



6. Better health, better lives


Ambition




We want all of our population to be healthy, well and able to live independently for as long as possible – with the right healthcare or support for each person, available at the right time. Our ambition is to help everyone take more control of their own health and wellbeing, to see more people taking good care of their health and fitness and to see people supporting each other to make positive changes.

Getting and staying healthy can be harder for people living on low income, in poor-quality housing or leading insecure, stressful lives. Our challenge is to ensure everyone is able to enjoy the best health they can and to have a good quality of life whatever age they are and wherever they live.

Progress on our success measures for 2020

District Plan 2020 target	Short name	Latest value	Trajectory to 2020 target
4a) Increase healthy life expectancy	Healthy life expectancy at birth (Female)	61.1	
4a) Increase healthy life expectancy	Healthy life expectancy at birth (Male)	61.8	
4b) Reduce the gap in life expectancy between the most and least deprived areas	Difference in life expectancy at birth between the most and least deprived parts of the district (Females)	7.5	
4b) Reduce the gap in life expectancy between the most and least deprived areas	Difference in life expectancy at birth between the most and least deprived parts of the district (Males)	8.8	
4c) Significantly reduce the proportion of children overweight or obese at age 10 to 11	Excess weight in 10-11 year olds	37.9%	
4d) Improve mental wellbeing and reduce high anxiety to below the England average	Self-reported wellbeing - people with a high anxiety score	23.1%	
4e) Build on success at tackling loneliness and	Proportion of people who use services who	50.3%	

social isolation	reported that they had as much social contact as they would like		
4f) Significantly reduce causes of preventable deaths – smoking, being overweight and obesity – and increase physical activity and healthy eating	Percentage of inactive adults	23.3%	New measure so no trajectory possible
4f) Significantly reduce causes of preventable deaths – smoking, being overweight and obesity – and increase physical activity and healthy eating	Smoking prevalence - adults (over 18s)	22.2%	

-  On track to meet target by 2020
-  Some concerns/possible delays
-  Not expected to be achieved

Overall life expectancy has not changed. Healthy life expectancy tells us the age that people remain in good general health on average. For males in 2014-16, that age decreased by 1.1 years compared to 2013-15, whilst for females it increased by 0.6 years over the same period. On average women reported 0.7 fewer years of healthy life than men in 2014-16. Though overall life expectancy has not changed there is an increasing number of people with chronic illnesses which continues to create demand on the district's services. It also impacts on the economic contributions that can be made by the working age population.

Two of the main factors causing preventable deaths in adulthood show a slight increase. These are smoking prevalence (the percentage of adults who are current smokers), and excess weight in 10-11 year olds. Both of these are concerning as they undermine people's health and wellbeing. Although we already have programmes in place, we will need to rethink how we work with and alongside people to support them to improve their health and wellbeing. It is important to note that health and care outcomes are difficult to evidence and show improvements or declines as behaviour change impacts take place over very long periods of time.

Good things are happening here

Keep it Out: Preventing people from starting to smoke and helping them to quit is the single most effective way of improving health outcomes for individuals. 'Keep it Out' is a programme to combat the damage illegal tobacco does to our communities. The Keep it Out partnership between health and West Yorkshire trading standards is committed to reducing both the supply of and the demand for illicit tobacco to increase intelligence reporting and change behaviours.

Bradford Beating Diabetes (BBD): This programme has focussed its attention on supporting people who are at high risk of developing Type 2 diabetes to delay or prevent the onset of the disease and is supported by Bradford becoming a demonstrator site for the National Diabetes Prevention Programme. We found over 1,000 new diabetics within the first year and since starting the programme prevalence has increased from 5% to 10%. This isn't more people getting diabetes, this is people who were unaware they had diabetes and were therefore not receiving treatment. The programme has also focused on prevention of diabetes as well and has targeted over 27,000 people with interventions.

Bradford Social work: Bradford has been awarded over £600,000 to become a Teaching Partnership (with Bradford University, Bradford College Children's and Adults). To help improve the overall quality of practice, learning and Continuing Professional Development amongst trainee and practicing social workers who work with both children and adults. We are the only standalone Teaching Partnership in the country.

Our achievements over the last 12 months

The Health and Wellbeing Board is leading on the delivery of the Joint Health and Wellbeing Strategy and the Health and Care Plan for Bradford and Craven with an additional focus on the wider determinants of health.

Over the last 12 months the following has been achieved:

- The recent CQC - Local System Review stated all within the Bradford's system understood the vision and is owned across the system. The CQC remarked on the breadth and strength of partnership here and the commitment from all towards our common ambition of keeping people happy, healthy at home.
- Bradford was awarded £3.2 million from the DfE Innovation Fund. We have created our B Positive Pathways Programme to:
 - Reduce the number of teenager's children in care through stronger edge of care work.
 - Improve our ability to provide high levels of care within our residential homes through embedding a therapeutic approach.
 - Set up two 'Mockingbird' hubs to provide support to foster carers working with children with more complex needs.
 - Our work has been recognised nationally and we were shortlisted for the prestigious MJ Award for innovation
- Retrofitting of 25 service buses and 165 school buses in the city with cleaner engine technology, provision of over 5000 electric vehicle charging points on new developments, introduction of low emission vehicles into the council fleet, setting up of fleet recognition scheme (ECO-stars) and grants for the development of electric taxi infrastructure.
- Additional investment into the prevention and early treatment of lung cancer into the Bradford's Healthy Hearts programme, and national capital investment was secured into specialist children's mental health services that will enable more young people to receive care closer to home.
- 37 primary school are involved in the Daily Mile, in June 2018, Sir Andy Murray announced a partnership with the NHS to promote the benefits of exercise to improve physical and mental health and wellbeing

- Although our care population is rising, we continue to out-perform our statistical neighbours. Our rate of Looked After Children is 66/10,000 against a statistical neighbour rate of 82. Our rate of Child Protection is 43/10,000 against a statistical neighbour rate of 53.
- We were hand picked as one of 12 Authorities to pilot the National Accreditation Scheme for Social Workers, with this comes nearly £250,000 of workforce development investment.
- Council has agreed for Children services to recruit an additional 8 Social Workers with an investment of £450k
- A successful bid by the local authority, Active Bradford and Yorkshire Sports resulted in receiving funding of £13m from Sport England for four years to transform physical activity levels in 5-14 year olds in under represented groups as one of 12 local delivery pilots. This will make a positive contribution to improving health, mental wellbeing, academic achievement, social development, quality of life and reducing obesity.
- The West Yorkshire Cancer Alliance's emphasis is being placed on prevention by tackling lifestyle choices which can impact on cancer. This also extends to investing in earlier diagnosis, new treatments and better support to help people live well beyond their cancer diagnosis. An additional investment of £750k for Bradford and Wakefield will enable the Bradford Lung Cancer Programme to enhance smoking cessation and allow for early identification and treatment of lung cancer.
- Bradford has been held up by West Yorkshire Police as an exemplar of good practice for our Missing Policies and Procedures. We are re-vamping our Emergency Duty Team (EDT) working hours to ensure we provide an even better service by matching shift patterns to the peak hours that vulnerable children go missing
- Multi-disciplinary teams are in place to facilitate quick and effective discharges from hospital and minimise delays to patients. Additional community beds have also been commissioned during times of high pressure. As a result the district continues to have one of the lowest rates of delayed transfers of care (DTC) nationally and continues to minimise the use of hospital beds following emergency admission. The area was ranked 5th nationally at quarter 2 for performance against the new Better Care Fund composite measure (DTC, non-elective (NEL) length of stay, access to and effectiveness of reablement/rehabilitation, weekend discharges and NEL admissions).
- Bradford has received national attention for its Children's Home Strategy, including its specialist homes. *'9 out of 10 Children's Homes have been rated as Good or Outstanding'*
- The Bradford Crisis Care Partnership and first response services have been established which have received national recognition. Partners from the NHS, local authority, police and community organisations work together under the crisis care concordat to ensure that people who experience a mental health crisis receive the care they need from the service best placed to provide it, 24 hours a day, seven days a week.
- We are part of the West Yorkshire National pilot of Problem Solving Courts. We now have 6 families in the Problem Solving Court, more than any other West Yorkshire authority. The judiciary were very complimentary about our progress and there is a strong chance of reunification with some families.

The challenges facing us over the next 12 months

A range of health conditions accompanied with an ageing population in Bradford continue to add pressure and challenge to the health and care system, despite a varied approach to tackling such issues. Across the Health and Care Partnership these pressures will continue to be a priority and a focus for commissioned services across the district. The Universal Credit scheme has now arrived in Bradford. Other Local Authorities that have rolled out Universal Credit have seen an increased demand for Early Help and Social Work services. Bradford council will monitor the demand for services in Bradford.

We need to ensure the environment in which people are living, learning and playing is the best it can be. Areas of poor air quality are often linked to the highest areas of deprivation, adding an additional challenge to health improvement in these areas. A range of ambitious and far reaching air quality improvement measures will be needed to further improve air quality in these areas. Deciding on what these should be and how they can be funded and implemented will be key challenges for the Council.

Addressing the high level of health inequality between different areas of the district and between different people remains a priority. There are encouraging signs for the local economy but resources are shrinking and demand is likely to continue to grow, such as, we want children to remain with their birth families, with extended families if this is not possible and in family foster care in preference to residential care when family are not available.

Our aim is to support people to stay well so that more resources can be used for maintaining health rather than treating illness. To support this approach the Board will lead the work to enable more people to be supported in their homes and communities for as much of the time as possible, and at the appropriate level of care. Developing a sustainable, integrated approach to health and wellbeing is likely to remain a challenge for the next few years.

Our focus for the next 12 months

Consolidating the Prevention and Early Help offer to provide the right service at the right time to children and families in partnership with other agencies and our communities is a priority. Bradford recruited 72 new foster carers in 2017/18, however, with numbers rising; we still need to recruit around 100 further foster carers. This will place increased demand on services unless we can improve people's health and wellbeing by keeping more people healthy for longer and intervening earlier when people do become ill. For example, a review of services for children with disabilities: a report has been compiled to provide options to identify the required savings of £400k.

Practice support from the Ministry of Housing, Communities and Local Government on the Families First work was very complimentary about the Families First work that they saw in June 2018. However, have asked Bradford to continue to identify and support more families who would benefit from this focussed work.

The Bradford LES will determine the next steps to be taken to improve air quality on the most polluted roads in the city and updating the Bradford LES to ensure continual improvement in air quality across the wider district.

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The Bradford and Airedale Health and Wellbeing Board have collectively agreed to focus on the wider determinants of health recognising that health conditions are not single issues. The Board will lead the work to enable more people to be supported in their homes and communities for as much of the time as possible, and at the appropriate level of care.