The Health and Well Being Strategy for Cornwall and Isles of Scilly

Background
The Cornwall and Isles of Scilly Health and Well Being Board was set up in December 2006. The aim of the Board is to promote and improve the health and well being of the people of Cornwall and the Isles of Scilly, and to reduce local inequalities in health. It is responsible for developing and delivering the Health & Well Being Strategy for Cornwall and Isles of Scilly.

Membership of the Board:

| Cornwall County Council Council for the Isles of Scilly Cornwall & Isles of Scilly PCT | Director of Public Health Cornwall & Isles of Scilly PCT, Cornwall County Council and Council for the Isles of Scilly (Joint Chair) |
| Cornwall Strategic Partnership | Chair of Cornwall Strategic Partnership |
| District Councils | Kerrier Penwith Carrick Restormel North Cornwall Caradon | Specialist theme leads e.g. housing, environmental health etc |
| Isles of Scilly Council | Director of Community Services |
| Cornwall County Council | Director of Adult Social Care (joint chair) LAA representative Associate Director of Childrens Services | Themes include Adult Social Care, Trading Standards, Transport, Education, Emergency Planning |
| Health & Social Care Overview & Scrutiny Committee | Healthy Lifestyle & Beating Diabetes Lead Member |
| Cornwall & Isles of Scilly PCT | Local Area Agreement Lead Health Promotion |
| Health Protection Agency | Director of The Devon and Cornwall Health Protection Unit |
| Private Sector | Objective One Business Lead |
| Voluntary Sector | Voluntary Sector Forum |
| Local Communities | Secretary to the Clerks of the Parish Council |
| Cornwall Diversity Network | Member of the Board from January 2008 |

Developing the Strategy
Forty one local consultations have taken place with local people over the past two years. These have been investigated in terms of people’s concerns, issues and preferences about their health and well-being. People’s views have systematically informed the development of the draft Health & Well-being Strategy. Many different issues were raised in the consultations but some common themes emerged about housing, health, youth facilities, leisure facilities, access to services, healthy eating and smoking.
Through the Cornwall Local Area Agreement there has been some very successful work on developing the role of the health trainer in areas of deprivation. Health trainers have been recruited, some from long term unemployment, and they have received intensive training on their roles. The health trainers are all conducting needs assessments with their local populations and the findings of these are being fed into the development of the strategy.

Information about the local population and inequalities and health and well being have been gathered and these have also been used to agree which areas the strategy should concentrate on. They will also provide the data against which we can see if the strategy has been effective at improving the health and well-being of local people.

The strategy takes the form of a set of priority cards and video clips addressing the thirteen areas that have been agreed. This is to move away from the usual written strategy document that commonly local people have no contact or understanding of. The priority cards and the video clips were consulted on from September to December 2007.

Champions have been agreed for each of the thirteen areas. The topic areas and champions are:-

<table>
<thead>
<tr>
<th>Topic Area</th>
<th>Champion</th>
<th>Organisation</th>
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<tbody>
<tr>
<td>Healthy Workplace</td>
<td>Mick Bullock</td>
<td>Caradon District Council</td>
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<tr>
<td>Smoking</td>
<td>Lynda Quee</td>
<td>Health Promotion Service</td>
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<td>Benefits</td>
<td>Carol Tozer</td>
<td>Cornwall County Council</td>
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<td>Getting into Work</td>
<td>Andrea Gilbert</td>
<td>Inclusion Cornwall</td>
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<td>Leisure &amp; Recreation</td>
<td>Mike Roberts</td>
<td>North Cornwall District Council</td>
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<td>Warm, Affordable, Safe Housing</td>
<td>Karen Sawyer</td>
<td>Restormel Borough Council</td>
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<td>Food</td>
<td>Sean Oates</td>
<td>Kerrier District Council</td>
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<tr>
<td>Emotional Health &amp; Well Being</td>
<td>Steve Colwill</td>
<td>Cornwall County Council</td>
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<tr>
<td>Reducing Infant Deaths</td>
<td>Pat Owen</td>
<td>Cornwall &amp; Isles of Scilly PCT</td>
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<td>Safe Strong Communities</td>
<td>Allan Hampshire</td>
<td>Penwith District Council</td>
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<td>Better Access to Services</td>
<td>William Thomas</td>
<td>Council of the Isles of Scilly</td>
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<td>Sex Drugs and Alcohol</td>
<td>Brian O’Neill</td>
<td>Cornwall &amp; Isles of Scilly PCT</td>
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<tr>
<td>Environment</td>
<td>Mike Roberts</td>
<td>North Cornwall District Council</td>
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The cards contain an example of local work that is making a difference, some facts about the topic, what is currently being done, what needs to be done and how we will know we have made a difference by 2020.

The cards and video clips form the 2020 strategy and were consulted on widely in the autumn of 2007, and the strategy was launched in January 2008. The Health and Well Being Board will consult on the 2020 strategy with local people through the media, with all the public sector agencies in Cornwall and the Isles of Scilly, through the health trainers and the Cornwall Strategic Partnership. The 2020 strategy will also go to groups that are working on the thirteen topic areas.

For a copy of the strategy in easy-read format please contact Jane Roberts 01872 322532.
It is also available on the County Council Website www.cornwall.gov.uk/healthandwellbeing or the Primary Care Trust Website http://www.cornwall.nhs.uk/CIOSPCT/KeepingHealthy/healthandwellbeingstrategy.aspx
Most importantly the draft 2020 strategy will be used to make sure that the new Cornwall Local Area Agreement will make a difference to local people’s health and well being and drive through some challenging changes. For example the Health and Well Being Board has agreed we must end child poverty in Cornwall and the Isles of Scilly by 2020. This is a massive challenge for us all but too important for us not to make sure we include and achieve.

Changes have been made in response to peoples views gathered through the consultation and the 2020 strategy was launched in January 2008.

Key partnerships & Working Groups HaWBB will be consulting with

**Business Link**
- Caradon District Council
- Caradon Local Strategic Partnership
- Carers Partnership Board
- Carrick District Council
- Carrick Local Strategic Partnership
- Chief Environmental Health Officers Group
- Children & Young People’s Partnership
- Community Safety Strategic Group
- Cornwall Agricultural Council
- Cornwall Air Quality Forum
- Cornwall Business Partnership
- Cornwall Equality and Diversity Group
- Cornwall County Council Executive
- Cornwall Healthy Schools Programme
- Cornwall Housing Partnership
- Cornwall & Isles of Scilly Primary Care Trust Equality and Diversity Group
- Cornwall & Isles of Scilly Primary Care Trust Board
- Cornwall & Isles of Scilly Primary Care Trust Professional Executive Committee
- Cornwall Litter Partnership
- Cornwall Overview and Scrutiny Committee
- Cornwall Private Sector Housing Sub Group
- Cornwall Sports Partnership
- Cornwall Strategic Housing Officers Group
- Cornwall Strategic Partnership
- Cornwall Supporting People Partnership
- Cornwall Sustainable Energy Partnership
- Cornwall Voluntary Sector Forum
- Council of the Isles of Scilly
- Diabetes Local Implementation Group
- Disability Cornwall
- Diversity Network for Cornwall
- Drugs and Alcohol Action Team
- Environment Kernow
- Groundswell Cornwall & Transition Towns
- Healthy Futures Board
- Healthy Lifestyles Group
- Home Improvement Agencies
- Inclusion Cornwall
- Independent Reference Group
- Kerrier District Council
- Learning Disability Partnership Board
- Local Area Agreement Management Board
- Local Children’s Safeguarding Board
- Local Implementation Team/ Mental Health Advisory and Implementation Group
- Migrant Workers Group
- Mobilise! Steering Group
- North Cornwall District Council
- North Cornwall Strategic Partnership
- Partnership Board for Older People
- Patient and Public Involvement Forum
- Penwith District Council
- Reducing Teenage Pregnancy Board
- Restormel Borough Council
- Restormel Local Strategic Partnership Group
- Restormel Locality Group
- Road Casualty Reduction Partnership
- Sexual Health Local Implementation Group
- West Cornwall Together
The Health and Well Being Strategy for Cornwall and Isles of Scilly 2020

Healthy Workplaces

As part of a national pilot to examine the overall benefits of improving health in the workforce, Ginsters bakery in Callington, with the support of partners in the public sector, has been operating a scheme to promote healthy lifestyle changes amongst its employees. 63% of staff (320) have signed up to take advantage of a range of options including:

- organised sport such as cycling, football, tennis, badminton, skiing, surfing, kayaking, golf;
- free fruit and healthier choices in the canteen;
- regular sessions in yoga, reflexology, salsa, self defence, slimming, smoking cessation;
- fun runs, walking groups, conservation projects and other community based activities.

Many enthusiastic participants are employees who were classed as overweight and leading inactive lifestyles. There has been a significant culture change, with early indications of reduced absenteeism and better team spirit. Already Ginsters has achieved a number of health and business related awards as a direct result of the project.

“The (on-site) gym has been great for me I’ve lost 1 ½ stone and got my heart rate down its brilliant. Becki.”

Facts

- Sickness absence costs UK employers £12.2 billion per year; and of that £6.4 billion as a result of alcohol misuse
- Stress related conditions and musculoskeletal disorders are now the most common reported causes of sickness absence from work in the UK.
- Over half of employees in the region wrongly believe that they take sufficient exercise.

Actions

- Workplace schemes exist in both the private and public sectors, for example Kerrier District Council, providing health checks, access to physical recreation and active travel to work plans. Cycling or walking for all or just part of the journey to work is an ideal way to build in regular daily exercise;
- “Choosing Health at Work” toolkit developed by Caradon District Council for local employers;
- Stop smoking services to support employees affected by the recent legislation prohibiting smoking in the workplace;
- Adoption of the “Mindful Employment Charter” developed in Cornwall to combat the effects of stress and improve mental health in the workforce.
- Overcoming barriers to health care for migrant workers in Cornwall and the Isles of Scilly, and development of a Migrant Workers Welcome Pack;
- Joint health and safety initiatives with local authorities and the Health and Safety Executive.

What we need to do now

- Campaign to raise awareness of health issues amongst employees in the region;
The Health and Well Being Strategy for Cornwall and Isles of Scilly 2020

Health and Well Being Board

2006/2009 Cornwall Local Area Agreement Outcome

No & Title: HCOP 5 - Improve mental health in the workforce & reduce suicides.

Relevant Local Strategy:
“Mindful Employer Scheme”
Healthy Active Workplace scheme proposed for the new Cornwall Council

Delivery Partnership:
Local Authorities
Health and Safety Executive
Cornwall Business Partnership
NHS
Cornwall Sports Partnership

How we will know we have made a difference

By the year 2020 we aim to:

• All public sector agencies in Cornwall and the Isles of Scilly will operate schemes actively promoting healthy workplaces;
• Produce and make available health advice packs and ways to monitor the health of workforces as standard practice for local companies, with emphasis on lower paid and migrant workers;
• Reduce by 10% the level of absenteeism due to work related stress and musculoskeletal disorders in the public sector and encourage private sector employees to achieve the 10% target;
• Achieve national recognition that Cornwall and the Isles of Scilly are the healthiest places to work.

If you would like to comment on this card please contact Karina Wilson, PA to the Director of Public Health
karina.wilson@ciospct.cornwall.nhs.uk
The Health and Well Being Strategy for Cornwall and Isles of Scilly

Smoke Free Cornwall & the Isles of Scilly

Facts

• 50% of difference in life expectancy between least and most income deprived is caused by smoking
• 27% of people smoke in Cornwall & the Isles of Scilly (compared with 26% nationally)
• Over 70% of smokers wish to stop
• Smoking kills over 1,000 people every year in Cornwall & the Isles of Scilly
• One third of all cancer deaths are attributable to smoking
• Second hand smoke (passive smoking) increases risk of lung cancer, coronary heart disease and reduced lung function. In babies and young children it can lead to glue ear, cot death and more frequent chest infections.
• Smoking during pregnancy is known to cause attention deficit and hyperactivity disorder, diabetes and stillbirth.

Actions

• Provision of a highly successful Stop Smoking Service for Cornwall & the Isles of Scilly. People quitting with the local service have a higher quit rate after one year than nationally (23.9% compared with 19%).
• Use of nicotine replacement therapy and other pharmacotherapy to support quit attempts
• Implementation of smoking legislation on 1 July and change to prohibit sales of cigarettes to under 18's.
What we need to do now

- Continue to provide support for those who wish to stop smoking
- Increase the range of venues for support
- Ensure smoking legislation is enforced
- Work to decrease the number of young people who take up smoking
- Ensure use of brief interventions by health and social care staff and volunteers to signpost potential quitters to support
- Ensure quitters have access to the support they need
- Champion a smoke free strategy for Cornwall and the Isles of Scilly
- Introduce Smoke Free Homes

How we will know we have made a difference

- Fewer people smoking. Smoking rate reduced to 17% or lower
- Increased number of people in most deprived areas making quit attempts
- Compliance with the smoke free legislation
- Reduced take up of smoking by young people, nationally 20% of 15 year olds are regular smokers.
- Increase the percentage of women who have given up smoking in pregnancy who don’t return to smoking after giving birth. Currently 95% of pregnant women who give up smoking go back to smoking after giving birth.
- Reduce the number of children and babies exposed to second hand tobacco smoke in the home.

2006/2009 Cornwall Local Area Agreement Outcome
HCOP1 Smoke Free strategy

Relevant Local Strategy:
Smoking Strategy, NHS annual operating plan

Delivery Partnership:
Health and Wellbeing Board

If you would like to comment on this card please contact Karina Wilson, PA to the Director of Public Health
karina.wilson@ciospct.cornwall.nhs.uk
Access to benefits

Facts

- Low incomes – especially for those living in poverty – is associated with poor health and well-being.
- The poorest people in our communities are those who are reliant entirely upon welfare benefits for their income.
- By helping people to maximise their income, we are tackling poverty in our communities and improving the quality of life of many residents.
- Government estimates reveal that each year over £4 billion goes unclaimed in five benefits alone - Income Support, Job Seekers Allowance, Housing Benefit, Council Tax and Pension Credit.
- Many of our older citizens are unaware of the welfare benefits they may be entitled to. Age Concern estimates that about 1 million pensioners are entitled to Minimum Income Guarantee but do not claim it.
- Adults with disabilities, including people with learning disabilities, are often totally reliant upon an income derived from welfare benefits. Research reveals that these adults also fail to claim the full range of benefits they are entitled to receive.
- The welfare benefits systems is very complicated and many people find it difficult to apply.
- The very great majority of adults with disabilities wish to work as part of having a fulfilling and independent life.

Actions

- Over the past two financial years, the specialist welfare advice service in the Department of Adult Social Care
has raised £4M in additional benefits for people. (This excludes any backdated payments, which can be substantial as the case study shows)

- The District Councils also provide specialist benefits advisory and take up services – especially in relation to Housing Benefit and Council Tax Benefit. The total Housing Benefit and Council Tax Benefit payments made by them over the past year were in the region of £137million.

- There are a number of voluntary and community agencies who also provide specialist welfare benefits advice and support to different groups of people including: Age Concern Cornwall, the Citizens Advice Bureau and Cornwall Disability Forum. Age Concern Cornwall raised just over £2m in the last year alone (2006/07) with 621 new cases.

- Welfare benefits take up campaigns are undertaken on a regular basis throughout the County. For instance, a number of organisations routinely use the Royal Cornwall Show to raise people’s awareness of the benefits they might be entitled to.

- The Department of Work and Pensions, together with other agencies such as social services and the learning skills council have an important role to play in ensuring that people gain access to the right benefits whilst they are seeking work or engaged in education or training to maximise their chance of getting a job.

- Jobcentre Plus has specialist advisors and schemes to support adults with disabilities into work and reduce their reliance upon welfare benefits.

What we need to do now

- Ensure that community health services can signpost patients to the different specialist and advisory services available
- Coordinate – and integrate – the different welfare benefits take up campaigns so that there is far more media attention, and therefore public awareness, on this issue
- Access Convergence funding so that adults with disabilities are supported to get a proper job

How we will know we have made a difference

- There will be an increase in the number of people receiving benefits to which they are entitled
- There will be a reduction in the number of people living in poverty in Cornwall and the Isles of Scilly
- There will be more people with disabilities in proper jobs

2006/2009 Cornwall Local Area Agreement Outcome
HCOP 6: Improve the quality of life and independence of older people
CYP3: Alleviate the cause and impact of child poverty

Relevant Local Strategy:
Big Plan; Joint Commissioning Strategy for Older People
Delivery Partnership:
Older person’s Partnership Board
Learning Disability Partnership Board
Carers Partnership Board

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karina.wilson@ciospct.cornwall.nhs.uk
Bill left school early to work with his Dad in the building trade and earn money. As a result he left had no qualifications and poor literacy skills. The long hours and continuous heavy work from an early age took its toll. Bill started to have serious back problems. His back was badly damaged and surgery that went wrong made the problem worse. At twenty eight Bill was told he could never work in construction again and that he faced a life of constant pain. Bill became more and more depressed and isolated, misusing the pain killers and alcohol as a form of self medication.

As his mental and physical condition worsened he became more and more isolated from family and friends. His relationship with his partner broke down; he became homeless and slept rough for a while. He thought he was on the scrap heap and that his life was over.

Cornwall Works supported Bill to undertake a series of activities which helped him rebuild his confidence and self esteem. He learned how to cope with his condition and to get control over his own life. He learned how to start and change his life. Bill is now a successful Health Trainer on the Healthy Neighbourhoods Project working to support people who have the same or similar problems as he did.

Facts

- Over 37,000 jobless people in Cornwall of working age claim benefits and of these over 27,300 make claims due to ill-health
- Current demand for labour far outweighs the supply of “job ready” individuals
- Debt, mental health and drug and alcohol misuse are reported as key barriers to work by employment advisers in Cornwall
- You are less likely to be in work if you are a lone parent, over 50, a member of a minority ethnic group or have a disability

Actions

- Jobcentre Plus and the Pathways to Work Programme will be a key provision for people claiming Incapacity Benefit.
- Public sector agencies with Cornwall Works will develop high quality secure employment across Cornwall and the Isles of Scilly
- Cornwall County Council working with 334 different employers to support people with learning disability to get into work.
- Cornwall Works links with employers to provide training, placements and jobs in a caring and understanding environment
- Tremorva and Pentreath Industries employing people with disabilities and mental health problems and support for people with disabilities
- Social enterprise development (i.e. Eden, Fifteen Cornwall) providing real opportunities for work
- Closer working between the NHS and Cornwall Works i.e. the Health Trainers programme has been developed as a partnership and health trainers have been employed to work in areas of greatest deprivation
- Support partnership working for Migrant Workers and the Cornwall Migrant Workers Group Action Plan
- Return people to the workplace through structured volunteering
2006/2009 Cornwall Local Area Agreement Outcome

HCOP4: Reduce health inequalities
HCOP5: Improve mental health in the workforce and reduce suicides

Strong 2: Increase the number of people from under-represented groups engaging in volunteering
Strong 3: Improve the quality of life for people in the most disadvantaged neighbourhoods and ensure service providers are more responsive to the needs of communities
Strong 4: Reduce social exclusion for migrant workers addressing equality of access to services for health, education, crime, worklessness and housing

Strong 7: Increase opportunities and reduce indebtedness for people who are income deprived

Relevant Local Strategy:
Cornwall Works 2006
Strategy and Action: Cornwall and the Isles of Scilly Economic Forum
ESF (European Social Fund) Operational Programme

Delivery Partnership:
Inclusion Cornwall,
The Cornwall and Isles of Scilly Economic Forum,
The Welfare to Work Strategic Partnership

What we need to do

• Develop closer working with The Department of Work and Pensions, creating Partnership Agreements and Escalation Routes into Work
• 250 more people in work every year who were previously receiving incapacity benefits
• 1% increase in the employment rates of lone parents, people with disabilities and people aged 50 and over
• Ensure all public sector employers offering flexible working
• Increase the number of social enterprises or community interest companies for people with learning disabilities, physical disabilities or mental ill health
• Development of Volunteer Health Champions rolled out across Cornwall and development of Grand Days Out where people visit tourist attractions across Cornwall and see the benefit of Volunteering as a stepping stone into work

How we will know we have made a difference

• Increase in the numbers of people with disabilities employed by the public sector
• Increase in the number of people of working age who are employed
• Cornwall and the Isles of Scilly workforce and economy will be stronger
• Employers will understand barriers to employment such as mental health

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Access to Leisure and Recreation

**Facts**

- Physically active people have a 20-30% reduced risk of premature death and up to 50% reduced risk of major chronic disease.
- Over a fifth of adults in England are classified as obese, and this figure is rising. Prevalence of obesity trebled between 1990 and 2000.
- The number of obese children is rising in all age groups – around one in four 11 to 15 year olds are obese. It is estimated that obesity accounts for around 30,000 deaths per year in England.
- More than 60% of men and 70% of women are not active enough to benefit their health.
- Growing medical evidence shows that access to the natural environment improves health and wellbeing, prevents disease and helps people recover from illness.

**Stroll Back The Years**

North Cornwall District Council has teamed up with the Stroll Back the Years walking scheme, part of the national Walking the Way to Health Initiative, to put together a programme of short walks in and around Bodmin. Residents are being asked to come along and take the first step towards a healthier lifestyle, and enjoy some of North Cornwall’s open spaces at the same time. The walks aim to help anyone whose health would benefit from taking exercise, and that is all of us. Walking is completely free, and it is never too late to start, however unfit you feel.

Stroll Back the Years run walks across the County  01726 627816

This is what a participant from Stroll Back the Years had to say

“Because I enjoy it and it’s done me an awful lot of good. I started back on an exercise class at the same time and I’ve lost two and a half stones. I feel so much better. I hate it if a week goes by and I haven’t been able to go...”

**Actions**

- Encourage all sectors of the community to take more exercise.
- Develop travel and transport plans which include traffic free paths and encourage walking and cycling in place of car use.
- Improved access to leisure facilities and concessionary schemes to encourage individuals and groups who are not taking exercise.
- Implement Cornwall’s Strategy for Sport and Active Recreation
- Provision of outdoor activities to hard to reach groups, such as the CREST scheme, LEAP Active and Bishops Forum
- Cornwall Healthy Schools Programme – pupils are provided with a range of opportunities to be physically active and helps them understand how it can benefit their health.
• Strengthen the GP referral scheme for patients who would benefit from attending a leisure centre / activity.
• The setting up of Green Gyms across Cornwall where volunteer groups can carry out practical environmental work

What we need to do now
• Significantly increase the number of people in Cornwall taking the recommended level of sport and physical activity, defined as 30 minutes a day, 5 times per week.
• Closer working and combined funding streams between agencies to ensure greater uptake and access to physical activity for children, adults and older people.
• Fully implement Cornwall’s Healthy Weight strategy to halt the rise of obesity in Cornwall.
• Map and co-ordinate the provision of leisure and recreation facilities across the county, identifying any gaps, and make these more affordable and accessible.
• Raise public awareness of schemes and programmes available particularly for children and for disabled people.
• Improved and integrated system for active transport – walking and cycling - including safe cycle routes to schools and work places

How we will know we have made a difference
• Increase in the number of individuals taking the recommended amount of physical activity from a baseline of 32% by 1% per annum, reaching 44% by 2020
• Halt the rise in obesity among children aged under 11 years
• Reduce adult obesity as recorded in GP registers to below 20% by 2020
• Increase the number of 5-16 year olds taking a minimum of 2 hours high quality sport / PE to 85% by 2020.
• Provide accessible natural space within 300 metres (or five minutes’ walk) of every home in Cornwall for exercise, relaxation and wellbeing.

2006/2009 Cornwall Local Area Agreement Outcome
HCOP 3 Halt the rise in Obesity rates

Relevant Local Strategy:
Cornwall strategy for Sport and active recreation

Delivery Partnership:
Health and well-being board / Cornwall Sports Partnership

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karina.wilson@ciospct.cornwall.nhs.uk
The Health and Well Being Strategy
for Cornwall and Isles of Scilly

Warm, safe and affordable housing

Facts
• In Cornwall 45,489 households live in fuel poverty
• Cornwall has some of the highest house prices in the UK with house prices above 10x annual salary
• Approximately 19,000 people are waiting for social housing.
• 30% of all homes in the South West are of poor quality
• 181 households were eligible as homeless in Cornwall and the Isles of Scilly in the second quarter of 2007 with 122 of those classed as unintentionally homeless and in priority need.
• Nationally 4,000 people die and 2.7 million are injured from accidents in the home
• Local Government in Cornwall and the Isles of Scilly have provided more than £4.3m in grants and loans to adapt homes for disabled people.

The British Homes Award 2007 for the Best Affordable Housing Development was given to “The Village”, a mixed-use development in St. Austell Cornwall.

Local couple Stephen and Michelle Trudgian who were among the first occupants to move into ‘The Village’ told us:

“We had been planning to buy our own home for about a year, but were severely disheartened by spiralling housing costs. The maximum mortgage we could afford didn’t even come close to the cheapest house prices. As properties on the development neared completion, Restormel Borough Council confirmed that we would be eligible for the scheme and Devon and Cornwall Housing formally offered a 2-bedroom property on the development.

From there it was just a case of securing a mortgage. Given the rise in house prices across the county, we feel that Restormel Council and Devon & Cornwall Housing were the answer to our prayers!”

Actions
• Ensure that second homes council tax continues to be ring fenced for the development of affordable housing to rent and own.
• Improve integration of services.
• Influence and inform the Regional Housing Strategy to ensure housing provision addresses local housing need and policy.
• Help deliver the Fuel Poverty and Energy Efficiency Action Plan (FPEEAP) for Cornwall and Isles of Scilly
• Increase housing options for those families at risk of homelessness.
• Contribute to and influence the Governments proposals to improve delivery of the disabled facilities grant programme.

What we need to do now
• Identify projects and facilitate bids for Regional European Social Fund.
The Health and Well Being Strategy for Cornwall and Isles of Scilly 2020

- Add to the success of partnerships that help deliver housing based outcomes for vulnerable households.
- Explore means of streamlining the delivery of the Disabled Facilities Grant to produce improved outcomes and secure value for money.
- Make a reality of the Regional Housing Strategy by sharing expertise and supporting the development of common policies.
- Investigate the focus of home accident prevention policy & activity.

How we will know we have made a difference

- Increased numbers of homes that are warm weatherproof and have reasonably modern facilities.
- Increased supply of homes that are flexible, affordable, adaptable and located in most sustainable locations.
- Continued reduction in homelessness.
- Increased opportunities for all to find settled homes and support.
- Reduction in the number of accidents in the home.
- Vulnerable households will have received the right help and support with their housing needs and choice, including enabling people to stay in their own homes.

2006/2009 Cornwall Local Area Agreement Outcome

Sustain 1: Improve the Quality of Life and independence of older people and people with physical disabilities in their own homes and their communities.
Sustain 2: Increase the delivery of rural affordable homes and the proportion of lifetime homes.
Sustain 4: Improved access to work, healthcare, education, food shops and recreation.

Sustain 7: Increase the independence of vulnerable people through the provision of high quality housing related support in order to attain, maintain and extend their independence.
Safe 1: Increased support and improved safety for survivors of domestic violence.
Strong 4: Reduce social exclusion for migrant workers addressing equality of access to services for health, education, crime, worklessness and housing.
HCOP 6: Improve the quality of life and independence of older people.
HCOP 7: Increase and improve the quality of housing for vulnerable people (?).
Econ 2: Grow Cornwall’s sustainable energy economy, reduce greenhouse gas emissions and reduce fuel poverty.
Strong 7: Increase opportunities and reduce debtedness for people who are income deprived.
CYP 2: Improve life chances for children in need, particularly but not exclusively looked after/disabled children and young people.

Relevant Local Strategies:

Local Housing Strategies
Local Housing Renewal Policies
Local Homeless Strategies
Commissioning Strategies
Cornwall Supporting People Strategy
Cornwall Community Strategy
Older People Housing, Care and Support Strategy
Local Community Safety Strategies
Cornwall Economic Forum Strategy and Action
Cornwall Fuel Poverty and Energy Efficiency Action Plan
The Energy Strategy for Cornwall
Cornwall Air Quality Strategy

Delivery Partnerships:

Cornwall Strategic Housing Officers Group (CSHOG)
Cornwall Private Sector Housing Sub Group
Partnership Board for Older Persons
Health & Well Being Board (HWBB)
Cornwall Housing Partnership
Local Strategic Partnerships
Home Improvement Agencies
Supporting People Commissioning Body
Community Safety Partnership
Disability Groups
Community and Voluntary Sectors
Migrant Workers Group
Inclusion Cornwall
Cornwall Sustainable Energy Partnership
CYP Partnership

If you would like to comment on this card please contact Karina Wilson, PA to the Director of Public Health karina.wilson@ciospct.cornwall.nhs.uk
**Actions**

- A core component of the Cornwall Healthy Schools Programme is healthy eating. 132 Cornish schools hold the new Healthy Schools status.
- The Eatsome Project works throughout Cornwall with all age groups promoting healthy eating through practical and realistic projects designed to encourage groups and individuals to eat more healthily to improve their health.
- The provision of small grants to community and voluntary groups wishing to promote healthy eating and well being throughout the community.
- The Health Promotion Service provides cooking courses for individuals to gain the skills and knowledge required to set up and run cooking clubs/groups.
- The Healthy Boxes scheme provides a weekly vegetable box containing eight varieties of fresh local vegetables. The boxes are available to everyone but delivery is targeted towards families with children, with collection points at a number of Children’s Centres across the county.

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**The Cornwall Food Programme**

Since 2001 the NHS in Cornwall has pioneered an innovative approach to buying and cooking food for its hospitals. The Cornwall Food Programme, working in partnership with the Soil Association, has transformed menus by serving increasing amounts of fresh, locally produced and organic food to patients, visitors and staff. The project successes include:

- Excellent patient feedback
- 83% of the RCHT food budget spent with Cornish based companies
- A 63% cut in ‘food miles’ travelled by delivery vehicles

*‘The food was exceptionally good, healthy and attractively cooked and presented which hastened recovery’*

A quote from a patient in Treliske

Newlyn fisherman David Pascoe who provides fresh fish to the Cornwall Food Programme for local hospital food

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**Food Facts**

- The transport of food accounts for 25% of all HGV vehicles movements in the UK and the direct environmental, social and economic costs of food transport is estimated at over £9 billion each year.
- The average person in the UK eats less than 3 portions of fruit and vegetables a day instead of the recommended 5.
- It is estimated that approximately one third of the mortality and morbidity due to heart disease and cancer can be attributed to poor diet.
- The average person consumes over 9g of salt a day, well over the recommended 6g a day. 75% of this salt is obtained from processed foods.
- Breast feeding reduces the risk of later obesity for the child and nursing mother.
- In Cornwall in 2006 there were over 800 reported cases of food poisoning and foodborne disease. There will have been many other cases that will not have been reported.
• The Cornwall CHEFS awards promote healthy menus in catering establishments.
• Local Authority Environmental Health departments provide guidance, training and support to help small retail and catering businesses implement food safety management procedures.

What we need to do now
• Encourage people to buy more local and seasonal food
• Encourage people to grow their own food in gardens and allotments
• Encourage more public sector bodies to purchase food and manage their catering contracts in a manner that promotes sustainable development and opens up opportunities for local suppliers.
• Encourage all schools in Cornwall and the Isles of Scilly to work towards achieving Healthy Schools status.
• Promote awareness of the 5 a day message and food labelling to enable people to make healthier choices.
• Ensure that all organisations and sectors contribute to the healthy eating actions within the Cornwall Obesity strategy 2006 and Local Area Agreement outcome to halt the rise in obesity.
• Scores on the Doors. A scoring for food businesses for compliance in food hygiene, structural condition and management. A star rating is given and is published on a website and displayed on the premises. This drives up standards and has been proven to reduce the incidence of food poisoning in localities where the scheme is in use.
• Joint project with Truro based schools which will lead onto growing food and intergenerational healthy cooking activity in a Children’s Centre.

How we will know we have made a difference
• The number of public sector bodies with sustainable procurement policies
• A reduction in the rise in obesity
• A reduction in the prevalence of Type 2 diabetes
• An increase in the number of schools achieving Healthy Schools Plus status
• An increase in the numbers of the local population eating five or more portions of fruit and vegetables a day.
• More awareness among children and young people of the origins of food, and its importance in everyday healthy diets.
• The number of catering establishments obtaining a CHEFs award, with 4 and 5 stars with scores on the doors.

2006/2009 Cornwall Local Area Agreement Outcome
HCOP3 Halt the rise in obesity
HCOP4 Reduce health inequalities
Sustain4 Improved access to work, education, food shops and recreation

Relevant Local Strategies:
Cornwall Obesity Strategy 2006
Cornwall Community Strategy
Strategy for Agriculture, Horticulture, Food and land based Industries in Cornwall 2003-2010

Delivery Partnerships:
The Cornwall Healthier Eating and Food Safety Award (CHEFS Award) is promoted by the six Cornish District Councils in partnership with the Cornwall and Isles of Scilly Health Promotion Service, the Primary Care Trusts and the Eatsome Project.
The Cornwall Food Programme and Soil Association
Cornwall Healthy Schools Programme
Cornwall County Council, Penwith DC, Kerrier DC, Carrick DC, Restormel BC, North Cornwall DC, Caradon DC, The Council for the Isles of Scilly, Cornwall and Isles of Scilly Primary Care Trust
Cornwall Strategic Partnership
West Cornwall Together, Carrick LSP, Restormel LSP, North Cornwall LSP, Caradon LSP
Cornwall Agricultural Council

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Emotional Health and Well Being

Emotional Health at Cape Cornwall
Cape Cornwall School have produced a whole new behaviour programme, part of which was to put anti-bullying procedures in place that make children feel safe.

The amount of recorded bullying has gone down tremendously and did not feature as a concern on a recent student council survey.

It has helped with relationships with their peers, older and younger children. They don’t feel that when they go into class that they may be bullied because of different ability or background.

All agencies working together identified issues of domestic violence, self-harm, substance misuse, sexual health and healthy eating.

As a result two survival days were held for Y9 & Y10 giving them information about risks, where they could get help and how they could say no if their friends were pressurising them into taking part.

Following this huge success and a grant from the Queen’s Nursing Institute, a CD has been produced to be made available to schools, youth groups, parents and anyone who wants a copy.

Facts
- We have an increasing older population and with this will come a rise in the numbers of people with dementia
- Depression is under diagnosed

Actions
- Current restructuring and increase in capacity of the counselling service
- Six new graduate mental health workers are being employed in primary care along with three community development workers.
- The Advocacy Service is up and running with plans to increase capacity
- A review is underway of day services
- A discussion document is being shared on where we go beyond the National Service Framework to provide
  - Greater choice and control
  - Self directed care
  - Developing a resource allocation system similar to the one for direct payments in social care
- Supporting practice based commissioning to deliver services closer to home
- The community services for mental health received a good rating from the Healthcare Commission
- Make sure services are appropriate for black and minority ethnic groups

- At any one time about 10% of young people experience mental health problems which impact on their thoughts, their feelings, their behaviour, their learning and their relationships on a day-to-day basis.
- If mental health problems in children are not responded to they are likely to continue through into adulthood.
- The first few years are extremely important in setting the foundations for good mental health & well-being.
- The rate of people claiming sickness benefits because of poor emotional health problems is high.
- Suicide is in the top five causes of lost years of life nationally and the rate in Cornwall is above the national average.
- A half of all women and a quarter of men will be affected by depression at some time in their life and 15% experience a disabling depression.
- Children are present in 50% of domestic violence incidents and this impacts upon the number of children on the domestic violence register.
- Stress in the workplace is the largest single reported cause of sickness absence
- Stigma and shame are barriers to engagement and employment of people with mental illness, negative media images contribute to this discrimination.
What we need to do now

- Promote social and emotional learning in all secondary schools.
- Implement anti-bullying strategies in all schools.
- Ensure that all children, young people and their families have access to mental health care based upon the best available evidence and provided by staff with an appropriate range of skills and competencies.
- Increase the number of people who are able to access psychological therapies.
- Extend the choice and control of individuals with poor emotional health and wellbeing by schemes such as the Expert Patient Programme and improved self-management.
- Support carers in their caring role so that they avoid isolation and know where to go for help and support.
- Develop an updated strategy to reduce suicides.
- Implement the CAMHS strategy.
- Consult children, young people and their families about how we can work together to improve mental health.
- Develop a comprehensive Primary Mental Health Worker Service.
- Ensure that all workplaces seek to enhance the emotional health and wellbeing of staff.
- Promote active engagement in volunteering and community activity.
- Develop training for all staff working with children which includes promoting good emotional health & wellbeing.
- Improve support for vulnerable groups of children known to have high levels of mental health problems e.g. Children in Care, young offenders and children with learning disabilities.
- Ensure all schools are Healthy Schools.
- Health Promotion to develop emotional literacy programmes for adults to facilitate respectful relationships, communication, emotional literacy, positive emotions, and development of skills to cope with stress and difficult situations including protection from violence and abuse. Similarly, life mentors and coaches to support and develop life and social skills, promote self-esteem, enhance motivation and develop social networks.
- Promote positive mental health in the workplace.
- Improve access countywide to information, advice and guidance.
- Consult with carers and use the Carers Partnership Board to prioritise use of the Carers Grant in supporting positive mental health among carers.

How we will know we have made a difference

- Fewer schooldays lost because of emotional stress.
- Reduction of bullying incidents in schools.
- Fewer workdays lost through mental ill health.
- Fewer carers reporting that they do not feel able to cope.
- Reduction in the suicide rate.
- Increase in emotional and mental well being reported through local health and lifestyle surveys.

2006/2009 Cornwall Local Area Agreement Outcome

HCO5 Improve Mental Health
CYP1 Young People Receiving the services they need and contributing to their design and delivery
CYP2 Improve Life Chances for Children in Need particularly but not exclusively looked after/disabled children and young people
CYP3 To alleviate the causes and impact of child poverty

Relevant Local Strategies:

- CYP Plan
- CAMHS Strategy
- Healthy Schools Strategy
- CYPF Inclusion Strategy
- CYPF Parenting Strategy

Delivery Partnership:

Children and Young People’s Partnership

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The Health and Well Being Strategy for Cornwall and Isles of Scilly 2020

Reducing Infant deaths

Facts

- Infant mortality is defined as the number of deaths under one year of age per 1,000 live births.
- Deaths rates are higher in people living in poverty.
- The rate of infant deaths has halved in Cornwall & Isles of Scilly since 1976. There are still almost 30 infant deaths in Cornwall & Isles of Scilly every year, over half are in the first week of life.
- The infant mortality rate for babies born to teenage mothers is 60% higher than for babies born to mothers 25 to 35yrs age.
- Teenage mothers are three times more likely to smoke throughout their pregnancy, and 50% less likely to breastfeed than older mothers, both smoking and low levels of breast feeding have negative health consequences for the child.

Actions

- Reduce maternal smoking during pregnancy and afterwards.
- Increase the numbers of women breast feeding their babies.
- Ensure advice and support is available to improve maternal and infant nutrition.
- To continue to reduce unintended teenage pregnancies.
- Target work where we know rates are high.
- Develop programmes to prevent sudden unexpected incidents and deaths of babies.
- Carry out a health equity audit on infant mortality.
- Encourage all women to receive care early in their pregnancy.
What we need to do now

• Increase the uptake of smoking cessation in pregnant women and support them to continue.
• Increase the awareness of symptoms of infectious diseases particularly meningitis.
• Support and promote childhood immunisations.
• Support the Invest to Save project involving wider joint action between statutory and voluntary and community partners to tackle child poverty. The aim is to break the cycle of child poverty for families in Cornwall & Isles of Scilly by shifting efforts from treatment to prevention. At the end of the project we will know it has achieved its aim because it will have engaged with 240 families from areas of known need and improved the delivery of services to these families enabling service delivery generally to be improved.
• Support the fortification of flour with folic acid to prevent neural tube defects.

How we will know we have made a difference

• The rate of infant deaths will have reduced to the lowest levels in England and Wales by 2020.
• We will be able to monitor and reduce the gap in infant death rates between those living in poverty and the rest of the population.
• Increased rates of immunisations.
• Reduced rates of unintended teenage conceptions.
• Eliminated child poverty in Cornwall and the Isles of Scilly
The problem of graffiti cannot be solved by Government legislation alone. Whilst such behaviour is unacceptable, it is important to deal with the underpinning problems that lead to people behaving in such ways. Only through support from all sectors of the community can we successfully reduce graffiti. Rapid removal of the graffiti, alongside the use of prevention, supervision and enforcement of offenders by Probation and the Youth Offending Team in partnership with other statutory, voluntary and community sectors will bring about the necessary change. It will lead to an improvement in the environment, reduce the fear of crime and anti-social behaviour and increase feelings of well being and neighbourhood pride.

**Facts**

- The estimated financial cost of crime against individuals and households in 2006/07 was £115.1 million, including £120.7 million for impact on victims, £24.2 million for lost output and £11.9 million for health services.
- 41% of residents feel unsafe walking alone in their local area at night and 42% are worried about becoming a victim of crime.
- It is estimated that 50% of all crime is committed by a previous offender.
- In 2006/07 6,690 violent crimes were recorded by the police and more than 50% of assaults resulting in injury were recorded as linked to alcohol.
- The issue of “hate” crime is a key concern for people with learning disabilities.
- An estimated 18% of all crime is committed by young people.
- Young people are at significantly higher risk of victimisation by crime, particularly violence (for 15 to 19 year olds it is 4 times the average rate).
- In 2006/07 2,856 incidents of anti-social behaviour were reported, on average, each month to the police alone. In a recent survey, 37% of residents stated that anti-social behaviour is a problem in their local area.
- There were 9,417 criminal damage offences recorded by the police in 2006/07.
- On average over 5,000 reports of noise nuisance are made each year to Environmental Health Departments in Cornwall.
- Over 5,500 incidents of domestic violence were reported last year, an increase of 8% compared with the previous year.
- The rate of people killed on Cornish roads is higher than the national average and cost an estimated £136.2 million in 2006.
- In 2006/07 local authorities were notified of 1037 incidents which were either a major injury, an injury requiring over 3 days off work or fatality. Accidents and ill health has cost the local economy £95 million.
- Official volunteering in Cornwall is considerably lower than the national average.

**Actions**

- Over the last four years, police and partners have worked together increasingly closely and over that period crime has reduced by 19%, surpassing the government’s crime reduction target.
- Multi-agency teams are working in each district to tackle anti-social behaviour through early intervention and community support.
- Arts for Health Cornwall and the Isles of Scilly have implemented a number of creative activities promoting inter-generational respect and understanding.
- Targeted sports and creative intervention work to promote positive activities for young people, such as Community Action Through Sport and the Blitz theatre project.
- Publication of “Say No to Abuse” leaflets by the Safeguarding Board for Cornwall and the Isles of Scilly, which informs vulnerable adults what to do if victimised, bullied, abused or neglected.
- ‘Warbarth’ – a joint public and private sector programme to assist unemployed ex-offenders to access employment, training or education to enable reintegration back into the community.
- The White Gold Project which works with persistent young offenders and young people at risk of offending, through intensive intervention and preventative work.
- Seven domestic violence advocacy workers have been employed in Cornwall to provide specialist support to victims of domestic violence and their families.
- Implementation of a short referral programme for offenders who have been identified as having problems with alcohol and consequent violent behaviour.
- Sharing of depersonalised data with CDRPs to increase the effectiveness of partnerships to deliver community safety.
- Implementation of speed reduction campaigns and motorcycle rider awareness training.
- Working with local residents to address local
problems through Partners and Communities Together (PACT).

• Health and safety and awareness days for industries with highest rate of accidents.

• Environmental Health teams undertaken targeted health and safety inspections in high risk businesses.

• Cornwall Centre for volunteers is working with a wide variety of partners to promote volunteering and recruit and develop volunteers across Cornwall.

What we need to do now
In addition to providing ongoing support to existing initiatives, we need to:

• Continue to develop PACTs and engage wider partners in addressing key community issues.

• Tackle alcohol-related crime and disorder, focusing on “hot spots”, through a joined up approach to education, crime reduction and enforcement.

• Provide targeted high visibility community safety patrols (enforcing authorities) to improve public reassurance.


• Fully implement the recommendations of the Serious Case Review into the shocking murder of Steven Hoskin, a 39 year old man with learning disabilities.

• Continued development of targeted neighbourhood prevention programmes to prevent youth crime and anti-social behaviour, involving communities, families, victims and young people in their design and management.

• Identify potential for ‘fast response’ policies to tackle environmental crime.

• Develop and implement Public Protection Units to support victims of domestic violence, sexual assaults and child abuse.

• Accreditation of 2 Specialist Domestic Violence Courts in Bodmin and Truro, which should lead to higher levels of guilty pleas, less withdrawals and improve the proportion of offences brought to justice.

• Ongoing delivery of the Road Casualty Reduction Strategy.

• Expand the programme of dissemination of best business practice in health and safety to local businesses.

• Greater engagement with Chambers of Commerce and other business support groups to promote health and safety messages from within the business world.

• Increase community engagement, support and development including the improvement and co-ordination of volunteering across disciplines.

How we will know we have made a difference

• In the year ahead, achieve a reduction of 6% in reported serious violent crime and over the next three years, be one of the areas in England and Wales with the lowest rate of serious violence.

• Improved satisfaction rates with how anti-social behaviour is dealt with.

• A reduction of 16.4% in recorded criminal damage offences by March 2009 (from 2003/04 baseline).

• A reduction year on year in the number of young people entering the Criminal Justice System.

• A 10% reduction in re-offending over the next 5 years.

• A year on year reduction in repeat incidents of domestic violence.

• Increased proportion of offenders brought to justice year on year for domestic violence crimes.

• A reduction of 10% in the number of fatal and serious road casualties.

• A reduction of 10% in the number of reported accidents, in line with the Health and Safety Executive revitalising health and safety target.

• Volunteering reaches the national average.

• There is an increase in the proportion of adults who feel a sense of belonging in their community.

2006/2009 Cornwall Local Area Agreement Outcome
SAFE 1 - Increase support and improved safety of survivors of domestic violence and their families
SAFE 2 - To reassure the public and reduce the fear of crime
SAFE 3 - Reduce the number and severity of road traffic collisions
SAFE 4 - Reduce the harm caused by illegal drugs to communities, individuals and families.
SAFE 5 - Fewer young people offending
SAFE 6 - Reduce Crime
SAFE 7 - To build respect in communities and reduce antisocial behaviour
SAFE 8 - Reduce harm caused by Alcohol
STRONG 1 - To empower local people to have a greater voice and influence over local decision making and the delivery of services
STRONG 2 - Increase the number of people from underrepresented groups engaging in volunteering
STRONG 3 - Improve the quality of life for people in the most disadvantaged neighbourhoods and ensure service providers are more responsive to the needs of communities
STRONG 6 - To have cleaner, greener and safer public spaces

Relevant Local Strategies:
Cornwall & Isles of Scilly Community Safety Partnership Plan 2008-2011
Revisiting Health and Safety Strategy (National strategy)
An Alcohol Strategy for Cornwall & Isles of Scilly 2006-2009
South West Reducing Re-offending Action Plan
Road Casualty Reduction Strategy 2005-2008

Delivery Partnership:
Cornwall & Isles of Scilly Community Safety Partnership;
Cornwall Chief Environmental Health Officer’s Health and Safety Sub Group.

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The Health and Well Being Strategy
for Cornwall and Isles of Scilly

Meeting the needs of all our communities
Getting better access to services

DIAL: The Disability Information Advice Line is a free and confidential service for any disabled person, their family, carer or professional working within the sector. Their trained Welfare Rights Advisers can answer any disability related enquiry within one working day or signpost on to a more specialist service if required.

The support and advocacy provided by DIAL, can assist individuals to remain independent and is a vital component in preventing acute hospital admissions. The Advisers regularly assist distressed or suicidal individuals and by obtaining for them the right support that they need and the benefits they may be entitled to, then health admissions can often be avoided.

The Isles of Scilly

**Facts**
- Over 3% of people surveyed say they have missed, turned down or chosen not to seek medical help over the last 12 months because of transport problems. This rises to 7% of people without access to a car.

**Actions**
Local Transport Plans have been developed to address public transport issues:
- Consult with BME and hard to reach groups
- Development of a Migrant Workers Welcome pack
- PCT Strategic Review of Services has been conducted
- CCfV transport scheme enables vulnerable people to access services throughout Cornwall

**What we need to do now**
- Ensure that patients receive appropriate and timely treatment delivered by services closer to their home or at a place of their choice.
• Establish a network of community access points or ‘one stop shops’ as part of the ‘One Cornwall’ proposal.
• Utilise rural post offices/mobile libraries for health advice
• Ensure public sector services include key service information/contacts online
• Publish compendium of public sector services in variety of formats/
• Synchronise GP and other medical appointments with public transport timetables
• Publicise and promote the availability of interpreting services
• Develop volunteer & community transport arrangements

How we will know we have made a difference
• Improved travel time contour maps
• 20% reduction in missed outpatient appointments
• Increased number of new GP registrations for migrant workers and minority ethnic groups
• Higher satisfaction levels for service users
• Extended range of community services available through Choose and Book – possible links to public transport timetables to assist in booking appointment times
• 50% reduction in the number of complaints
• Physical/operational implementation of services
• All main and branch surgeries have disabled access and disabled toilets
• Community help points and public information points located in shopping centres

• TV ‘Access Channels’ set up for people to browse directories of locally available services from their own homes
• Integrated customer services call centres – health and Local authority sharing the same call centres to reduce the number of phone numbers people need to call for information.

2006/2009 Cornwall Local Area Agreement Outcome
HCOP4: Reduce health inequalities
HCOP6: Improve the quality of life and independence of older people

Relevant Local Strategies:
PCT primary care strategies
Development of One Cornwall

Delivery Partnership:
Joint Commissioning Strategy for Older people

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Sex, Drugs and Alcohol

Facts

- Over the last twenty years people are having sex for the first time at a younger age and a quarter of these are not using contraception, a greater proportion of people have multiple partners and more men report having a same sex partner.
- There has been a significant rise in sexually transmitted infections, not only in the under 25s but also over 35s
- 21% of girls and 11% of boys experience some form of sexual abuse
- 5% of women and 0.4% of men experience rape
- 14% of people in the UK were under the influence of either drugs or alcohol when they first had sex.
- Up to 140,000 working days are lost in Cornwall and the Isles of Scilly each year due to alcohol related sickness.
- 44% of violent crime is alcohol related and half of recorded domestic violence crimes were committed by someone perceived to be under the influence of alcohol or drugs.
- Nationally alcohol related problems (including accidents and the results of violence) account for 70% of the work of a Casualty Department.

- Up to 36% of problem drug users (opiate and/or crack) in Cornwall are not engaged with treatment services. For young people the estimate is almost twice that at 60%.
- In Cornwall in 2006, 13 people died due to a drug overdose. Those being released from prison and not in effective treatment are most at risk.

Actions

- The Healthy Schools Programme supports the delivery of SRE and substance misuse education within the PSHE curriculum.
- Young peoples services provide free and confidential sexual health advice and services to under 25s (eg Brook, Mobile Units, SHARE etc)
- Speakeasy project gives parents and carers the confidence to speak to their children about sex and sexuality.
- Access within 48 hours to Genito Urinary Medicine Clinics for free confidential advice and sexually transmitted infection services.
- Drug and alcohol training offered widely
- A number of voluntary, charitable and statutory agencies co-ordinate and provide a range of services including education, treatment, counselling and support to reduce the harm that drugs and alcohol can cause to individuals, communities and societies.

Nothing about us without us

Cornwall User Forum (CUF) is a forum for everyone in Cornwall who has had problems with drugs and or alcohol. It incorporates groups who give support and provide fun for all services including KWIT (Kernow Women in Touch) and Cornwall Hepatitis Support Group.

CUF’s vision is to provide a friendly, fun, lively and professional forum run by service users for service users. Their aim is to enable people to obtain and share information and learning and meet socially, develop confidence and have fun.
What we need to do now

- Reduce unintended teenage conceptions, particularly amongst the most vulnerable groups.
- Improve access to modernised sexual health services offering effective contraceptive, abortion and STI services, with a particular focus on young people, gay men and the over 35s.
- Use a variety of community settings for sexual health information, advice and guidance, appropriate to reach target groups.
- Maximise the prevention of sexual violence and childhood sexual abuse and increase access to support for victims.
- Improve accessibility to skilled advice and treatment including detox services and increased partnership working with the criminal justice system.
- Provide information and education on alcohol and drug misuse to work places.
- Provide integrated drug and alcohol services locally delivered.
- Brief intervention training to A & E staff around substance and alcohol misuse.
- Creatively work through schools, colleges, youth services, peer groups and parents enabling young people to learn about sexual health, relationships, alcohol and drugs so that they can make safe, healthy and responsible choices.
- Raise awareness of binge drinking and associated health risks.
- To work in partnership so that the existing laws to reduce alcohol related crime and disorder are properly enforced.

How we will know we have made a difference

- An increase in the number of people in treatment for drug and alcohol problems and offer greater accessibility to skilled advice and treatment including detox services.
- Reduction in Accident and Emergency Departments workload due to alcohol related incidents.

2006/2009 Cornwall Local Area Agreement Outcome

HCOP2: Improve the Sexual Health of people living, working and visiting Cornwall.
HCOP4: Reduce health inequalities.
HCOP7: Increase and improve housing for offenders.
CYP1: Young People receiving the services they need and contributing to their design and delivery.
SAFE 1: Increase support and improved safety of survivors of domestic violence and their families.
SAFE 2: Reduce the number and severity of road traffic collisions in Cornwall.
SAFE 4: Reduce the Harm caused by illegal drugs to communities, individuals and families.
SAFE 6: Reduce Crime.
SAFE 8: Reduce harm caused by alcohol.
STRONG 3: By reducing offending it will improve the quality of life in deprived neighbourhoods.
ECON 1: Reduce worklessness and unemployment in Cornwall.

Relevant Local Strategy:
Cornwall and the Isles of Scilly Drug and Alcohol Team; Adult Drug Treatment Plan
Devon and Cornwall probation Reducing Re-offending Strategy

Delivery Partnership:
Reducing Teenage Pregnancy Board
Sexual Health Local Implementation group
Children and Young People’s Partnership
Drugs and Alcohol Action Team
Cornwall Strategic Community Safety Partnership
Inclusion Cornwall

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Facts

- Rapid Climate Change will bring more extreme weather events and make Cornwall and Isles of Scilly warmer. By the 2050s, average temperatures may be as much as 3.5°C warmer in summer; sea levels rise by 80cm by the 2080s. This could lead to a loss of habitats, disruption to crops and threaten indigenous species.
- Our modern way of life is increasingly dependent on energy derived from fossil fuels, which will shortly become a rapidly dwindling resource. Health implications will arise from shortages of fuel, (for heating, transport and other energy needs) food, medicine, and clothing.
- Hospitals will come under pressure owing to increased infectious disease, heat, and air-quality related conditions.
- Extensive mining leaves much land across Cornwall contaminated by heavy metals, posing a health risk to local residents.

- Pockets of high radon levels increase the risk of lung cancer.
- High rates of melanoma in the county due to increased exposure to the sun.

Actions

- A Radon roll-out programme helps householders reduce concentrations of the gas in their homes.
- The Cornwall Air Quality Forum identifies sources of pollution and produces a joint local authority and agency air quality strategy.
- Cornwall Sustainable Energy Partnership encourages the generation of power from renewable energy sources, provides affordable warmth in homes in fuel poverty, and renewable energy for transport.
- The Local Area Agreement encourages joint planning of services by health, social care, and police, and assists communities to take responsibility for what happens around them.

Environment

Boscastle, 16 August 2004

“58 homes flooded, 1,000 residents and visitors affected”

“freak of nature…or…peculiarity that we may expect to see once every decade or so?”

photo courtesy BBC
What we need to do now

- Take account of the carbon impact of current practice on service users.
- Work closely with partners to adjust to a carbon-constrained future. This will require emphasis on sustainability, including local sourcing of essential needs (fuel, food, clothing), cutting carbon emissions from buildings and transport, and a much greater emphasis on a population getting, and staying healthy, to lessen the burden of future ill-health.
- Develop and implement joint policies to address the health implications of rapid climate change and energy descent.
- Tackle environmental hazards such as air quality and land contamination.
- Target public investment to create an environment conducive to the prevention of ill-health.
- Improve the local built environment to ensure safe, green spaces for active communities, especially children.
- Improved and integrated system for cycling including safe cycle routes to schools and work places.
- Develop healthy eating initiatives and local sourcing of food.
- Promote volunteering opportunities in the natural environment for physical and mental health benefits.

How we will know we have made a difference

- The rise in Carbon emissions across Cornwall is halted, and progressively reduced thereafter.
- Communities across Cornwall and Isles of Scilly prepare and implement effective plans to meet the challenge of climate change and energy descent.
- Population obesity levels stop rising, and begin to fall, especially among young people.
- Population-level shifts from motorised to active transport for short journeys.
- Proportion of journeys taken change in favour of shorter ones.
- Fall in proportion of homes in fuel poverty.
- Air quality throughout Cornwall and Isles of Scilly meets the National Air Quality standards.
- Area of contaminated land reduces as a proportion of whole.
- Provide accessible natural space within 300 metres or five minutes walk of every home in Cornwall for exercise, relaxation and wellbeing.
- Greater engagement of community in the development and delivery of services.

2006/2009 Cornwall Local Area Agreement Outcome

ECON2 Grow Cornwall’s sustainable energy economy, reduce greenhouse gas emissions and reduce fuel poverty.

STRONG6 To have cleaner, greener and safer public spaces.

Relevant Local Strategy:

Local Transport Plan
Cornwall Climate Change Strategy

Delivery Partnership:

Cornwall Sustainable Energy Partnership
Cornwall Air Quality Forum
Cornwall Litter Partnership
Environment Kernow

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