JULY 2015

The East Sussex Public Health bulletin is a regular update of local Public Health news. This includes the latest additions to the East Sussex Joint Strategic Needs and Asset Assessment website, local campaigns and projects, GP related public health news and national public health news.

Joint Strategic Needs and Assets Assessment (JSNAA)
An update of the latest news and additions to the JSNAA website

News for CCGs and GPs
This issue includes the success of the Health Checks programme in 2014/15, the new Public Health BSc at the University of Brighton and an overview of Stop Smoking Service achievements in 2014/15

Health Improvement in East Sussex
How East Sussex is supporting “shaking up the summer” for children and their families.

National News
An overview of top national public health news stories, guidance, tools and publications.

Key National Public Health Research
The latest national research and how we compare locally.

Upcoming FREE Training
An exciting range of FREE Public Health funded training is available July to September 2015

East Sussex leads the way on action to prevent cardiovascular disease!

National data for NHS Health Checks, shows East Sussex ranks in the top quintile of all Local Authorities for NHS Health Checks offered and NHS Health Checks received by the eligible population for 2014/15.

Stop Smoking Services: quitters exceed yearly targets

In 2014/15 Stop Smoking Services in East Sussex supported 3,287 people to successfully quit smoking, an impressive 109% of the yearly target!
Joint Strategic Needs & Assets Assessment (JSNAA)

Additions to the JSNAA site

The Joint Strategic Needs & Assets Assessment (JSNAA) is a process that identifies both the health and wellbeing needs (i.e. problems) and assets (i.e. strengths) of the people, communities and populations in East Sussex.

This website provides a central JSNAA resource of local and national information to inform decisions and plans to improve local people’s health and wellbeing and reduce health inequalities in East Sussex.

The latest additions to the website include:

- National Profile - Child Health Profiles, June 2015
- National Profile - Local Alcohol Profile for England (LAPE), June 2015
- National Profile - Adult Social Care Profile, June 2015
- National Profile - Tobacco Control Profiles, June 2015
- National Profile - Health Profiles, June 2015

If you would like to receive the monthly email update alerting you to the content recently added to this website please enter your details at: www.eastsussexjsna.org.uk/subscribe

2015 Child Health Profiles released

The newly released 2015 Child Health Profiles, produced by Public heath England provide a snapshot of child health and wellbeing for each local authority in England using key health indicators which enable comparison locally, regionally and nationally. They are a valuable tool for local government and health services to help them understand the needs of their communities, improve health and wellbeing of children and reduce health inequalities.

http://www.chimat.org.uk/profiles

News for CCGs and GPs

East Sussex leads the way on action to prevent cardiovascular disease

Congratulations to GP practices across East Sussex on the success of the NHS Health Check programme. The hard work of practice staff has enabled a record number of patients to have their cardiovascular disease risk assessment and understand the steps they can take to reduce the risk of developing conditions such as heart disease and diabetes, and live longer, healthier lives.

National data for NHS Health Checks, shows East Sussex ranks in the top quintile of all Local Authorities for NHS Health Checks offered and NHS Health Checks received by the eligible population for 2014/15.

As published last month, all three CCGs exceeded the target to invite 20% of their eligible patients for an NHS Health Check in 2014/15. National data shows that East Sussex (26.2%) also offered a greater proportion of the eligible population an NHS Health Check than the national average (19.7%) and Kent, Surrey and Sussex region (17.1%).

A greater proportion of eligible patients also received an NHS Health Check in East Sussex, compared with the national average (9.6%) and Kent Surrey and Sussex region (8.4%). In fact over the past 2 years a greater proportion of people have received a health check in East Sussex than any other area in Kent, Surrey and Sussex.

The 47% uptake rate for NHS Health Checks in East Sussex is lower than achieved last year (57%) and slightly below the national average (48.8%) and Kent, Surrey and Sussex region (49.1%). The lower uptake rate in East Sussex is largely due to a low uptake in Quarter 4, as a result of a large number of Health Checks offers being made in this quarter where patients are likely to receive their check in Quarter 1 2015/16. Full data is presented in Table 1 below.

<table>
<thead>
<tr>
<th>Local Authority/Area</th>
<th>% HCs offered</th>
<th>% of eligible population received a HC</th>
<th>% of those offered that received an HC</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Sussex</td>
<td>26.2%</td>
<td>12.3%</td>
<td>47.0%</td>
</tr>
<tr>
<td>England</td>
<td>19.7%</td>
<td>9.6%</td>
<td>48.8%</td>
</tr>
<tr>
<td>Kent, Surrey &amp; Sussex</td>
<td>17.1%</td>
<td>8.4%</td>
<td>49.1%</td>
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</table>

Please contact Hayley Martin with any queries about the NHS Health Check programme in East Sussex at Hayley.martin@eastsussex.gov.uk
New University of Brighton
Public Health BSC (Hons) to start in Hastings in September

A new BSc(Hons) in Public Health will begin in September 2015 at the Hastings site of the University of Brighton, designed to provide students with a firm understanding of the knowledge and attributes for public health practitioners.

The course will contain a mixture of classroom learning and practice placements with experienced professionals from Public Health departments, charities, not for profit organisations, social enterprises and non-governmental agencies. The BSc(Hons) has drawn on UK Public Health Register (UKPHR) competencies, national occupational standards for public health, and has the values of the NHS constitution embedded within it.

More information about the degree can be found on the University of Brighton website: https://www.brighton.ac.uk/courses/study/public-health-bsc-hons.aspx

Change4Life and Disney to ‘shake up’ the summer

This summer, Change4Life and Disney have teamed up to help children get active with the launch of the new, exciting 10 Minute Shake Up.

Children need 60 minutes of activity a day and evidence demonstrates the benefits of children achieving that level.

For every child, every day, every 10 minutes counts and makes a big difference. However on average nationally, only 21% of boys and 16% of girls aged 5-15 years, 67% of men and 55% of women currently meet physical activity recommendations.

The Change4Life 10 Minute Shake Up campaign, aimed at families with children aged 5-11 years, encourages kids to team up with some of their favourite Disney team and enjoy loads of brilliant 10 minute Shake Up activities to help them reach the recommended amount of physical activity per day.

Those who sign up for the 10 Minute Shake Up, choose a team and then will receive a free pack which includes a fantastic team wristband with a timer, activity cards, a team poster with stickers. There will also be online resources available for families on the website: https://www.nhs.uk/10-minute-shake-up

During June 2015, every school with key stage 1 children (5-7 years) will receive a 10 Minute Shake Up kit via the School Fruit and Veg Scheme, in time for the end of summer term. The kit contains everything your teachers need to help their class have fun and keep active:

SCHOOL PACK
A teacher resource booklet
Cut-out 10 Minute Shake Up activity cards
An engaging wall chart with spinner
Plenty of team stickers and reward stickers for children
Sign up leaflets for every child’s book bag

Stop Smoking Services: data shows number of quitters exceeds yearly targets

In 2014/15 Stop Smoking Services in East Sussex supported 3,287 people (1,450 men and 1,837 women) to successfully quit smoking (measured at the 4 week check).

Of this number 902 people were employed in manual work against a yearly target of 772...

...and 123 people were maternal smokers against a target of 75. While this is below the yearly target, it is substantially higher than in 2013/14 when 86 maternal smokers who supported to quit.

Smoking kills more than 1,000 people across East Sussex every year. Helping people to quit makes a significant contribution to improving health and wellbeing in East Sussex.

People who want to quit can receive 1-2-1, group or telephone based support from friendly and professional advisors. They will also receive medication on prescription (free to those who don’t have to pay for their prescriptions).

Free help and advice is available by calling 0800 9178896 or online at www.stopsmokingineastsussex.co.uk
Related resources to help support the promotion of physical activity amongst children and families are available on the East Sussex Health promotion and resources webpages: http://www.eastsussex.gov.uk/socialcare/healthadvice/healthpromotion/physicalactivity.htm

Please contact Nicola Blake for more information: Nicola.Blake@eastsussex.gov.uk

### National News

#### Mental Health Patients smoke three times more than the general population

A newly updated survey of 105 care units by Public Health England and the NHS reveals that 64% of mental health patients are addicted to tobacco compared to 18% of the general population. Experts warn that smoking can increase depression and anxiety, reduce medication effectiveness by up to 50% and is the main reason mental health patients have a life expectancy 10-20 years lower than the general population. Public Health England is calling for all mental health hospitals to be smoke-free zones and is publishing new guidelines for medium and low security mental health units in line with NICE recommendations that all NHS-funded hospitals provide stop-smoking services.


### National Public Health Research

#### WHO led research confirms breast cancer screening still saves lives

An international team of scientists led by the World Health Organisation’s cancer agency finds that despite technological advances, improved treatments and worries over potential risks, breast cancer screening saves lives. The evidence indicates that “breast screening is a vital tool in increasing early diagnosis of breast cancer and therefore reducing the number of deaths.”

However, the report also acknowledges that there is some over-diagnosis where slow-growing cancer can lead to unnecessary treatment, and some women have unnecessary tests when non-cancerous changes in the breast are detected. The findings, published in the New England Journal of Medicine, support current NHS advice which recommends women aged 50-69 are screened every three years.


According to the NHS, 1,300 lives in the UK alone are saved by breast cancer screening. In East Sussex 75% of eligible women aged 53-70 had been screened for breast cancer at least once between March 2010 and March 2013: 76% in EHS CCG, 75% in H&R CCG and 73% in HWLH CCG.

#### Research reveals Cancer is now the most common cause of death for men in the UK

Research from the University of Oxford has found that cancer has overtaken cardiovascular disease as the UKs number one killer amongst men for the first time since the middle of the 19th Century.

The research, published in the journal ‘Heart’, analysed the latest national data for the UK from multiple sources and found that while cardiovascular disease is still the most common cause of death among women, almost a third of male deaths were caused by cancer (32%) compared to 28% caused by cardiovascular disease (Figure 1). For males and females combined, the overall proportion of deaths attributable to cancer was 29% while cardiovascular disease accounted for 28%.
According to the latest figures there were 6,523 deaths in East Sussex in 2013: 2,188 of these (34%) were caused by cardiovascular disease and 1,822 (28%) by cancer. Of the 3,349 female deaths (53% of total) 36% (1,214) were caused by circulatory diseases 25% (824) by cancer. This compared to 3,026 (47%) deaths of males, 31% of which (933) had circulatory causes and 30% (911) cancer.

Upcoming Public Health Funded FREE Training - July to September 2015

TRAINING THAT CAN BE ACCESSED AT ANY TIME

1. Substance Misuse training for Primary Care

CRI are offering training to providers who are delivering substance misuse support with drug and alcohol detox under the Public Health Local Service Agreements. Bespoke training can be arranged through CRI as required.

Bookings: For more information and to book training please contact Daniel Parsonage (Strategic Commissioning Manager, Substance Misuse): Daniel.parsonage@eastsussex.gov.uk

JULY TRAINING

1. ASIST: Applied Suicide Intervention Skills Training (2 days)

This is a comprehensive, evidenced based course available to front-line staff and volunteers working in East Sussex. The course teaches a robust and practical model of suicide intervention, run by Grassroots Suicide Prevention. During the workshop you will have an opportunity to explore personal or professional experiences with suicide, to examine your own attitudes about suicide and people who are at risk of suicide and to better understand the needs of a person at risk and how to use suicide first aid to meet those needs. You will learn and practice a model of suicide intervention.

Bookings: For further details, and to book a place, please use the following link: http://bit.ly/GSPtrainingESX

2. NHS Health Check – Brief Interventions and Motivational Consultation Style ‘Making each Health Check Matter’

At the recent NHS Health Check core skills training, many practitioners shared with us the challenges of supporting patients to consider and make changes to their lifestyle behaviours - this training addresses some of these issues and is aimed at all staff delivering health checks. It is delivered by Karen Davies, a Diabetes & CVD nurse & former NHS Health Checks lead.

This training aims to challenge predominate consultation paradigms by; exploring ideal outcomes from a NHS Health Check appointment, increasing understanding of the Health Care Professional (HCP) role, increasing awareness in styles of communication, motivational Interviewing Principles (OARS), increasing HCP awareness of change talk.

Bookings: To book your free place, please email Public Health at publichealth@eastsussex.gov.uk. Lunch and refreshments are provided, please advise if you have any special dietary requests. For any further enquiries please call 01273-336469

SEPTEMBER TRAINING

1. NHS Health Check Core Skills Training

Practices providing NHS Health Checks as part of their Public Health contract must ensure that staff who provide NHS Health Checks meet the workforce competences for the role. This training is for all staff new to delivering NHS Health Checks, or who have not previously attended Health Checks training. It will be delivered by Karen Davies, a Diabetes & CVD nurse & former NHS Health Checks lead.

Training will support practitioners new to NHS Health Checks, or who haven’t accessed any previous training, to develop their confidence and competence to provide the Health Checks effectively for their patients, encouraging the best possible patient outcomes.

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<th>Date</th>
<th>Time</th>
<th>Venue</th>
<th>Address</th>
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<tbody>
<tr>
<td>Tuesday 8th September 2015</td>
<td>9.30am - 4.30pm</td>
<td>County Hall</td>
<td>Council Chambers, County Hall BN7 1UE, Lewes</td>
</tr>
</tbody>
</table>

Bookings: To book your free place, please email Public Health at publichealth@eastsussex.gov.uk. Lunch and refreshments will be provided, please advise when booking if you have any special dietary requests. For further enquiries please call 01273-336469

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<tr>
<td>Tuesday 29th September 2015</td>
<td>9.30am - 3.30pm</td>
<td>Station Plaza</td>
<td>Room 416, Station Plaza Hastings, TN34 1BA.</td>
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Bookings: To book your free place, please email Public Health at publichealth@eastsussex.gov.uk. Lunch and refreshments are provided, please advise of special dietary requests when booking. For further details call 01273-336469
3. SafeTALK: Suicide Alertness For Everyone (half-day)

SafeTALK - Suicide Alertness For Everyone - is a half-day course that can help you make a difference.

An accessible course, that teaches a four-part model to provide an initial response to a person with thoughts of suicide. Learn to identify people with thoughts of suicide and connect them to suicide first aid resources. This training prepares you to be a suicide alert helper by following the TALK steps (Tell, Ask, Listen and KeepSafe). These steps offer initial help in order to connect people having thoughts of suicide with more specialised support.

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<th>Venue</th>
<th>Address</th>
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<tr>
<td>Thursday 24th September 2015</td>
<td>1.30pm - 5.00pm</td>
<td>Horntye Park Sports Complex</td>
<td>Horntye Park Sports Complex Bohemia Road TN34 1EX Hastings</td>
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Bookings: For further details, and to book a place, please use the following link http://bit.ly/GSPtrainingESX

For more information about the Public Health monthly bulletin please contact
Miranda Scambler, Public Health Practitioner: Miranda.scambler@eastsussex.gov.uk,
East Sussex County Council, E1C County Hall, St Anne's Crescent, Lewes, BN7 1UE