

Appendix 1: 2013/14 Project Updates

Suicide Prevention

Aims

The aim of this work is to reduce suicide rates in E. Sussex, in particular at Beachy Head.

Outline project achievements

Achievements for the five inter-related work-streams are as follows:

1. Infrastructure development at local 'hotspot': Exeter University produced a report in June 2015 reviewing the infrastructure at Beachy Head. A senior officers group (with representatives from ESCC, EBC, South Downs National Park and National England) has met to review the recommendations and advise on implementation. All infrastructure recommendations have been costed. A number of actions are in progress, e.g. work with bus and taxi companies, up-dating of Samaritans and cliff safety signage, renewal of fencing, installation of automatic number plate recognition camera and additional telephone box., and a number of actions are still being considered, e.g. reducing vehicle access and installation of an electronic surveillance system.
2. Support for voluntary agency: The need for support around communications and IT for Beachy Head Chaplaincy Team has been identified; the former has been commissioned and the latter is currently being commissioned.
3. Training for community organisations and primary care staff: A suicide prevention charity was commissioned to deliver nationally recognised training to a range of frontline staff over two years. Grassroots should fulfil their obligation to train 298 people by the end of November 2016. The feedback has been uniformly excellent.
4. Support for those affected by suicide: A counselling service for those that have attempted/been bereaved by suicide was commissioned for two years. Counselling Partnership has seen nearly 200 clients either in groups or on a one-to-one basis.
5. Pilot non- statutory 'place of safety' to address aftercare issues & reduce Section 136s: The 'Place of Calm' was commissioned as a one year pilot. Referrals are received from: Sussex Partnership Foundation Trust's Department of Psychiatry, Street Triage and the Approved Mental Health Practitioners. University of East London has been commissioned to evaluate the service to inform future direction.

All the interventions are based on best evidence and in-line with national strategy and guidance.

A strong network of experts has been developed as a result of this work that will continue to support the work through existing mechanisms post completion of the project, e.g. Beachy Head Risk Management Group and the East Sussex Suicide Prevention Group.

This is a particularly complex project involving a significant amount of partnership working across agencies and has over-run into 2016/17 to complete.

Original Budget: £988,500

Remaining budget available to be spent in 2016/17: £588,143

Safer streets

Aims

A multi-agency, behaviour change approach to Safer Streets enabling a Countywide phased roll out of 20mph road speed in appropriate residential areas, subject to the agreement of partners.

Outline project achievements:

Peter Brett Associates were commissioned to undertake a scoping summary with partners to inform taking forward a behaviour change approach to implementing 20mph in East Sussex.

The scoping review indicated that there was not widespread support for implementation of area wide 20mph. However partners indicated that they are interested in working together to improve road safety using behaviour change approaches.

An understanding of what causes individuals to undertake risky behaviour and what is most likely to persuade them to change their behaviour will be utilised to inform road safety interventions undertaken by all partners.

Road safety work will be tailored to different groups in the population

Bespoke materials will have been developed for East Sussex

An approach to implementing this project has been developed and will be shared at a Joint Scrutiny Board on Killed and Seriously Injured on 11 March 2016.

Original Budget: £1,000,000

Remaining budget available to be spent in 2016/17: £967,000

Tobacco Free East Sussex

Aims

To reduce the health impact of tobacco by reducing access to lower cost illegal and illicit tobacco and raising awareness of the harms of illegal/illicit tobacco, through:

- Increased enforcement activity e.g. Test Purchasing in priority locations based on increased intelligence generated through social marketing;
- Social marketing campaign to increase awareness of harms of illegal and illicit tobacco and increase reporting of where these products are being sold; and
- Training for partner agencies staff to understand harms to them and their communities of illegal tobacco (and smoking) and convey this to people they are in contact with.

Outline project achievements

A programme of illegal and illicit tobacco activity work has been undertaken by the Trading Standards team in conjunction with Sussex Police. This has included gathering intelligence on premises selling illicit tobacco, undertaking raids and seizing tobacco products and prosecuting people trading in illicit tobacco.

The majority of work around tobacco is associated with stop smoking services, therefore additional work has had to be undertaken to identify the best approach to communicating illegal/illicit tobacco harms. Evidence reviews have been completed, and the market to provide this explored through soft market testing services. A request for quotation to provide the work has been issued and work is due to commence in April to generate insight and materials to be used so that partners and the public will understand the harms to them and their communities from illegal and illicit tobacco. A range of effective approaches and resources will have been developed that can be utilised at limited cost in future years.

Original Budget: £430,000

Budget planned to be spent in 2016/17: £283,333

Addressing obesity

Aims

To develop a referral management system for adults and additional primary prevention in children and young people for one year to test the impact prior to developing a service. This will:

Reduce obesity in children and young people by improving the health improvement offer in early years settings.

Enable adult individuals to be directed, or direct themselves to an appropriate health improvement service for their level of need and behavioural/motivational preferences. The system will enable those people who can achieve good outcomes through self-care to be directed to sources of information and advice e.g. online and those who are most likely to need more intensive interventions to achieve the same outcomes to be directed to appropriate face to face services. Thus, making the most efficient use of resources by matching resource with need, based on an understanding of behaviour and individual preferences.

Outline project achievements

Healthy Active Little Ones (HALO) - East Sussex is an 18 month workforce development and intervention programme, designed to support targeted early years settings across East Sussex to adopt a whole settings approach to obesity prevention. Targeted settings are those located in the wards with the highest prevalence of overweight and obese children at reception year.

As part of the programme, two healthy eating/physical activity (HEPA) co-ordinators were recruited in Feb 2015 and have led on the auditing of early years settings, utilising the Eat Better, Start Better (Children's Food Trust) and Early Movers (British Heart Foundation National Centre for Physical Activity and Health) audit tools. Following a baseline "HALO check", HEPA co-ordinators provide recommendations and ideas (in the areas of physical activity, healthy eating and child development) and work with settings to develop an action plan to facilitate improvements as part of a whole setting approach.

To date: over 100 targeted early years settings recruited; around 200 HALO checks baseline audits completed; 6 month follow up audits commenced legacy document to highlight examples of best and innovative practice in promoting physical activity/healthy eating as part of a whole settings approach being developed.

Children's Food Trust: Eat Better Start Better training for early years practitioners. Alongside ongoing HEPA co-ordinator support the Children's Food Trust (CFT) to provide a range of workforce development activities in the area of early years nutrition.

To date: over 30 early years settings have accessed face to face training designed to provide practitioners with the knowledge, skills and confidence to improve food provision in their setting and to run healthy cooking sessions with the families they work with; online training, particularly targeted at childminders, has been made available for up to 300 practitioners via the CFT's Learning Network. This includes three early years food and nutrition courses and to date, over 150 learning network licences have been set up; settings involved in HALO-East Sussex programme are being supported to work towards the CFT's Excellence award, with funding available to support award validation costs. It is anticipated that 25% of audited settings will be able to achieve the award by the end of the programme (July 2016).

National Social Marketing Centre Scoping Exercise – Healthy Weight Behaviours (Children and Families). National Social Marketing Centre (NSMC) commissioned to undertake a scoping exercise, designed to inform the future commissioning of programmes likely to enable positive and sustainable changes in healthy eating and physical activity behaviours amongst families with children 2-11 years.

Following a secondary evidence review, interviews were conducted with 36 parents/ carers, as well as 25 stakeholders and 10 front line practitioners. The insight generated provided an in-depth understanding of the motivations behind families' healthy eating and physical activity behaviours, and the barriers to behaviour change. The initial findings of the scoping exercise were then shared with key partners through a number of co-creation workshops, through which stakeholders explored how the insight could be used to enhance the delivery of existing services and suggested a number of intervention ideas. These suggested interventions, alongside a number of recommendations shared by the NSMC were then pre-tested with local residents.

Referral management - Scoping of the referral management system revealed that the approach we wanted to take had not been done before. This meant that additional work had to be undertaken with the councils I.T. department and with suppliers to understand what was technically possible. Because of the innovative nature of the work and competing priorities e.g. for I.T. input the development phase of the programme took longer than anticipated. Technical and service specifications have been developed and a procurement process undertaken. Following the procurement process it was identified that that the system could be developed in-house at a significantly reduced cost which would not only reduce overall cost but increase the potential flexibility of the system to add in other areas of activity emerging through ESBT , or for example self-care and self-management as well as for primary prevention. Development work with ESCC I.T. department has now commenced and the triage tool is expected to be available in June

The final scoping exercise and intervention recommendations report is currently being finalised by the NSMC and ESCC Public Health is due to be share the final agreed version with key stakeholders in March 2016.

HALO posts were due to finish end June 2016 however due to the success of the posts and early positive outcomes the roles have been extended from recurrent health improvement funds for children until March 2017.

The remaining Children's Food Trust workforce development opportunities available to settings will be completed by the end of July 2016.

The evaluation of the Healthy Active Little Ones (HALO) – East Sussex programme is due be completed in September 2016, with the learning gained from this pilot used to inform the future development and delivery of the programme.

Due to the decision to develop the triage system in-house, the development of the system will not be completed until June 2016.

Original Budget: £285,000

Budget planned to be spent in 2016/17: £109,943