

## **Public Health Practitioner Impact – Braintree District**

Purposes of report:

- To show the impact of the role, the scale of the role and breadth of relationships
- To show the details of the role and what has been able to be achieved
- To showcase how the role is a catalyst of change as its embedded in the heart of a community to make a difference.
- To show the impact that the PHP role has had within the district.

### **Section A – Background**

1. A brief summary of what has been achieved over the past year in your area. Perhaps include how Covid-19 pandemic has impacted this.

The Health and Wellbeing Panel grant has funded valuable community projects over the last year including

- Mental health first aid training - 150 adults have been trained by Heads2Minds and young people are currently being trained by Community Iron.
- Local walking groups – For example Community360 received funding to establish and deliver 6 'Finding Your Feet' walking project which aims to provide an entry level physical activity to promote and illustrate the benefits of physical activity to a wide audience while building on the district's existing assets.
- Companion calls to people living with dementia – Alzheimer's Society received the funding to pay for 101 of these lifesaving calls which have been vital and a great success. It is something they are looking to extend as part of their support service offer.
- Men's shed – funding has recently been given to cement and grow the local Men's Shed in Sible Hedingham to offer increased opportunity to members supporting mental health.

#### **Recovery Through Growth**

A 'Recovery Through Growth' group was established in Spring 2021 to discuss and deliver gardening and horticultural projects across the district as a result of the success of the Grow Your Own project. An action plan was created aiming to improve mental wellbeing, healthy eating, and social isolation within the Braintree District. The partners involved in this group include BDC, First Stop Centre, Essex Children and Family Wellbeing Service, Abberton Rural Training, Green Path Ventures, Salvation Army, United in Kind, Community360 and schools.

As part of the Recovery Through Growth action plan, a working group has been established and funding has been secured to develop a Braintree Community Garden. This is with local partners to create a positive place to improve mental health and emotional wellbeing, reduce those that are socially isolated or lonely, offenders and the homeless. The garden also aims to provide the attendees with gardening and horticultural knowledge and skills.

An internal emotional wellbeing action plan was codesigned and is led by the trained mental health first aiders which aims to continue the conversation and awareness around emotional wellbeing, encourage improved mental health and decrease stigma.

#### Braintree Mental Health Forum

Braintree's mental health workshops have taken place virtually throughout the year to identify how Covid has impacted on mental health, to share information about existing and new services and bring together local mental wellbeing partners. The purpose of these workshops going forward is being looked at within the review of the health and wellbeing panel and an action plan will be created against this forum to track its progress.

There has also been more sharing of information, communication and strong working relationships between panel partners and different local organisations, to tackle issues and to increase awareness.

## 2. Learnings taken from the past year in your area

We have identified emerging issues through the covid pandemic and the need to review the panel to ensure it is fit for purpose and meets the needs of the district. The review will enable us to develop a refreshed livewell strategy and action plan to address the health and wellbeing needs of the local communities and district. The refresh will allow the objectives and priorities to be up to date and ensure they are worked towards collaboratively. This will also increase the level of communication between partners and local organisations.

Learnings taken from the past year also include the awareness of all the great work going on throughout the district by a range of partners particularly in the community & voluntary sector and we need to ensure we continue to provide them with on-going support and promotion to enable them to be sustainable, and ensure residents are well informed about their local options and what is available to them.

There is also greater recognition and support for mental health within the workplace over the last year with an emotional wellbeing action plan being created, recruiting a senior member of staff as our mental wellbeing champion and training further mental health first aiders across the organisation. This work has also brought the internal health and wellbeing strategy to our attention identifying the need for this to be updated.

## 3. Key priorities

Our main priorities for 2021/22 agreed by the Health and Wellbeing Panel are the following: supporting children to have the best start in life, supporting older people to age well, supporting children and adults to have good mental health, tackling obesity in adults and children and hip fractures in over 65's. These are currently being reviewed as part of the Health and Wellbeing Panel review.

The set priorities going forward will be agreed by the Health and Wellbeing Panel, using the data from the updated Joint Needs Health Assessment and ensuring the livewell strategy is then adapted to align with the priorities and measurable objectives are set. The plan will also be to create and confirm an action plan against the future priorities, for

the panel to work towards collaboratively and deliver positive changes to the Braintree district.

4. How the district is run

*i.e. HWB (including brief membership), position of the strategy, where the role sits and whether they are engaged with the Alliance/NHS*

Braintree has a Health and Wellbeing Panel, which is administered by Braintree District Council (BDC) and chaired by the corporate director at BDC. The panel is a partnership of local organisations made up of officers from Braintree DC, for example the Community Services Manager, Leisure, Health & Heritage Manager and the Public Health Practitioner, together with representatives from Essex County Council, Active Essex, Mid Essex Clinical Commissioning Group, Community360, Citizens Advice, DWP, Eastlight Community Homes.

The Health and Wellbeing Panel is currently being reviewed, a survey has been sent out to members to collate their thoughts and agree the priorities and structure of the panel moving forward. The Health and Wellbeing have the livewell strategy 2019-23 which was produced by BDC on behalf of the Health and Wellbeing Panel which is also being looked at to highlight any changes needed and ensure objectives are measurable post the pandemic.

Several members of the Health and Wellbeing Panel also attend the Mid Essex Alliance which hopefully will highlight and encourage joint working throughout the district and mid Essex, produce a better understanding and create opportunities for useful networking.

5. How do you see these roles moving forwards with the Alliance maturity?

The Mid Essex Alliance is currently attended by the Community Services Manager at Braintree, who is the line manager of the Public Health Practitioner. This ensures that information is continually shared and partners across the different organisations are updated with current working streams, priorities, and projects.

The plan going forward includes for the mid Essex Public Health Practitioners to have an item on each Mid Essex Alliance agenda to promote the roles within each area, update appropriate colleagues on upcoming projects or past successes, and to use the meetings as an opportunity for networking.

The relationship between HWB panel and the Primary Care Networks is also a key priority moving forward and the Mid Essex Alliance are hosting workshops to start this process.

6. How is the Public Health grant managed in your area?

*i.e. managed through internal projects or grant-funded out- no more than one paragraph*

Currently in Braintree the Public Health grant is used through a combination of both internal/external health projects/initiatives and applications for small grants which are

coordinated by the Public Health Practitioner. These small grants are for up to £1000 for any project that meets one or more of our health and wellbeing panel priorities. The funding is available to apply for online or through a paper form and is scored by a panel of three to determine the success of the grant. The successful grants are monitored to ensure the impact to the district and receipts are gathered after 12 months. Internally the funding has been used for our emotional wellbeing action plan and national awareness campaigns. Externally the funding has been used for local fun runs, wellbeing workshops, Foodbank vouchers and dancing with dementia for example.

## SECTION B – Statistics

1. Physical activity levels in your district – 2018/19 and then most recent as comparison (Active Lives data)

	Braintree	
	May 2018/19	May 2020/21
% physically active adults aged 16+	61%	58%
% physically inactive adults aged 16+	22%	32.1%
% physically active children and young people	49%	43.3%
% less active children and young people	24.4%	34.1%

Active Lives Survey data

2. Public health profile of district – taken from Fingertips

Indicator	Braintree
Life expectancy at birth (males, 1 year range) (2020)	79.9
Life expectancy at birth (females, 1 year range) (2020)	83.7
Inequality in life expectancy at birth (males) (2018-20)	5.6
Inequality in life expectancy at birth (female) (2018-20)	4.3
Emergency hospital admissions for intentional self-harm (2020/21) per 100,000 population	136.2
Killed or seriously injured (KSI) casualties on England's roads (historic data) (2016-18) per 100,000	53.4
Hip fractures in people aged 65 and over (2020/21) age standardised rate per 100,000	536*
Estimated diabetes diagnosis rate (2018)	76%
Estimated dementia diagnosis rate, ages 65 and over (2021)	56.6%
Admission episodes for alcohol-specific conditions (2020/21)	526-374
Smoking prevalence in adults (current smokers) (APS) (2020)	15.6%
% of adults classed as overweight or obese (2019/20)	61.2%
% of Reception: Prevalence of overweight, including obesity (2019/20)	22.1%
% of Year 6: Prevalence of overweight, including obesity (2019/20)	32.6%
Under 18s conception rate / per 1,000 (2019)	11.5
Smoking status at time of delivery (2020/21)	5.2%
Average attainment 8 score (2020/21)	50.4
% people in employment (2020/21)	83.4%

Statutory homelessness-Households owed a duty under the Homelessness Reduction Act (2020/21 ) per 1,000	6.9
Violent crime – hospital admissions for violence (including sexual violence) (2018/19 – 2020/21) per 100,000	18.6
Excess winter deaths index (Aug 19 – Jul 20)	7.1%
New STI diagnoses (excluding chlamydia <25) / 100,000 (2020)	330
TB incidence (three-year average) (2018-20) per 100,000	2.4

\*Interrupt with caution

#### Other data of interest - Data obtained from Fingertips

Indicator	Braintree
% of total population living in the 20% most deprived areas (IMD 2019)	2.0%
% of total population living in the 20% least deprived areas (IMD 2019)	20.0%
% children in relative low-income families (under 16s) (2019/20)	14.6%
% pupils eligible for free school meals (2021) [Later figure unreliable due to effect of Covid-19 and introduction of Universal Credit]	13.7% (2018/19 GOV.UK Compare schools) 19.3% (2020-21 GOV.UK Compare schools)
% achieving a good level of development (2019)	74.4% Essex (2018/19 Fingertips) 56.9% Braintree (2013/14 LG Inform)
Fuel poverty (low income, high costs methodology) (2018)	9.3%
% households in temporary accommodation per 1,000 (2020/21)	0.5
Chlamydia proportion aged 15-24 screened (2020)	11.7%
Cancer screening coverage – breast cancer (2021)	60.2%
Cancer screening coverage – bowel cancer (2020)	67.5%
Abdominal aortic aneurysm screening coverage (2020/21)	67.1%
Cancer screening coverage – cervical cancer (aged 25-49 years old) (2021)	76%
Cancer screening coverage – cervical cancer (aged 50-64 years old) (2021)	75.9%

### 3. Mental Health stats level of prevalence those living with poor Mental Health etc

### Adult mental health data

Fingertips – Braintree estimated prevalence of common mental health disorders: % of population aged 16 & over (2017): 14.7%\*

Braintree estimated prevalence of common mental health disorders: % of population aged 65 & over (2017): 9.4%\*

\*Value is modelled or synthetic estimate

Depression: Recorded prevalence (aged 18+) for Braintree = 11.5% (2020/21 Fingertips)

Data on children and young people's mental health – see below\*\*

Community EWMHS CCG Activity April 2018-March 2019 – referrals received across all entry points (SPA and other)

2,767 received from Mid CCG

In 2018/19 the top four common presenting problems across Mid CCG among children and young people were:

- Emotional Disorder
- Conduct Disorder
- Deliberate Self Harm
- Eating Disorders

In 2018/19 there was a total of 549 referrals by Mid CCG to the crisis teams

52 referrals were received by the Children and Young People's Eating Disorders team from Mid CCG, of these 7 were male and 45 female.

\*\*Data obtained from Open Up, Reach Out in Year 5 Transformation Plan for the emotional wellbeing and mental health of children and young people in Southend, Essex and Thurrock.

### 4. Social value impact (the districts value)

#### Project delivery / community investment in 2021/22

- Interval investment into training further mental health first aiders, 17 trained altogether.
- Around 150 participants took part across the three Xplorer events in the summer holidays.
- 81 residents participated in the Bocking and Blackwater 3k funrun.
- 150 grow your own, stay at home packs were delivered throughout June 2021 which received positive feedback.

- Community Iron and Heads2Minds delivered MHFA courses to Braintree residents including to adults and young people.
- Another Men's Shed has been set up in the district based in Sible Hedingham.
- Working group formed to design and develop a Braintree Community Garden with local partners.
- Livewell followers just over 1.7k on Facebook.
- Active Essex and Community360 have delivered holiday activity schemes throughout the district in all school holidays (Clubs are government funded for primary and secondary aged children (5–16 year olds) who are eligible for benefits based free school meals, as well as those from low income working families).

## SECTION C – Case Studies

1. Describe an opportunity where you have influenced and share its impact.

*You could use an example of how you have grown projects within the district as part of your role, how you have lead or facilitated a solution. Or perhaps both.*

Jointly supported and delivered the Xplorer events each year within the Braintree District. Xplorer is a family-friendly fun navigation challenge that is educational and gives primary ages children a sense of adventure as they explore the park to find the markers. It involves a healthy mix of physical activity and decision-making that the whole family can enjoy together. This was agreed to be delivered through BDC to create free opportunities for the family to increase their physical activity, explore their local parks and try a new activity, which also aims to have a positive impact on their mental wellbeing.

The events take place every year during the summer holidays within the districts three main towns, Braintree, Halstead, and Witham, and always receive a positive response, mostly thankful for the activity being free of charge. Xplorer events have reached the highs of over 150 participants at one event. Xplorer has grown throughout the years, as different parks have been used and volunteers are being recruited to increase the amount of Xplorer events that are able to go ahead each year.

2. Describe a project or case study where Public Health budget has been used with a multi partner delivery, alongside its impact and outcomes, as well as showcasing how the relationship helped to solve a health issue.

The Public Health grant was used to fund the Stay at Home, Grow Your Own project involving Braintree District Council, Abberton Rural Training, Witham Community Hub and Community360. This project was initially piloted in Maldon and created to support residents to stay at home and grow their own. Promoting healthy eating and being more active during the Covid-19 pandemic. Encouraging more sustainable lifestyles, family time outdoors, mental wellbeing, as well as being a route to further education for economically inactive adults.

150 free packs were delivered throughout the Braintree district in June 2020 and two volunteer groups in the area agreed to deliver the packs to residents.

The registration lines opened on the 15th June and all 150 packs were allocated within just a few days. Deliveries took 5 days, over 5 weeks which was a fantastic achievement under the difficult circumstances.

Lists for deliveries were split into 2 areas covering the Braintree District:

- Witham and surrounding area (50 packs) to be delivered by the Witham Hub
- Braintree and surrounding (100 packs) to be delivered by C360 via the Reading Rooms at Great Yeldham.

Supplies were ordered (compost and planting frames, seeds and tools) for delivery to 2 distribution points:

- Witham Town Football club (for Witham Hub to work out of).
- The Reading Rom (for C360 to work out of).

The Braintree district residents also received access to the dedicated group on Facebook, free tutorials and films via ARTs YouTube channel, support and advice from ART staff while growing at home, information on accredited adult community learning and access to free accredited courses for adults not in education, employment, or training.

The evaluation form was sent out to residents on the 24<sup>th</sup> August 2020 and 31 people responded. In addition to the completion of the form some residents took the time to email and tell ART how beneficial the pack was for them. The results from the feedback are shown below:

- 26 participants chose they were 'very happy' or 'happy' with their grow your own kit.
- 71% grew with other family members.
- 13% said they became 'much more active' and almost half (48%) said they became 'a bit more active' when growing their own.
- 45% said they felt mentally well for being outside and having something enjoyable to do at home.
- 32% said they felt better than they were before the kit arrived.
- 6% said they would have had to see their GP if it had not been for the kit.
- 47% of participants said they love fresh fruit and veg and will try to eat more of it in their diet.
- 21% said they now know how affordable growing at home is.

## **SECTION D – Practitioner Relationship Snapshot**

In order to show the impact of your work and the relationships that you have created in your area, please detail below a full list of your relationships, links and projects or programmes you have helped initiate. Please detail the key organisation/board/strategic partner and then each further bullet point will showcase the links and arrows from this.

Boards / Partnerships / Networks



- Braintree Health and Wellbeing Panel.
- Braintree District Mental Health Forum.
- Active Braintree Network.
- Emotional Wellbeing and Mental Health Advisors Network.
- Braintree District Social Isolation and Loneliness Forum.
- Mid Essex Alliance.
- Public Health Practitioner meetings.
- Local Authority Public Health meetings.

### Key organisations

- Braintree District Council
- Essex County Council - Public Health, Adult Social Care, Education, and Sustainable Travel Teams
- Mid Essex CCG
- Active Essex
- Essex Child and Family Wellbeing Service
- EPUT
- Community360 - CVS
- Mid and North East Essex Mind
- Essex County Fire and Rescue Service – Dementia Friendly Walks
- DWP Disability Employment Advisors
- ECC Youth Service
- Eastlight Community Homes – Seated Exercise
- Salvation Army – Braintree Community Garden
- Green Path Ventures - Braintree Community Garden
- First Stop Centre
- Wilderness Foundation - Braintree Community Garden
- Abberton Rural Training – Stay at Home, Grow Your Own
- Essex Wellbeing Service – Workplace Health
- Provide – My Weight Matters
- United in Kind
- Sport for Confidence
- Fusion Lifestyle – Exercise Referrals
- Braintree Rethink – Art Group
- Futures in Mind
- Phoenix Futures
- Heads2Minds – Wellbeing Workshops, MHFA training and pet therapy

Strategic partners – blue

Delivery or community partner – green

Projects or programs and initiatives – red