


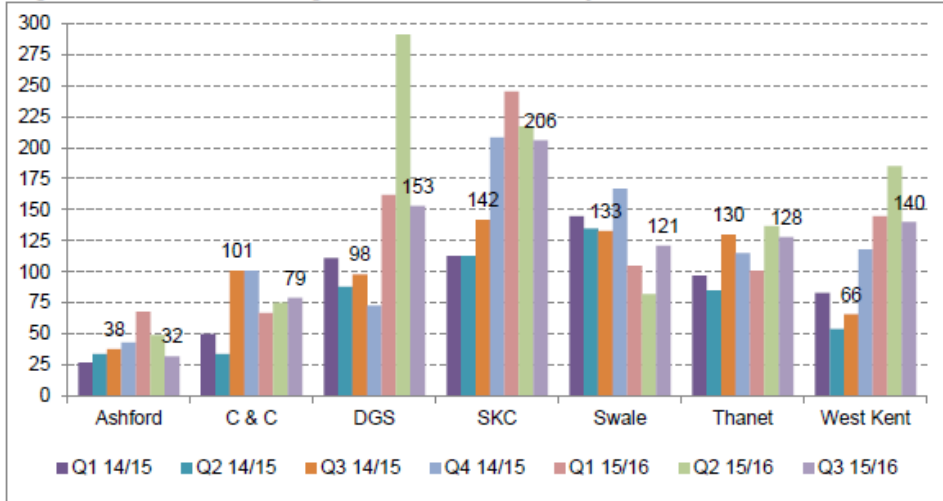
Ashford Health & Wellbeing Board (AHWB)

Partner Quarterly Update for Public Health – Quarter 1: April to June 2016

<p>What's going on in our world</p>	<ul style="list-style-type: none"> Public Health Kent and Medway contributing to the Prevention chapter of the Sustainability Transformation Plan. The themes included are Obesity, Physical Activity, Alcohol, Smoking, Workplace Health and Mental Health.
<p>Success stories since last AHWB</p>	<ul style="list-style-type: none"> Release the Pressure campaign: aimed at reducing suicide rates in Kent. (Suicide rates in Kent are at their highest level since 2002 and suicide is the leading killer of men under 45. In 2014, there were 163 suicides in the county - nearly 80% were men). Release the Pressure Campaign is targeted to men aged 30 to 60-years-old who live in Kent and who are feeling stressed, anxious, low in mood or depressed. During the campaign period, the helpline saw a 20% increase in male callers. Other results: <ul style="list-style-type: none"> Helpline calls – Average calls per month last year - <u>1,171</u> Calls in first month of the campaign - <u>1507</u> Following the campaign calls to the helpline have increased by: <ul style="list-style-type: none"> 15% overall 20% amongst men <p>20,000 unique visits to the website 515 people clicked on web chat option from the website 19 million impacts with men through all channels</p>
<p>What we are focusing on for the next quarter <u>specific to the key projects</u></p>	<p><u>SMOKING</u></p> <ul style="list-style-type: none"> Jointly-appointed post for a Midwife with a lead on Smoking in Pregnancy across EKHUFT will start in eight weeks. The post is to champion a reduction in smoking in pregnancy rates, supporting midwives and stop smoking services in strengthening the Babyclear programme. Young People's quit smoking service delivered by Youth Workers and other key professionals working with young people will be rolled out in the next quarter. This is based on a pilot programme in Shepway and training is being undertaken to roll out a similar programme in Ashford. Smokefree Kent campaign launched to signpost smokers to Stop Smoking Services. New services include a Quit Pack for people who wish to quit smoking alone and new telephone support for those who require more support. http://www.kent.gov.uk/social-care-and-health/health/healthy-living/smokefree-kent <p> smokefree-stop-smoking-here-poster.pdf</p> <p><u>OBESITY</u></p> <ul style="list-style-type: none"> District multi-agency National Child Measurement Programme (NCMP) groups plan and oversee the supportive work that is

	<p>undertaken in schools, including working with schools to develop whole school plans for promoting healthy eating, physical activity and emotional well-being. A range of organisations support this approach by offering cookery, sports premium activities, Inspire Kent and Family Weight Management Programmes for example.</p> <ul style="list-style-type: none"> • The Kent Health and Well-being Board has requested that all the local Boards develop action plans for tackling adult and child obesity. • Public Health Communications is extending the Change4Life's Sugar Smart campaign across Kent using a number of communication channels to promote the campaign messages and resources. Online advertising has been used to target Kent families on social media and websites such as Mums Net, Primary Times and Kent Online. The Director of Public Health has written to all the GP practices and a number of schools within Kent, providing campaign materials and encouraging engagement.
<p>Anything else relevant to AHWB priorities NOT mentioned above</p>	<ul style="list-style-type: none"> • n/a
<p>Strategic challenges & risks including horizon scanning?</p>	<p>Public Health and other County Council departments need to identify further cost savings for future financial years.</p>
<p>Any thing else the Board needs to know</p>	<ul style="list-style-type: none"> • Health Trainers: The Health Trainer service operates across Kent and in addition to providing a signposting service, Health Trainers also provide one to one sessions assisting clients to reach or maintain their set goals. The Health Trainers service is commissioned to target those most deprived communities in Kent. The most prevalent goals that Health Trainers assist their client in reaching are: <ul style="list-style-type: none"> - To change or maintain diet/healthy eating - To change or maintain exercise - To change or improve emotional wellbeing <p>The graph below outlines new clients accessing the service in 2014/15.</p>

Figure 11: New clients accessing the Health Trainer Service by CCG



Signed & dated

Deborah Smith

4th July 2016



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