

Corporate Scrutiny Service Summary

Directorate	PUBLIC HEALTH AND WELLBEING
Date	QUARTER 3 PERFORMANCE REPORTING 2021-22
Benchmarking (with local authorities/nearest neighbours)	
<p>The Public Health and Wellbeing Department continue to make significant progress on the Dudley Local Outbreak Management Plan. Some of the original objectives set out in the LOMP have evolved and are being adapted to meet the changes made at a national level.</p> <p>The department continues to make progress on our business plan objectives to achieve the best outcomes for the residents of Dudley. The outturn results for quarter 3 against the business plan are detailed below.</p>	
Overview of Service Delivery (include any issues / risks)	
COVID RESPONSE	
<ul style="list-style-type: none"> • Significant progress has been made against the LOMP aligned with locally agreed targeted needs of the population of Dudley. Since the development of the programme plan national policy and guidance has changed as the pandemic has evolved which has meant that some of the original objectives set out in the LOMP have needed to evolve and adapt with those changes. In line with the Contain Framework (Published in August) the ongoing focus for the Council has been to support Dudley residents and businesses, moving away from stringent restrictions to everyone's day-to-day lives and advising people on how to protect themselves and others, alongside targeted interventions to reduce risk. • A major priority for the system has been to learn the lessons thus far and protect and support those most vulnerable to the consequences of Covid and any other infectious disease. Updates -We continue to offer a 7 day service to respond to Covid incidents and outbreaks. • Testing engagement and promotion continues with a particular emphasis on our hard to reach/vulnerable groups. Contact tracing and door-to-door visits continue to encourage participation in test and trace. • As a result of the sudden and exponential rise in Omicron cases, the changes in isolation period and the associated unprecedented increase in demand for tests (the demand for Lateral Flow Tests significantly more than doubled in December) we have continued to support our services and communities with access to testing both LFT and PCR testing. We continue to offer a 7 day service (including over the Christmas & New Year period) to respond to Covid incidents and outbreaks. • Testing engagement and promotion continues with a particular emphasis on our hard to reach/vulnerable groups. • Contact tracing and door-to-door visits continue to encourage participation in test and trace. 	

- A number of engagement strategies/commissioned services have been implemented to encourage and promote the uptake of vaccination including the vaccination on wheels project team re-visited the three colleges in November supporting the NHS vaccination programme targeting people aged 16-17 year with a specific focus on health and social care students and delivered a further 161 doses (total 921 doses for students between Sep – Nov)). The public health vaccination team also supported the NHS booster uptake in December delivering a pop up vaccination clinic for 5 days at Dudley college between 18-22 Dec and delivered 652 vaccines.

PH Legacy for Common Wealth games 2022

The Emergency Planning team are involved in several regional and internal meetings focusing on C3 and wider resilience capabilities to support the Games. Regionally tasks in hand comprise determining how Dudley and Wolverhampton will work together to support the time trials scheduled to take place on 4th August 2022, including strategic, tactical, and operational objectives. Development of a generic SitRep that can be used by all resilience partners to manage incidents. Development of a risk assurance process to enable suitable mitigations to be put in place at local levels and understanding how non-specific, Games related, and Games specific incidents will be managed in tandem. Locally the EP team await issue of a resilience work package to support incident response and have recommended that Dudley's SAG is included in CWG planning moving forward to ensure joint working across the Council. It is anticipated regional and local involvement in the Games will enable increased understanding of incident management in future events within the Dudley footprint and regionally and encourage improved joint working both within Dudley Council and across the region leading to more streamlined and community focused incident preparedness, response, and recovery.

To develop Environmental Health and Trading Standards service delivery to align with Public Health priorities

Work continues to be developed to link food hygiene inspections and initiatives to encourage healthy eating (tackling obesity), removing illicit tobacco from sale (reducing tobacco addiction/reducing smoking in pregnancy), improving air quality (tackling climate change) and visiting vulnerable residents who are targeted by scammers (tackling loneliness and isolation).

Work with Adult Safeguarding to reduce the number of vulnerable adults subject to financial scamming

Specialist officers in Trading Standards attend Adult MASH to provide appraisal of financial abuse referrals and investigation where necessary. Scams officers visit Dudley residents who are being targeted by scammers to educate and prevent financial exploitation.

Improve health and wellbeing in care homes

A Dudley care homes website is now established on the public health website www.lets-get.com and promoted by our NHS colleagues. It is a password protected page dedicated for Dudley care homes. Current information on falls, medication and dementia support is available.

Work with partners to develop and deliver a public health approach to violence reduction

Work is progressing to develop a public health approach to violence prevention framework which will be embedded across all lead areas of the Community Safety Partnership Board for

Dudley, Safe and Sound Board to deliver on interventions with an emphasis of ongoing surveillance, evidence based progressive levels of preventative interventions, dissemination of what works to defined populations and evaluation. The Serious Violence Group, has commenced work in preparation for the Serious Violence Duty becoming a legal requirement in 2022. Work is progressing on the Serious Violence Strategic Needs Assessment due to be completed by the end of the 21/22 financial year

Working with partners, refresh and deliver the suicide prevention plan to build a suicide safer Borough

A refresh of the Action Plan has been undertaken with Dudley Suicide Prevention Group Partners. Surveillance work has been taken forward on a Black Country wide basis with key partners and neighbouring local authorities. Suicide Prevention training for front-line non-specialist services continues to be rolled out and well received. Wise Steps Gate Keeper training delivered to 165 people and Wise Steps Plus training delivered to 61 people. Online Zero Suicide Alliance training (step 1 social isolation module) completed by 201 council staff, step 2 (ZSA gateway module) completed by 176 staff and step 3 (ZSA suicide awareness training) completed by 166 staff. Planning is underway to extend specialist training to GPs alongside Mental Health First Aid training for front of house primary care staff. Planning has also taken place for the development of post-vention bereavement support Black Country wide with national funding. A wider range of activity is being undertaken by partners across the voluntary and statutory sector, including work in relation to public places and provision of crisis cafe support.

Upskill Dudley integrated care partnership in population health

PH&W are providing ongoing support to the Partnership Board, local primary care networks and DIHC to develop a shared understanding of population health management and identify key opportunities for improving health and reducing inequalities. Along with DIHC and other local NHS partners we have recently begun to participate in a program of population health management leadership training and development, led by CAP Gemini over the next five months.

Relaunch of community forums across all townships

Online community forum meetings in October and November trialled. External digital engagement expert commissioned to support and provide training for Liaison Officers and Community Development Workers (CDWs), facilitate feedback sessions and an online survey and produce an evaluation report. Ten community forum meetings held online. Feedback collected from attendees (residents, elected members, council officers and Police reps), via a survey monkey online survey/ evaluation form and online discussion sessions. An independent consultant also attended two meetings to observe. Feedback and insight used to inform recommendations for future community forum meetings and evaluation report produced. Outstanding grants and internal payments all chased up.

Develop a system wide approach to bereavement and compassionate communities

“The bereavement toolkit developed with community engagement was launched with an accompanying video in National Grief awareness week in December. The accompanying social media campaign ran for 2 weeks in December. The campaign performed impressively with 163,000 impressions and a CTR of 31.60% on Twitter. It also resulted in 1500 Let’s Get website hits with average viewing time of 3-4 minutes indicating videos viewed and pages read.

The Bereavement Charter for Dudley was approved by the HWB in December and a campaign to support the launch will now be developed. Faith leaders and celebrants have been supported to co-produce a resource pack that will strengthen their support for the bereaved and provide focus on their personal wellbeing. A Celebrant continues to work with us to develop a Reflective Support Group for those who work in the funeral industry. Places of Welcome have been supported in reopening with an awareness of bereavement support and access to free suicide prevention training for volunteers. An End of Life and bereavement training package for Care Home Staff has been developed.”

Review, prioritise and implement a plan of action to tackle obesity

Sport England has announced £1,441,897 of new funding for the Black Country, including Dudley, as part of its wider investment into the Birmingham 2022 Commonwealth Games. The aim of the funding is to tackle inactivity in local communities and engage underrepresented groups, such as people on lower incomes and disabled people - a core part of Sport England’s 10-year strategy, Uniting the Movement. Dudley has worked collaboratively with partners to develop a successful Commonwealth Active Communities plan which reflects the difference we collectively want to make to individuals, communities, places and organisations. Providers have been commissioned to deliver the Tier 2 Adult Weight Management Services funded by Public Health England (now Office for Health Improvement and Disparities). Participants will be recruited in the New Year with a focus on at risk groups, in addition to a commercial service to meet the number requirements of the funders.

Work with partners to develop, commission and implement a programme to increase the resilience of children, young people and families

The STORK programme which is funded as part of the nurture and resilience portfolio has recently been evaluated. STORK is an interactive programme for parents and carers of new-born babies at Russells Hall Hospital. It aims to provide awareness of, information and training on aspects relating to reducing risks for infant mortality in the region. One of its key objectives is to raise awareness of how to prevent Sudden Infant Deaths. In 20-21 559 family members (Mums and Partners) were trained. Due to the pandemic antenatal parent classes (during the same time frame) were not running. Therefore, the STORK programme was considered fundamental for these vulnerable babies. Feedback received: Everyone who attended the STORK programme said they had learnt something new. Funding has been secured for a further year with plans to mainstream the programme into the Hospital in future being explored.

Workforce Metrics

Headcount & FTE as at 31/12/2021

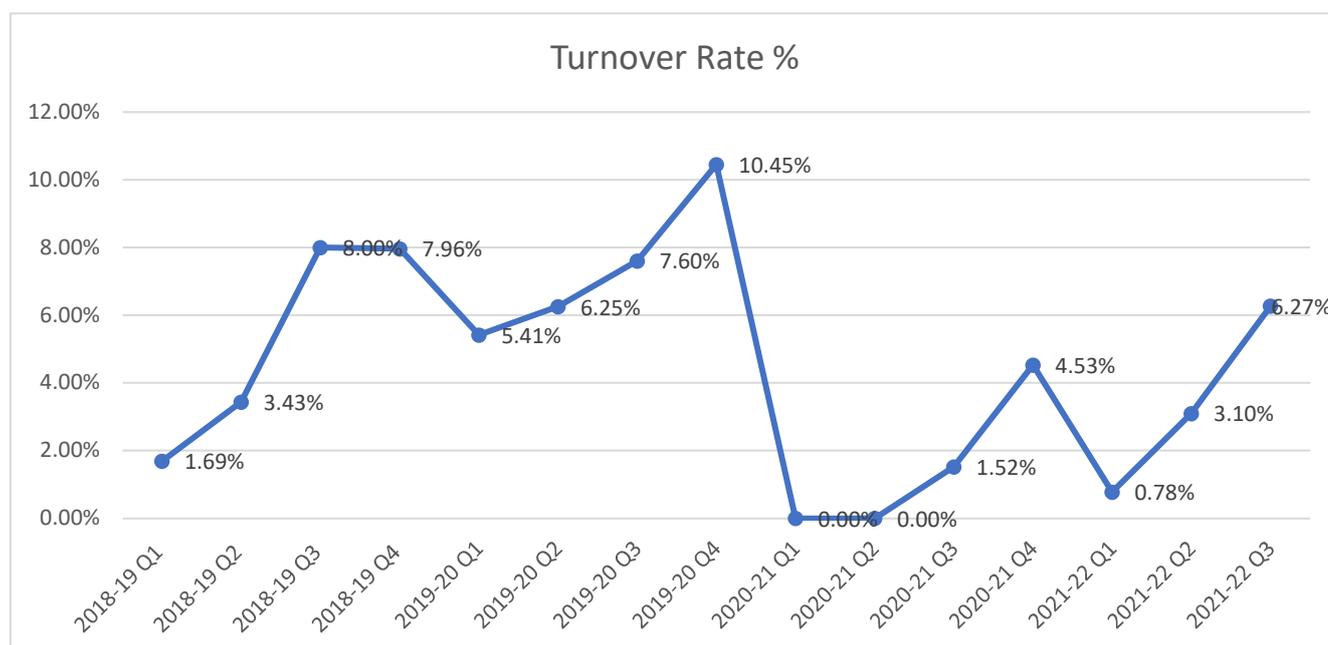
Division	Headcount Non Casual	Casual Headcount	Total Headcount	FTE
Management Team	3	0	3	2.01
Adults & Older Peoples Public Health	14	1	15	10.61
Children & Young Peoples Public Health	11	0	11	8.89
Credit Union	8	0	8	4.38
Environmental Health & Trading Standards	43	0	43	38.21
Executive Support Team	10	0	10	8.61
Health & Wellbeing Business Support	9	25	34	7.22
Health Care Public Health	4	4	8	3.00
Health Protection	7	0	7	6.43
Healthy Communities & Place	21	0	21	19.79
Health & Wellbeing Total	128	28	156	109.15

Ethnicity	Headcount	%
Ethnic Minority Group	15	11.7%
Undisclosed	7	5.5%
White	106	82.8%
Grand Total	128	100.0%

Disability	Headcount	%
Disabled	9	7.0%
Not Disabled	91	71.1%
Undisclosed	28	21.9%
Grand Total	128	100.0%

Gender	Headcount	%
Female	97	76%
Male	31	24%
Grand Total	128	100%

Quarter	Turnover rate %
2021-22 Q3	6.27%



Service Achievements *(report of any external accreditation, nomination for awards, positive publicity, during the past quarter)*

In November Sir John Timpson CBE announced that Dudley's Nurture & Resilience Project was to be awarded the "2021 Alex Timpson ARC Attachment Award for Collaborative Work". The award celebrates best practice in attachment and trauma aware schools and settings. This is testimony to the collaboration between schools, practitioners and multi- agency colleagues who have championed, supported and enabled the project

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Successfully awarded contract to Dudley Empowerment Partnership, a collaboration of organisations from the voluntary sector. Contract start date is 01 April 2022. Currently in mobilisation phase. As well as adult and children's advocacy, direct payments and information and advice, the new partnership will deliver the Dudley self management programme, contribute to tackling loneliness and isolation, promote wellbeing in older adults and deliver ageing well services.

Officers in EHTS have specialist knowledge of the altering regulatory requirements on businesses post Brexit. Advice is provided to both food and non food businesses to ensure compliance and facilitate successful trading practices

The Dudley's Winter Plan as well as Covid-19 was developed, approved and circulated to Council colleagues and partners on 23rd December 2021

Opportunities for Improvement – Learning from COVID

Review and develop the local health protection system

The Health Protection Team are working with partners in the CCG and Dudley integrated health care to further review processes and how we can work together/support the system around communicable disease following learning from COVID. Education for social care staff via virtual means and also a refresher training you tube video was produced by the team around flu which was circulated for social care staff. The team continued to circulate the multiple changes in guidance to social care providers and any other communications as required to assist providers. In light of omicron the Health Protection Team continue to be heavily involved in COVID response supporting outbreaks and incidents within Social care and school settings

Any additional information relevant to Corporate Scrutiny