

Public Health Practitioner Impact Template – Colchester

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 past year was dominated by our response to the pandemic and planning for recovery.

Within our Covid response we produced regular community information packs, frequently updated to reflect the latest guidance and support on offer, customer and business grants, winter resilience campaigns to reflect the extraordinary circumstances. Our approach was embedded within our strong partnerships through the LDP, ONE Colchester and our increasingly mature Alliance, working as a system for the health and wellbeing of our citizens while trying to leave organisational “badges” at the door.

Early in the pandemic a Recovery Plan was put in place that recognised that existing inequalities in health and wellbeing would be exacerbated by the pandemic. The strategic priorities identified within this recovery plan for our communities went on to form the foundations of our new strategy “Communities Can” which, for the first time, rather than being a stand-alone Colchester Borough Council document was a jointly agreed strategic approach to working with our communities for the entire ONE Colchester Partnership.

Working within our health alliance has been increasingly important as the alliance matures in readiness for the new ICS system in 2022. CBC, in partnership with our neighbouring district of Tendring, has secured a multi-year multi-million-pound funding agreement from our health partners to focus on the reduction of inequalities – which are significant - in our region.

Asset-based approaches are central to CBC’s approach and the approaches taken by our key partners. As part of this we received additional funding through the Alliance to commission academics from Anglia Ruskin University to undertake follow-up in-depth qualitative research with community asset groups in North East Essex which focussed on the situation for asset groups through the pandemic with additional funding from the LDP to specifically examine the impact on physical activity.

2. Learnings taken from the past year in your area

The strength of our partnership working, grounded in asset-based community development – through the LDP, ONE Colchester and the NE Essex Health and Wellbeing Alliance – was evidenced through our joined-up response to the pandemic, from the support provided to our most vulnerable communities to the successful roll-out of the various vaccination campaigns.

We are well aware that the effects of the pandemic will be long-lasting and will exacerbate the existing inequalities in health and wellbeing in our region, but our asset-based partnership approach will ensure that we are best-placed to mitigate these going forwards.

Indeed our strategic priorities for our Covid Recovery plan at ONE Colchester informed the strategic priorities for our new strategic approach as outlined in “Communities Can”.

Our key partnerships, through the Local Delivery Pilot, ONE Colchester and the NE Essex Health and Wellbeing Alliance continue to be strong, and the PHP funding from ECC is an integral part of building this capacity at CBC and ensuring a strong link to workstreams at ECC. As we are within an ICS that is largely in Suffolk, the PHP Funding is essential in enabling CBC to maintain and strengthen the relationship with colleagues from across Essex, beyond our day-to-day Alliance partners in neighbouring Tendring District.

3. Key priorities

Our key priority in the last year was to mitigate the impact of the pandemic on our citizens, both at the time of the pandemic and beyond, in planning for the “recovery” period.

Beyond this, the continued roll-out of asset-based ways of working, promoted and highlighted in our new strategic approach “Communities Can” gathered pace. The community response to the pandemic illustrated perfectly why this was the right approach to take.

Another priority is to look at new ways of working to create a connected and sustainable offer for the people of Colchester. For example, thinking about the more upstream interventions that can be put in place at an earlier stage to avoid someone needing more intense support / intervention, as well as how we can align our funding with that of other strategic partners, such as Active Essex Network funding to support shared health and wellbeing ambitions-please section B and C for examples of this.

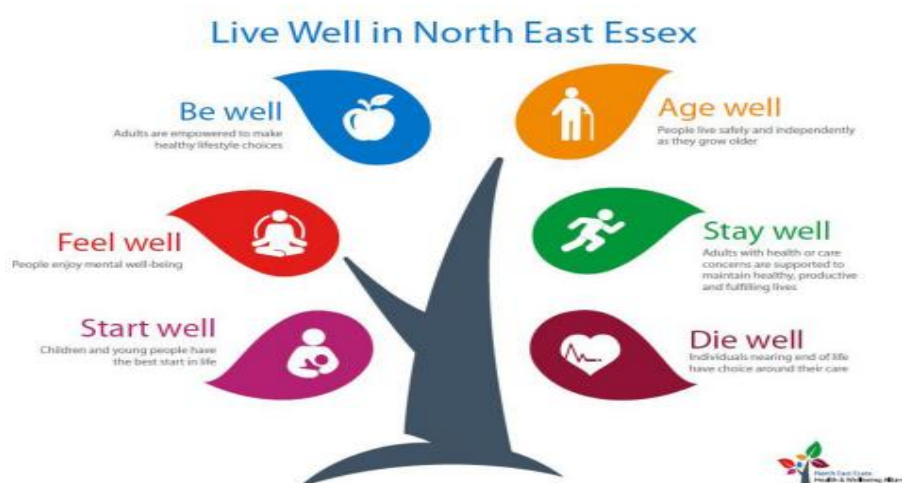
4. How the district is run

The One Colchester Partnership, bringing together the Borough Council with key statutory and voluntary commissioners and providers of services in Colchester takes on the role played by Health and Wellbeing Boards in other Essex local authorities. The new strategic approach to community wellbeing was agreed upon and is being actioned by this partnership.

Furthermore, Alliance working is well advanced in North East Essex and CBC works closely with colleagues in Tendring and wider colleagues across the system in NE Essex to further advance joint working, work which will continue and be augmented by the new multi-million-pound funding from health system partners to both authorities to work together to tackle inequalities in our region.

CBC staff are represented and lead various workstreams across the Alliance, for example, Michelle Tarbun, Group Manager, Wellbeing and Prevention, jointly leads the Be Well Domain alongside her equivalent at Tendring District Council, while Lucie Breadman chairs the Alliance Inequalities Group – a key part of the Alliance governance – in which she is supported by CBC's Senior Researcher in Health, Scott Danielsen (who's role is now fully funded by the Alliance) and an area that has strong synergies with ECC's Levelling Up Agenda. All of this is augmented by the fact that CBC's new Chief Executive, Pam Donnelly, leads various boards and committees within both the Alliance and ONE Colchester having previously served as the Executive Director with responsibility for communities and wellbeing.

The CBC staff engaged with the Alliance are also those engaged with the One Colchester Partnership and the LDP ensuring consistency in the delivery of strategies to improve health and wellbeing in Colchester and across North East Essex. The staff members are primarily those within the Wellbeing and Prevention Service at CBC, including the Community Enabling Team who work closely with VCSE partners and the wider community.



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

As our Alliance matures the further entrenchment of the contribution model ensures that CBC staff are, alongside our colleagues in neighbouring Tendring, embedded within the Alliance, which is seen as “us” rather than “them” and enables a high degree of peer challenge, honesty and accountability.

We’re fortunate in North East Essex that the Borough and District Councils have been engaged in the development of the Alliance at all levels from the outset enabling a joined-up approach to the development and delivery of strategy, central to which is the new Neighbourhood Model of Care being rolled out across North East, with the pilot recently launched in Colchester Central Neighbourhood in January 2022.

Furthermore, direct funding from health partners has enabled the development of a new combined team working across CBC and TDC with the express aim of tackling the deep-seated inequalities in health in our region, in addition to the existing cross-district team focussing on reducing inequalities in digital access which Colchester Borough Council delivers through CCG funding.

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

The Public Health (PH) officer sits within the Community Enabling Team at Colchester Borough Council (CBC). This is essential to embed PH within the Communities team, drive through ongoing agenda items and bring a dedicated thought process across the team and throughout all projects and work we deliver. The shared responsibility across CBC has used a combination of both internally driven projects and applications for small grants which has been coordinated by the Public Health officer.

Going forwards, this process will be reviewed to explore the option of creating more shared responsibility, and accountability, for the management of the grant, and alignment of funding to the strategy priorities. For example, more match funded initiatives and co-designed solutions that will help to achieve the desired outcomes as detailed in the action plan and increase the reach and impact.

SECTION B – Statistics –

1. Physical activity levels in your district:

	Colchester	
	2018/19	2020/2021
% physically active adults aged 16+	66.7%	59.5%

% physically inactive adults aged 16+	49.9%	55.6%
% physically active children and young people aged 5-16	47.3%	42.4%
% less active children and young people	17.2%	23.6%

Active Lives Survey data

2. Public health profile of district:

Indicator	Colchester
Life expectancy at birth (males) (2018-20)	80.3
Life expectancy at birth (females) (2018-20)	83.6
Inequality in life expectancy at birth (males) (2017-19)	8.0
Inequality in life expectancy at birth (female) (2017-19)	6.2
Emergency hospital admissions for intentional self-harm (2020/21) per 100,000 population	365
Killed or seriously injured (KSI) casualties on England's roads (historic data) (2016-18)	275
Hip fractures in people aged 65 and over (2019/20) age standardised rate per 100,000	195
Estimated diabetes diagnosis rate (2018)	70.0%
Estimated dementia diagnosis rate (2021)	63.6%
Admission episodes for alcohol-specific conditions – under 18s (2017/18 – 19/20)	20.8
Admission episodes for alcohol-related conditions (2020/21) age standardised rates per 100,000	479.3
Smoking prevalence in adults (current smokers) (APS) (2019)	11.0%
% of adults classed as overweight or obese (2019/20 data)	62.4
% of Reception classed as overweight or obese (2019/20 NCMP data)	19.7
% of Year 6 classed as overweight or obese (2019/20 NCMP data)	18.4
Under 18s conception rate / 1000 (2019)	14.6
Smoking status at time of delivery (2020/21)	12.7%
Smoking prevalence in adults in routine and manual occupations (18-64) – current smokers (APS) (2019)	19.4%
Average attainment 8 score (2019/20)	51.2
% people in employment (2020/21)	75.4
Statutory homelessness (2017/18)	0.2
Violent crime – hospital admissions for violence (including sexual violence) (2017/18 – 2019/20)	25.8

Excess winter deaths index (Aug 19 – Jul 20)	13.7%
New STI diagnoses (excl chlamydia <25) / 100,000 (2020)	543
TB incidence (three-year average) (2018-20)	2.8

*value suppressed for disclosure control due to small count data from Fingertips

Other data of interest -

Indicator	Colchester
% children in relative low-income families (under 16s) (2019/20)	14.4
pupils eligible for free school meals (2020)	3,907
Fuel poverty (2019)	12.8
Cancer screening coverage – breast cancer (2021)	50
Cancer screening coverage – bowel cancer (2021)	67.8
Abdominal aortic aneurysm screening coverage (2020/21)	77.9
Cancer screening coverage – cervical cancer (aged 25-49 years old) (2021)	72
Cancer screening coverage – cervical cancer (aged 50-64 years old) (2021)	76.8

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

Data obtained from **Fingertips**

Adult mental health data

Estimated prevalence of common mental health disorders: % of population (2017) QOF data for North East Essex CCG:

Aged 16 and over = 16%*

Aged 65 and over = 10.5%*

*Value is modelled or synthetic estimate

Depression: Recorded prevalence (aged 18+) for North East Essex CCG = 12.4% (2020/21 QOF data/ NHS Digital)

4. Social value impact (the districts value)

Project delivery / community investment in 2021/22

Street Tag:

We have currently 4 leader boards-Primary Schools, Community, Care Homes and Workplace.

Total data collected (March-November 2021)

- 1620 users (1217 on the school's leader board and 403 on the community leader board) participated in the project,
- Recording over 189 million steps and 97205 miles.
- As evidenced in the report, Street tag was able to help 13% of the inactive players (31.33%) to get active,
- 60% of the participants use Street Tag to increase their physical activity levels
- 25 schools participating in the school leader board.
- 59.14% (621) of the respondents were females while 40.86% (429) were male.
- Respondents were segmented into Age categories- 12-30, 31-55 , 56-74 and over 75.
- A total of 388 respondents shared their age, across the leader boards,
- The 31-55 age category are more likely to be active than others.

In terms of behavioural change, there was a monthly increase in the proportion of participants reported to be active (scanned at least 8 tags, took 4000 steps or 1.5 miles at least for a week in a month).

Over the past 8 months, there has been a huge spike (24.37%) in super active females in Colchester – up from 40.85% to 65.22% and a significant decrease in inactive females. Similarly, 54.24% male are now super active compared to 8 months earlier (36.14%).

These improved results reflect increased activity levels amongst women and men.

The project is off to a good start with some positive early successes. While some groups found it harder to get active(e.g users that are age 74+ adults, BAME-Black, Asian and Minority Ethnic), it will be helpful to explore how these users can be reached and engaged. There is a need to intensify efforts to improve uptake through increased awareness, conversation, and user engagement.

In conclusion, Street Tag has helped some Colchester residents to get more active either by increasing the time spent in physical activities, increasing the number of active days, or even adopting a variety of activities that contribute to developing an active lifestyle.

Whilst the number of participants still needs some level of improvement due to Covid-19 pandemic, Street Tag has helped to increase participation in physical activities.

We have launched a trial programme in our Care Homes and for Workplaces and we will continue to look at the leader boards and adapt them to extend the app to all residents across the Borough.

SECTION C – Case Studies

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

Big Week:

A week of activities to encourage older adults to get active. Working in partnership with Independent Age and 52 local organisations to host the 'Big Week'- a programme of fun events from 14 – 19 March 2022.

Activities were hosted at several locations across the Borough aimed at the 50+ age group. The final free all-day event was held at firstsite on Saturday 19 March 2022, International Day of Happiness, to highlight the impressive array of sports and activities on offer across the borough of Colchester.

252 residents attended the event. There were 4 demonstrations and 9 taster classes that ran throughout the day.

Feedback from people attending the day:

"Look at me I'm dancing with a walking stick!"

"We've just been singing – so lovely – so that's our choir sorted!"

"We have so enjoyed ourselves. Thank you."

"I never knew this was here. There is so much to do. I have even tried the dancing. I want to give everything a go now."

Independent Age | **Colchester**

Saturday 19 March

The Big Week (End)

Join us for a day of fun, fabulous and free activities for the over-50s. Find out more about the week's activities at colchester.gov.uk/big-week.

Firstsite
Lewis Gardens,
High Street,
Colchester
CO1 1JH
10am–4pm

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 LDP and Public Health Green has joint funded a one-year Green Prescribing pilot initiative to lead by Community 360 to encourage, facilitate and connect citizens to outdoor activities for people who are inactive and undertake less than 30 minutes of physical activity a week.

- Establishing citizen led walking activities across Colchester

- Focus on early intervention and prevention– recognising that an increase in participating in activities, be it physical, volunteering or accessing services, can improve health and wellbeing of citizens

-Community capacity building – be it through supporting green assets across Colchester with practical means such as infrastructure support, or by enabling citizens to do more for themselves by leading their own activities through volunteering

-Target those who undertake less the 30 minutes of physical activity a week, to increase physical activity levels amongst those who are most inactive

-C360, will embed ABCD principles and foster relationship-based interventions that focus on early intervention and prevention

Project Start Date: 1st January 2022

Project End Date: 1st January 2023

[illegible]

Establish activities in deprived areas												
Reduce social isolation and deliver improvements in mental wellbeing												
Work with partners from One Colchester and our district Health and Wellbeing panel to connect all walks across Colchester to signpost users to												
Link in with our 12 week My weight matters programme												
Communications												
Promote/champion local green assets and physical activity across the district												
Engage with One Colchester partners												
Monitoring and Evaluation												
Walks increased activity of 100 people												
Deliver measurable improvements in fitness levels of the participants												
Increase referral pathways for 100 Colchester residents												
Planning for Scaling up and Sustainability												
Assess the impact of our work and plan for future roll out												

The Walk Motivator has been recruited and the programme of walks started 21st March.

Street Tag Care Home Pilot

Following on from the successful launch of 2 leader board groups via the Street tag LDP funded programme-we wanted to work with the FANS network to trial the app in 8 of our

local care homes. We used the public health budget to give each Care Home 10 fobs for the residents to use to join in with the competition. The winning trophy for the home was donated by the FANS network.

Results of the trial:

1. Within the first 2 weeks of the resident's involvement, the residents doubled their fluid intake. A knock-on effect of this is they require less medication.
2. The resident's morale improved.
3. Street tag was being led by the whole Care home team not just the activity co-ordinator, so residents were getting involved 7 days a week.
4. The Staff and relatives are activity using Street Tag-taking a longer walk into work to collect more points.

"Street tag had been fantastic way for residents to gain simple exercise, this has enhanced the resident's wellbeing daily."

"Street tag I never knew what it was until I started playing it and now, I really enjoy it. It brings me exercise daily. I am glad we are winners"



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

- One Colchester (Health and Wellbeing Board)
- Prevention Enablement Model
- Alliance Be Well Domain
- Active Colchester Networks
- Alliance
- Alliance Domain Leads
- Alliance Neighbourhoods
- Alliance Resilience Board
- Alliance Inequalities
- Alliance Executive Board
- Alliance Committee
- LDP
- NICS
- CP&R Children's Advisory Board / Children's Partnership
- CP&R Youth Strategy Groups
- ICS Wave 2 SPP Group
- SEE Frailty Network
- Wider determinants of health regional network
- Colchester Institute

Key organisations

- Colchester Borough Council – leisure, housing, planning, safeguarding, community safety
- Community 360
- CCG/Esneft/NEEECCG - mental health commissioning team and Alliance Heads of Transformation
- Citizens Advice
- Active Essex
- Rural Community Council of Essex - FYA Community Connectors
- Colchester Borough Homes
- GP Healthcare Alliance
- Essex Child and Family Wellbeing Service
- EPUT - Primary Care Mental Health Nursing Team and Dementia and Older Adult Community Service
- Essex County Fire and Rescue Service
- DWP Disability Employment Advisers

- Dementia Community Support Team
- ECC Youth Service
- ECC – Public Health, Adult Social Care, Education, and Sustainable Travel Teams
- NEE association of headteachers
- ECFRS
- Suffolk NHS
- Colchester Police
- IAG
- Colchester Garrison
- Firstsite
- Colchester Arts Centre
- Mercury Theatre
- National Probation Service
- University of Essex
- Colchester BID
- Colchester Foodbank
- Healthwatch
- Ambulance Service
- CAB
- Fans – Mr Motivator Exercise Session
- Route 51
- Enform
- Colchester Bike Kitchen
- Wheels for all
- Essex Wellbeing Service
- Sport For Confidence
- Age Concern-Activity Packs
- Independent Age- Big Week
- Colchester United Football Club-Commonwealth Games
- United in Kind

Strategic partners – blue

Delivery or community partner – green

Projects or programs and initiatives – red