

Ashford Health & Wellbeing Board (AHWB)

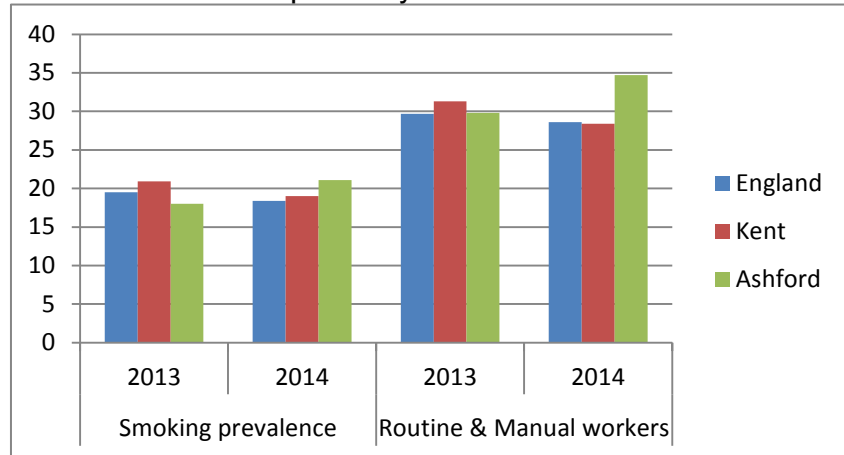
Partner Quarterly Update for the KCC Public Health –

Quarter 4: January to March 2015

<p>What's going on in our world</p>	<p>Smoke Free Parks and play spaces – Kent Public Health and Ashford Borough Council are working together to pilot an initiative to keep children's play areas Smoke Free in Ashford. Smoke free play areas will be self-enforcing and focus groups to date, have demonstrated considerable support for this initiative. Ashford's play parks will be equipped with additional trail games to promote physical activity and mental wellbeing and will require accompanying adults to ensure children are not exposed to second hand smoke. The first launch event will be at Kilndown Court park in Stanhope on the 14th April.</p> <p>Alcohol Strategy – Ashford will prepare an Alcohol Action plan from the Kent Alcohol Strategy which will be delivered, with partners, through the Community Safety Partnership strategy (Substance Misuse group). The draft action plan will be shared with the Ashford Health and Wellbeing Board for agreement prior to implementation.</p> <p>Tobacco Control – On the 9th March, Kent County Council signed the Local Authority Declaration on Tobacco Control. The Declaration pledges the council's commitment to reduce smoking prevalence and health inequalities through the effective implementation of policies, plans and partnership support. District Councils, CCGs and the Acute Trusts are also encouraged to sign their respective district council declarations and NHS statement of support.</p> <p>CAMHS – The Kent Children and Adolescent Mental Health Service Needs Assessment has been drafted and is currently out to professional consultation before being available for public consultation. The Needs Assessment provides prevalence data and needs analysis at CCG level, which can assist Ashford identify local needs against resources.</p> <p>Breastfeeding - Kent County Council has produced a new website to promote breastfeeding peer support and encourage more women to breastfeed. Click this link to access the site: http://www.kent.gov.uk/social-care-and-health/health/breastfeeding</p>
<p>Success stories since last AHWB</p>	<p>Health Profiles for Ashford The local Area Health Profiles for 2014 were published last August and show local performance compared against the</p>

	<p>national average on a range of health improvement indicators.</p> <p>A separate paper has been prepared for Ashford LOG detailing performance in Ashford from 2013 to 2014. In summary, Ashford has improved from performing worse than the national average to around the national average for GCSE achieved (5A*-C inc. English and Maths) and for numbers of obese adults.</p> <p>There have also been significant improvements in the number of alcohol specific hospital stays for under 18s improved from being in line with the national average in 2013 to performing higher than national average in 2014.</p> <p>In 2014, Ashford is performing above the England average for:</p> <p>Deprivation Children in Poverty (under 16s) Violent crime Long term unemployment Smoking related deaths Alcohol specific Hospital stays for under 18s Hospital stays for self harm Hospital stays for alcohol related harm Drug misuse Acute sexually transmitted infections Life Expectancy at birth (Male and Female) Under 75 mortality rate: cancer</p> <p>And worse than the England average for:</p> <p>Smoking status at time of delivery Breastfeeding initiation Statutory Homelessness</p> <p>Smoking Prevalence and Smoking Prevalence among routine and manual workers</p> <p>Can also be added to these priorities as more recent data has indicated a sharp increase performance worse than the national and Kent average.</p> <p>Further detail on trends and performance are illustrated in the accompanying paper on Ashford Health Profiles.</p>
<p>What we are focusing on for the next quarter <u>specific to the key projects</u></p>	<p>Men's Sheds – Groundwork South will be liaising with Community Development workers in Ashford to develop Men's sheds in the locality. The sheds can be themed against a range of wellbeing topics and activities, with potential to link in to Community networks, wellbeing, dementia and obesity support groups.</p>
<p>Anything else relevant to AHWB priorities NOT mentioned above</p>	<p>Tobacco Control – Recent Public Health England Local Tobacco Profile data has identified Ashford's smoking prevalence increase from 18% to 21.1% between 2013 and 2014. Routine and</p>

Manual worker smoking prevalence has also increased from 29.8% to 34.7% respectively.



Source: Local Tobacco Control Profiles

Ashford and Thanet are the only districts in Kent that have seen an increase in both of these indicators within this period. Ashford is higher than the Kent and national average for these indicators. Although consideration needs to be given to the accuracy of estimates calculated at a local level, this is still a particular concern considering the health conditions associated with smoking and the economic impact it has for individuals and for services. A separate paper on this has been provided to the Ashford LOG for discussion.

Strategic challenges & risks including horizon scanning?

Smoking rates -

Increased smoking rates may be a concern for Ashford if the trend continues to increase, bucking the national and Kent trend for smoking.

Any thing else the Board needs to know

Signed & dated

Deborah A. Smith

18th March 2015