



Recommendations updated from 2015/16

Update from 2015/16

- 1. Implement the Cheshire and Merseyside 5 ways to wellbeing campaign - Make Time - to encourage residents to adopt self-help behaviours to help improve their wellbeing.**

Implemented during October 2016 to coincide with world mental health day. Campaign activities included a health walk, a flashmob dance event in Huyton Town Centre, along with other awareness raising activities and a strong presence on social media. A further campaign will take place in 2017.
- 2. Support the implementation of the prevention elements of the domestic abuse action plan, including campaigns to raise awareness of domestic abuse.**

The new Knowsley Domestic Abuse Strategy has been launched based upon the four P's model, Prepare, Prevent, Protect and Pursue.

In relation to the prevent strand, awareness raising and training continues to be delivered. This has included high profile 'Be a lover not a fighter' campaigns which have raised the profile of the issue through various media outlets and within the community.

A further awareness raising campaign is being planned with partners for Autumn/Winter 2017.
- 3. Increase the awareness of sexual health services in Knowsley including the provision of emergency hormonal contraception from local pharmacies.**

The sexual health service has been widely promoted through various channels. The provision of emergency hormonal contraception has been facilitated by the development of a recognisable logo/window sticker for use by pharmacies across Cheshire and Merseyside.
- 4. Continue to increase awareness amongst all front line staff of HIV and the importance of promoting/testing and early diagnosis.**

Sahir House provided training to front line staff from a variety of organisations across the Borough through either a 7 minute briefing or a more detailed 60 minute briefing.

Furthermore, a 7 minute briefing has been produced for businesses with specific information for employers which includes handling disclosure by employees of their positive status. This was widely distributed by the Chamber of Commerce and followed up with an awareness raising breakfast briefing during HIV testing week.

Update from 2015/16

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| <p>5. To increase recovery rates so that recovery from alcohol and drug use is seen as possible within the community.</p> | <p>The number of people recovering from drug and alcohol dependence in Knowsley has increased.</p> |
| <p>6. To improve access to needle exchange provision, by increasing the number of outlets locally.</p> | <p>Training has been provided and the number of pharmacies delivering needle exchange has been increased from three to five, with more due to come on board in the near future.</p> |
| <p>7. To focus on reducing smoking prevalence amongst pregnant women by improving screening for smoking during pregnancy and after delivery, and making every contact count.</p> | <p>BabyClear is being implemented in Whiston Hospital (St Helens and Knowsley Hospitals NHS Trust) and Kirkby (Liverpool Women's Hospital).</p> <p>A protocol for using combination nicotine replacement therapy has been developed and approved for use by the stop smoking service to improve quit rates.</p> |
| <p>8. To review the local smoking cessation support offer and the impact of electronic cigarettes on the uptake of the local stop smoking service.</p> | <p>This was not done last year. It will be part of service redesign process leading to the commissioning of a new stop smoking service.</p> |
| <p>9. Sign up to the Local Authority Healthy Weight Declaration which would underpin the plan to reduce obesity risk among Knowsley residents.</p> | <p>The Healthy Weight Declaration was adopted by the Council in December 2016. The agreed pledges will be updated regularly throughout the year with input from the relevant key partners e.g. planning and regeneration.</p> |
| <p>10. Provide support for adults with weight problems via targeted community interventions, including the provision of health information and education, and promotion of facilities to improve physical activity levels.</p> | <p>A new Healthy Knowsley Service was commissioned in April 2017 which offers a single point of access. Services offered include; a tier 2 weight management option, physical activity offer, making every contact count training (MECC), primary school aged children and families programme and one-to-one support from lifestyle advisors.</p> <p>An extensive campaigns plan also supports the delivery of health promotion education to encourage behaviour change.</p> |

Update from 2015/16

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| <p>11. Recommission specialist obesity service to focus on providing evidence-based interventions to support those in greatest need.</p> | <p>A new tier 3 specialist weight management service was commissioned in October 2016 for adults and children.</p> |
| <p>12. Develop and implement a cancer screening action plan using available data on inequalities and evidence-based interventions. (CCG and NHS E)</p> | <p>Completed and shared with the local cancer clinical reference group and Health Protection Forum.</p> |
| <p>13. To market the local breast screening service and improve access for local communities and disadvantaged groups.</p> | <p>Posters developed and placed in local businesses to promote the Mobile Breast Screening Unit.</p> <p>Review being undertaken of re-positioned Huyton site (Council buildings).</p> <p>Local communication and social media used to promote the importance of attending breast screening.</p> |
| <p>14. To strengthen partnership working with GP practices and others by sharing information such as uptake rates and promote good practice for all three cancer screening programmes. (NHS E and LA)</p> | <p>Quarterly updates now provided to all practices with uptake and best practice.</p> |
| <p>15. Increase the number of people having a health check to above the 50% national target.</p> | <p>Continued work around increasing the number of health checks delivered is ongoing. The current trend is consistently increasing and the local uptake at the end of 2016 was 70%.</p> |
| <p>16. Implement self-care and peer support programmes which will include the role of pharmacies in providing support for those with asthma and COPD in particular. (CCG and NHS England)</p> | <p>Knowsley CCG pharmacists review and refer asthma patients who are poorly controlled or overuse inhalers to the local respiratory team. Under an NHSE pilot, pharmacists have undergone training to be able to review and support asthma and COPD patients who are poorly compliant with medication. Local pharmacies are providing medicines use reviews for both asthma and COPD patients.</p> |

Update from 2015/16

17. Support the identification of undiagnosed, treatable disease by case finding within GP practices alongside public awareness campaigns focusing on early detection through awareness of symptoms. (CCG and LA)

Large scale local cancer awareness campaign known as 'It' implemented across the borough. Along with implementation of national Public Health England cancer awareness campaigns such as breathlessness, blood in pee. Continued partnership working with iVAN – mobile cancer awareness vehicle staffed by cancer nurse specialist and practitioner.

18. Develop holistic, patient-centered care models which take into account prevention, lifestyle interventions and co-morbidity. (CCG and LA)

Knowsley Health and Social Care transformation outlines the vision and design principles for out of hospital care. The core of the model is underpinned by the establishment of locality working with multi-disciplinary teams located in each of the four areas. These teams will work to support individuals with long-term conditions, high level of need or at risk of deterioration to remain as independent for as long as possible. This approach is complemented by the Early Intervention and Prevention Programme. Knowsley CCG are working in collaboration with the Local Authority on a number of schemes to support this.

19. Evaluate and refine pathways for the impaired glucose regulation pathway.

Completed. The outcomes and recommendations have been shared with the local diabetes clinical reference group and are being implemented. Uptake rates of flu vaccination 2016/17, 53.3% for the under 65 (at risk) increased from the previous year; 49.5% in 2015/16.

20. Increase uptake of flu vaccination, particularly those at risk under 65 including pregnant women. (LA and NHS E)

Uptake in pregnant women had a slight increase 2015/16 was 48.2% compared to 48.8% in 2016/17.

The national uptake ambition for both of these groups was 55%.

The ambition for the aged 65 years and over was 75% (2016/17) and in Knowsley 73.2% was achieved (74.4% in 2015/16). However there was great variation across general practices, this ranged from 64.7 - 84.1%.