

Drugs and alcohol recommendations

0-1 years

Recommendation	Potential co-owner
<p>Consider more intensive prevention approaches in parts of Crewe, Macclesfield, Nantwich and Rural, and SMASH (Sandbach, Middlewich, Alsager, Scholar Green and Haslington) Care Communities</p> <p><i>Already happening in Alsager</i></p> <p><i>Comments: context given on Radway Estate, Alsager project. Unclear at this time if this work can be duplicated in other areas (lack of capacity and funding)</i></p>	<p>Community Development teams?</p> <p>Care Community leads?</p> <p>Substance misuse services provider</p>
<p>Understand the barriers to seeking and accepting treatment (drugs and alcohol). Explore learning from people with lived experience to improve treatment pathways and support.</p> <p><i>Unmet need golden thread throughout strategy</i></p>	<p>Cheshire East Council commissioning leads</p> <p>Substance misuse services provider</p> <p>Combatting Drugs Partnership / Provider Forum / Service User Forum (golden thread)</p>
<p>Ensure that clear pathways are in place and signposted to optimise the services available, including brief intervention and discharge from hospital.</p> <p><i>Improving pathways is a key priority within the strategy, work has already started</i></p> <p><i>Comments: work to be done to engage partners and build relationships</i></p>	<p>Hospital Trusts?</p> <p>Cheshire East Council commissioning leads</p> <p>Substance misuse services provider</p>
<p>Improve response to misuse of emerging types of drugs and help people addicted to prescription medicines</p> <p><i>Currently negotiating procurement of a Local Drug Information Service (LDIS) from Liverpool John Moore University.</i></p>	<p>Cheshire East Council commissioning leads</p> <p>Liverpool John Moore University?</p> <p>Substance misuse services provider</p>

Open

Fair

Green

Smoking recommendations

0-1 years

Recommendation	Potential co-owner
Provide intensified support in Crewe and Macclesfield and for residents in manual occupations. Behavioural insights work in these areas could potentially result in improved rates of intervention and people stopping smoking.	Cheshire East Council commissioning leads Tobacco Control Group
Provide an intensified response for people with long term conditions, including Chronic Obstructive Pulmonary disease (COPD) and long-term mental health conditions, improving numbers receiving brief advice, interventions and ultimately stopping smoking.	Cheshire East Council commissioning leads
Undertake further focused work into smoking in pregnancy, including learning from the smoking cessation incentives pilot evaluation.	Cheshire East Council Public Health Cheshire East Council commissioning leads
Embrace the long-term plan model to maximise the opportunity it brings to identify and treat smokers more easily. This should deliver significantly more quits in the longer term and thus reduce the long-term negative health impacts of smoking	Cheshire East Council commissioning leads

Open

Fair

Green

Falls recommendations

0-1 years

Recommendation	Potential co-owner
<p>To explore ways to engage communities around falls and to promote falls prevention activity – including both commissioned services and through other preventative routes.</p> <p>To promote appropriate physical activity amongst older people as a means of reducing falls risk.</p> <p>To conduct health promotion at a population wide level around active ageing and the benefits of addressing falls risk factors.</p> <p>The above 3 recommendations are a priority and all link together.</p> <p><i>Comments: utilising campaigns (falls prevention week). More work to be done about promoting physical activity and active aging as well as falls specific programmes.</i></p>	<p>One You</p> <p>Falls Leads – Steady On Your Feet promotion</p> <p>NHS Trusts – ageing well events?</p> <p>Everybody Health?</p> <p>Voluntary / Charitable Organisations?</p> <p>Primary care Networks?</p>
<p>To evaluate the effects of the falls pilot which is conducting multifactorial assessments on community dwelling adults.</p> <p>To optimise risk factor identification and management by increasing use of multifactorial risk assessments (an assessment that aims to identify an individuals risk factors for falling).</p> <p>The current Falls Lead project is focussed on increasing access to multi-factorial assessment and intervention, system wide approach required.</p>	<p>Falls Leads</p> <p>Care Community Teams?</p>
<p>To ensure that the new Cheshire East Falls Prevention Strategy takes account of these findings.</p>	<p>Cheshire East Falls Prevention Group</p>

Open

Fair

Green

Poverty recommendations

0-1 years

Recommendation	Potential co-owner
Work together with people with lived experience to improve our understanding of the current and emergent challenges and to work out solutions for these. This will be supported by the Cheshire East People's Panel project and learning from the Transfer of Care hubs (see full report for more information)	Cheshire East Council Voluntary, Community Faith and Social Enterprise Partners (for example, the Citizens Advice Bureau, Trussell Trust, St Pauls)?
Widely share our knowledge of services and community assets available to support people experiencing poverty, including those online and those available in person	CVSCE and Food Poverty Network- Communication collaborative? – To be confirmed Networks, communication gathering and the 'growing our communities' commission?

Open

Fair

Green

Crewe recommendations

Recommendations relevant to all time frames:

- Public sector organisations should put improving health and wellbeing and the reduction of inequalities at the heart of decision making.
- Public sector organisations should use their power as employers, as providers, as commissioners of services and as purchasers to generate social value and long-term benefits to residents and communities.
- Embrace proportionate universalism - creating an offer for all but with the greatest investment given to the areas with the greatest need.
- Focus on Crewe.
- Make the best of what we already have by improving sources of information and referral pathways

Open

Fair

Green

Crewe recommendations

0-1 years

Recommendation	Potential co-owner
Embrace proportionate universalism - creating an offer for all but with the greatest investment given to the areas with the greatest need.	
Maximise wellbeing gains to local residents in our capital projects and regeneration programmes - Engage residents to ensure regeneration plans meet their needs	Crewe Youth Zone?
Continue with the development of green spaces to ensure they are attractive and accessible to those in our most deprived areas	Mental Health Partnership co-owner but led by Cheshire East Council?
Review health, care and other local services to ensure they meet the changing needs of Crewe's residents and that our offers reflect the increasing ethnic diversity of Crewe.	
Ongoing engagement with all communities in Crewe to better understand their needs and co-design services to meet them.	
Undertake a Joint Strategic Needs Assessment deep-dive review into Emotional and Mental Wellbeing in Children and Young People	Completed but people would welcome more information about Crewe.

Open

Fair

Green

Crewe recommendations (continued)

0-1 years

Action	Potential co-owner
Target evidence-based support to help pregnant women become smoke free.	Cheshire East Council Public Health
Examine causes of avoidable mortality and address biggest contributors and continue work to reduce smoking rates and alcohol-related harm in central Crewe and explore inequalities in screening uptake to develop targeted action plans for Crewe.	Cheshire East Council Public Health
Review primary care services and make them more easily accessible within the most deprived areas of Crewe.	Women's collaborative steering group? Crewe Care Community? Family hubs? Healthwatch? There is a huge issue with language gaps within Crewe. Reviewing primary care services- link this with the high level of hospital admissions and poor primary care services- what can we do about that? Approach Crewe Council and increasing equalities commission?
Establish governance for place-based prevention.	Women's Collaborative steering group? Cheshire East Council
Explore inequalities in screening uptake to develop targeted action plans for Crewe.	Cheshire and Wirral Partnership Foundation NHS Trust? CVSCE? Women's Collaborative steering group? Cancer alliance? There is a huge issue with language gaps within Crewe.
(Raise awareness of the extent of avoidable mortality or deaths across Crewe amongst those that have potential to reduce this.	Women's Collaborative steering group? Cheshire East Council

CYP Emotional and Mental Wellbeing recommendations

0-1 years

Recommendation	Potential co-owner
Robust approaches to promote protective factors and resilience Notes: Need to recognise the strong link between physical and mental health especially around Dermalogica issues Influence of digital media available to children and young people needs to be recognised.	The Healthy Young Mind service Integrated Care Board transformation
Holistic approaches that encompass the physical and mental wellbeing needs of the child, their families and professionals that work with them	The Healthy Young Mind service Cheshire and Wirral Partnership NHS Foundation Trust Cheshire and Merseyside Integrated Care Board?
Consider and communicate the risks and benefits of digital media	The Healthy Young Mind service Young people Participation
Improve navigation to support when there are mental health and wellbeing problems or risk factors for mental health and wellbeing problems <i>Working in partnership to take a holistic approach to supporting CYP</i>	The Healthy Young Mind service & alliance Cheshire and Wirral Partnership NHS Foundation Trust Cheshire and Merseyside Integrated Care Board
Ensure provision of appropriate support for schools to implement evidence-based tools and resources to create an emotionally healthy school environment across all age groups	Wellbeing for education The Healthy Young Mind service
Continue to refer to CAMHS where necessary, referring more than once if needed	The Healthy Young Minds alliance Cheshire and Wirral Partnership Foundation NHS Trust
Continue to promote training on suicide and self-harm prevention and online support	Cheshire East Council Public Health
Continue to promote the Perinatal and Infant Mental Health Training	

The following cut across all of the recommendations:

1. Healthy Young Minds service is being commissioned and will be able to offer a lot of support across Cheshire East
2. Aware that we need to intervene earlier and then give support quickly.

Open

Fair

Green