

Selby Health Matters

Annual Newsletter 2018/19

Welcome to the first annual review of the Selby Health Matters Partnership action plan.

We are a group of partners who came together in 2018 to understand what is great and what could be improved in Selby District to make it a healthier place to live. We want to ensure that all Selby District residents have an equal opportunity to experience a healthy, happy life. We have worked with a broad range of partners and looked at health data to identify priority areas of focus to improve population health. From this we have developed a three year action plan which helps us as a group to work collectively to have a positive impact on improving health in the district. This can be through physical, cultural and structural ways of working that change people's attitude, behaviour and access to health and care, housing, community and environment.

We want to share the progress we have made together each year to show how working in partnership makes a difference to impact on health in indirect and long lasting ways. We hope you enjoy reading about what we've been up to. We've lots more examples, but here's enough to whet your (healthy) appetite! If anything inspires you and you want to get in involved, please get in touch.



Angela Crossland, Head of Community, Partnership and Customers, Selby District Council

Kathryn Ingold, Public Health Consultant, North Yorkshire County Council

INSIDE

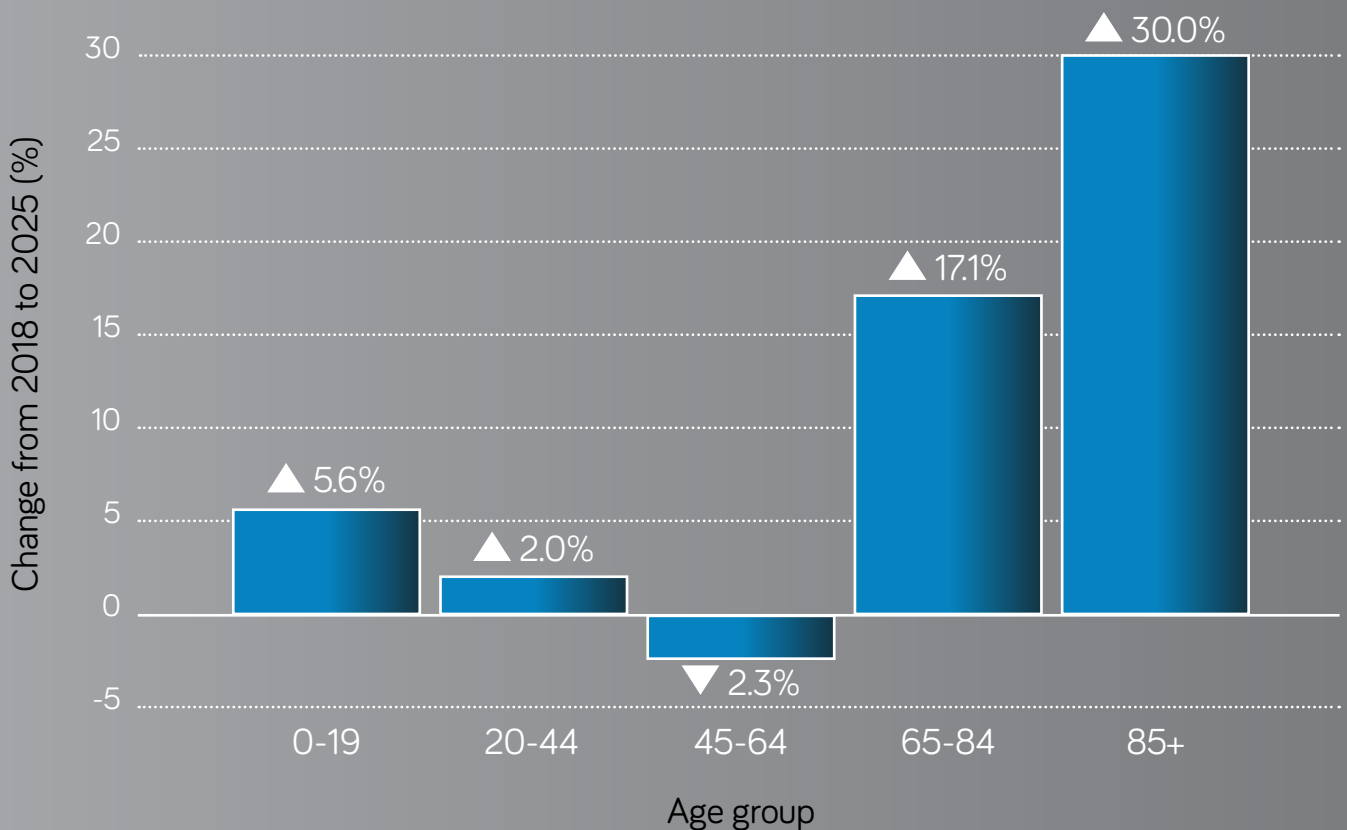
To find out more about the Selby Health Matters Partnership, contact the Community, Partnerships and Customers team on **01757 705101** or email **info@selby.gov.uk** or visit **www.selby.gov.uk/health-matters** to keep up to date



Selby District Health Profile:

The district is a great place to live. The majority of residents enjoy access to good quality homes, services and activities. They experience happy, healthy lifestyles. However for some, life can be a little harder; our population is getting older and there are pockets of inequality and deprivation.

Forecast population change, Selby District 2018 to 2025

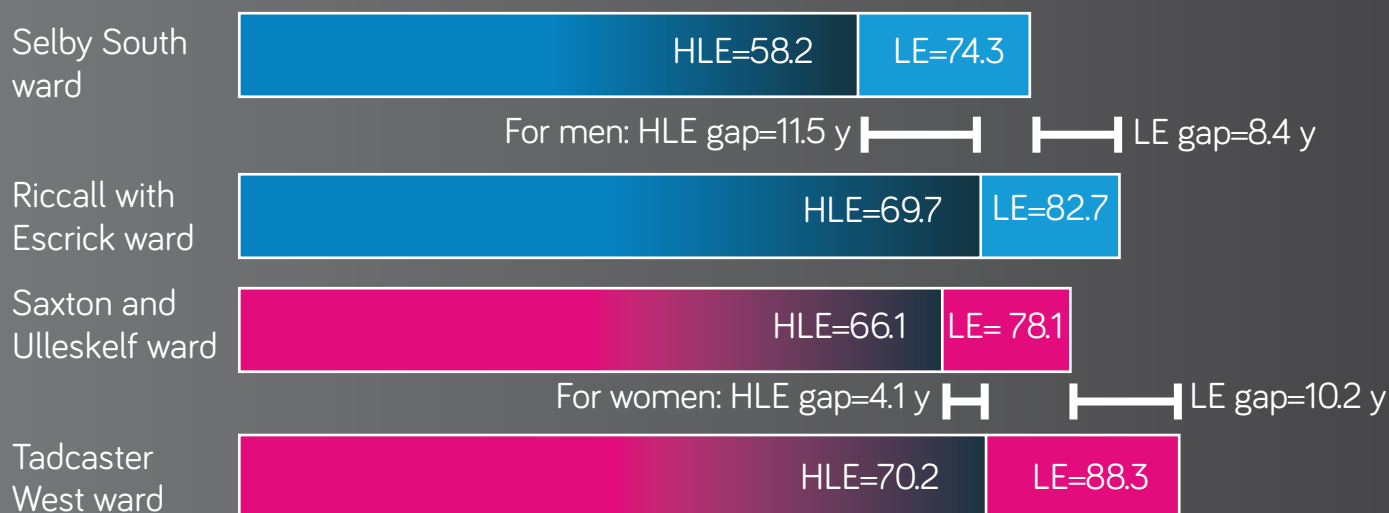


Source: ONS 2016-based population projections

Over the next five years we will see the largest increases in population in people aged 65 years and above. We are working to ensure Selby is an 'Age Friendly' place, starting by consulting with older people to understand what is good and what could be improved to make Selby District a great place to grow older and stay well, productive and connected.

The difference in life expectancy and how long we live in good health is caused by a wide range of factors including housing, education, green spaces, access to good food and supportive networks of friends. Selby Health Matters works together to ensure that we target resources and energy into the areas which make the greatest impact on these factors with the aim of closing the gap in life expectancy and healthy life expectancy experienced between different communities across the district.

Healthy Life Expectancy (HLE) and Life Expectancy (LE) by gender, Selby wards, 2009-13



Source: ONS, Health state life expectancy by 2011 Census wards in England and Wales

Collectively, we want to make an impact on:

-  Air Quality and Transport
-  Health Inequalities
-  Mental Health
-  Obesity
-  Sexual Health
-  Social Isolation
-  Substance Use

Selby Health Matters will do this by working collectively to take action on the following six determinants of health:

-  Housing
-  Leisure and Green Space
-  Economic Development
-  Environmental Health
-  Planning
-  Engaging With Communities

Housing and Health

We want to understand how a focus on health and housing increases independence in the home, encourages community collaboration and reduces isolation. We know that access to good housing has a big impact on health and wellbeing.

Tackling fuel poverty in the Selby District:

Organisations are working together to provide support to help people stay warm in their homes in winter. This includes the Yorkshire Energy Doctor, Age UK Selby, Citizens Advice Selby and Selby District Council. Over the last five years they have helped local residents save over £160,000 on their energy bills by switching supplier, clearing energy debts and applying for grants to help with heating costs. The work helps anyone who is: worried about or can't afford fuel and energy bills; cold at home and unwell because of it; struggling to keep warm at home because of problems with heating or cold and damp conditions, or feeling lonely or isolated, especially in the winter.

In the last year, the work has also been supported by the development of 28 local residents as Community Energy Ambassadors. Ambassadors have been trained in Tadcaster, Selby and Riccall learning all about energy and fuel poverty. The Energy Doctor continues to run further free training courses in Selby, Eggborough and Hambleton. For more information on tackling fuel poverty, visit the Warm & Well website at warmandwell.org.uk, call the Warm & Well team based at the Citizens Advice Mid-North Yorkshire on 01609 767555 or email wnw@northyorksica.org.uk. For further Energy Ambassador information contact Kate Urwin, Energy Doctor: 01757 249100 or kate@yorkshireenergydoctor.org.uk



Falls Prevention:

Strong and Steady is a trips and falls prevention service for people aged over 65 and has been rolled out across North Yorkshire, including the Selby District. The programme has been set up by North Yorkshire Sport and it is delivered by Inspiring Healthy Lifestyles in Selby. Classes are made up of strength and balance exercises taught by qualified instructors. The aim is to reduce the risk of falls and to promote independence and positive mental wellbeing. There are now weekly classes taking place in Selby, Sherburn and Tadcaster, with each class including social time and refreshments afterwards. The programme aims to tackle social isolation alongside promoting good physical health. Partnership work with Selby Age UK ensures that participants are signposted to other services where they need them. In Sherburn there is now a regular chair based exercise class taking place as a result of the Strong and Steady programme. The group has a unique, local approach and is attended by members of the Alzheimer's Society and local nursery children, showing intergenerational work at its finest.

For more information contact Selby Age UK on 01757 704115 or go to www.northyorkshiresport.co.uk/strong-and-steady



Health in our leisure, green and outdoor spaces



Health is not all about being in a gym! We're looking at the different ways our spaces, streets and activities engage people in safer, healthier behaviours.



Operation Paulo

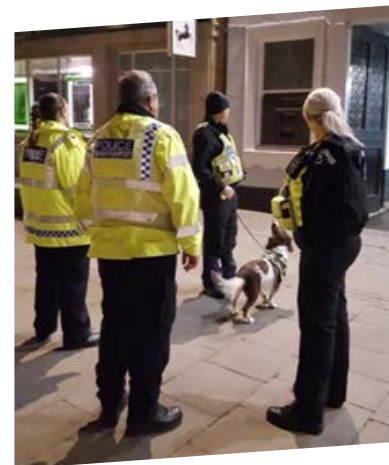
The Community Safety Partnership, including officers from North Yorkshire Police, Selby District Council (SDC) Licensing and Enforcement, North Yorkshire County Council Trading Standards and community drug and alcohol services worked together to set up an event to promote safer drinking and positive night time leisure activity in Selby town centre in November 2018.

A passive drugs dog worked with Police Officers in and around local pubs and clubs. The Police and Community Support Officers (PCSOs) team assisted with public education and engagement. SDC's enforcement and licensing visited establishments and also engaged with some of the taxi drivers. A stall was set up and this contained both merchandise and leaflets to inform the public about a range of public safety issues and where to go for help.

On this occasion there was one cannabis warning but in the main, a great response from bar staff and the public regarding their presence, making the environment feel safer and positively engaged. Public response on social media was also encouraging.

The project offered not only a reactive response but a way of engaging people in a positive way with local services, reaching people that may not always seek support.

A further event was held in December 2018 receiving equally positive responses. Further community safety events will be planned into 2019/2020 and rolled out across other district areas.



StreetGames 'Fit and Fed' Programme

In 2018, Inspiring Healthy Lifestyles launched the StreetGames 'Fit and Fed' programme, which provides physical activity and nutritional workshops including healthy eating to children ages 8-17. The sessions took place on Friday evenings during school holidays and are broken into age groups: 8-12 from 6-8pm and 13-17 from 8-10pm. Working in partnership with Sainsbury's in Selby provided healthy lunchbox and supermarket sweep activities which created lots of laughs and got the children thinking about how much sugar is in their food. The groups have been able to share their thoughts and feelings on what they think healthy eating is and the barriers to being physically active. Numerous games and challenges have been played and plenty more are planned for future programmes, including special prizes of course!

Our participants are offered healthy snacks whilst at the session which they love, but there's always that one pack of apples yet to be touched... that's okay we're not offended! So far, we've seen a mixture of children, including one boy with Autism who has yet to miss a session! What's great is that the programme is inclusive to everyone within the age categories and all activities are adapted to suit various ability levels. Although we're primarily trying to attract children and young people from Selby Town Centre and the surrounding areas, we have accepted anyone who has expressed an interest if places have been available.

The programme is completely free of charge, so we know what you're thinking – "what's the catch?". Well, there truly isn't one! We just want to look after our younger community and influence them to experience that physical activity and healthy eating can be fun.



Fit and Fed

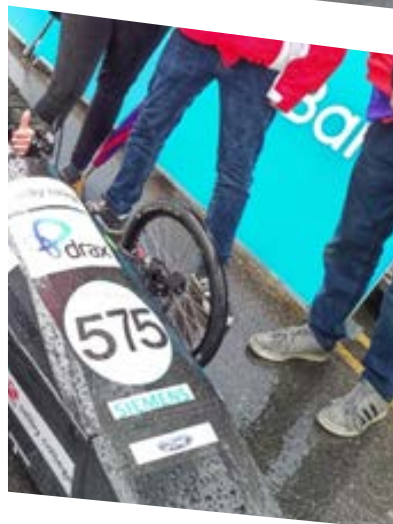
Sainsbury's

The importance of health and aspiration in employment and skills

Employment and high level skills are an important part of improving health of the individual, their family and wider networks. Here's how we've worked collectively and innovatively across the workforce life course to improve outcomes for all.

Schools Cluster Project

Drax Power Ltd have been working with Selby Big Local and Selby District Council to develop a social impact strategy that focuses on reducing inequalities and creating opportunities for young people to access high quality learning experiences and to enthuse their appetite for Science, Technology, Engineering and Maths (STEM) subjects. Their ambition is to 'mobilise a million' – provide a million interactions that unlock potential, inspire ambition and promote opportunity for the future workforce. The work on this has had a great, early impact with Drax and Selby Big Local initially investing in a 'Big Aspirations' project which saw Year 6 children from Selby Community Primary, Barwic Parade and Selby Abbey Primary Schools working with North Yorkshire Business and Education Partnership (NYBEP) to consider various careers and what they may want to do in the future. This quickly led to establishing a 'schools cluster' of seven schools also including Camblesforth Primary, Selby High, Carlton Holy Family and Selby College. The schools have worked on a Greenpower project, building, testing and racing electric powered cars. Schools raced at the Hull Street Races in April 2019 receiving a bunch of awards for speed, design and build. They also showcased the cars at the Tour de Yorkshire Selby Finish in May 2019. The projects are the start of a longer term initiative to encourage children into STEM based subjects.





Workplace Wellbeing Award North Yorkshire

In March 2019 Public Health launched a Workplace Wellbeing Award, which has been introduced because workplace health and wellbeing has been recognised as becoming increasingly important in recent years. To date a number of businesses across the County have committed to the award. Through the Selby Health Matters group we connected with a large organisation based in the Selby District to discuss workplace health needs and to test good practice principles to set up the Wellbeing Award framework.

After short-term illnesses the most common reasons for sickness absence are musculoskeletal problems such as back pain and mental health issues, in particular stress, depression and anxiety. The Workplace Wellbeing Award is designed to address these health problems. It is open to any size and type of business in North Yorkshire: public, private or voluntary sector organisations.

There are three levels to the award – bronze, silver, and gold. Each level builds on previous achievements and has core components relating to organisational culture, leadership and employee engagement along with specific lifestyle elements to deal with preventable ill health issues in the workplace.

Steve Day, General Manager from Clipper Logistics in Selby commented on the benefits of being involved in the scheme:



“At Clipper, people are at the heart of what we do, what we deliver to customers. It’s what sets us apart from the competition, and we have since become an employer of choice in the industry. We recognise that by creating a culture of health and well-being within our workforce, ensures we commit to our employees and understand that they the most fundamental part within our industry.”

“We strive to support our workers at every level, from providing the best education, to supplying the tools people need to succeed. To ensure this level of personal development continues, Clipper developed ‘Team Clipper’, which demonstrates our commitment to recruiting, developing and nurturing the best talent in the logistics industry.”

“We believe this is paramount to maintaining a successful business – investing in workplace well-being, promoting a healthy work environment, enhancing productivity and equipping our workforce to better deal with change and stress management from every day occurrences. Supporting our staff allows them to work proactively and collaborate in order to provide outstanding levels of service.”

Improving workplace health not only benefits individuals, but it leads to greater job satisfaction, which in turn improves the productivity of the business and enhances our local economy.

We want as many people as possible to benefit from this so if you are looking to encourage a healthy workplace culture and improve the wellbeing and productivity of your employees please visit our webpage www.northyorks.gov.uk/workplacehealth for further information and an application form, or contact nyworkplacehealth@northyorks.gov.uk

Healthier Choices award

The ‘Healthier Choices For a Healthier You’ award is a certification scheme aimed at supporting organisations that provide healthier options to their customers. The scheme recognises good practice that is already in place and any pledges made through engagement with the project team. To date, over 150 organisations have participated, including; B&Bs, work canteens, care homes, hospital providers, independent cafes, tourist spots, takeaways and school canteens. Nine businesses in Selby have achieved or are working towards the award.



Health in Planning

Building health into planning procedures can help to encourage active travel, increase the provision of green spaces and address the density of fast food outlets. We have started to look at how we can make improvements to the environment as part of the strategy to reduce obesity.

North Yorkshire School Zone Project – working with Selby High School

As part of a broader strategy to tackle childhood obesity across North Yorkshire, NYCC has been leading on the development of a new project called School Zones.

The School Zone project aims to create healthy food and physical activity environments within a school zone (the school environment itself, and the environment surrounding the school) so as to support active and healthy living.

So far the project has been focused on the areas of the county with the highest levels of childhood obesity: In Selby 23% of 4-5 year-olds have excess weight, and this rises to 32% of 10-11 year-olds – that's almost a third of children leaving primary school in Selby being already overweight or obese!

A broad range of partners have been involved in the School Zone project (which was developed during 2018) including NYCC, Stronger Communities, Selby District Council, North Yorkshire Sport, Youth Sports Trust, and North Yorkshire Youth.

In early 2019, national funding was secured to undertake some insight work in Selby High School – to help understand the barriers and facilitators to healthy and active living.



Key findings included:

- Younger pupils (year 7-8) are very influenced by family and friends.
- Older pupils are more influenced by You-Tubers and celebrities (who often represent 'extreme' and unrealistic versions of a healthy lifestyle).
- Positive mental health and 'feeling better' are motivators for all ages.
- Not eating breakfast is quite common.
- There are numerous takeaways, shops, bakeries etc. in the 'zone' around school – leading to poor 'snacking' choices before/after school (e.g. sweets, crisps, fizzy drinks).

Meetings have been held with the school staff and school council (pupils) to discuss priorities for the school (e.g. improved catering offer and lunchtime experience; support for active travel; after school clubs; and working with local businesses). Pupils, staff, parents and local businesses will be further consulted on proposed actions in the autumn term.

For more information about the School Zone project, or a copy of the insight report, please contact helen.ingle@northyorks.gov.uk or ruth.everson@northyorks.gov.uk

Health in the Community

Social connectedness and self-sufficiency are essential ingredients for a strong community network. Understanding the strengths and issues of where people live and who are the community based leaders is important to effect positive and long lasting change. Examples show the breadth of work being undertaken by our communities.

Selby Mental Health Forum

We didn't just want a forum where professionals come together and decide on what helps prevent and overcome issues of mental health.

Jointly funded by Selby District Council and Selby Big Local and delivered by Brighter Futures the forum provides the following:

- a service user led group for supporting and developing the delivery of mental health services across Selby District
- a consultation service for statutory providers such as the NHS for developing the strategic direction of mental health services in the district
- a core hub for promotion, discussion and sharing of information regarding mental health service provision in the Selby District



The V-Network

Community First Yorkshire established a Volunteers (V-Net) Network meeting in Selby which meets every three months. The meetings provide an opportunity for volunteer co-ordinators from organisations across the Selby District to come together to share ideas, news and views, to hear from speakers and to catch up on all the latest news and opportunities from the sector locally and nationally. The network is a friendly group with peer support at its heart. Several members of Selby Health Matters attend and increasing volunteering in Selby helps to contribute to the delivery of the Selby Health Matters Action Plan.

Topics discussed at recent meetings have included safeguarding, volunteering for young people, recruiting 'lovely' volunteers and supporting volunteers with convictions. There has also been discussion about development of a new county wide V-Net Facebook group. This will offer an opportunity for Volunteer Co-ordinators to talk to others with similar interests, to ask questions, to get tips, support and advice, to share stories and experiences and to find out about events and training across the area outside the meetings. The Facebook group will be launched in September 2019.

In addition to offering support and advice on funding and fundraising, governance, employment, business, financial and volunteer management they also offer a programme of training and network meetings. Further information about the advice, support and services offered can be found on their website www.communityfirstyorkshire.org.uk



Friendship Friday

We run Friendship Friday every week from 11am until 3pm, at Community House.

The group is open to everyone so why not come along – we have various activities and speakers every week. The cost is £3 which includes a soup lunch.

If you'd like any further information please contact Alison Hartley on 01757 291111 or email alison@communityhouse.org.uk



Support from Selby District AVS

There is an exciting array of opportunities and support for organisations and residents across Selby District. For free support and advice contact; Chris Hailey Norris, Chief Officer, Selby District AVS. **01757 291111** chris@selbydistrictavs.org.uk www.selbydistrictavs.org.uk

Selby District Equality Network Meeting



This is an exciting partnership of over 60 members. Meetings are held bi-monthly and include a range of presentations, training, community updates and projects tackling inclusion, diversity and equality matters.

Even superheroes need time out: a preventative-based, social marketing approach to improve mental wellbeing amongst males aged 30-50 in North Yorkshire

Aligned to the North Yorkshire mental health strategy 'Hope, Control and Choice' and the Suicide Prevention Plan, we are developing a localised social marketing campaign to promote mental health and wellbeing across the county, by encouraging men to engage in the Five Ways to Wellbeing.

The North Yorkshire County Council public health team and ICE Creates have been working together to conduct in depth research and customer insight to develop an evidence based campaign promoting mental wellbeing to men aged 30-49 years living in Malton, Selby and Scarborough Town areas. In Selby two focus groups were held and a number of "vox pop" interviews carried out in the town centre, supermarkets, shops, businesses and in the leisure centre.

The campaign aims to take a preventative population level approach, encouraging self-care and mental health promotion such as the Five Ways to Wellbeing.

The insight research and testing stage of the project has been completed with men living in the three target areas. Look out for campaign materials coming soon.

For more information contact vicky.watson@northyorks.gov.uk

How old is your heart?

In September 2018 the Selby Health Matters partnership supported Public Health England's Heart Age campaign which encourages adults to find out how old their heart is by taking the Heart Age Test. The Heart Age Test takes a few minutes and compares your actual age with the age of your heart. Useful tips on how to lower your heart age and reduce risk of a heart attack or stroke are also given after the test.

To raise awareness of heart health, local pharmacies and The Summit Adventure held Heart Age Tests and free blood pressure checks. A joint Clinical Commissioning Group (CCG), District Council and County Council press release was issued, plus an article included in Selby Citizenlink that went out to all households. To take the test [click here](#).



Breastfeeding Friendly Venues

A breastfeeding friendly venue scheme has been piloted in Selby to encourage businesses to welcome breastfeeding mothers and to reduce social isolation.

To apply for the award staff must actively welcome mothers and babies into their establishments and allow breastfeeding in all customer areas of the venue. Premises are also encouraged to provide a private space for those who prefer not to breastfeed in public view. Businesses and community venues that sign up to the scheme are then promoted through a mapping tool so that families know which premises welcome breastfeeding.

100% of Selby businesses taking part in the scheme said they would recommend to others and fed back that there had been positive comments by customers about the posters and stickers on display in their business.

Parents stated that the scheme has directly helped them to breastfeed when out and about due to support from the venue and feeling more relaxed had anyone made a negative comment.

The breastfeeding friendly venue award compliments a wider programme of support for mothers who breastfeed. This includes providing one to one support from specialist trained staff, breastfeeding support groups and the promotion of messages through the media and other routes to normalise breastfeeding and highlight sources of advice. This support is available to all mothers across North Yorkshire.

For more information contact
nypublichealth@northyorks.gov.uk

