

## Summary of Projects

### Addressing Obesity

At the time of transfer of responsibility to the council for public health services funding for obesity interventions had been substantially lower in East Sussex than elsewhere in the country. In particular there had been no investment in the provision of services to help obese people lose weight and services to enable communities to have the knowledge and skills to prevent individuals and families from becoming obese or overweight as a result of poor diet and low levels of physical activity/sedentary behaviour. Funding had been allocated in the public health grant for weight management services for children and young people and these have now been commissioned and will commence in April 2013. In order to prevent the weight management service becoming overwhelmed and to ensure that people who are most able to benefit access the right intervention for them, a resource to develop a web and telephone triage system to enable people to identify or be supported to identify appropriate support to help them lose weight was requested. Support options will include; self directed weight loss (easy to access advice, information, resources and motivational input), referral to a commissioned weight management service, referral to a Health Trainer service, recommendation to contact G.P. for medical advice. To assess the effectiveness of this system an evaluation of its effectiveness will be commissioned to understand the applicability of this triage approach to other areas of council work e.g. self-care

Alongside this there is a robust evidence base detailing effective approaches at community and individual level to address obesity and interventions to support families to increase knowledge and skills to prevent obesity e.g. through early years settings. Resource was requested to deliver interventions in Early Years Settings, including:

An 'Eat Better, Start Better' scheme piloted last year in some children's centres to be rolled out to early years settings including nurseries and child-minders to increase the provision of healthy options in these settings (food and physical activity).

Total funding allocated £300,000

### Tobacco Free East Sussex

Historically there had been little investment in tobacco control interventions in East Sussex, with the focus previously being on service to help people to stop smoking (rather than preventing people from starting smoking). Additional resource was requested to enable this agenda to be reprioritised and through the tobacco control plan for East Sussex to kick start the council and partners approach to addressing tobacco use beyond smoking cessation and support establishing tobacco control interventions in routine practice. Smoking is the single biggest modifiable cause of the gap in life expectancy between groups and tobacco control approaches de-normalise smoking, creating a cultural shift in views and attitudes towards smoking and in particular reduce the likelihood of young people taking up smoking, reduce exposure to smoke by non smokers and increasing the likelihood of existing smokers stopping smoking.

Comprehensive tobacco control plan implementation, e.g.

Behaviour change and communications approach (social marketing): Programme of work to generate insight into and segment and address specific needs: Smoking population, purchasers/places for illegal /illicit tobacco (people and where they buy it), motivational drivers for change in each group according to preference (e.g. fear of prosecution, financial, impact on family), motivational drivers to improve provision of intelligence e.g. where 'tab-shops' are e.g. impact on community, organised crime, normalisation (other report), etc

Targeted planned programmes for each segment e.g. approach for pubs and shops, approach for small scale sellers approach to increase reporting, approach to de-normalising smoking in pregnancy in key communities, approach to de-normalising smoking in home/car.

Enhanced enforcement activity for test purchasing with retailers, timed appropriately within campaign schedule: Additional one off resource to test whether increased resources alongside increased intelligence can generate reduction in illegal activity e.g. increase seizures Trading standards/Sussex police including purchase of resources and staff time

Training to key community organisations and agencies including police and neighbourhood management: Tobacco control training resource. Tailored package for each agency member of TC partnership (and their key contacts where appropriate) e.g. by adding tobacco elements to existing training

Total funding allocated £380,000

### **Safer Streets**

East Sussex has one of the highest rates for hospital admissions for accidental and unintended injuries in children in the country and one of the highest rates of people Killed and Seriously Injured on the roads. The requested resource would create a step change in approach to road safety funding one- off interventions with long term gain and reshaping the system for sustainability with a focus on reducing speed in 30mph zones. It was requested that resources were set aside to fund a behaviour change 'winning hearts and minds' approach to implementing 20mph areas in appropriate areas in East Sussex, subject to agreement by relevant partners. Resource to fund a project manager to work with partners to understand the potential for this and if appropriate to develop a full business case was identified from existing public health budget under spend. A proposal for agreement with partners went to the East Sussex Community Safety Partnership in December and further conversations with all partners will now take place to agree the scope of this work. Subject to these conversations a project manager will be recruited to take forward work with partners and develop a business case.

Total funding allocated £1,000,000

### **Suicide Prevention**

The suicide rate in East Sussex is significantly worse than the rate for England and has been for many years. Since 2007/09 the rate has been increasing. Beachy Head is a suicide hotspot.

The project is composed of five elements:

1. Infrastructure assessment and developments in the Beachy Head area.  
Restricting access to the means of suicide is an established method of suicide prevention. An environmental audit of cliff areas in East Sussex is required and an assessment of the feasibility of suggestions made by Sussex Police, Sussex Partnership Foundation NHS Trust, the Coast Guard and other agencies is required.
2. Staff training  
Training will be provided for primary care, A&E and community services, including the voluntary sector. The training will use established evidence-based courses of varying length depending on the target audience.
3. Staff secondment to the Chaplaincy who provide cliff patrols at Beachy Head.
4. Increased non-statutory provision for those affected by suicide  
A service aimed at anyone affected by suicide or attempted suicide, their families and their carers. The psycho-social support addresses the immediate crisis and provides ongoing support to help manage mental health problems and improve wellbeing.
5. Investigation and provision of more non-statutory support to prevent admissions via A&E.  
Pilot non-statutory 'place of safety' to improve the quality of care of those with mental health problems by avoiding unnecessary hospital admission via A&E.

Total funding allocated £1,000,000

