

Torbay Public Health

Torbay
Care Trust



Summary Report 2009

Putting your health in your hands

This year we have continued to focus even more on health prevention - encouraging local communities to think more deeply about improving their health.

Local people can do so much to avoid a whole range of ill-health problems - and so for this year the theme of my report is "Helping you to a Healthier Lifestyle."

While my report sets out the progress on public health issues during the year, a series of easy steps to create those healthier lifestyles are included as a useful guide for all ages. It is never too late to take the small steps that can make big changes to your health.

Life expectancy, nationally, and within Torbay has continued to increase but this should not be allowed to mask the serious underlying problems that could turn these statistics upside down for future generations.

While life expectancy is rising, the number of residents claiming for disability living allowance, incapacity benefit and severe disablement allowance is also increasing. In addition, the results from the 2008 Place Survey show that the proportion of Torbay residents living with a limiting long-term illness has increased since the 2001 census. This combination of indicators on benefits and residents' own views about their health lead me to believe that overall, the number of years people are living in poorer health is also increasing.



Foreword by
Debbie Stark,
Acting Director
of Public Health
for Torbay

Health problems arise less from the infectious diseases of old but more from diseases caused by behavioural and environmental factors. People are being treated more effectively than ever before but to fully benefit from longer life, people need to take advantage also of the opportunities provided for staying well for longer.

A strong link exists between environmental factors such as poor housing and unemployment and certain lifestyles or behaviours which lead to health inequalities - for example, smoking, alcohol and obesity.

The Torbay Public Health team of Torbay Care Trust and Torbay Council have been tackling health issues on a partnership basis for some years and this close working relationship continues to strengthen - addressing widespread inequalities by focusing opportunities in the communities with the greatest needs. Increasingly, public health will be a key persuader in commissioning - the buying of

services - to target health inequalities and those areas with the greatest health problems and a more comprehensive collection of data will be a vital factor in this.

We are continuing to formulate guidance on commissioning for PCTs, and in this we will be closely referencing the cost-effective prevention methods being developed by Health England which has the remit to take forward the recommendations of the White Paper "Our Health, Our Care Our Say."

The main work of Health England is focusing on developing a 10-year plan for preventative spending, based on a comparison of countries in the OECD (Organisation for Economic Co-operation and Development).

On a local level, this year Torbay Council has introduced its policy of 'Closing the Gap' which is an overarching, strategic approach to narrowing the gaps that exist between our least and most disadvantaged communities.

Torbay Care Trust has invested £500,000 in two major schemes aimed at reducing admissions to hospital for alcohol misuse and an innovative additional health visiting service which is focused on young mums in target areas (see back page).

On top of this, the Care Trust and the Council have again invested in services to reduce the level of teenage conceptions, which is a key issue for Torbay.

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Key Health Issues

The government is currently undertaking an independent review to support strategies for tackling health inequalities beyond 2010, including measures to tackle the social determinants of health.

In launching *Health Inequalities: Progress and Next Steps* (DH, 2008) the Secretary of State for Health identified three fronts for action:

- * Addressing the wider determinants of health
- * Promoting good health and lifestyle choices
- * Improving the quality of local services

High Quality Care for All: NHS Next Stage Review final report (DH, 2008) highlighted six priorities in relation to tackling health inequalities:

- * Reducing smoking rates
- * Tackling obesity
- * Treating drug addiction
- * Improving sexual health
- * Improving mental health
- * Reducing alcohol harm

Inside - we provide a series of easy tearout guides for improving your health at any age:

- * Early years
- * School age / Young adults
- * Working age adults
- * Retirement age plus

We hope you will find this a useful way to remind yourself of the simple but effective steps you can take to a healthier life...

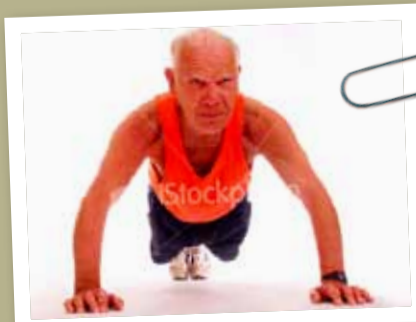


INSIDE

Young People's Services



Smoking & drinking



Staying fit and healthy



Putting your health in your hands

Foreword by Debbie Stark,
Acting Director of
Public Health for Torbay
continued...

The Care Trust has opened two shops on Torquay's Union Street to help people stop smoking and provide general help for young people (see Page 3 of this report).

All local statutory agencies are working together on a model of neighbourhood management and community engagement in Hele. This is a model of multi-agency working that has been successful elsewhere in including the community in the redesign of local services to improve health and well-being.

This way of working will be established in Hele before being introduced to other areas across Torbay.

Torbay Care Trust is also working with other PCTs in the peninsula to monitor progress against the 'Staying Healthy' ambitions and collate the best evidence of effective prevention methods.

These developments have two things in common - they are provided to help people change their behaviour to prevent ill health and they have been targeted at the areas where the findings from the Joint Strategic Needs Analysis indicate the greatest need.

This report highlights many of the key issues for Torbay and provides an understanding of how its residents can be helped to make changes that will help improve their well-

being into old age. The White Paper, Our Health, Our Care, Our Say introduced the concept of personalised budgets, tailored to the needs and preferences of individuals. The introduction of personal budgets offers a great opportunity for the people of Torbay to take control of their health.

I would like to see people use this initiative to live more healthily and independently for longer. The Care Trust is committed to helping the residents of Torbay to do this by using personalisation to intervene earlier, to prevent further ill health, and by promoting these opportunities more in the areas of greatest need.

Life expectancy continues to rise

Women in Torbay can expect, on average, to live to 82, whilst men can expect to live to an average age of 77.

Over the last 15 years, the life expectancy of men in the Bay has risen by three years, while the life expectancy of women has risen by one year in that time, in line with the national average.

Nationally, the rate of disability adjusted life years has increased; implying that more people are living in poorer health. As our population ages, the affects of this may become more prominent locally. Torbay has a population with a distinctly higher-than-average proportion of elderly, which presents particular pressures on health and social services.

We are already aware that there is an increasing number of people claiming disability living allowance, and the number of people claiming incapacity benefit

and severe disablement allowance is also increasing, and information from the Place Survey shows that the proportion of residents suffering from a limiting long term illness has increased from the 2001 census. As our population ages, we would expect the physical and mental challenges of the population to increase.

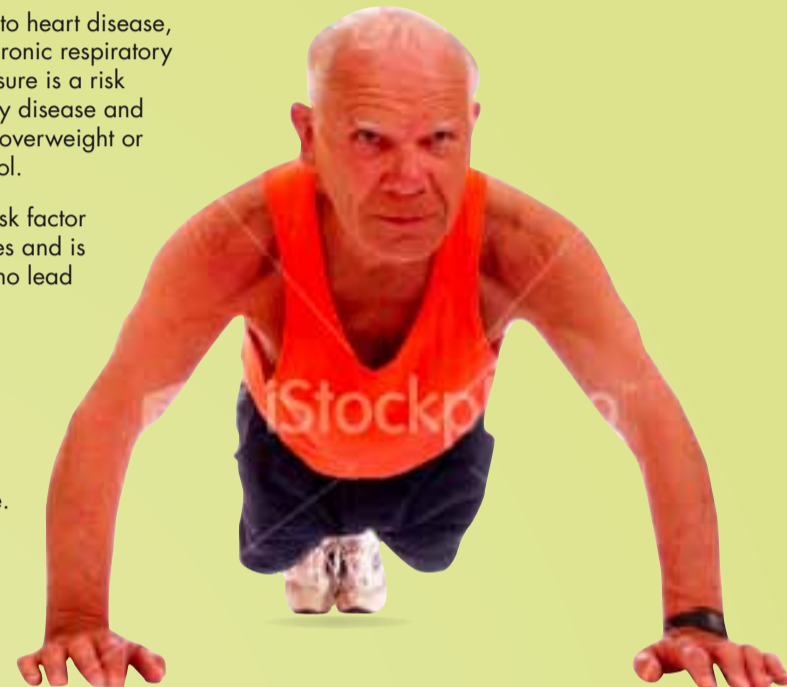
As identified in previous reports, Torbay has inequalities in health outcome which reflect other social inequalities. Mortality rates across Torbay are continuing to fall as life expectancy rises (as measured by All-Age, All-Cause, Mortality rates) but there is a consistent gap between the areas with the highest deprivation score and the rest of Torbay.

Research published by the World Health Organisation (WHO) suggests that tobacco, high blood pressure, cholesterol, weight and alcohol consumption are most associated with increased morbidity.

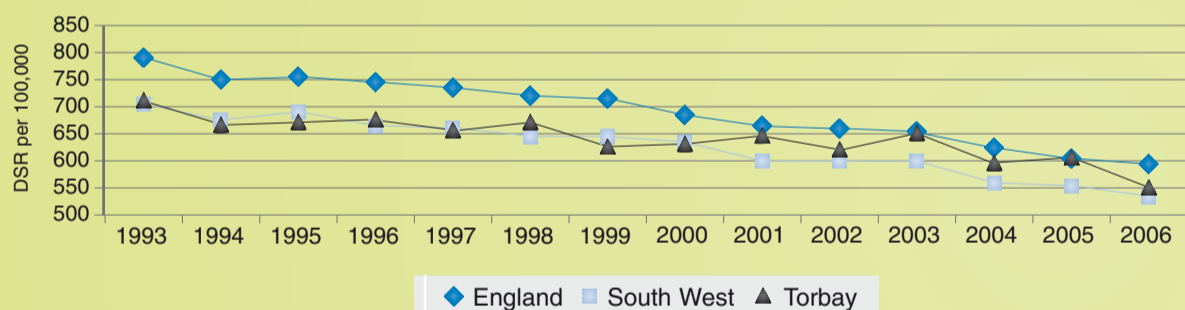
Smoking tobacco can lead to heart disease, strokes, lung cancer and chronic respiratory disease. Raised blood pressure is a risk factor for strokes and kidney disease and is linked to tobacco, being overweight or excessive drinking of alcohol.

High cholesterol is also a risk factor for heart disease and strokes and is more common in people who lead unhealthy lifestyles.

- Areas with the highest average life expectancy tend to have the lowest levels of smoking or alcohol misuse and the highest levels of affluence.
- Areas with the highest levels of income deprivation amongst the elderly have the highest levels of incapacity benefit.

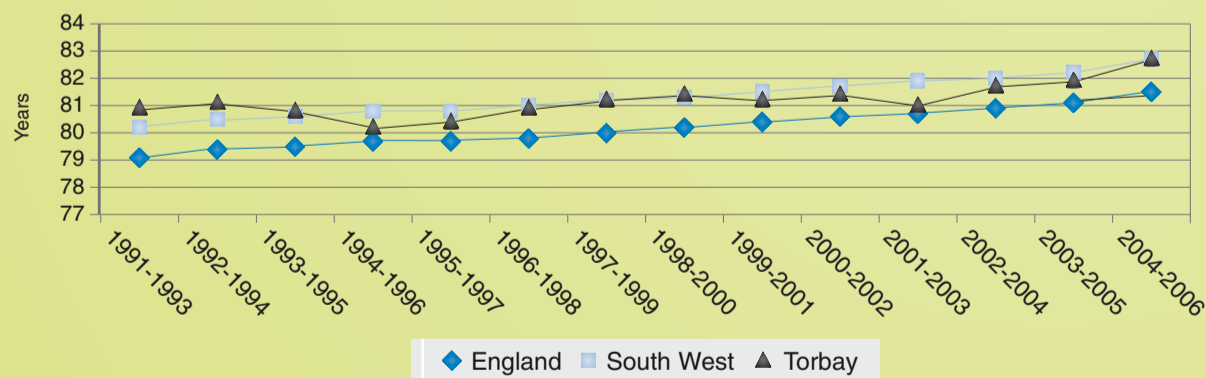


All-age, all-cause mortality



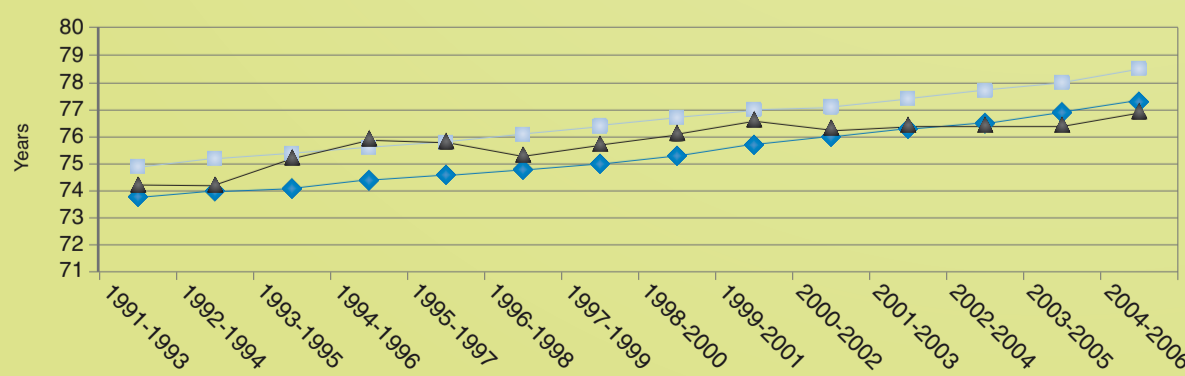
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Life expectancy at birth for females



◆ England ■ South West ▲ Torbay

Life expectancy at birth for males



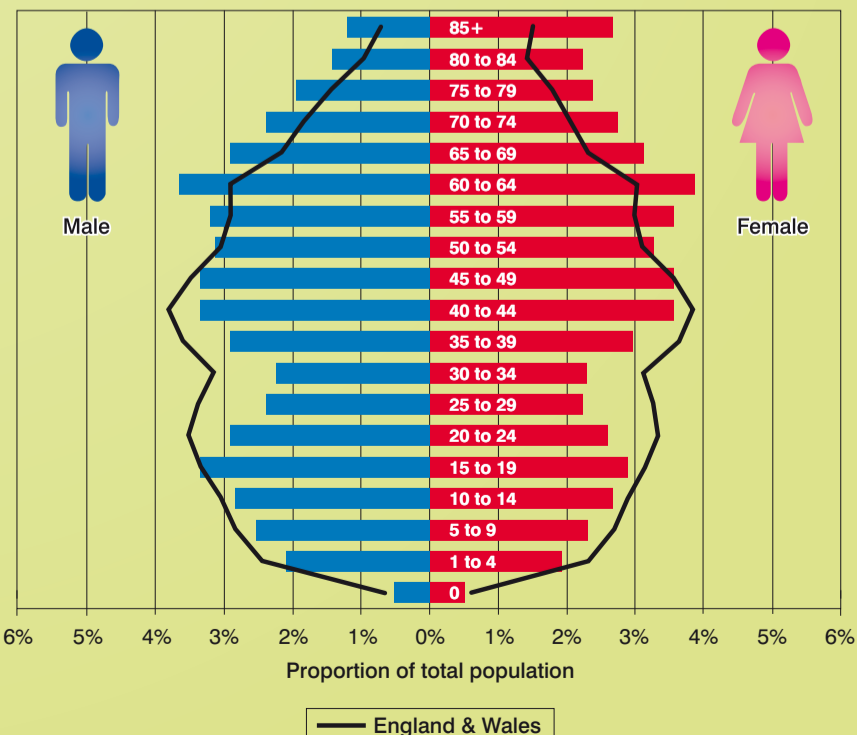
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2005-07 Infant Mortality (per 1,000 live births)

England	4.9
South West	4.2
Torbay	4.7

Top 5 Causes of Mortality in 2007	Torbay	England
Diseases of the circulatory system	32.5%	33.7%
Malignant neoplasm's	26.4%	27.1%
Diseases of the respiratory system	13.1%	13.7%
Diseases of the digestive system	5.3%	5.1%
Diseases of the nervous system	4.2%	3.3%

2008 MYE population pyramid for Torbay compared to the England & Wales population



Stop-smoking and lifestyle shops

Torbay Public Health team reached out to the public during the year by setting up two shops in Torquay town centre - creating easy access to important health services.

The Stop Smoking shop and the Young People's Health Wize shop were opened next to each other at 103 and 105 Union Street - one to meet the needs of smokers and the other to help young people seeking advice on a range of issues including healthy eating, drugs and alcohol, emotional well-being and sexual health.

Health Wize

Free and confidential health advice, signposting and support offered at Health Wize is aimed at young people aged 13 - 24 years.

Young people can access the C-Card (condom) scheme (including registration and distribution), pregnancy testing, Chlamydia testing and emergency contraception. Free internet access is available and a comfortable chill-out area creates a relaxing atmosphere.

It means that the wider issues - such as risk-taking behaviour, drugs and alcohol - contributing to teenage pregnancy can be addressed in one setting.



Skilled staff are available on a sessional basis for advice and counselling include school nurses, youth workers, the boys' and young men's development worker and sexual health outreach worker. Young people are able to drop in at any time or make an appointment with any member of staff on - **01803 208414**.

Health Wize is a joint initiative by Torbay Care Trust and a number of GP practices in Torquay with contributions and commitments from Torbay Council Youth Service, Checkpoint and Chill'd Out.

Since its opening in April 2009, Health Wize has seen over 1,100 clients through the door with high numbers accessing the C-Card and picking up leaflets on diet/nutrition and sexual health.

Health Wize is open from 3 - 6pm Monday to Friday and 11.30am - 3.30pm on Saturday.

Health Wize focuses on different campaigns and these include:

- May - mid June = Diet and Healthy Eating
- June - end of July = Sun Safety
- August - mid Sept = Sexual Health
- Sept - end Oct = Mental & Emotional Health
- Nov - end Dec = Drugs and Alcohol
- Jan - mid Feb = Weight Management

For further information or promotional material please contact Georgette Welch on **01803 217389**, gwelch@nhs.net.



The project has been set up initially as a one-year pilot. A comprehensive evaluation will decide its future.

A video booth within the Health Wize shop helps in this process - providing views on such questions as 'How did you hear about Health Wize?' 'What's good about Health Wize?' 'What would you change about Health Wize?' 'What else would you like to see at Health Wize?'

Stop Smoking

Smoking is still the single biggest cause of premature death and disease in the UK - but did you know that even **the day you stop smoking your health starts to improve?**

This is one of the key messages being promoted by the Torbay Public Health team.

The Stop Smoking Shop 'Don't Pass By' was also opened in April 2009 and by October more than 500 local people had called in for advice and help to quit smoking and over 350 had signed up to quit smoking.

"I am sure that if people realised just how dangerous second-hand smoke is to their children they would be really surprised."

- Fiona Andrews, Director of Smoke-free South West

The Torbay Stop Smoking Service helped more than 960 people to quit smoking last year. If you want to join them you can get:

- Access to stop-smoking medication
- Free accurate advice through one-to-one appointments, groups
- Telephone, text and email support
- Support to stop smoking in the workplace
- Carbon monoxide monitoring
- Up to 12 weeks' support from a specialist advisor

If you want to stop smoking, why not drop in for an informal chat with a specialist adviser or make an appointment for a more convenient time. By using our NHS Stop Smoking Service you are up to four times more likely to quit than by willpower alone.

New figures published in August revealed that over 32,000 people in the South West quit smoking last year.

Smokefree South West seeks to persuade people and places to become smokefree and encourage more smokers to contact their local NHS Stop Smoking Service.

Smokefree South West has developed a regional version of the national 'One Way Street' campaign which aims to encourage more smokers through the doors of local NHS Stop Smoking services.

A second regional campaign has been focused on the dangers of second-hand smoke, especially the dangers to children, after a survey revealed that one in ten adults in the South West still think second hand smoke has little or no impact on a child's health despite previous publicity. The survey also found that one in five adults still allowed smoking inside their home.

Patients at Torbay Hospital who smoke are being offered stop-smoking support to quit, through a new pilot project. A stop-smoking adviser working with vascular and heart and lung clinics is also planned. Torbay's Maternity unit has provided stop-smoking support and advice for some time.

For further information, advice or support contact Torbay Stop Smoking Service on 01803 299160.



SMOKEFREE TORBAY

Give up smoking - Feel better in 20 minutes!

There may never be a better time for you to quit than now. By accessing help through us you are up to 4 times more likely to quit for good.

Once your body is smoke-free, it will begin to heal within 20 minutes and you will discover there are many benefits - both short and long term:

- After 20 minutes your blood pressure and pulse return to normal
- After 72 hours your breathing will become easier and you will have more energy
- After 2-12 weeks circulation will have improved throughout your body and it will be easier for you to walk and exercise
- After 3-9 months your lung efficiency will be up by 5-10% - say goodbye to coughing and shortness of breath
- After 5 years you will have halved the chance of getting a heart attack compared to a smoker
- If you currently smoke 20 a day you will save £167 a month or over £2,000 a year!



The ways to watch your weight

Rising rates of obesity continue to cause concern among both children and adults.

The government's most recent campaign 'Change 4 Life' is promoting the message that to maintain a healthy weight, we need to both eat well and be more active.

It is also supporting families to make changes that will help them live healthier and longer.

More information can be obtained by either visiting www.nhs.uk/Change4Life or by calling **0300 123 3434**.



Slimming down - one Fitbay client who has lost over four stone in weight. Photo: Herald Express

There is also lots of support and advice available locally:

If your child is aged between 7-13 years and you are worried they might be unhealthy or overweight you could consider signing your family up for a local free and fun programme called MEND.

MEND stands for Mind, Exercise, Nutrition, Do it! and consists of 20 x 2 hour sessions (run over 10 weeks) which include games and activities for the kids, as well as fun, interactive discussions and practical demonstrations. Places are limited and dependent on your child's age, weight and health.

Please phone **01803 208842** for more information.

The Change 4 Life Weight Management Programme is an 11-week course for those who are looking to lose weight. It is a supportive group environment led by the Lifestyles team, Dietitians and Nutrition Support Workers. To attend the course you must have a Body Mass Index of 25 or over, be over 18 years of age and be motivated to lose weight.

Lifestyle Workshops, held in Paignton, offer advice, information and support around healthy eating, optimising your level of physical activity and how to successfully make small, achievable steps to improving your lifestyle.

For more information call **01803 208834**.

The Community Fitness Team delivers a range of FREE or discounted physical activity programmes in Torbay, supporting people who wish to



become more active specialising in helping those with long-term medical conditions or who are limited in some way due to their health.

Courses include, one-to-one advice, GP exercise referral, pedometer loans, Bay Walks, exercise groups for carers, cardiac rehabilitation, balance and strength exercises for the prevention of falls and we also coach people in improving their cycling skills and ability to cope with local traffic conditions.

Opportunities also exist to become a volunteer walk leader.

For more information call **01803 321867** or e-mail: Richard.merrifield@nhs.net or andy.simpson@nhs.net.

Lifestyle Support Workers (NHS Health Trainers)

Lifestyle Support Workers help people to make positive lifestyle changes in agreeing action plans and supporting people to set meaningful targets. They can support people to improve their eating habits, take more exercise, stop smoking, reduce alcohol intake, address stressful situations and consider coping strategies. This one-to-one support is FREE of charge. They can even take you along to your first appointment or visit to a new group or community venue. For more information call **01803 208840**.

There are various activity opportunities on your doorstep, with local beaches, coastal footpaths, places of interest to visit and

Sexual health remains a priority

Reducing teenage pregnancies in Torbay continues to be a priority - with a target to cut the 1998 conception rate for under-18s by 50% by 2010.

Unfortunately, Torbay has seen an increase - despite many initiatives to tackle the problem - whereas in other areas the rates are down.

Steps are now being taken to improve the effectiveness of the current strategy and the impact of the work being done in the Bay. Sexual advice to young people will continue to be in the context of helping them to resist pressure to have unwanted sex, to have the confidence to say no, and to delay first sex until they feel ready and confident to make safe and responsible choices.

A wide range of professionals are actively involved in the sexual health campaign and important work continues with schools and parents while the HealthWise shop in Union Street is providing a new, easy access point for young people on a full range of issues.

The condom card (C-card) scheme has been particularly successful with 411 males

"Being a parent requires emotional maturity, financial security and the support of partners, family and friends"

- Minister Beverley Hughes in her foreword to the national strategy on teenage pregnancies

and 327 females between 13-24 accessing the scheme by March 2009, with 879 returning for more condoms. Contraceptive services, chlamydia screening and other services have been expanded.

The latest teenage conception data (for 2007) showed a rate of 57.4 conceptions per 1,000 young women aged 15-17 in Torbay, compared with 51.1 the previous year. The 2007 rate was 29.9% higher than the 1998 baseline and the figure is significantly above the South West average of 36.0 and higher than the England rate of 41.9.

The Torbay School Nursing Service conducted a pilot Sex and Relationships Education (SRE) survey to find out what local young people thought would help them most. The findings included a desire for more local information and:

- More separate, practical and in-depth lessons for SRE and the opportunity to choose SRE as a GCSE
- Separate sessions for boys and girls to create more confidence to talk

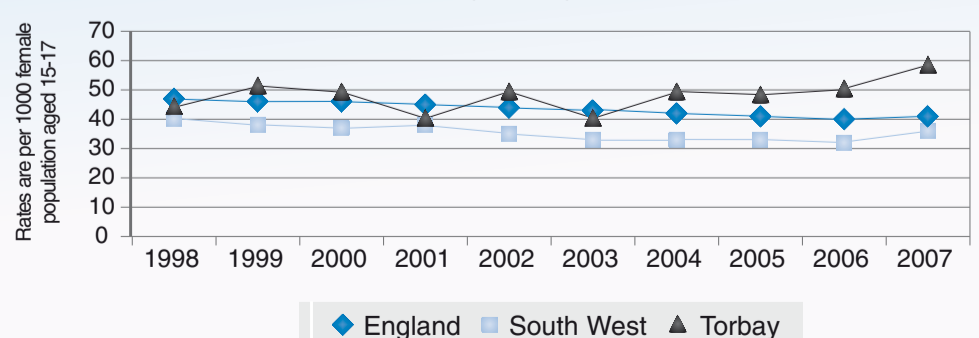
Significant improvements relating to sexually-transmitted infections have been made with a major capital programme and relocation of services at Castle Circus Health centre. This has led to the development of an integrated delivery approach to both traditional family planning services and genitor urinary medicine (GUM); 100% of people contacting sexual health medicine services are offered an appointment within 48 hours.

The national Chlamydia screening programme is aimed at young people under 25. Chlamydia is a sexually transmitted disease that affects both sexes, with around one in ten young people under 25 in the general population test positive for Chlamydia. The screening programme aims to raise awareness of Chlamydia, provide early detection and treatment and reduce the chances of passing on the disease. Nationally, it is estimated that 1 in 10 young people are infected with Chlamydia.

Key points to remember

- Teenagers all too often end up raising their children in poverty
- Children born to teenage mothers are more likely to die in infancy, have poor health and do badly at school
- Daughters of teenage mothers are more likely to become teenage mothers themselves

Rate of teenage pregnancies over time





Family health day - a great opportunity to identify with key messages on health

We all know that eating a healthy, balanced diet can be a valuable way to help maintain our physical health. Evidence suggests that enjoying regular meals and a healthy balanced diet can also help our mental performance, as well as help protect us against chronic diseases later in life.

This is one of the many reasons why it is important, for example, to eat at least 5 portions of fruit and vegetables each day.



Congratulations...

Bay Walk leaders were rewarded during the year for their outstanding contribution to serving the community and partnership working.

They received the Silver Blue Shield Award presented by Torbay Care Trust. In our picture, Richard Merrifield (Bay Walks co-ordinator) and Bob Tucker (a Bay Walk leader) are seen receiving the award from former Olympic athlete Kris Akabusi.

cycling in order to get your recommended 30 minutes of physical activity a day.

Cycle Coaching is available FREE of charge through Torbay Care Trust and Torbay Council. This will provide the trainee with skills of how to ride under local traffic conditions with confidence. To arrange for coaching call **01803 321867**.

Family Health Day

Families and carers with pre-school children had a great opportunity to find out about key messages for health and how to put them into practice at the first Family Healthy Fun Day in the Bay.

Over 160 adults and 225 children came to the event, producing an overwhelmingly positive response, so the intention is to run

a similar event next year with more hands-on food experiences.

Visitors had the opportunity to find out more about a wide range of services and activities in the Bay and there was lots to do, from face painting and a mini gym to rangoli fruit and veg art and smoothie-making. Adults could also indulge in some health and well-being action in the form of an MOT or a stress-busting taster massage.

Various local businesses and supermarkets supported the day by offering generous 'healthy' prizes.

The event, held in April at the Town Hall, Torquay, was jointly organised by the members of the Lifestyles Team and the Children's Centres Health Project Worker.

Keeping fit through autumn and winter

As the days get shorter it's tempting to let physical activity levels drop. For ideas on how to remain active this autumn visit www.torbay.gov.uk/getthehealthygetactive.pdf.

Bay Walks are a series of FREE localised led walks by volunteers for people who want to become more active, meet new people. For a timetable of the Bay Walks contact **01803 321867** or e-mail Richard.merrifield@nhs.net. Also contact Richard if you would like to become a walk leader.

Supporting sensible drinking

A substantial investment of £500,000 has been pumped into Torbay to support sensible drinking, with a sharp focus on areas where health inequalities exist.

The principal aim is to reduce the rate of hospital admissions due to alcohol. This will also have an impact on A&E waiting times and bed occupancy.

New developments include:

- Investing in hospital-based alcohol workers to support hospital staff in the management of patients who have alcohol issues. Their work includes referring individuals for further treatment and follow-up or liaising with community services to help patients having problems with alcohol.
- Implementation of alcohol screening in key settings - primary care, hospital and social care and criminal justice services

(where the poorest health outcomes are experienced) - to identify 'risky drinking' behaviour at an early stage and provide information, advice and support where appropriate.

- Extending the range, capacity and, therefore, effectiveness of specialist alcohol treatment and aftercare.
- Early interventions and detox.
- Young person's substance misuse worker to support young people who experience difficulties with alcohol.
- More treatment being available for adults needing help with their drinking.
- Peer support groups to help people manage their own recovery after completing treatment.
- Prevention of alcohol-related violence.



Know your limits - 10 tips to reduce your alcohol intake

1. Decide on your ultimate goal. Do you want to cut down to a set daily amount? Maybe you want to avoid binge drinking? Or perhaps you would like to give up alcohol altogether?
2. Pick a day of the next week to start cutting down. Go for a day when you are less likely to be under pressure, so it's easier to avoid alcohol.
3. Keep a drink diary. Writing this on a regular basis will help you to work out how much you're drinking.
4. Work out how you can avoid situations that you know will encourage you to drink. For example, if you're going out with friends suggest the cinema instead of the pub.
5. Pace yourself. Try drinking each drink more slowly or alternating alcoholic drinks with soft or low alcohol ones.
6. Find something else to do while you drink, like playing darts or pool, or dancing. This will take your mind off your drinks and help you to slow down.
7. Get out of the habit of drinking because you are stressed or have nothing else to do. Look for other ways to relax: activities like swimming or going for a walk will make you feel better and don't involve alcohol.
8. Take stock of your progress and make sure you give yourself credit where it's due for your achievements so far. This will help you keep going to achieve your targets.
9. Try to have at least two alcohol-free days a week. Choose days when you're less likely to be in situations where you would usually drink alcohol. Always give your body a 48-hour break from booze if you do drink too much in one session.
10. Don't give up! Changing a habit like drinking takes time and hard work, and sometimes it's difficult to drink less. Focus on what you've achieved so far and reward yourself when you have met your drinking targets. If you do relapse, don't stop, just set a new date to start cutting down again.



More drug treatment



Successes

The year saw a strong performance for drug treatment and its outcomes - for both adults and young people. Adult treatment saw successful discharge rates in the top 25% in the country.

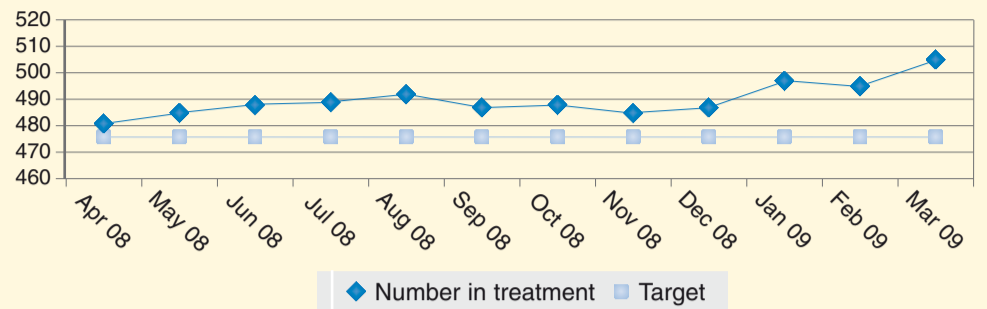
Currently, within Torbay we are achieving our targets for both the numbers starting and completing Drug Rehabilitation Requirements as ordered through the courts.

Drug Intervention Programme workers are assessing 100% of individuals either in custody, in court or upon release from prison, developing a care plan and engaging with the service.

The number of the most 'at risk' problematic drug users in effective drug treatment has gone up by over 7% in Torbay - well above the national average of 4.3%.

The work of the Blood Borne Virus (BBV) nurse is contributing to the higher-than-average numbers being tested for hepatitis C and vaccinated against hepatitis B.

Number of drug users recorded as being in effective treatment



How to deal with your worries...

Stress

The credit crunch, money worries and rising unemployment have put more and more people under stress.

Torbay Public Health team have been responding to this with stress control courses - free six-week courses designed to help give you the tools to fight stress.

Not surprisingly, the course on Tuesday evenings is hugely popular and attended by all ages - with the latest course attracting 90 people on the first week.

Each session lasts for 1 1/2 hours with a break for refreshments. It is not a miracle cure and you will be asked to work hard and to practice techniques. The course is not group therapy and you will NOT be asked to tell your problems in front of others.

The aim is to listen to the tutors and learn new techniques in a light-hearted and informal atmosphere.

For more information about the Stress Control Course please call 01803 290782.



Dealing with Depression

This is a free self-help course designed to help you develop your knowledge, confidence and skills to cope with depression.

This is a seven-week course with one session per week, each lasting 3 hours. There are opportunities to join one of these courses during the day or in the evening depending on which would suit your needs. The groups will be fairly small (on average between 10 and 14 people) and in order to get the most out of the course joining in with group discussions will be beneficial.

For more information about the Dealing with Depression course please call 0800 030 4225.

More developments now to help older people

Dementia

Three key initiatives in Torbay are now helping an ageing population to cope with the problems of dementia.

In March 2009, a new facility to provide dedicated care to those living with dementia in Torbay was officially opened by Olympic and European Games medallist and TV personality Kris Akabusi MBE and a new information booklet was launched for those in Torbay who are caring for people with dementia.

The Rainbow Suite, occupying the first floor of St Edmund's Community Care Centre in Plainmoor, Torquay, is the first unit designed and run by Torbay Care Trust specifically for those living with dementia. It provides residential and respite (short-term) care to give carers a much-needed break.

The information booklet, Dementia Carer Pathways, produced and published by Jim Delves, Chairman of the local Alzheimer's Society, local carer David Light, and Torbay Care Trust, gives local carers vital and much needed information about the illness and sources of advice and help.

It is estimated that there are over 2,500 people in Torbay living with dementia and being cared for at home by family friends and neighbours. Dementia will continue to affect more and more people each year with the onset of an ageing population.

Devon Partnership Trust, which provides specialist mental health services for older people, has supported the development of the Dementia Carer Pathways. Copies will be distributed through the Partnership's Older Peoples' Mental Health Team at the Chadwell Centre in Paignton.

Dementia Carer Pathways is available free for anyone caring for someone with a diagnosis of dementia.

Contact Signposts for Carers on 01803 666620 or ask your GP Carers Support Worker for a copy.

In July, Torbay Care Trust, working with Devon Partnership Trust and the Alzheimer's Society, was successful in securing national funding of more than £130,000 during the next two years for a pilot to develop new dementia services.

The money is being used to build on the success of the Paignton memory café - an Alzheimer's Society service which provides a place for both carers and the cared for in a relaxed atmosphere where there is no thought of stigma. It provides a place of information and education, as well as a place of stimulation and enjoyment.

The Care Trust intends to work with the voluntary sector, with the support of Devon Partnership, to set up additional cafés in Torquay and Brixham. The three cafés will then become a hub for Torbay's support and learning for those affected by dementia, and include an expert dementia coordinator, group and individual support, and easily accessible information and advice.

How you can get help

- Thinking clearly
- Remembering things
- Communicating
- Doing day-to-day things like cooking or getting

"Every day in this country, people are told the devastating news that they have dementia and have to try to map a future in which they will lose the ability to communicate, and forget the places and people they love."

Behind the thousands of brave people in Torbay who are today living with dementia, are carers whose motivation, dedication and spirit I find awe-inspiring."

- Former Olympic athlete and motivational speaker Kris Akabusi

Action to reduce risk to children



The rate of childhood admissions to hospital in Torbay for unintentional injuries, is amongst the highest in the country at 160 per 10,000.

Injury prevention can play an important role in reducing the rate of admissions to hospital and improve the health of the population.

Torbay Council, along with Fire, Police, NHS and utility companies run a junior life skills project aimed at improving children's safety and personal awareness in the home and on the street.



Swine flu and seasonal flu advice

Previously-tested plans to deal with a flu pandemic swung into action during the year as swine flu began to spread throughout the UK.

One of the first English cases was reported in Torbay and a secondary school was closed in a successful attempt to prevent to spread of swine flu. A Flu Information Line was set up within two days of the case being reported and Devon Doctors provided essential support to our local GP practices for testing and treating suspected swine flu cases.

Once the decision was made nationally to move from containment to treatment, antiviral collection points were quickly established at Castle Circus Health Centre

and the Olive Carers Centre on the site of St Edmund's Community Support Centre, Torquay to support the pharmacies across the Bay who began distributing antiviral treatment.

Although numbers of swine flu cases have fallen nationally and locally, the projections are that a second wave of the virus will occur during this autumn/winter.

This is a period in which the NHS traditionally experiences increased pressure so it remains vital that we remain prepared, with all services maintaining robust business continuity plans.

We are expecting the first stocks of swine flu vaccine to be available by the end of October. The first groups to be immunised

include frontline health and social care workers and individuals aged 65 and under who are at risk of complications due to an existing medical condition and pregnant women.

The annual flu immunisation campaign also runs through October - with vaccination remaining the most effective way to prevent the expected seasonal flu. Last year more than 72% of people aged 65 and over and over 44% of 'at risk' groups were vaccinated - above the Care Trust's target.

Seasonal flu vaccination is available for everyone over 65 and for those with a medical condition which could be affected by flu. These include:

- Serious asthma and chronic respiratory disease

- Chronic heart disease
- Chronic kidney disease
- Chronic liver disease
- Chronic neurological disease
- Diabetes and disorders of the immune system

The risk of catching swine flu or seasonal flu can be reduced by using good hygiene. Remember the national slogan - 'Catch it, bin it, kill it!'

For further information about swine flu phone 0800 1 513 513 or visit www.nhs.uk



There is an easy way for children to remember how long they need to wash their hands properly.

They simply sing two verses of 'Happy Birthday' while rubbing hands into the soap and rinsing - and that will do the trick!



Catch it, bin it, kill it!



The Health Protection Unit sent out the Max hand-washing DVD to all schools in Devon during September. This is an animated DVD with a powerful message on the importance about preventing the spread of infection through good hand-washing.

'Catch it, bin it, kill it' has been the main message sent out from the DoH about preventing the spread of infection especially coughs and colds. Massive publicity / posters etc have urged the public to:

- Use tissues to cover your mouth and nose when you cough or sneeze
- Place used tissues in a bin as soon as possible
- Ensure everyone washes their hands regularly with soap and water
- Clean surfaces regularly to get rid of germs

Effective hand washing is the main message to all members of the public says Natalie Illingworth, Lead Infection Control Specialist Nurse, Torbay Care Trust.

The national phone number for 'Catch it, bin it, kill it' is 0800 1 513 513.



More support for carers



Torbay Care Trust and its partners remain committed to supporting unpaid carers who are looking after disabled or ill relatives friends and neighbours.

Carers often ignore their own health because they are focused on the person they are looking after but the stresses of caring can seriously affect their physical and mental health. We want carers to think about their own well-being - so here are some tips for all carers:

- Find out what services are available to you and the person you care for - ring our local carers helpline Signposts for Carers on **01803 666620**.
- Make sure your GP knows you are looking after someone, and then they can focus on your needs and inform the practice's Carers Support Worker.
- Join Torbay Carers Register and get a number of free useful services including a Carers Emergency Card and details of free training courses for carers. Ring Signposts on **01803 666620**.
- Get a free winter flu vaccination, as carers are a priority group.
- Ask for a Carers Assessment which is a discussion about your needs - if you don't

already have contact with Torbay Care Trust contact **01803 219700**.

Torbay Care Trust is developing some new services for carers this year aimed at promoting good health for carers:

- NHS Carers Health Trainers recruited to the Lifestyles Team to work one-to-one with carers or in small groups to support them in creating healthier lifestyles. These workers will have had experience of being unpaid carers themselves.
- A new support service for young adult carers, age 16-25. The project will help them with health improvement and addressing the issues and health risks that face young people as they move to adulthood.
- Early identification of people with dementia by their GP and advice to their carer will enable carers to get support as soon as possible.
- Two GP surgeries will be offering health and well-being checks to patients with memory problems, as part of a project being funded by the Department of Health in Torbay.
- More carers will be offered a wider range of help including exercise programmes and complementary therapies.



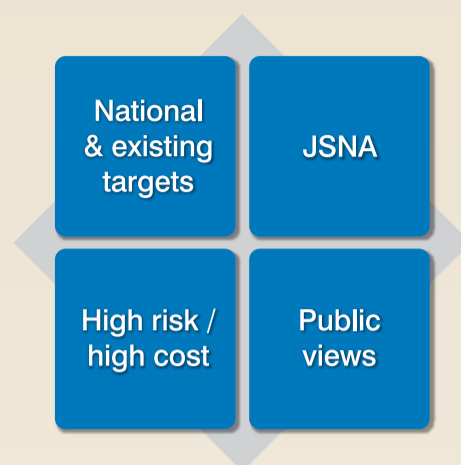
Making sure our money is targeted at the areas that need it most

Torbay Public Health is proposing a four-point matrix for identifying commissioning priorities to Torbay Care Trust - who are commissioners of health services for the local population.

The key questions, suggested by Public Health are:

1. What are the nationally-agreed and pre-existing priorities?
2. What are the local needs for our population as identified in the Joint Strategic Needs Analysis?
3. Which are the high cost/high risk services?
4. What do the public want from their local NHS?

With regard to national and existing priorities, an assessment will be made about likely performance for the year.



A detailed analysis of local needs has been undertaken for the Joint Strategic Needs Assessment. This document was completed in early 2009 for the Torbay Strategic Partnership and encompasses an analysis of the wider determinants of health to demonstrate impact outside of the boundaries of NHS spending.

This analysis is colour-coded to provide a visual reference for statistically significant differences between Torbay and the national average and within Torbay. It highlights areas of greatest consistent inequality.

The work being undertaken locally has been put forward regionally to participate in a series of national workshops setting the direction of JSNAs.

The Care Trust will be actively reviewing significant proportions of its existing spend in a rolling programme focusing on care pathways and using evidence of effective interventions.

A range of engagement activities has been undertaken in the last year and commissioning priorities will be influenced by issues that the people of Torbay have told us are important to them.

In considering all of the above, there are two overriding principles that should be

applied to commissioning priorities: Can additional expenditure be directed towards prevention, to prevent future treatment costs? Has additional expenditure been targeted towards areas of inequality first?

It is proposed that new priorities for investment should not be approved unless they are:

1. Effective, with clear evidence that they work.
2. Cost-efficient interventions that will save money in the long term and/or provide a better quality of service.
3. Equitable, in that they will not widen inequalities.
4. Feasible, for example in terms of staffing available.
5. Acceptable to the local community.

Useful Contacts



Torbay Care Trust
(01803) 210500
www.torbaycaretrust.nhs.uk

Torbay Council
(01803) 201201
www.torbay.gov.uk

Helping us to focus on key issues

Dr Foster Intelligence, a joint venture with the NHS Information Centre for health and social care, aims to harness the power of information to improve services and people's well-being.

In this way, it seeks to share new thinking, provoke debate and stimulate action in transforming data into knowledge and knowledge into positive action in the Health Service.

The 2009 report, produced with the support of an independent reference group of experts from the NHS and associated organisations, steers through the complexity and information overload to produce some simple, practical advice to help health boards meet the challenges by using information intelligently to understand, tackle and monitor inequalities.

Currently, the principal measures of health inequalities, expressed in the 2010 national targets, are life expectancy and infant mortality. These are underpinned

by specific measures relating to the gap between the most deprived and the population as a whole, and to mortality from the 'big killers' of heart disease, stroke and cancers.

"PCT boards have enormous power to effect change through their commissioning decisions - information is the key to unlocking that power."

It is likely that the post-2010 agenda to be considered by the Government will shift its focus towards inequalities across the spectrum as well as continuing to focus on the most disadvantaged. It will also set the agenda for partnerships between health and other public services.

Every PCT has now prepared Joint Strategic Needs Assessments, undergone World Class Commissioning assurance and put strategic plans in place. Every board member should have a clear idea of the inequalities being targeted. The ongoing challenge is to secure the intelligence required to target action, monitor progress and continually refine priorities.

The world-class commissioning programme is transforming the way health and care services are commissioned. World-class commissioning will deliver a more strategic and long-term approach to commissioning services, with a clear focus on delivering improved health outcomes.

PCT boards also require a deeper understanding of the wider context in which health is shaped. Poor housing, neighbourhood deprivation, limited employment and educational opportunities are powerful drivers of ill health and health inequalities. The impacts of community resilience and social capital are increasingly recognised.

New initiative to help and support young parents

A new initiative to support young parents to achieve a better life for themselves and their children has been introduced in Torbay.

The Family Health Partnership offers an intensive, preventative home-visiting programme to young parents in the wards where we are aiming to improve health outcomes most.

Specially-trained Partnership Nurses will be working in the top 10% areas of need within Torbay, using a pattern of weekly and fortnightly visits. These start in early pregnancy and continue until the child's second birthday.

The programme has three main goals:

- To improve maternal health
- To improve child health and development

- To improve the course of parental life

The Partnership Nurses use evidence-based resources and practical activities to work with the mother, father and wider family on understanding their baby - effecting changes to their behaviour, emotional development and building positive relationships.

The programme aims to achieve wide and far-reaching outcomes - including fewer subsequent pregnancies and greater intervals between births, an increase in the involvement of fathers and an improvement in that children are more prepared to go to school.

