in the coming year has been a priority.

The ‘Beacon Practices’ initiative will accelerate progress and will underpin the new Education and Training Programme within primary care (see page14).

The priority of the Children & Young People’s Mental Health Leads Group has been the implementation and management of the innovative Youth Connect 5 programme which helps parents to learn about building resilience in their children. It is well underway and proving to be a real success. See page 7 for full story.

I hope you will enjoy reading this issue of Champs news.

Eileen O’Meara
Chair of C&M Directors of Public Health Executive Board and Director of Public Health for Halton.

The Business Plan celebrates the key achievements of the Collaborative across the main priorities, gives an overview of how the collaborative works and provides the strategic plan for the year ahead. The Business Plan can be downloaded on the Champs Website.
News in brief

Champs Case Study featured in LGA Annual Report

The LGA Public Health Annual Report 2017 featured a series of case studies, including one from C&M showing what a real investment in public health could achieve. The report applauds the success of public health teams across the UK in improving people's lives and wellbeing and reducing health inequalities.

The Cheshire & Merseyside case study explains how the Collaborative works by tackling a number of high level priorities that are common to every area and where progress can be best made through collective action.

The case study highlights the progress made under the key priorities and other work streams. In her opening foreword, Councillor Izzi Seccombe Chair, Community Wellbeing Board said: "The case studies show just what potential there is for public health, if properly resourced, to make inroads in improving health and wellbeing."

Councillor Janet Clowes, Cheshire East Cabinet Member, Health and Adult Social Care & Co-Chair of Cheshire and Merseyside Blood Pressure Partnership Board, added: “Local authorities increasingly need to work with health partners across wider areas. Having an organisation like Champs to support us to develop prevention and early intervention across Cheshire and Merseyside has proved extremely helpful.” The report can be downloaded via the Champs website.

Champs welcome leaders for ADPH and FPH

It was a great pleasure for Champs to welcome leaders from the Association of Directors of Public Health and the Faculty of Public Health at recent meetings.

Dr Andrew Furber, President of the Association of Directors of Public Health attended the Champs Directors meeting in May during which he received an overview of Champs and the collaborative way of working. Following his visit Dr Furber commented that the Collaborative was “one of the strongest networks” and that Champs should be “commended”.

In March the Directors of Public Health had the pleasure of welcoming Professor John Middleton, President of the Faculty of Public Health at their System Leadership meeting. Professor Middleton used the visit to provide an overview of his role and to understand more about how the C&M DsPH work together.

During the meeting, Professor Middleton said the Champs model is “the most coherent and positive collaborative way of working I have seen on my travels and urge all regional DsPH groups to work in a similar way”. Directly following the meeting Professor Middleton tweeted: “Great meeting with inspiring, effective collaborative network - well done”

External funding of £450k secured

£100,000 over 2 years was awarded to Champs by the British Heart Foundation to be used for the development and implementation of innovative, community focused services/initiatives to detect new cases of high blood pressure in Cheshire & Merseyside (C&M).

A £100,000 award from Health Education England will fund a new training and education programme for primary care and an award of £50,000 from the Innovation Agency will be used for the development of a digital prototype in Warrington linked to the procurement of the shared care record.

All work from this funding will support the implementation of the C&M five year cross sector strategy “Saving Lives: Reducing the Pressure”.

Commissioned through a bid made to Health Education England for £200,000, the Youth Connect 5 ‘train the trainer’ emotional wellbeing and resilience building programme has enabled members of the workforce to complete the first round of training before going on to deliver the parent/carer courses in the nine local authority areas.

Prevention priorities included in C&M Five Year Forward View

Champs DsPH have successfully achieved the inclusion of key prevention priorities in the Cheshire & Merseyside Five Year Forward View (FYFV). Tackling alcohol harm, high blood pressure and Anti-microbial resistance (AMR) are part of the prevention plans. A Cheshire & Merseyside Prevention Board to oversee and drive the delivery of these plans has been established. Close working with the NHS and C&M FYFV working group will help achieve the maximum benefit for public health and wellbeing.

www.champspublichealth.com
The Commons Health Select Committee (HSC) published, in March 2017, its final report on suicide prevention containing many references to the suicide prevention work taking place across Cheshire and Merseyside. In July 2016 the HSC launched an inquiry into the action which is necessary to improve suicide prevention in England.

As part of the HSC’s initial inquiry the group requested a visit to Cheshire and Merseyside to learn more about the strong collaboration on suicide prevention, intervention and support after suicide and the system leadership driving the NO MORE Suicide Strategy.

Following the visit, Chair of the HSC, Sarah Wollaston MP said, that the evidence presented was ‘compelling’, a sentiment later echoed in her letter of thanks to the Collaborative, adding “That the session and the group discussion in particular has really helped the Committee’s understanding of what action is necessary to improve suicide prevention in England.”

Sue Forster, Chair of the C&M Suicide Prevention Board and Director of Public Health at St Helens said: ‘We were extremely honoured that the Health Select Committee chose to visit C&M and that they were keen to see the best practice taking place here. We are pleased to see that the recommendations made to the Government align closely with the C&M NO MORE Suicide Strategy.’

Suicide Prevention Network informs national policy

Called upon a number of times to provide expert testimony and evidence to inform national policy, the Suicide Prevention work underway across C&M has been cited, evidenced and presented across a range of platforms resulting in the following achievements and accolades:

- Informing Health Select Committee Final Report on Suicide Prevention
- PHE and National Suicide Prevention Alliance (NSPA) Masterclass Film focusing on Suicide Liaison Service, Amparo
- Called on as expert advisors for local authority suicide prevention planning guidance
- PHE North West regional masterclass focus on “real time surveillance” system for suicide prevention
- Adviser to PHE for Local Authority Guidance on support following suicide
- Panellist at NSPA conference
- NICE request for expert testimony
- Advisory support for PHE Guidance on post suicide support

Sue Forster, Chair of the Cheshire and Merseyside Suicide Prevention Board and Director of Public Health at St Helens said: ‘The demand for key members of our team to present at national conferences and provide best practice examples for reports and guidance documents is praise indeed. Talented team members being referred to as ‘experts’ proves that the knowledge and expertise within our network is second to none.” Full news stories can be found on the Champs website.

Innovative train the trainer model for suicide prevention

Wirral Mind was commissioned to develop the Warrington Basic Suicide Prevention Training into a Train the Trainer module for all nine local areas. Community Gatekeeper training targets the workforce frequently in contact with vulnerable groups, such as drug and alcohol services, benefits and debt advisors. Public health leads from the nine authorities recruited 45 workforce trainers to attend the training in January and February 2017. This group will then deliver the training to 1500 community gatekeepers.
C&M Suicide Safer Community Accreditation draws near

The NO MORE Suicide Strategy sets out achieving Suicide Safer Community (SSC) Accreditation as a key priority, aiming for C&M to be the first sub-region in the UK to achieve this status. The SSC status reflects ten pillars of action and accreditation is awarded by Living Works, Canada.

Living Works Education developed the Suicide-Safer Communities designation over several years and launched it in 2015. The designation celebrates and acknowledges those communities who have made significant progress in reaching the suicide-safer goals reflected in their national and local suicide prevention strategies.

The Champs Support Team is currently coordinating evidence to enable a robust submission focusing on how, across Cheshire & Merseyside, significant achievements have been made against preventing suicide, transforming services and post suicide support.

Sue Forster, DPH St Helens and Lead DPH for Suicide Prevention said:

Suicide Safer Communities Accreditation is a mechanism to further galvanise each of the 9 local government areas in our sub-region, to achieve the benchmark this model sets. Achieving and maintaining accreditation would provide recognition locally and nationally, strengthen the Network and support the sustainability of a strategic approach to preventing suicide.

World Suicide Prevention Day

All local authority areas were invited to support World Suicide Prevention Day that took place on September 10th 2016. The day was used to encourage men to share their problems via the #ItsOkayToTalk campaign, emphasising that seeking support is not a sign of weakness, it’s a sign of taking control.

The Champs Support Team supported the campaign via social media (pictured below) and all local areas were asked to show their support through social media and via the press using a template press release provided.

World Suicide Prevention Day 2017 will take place on September 10th the theme of which will be:

‘Take a minute, change a life.’

Cheryl Yeardsley, Mel Roche, Helen Cartwright, Pat Nicholl, Helen Unsworth, Adam Major, Dawn Leicester, Suzanne McGuckin, Tracey Lambert, John Hampson – Champs Support Team.

Suicide liaison service provides vital support to those affected by suicide

Amparo, the collaboratively commissioned seven day a week suicide liaison service provides emotional and practical support to individuals and communities and since its launch in 2015, has provided to 270 beneficiaries a service that has gone on to attract much attention and praise from national suicide prevention organisations, parliament and other key partners such as PHE and NICE.

As well as the moral responsibility of providing much needed care and support for those affected by suicide there is the added benefit of the £1.67million saving to society by preventing one suicide. From the 270 beneficiaries who have been supported by Amparo following a death no subsequent suicides have been recorded.
A conversation with Heidi Moulton

Following the loss of her son, Stefan, in 2016, Heidi Moulton and her family became beneficiaries of Amparo. Here she explains how the suicide liaison service assisted in the early days following Stefan’s death, and how the service continues to play a significant role in helping her and her family deal with the everyday pain of losing a loved one.

On 9th March 2016 a policeman knocked on my door out of the blue and told me my beautiful, funny, gentle and clever 21 year old son was dead. The second he asked me if I was the biological mother of Stefan James Osgood I felt like the bottom had fallen out of my world. Like time had stopped and I was falling into a deep hole. Nothing felt real or under control and I had no idea how we were ever going to cope. In my desperation I was looking for help, I thought I would need counselling straight away and one of my friends pointed me in the direction of a group called SOBS - Survivors of bereavement by suicide. I went to my first group meeting barely two months after we lost Stef, and it scared me. People were talking about inquests and I had no clue about any of that side at all! It again felt terribly overwhelming and intimidating.

That first meeting was so important because the SOBS group leader Angela asked me if Amparo had been in contact. As my son died in Aberystwyth, (he was a student at the university), there had been no automatic referral and she fixed that. Hearing other bereaved people talk about how wonderful Charley, the support worker from Amparo was in getting things straight with Coroners and preparing families about to undergo the whole difficult and draining process was a glimmer of hope. They explained that Amparo would provide someone ready to listen, willing to help, who understood what was going on, had all the right contacts, and who would guide and liaise on their behalf when it all became too much. This reassured me massively at a time when I understood nothing and felt too utterly defeated by the grief and loss to do anything for myself.

When Charley from Amparo first rang me to introduce herself, I knew straight away that we had done the right thing having SOBS contact her about us. She came to the house and explained everything. She listened to my worries, regrets, random angry outbursts and calmly came up with solutions. She liaised with Aber Coroners, questioning them strongly when they made decisions about who was to appear in court that we as a family were, on occasion, incredibly upset about. The whole process could easily have driven me completely mad.

Charley’s calm and consistent presence, regular visits and phone calls were a source of relief and comfort to our family. I found I could text her at times when I couldn’t have spoken actual words to another human being. She even offered to drive to Aberystwyth with me for the actual inquest. Charley’s input, and frequent dealings with the Coroner’s office when things were not going the way we wanted, made all the difference. On the day itself I was prepared. I knew what was coming and couldn’t have been any readier to face that day. It felt like a huge mountain to climb, but I wasn’t daunted.

Amparo had been my advocate and when the inquest was over I felt some of my anger abate and a sense of peace return. This would certainly not have been the outcome without Charley negotiating with them to get certain people onto the stand who I needed to face. To have missed that opportunity would have haunted me in a way I don’t think I’d ever get over. I wasn’t in any state to have done this alone and am so grateful to Charley and Amparo.

My youngest daughter was only 11 at the time. Amparo were also able to refer me on to providers of support and help for her in coming to terms with the loss of her beloved brother. Their support carried us gently when the time of the inquest finally arrived some 7 months after Stef died. And the hollow time just after, when the whole crazy circus has stopped, but you feel still so engulfed by it.

The stress and emotional intensity of those months were so bad I still do not know how we survived them, but without Charley and Amparo I don’t think I’d have remained sane, or be managing to cope as well as I do today. When this happens to you, its all-consuming. It dominates everything. Prior to the 9th March I never really thought about the word SUICIDE much, if at all. Why would anyone? Since then it is a word that floats around in my head all the time. I’ve learnt that you spend about a year simply in shock. You can’t move forward, you are absolutely not ready for counselling but you feel a desperate need for something! I have learnt an awful lot about suicide, in amongst the facts and figures are the devastating effects on loved ones left behind. That we are three times more likely than anyone else to take our own lives. Questions you have that will always remain unanswered. But I’ve also learnt that the amount and quality of support someone gets immediately after this crashes into their lives is critical to their outcomes further down the line. It’s absolutely NOT counselling...you are not ready for that... its support, and that’s what Amparo does so effectively at a time when it is a struggle to carry on breathing never mind ring up a coroner and contest something.
Q. Why was Suicide Prevention chosen as a priority for C&M?

A. Suicide is a major social and public health issue. It is a cause of early death and increased mortality rates, and is seen as an indicator of underlying rates of mental ill-health. The impact on family and friends can be devastating and it carries a huge financial burden for the local economy and worsening inequalities. As numbers are relatively small in each local area it is a perfect area to tackle on a bigger footprint.

We launched the NO MORE Suicide Strategy for C&M in 2015 to address suicide prevention on a local footprint across all nine local authority areas.

Q. What is the national and local picture?

A. On a national level the highest numbers of suicides are recorded in men aged 35-59 years and among women 40-59 years. Men account for eight out of every ten suicides and it is believed that the increases in pressures and negative circumstances contribute to the issue.

Locally 1/3 of people who have completed suicide in our region had been in contact with their GP in the month before their death and ½ had been in contact with mental health services helping us identify why working with primary care and mental health trusts is crucial to helping prevent suicide and helping the vulnerable members of our community see that suicide is not the only answer to their problems.

Q. What is the overall vision of the NO MORE Suicide Strategy for Cheshire and Merseyside?

A. Our aim is to see C&M become a region where suicides are eliminated, where people do not consider suicide as a solution to the difficulties they face. We are a region that supports people at a time of personal crisis and building individual and community resilience for improved lives is key to improving overall mental health.

Q. The NO MORE Suicide Strategy for C&M focuses on prevention, intervention and post suicide support. Which of these do you believe carries the most importance?

A. All three areas have equal importance for very different reasons and a robust action plan against every area has been developed to ensure that our communities are the most resilient and that all partners work closely together to ultimately prevent suicide. Should tragedy strike, the swift and effective action required to support those affected is key to preventing further suicides and ensuring primary care processes adapt accordingly.

Q. What are the next steps for the NO MORE strategy?

A. The Annual Suicide Prevention Summit that Champs will host alongside partners in September will see the launch of the updated strategy and action plan. Work is well underway in shaping the action plan and we are confident that our highly respected work will see greater improvements and more effective cross sector working. PHE are also leading the development of an evaluation framework.

The NO MORE website will undergo some significant changes and work is underway in producing an evidence report to assist with our bid to achieve suicide safer community accreditation. We are extremely confident that we will become the first sub-region to have this honour bestowed upon us.
Children & Young People and Self-Harm

Youth Connect 5 resilience courses underway

The Champs Collaborative introduced the Children and Young people’s innovative resilience building programme, Youth Connect 5, in 2016. Funded by Champs Public Health Collaborative through a bid made to Health Education England and facilitated by Merseyside Youth Association, Youth Connect 5 is a free, five-week course to support parents and carers across Cheshire & Merseyside, equipping them with the knowledge, skills and understanding needed to enable them - and their children - to develop resilience and emotional wellbeing.

The programme has already trained 240 specific volunteers working in communities - these trainers are now delivering the free of charge 5 week courses to interested parents and carers.

The programme aims to have delivered the parent/carer courses to 4800 individuals by the end of 2017. The Youth Connect 5 parent/carer courses will:

• Build upon parents’ and carers’ knowledge, empathy, skills and attributes to promote and strengthen children and young people’s resilience and emotional wellbeing
• Strengthen parents’ and carers’ own levels of resilience
• Increase confidence and ability to explore different ways to support their children
• Improve/enhance relationships parents/carers have with their children

Sandra Davies, Lead Director of Public Health for Mental Health and Wellbeing and Director of Public Health for Liverpool said:

*The emotional wellbeing of our communities is very high on our agenda. We recognise that many adults presenting with mental health issues have commonly developed the problems during childhood. Our aim with this training is to address problems long before they become a serious health condition by providing parents, carers and the children and young people within our communities with the skills and knowledge they need to build resilience and start to build beneficial and conducive relationships.*

Evaluation on the programme is being developed and a full report will be released at the end of the year.

Self-Harm chosen as new priority

To coincide with the release of the two children and young people’s health profiles for C&M all Directors of Public Health, Directors of Children’s Services, CCGs and elected members attended a prioritisation event to agree the top health priority of mental wellbeing with a focus on self-harm for joint working to improve health outcomes for children and young people. A group led by Sandra Davies will take this work forward and a new LJMU report will be shared at an event later this year.

The two children and young people’s health and wellbeing profiles for Liverpool City Region and Cheshire & Warrington are also available under the Intelligence section of the Champs website.

Councillor Andy Moorhead, Liverpool City Region Combined Authority Portfolio Lead for Health and Wellbeing and Leader of Knowsley Council at the recent prioritisation event for children and young people.
Become part of the new Hub of Hope

Chasing The Stigma have launched a digital platform that offers a place to go to for those who are struggling, and makes it easy to find routes to help, by using your phone to locate the nearest service available to you, as well as national organisations.

The web based app is the first of its kind in the UK, as it brings support together in one place, regardless of age or gender restrictions, to make it as easy as possible for people to find help and support around them. Simply select find nearby services, and using your devices location, the app will display the help that is available to you. If you are looking for help in a different location, simply enter the post code and search.

To access the Hub of Hope visit www.hubofhope.uk/

Are you a charity, organisation or group that can offer support to people living with mental illness? No matter how big or small, become part of our Hub of Hope and let people know you are there.

Register as a service provider here: www.chasingthestigma.co.uk/hub-of-hope/

New C&M Suicide Prevention real time surveillance system gets the go ahead

The ‘Real Time Surveillance’ (RTS) system will provide immediate alerts to local areas of a suspected suicide. Local suicide prevention leads will instigate a community response plans (CRP) where a risk of contagion or suicide cluster is identified.

Cheshire & Merseyside Coroners have agreed to the sharing of data and have signed a memorandum of understanding to confirm their support for the pioneering system.

The RTS will:

- Prevent further suicides through use of intelligence and planning
- Provide a rapid response in protecting lives
- Provide a co-ordinated response from all sectors of the community
- Reduce anxiety and trauma
- Identify and respond to suicide clusters and contagion
- Highlight increasing/decreasing trends
- Prevent suicide in public places and identify high risk locations
- Provide timely bereavement support

Updates on the RTS system will be communicated in future news bulletins. Please check back to the Champs website for details.
The Cheshire & Merseyside Intelligence Network, led by Matthew Ashton, Joint Director of Public Health, Knowsley and Sefton, supported by Steve Knuckey (St Helens) and Sharon McAteer (Halton) brings together intelligence leads from each local authority, the Champs support team and Public Health England.

As well as managing collaborative intelligence across Cheshire and Merseyside and supporting priority work areas as identified by DsPH, the intelligence network also oversees the commissioned intelligence programme on behalf of the Directors of Public Health.

Matthew Ashton, Lead DPH for Intelligence in Cheshire & Merseyside said

*The Champs intelligence network is an essential part of our Collaborative, providing local knowledge and intelligence across Cheshire & Merseyside, linking with key strategic partners such as PHE and NHS England, and leading the development and commissioning of key reports from LJMU on cost effective, evidence based interventions to enable effective decision making.*

**Liverpool City Region Case for Change.** This report aims to be the start of a process of identifying evidence based actions that can be adopted across the City Region to address four priority areas: dementia, falls among older adults, emergency admissions among older adults and long term conditions (long term conditions and comorbidities; high blood pressure; and diabetes).

**Workplace Health.** This report includes interventions to improve health and wellbeing and to reduce sickness absence in the workplace. Health and wellbeing is discussed in this report and was requested by the Cheshire and Warrington Chief Executives.

Worklessness Report. Following on from the Workplace Health Report a second report focusing on worklessness and poverty was produced. The report identified key recommendations/interventions to reduce long term, entrenched and health related worklessness and to address in-work poverty, exploring interventions that will raise aspirations and provide the necessary support/advice/skills development to help people to progress to better pay. This report is being incorporated into the next Cheshire & Warrington devolution submission and being presented to the Liverpool City Region Employment and Skills Board.

**Intelligence News:**

**Data access** – Following a positive meeting in Leeds with NHS Digital and Public Health England, there is potential to secure an alternative route to data access, via NHS Digital’s HDIS service, which allows data to be queried remotely with the data remaining on central systems.

**Ground breaking suicide real time surveillance.** A particular intelligence focus is for real time surveillance data for suicides to inform local teams of potential clusters and allow interventions. Local areas will monitor their own cases for clusters. The data for suicides will also be covered by a sub-regional surveillance group to look for common themes or cross-border issues. This is an innovative approach and builds on the joint audit work to inform the suicide prevention strategy led by Steve Knuckey.

To view the most recent reports commissioned through the Public Health Intelligence Network visit the Champs website.

For more information please contact
StevenKnuckey@sthelens.gov.uk
Sharon.mcateer@halton.gov.uk
Reducing Alcohol Harm Through Licensing

Alcohol misuse across Cheshire and Merseyside costs around £994 million each year (£412 per head of population). Of these costs, only £218 million are direct costs to the NHS. Harm from alcohol, therefore, remains a significant issue. The C&M Directors of Public Health identified licensing as an area where there is an opportunity to take action on a larger footprint that would complement local alcohol strategy work.

A steering group supports the work and comprises of colleagues from a range of disciplines from across member local authorities including Licensing, Environmental Health, Legal, Trading Standards as well as Public Health. Representatives from local Police also support the steering group’s work. The Chief Executive Officers and Leaders of the nine local authorities in Cheshire & Merseyside have agreed to find common approaches to reducing harm from alcohol through licensing.

Drink Less, Enjoy More Campaign to be rolled out across all 9 areas

The expansion of a campaign previously developed and run in Liverpool aimed at greater enforcement of the law which prohibits the sale of alcohol to people already excessively drunk will take place across C&M in October 2017. The initial campaign in Liverpool saw successful purchases made by drunk people reduce from 84% of attempts to just 26%. Preventing these sales contributes toward reducing anti-social behaviour, alcohol related violence and risky behaviour in communities making them safer and more enjoyable for all. A full evaluation is planned for the 2017.

Champs Collaborative provides evidence for Licensing Act 2003 review

A House of Lords Select Committee set out to review the Licensing Act 2003 and called upon relevant agencies to submit written evidence to be considered by the Committee.

In response to the call for evidence, a Cheshire and Merseyside response focusing namely on planning, off trade and minimum unit pricing was submitted.

Improving health through the built environment Halton Lea.

A person’s home and neighbourhood provides the ‘health setting’ for most, if not all, of their life and NHS England are working with housing developments to shape the health of communities, and to rethink how health and care services can be delivered.

Working with Halton Borough Council, NHS England are building a connected, Healthy New Town – connected by its people; connected by its aspirations; connected by its environment; connected by technology and connected by place.

The development at Halton Lea, Runcorn, intends to regenerate the area into a thriving community hub, with new opportunities for social and community activities, healthy retail provision, integrated housing, health and social care provision.

The ‘One Halton’ model of care and support is focussed on enhancing services in the community and ensuring easy access to those services. NHS England is focussing on developing a health and wellbeing ecosystem, with people at the heart of it, and an infrastructure that supports wellbeing and health.
Campaign News

Blood Pressure UK - Know Your Numbers
Empowering communities - Cheshire & Merseyside urged to know their numbers

12-18 September 2016 saw the re-run of Blood Pressure UK’s “Know your numbers” campaign; a campaign to encourage adults across the UK to know their blood pressure numbers and take the necessary action to reach and maintain a healthy blood pressure.

114 Healthy Living Pharmacies across Cheshire and Merseyside registered to host a ‘pressure station’ to provide free blood pressure checks and help people understand their numbers. Pressure stations also used the week to raise awareness of the importance of a healthy lifestyle.

The findings detailed in the table below show how many readings were taken in Cheshire & Merseyside. Figures show that 68% of people tested in Merseyside were unaware of their numbers and 75% were unaware in Cheshire.

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<th>Area</th>
<th>No. of readings returned</th>
<th>% High reading (1)</th>
<th>% High normal reading (2)</th>
<th>% Unaware of bp reading</th>
<th>Mean systolic</th>
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<td>44</td>
<td>68</td>
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Wirral supports World Hypertension Day

To highlight the importance of blood pressure testing and ‘knowing your numbers’, Wirral Council supported a number of events held across the Wirral Partnership throughout the month of May this year. The events, which were planned on and around World Hypertension Day, provided the opportunity to Wirral residents to have their blood pressure tested at health and wellbeing events, local ferry terminals and various healthcare settings.

Staff from Wirral Council, WUTH, Wirral Community NHS Foundation Trust, Wirral CCG and CWP were also given the opportunity to find out what their blood pressure was, at their workplace.

With the support of Wirral CCG, the Stroke Association and volunteers from the Wirral Partnership including some ‘beacon practices’, over 1300 people were tested with around 1 in 4 identified as having raised blood pressure requiring referral to their GP.
Anti-Microbial Resistance - ‘Keep Antibiotics Working’

On the 13th of February 2017 Public Health England (PHE) launched a campaign across the Granada TV region called ‘Keep Antibiotics Working’

The campaign informed people that antibiotics don’t work for everything, stressing the importance of taking a doctor’s advice about whether they are needed. Taking antibiotics unnecessarily causes dangerous bacteria to become resistant which means they may not work when they are really needed.

It is estimated that 5,000 deaths are caused every year in England because antibiotics no longer work for some infections - that’s 13 people every day

Free resources for local authority partners and healthcare professionals were made available.

In conjunction with the campaign, a powerful film was released by Public Health England which highlighted the possible consequences of failing to take action on antibiotic resistance - showing a world where treatable common infections, minor injuries and routine operations might kill once again.

Evaluation of the campaign is in plan and results will be shared in due course.

Stroke Association - Know Your Blood Pressure

To support this campaign the Health and Wellbeing portfolio holders for the Liverpool City Region had their own blood pressures checked at their recent meeting.

Left to right - Angela McNamara, Liverpool City Region (LCR) Programme Manager, Julie Moss, Director of Adult Social Care, Knowsley Council, Margaret Carney, Chief Executive, Sefton Council, Cllr Andy Moorhead, LCR Combined Authority Portfolio Lead for Health and Wellbeing and Leader of Knowsley Council, Matthew Ashton, Joint Director of Public Health for Sefton and Knowsley, Cllr Janette Williamson, former Health and Wellbeing Portfolio Holder, Wirral Council, Cllr Ian Moncur, Health & Wellbeing Portfolio Holder, Sefton Council and Cllr Paul Cummins, Adult Social Care Portfolio Holder, Sefton Council.

Know your Numbers! Week 2017 (18-24 September)

114 community pharmacies will again be promoting the ‘Know Your Numbers’ campaign in 2017 by hosting ‘pressure stations’.

To register your interest in also hosting a ‘pressure station’ please visit the ‘Know Your Numbers’ website at: www.bloodpressureuk.org/microsites/kynform/Home/Registerinterest

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Empowering communities across Cheshire & Merseyside

The C&M five year cross sector strategy “Saving Lives: Reducing the Pressure” has ambitious plans and looks well beyond the health care system for addressing high blood pressure issues across the sub-region and identifying the estimated 300,000 undiagnosed cases of high blood pressure.

Building a healthy public policy, supportive environments and community action, in order to tackle the factors that contribute to high blood pressure is key to the success of the strategy.

Working with a range of community partners to ensure public access to information, blood pressure measurement, and signposting in community settings across all nine local authority areas is one strand of the strategy where energy will be focused to empower communities to take ownership of their own health.

Robust insight work with local communities has helped with the understanding of barriers and potential solutions to tackling high blood pressure across Cheshire and Merseyside.

Over a five year programme “Saving lives: Reducing the Pressure” strategy is to achieve ‘Gold Standard’ by reaching 66% identification and control of blood pressure aiming to save £8m, prevent 183 strokes, 118 heart attacks, 256 cases of heart failure and 96 deaths.

Blood pressure work receives ‘Outstanding Contribution’ certificate from PHE

The C&M blood pressure work was nominated earlier this year for a PHE Quality Award as an example of collaborative working across the system by a multi-agency ‘team’.

Narrowly missing out on a place on the shortlist the PHE Quality lead did issue a certificate of ‘Outstanding Contribution’ to the team in celebration of local achievements.

The PHE Quality team also expressed their desire for Champs to share the work/quality improvement journey for others to see.

Champs Public Health Collaborative secures British Heart Foundation Innovation Award of £100,000 to help empower communities.

Champs Public Health Collaborative is celebrating after receiving £100,000 from the British Heart Foundation. The funding will be awarded over 2 years and will be used for the development and implementation of a conversational tool to encourage people to have their blood pressure checked, to introduce health kiosks in the community in Warrington for people to use and to incorporate blood pressure checks as part of the Cheshire and Merseyside Fire and Rescue Services Safe and Well Visits.

Led by Champs Public Health Collaborative with strong collaboration with key partners: C&M Fire and Rescue Services, Public Health England (PHE), Halton BC, Warrington BC & CCG and NHS England, the work will support the implementation of the C&M five year cross sector strategy “Saving Lives: Reducing the Pressure”.

Dr Muna Abdel Aziz, DPH at Warrington and C&M DPH Lead for Blood Pressure said:

We are delighted to have secured this funding. Our collaborative work on blood pressure in Cheshire & Merseyside is exemplary as a whole system partnership; and the addition of these services will enhance our achievements and improve the health and wellbeing of our communities.

Jenny Hargrave, Director of Innovation and Health Wellbeing at the British heart Foundation, said: “It is essential that we have more opportunities to test for high blood pressure in alternative places to GP surgeries, especially in areas where people are more likely to be at risk.

“We are pleased to support the collaborative bid from Champs Public Health Collaborative and are hopeful the project will allow more people to be detected and monitored, undoubtedly saving lives.”

A detailed briefing document can be downloaded on the Champs website.
Presentation at PHE North Regional Quality & Innovation Event 2017

Dr Muna Abdel Aziz, Director of Public Health at Warrington, and Dr Gunjit Bandesha from PHE NW recently presented at the PHE North Regional Quality & Innovation event, delivering, on behalf of the Cheshire & Merseyside (C&M) Blood Pressure Partnership Board, an overview of the C&M High Blood Pressure Strategy “Saving lives: Reducing the pressure”.

Ginny Fieldsend, Regional Lead for Quality for PHE North Regional Team said, in her note of thanks to Champs that she has: “received so many positive comments regarding the presentation”

Along with the presentation, a poster was displayed highlighting key features of the strategy and achievements one year on from the launch of the strategy.

Champs Collaborative presents at C&M FYFV Cardio Vascular Clinical Summit

Dr Ifeoma Onyia, Consultant in Public Health at Halton Borough Council and Dr Muna Abdel Aziz, Director of Public Health at Warrington presented at the CVD Clinical Summit held in Liverpool on 10th February.

The summit hosted by Liverpool Heart and Chest Hospital provided the perfect platform on which to share work on the proposed governance structure and planned workstreams under the overall Cheshire and Merseyside FYFV.

Champs Public Health Collaborative were invited to present on the internationally acclaimed Cheshire & Merseyside Blood Pressure strategy, highlighting the next steps under the priority and the key achievements celebrated across Cheshire and Merseyside.

(L-R) Dr Ifeoma Onyia, Dr Muna Abdel Aziz and Cllr Janet Clowes, Co-Chair of the Cheshire & Merseyside Blood Pressure Partnership Board and Cabinet Member: Adult Social Care & Integration at Cheshire East Council

Champs and PHE North West presented to the NICE Board and at the NICE annual conference

Dr Mel Roche from the Champs support team presented an overview of the C&M Blood Pressure work on behalf of the C&M system to the NICE Board. The Board members were delighted to see how NICE was making a difference locally and were enthusiastic about the work across C&M.

Gunjit Bandesha (PHE NW) and Mel Roche co-presented on the C&M journey so far in tackling high blood pressure as a cross-sector system, giving examples of how collectively transformation is being achieved through the development and implementation of the sub-regional blood pressure strategy.

Ifeoma Onyia (Public Health Consultant, Halton), David Nolan (Senior Analyst, PHE) and Mel Roche co-presented with NICE at the ‘Lunch and Learn: Using NICE quality standards’ session, giving insight into how NICE Hypertension quality standards are being used in the C&M Blood Pressure work. Presentations can be viewed on the Champs website

Beacon Practices

As part of the ‘Saving lives: Reducing the pressure’ blood pressure strategy for Cheshire & Merseyside a number of GP practices across Wirral signed up to the ‘Beacon Practice’ initiative

Education and training is a key objective of the strategy and in order to achieve the vision of Cheshire and Merseyside having the best possible blood pressure, establishing a cross-sector workforce which is incentivised and has the right knowledge and skills to prevent, detect and optimally manage BP is essential.

Implementation of the high blood pressure education and training programme within primary care will be piloted in the Beacon Practices and subsequently rolled out across the sub-region.

Four practices took part in the Beacon Practices launch for blood pressure:

- Eastham Group Practice, Tree Tops Primary Health Care Centre
- Sommerville Medical Centre, Wallasey
- Sunlight Group Practice, New Ferry
- West Wirral Group Practice, The Warrens Medical Centre, Arrowe Park

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CPD and Events

Champs Collaborative delivers a comprehensive Continuing Professional Development (CPD) programme to enable shared learning on a variety of topics. Over 425 people attended CPD events in 2016/17 on subjects linked to our priorities plus events in partnership with PHE North West such as Health Protection and Healthy Homes.

Learning Hubs – an exciting new addition to the Champs CPD and events programme

Learning hubs offer the ideal platform to facilitate the sharing of good practice giving the perfect opportunity for practitioners within local authorities to build their knowledge and skills in public health. The idea for the new style events were proposed by the local Collaborative Links, who help share information on Champs work steams and feedback ideas from local public health teams.

The first in the series of learning hubs took place in Warrington on 30th January focusing on two topics:

1. Flu pandemic preparedness and response
2. Working with business to improve health and wellbeing

A subsequent Learning Hub hosted by Liverpool City Council on 12th June focused on:

1. Encouraging healthier out of home food provision
2. Air quality

The events welcome practitioners from Cheshire & Merseyside public health teams alongside attendees from wider local authority teams.

Feedback received following the events to date has been extremely positive with a high proportion of attendees stating that the events have been extremely useful and that the format of the learning hubs is very good.

Future learning hubs will be hosted by individual local authorities and topics to be covered will be decided by the host area. If you are interested in hosting a learning hub please make contact via champscpd@wirral.gov.uk.

Moves and Appointments

Fiona Reynolds has recently taken up the role as DPH for Cheshire East following a period as interim DPH at Cheshire West and Chester. Thanks go to Charlotte Simpson who undertook the role of interim DPH at Cheshire East.

Ian Ashworth has been welcomed into the role of DPH at Cheshire West and Chester. Thanks go to Helen Bromley who undertook the role of Interim DPH at Cheshire West and Chester.

Sue Forster, who has held the role of Interim DPH at St Helens has now taken up the position on a permanent basis.

Fiona Johnstone is taking on the interim role of Director of Strategy & Partnerships over the next six months at Wirral Council a move that will see Julie Webster cover the role of DPH during this secondment. This arrangement will formally start on August 1st.

Fiona Reynolds

Sue Forster

Ian Ashworth

Fiona Johnstone

Sue Forster

Fiona Johnstone

We wish everyone the best of luck in their new roles.

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PHE Workshop – Enabling Healthy Homes in which to start, live and age well

This one day workshop, delivered by PHE in partnership with Champs Collaborative enabled participants from across the local public health system to take action so that everyone has a home and neighbourhood that enables them to ‘start, live and age well’, including at times of crisis and following other changes in circumstance.

The event focused on:

1. The scale and nature of the home/health /wealth challenge
2. Enabling healthy places for homes
3. Enabling systems leadership/ building the future
4. Interventions to improve health through the home
5. Improving the health and wellbeing of people in their home and communities

Presentations on the day included:

- Forum Housing - The Home & Health Relationship
- Halton BC - A Healthy New Town - building a healthy place
- St Helens Council - Health Through Warmth
- Cheshire Fire & Rescue Service - Safe & Well visits
- One Vision Housing - Provision project
- Plus Dane Housing - An integrated approach to address poverty and inequality in Ellesmere Port
- PHE - Healthy Places Programme

All presentations from the event can be viewed on the Champs website.

Speakers from the Healthy Homes event with PHE, February 2017
On Wednesday 10th May colleagues from licensing, environmental health, legal, trading standards, planning, public health, the Police, community safety and elected members came together to agree common approaches to reducing harm from alcohol through licensing.

This event provided a valuable opportunity to share ideas about key developments in the alcohol harm reduction programme in Cheshire & Merseyside, as well as to update colleagues about the wide-ranging programme of work established.

The event comprised of briefing sessions and discussion about how to use current licensing laws to reduce alcohol harm, as well as the opportunity to discuss emerging issues with participants. In addition examples of excellent work with very promising results on enforcing current law and local voluntary agreements were shared.

Speakers from the Licensing event, L-R, Fiona Johnstone (DPH Lead), Margaret Carney (Chair), Ian Canning, Jon Hardwick, Gareth Hill and Heidi Jones

### DATES FOR YOUR DIARY

**Cheshire & Merseyside Annual Suicide Prevention Summit**

6 September, 2017 1 - 4.15pm
Halliwell Jones Stadium, Warrington

**Topic TBC**

19 October 2017 9am - 1pm Select Stadium, Widnes

**Technology Enabled Living event**

7 November, 2017 10am - 4pm
Martin Dawes Stand, Halliwell Jones Stadium, Warrington

### Delegate feedback

“The whole event has been fantastic and has already given me a number of ideas I can take away and use in my work”

“It far outweighed my expectations, it was really interesting”

“The format was very refreshing and focused”

“This was a useful event and there was a high degree of consensus”

If you have any feedback regarding this issue, please e-mail champscommunications@wirral.gov.uk

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