

Report of the Director of Public Health to the meeting of Keighley Area Committee to be held on 11th February 2016

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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 over the last twelve months.

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Overview & Scrutiny Area: Health



City of Bradford
Metropolitan District Council



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 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. This report provides the third annual update with comparative statistics for the district and the Keighley constituency. 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.

2.2 Health Improvement

2.2.1. Public Health Services for Children

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:

0-5 Service Review (Health Visiting and Family Nurse Partnership)

Health visitors play a crucial role in ensuring children have the best possible start in life, and lead delivery of the 0-5 elements of the Healthy Child pathway which is a prevention and early intervention public health programme offered to all families. The Family Nurse Partnership complements the health visiting service and provides more intense support. The responsibility for commissioning services for 0-5s transferred from NHS England to the Local Authority on 1 October 2015, with BMDC becoming the responsible commissioner locally.

The Health Visiting contract is one of the largest funded contracts managed within Public Health and is currently delivered by Bradford District Care NHS Foundation Trust (BDCFT). The transfer of commissioning responsibilities to the Council provides an opportunity to review the Health Visiting Service with the overall aim of improving health and wellbeing outcomes for children and their families and providing a service based on local need.

Oral Health Promotion

Improving oral health in the under 5's has also been identified as one of the 18 priorities in the Health Inequalities Action Plan (HIAP) and therefore a key priority for the Health and Wellbeing Board. Whilst the oral health of children is improving overall in the district, when the oral health of 5 year olds in 2011/2012 was examined by ward, stark inequalities were demonstrated, and wards with significantly higher levels of disease than the average included Toller (dmft 4.40), Bradford Moor (dmft 4.00) and Little Horton (dmft 3.73). 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

Public health continues to commission oral health improvement within the district across 12 service descriptor areas and includes an intensive and proactive approach, investing in improving oral health initiatives such as the community fluoride varnish and fluoride toothpaste and tooth brushing programmes. It is important that these evidence based programmes continue in order to maintain these improvements and address inequalities which have demonstrated significant improvements in oral health in Bradford children in the last four years.

School nursing

The public health department is in the final stages of a review of School Nursing and Special School Nursing. The aim is to consider how the current service model meets current and emerging need taking into consideration the changing demographic profile of children and young people within the Bradford District. This will identify opportunities to make improvements in prevention and early intervention in partnership with key stakeholders such as schools, primary care, Children's Social Care, voluntary and community groups and other organisations.

A Project Team has been identified to conduct the review and a review/project plan has been developed to identify the key tasks, stakeholders and methods of engagement. Stakeholders will include school nurses, children and young people, parents, schools, children's Services.

Accident Prevention

There are several services commissioned to support the reduction of accidents, this includes the Injury Minimisation Programme delivered by BTHFT, Road safety programme as well as commissioning VCS organisations such as Keighley Worksafe Project targeted at priority schools.

Homestart

This is a VCS organisation commissioned to deliver a targeted service for vulnerable women and children up to the age of 5. The project has now secured additional funding from Big Lottery to target the Keighley area.

2.2.2. Public Health Obesity Team:

The Public Health Obesity Team work to prevent and treat obesity by commissioning programmes, training other organisations to provide weight management programmes for adults and children, and providing the exercise referral for the population.

Unlike the rest of Bradford district, Keighley has a low rates of Obesity compared to other areas in the Bradford district. Of the five constituency areas in the district, Keighley is placed in 4th positions with 8.3% of obese children in Reception Year.

The Health Improvement Team currently fund a variety of initiatives across Keighley constituency, aimed at addressing obesity and improving the health and wellbeing of residents within the ward. A number of initiatives have been commissioned from the following organisations during 2015-16 including:

- **Cook and Eat (Adults and Children)**
The aim of the service is to provide evidenced based 6 week Cook & Eat Programmes to meet the need of the local population in a wide range of community venues across the district. The service is a self-referral scheme which will support participants in making healthy lifestyle changes with the aim of increasing the intake of fruit and

vegetables, providing knowledge and skills to enable them to prepare healthy meals. The sessions are currently delivered by the following VCS organisations in the Keighley area: Keighley Healthy Living Network, Bangladeshi Community Association, and the Sangat Centre.

- **Adult's Healthy Weight Programmes**
The aim of the service is to provide an evidence based adults' weight management intervention (Healthy Weight Programme) to meet the need of the local population in a wide range of community venues across the district. The service will support participants in making healthy lifestyle changes with the aim of losing 5% body weight over 12 weeks. It is a self-referral scheme for adults 18 and over. The sessions are currently delivered by the following VCS organisations in the Keighley area: Keighley Healthy Living Network, Bangladeshi Community Association, and the Sangat Centre.
- **Children's Healthy Weight Programmes**
The aim of the service is to provide an evidence based children's weight management intervention (BHealthy 2-4, BHealthy 5–11, BHealthy 12+) to meet the need of the local population in a wide range of community venues across the district. The service will support children and their families in making healthy lifestyle changes. Children and families can self-refer or be referred through a health professional eg a School Nurse. The sessions are currently delivered by a number of community providers.
- **Physical Activity (Adults)**
The aim of the service is to provide an appropriate physical activity intervention to meet the needs of the local population in a wide range of community venues across the district. The service will support participants in making healthy lifestyle choices with the aim of achieving and sustaining the Government recommendations of 30 minutes per day of moderate intensity activity five times a week. Sessions range from seated exercise to football, from walking groups to swimming sessions. The sessions are currently delivered by the following VCS organisations in the Keighley area: Keighley Healthy Living Network, Bangladeshi Community Association, the JOIN Project and the Sangat Centre.
- **Physical Activity (Children)**
The current Chief Medical Officers recommendations for physical activity for children is 60 minutes per day of moderate intensity 7 days a week. The aim of these variable sessions is to offer children the opportunity to exercise in a safe and fun environment. Sessions range from aerobics and dance to cricket, football and badminton. Other skills are incorporated into the session, including the importance of warming up and cooling down after exercise. The sessions offer exercise to the local community that is easily accessible and sustainable in the long term, with a view to improving social inclusion through exercise and building confidence and self-esteem. The sessions are currently delivered by the following VCS organisations in the Keighley area: Bangladeshi Community Association.
- **Health and Wellbeing**
Wellbeing and Health services offer a range of activities which, whilst social in nature, are designed to be stimulating, therapeutic and appropriate to both the aims and aspirations of the service user group and the individual. For example this may include sessions like, Arts and Craft, be-friending and singing etc. Wellbeing health activities provide opportunities for people to stay physically and mentally active, to make new and retain friendships and social contacts, which will address social isolation. A wide range of fun- based recreational activities across the district have been funded to meet the needs of diverse communities and neighbourhoods. The sessions are currently delivered in the Keighley area by The JOIN Project.

- Food and Nutrition (ie Luncheon clubs/nutrition drop in sessions)
Luncheon clubs' main aim is to provide a healthy balanced meal whilst providing evidence based nutritional messages. The luncheon club will help to improve quality of life, mental wellbeing and social isolation for those who need it. The aim of the nutrition service is to provide knowledge and understanding of the health benefits associated with eating a healthy, balanced diet. The service will provide evidence based messages tailored to the individual or group. The sessions are currently delivered by the following VCS organisations in the Keighley area: The JOIN Project.
- Food Growing and Food Co-ops
The aim of food growing sessions is to help and teach participants to grow their own foods in a friendly atmosphere. They will provide information and promote the skills and knowledge required for food growing. The sessions help to improve mental wellbeing and quality of life and relieve social isolation. An added benefit is to improve physical health and fitness. The Food Co-op provides fresh fruit and vegetables at an affordable price to the local community. Food Co-ops can help to relieve social isolation and improve mental wellbeing by providing a sociable place to shop. The sessions are currently delivered in the Keighley area by Bradford Community Environment Project (at Airedale Hospital Adults Mental Health Unit).

2.2.3. 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

Tobacco control and Stop Smoking Services

Breathe 2025 is the overarching campaign for work and aspirations to eliminate tobacco-related harms and health inequalities across the Yorkshire and Humber region. The vision is to see the next generation of children born and raised in a place free from tobacco, where smoking is unusual (For more information visit www.breathe2025.org.uk)

To support and drive this vision all Children's Centres in Keighley have been provided with training and resources to raise awareness of the danger to children's health caused by second hand smoke (SHS) exposure. Children's Centres have identified a smoke free champion to sustain the work and messages in each centre.

To reduce exposure to smoke amongst unborn babies and protect the health of mothers to be the stop smoking team work with midwives and the hospital to ensure pregnant women who smoke get the best support to quit.

The trade in cheap, illegal tobacco with cigarettes sold at half or even a third of the price makes it easier for children to smoke and brings crime into local communities. To create economies of scale and ensure a consistent approach Public Health in partnership with the other West Yorkshire local authorities have commissioned trading standards to address the trade in illegal tobacco.

Support to quit is available at a range of times and venues across the Keighley area including GP practices and Pharmacies. For further information on the support available contact the stop smoking service on 01274 437700.

Work is carried out amongst the South Asian community, community leaders and practitioners in the Keighley area to raise awareness of the harm caused by the use of

traditional South Asian varieties of smokeless tobacco e.g. paan, ghutka and niswar with support to quit available.

2.2.4. **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. 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. Currently neither of these programmes is running in Keighley schools or Children's Centres. Staff are trying to rectify this but support to engage schools is welcomed

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 team are waiting for dates from Phoenix School for delivery of this programme in early 2016

The Sexual and Reproductive health service was retendered in 2015 with Locala Community Partnerships a social enterprise being the successful bidder. From August 1st 2015 the CASH clinic provided in Keighley Health Centre was 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.

2.2.5. **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 Colin Stansbie colin.stansbie@bradford.gov.uk

The Bradford Substance Misuse Recovery System consists of services situated across the district in order to provide good geographic access into treatment. For substance misuse, current access to treatment recovery system 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.

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 in 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.

The Bradford Substance Misuse Recovery System has undergone a full review during

2015 due to the changing landscape of drug and alcohol use and the need to improve outcomes.

In October 2015 the Council Executive approved the recommendation for a Joint Commissioning Group to be established and for the substance misuse recovery system to be re-commissioned. The group consists of representation from Public Health and the three Clinical Commissioning Groups.

A new model is being designed and consulted upon. It is anticipated that the new contract will be awarded in October 2016 with a Contract start date of October 2017.

2.2.6. 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, households and communities. Public Health recognises that there are a range of the wider determinants which impact on health and is working with partners across Bradford to challenge these.

Wider determinants may be;

- Housing- are the homes people occupy appropriate; are they adequately heated; do they have enough living space and facilities; is there reasonable access to local amenities; shops, doctors, dentists and schools
- Education- is there access to a range of education facilities; schools, higher education, libraries
- The Built Environment-where people live; access to green spaces; recreational facilities; community activities and centres
- Air quality-clean air-is there access to healthy public transport systems; cycling and walking routes
- Affordable food-can people access good quality nutritional food; crisis food facilities if needed; fresh fruit and vegetables
- Well-being-are people economically active; freedom from debt and money concerns; access to advice and other support services; affordable warmth

Service investment

- Welfare advice:
Public Health and Adult and Community services continue investment in the welfare advice sector. This includes a range of welfare advice services offered from multiple community access points; town centres and outreach venues. Advice offered includes; debt, immigration, specialist housing and tribunal representational work as well as welfare benefits and managing the impacts of welfare reforms.

Four different providers are currently funded to provide 32 outreach sessions and a continuing daily presence in Keighley these are;

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

In 2015 a review of welfare advice needs was launched with the intention of running a commissioning programme to appoint future providers. The review found that welfare and debt advice is valued and continues to be needed across the district and as such a commissioning programme has now been launched to

identify future provider/s. It is expected that this will be completed with new services in place from late 2016 onwards.

- **Winter Warmth programme:**
The Warm Homes Healthy People (WHHP) programme has started for another year. This offers targeted services across Bradford district for householders who are vulnerable to cold weather from December through to the end of March. It continues to have a mixture of services from practical support (warm clothes, duvets, food parcels etc), through to healthy lifestyle work; good food road show's and cook and eat sessions etc. This year there is an increased emphasis on locality work and we will engage with community projects to support the provision such as the creation of a tool library with snow clearing and gardening equipment to borrow; as hosts for cook and eat and big lunches sessions and any other activities which can be offered closer to local communities.
- **Fuel Poverty:**
Access to affordable warmth continues to be issue across our district. There are a range of factors which contribute to this; the age and design of our housing stock; household income levels; gas and electric suppliers and the age and design of household equipment, boilers and such like. As part of tackling this Public Health has funded a Warm Homes officer who is co-ordinating and supporting a range of activities aimed at mitigating fuel poverty. There is a lot of different services offered in relation to fuel poverty, some through WHHP and others through routes such as the charitable arm of fuel suppliers; warm homes bonus and direct practical support to 'top up' prepayment meters etc and advice aimed at fuel debt situations
- **Air Quality**
Air quality is a key determinant of health and poor air quality is estimated to account for 5-6% mortality in the district. Work has recently been undertaken by all five of the West Yorkshire local authorities to develop a regional strategy which aims to improve air quality at both a regional and local level. Additional workstreams have arisen from this, including the West Yorkshire Air Quality and Health project. This is a collaborative research project being led by Public Health in Bradford, and is cross-district, cross-sector, and cross-departmental. The project aims to address ambient air pollution in the region by developing strategies to reduce emissions using behaviour change methodologies. It is expected that the project will contribute to the developing the evidence base for potential interventions.
- **Affordable Food:**
The use of food banks and hot food providers has seen a rise in the recent years, across the district as a whole. There are venues whereby hot food is available, each day of the week and this is no different in Keighley. In a response to the evident rise in search for affordable food, the Keighley Food Poverty network has formed to discuss such issues and sought problems to the variety of issues attached to the affordable food agenda such as, mapping hot food providers or data gathering.
To ensure the Keighley community have access to fresh fruit and vegetable the storehouse bus delivers such produce to communities in need at a heavily subsidised price and also Fareshare are extending a delivery to the Keighley based food providers too.
- **Health and Wellbeing**
The Bradford and Airedale Health and Wellbeing Board is the strategic lead for system change in the local health and care system – providing direction to local

efforts to reduce duplication and integrate services. Board members include senior council officers and councillors and the Chief Officers and Clinical Lead Officers of the Clinical Commissioning Groups (CCGs) including Airedale, Wharfedale and Craven CCG. The Board held themed sessions during 2015-16 on Child Health and Wellbeing, Joint approaches to Safeguarding, and Working Better Together with remaining sessions focused on the Social Determinants of Health (3rd February) and Employment and health and wellbeing (6th April).

2.3 Health Protection

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.

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).

2.3.1 Tuberculosis

Tuberculosis (TB) is a preventable infectious disease that can lead to significant morbidity and mortality if left untreated. TB remains a major Public Health challenge for Bradford and Airedale.

The rate of TB is high in Bradford when compared with most other areas in England, although recent data suggests a decline, both nationally and locally. Recent analysis of the 2014 data shows that Bradford had 96 cases of TB notified to the national Enhanced Surveillance System (ETS) in 2014. This gives the TB rate for Bradford and Airedale in 2014 of just over 18 per 100,000. This is a decline from 2013 (29.45 per 100,000) and the lowest number of cases reported in recent years.

Although Bradford has seen a decrease in case numbers and incidence, it is too early to tell whether this is the beginning of a downward trend; therefore this offers an opportunity to ensure that this decline is sustained. TB has been identified as one of the six priorities in the Bradford Health Inequalities Action Plan and the Council continues to lead the Bradford TB Network. There are a number of factors which may have influenced this decline, including national policy implemented in 2014 requiring individuals applying for a long term (>6 months) UK visa from high incidence TB countries to undergo pre-entry screening, and treatment where appropriate, for active pulmonary TB before travelling to the UK. Local action has centered on:

- Promptly recognising and treating cases
- Improving contact tracing and treatment outcomes
- Identification of service gaps through cohort review
- BCG vaccination of children at greater risk of contracting TB
- Latent TB Infection (LTBI) screening

2.3.2 Air Quality

Air quality within Bradford district, along with the West Yorkshire region, is known to be the third worst in the country. There is a strong correlation between air pollution and mortality, with 222 attributable deaths annually linked to particulate air pollution across Bradford district. The CBMDC has identified air quality as a key area in relation to public health. A recent health impact assessment has been concluded which clearly identifies air quality as having a major impact in the most deprived areas. There is therefore a continued need to

focus resources on addressing atmospheric pollution at a local level. CBMDC is driving forward this agenda through development of a Low Emission Strategy and a Low Emission Zone feasibility study.

The Council monitors real-time air pollution at a number of sites across the district, including Town Hall Square in Keighley. The equipment monitors for sulphur dioxide (SO₂), oxides of nitrogen (NO_x) and particulate matter (PM₁₀). The most recent published measurements were taken on 23rd Nov 2015 (readings below). All measured pollutants determined as 'low' (Effects are unlikely to be noticed, even by people who know they are sensitive to air pollutants).

NB) DEFRA divided levels of air pollution into 4 bands that categorise their health impacts. The bands are: low, moderate, high and very high. Healthy people do not normally notice any effects from air pollution, except when air pollution is 'very high'.

Pollutant	Reading	Band
Nitrogen Dioxide	33.0 ppb	Low
PM10 Particles	27.6 µg/m ³	Low
Sulphur Dioxide	2.8 ppb	Low

The Air Quality research project delivered in partnership with Environmental Health, Public Health and the Born in Bradford team is now in its second year. This West Yorkshire wide project is also planning to work alongside the Better Start Bradford programme to examine and develop the impact of the 'built environment' on our wider community's health and wellbeing. To aid this a health impact assessment is being completed in relation to the 'Core Strategy' which will guide planning and building developments into the future.

2.3.3 Seasonal flu vaccination

Over the past 12 months, uptake of the seasonal flu vaccine has varied within target groups and across CCG areas. Although in some cases seasonal flu vaccination uptake is meeting targets and exceeds regional or national uptake levels, there is a need to strive for improved performance with regard to influenza vaccination uptake across all cohorts.

Work continues across the health economy with a view to supporting improved flu vaccine uptake. NHS England leads on this agenda and continues to work with GP practices with a view to improving uptake going forward. For the 2015-16 flu season NHS England has again commissioned local pharmacies to deliver the influenza vaccination, with a focus on improving uptake amongst the 'at risk' population. CBMDC are also funding flu vaccination (through a flu voucher pharmacy scheme) for frontline health and social care workers.

2.4 Health Service Improvement

The public health team work with the rest of the health and social care in both CBMDC and the three CCGs ensuring high quality and value for money services: The team uses 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.

With our partners we plan and commission services according to need. Analysing public health information and data: We use analysis of information and data for the commissioning and evaluation of services.

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 2016/17.

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

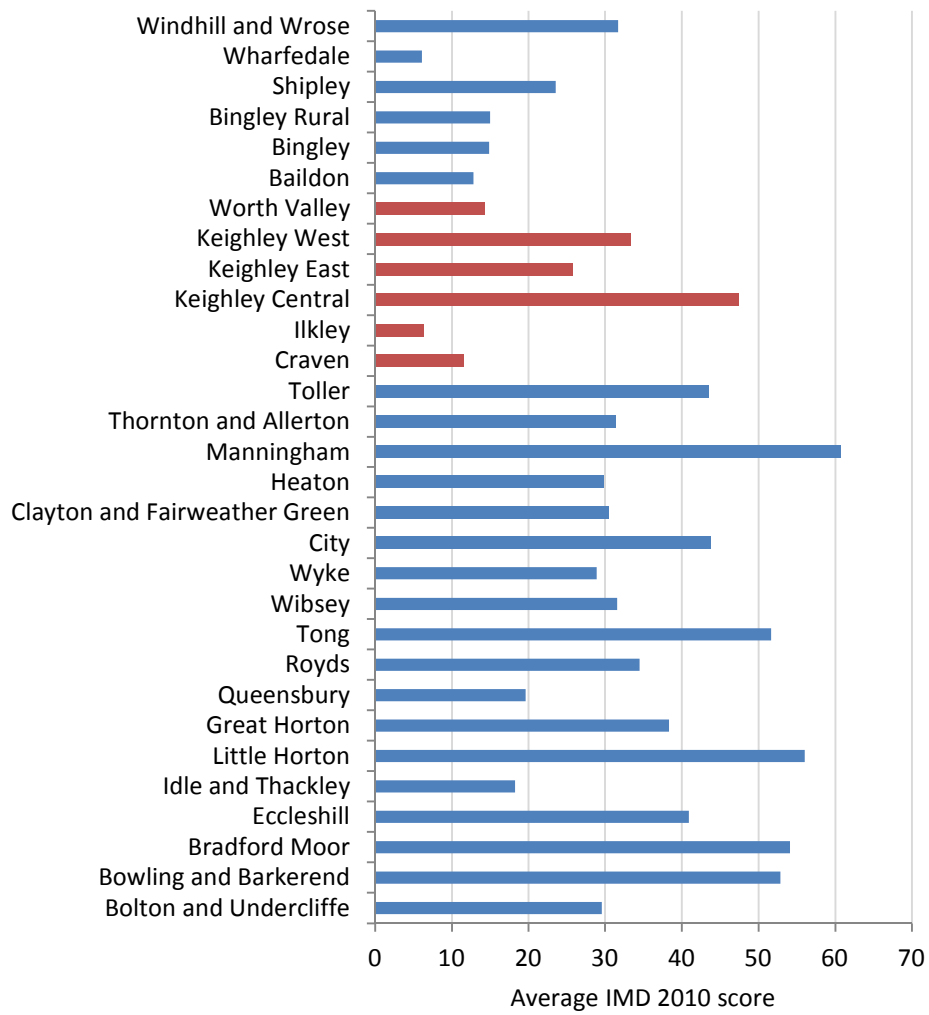
11.2 Appendix 2: Health Statistics for the Keighley Area

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 - Health Statistics for the Keighley Area

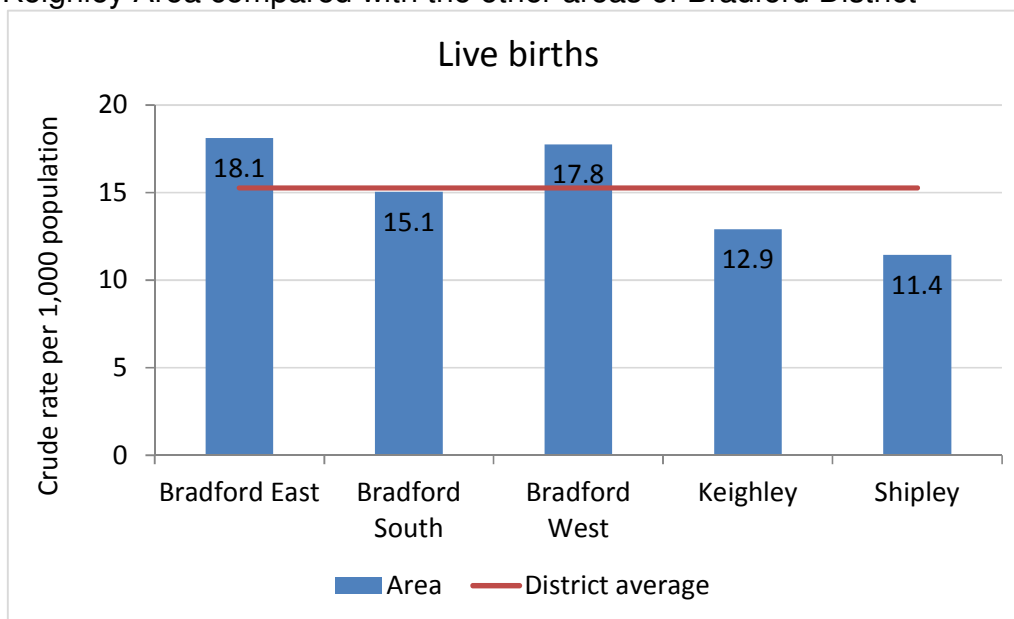
The following pages include a collection of indicators which help describe the nature of Public Health in the Keighley Area, and the challenges it faces. Broadly speaking, the indicators show that *at an Area level*, Keighley is neither the most- nor the least-challenged area in Bradford. In each case, however, 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 definitions behind the data, nor the likely causes or effects of the situation described by the data.

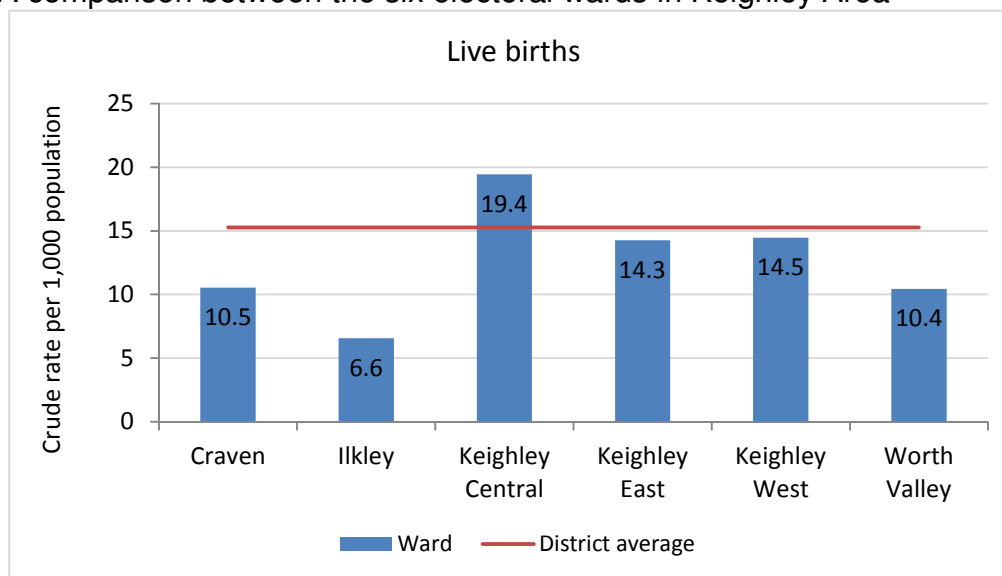
If you have any queries about the data, or would like to discuss whether a more detailed analysis may be possible, please contact jonathan.stansbie@bradford.gov.uk

a) Live Birth Rate, 2013

Keighley Area compared with the other areas of Bradford District



A comparison between the six electoral wards in Keighley Area

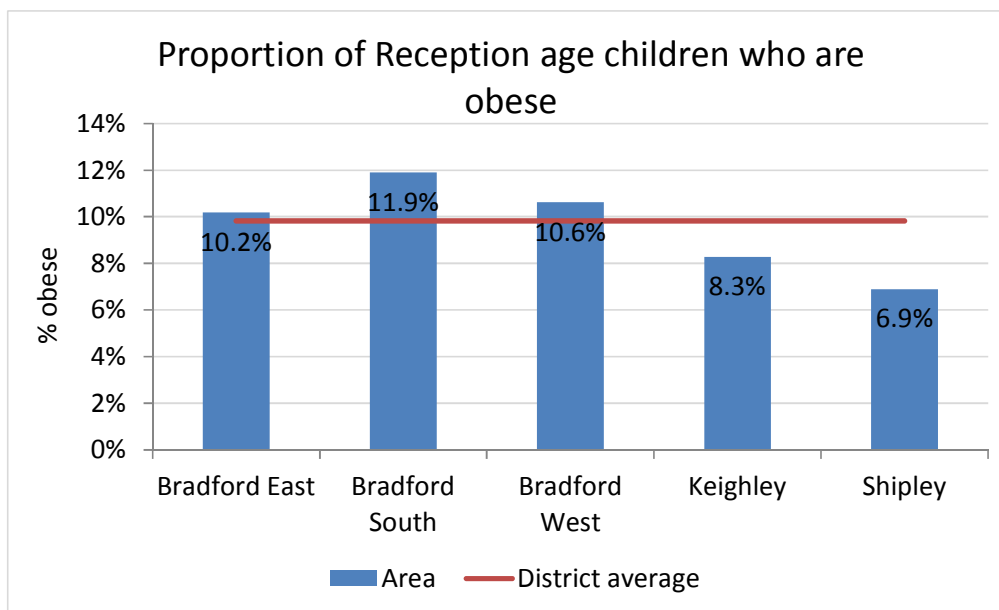


Source: Bradford Public Health Analysis

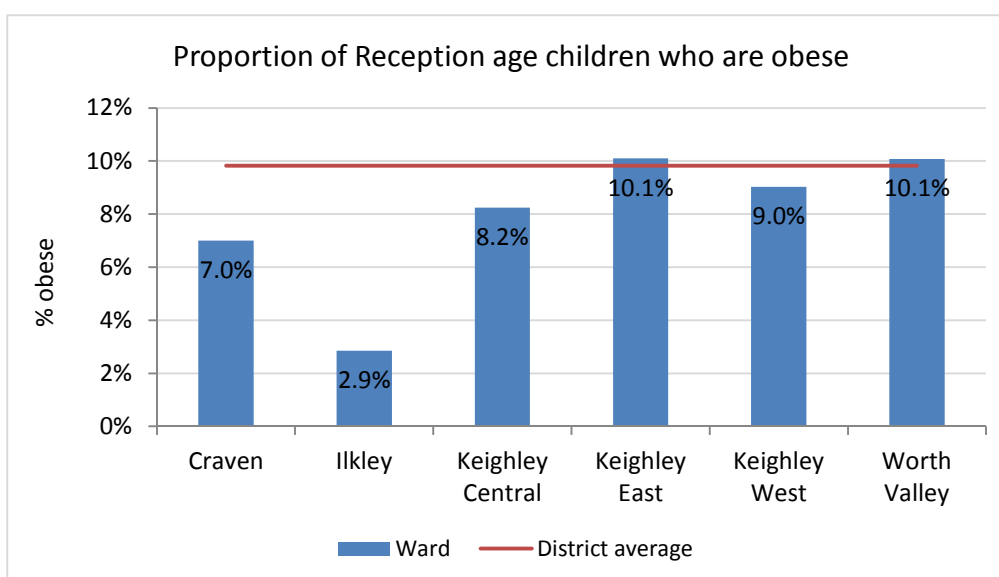
Keighley Area has the fourth highest live birth rate of the five areas in Bradford District. Birth rates vary across Keighley Area, with Ilkley having the lowest birth rate of all 30 wards in Bradford District and Keighley Central having one of the higher birth rates within the district.

b) Child Obesity Prevalence: Reception Year, 2013/14

Keighley Area compared with the other areas of Bradford District



A comparison between the six electoral wards in Keighley Area

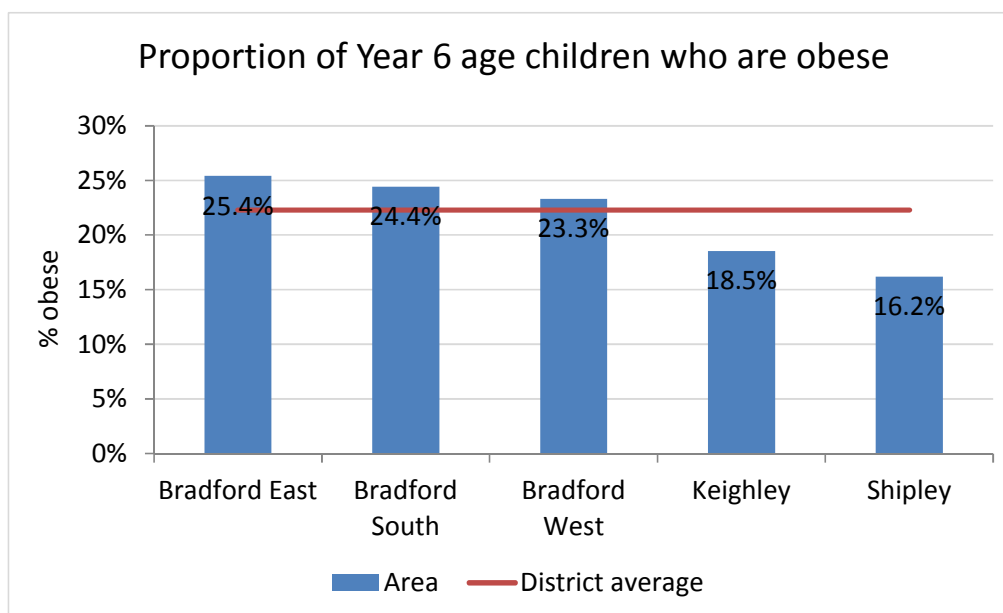


Source: National Child Measurement Programme

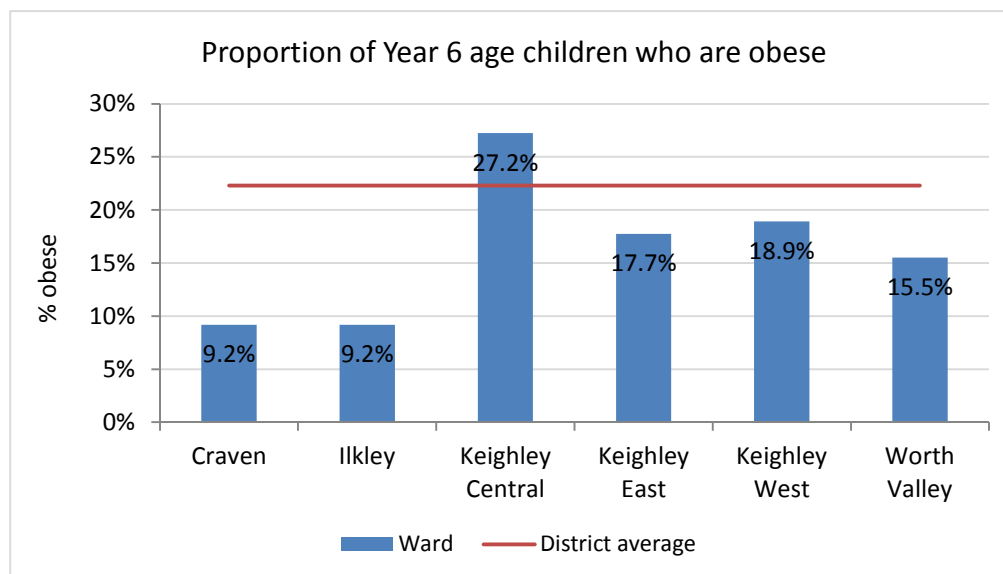
Keighley Area has the fourth highest percentage of obese children in Reception Year of the five areas in Bradford District. At ward level though, prevalence of obesity in Reception Year varies across Keighley Area, with above average prevalence of obesity seen in Worth Valley and Keighley East and low prevalence seen in Ilkley and Craven. In the charts that follow, a slightly different picture has emerged by Year 6.

c) Child Obesity Prevalence: Year 6, 2013/14

Keighley Area compared with the other areas of Bradford District



A comparison between the six electoral wards in Keighley Area

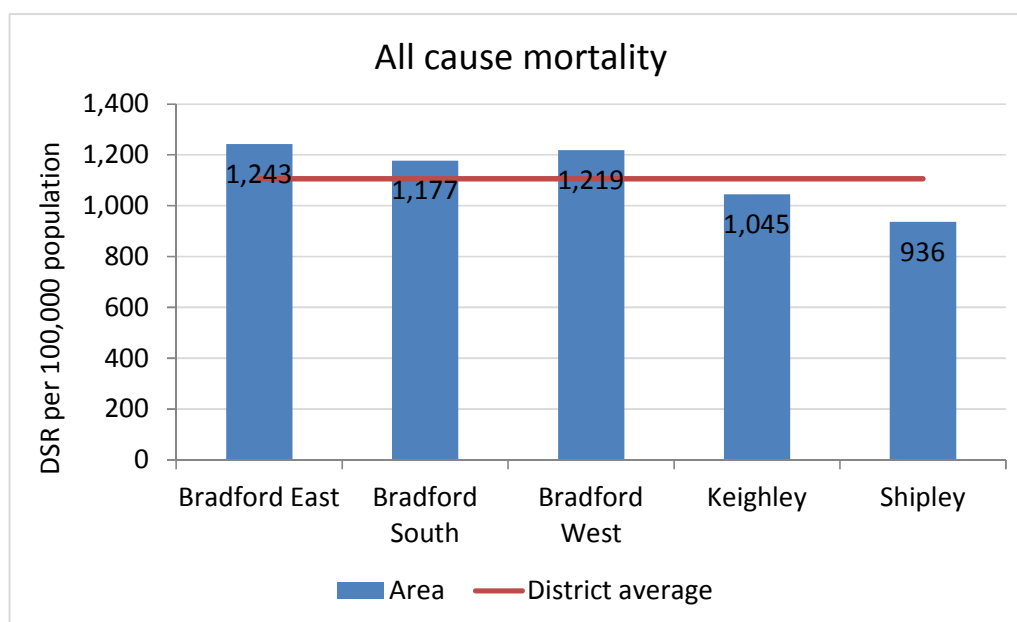


Source: National Child Measurement Programme

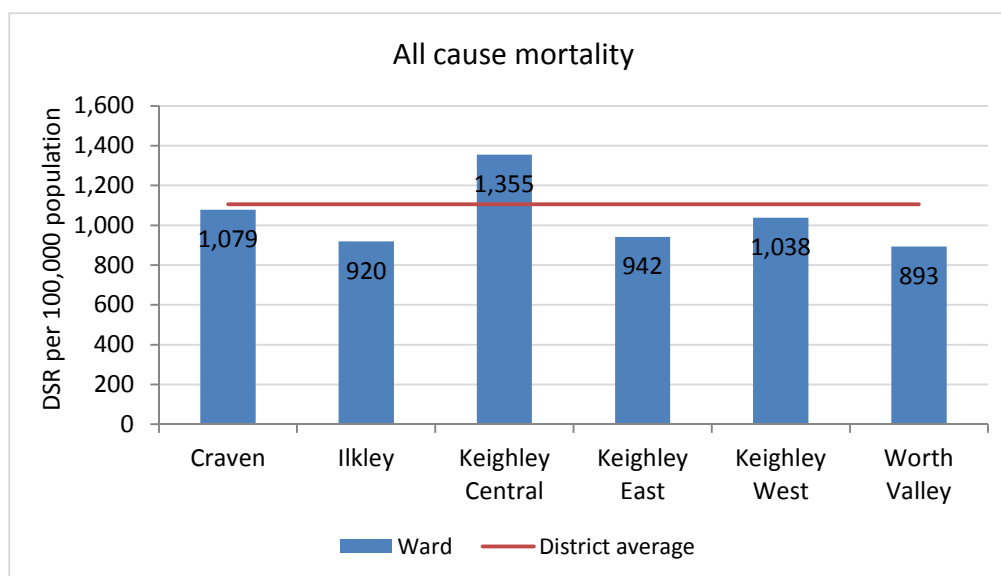
Obesity in Year 6 is higher than in reception year and Keighley has the fourth highest prevalence of the five areas in the district. Within Keighley Area, Keighley Central has the fifth highest prevalence of the 30 wards in Bradford.

d) All Age All Cause Mortality, 2011-2013

Keighley Area compared with the other areas of Bradford District



A comparison between the six electoral wards in Keighley Area

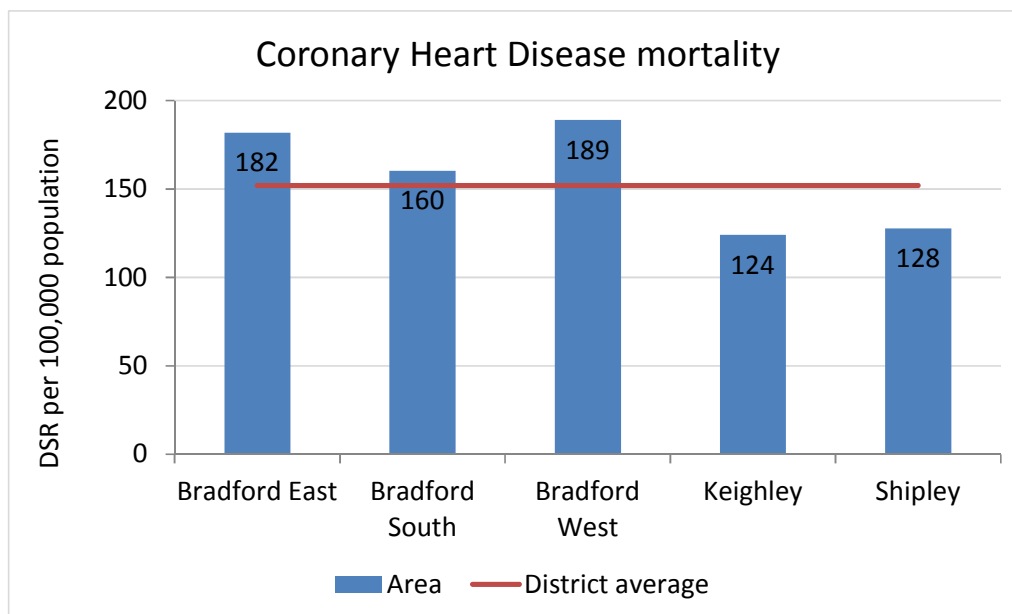


Source: Bradford Public Health Analysis

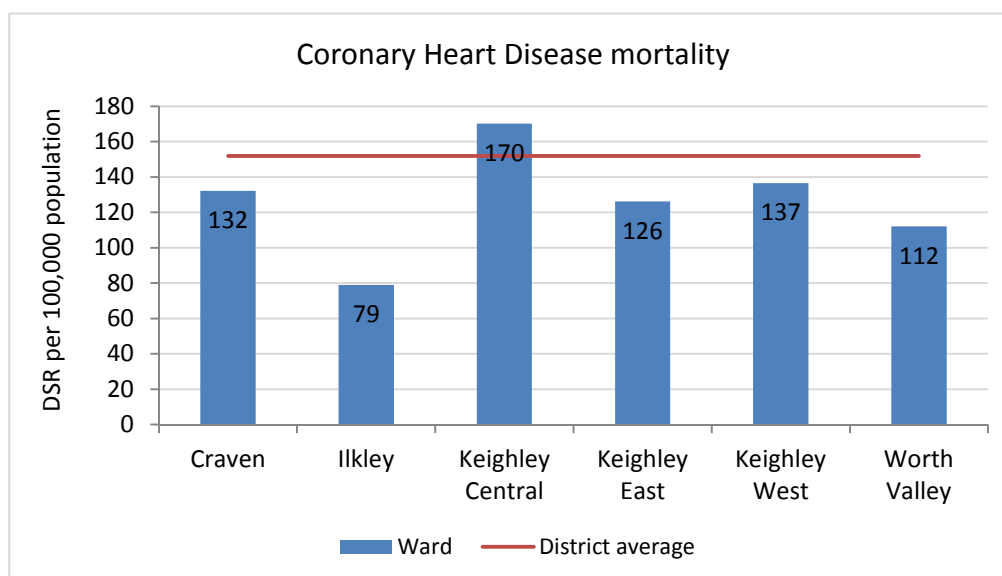
Keighley Area has the fourth highest age-standardised All Age All Cause Mortality (AAACM) rate of the five areas in Bradford District. AAACM rates vary within Keighley Area from Keighley Central which has one of the highest rates in the district to Ilkley which has one of the lowest rates in the district.

e) Mortality from Coronary Heart Disease (CHD), 2011-2013

Keighley Area compared with the other areas of Bradford District



A comparison between the six electoral wards in Keighley Area

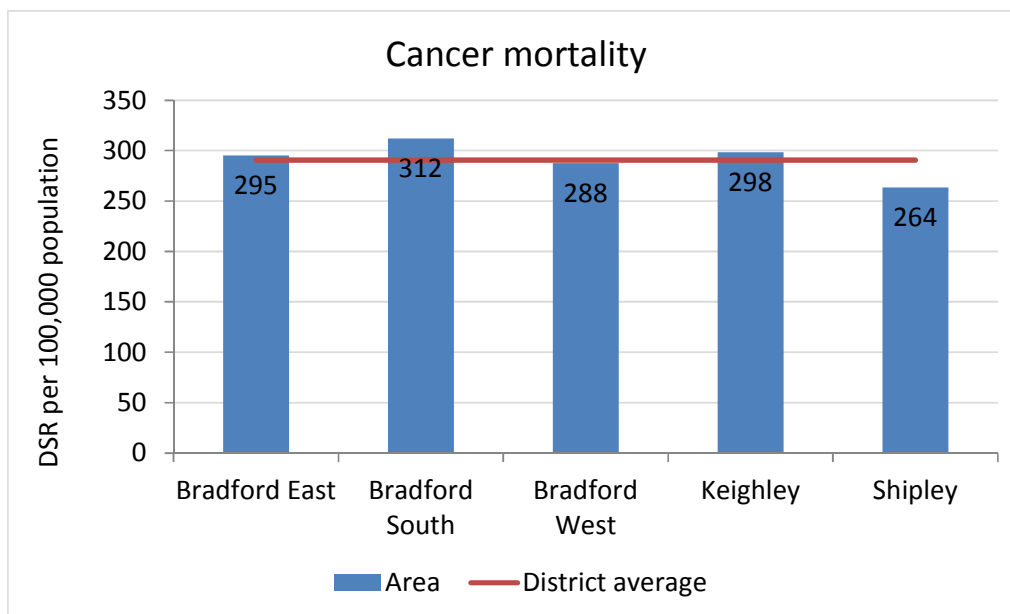


Source: Bradford Public Health Analysis

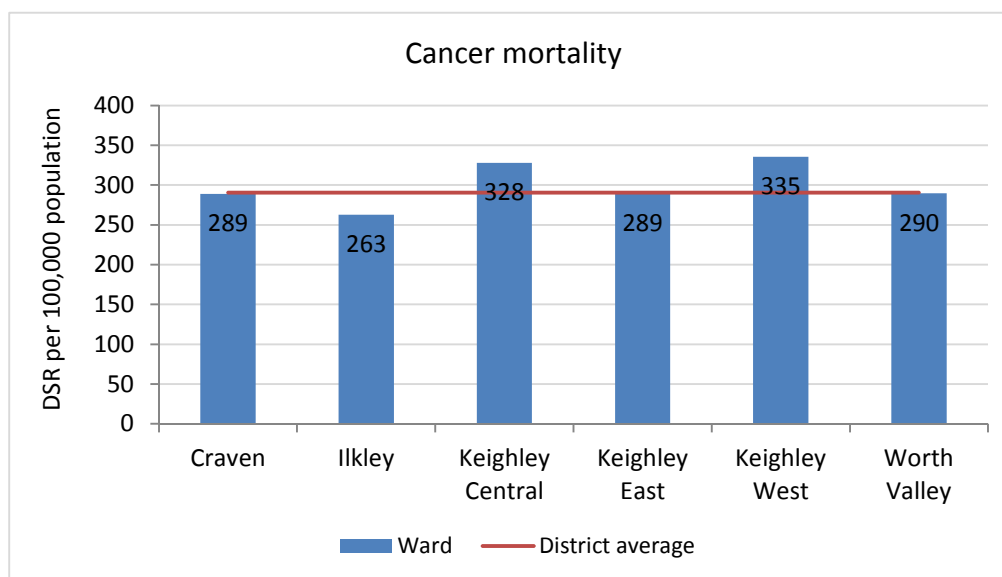
Keighley has the lowest age-standardised Coronary Heart Disease (CHD) mortality rate of the five areas in Bradford District. All wards within Keighley Area, apart from Keighley Central, are within the 10 lowest CHD mortality rates within Bradford District.

f) Mortality from Cancer, 2011-2013

Keighley Area compared with the other areas of Bradford District



A comparison between the six electoral wards in Keighley Area

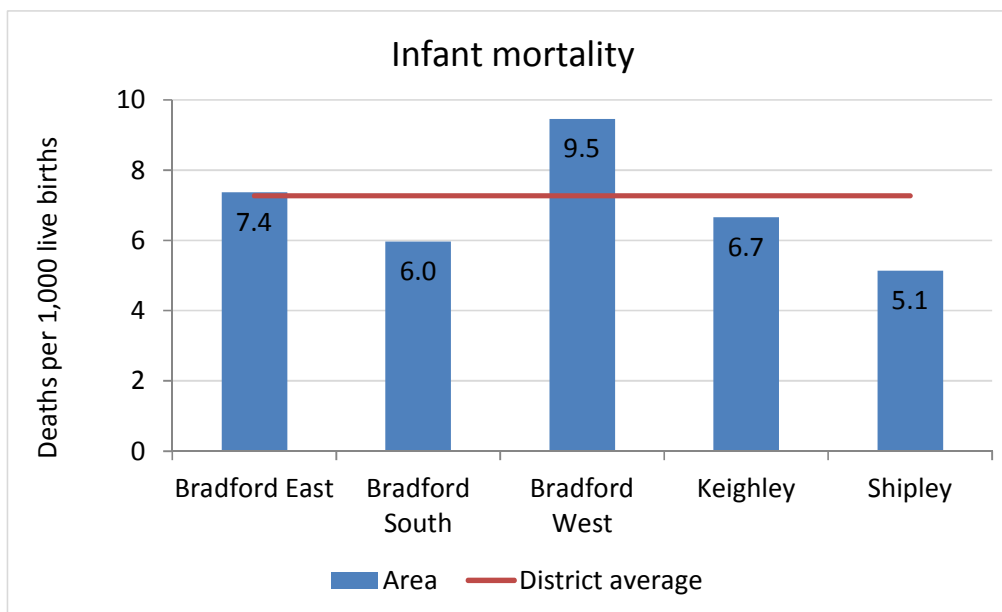


Source: Bradford Public Health Analysis

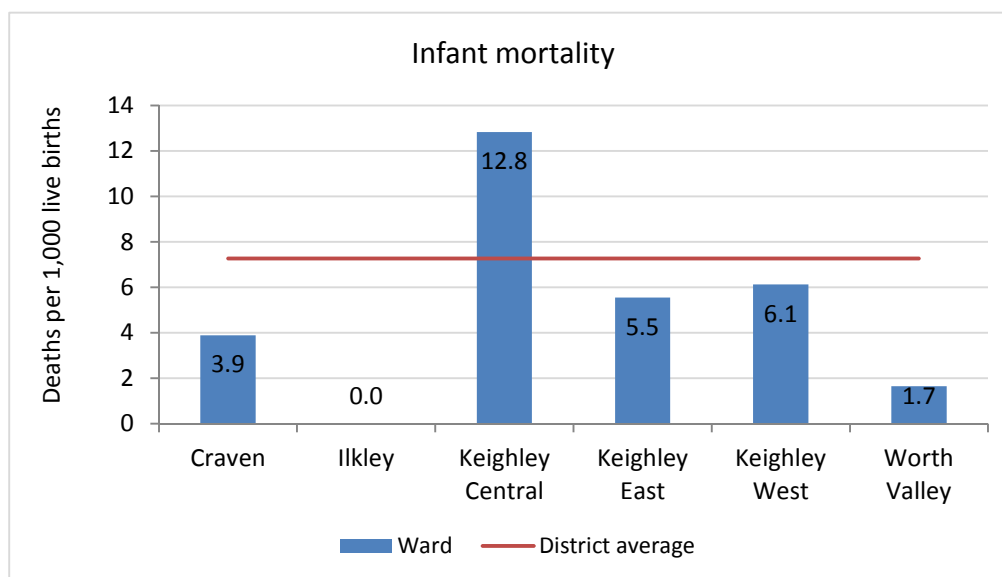
Keighley Area has the second highest age-standardised cancer mortality rate of the five areas in Bradford District, with Keighley West and Keighley Central having the third and fifth highest mortality rate for cancer of all 30 wards within Bradford District respectively.

g) Infant mortality, 2006-2013

Keighley Area compared with the other areas of Bradford District



A comparison between the six electoral wards in Keighley Area



Source: Bradford Public Health Analysis

Keighley Area has the third highest infant mortality rate within Bradford District. At a ward level there are large differences in infant mortality rates, with Keighley Central having the second highest infant mortality rate of all 30 wards in Bradford District and Ilkley having the lowest infant mortality rate of all 30 wards within the district.