

PHAR Recommendation 2016/17

PHAR Update 2017/18

1. The best start in life

Continue to develop and improve the new 0-19 Service by listening to the views of families and young people, to ensure that the priorities of families, children and young people in Sefton are addressed.

Ensure that the new 0-19 service is linked into other services such as Living Well Sefton in order to provide a wider offer for families.

Provide support for pregnant women on a range of health issues, including stop Smoking services and breastfeeding support through development of a peer support model.

The 0-19 service continues to include children, young people and families' views in shaping the service they provide.

- Commissioner and Provider event, where young people presented the Curriculum for Life work.
- Key stakeholders in the development of training around obesity.

The 0-19 service continues to work closely with partners. Specific developments this year include;

- The new enhanced team is working with the voluntary sector and CCG to provide emotional health and wellbeing support for children and young people.
- Actively engaged with the Council transformation agenda which will create a 0-19 locality model.

A peer support programme for women who wish to breast feed has been developed as part of the 0-19 Healthy Child Programme.

- Over 25 ambassadors have now been trained and are offering support to local women.
- A referral system is in place for midwives, health visitors, children centres, postnatal mums and antenatal mums.
- Support is offered via group sessions, home visits and through social media.

Progress continues in regaining Baby Friendly Initiative accreditation. North West Boroughs Healthcare plan to conduct baseline audits of current breastfeeding support and practice and send to Baby Friendly Initiative by early May 2018. Depending on the results the plan is to then;

- a) Progress regaining BFI accreditation.
- b) Action Plan and re-audit in September 18 with a view to reaccredit January 2019.

A holistic Stop Smoking offer for pregnant women has been developed

- 'Me Time' offers pregnant women advice, support and therapeutic sessions to improve their overall all mental health and wellbeing in addition to stop smoking support.
- Work is being done at a North Mersey levels to improve referrals in to Stop Smoking Service and SATOD.

2. Healthy schools and pupils

Develop and implement a Healthy Weight Declaration across Sefton, which will encourage healthier food and promote more physical activity within schools and other settings.

Sefton Local Authority is fully signed up to the Healthy Weight Declaration.

Partners and other local organisations are being encouraged to sign up to the declaration and in doing so make their commitment to actions. HEG are looking at developing HWD partner pledge certificate to help support and mobilise this.

The North Mersey Prevention Group has membership of LA and NHS organisations across Sefton, Liverpool and Knowsley. Members of this group have agreed to commit to their local area declaration.

- A breastfeeding policy is being developed for Sefton
- Work to achieve BFI status for Sefton is underway
- Draft obesity pathways for children and adults have been developed and will include a toolkit to support practitioners.
- Training to improve confidence and competence to raise the issue of obesity is being developed.
- A primary school offer is under development – this will take a whole school approach to bring about sustainable changes through working practice and policy, offer will include aspects of workshops, school menus, healthy lunch weeks, mile a day and family cookery.
- An awards programme is being considered as part of primary school offer to encourage participation and progression.

Develop and promote resources for children and young people which focus on emotional resilience, as an essential life skill. This is an area identified as a priority by young people within Sefton.

Several projects have begun to help schools improve the mental resilience of young people. Sefton schools are working in partnership with The Samaritans, the charity YoungMinds, educational psychologists and others. This will

enhance the ability of schools and includes new materials within their curriculum. This work will continue for at least the next 12 months.

3. Helping people find good jobs and stay in work

Develop the Well Sefton Programme to include opportunities to support enterprise and innovation activity, and promotion of Bootle as an area which actively encourages new investment and creation of future employment opportunities.

The Well Sefton Programme includes opportunities to increase capacity and support delivery on a community economic development plan including:

- Pub/eatery development (including pop-up pub offer)
- Incubation units
- Canal based tourism offer (canoeing/cycling/well-being activities)
- Community led housing scheme
- Promotion of #destinationbootle

In addition, Well Sefton enables capacity to develop new enterprises and create jobs and sustainability.
This has been further developed and increased in scale for 2018/19

Develop a plan to promote and protect the health of the workforce across the Council and wider organisations in both the public and private sector. This will include preventing ill-health and creating a health enhancing offer for employees.

We are working to achieve the 'Workforce Wellbeing Charter' for Sefton Council. The award process is robust and evidence based, with over 1,000 organisations across England holding the award, The Workplace Wellbeing Charter is now widely recognised as the business standard for health, safety & wellbeing across England.

We have completed an overview assessment of workforce wellbeing within the Council. This has included the gathering of evidence, identifying areas for improvement and capturing all current and planned activity to promote good physical and mental wellbeing in the council. By the summer of 2018 we will have submitted our application for the Charter.

4. Active and safe travel

Continuing to support walking and cycling programmes, including safe cycle training in schools and community settings across Sefton.

Recommendations from a review of Active Sefton which includes walking and cycling programmes have led to the development of a new programme which is aligned to EIP3 and Living Well Sefton working directly with Locality Services to deliver and manage. This is expected to be fully operational by April 2018.

A new outcome and key performance framework has been developed for the delivery of walking and cycling to be managed by Locality Services. (This includes direct transfer of the allocated walking and cycling funding to Locality Services).

Continuing to support local employers to develop sustainable travel plans which encourage active travel and reduce the number of car journeys made.

In progress

5. Warmer and safer homes

Continue to support the Council's intention to develop Selective and Additional (Housing in Multiple Occupation) Licensing within some areas of the borough, in order to ensure private landlord properties are of a decent standard.

On 1st March 2018 Sefton Council introduced a selective licensing scheme for all privately rented properties within parts of Bootle. The scheme will last for a period of 5 years up until 28 February 2023.

Sefton Council also introduced an Additional (HMO) licensing scheme for all privately rented houses in multiple occupations within parts of Seaforth, Waterloo, Brighton-le-Sands and Southport. Additional licensing requires landlords who privately rent out houses of multiple occupations within designated areas to obtain a licence from the Council. The scheme came into effect on **1 March 2018** and will last for a period of 5 years up until 28 February 2023.

<https://www.sefton.gov.uk/housing/private-housing/selective-licensing.aspx>

[https://www.sefton.gov.uk/housing/private-housing/additional-\(hmo\)-licensing.aspx](https://www.sefton.gov.uk/housing/private-housing/additional-(hmo)-licensing.aspx)

<p>Consider the most appropriate support required to reduce levels of childhood injuries within Sefton, and ensure this is reflected in current service provision.</p>	<p>Public Health has continued to support Sefton Children's Centres deliver the large safety equipment scheme. The current restructure of the Council locality model, including a 0-19 provision, will provide opportunities to review options for delivering injury prevention interventions.</p>
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