

Report of the Director of Public Health to the meeting of Keighley Area Committee to be held on 22 January 2015

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Subject: Public Health Function in Bradford Metropolitan District Council

Summary statement:

This summary provides an update to Keighley Area Committee about the work of the Public Health Department, following the transfer of the Public Health function from the NHS to Local Government and its establishment within the Authority.

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Portfolio: Adult Services and Health

**Overview & Scrutiny Area: Health and Social
Care**



**City of Bradford
Metropolitan District Council**

Dermot Pearson, Assistant City Solicitor



1. SUMMARY

- 1.1 This report provides an update for Keighley Area Committee about the authority's Public Health department and requests views and comments.

2. BACKGROUND

2.1 Definition of Public Health

- 2.1.1 At the meeting of Keighley Area Committee on 27th February 2014 the Director of Public Health submitted a report about the work of the Public Health department. The committee recommended that a further report be submitted to this committee in twelve months. This report provides an update with comparative statistics of the district and the Keighley constituency.

2.2 Health Improvement

A. Public Health Children and Maternity Services

As can be seen from the Index of Multiple Deprivation (IMD) in Appendix 1, geographical variations exist within the District and within the electoral wards of Keighley Area. Keighley Area has some of the lesser deprived wards in Bradford district. Of the 6 wards in Keighley, only Keighley Central and Keighley East are more deprived than the median ward in Bradford. In Keighley as in all other areas, tackling inequalities is an essential part of the work of the Children and Maternity Team who work to improve health and wellbeing outcomes for children, young people as well as maternal health and infant mortality. Public Health Lead Officer for this area is Ruksana Sardar-Akram (ruksana.sardar-akram@bradford.gov.uk) and areas of work include:

- School Nursing Service:
From April 2013 Local Authorities became accountable for School Nursing services. The aim is to improve the health and wellbeing of children and young people age 5-19 so they achieve the best possible health and education outcomes. Public Health lead on the commissioning of these services and the service is provided via Bradford District Care Trust to over 89,450 pupils of school age.

Public Health has also commissioned the Investors in Health Programme via the schools Health and Wellbeing Team to support and target schools according to deprivation and need. A multidisciplinary Strategic Health and Wellbeing Group for School Age Children has also been established within the district to oversee the development and implementation of this work.

- Children and Young People Lifestyle Survey:
Understanding the needs of children and young people is an important part of informing the commissioning and provision of services to meet the needs of young people. Public health are responsible for the coordination and dissemination of the Children and Young Peoples (CYP) Lifestyle Survey which now provides comparative data from 2010 and 2013 and contributes

to a number of strategic priorities and policies including the Joint Strategic Needs Assessment (JSNA).

Findings from approximately 10,000 children from pupils in Years 4, 7 and 10 indicate some significant differences. The survey considered attitudes and behaviours including smoking, alcohol and substance misuse, bullying, oral health and obesity, and also compared in relation to ethnicity, gender, deprivation and disability. 22 schools from the Keighley constituency area took part

- Oral Health Improvement:

Public Health in the Authority is now responsible for commissioning oral health improvement within the district since April 2013. Bradford is one of the worst areas in the country for poor oral health in children. Over the past five years the number of 5 year olds free from tooth decay has improved from 48% in 2007/08 to 54% in 2011/2012 and the average number of teeth affected by tooth decay has reduced from 2.42 in 2007/08 to 1.98 in 2011/2012.

Marked inequalities exist according to socio-economic status and ethnicity, with children and young people residing in the most deprived areas having significantly higher levels of dental disease when compared to those from the least deprived. South Asian 5 year old children have higher levels of disease than their white peers living in areas of similar socio-economic status.

Because of poor oral health, Bradford has had an intensive and proactive approach, investing in improving oral health initiatives such as the community fluoride varnish and fluoride toothpaste and tooth brushing programmes in priority areas.

- Integrated Care Pathways and Health Visiting:

A significant part of Public Health work includes working in partnership with Early Years and children centres. An integrated care pathway has now been developed between midwifery, health visiting and early years' services which will ensure that health and Early Years services operate in a cohesive and effective way to support women and young children in areas of greatest need.

- Health Visiting

Public Health have been leading on the Health Visitor Implementation Group and another significant change to the local authority in April 2015 will be the responsibility for co-commissioning health visiting services within the district, with full transfer from October 2015.

- Accident prevention

Children and young people (aged 0-24 years) in the Bradford District were 19.5% more likely to be admitted to hospital due to unintentional injury than the England average (YHPHO, 2013). Many of these injuries are largely preventable hence a key priority area for Public Health is the Injury Minimisation Programme and Road Safety Team which targets

unintentional injuries and accidents as highlighted in the key public health outcomes. This includes public health investment in:

- Road Safety - A district wide service delivering education training and publicity programmes, works in close partnership with the police, fire and rescue, West Yorkshire Ambulance Service, schools, Bradford District Safeguarding Board, Bradford Under 5's, health professionals and others in delivering this essential service.
 - Injury Minimisation Programme – Targets all schools in Bradford
 - Keighley Worksafe – Commissioned Voluntary Community sector to target health and safety within schools
- **Infant Mortality**
A district wide Every Baby Matters (EBM) Action Plan is delivered against 10 key priority areas with the aim of reducing infant mortality. There is ongoing support and development in relation to these areas in all the wards with a particular focus on areas of greatest need. Health performance targets for Children's Centres now include infant mortality, immunisations, breastfeeding, obesity and oral health and will support partnership working to target inequalities in maternal and child health.

Additional investment is going into the Bradford District for a Breastfeeding peer coordinator and free access to healthy start vitamins for vulnerable groups. Additional funding and resources are also being provided for a smoking in pregnancy midwife. Investment also includes commissioning Voluntary Community Sector organisations such as Homestart to deliver on a volunteering programme aimed at mothers with children up to age of 5.

B. Public Health Obesity Team:

The Public Health Obesity Team work to prevent obesity by commissioning programmes, training other organisations to provide weight management programmes for adults and children, and providing the exercise referral for the population. This is complimented by development work to address the obesogenic environment. Lead Officer Alison Moore (alison.moore@bradford.gov.uk)

The National Child Measurement Programme which is undertaken in Reception (aged 4-5 years) and in Year 6 (aged 10-11) identifies children who are classified as overweight or obese. In Bradford District around 21.6% of Reception children and 35.4% of Year 6 children are overweight or obese. Keighley has the some of the highest percentages of obese and overweight children. Some schools have almost 50% of their child population overweight or obese.

The team have recently run a pilot to trial a referral scheme from School Nurses (who deliver part of the National Child Measurement Programme) into a service provided by Early Childhood Services for a 6-week lifestyle intervention. Due to its success this is now available to all Reception children across the district.

The team is also undertaking some joint work with Education on an Active Schools Partnership Model with the aim that Primary Schools offer consistent, high quality physical activity across the school day and for the community.

The Public Health Obesity Team provide the Exercise Referral Scheme (known as BEEP) This scheme provides specialist exercise advice and support to help adults aged 16+ who have a variety of medical conditions to increase their physical activity levels in a safe and effective way. The team commission the community weight management programme in Keighley. This is provided by the Sangat Centre, Keighley Healthy Living and the Bangladeshi Community Association. The weight management intervention supports parents and children to achieve and maintain a healthier weight. The team also commissions a programme for disabled people in Keighley called the Join Project, this offers a weekly cooking club, physical activity sessions and lifestyle advice.

The team is currently rolling out a programme called HENRY (Health Exercise Nutrition for the Really Young) across early years (part of the Integrated Care Pathway - Midwifery, Health Visitors and Childrens Centres). This is both obesity prevention and early intervention for the families with small children.

Obesity is a major factor in long term conditions including preventable ill health and death. Early intervention and prevention is therefore an important part of the work of Public Health Improvement Team are responsible for the commissioning health improvement activities from the following services across the whole of the Bradford district:

- Action for Communities
- Attock Community Association
- BEAP Community Partnership
- BCEP
- Bradford Trident
- Grange Interlink
- Highfield Healthy Living
- Mind in Bradford
- Prism Youth Project
- Womenszone
- Bradford Disability Sport and Leisure
- North East Windhill Community Association
- Shipley and Bingley Voluntary Services
- Thorpe Edge Community Project
- Buttershaw Family Centre
- Café West
- Denholme Elders
- Step 2 Young Peoples Project
- Tong PCC Good Neighbour Project
- Homestart
- Thornbury Centre
- West Yorkshire Trading Standards – Good Food Award
- Ministry of Food
- Sustrans – Active Schools Officer
- Breast Feeding Strategic leadership and Peer Support
- HENRY
-

C. Stop Smoking Service:

This team has a key role in reducing the prevalence of smoking across the Bradford district. Lead Officer: Joanne Nykol Joanne.nykol@bradford.gov.uk

Children are particularly vulnerable to the effects of second hand smoke (SHS) exposure and since the introduction of smokefree legislation in 2007 the major source of tobacco smoke exposure is in the home and in vehicles by parents and other household members. The tobacco team continue to work to ensure Children's Centres are provided with training and resources to raise awareness of the danger to children's health caused by SHS exposure, and ensure children's centres identify a smokefree champion to sustain the work and messages in each centre.

Smoking is a behaviour largely taken up in childhood and adolescence therefore it is important to reduce the number of young people taking up smoking. The earlier someone starts smoking, the more likely they are to smoke for longer and to die earlier from a related condition or disease (NICE 2010). Tackling illegal tobacco that is sold with no age verification checks in place gives children cheap, easy access to tobacco products and undermines the quit attempts of existing smokers. To address illegal tobacco in local communities like Keighley the West Yorkshire and York 'Keep it Out' campaign has been implemented. Enforcement efforts are being supported by a publicity campaign featuring radio adverts, posters and materials distributed in local communities.

Bradford District Stop Smoking Service has a network of trained stop smoking advisers and commissions' services in GP practices, pharmacies, and dental practices to provide stop smoking support. The stop smoking service also provides support via its own advisers/specialists in identified areas of need.

Stop Smoking services are delivered from the following GP practices

- Ilkley Medical Practice
- Oakworth Health Centre
- Silsden Health Centre
- Farfield (St Andrews Surgeries),
- Kilmeny Surgery
- Holycroft Surgery
- Ling House Medical Centre
- North Street Surgery
- Addingham Main Street Surgery
- Ilkley & Wharfedale Medical Centre

Pharmacies

- Boots, 22-28 Queensway
- Rowlands, St Andrews Surgery
- Steeton Pharmacy
- Boots, Ashbourne Road

The Tobacco Control Plan for England (2011) set a national ambition to reduce smoking as recorded at the time of delivery (SATOD) to 11%. Reducing smoking in pregnancy remains a challenge for the team with the current data identifying levels of SATOD locally at 16.4%; this is the average for the Bradford District and there

are areas and communities with higher levels of smoking during pregnancy. The tobacco team have a pregnancy lead working closely with midwives, health visitors and children's centres through the Joint Smoking in Pregnancy Group with an action plan and targeted work delivered in partnership with various teams.

D. Sex and Relationships Education team:

The Sex and Relationships Team provide sexual health education, information and support to professionals supporting and educating young people and parents.

Lead Officer Nicola Corrigan Nicola.corrigan@bradford.gov.uk

The team deliver the Ur Choice Relationships and Sex Education programme and a community-based educational programme called Speakeasy. Ur Choice has been developed locally by health professionals, in consultation with young people. The programme comprises three lessons in year 9 and year 10 which are co-delivered by a teacher and a health professional. There is also a peer programme which involves year 12 pupils delivering lessons to pupils in year 9. As well as providing co-ordination and resources, the Ur Choice team deliver training to health staff, school staff and year 12 pupils. This service is free to schools and is designed to meet present and future requirements for delivering Relationships and Sex Education. Speakeasy is available for parents in the Keighley area who may wish to improve their confidence, knowledge and skills in talking to their children about relationships and sexual health. The overarching aim of the Speakeasy course is to support and encourage parents to communicate with their children about sex, sexual health and relationships.

Both programmes have been adapted for use with professionals working with and parents of children and young people with additional needs- autism and mild to moderate learning disabilities.

The Theatre and Learning drama company has been commissioned to deliver production to year 9 pupils across the district. Themes included starting new relationships, keeping safe both in a relationship and online, using sexual health services, sending photos via social media etc.

Both Holy Family and Oakbank have had the session booked this year but have not yet managed to run the session. University Academy Keighley ran one session which evaluated very well amongst pupils and staff. We are working with UAK to roll out the Ur Choice RSE programme from September 2015

Sexual and Reproductive Health Services

The Department of Health target of 50% reduction in teenage pregnancies was met in Bradford in 2011 and work continues to ensure teenage pregnancy rates remain low and all sexual and reproductive health services meet 'You're Welcome' quality criteria making all services young people friendly (DH 2011).

Contraceptive and Sexual Health clinics (CASH) and a number of GP providers deliver accessible services that provide Long Acting Reversible Contraception (LARC) to all ages and in some GPs sexual health screening and treatment is also delivered (Level 2 service).

Level 2 Sexual and Reproductive health services are commissioned by CBMDC and provided by GP practices across the area listed below:

- Ilkley Moor Medical Practice

- Addingham Medical Practice
- Ilkley & Wharfedale Medical Practice
- Grange Park Surgery, Burley and wharfedale
- Farfield Group Practice- St Andrews Surgeries
- Ling House Medical Centre
- Silsden Group Practice
- Holycroft Surgery
- Haworth Medical Practice
- Kilmenny Group Medical Practice

The Sexual and Reproductive health service has recently been retendered with Locala Community Partnerships a social enterprise being the successful bidder. From August 1st 2015 the CASH clinic provided in Keighley Health Centre at present by BTHFT will be relocated to Farfield group practice and provided by Locala.

Free Emergency Contraception is provided by some pharmacists to under 25s at the following locations:

- Keighley Health Centre Pharmacy
- Boots Keighley
- Menston Pharmacy Ilkley
- Cohens Chemist Burley in Wharfedale
- Boots Ilkley

Keighley healthy living has been commissioned to provide a sexual health drop in at Keighley College and also run the Teenage Parents Support Group with close links to Family Nurse Partnership, Children's Centres and Breastfeeding Support service.

E. Drug and alcohol misuse:

This team works to reduce the harm that drugs and alcohol cause across the District in order to enable individuals to move into recovery from alcohol or drug misuse. Lead Officer Ian Wallace. ian.wallace@bradford.gov.uk .

Services are situated across the district in order to provide good geographic access into treatment. For substance misuse, access to treatment is through one of two 'Fresh Start' recovery assessment hubs, based at The Bridge Project in Bradford and Project 6 in Keighley. These offer an opportunity to engage in a package of evidence based treatment. This will focus on using psychosocial interventions combined with clinical treatment to enable those wishing to stop using illicit drugs the support they require to move towards recovery.

Throughout the district there is a network of pharmacies providing needle exchange schemes and the supervision of substitute medication such as methadone.

There are also services available for those that may benefit from additional support at the point of stopping their illicit drug use. These recovery services offer help and support in areas such as getting back into work or education, whilst continuing to provide a level of support to reduce the risk of relapse.

There is a district wide Education, Training and Employment Service which is accessed by individuals referred from drug and alcohol treatment providers across the district.

Young people with substance misuse problems can access appropriate services through both Project 6 in Keighley and Bridge in Bradford. Services are established to provide advice and support in relation to emerging drug trends such as Novel Psychoactive Substances (so called “legal highs”).

In addition to working with those who have problems with illicit drugs’ services work in collaboration with GP’s to target patients who are long time users of benzodiazepines. These are not illicit substance misusers but people who have become dependent on benzodiazepines through GP prescribing. More recently this also includes working with those who have developed a problem with medicines that are available over the counter, such as painkillers.

Criminal Justice Interventions for Substance Misuse offenders are co-ordinated through a District wide Hub currently located at Merchants House, Shipley. The services located there include Police, Probation and VCS who work with offenders at various stages of the criminal justice process who have drugs and alcohol issues. The services work closely with all the treatment providers across the district ensuring that they engage and are retained within the system allowing for treatment services to deliver interventions which allows individuals to achieve abstinence and recovery.

Services provide assessment and interventions to offenders with substance misuse problems through drug testing in police custody. Offenders are intensively case managed and access appropriate treatment in Keighley through the Fresh Start recovery Hub. The service also engages with offenders serving a custodial sentence and links in with local services upon release to ensure their recovery journey continues and reoffending is reduced.

Alcohol misuse has a significant negative impact upon individuals, their families and the community. Specialist Alcohol Workers (ASWs) work within GP practices across the district, including Keighley, to provide a service to anyone who is identified by their GP as requiring additional help due to concerns about their alcohol use. The ASWs provide information and advice on safer alcohol use and are able to directly help people cut down on their drinking to within the recommended guidelines or refer those people who require more specialist help. They currently work from Ling House Medical Centre, Holycroft Surgery, Farfield Group Practice and Kilmeny Group Practice.

Offenders who are arrested and have alcohol related issues are provided with brief interventions in Police Custody and for specialist alcohol treatment are referred to Project 6 if a Keighley resident.

F. Wider determinants of health

Lead Officer Sarah Possingham. Sarah.possingham@bradford.gov.uk.

People’s circumstances such as poverty, housing, unemployment and debt have a huge impact on the mental health and well being of individuals and communities. Public Health recognises the wider determinants to health and is working with partners across Bradford including:

- Age UK - Generalist advice for older people
- Cancer Support - Generalist advice for people with cancer/their carers
- Citizens Advice Bureau (CAB)- Benefits and tax credits advice to all groups
- Comm advice and debt - Benefits and tax credits to children’s centre clients
- Bradford Disability Services Ltd - Benefits and tax credits to people with

disabilities

- Bradford Law Centre - Specialist Immigration/Employment advice
- CHAS @ St Vincent's - Benefits and tax credits in GP's surgery clients
- Family Action - Benefits and tax credits in GP's surgery clients
- Girdlington Centre -Generalist advice in GP's surgery clients
- Keyhouse project - Benefits and tax credits in GP's surgery clients
- Manningham Project - Benefits and tax credits in GP's surgery
- South Bradford Advice - Benefits and tax credits as above
- Bradford CAB - Specialist, mental health & generalist services in a variety of settings as above
- West Bowling training and advice -Generalist advice in GP's surgery clients & children centres
- Royds Community association - targeted at older clients in own home

Public Health has invested in the Keighley constituency area as part of the Bradford district wide extension of welfare advice services in a range of outreach venues including GP surgeries, children's centres, drug and alcohol rehabilitation centres and mental health day care services.

There are 32 sessions/services points for advice across the Keighley area (which includes Craven and Ilkley) funded by PH and Adult & Community Services (A&CS) services. A breakdown of costs between the two is problematic but a lot of the new services have been funded by PH.

There are a range of targeted and non-specific services in this number; some delivered with language skills & cultural needs in mind, some aimed at those with mental health problems, some generalist welfare benefits and lower level debt, some housing based, some immigration based, some accessed by GP patients, some for families using Children's centres. Over archingly there are district wide services too aimed at the CEE community and specialist high level advice including debt and representational work operating in Keighley all funded by PH and A&CS.

There are four different providers funded to provide these services;

CAB Keighley (Keighley CAB)
Bangladeshi Community Association (BCA)
Keyhouse Project (KHP)
Bradford Law Centre (BLC)

Craven:	Ilkley	Keighley Central
3 sessions	3 sessions	20 sessions
2 in GP's	2 in GP's	4 in GP's
1 hospital	1 children's centre	2 in children's centres
1 provider: Kly CAB	1 provider: Kly CAB	9 in community centres or provider's offices
		4 in mental health services
		1 in an alcohol and drug service
		4 providers-Kly CAB, BCA, HP, BLC
Keighley East	Keighley West	Worth Valley
1 session	3 sessions	2 sessions
1 in a community centre	1 in GP	2 in GP's
1 provider: Keighley CAB	2 in a community centre	1 provider: Kly CAB
	1 provider: Keighley CAB	

The Warm Homes Healthy People (WHHP) means there are targeted services available across Bradford district for householders who are vulnerable to cold weather. There is a mixture of practical support (warm clothes, duvets, food parcels etc), healthy lifestyle; good food roadshow's and cook and eat sessions as part of this, some which will be offered in Keighley venues.

WHHP offers a multi-agency supportive role from Nov/Dec through to end of March. It has four strands

- Keeping Warm
- Healthy Eating
- Connecting People
- Active Communities

There are a wide range of services operating under these headings all of which are offered in the Keighley district at the same level as in other parts of the district.

Services range from cook & eat sessions, road show's on tips to remain healthy and well in winter, additional debt work, fuel poverty advice and assessments and fuel top-ups for households, community lunches, hot food for people which can't get out, snow clearance, access and transport to essential services, neighbourly activities, befriending services, practical support, bedding winter clothing, food banks & food parcels etc. Its quite hard to estimate all that is available for Keighley in monetary terms however we did use a GIS mapping system this year to ensure we had a even spread across the whole of our constituencies.

WHHP whole budget is £320K, £200k from CBMDC Public Health and £120k form Bradford CCGs

A full time Warm Homes officer employed in the voluntary sector works in the WHHP programme during winter but then will work across the district on fuel poverty strategic issues after that.

2.3 Health Protection

2.3.1 Health protection is the branch of public health that seeks to protect the public from being exposed to hazards which damage their health; and to limit any impact on health when such exposures cannot be avoided.

2.3.2 Lead Officer Phil Hargreaves (philip.hargreaves@bradford.gov.uk).

2.3.3 Health protection is concerned with communicable disease and environmental hazards. The role of health protection includes:

- Surveillance of communicable and notifiable disease
- Reduction of harm due to communicable and non-communicable diseases
- Prevention of infection and infectious disease
- Minimising health impact of environmental hazards
- Planning and response to incidents and emergencies

2.3.4 The City of Bradford Metropolitan District Council (CBMDC) has a statutory duty to take steps to protect the health of the people of Bradford district. This includes developing and promoting the preparation of health protection arrangements within the local health economy, and seeking assurance that such arrangements are in place and fit for purpose. CBMDC Public Health undertakes this role by working with partners from across the health economy (including Public Health England, NHS England, CCGs, NHS hospital trusts).

2.3.5 A key mechanism for seeking this assurance is through the Bradford Health Protection

Assurance Group (HPAG). The key health protection functions delivered by Public Health across Bradford district, including Keighley, are as follows:

- Seeking assurance from partners across the health and social care economy that systems and protocols are in place and fit for purpose to ensure that the health of the people in Bradford district is protected
- Planning and response to incidents and emergencies
- Work with partners to prevent the spread of infectious diseases (e.g TB HIV, Hepatitis, flu)
- Reduction of harm due to communicable and non-communicable diseases and prevention of infection and infectious diseases
- Seek assurance that high quality, fit for purpose vaccination (e.g. MMR) and screening programmes (e.g. breast cancer screening) are in place.
- Surveillance of communicable and notifiable diseases (supporting PHE)
- Maintain an overview of IPC locally (whilst considering national targets) including Health Care Associated Infection (HCAI) outbreaks and incidents and in key settings including care homes
- Promote effective infection control with all relevant commissioners, providers, independent contractors, including care homes and other key settings
- Provide advice to the clinical community on health protection and infection control issues (via PHE where appropriate)
- Minimising health impact of environmental hazards (e.g. chemical spills, fires, floods, air pollution)
- Ensure assurance processes are in place to performance manage the commissioning and provision of national immunisation and screening programmes for the population
- Hold PHE and the NHS England to account for the commissioning of safe, effective and high quality vaccination, immunisation and screening programmes
- Ensure a coordinated response across providers, commissioners and other partners where local immunisation response is required to an incident, this maybe limited or mass vaccination
- Ensure CCGs are fully aware of any risks locally e.g. around inadequate coverage of immunisation and screening programmes
- Maintain an overview of risk and threats to health in the Bradford district and ensure they are understood and captured in a risk register as appropriate (working with the Local Health Resilience Partnership (LHRP) and West Yorkshire Resilience Forum (WYRF)
- Take steps to ensure that plans are in place to protect the health of the local population and escalate any concerns or issues to the relevant organisation or to the West Yorkshire LHRP as appropriate
- With PHE, support the DPH to provide initial leadership for the response to public health incidents and emergencies within the Bradford district
- Advise, where appropriate, NHS England / CCGs on the need to mobilise NHS resources in the district

2.4 Health Service Improvement

Ensuring high quality and value for money services: We use published research and national guidance to develop effective and value for money services. We aim to ensure health and social care services are commissioned according to the needs of the Bradford district population.

- Children and young people: With our partners we plan and commission services according to need, aiming to ensure that all infants, children and young people are healthy and safe.
- Analysis of public health information and data: We use analysis of information and data for the commissioning and evaluation of services.

The key challenges and risks facing the service are:-

- Uncertainty regarding the ring fenced grant moving into the future, set against the statutory function of the Director of Public Health
- Ensuring Public Health funding is used in the most effective way in the context of austerity cuts across many services within the Council and within other key partners
- Ensuring focus on health inequalities reduction as well as overall health improvement for the population
- Ensuring coordination and high quality implementation of public health programmes that span across many agencies and sectors, many of which are not within the direct control of the Director of Public Health.

3. OTHER CONSIDERATIONS

3.1 None.

4. FINANCIAL & RESOURCE APPRAISAL

4.1 FINANCIAL

4.1.1 There are no significant financial implications for Bradford Council arising from this report. Currently the authority is consulting on the budget for 2015 / 16.

4.2 STAFFING

4.2.1 There are no significant staffing implications for Bradford Council arising from this report.

5. RISK MANAGEMENT AND GOVERNANCE ISSUES

5.1 There are no significant risks arising out of the proposed recommendations in this report.

6. LEGAL APPRAISAL

6.1 This work relates directly to the Local Government Act 2000, the Health and Social Care Act 2012 and to the Duty of well-being placed upon the Council to promote and improve the well-being of the District and protect the health of the local population.

7. OTHER IMPLICATIONS

7.1 EQUALITY & DIVERSITY

7.1.1 The Equality Act 2010 sets out the new public sector Equality Duty replacing the three previous duties for race, disability and gender. In engaging with our stakeholders, the Public Health Department does have regard to our Equality and Diversity Policy.

7.1.2 We will consider our duties under the Act when designing, delivering and reviewing our business priorities – in business planning, commissioning and decommissioning services.

7.1.3 We will communicate and engage in ways that are accessible to people in our community, ensuring that people who do not have a voice, or may not have equal access to information or opportunities to engage, are not disadvantaged.

7.2 SUSTAINABILITY IMPLICATIONS

7.2.1 None.

7.3 GREENHOUSE GAS EMISSIONS IMPACTS

7.3.1 None.

7.4 COMMUNITY SAFETY IMPLICATIONS

7.4.1 Community safety issues are acknowledged as a key contributor to the quality of health in neighbourhoods. It is anticipated that improvements to health will have a positive impact on community safety issues across Keighley. The Public Health Department is an active contributor to a number of council and multi sector programmes directly relevant to the Community Safety agenda.

7.5 HUMAN RIGHTS ACT

7.5.1 No direct implications arising from the Human Rights Act.

7.6 TRADE UNION

7.6.1 No direct Trade Union implications arise from this report.

7.7 WARD IMPLICATIONS AND WARD PLANS

7.7.1 The Public Health Department will support a more tailored approach to Service delivery in Wards across Bradford; this will include supporting the development of action plans to enable and support Neighbourhood Hubs with the delivery of key milestones as identified in the Districts Health Inequalities Action Plan and various other Strategic policies and priorities. Health is also a key priority in all six Keighley wards.

8. NOT FOR PUBLICATION DOCUMENTS

8.1 None.

9. OPTIONS

9.1 That Keighley Area Committee considers the issues raised in this report and raises any specific issues it would wish to explore in more detail.

10. RECOMMENDATION

10.1 It is recommended that the report be welcomed and that the views and comments of the Keighley Area Committee are requested.

11. APPENDICES

11.1 Appendix 1: Index of Multiple Deprivation 2010: summary scores for 2010 electoral wards

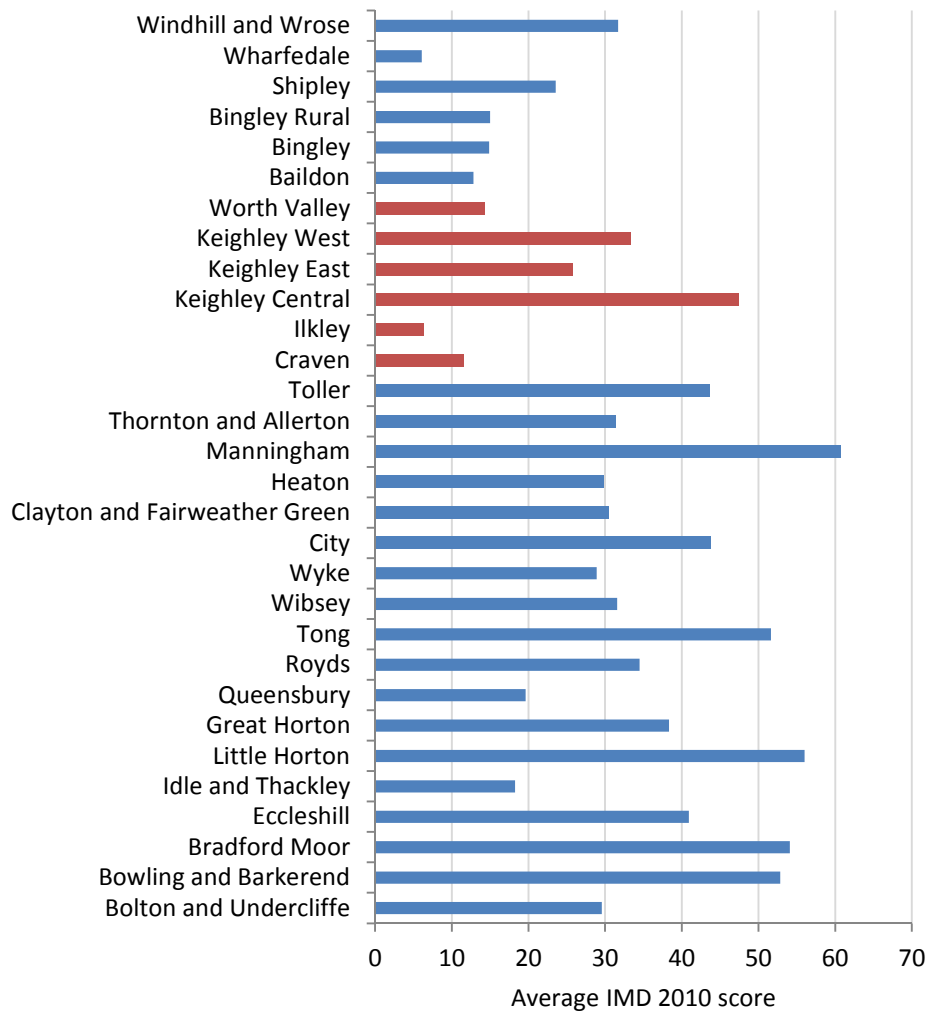
11.2 Appendix 2: Health Statistics for the Keighley Area

Appendix 1

Index of Multiple Deprivation 2010: summary scores for 2010 electoral wards

2010 Electoral Ward	Area	Average IMD 2010 score	Rank
Bolton and Undercliffe	Bradford East	29.57	13
Bowling and Barkerend	Bradford East	52.85	27
Bradford Moor	Bradford East	54.10	28
Eccleshill	Bradford East	40.92	22
Idle and Thackley	Bradford East	18.24	8
Little Horton	Bradford East	56.01	29
Great Horton	Bradford South	38.32	21
Queensbury	Bradford South	19.63	9
Royds	Bradford South	34.49	20
Tong	Bradford South	51.63	26
Wibsey	Bradford South	31.59	17
Wyke	Bradford South	28.88	12
City	Bradford West	43.72	24
Clayton and Fairweather Green	Bradford West	30.50	15
Heaton	Bradford West	29.79	14
Manningham	Bradford West	60.62	30
Thornton and Allerton	Bradford West	31.33	16
Toller	Bradford West	43.56	23
Craven	Keighley	11.54	3
Ilkley	Keighley	6.34	2
Keighley Central	Keighley	47.43	25
Keighley East	Keighley	25.80	11
Keighley West	Keighley	33.37	19
Worth Valley	Keighley	14.24	5
Baildon	Shipley	12.81	4
Bingley	Shipley	14.85	6
Bingley Rural	Shipley	14.98	7
Shipley	Shipley	23.55	10
Wharfedale	Shipley	6.09	1
Windhill and Wrose	Shipley	31.69	18

**Index of Multiple Deprivation 2010: summary scores for
2010 electoral wards**



Appendix 2. Health Statistics for the Keighley Area

The following pages include a collection of indicators which help describe the nature of Public Health in the Keighley Area, and the challenges it faces. The indicators presented here are different from those presented in previous reports, and it is important to be consider these indicators alongside those reports.

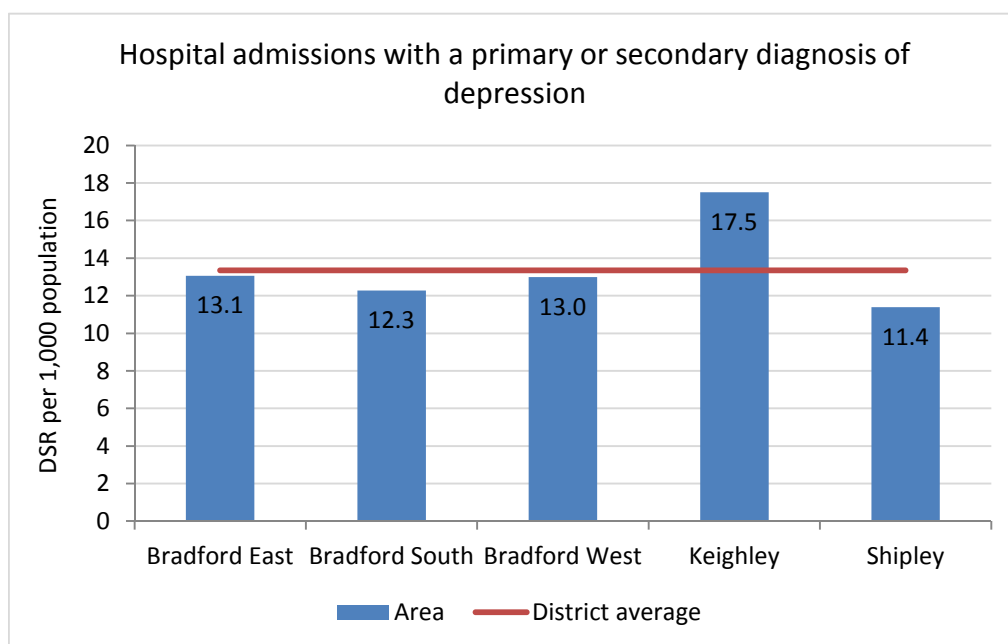
Broadly speaking, the indicators show that *at an Area level*, Keighley is neither the most- nor the least-challenged Area in Bradford – there are exceptions to this, however, and furthermore it can be seen that there is a marked variation between the six electoral wards within the Keighley Area.

The analysis has been prepared by the Public Health Analysis Team at City of Bradford Metropolitan District Council. The indicators have been presented in a very stark and simple way, with no detailed analysis of the likely causes or effects of the situation described by the data.

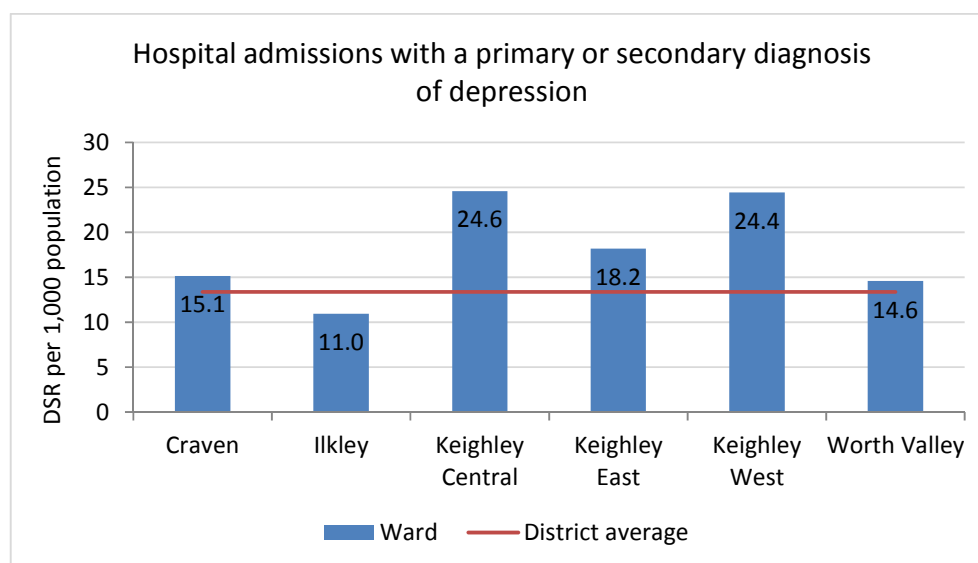
If you have any queries about the data, or would like to discuss whether a more detailed analysis may be possible, please contact jonnie.dance@bradford.gov.uk.

a) **Admissions to hospital relating to depression**

i) Keighley compared with the other Areas of Bradford district



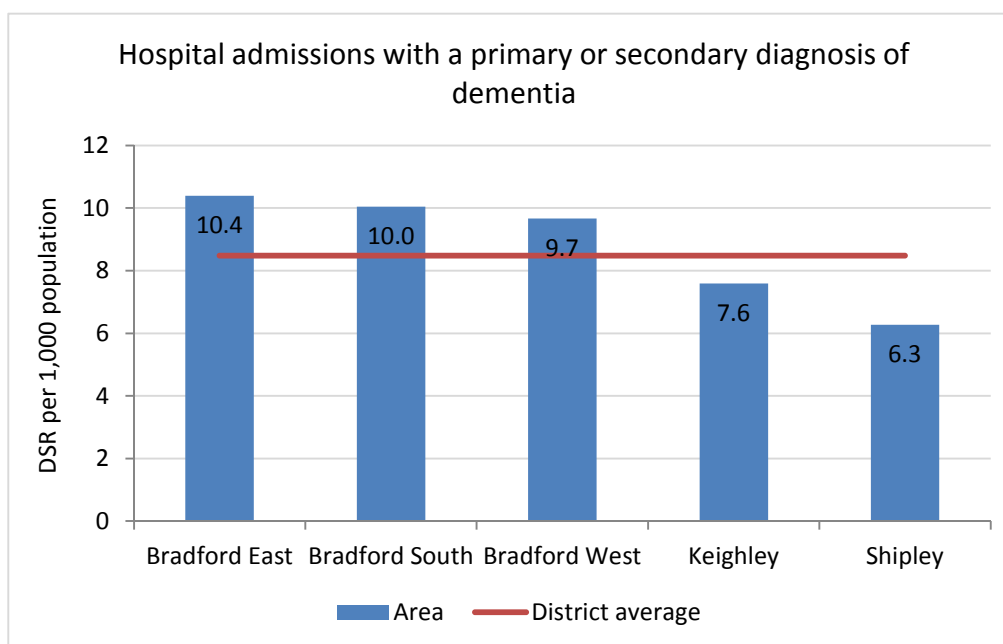
ii) A comparison between the six electoral wards in Keighley



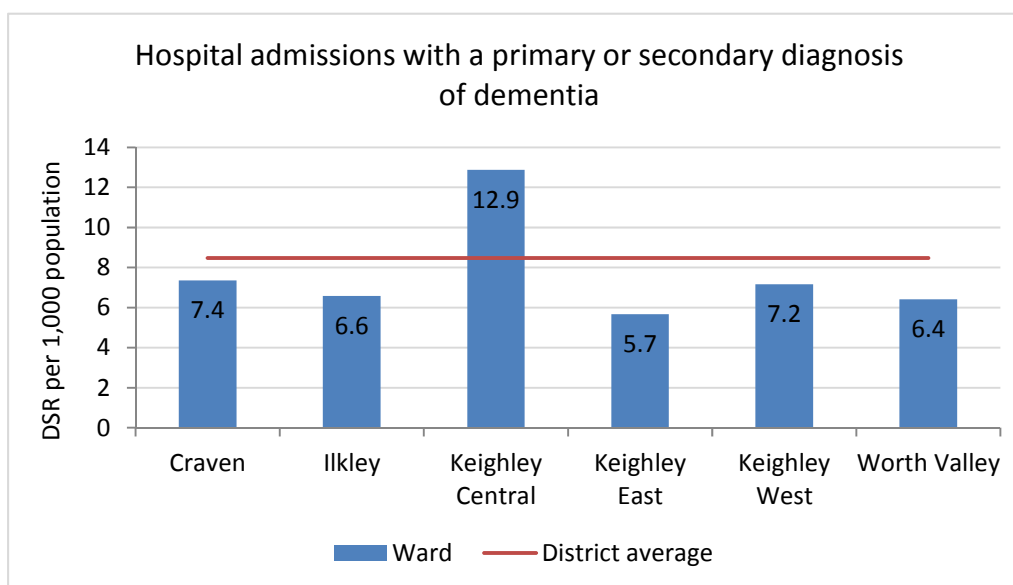
Keighley Area has the highest admission rate with a primary or secondary cause of depression – and by some considerable margin when compared with other Areas. Hospital admission rates are above the district average in five of the six electoral wards, with the three Keighley wards having three of the highest four admission rates in the district.

b) Admissions to hospital relating to dementia

i) Keighley compared with the other Areas of Bradford district



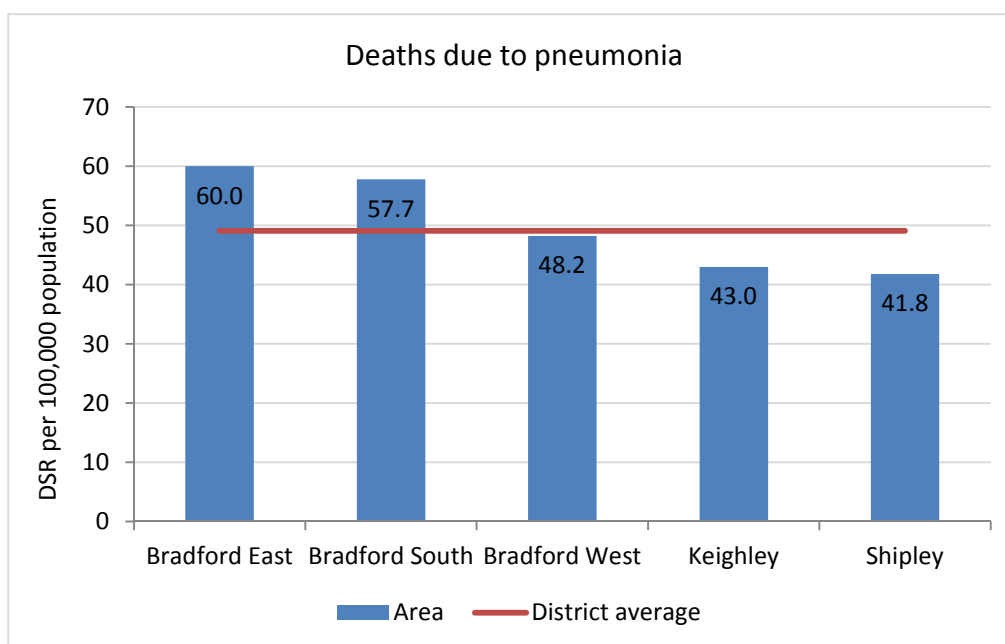
ii) A comparison between the six electoral wards in Keighley



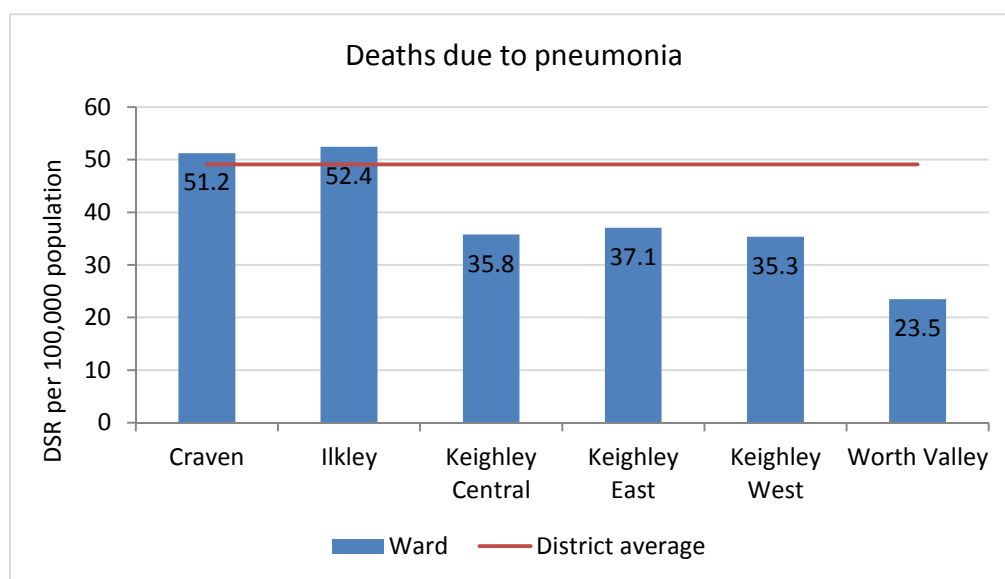
Keighley Area has the fourth highest admission rate for dementia of the five Areas in Bradford and District. Although five of the six wards have below average admissions rates for dementia, Keighley Central Ward has one of the highest of all the wards in the district.

c) Deaths due to pneumonia

i) Keighley compared with the other Areas of Bradford district



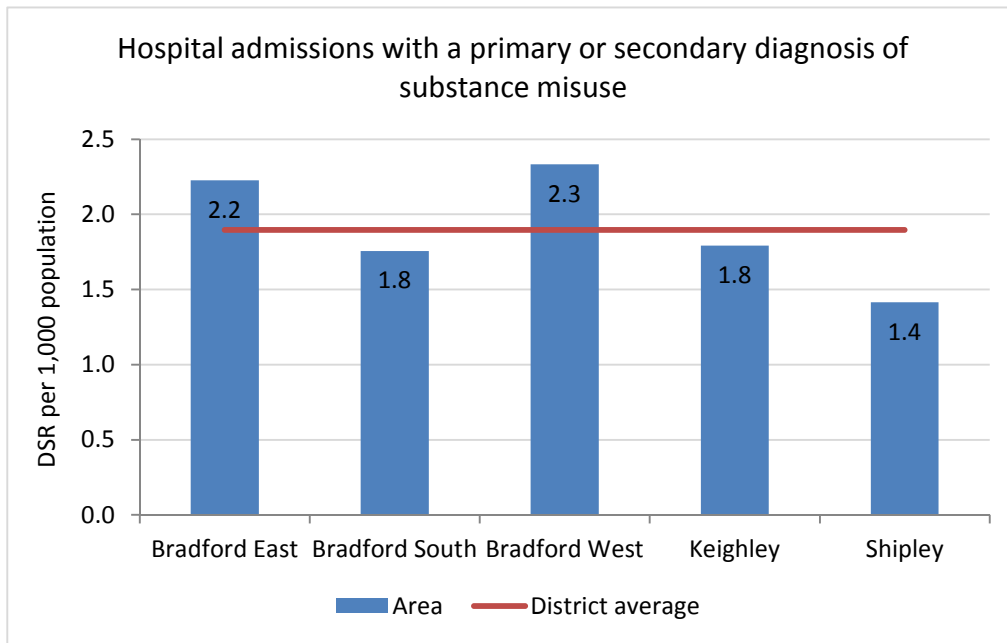
ii) A comparison between the six electoral wards in Keighley



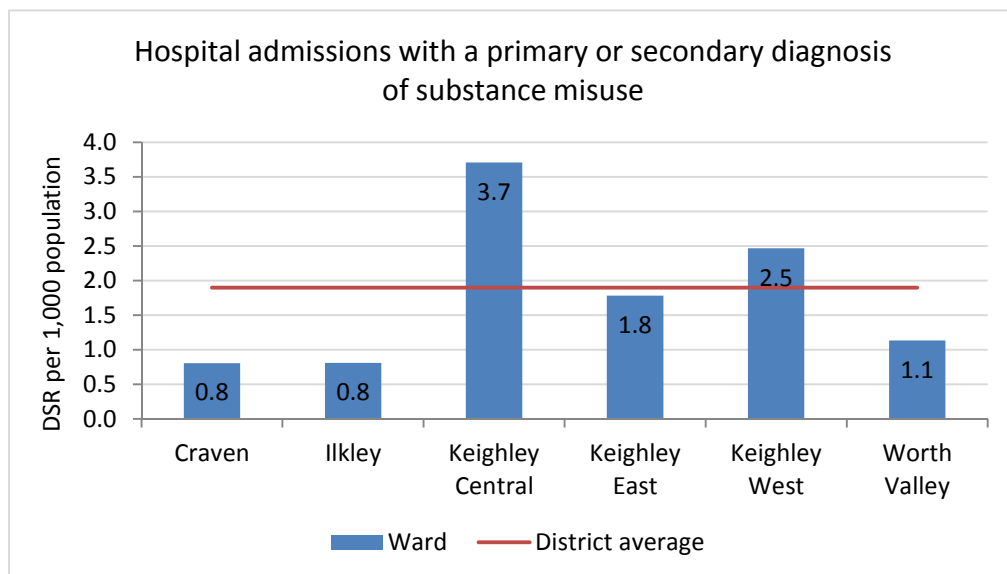
Keighley Area has the fourth highest age standardised mortality rate for pneumonia in Bradford and district. At ward level, mortality rates are generally below the district average, although rates are higher in Craven and Ilkley wards.

d) Admissions to hospital for substance misuse

i) Keighley compared with the other Areas of Bradford district



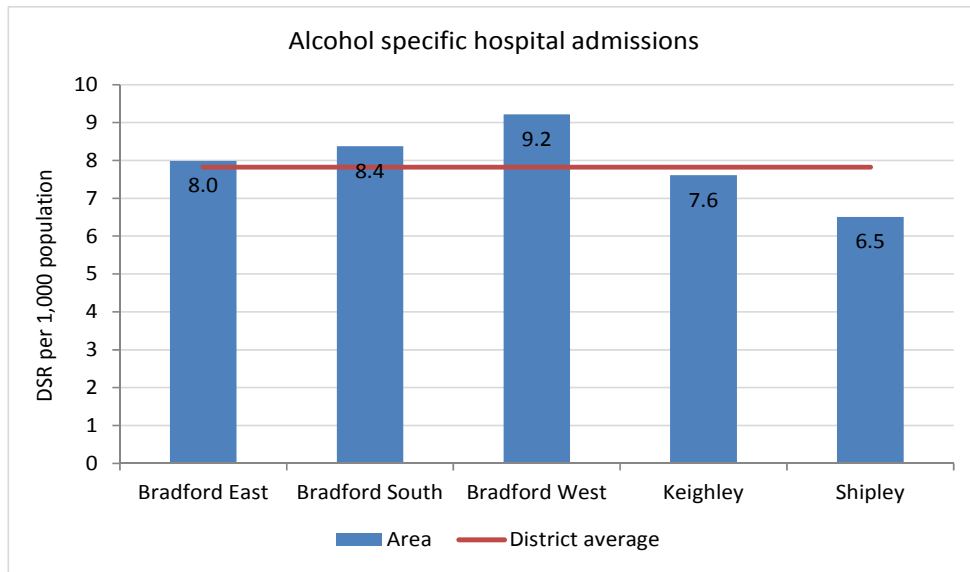
ii) A comparison between the six electoral wards in Keighley



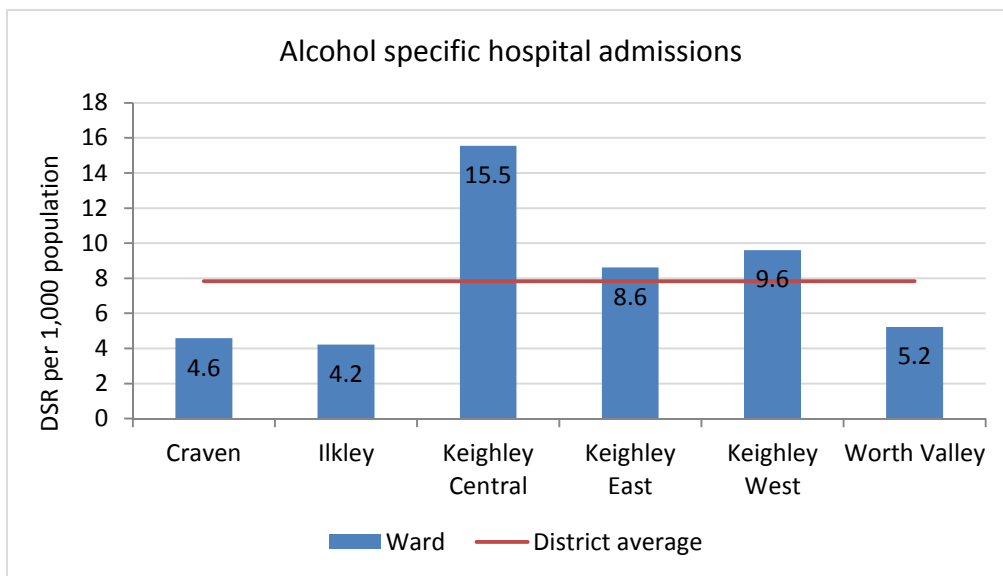
Keighley Area has the third highest admission rate for substance misuse in Bradford District. Admission rates vary across Keighley Area, with some of the lowest rates in the district seen in Craven and Ilkley and higher rates seen in Keighley Central and Keighley West.

e) Admissions to hospital for alcohol specific admissions

i) Keighley compared with the other Areas of Bradford



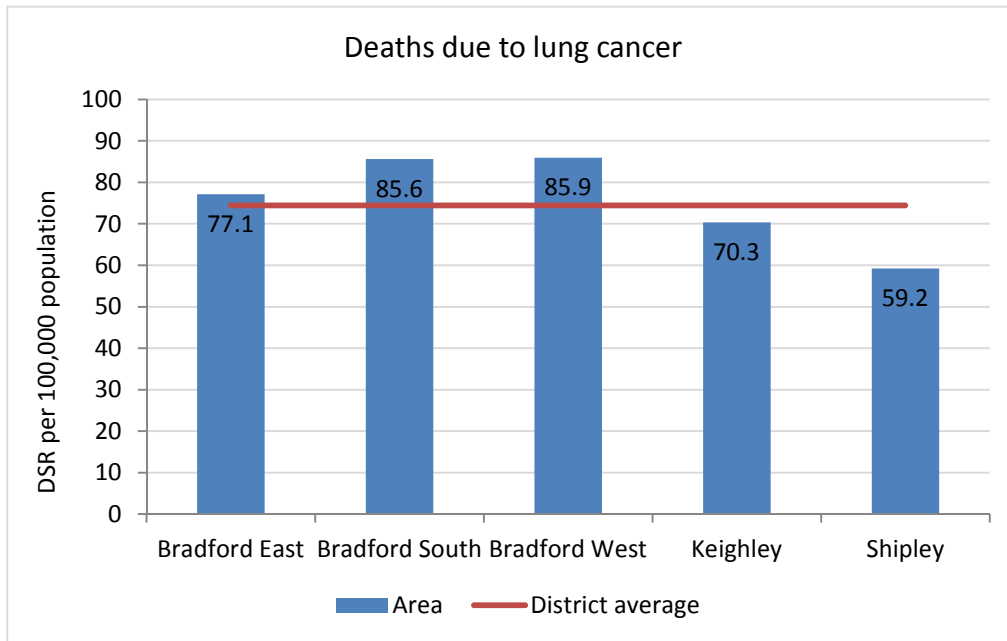
ii) comparison between the six electoral wards in Keighley



Although Keighley Area has only the fourth highest admission rate for alcohol specific conditions, the three Keighley Wards have high admission rates, with Keighley Central Ward having the highest admission rate of all 30 wards in Bradford and district.

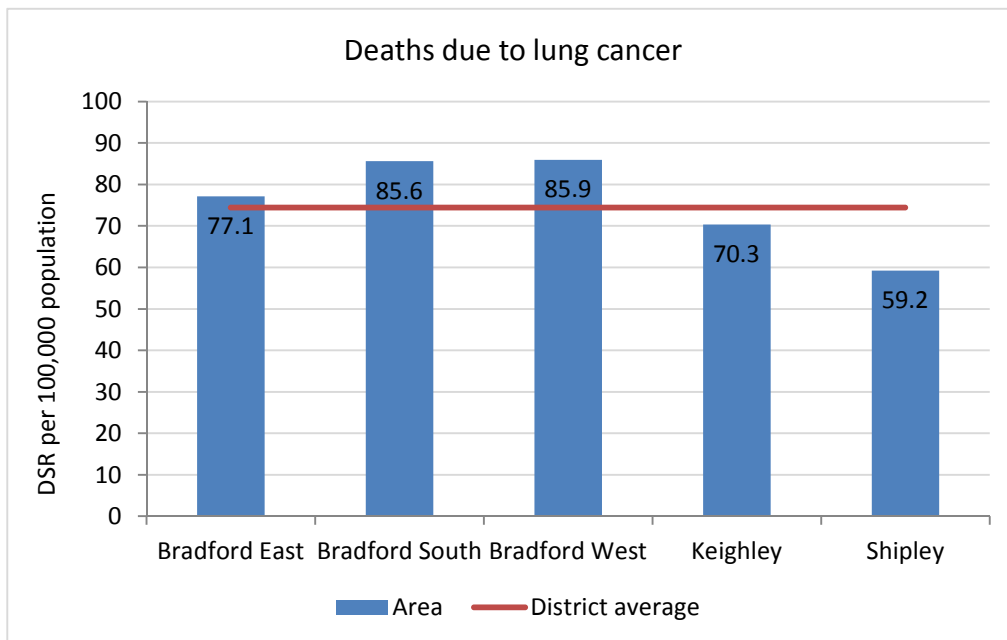
f) Deaths due to lung cancer

i) Keighley compared with the other Areas of Bradford district

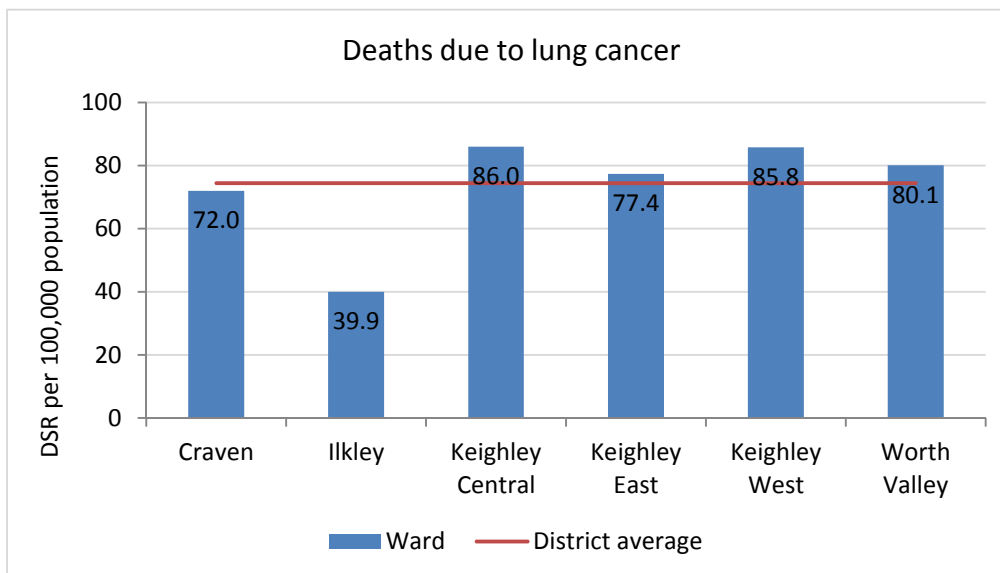


ii) A comparison between the six electoral wards in Keighley

iii) Keighley compared with the other Areas of Bradford district



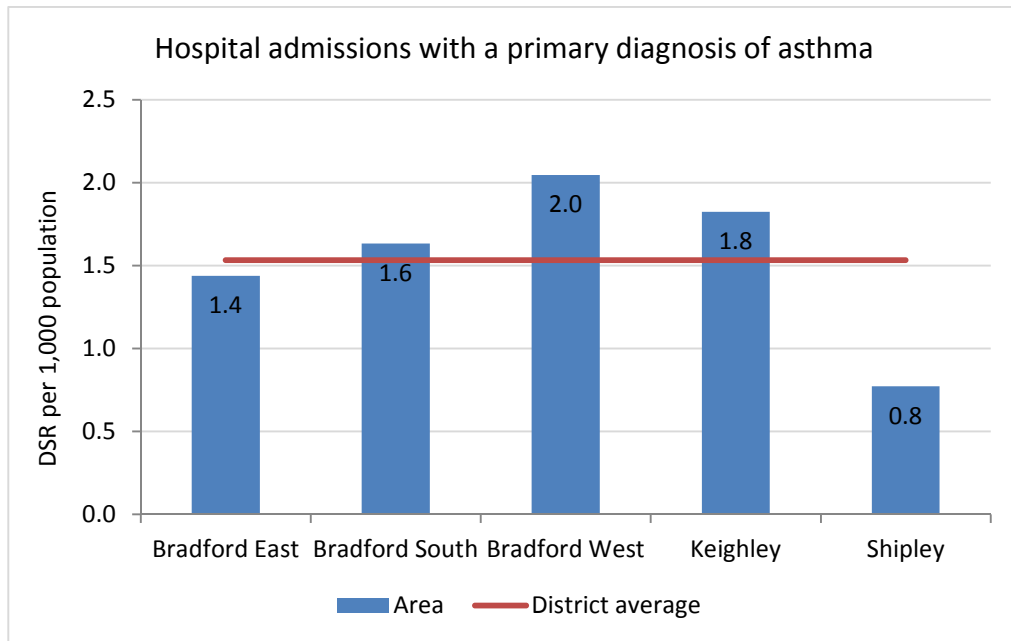
iv) A comparison between the six electoral wards in Keighley



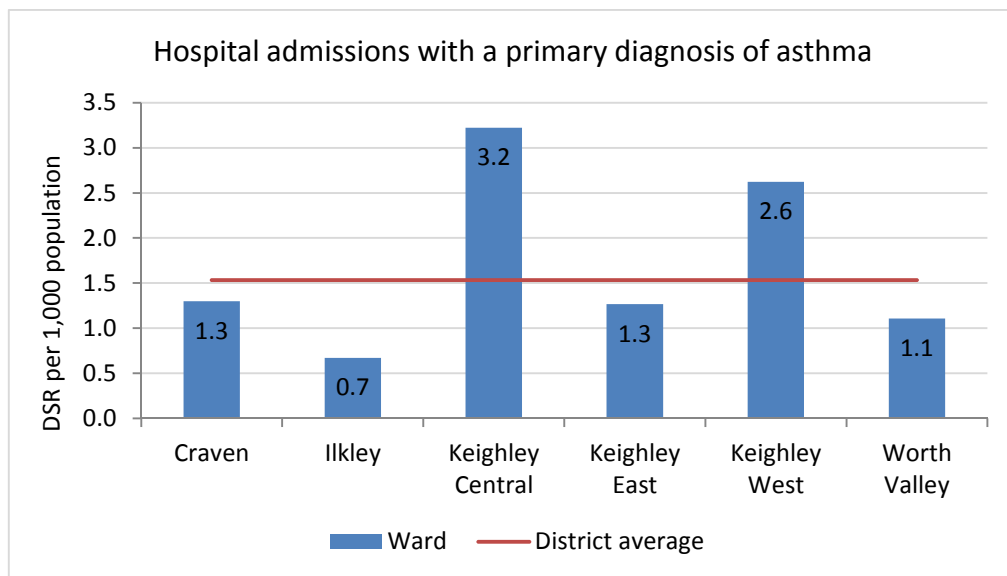
Keighley has the fourth highest age-standardised mortality rate for lung cancer of the five Areas in Bradford and District. Although Keighley Area has lower rates of lung cancer when compared to the other Areas in Bradford, at ward level four of the six wards have higher than average mortality rates.

g) Admissions to hospital due to asthma

i) Keighley compared with other Areas of Bradford district



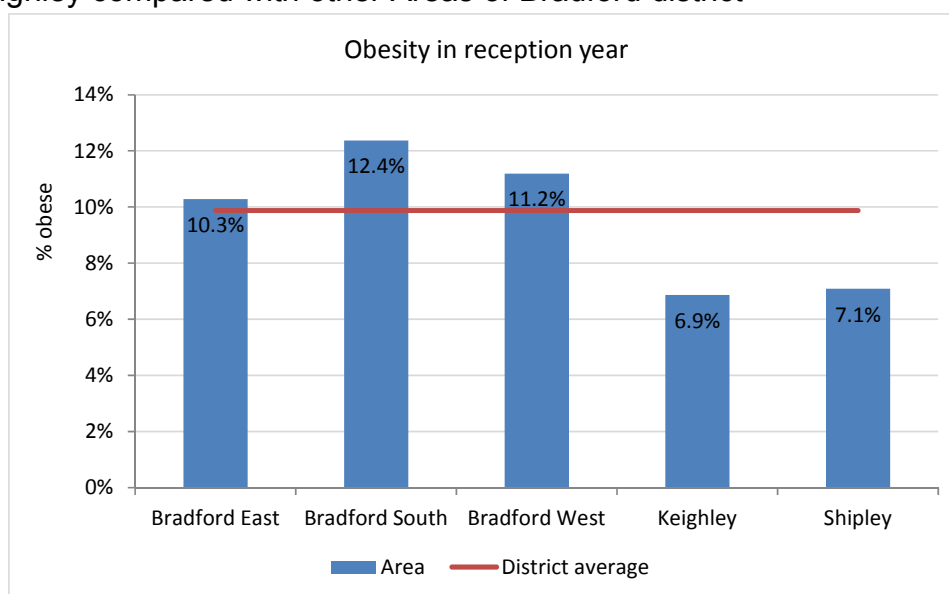
ii) A comparison between the six electoral wards in Keighley



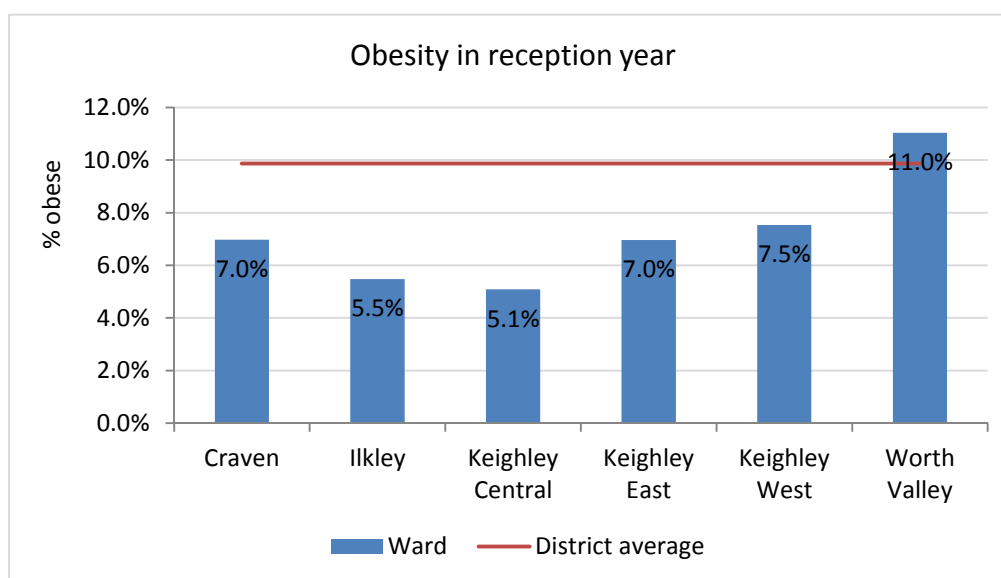
Keighley has the second highest admission rate for asthma in Bradford and District. Although Keighley Area has two wards with some of the highest admission rates for asthma in Bradford district in Keighley Central and Keighley West, the remaining four wards have lower than average rates.

h) Child obesity prevalence: Reception Year

i) Keighley compared with other Areas of Bradford district



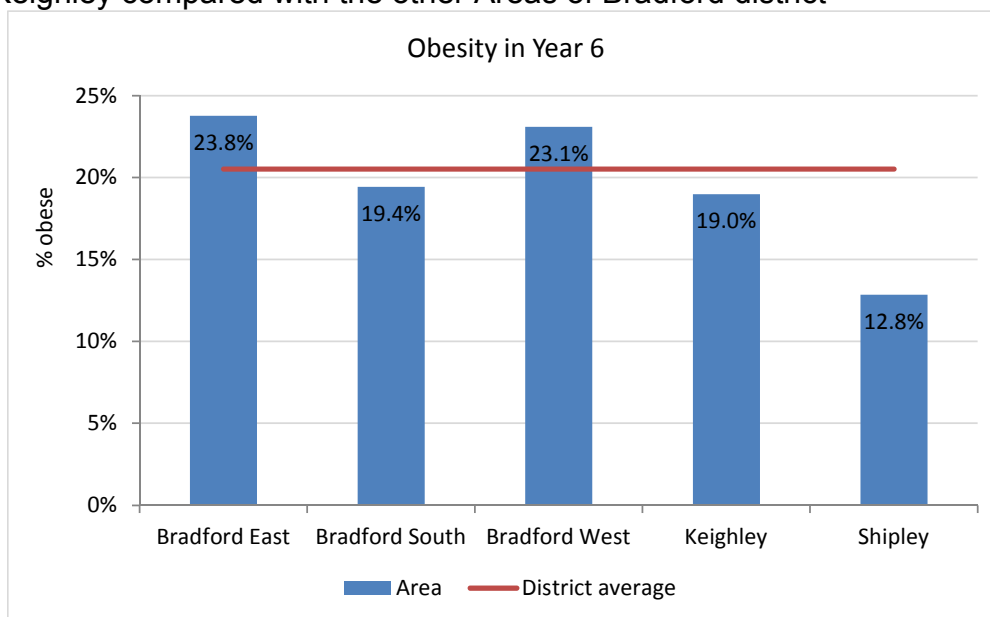
ii) A comparison between the six electoral wards in Keighley



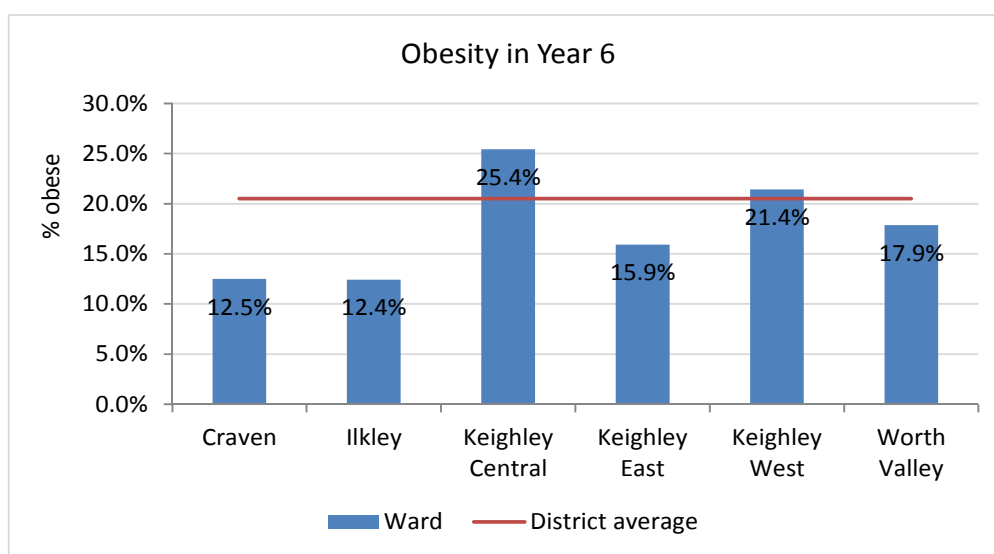
Keighley has the lowest prevalence of obesity in Reception Year when compared to the other Areas in Bradford district. At ward level, prevalence is also generally low apart from in Worth Valley ward where prevalence is above the average for the district. A slightly different picture appears when looking at Year 6 obesity rates.

i) Child obesity prevalence: Year 6

i) Keighley compared with the other Areas of Bradford district



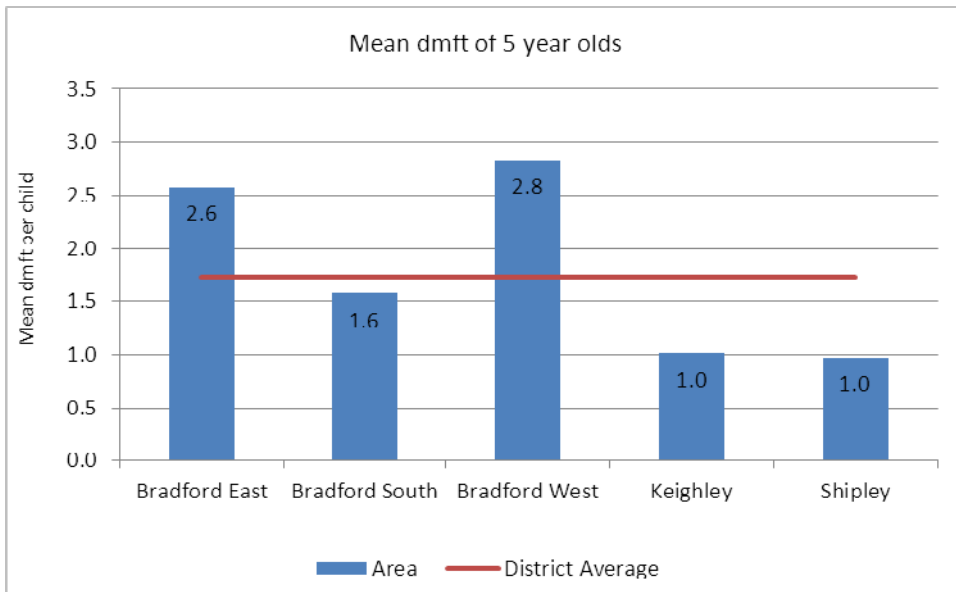
ii) A comparison between the six electoral wards in Keighley



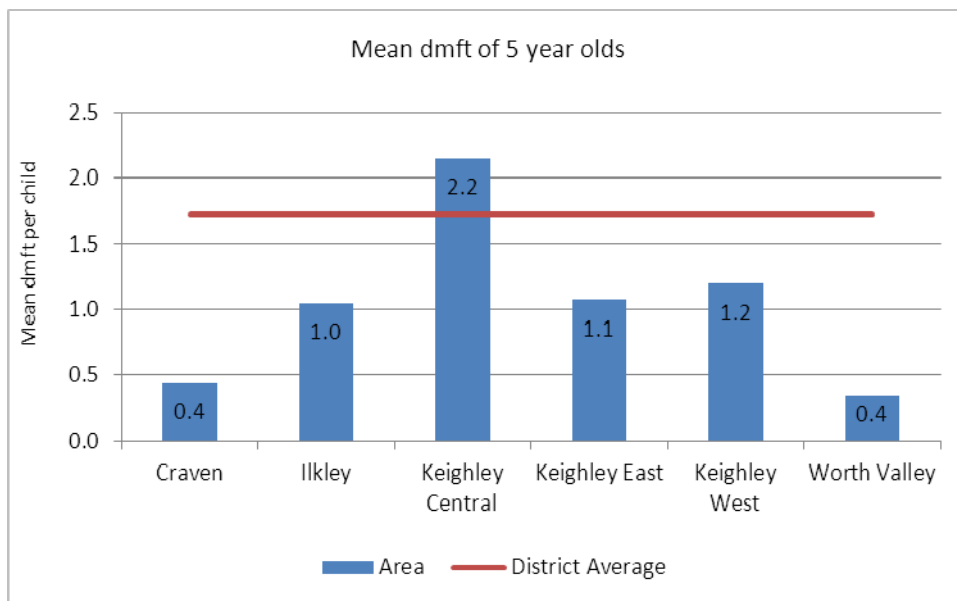
Obesity in Year 6 is higher than in reception year and Keighley has the fourth highest prevalence of the five Areas in the district. Within Keighley Area, Keighley Central and Keighley West wards have higher obesity rates, with Keighley Central ward having the fourth highest prevalence of the 30 wards in Bradford.

j) Tooth decay (dmft or decayed, missing and filled teeth) in children aged 5

i) Keighley compared with the other Areas of Bradford district



ii) A comparison between the six electoral wards in Keighley



Keighley has lower levels of dental disease than the district average and compared across the five Areas of the district. Within Keighley Area, Keighley Central has higher dmft rates compared to the district average, although the remaining five wards have lower than average rates.