

Public Health Annual Report

2017

livewell
Cheshire East



Contents

p xx	January	Alcohol strategy
p xx	February	Community cohesion
p xx	March	Community resilience
p xx	April	Recovering from alcohol and drug use
p xx	May	Protecting vulnerable people from fraud and scams
p xx	June	Men's health week and One You
p xx	July	Change4Life
p xx	August	Emotionally healthy schools
p xx	September	Preventing suicide
p xx	October	Seasonal flu
p xx	November	Youth Connect 5
p xx	December	Trading Standards protecting health and safety – counterfeit goods

Working for a brighter future  together

Foreword

By Fiona Reynolds, Director of Public Health

Welcome to the public health annual report for 2017 which features a summary of all the work to improve the health and well being of everyone who lives in the Cheshire East Borough.

I was pleased to join Cheshire East Council in spring 2017, with work already well underway on much of what it shared in this report and involving many teams from across the Council and local NHS, health, community and voluntary organisations. Helping the whole community to be as healthy as possible requires us all as to do what we can to take care of our own health and well being.

A major step forward to support people to do this in Cheshire East is the new 'Live Well' (www.cheshireeast.gov.uk/livewell), free website that lists over 3,000 services and activities available across the area including everything from care services to sports and walking clubs - there really is something for everyone.

Cheshire East is a great place to live with general indicators showing a good quality of life for the majority of residents. People are also living longer and this is a long term trend that thankfully is set to continue.

Looking at 2017 month by month, this report shares outcomes from several case studies and projects, as well as some of the day to day work that we're involved in. The report should be read with the Compendium of Statistics which provides the data and detail. We hope you find it informative and interesting and please do get in touch if you would like to know more about anything in this report and public health at Cheshire East Council (publichealtheast@cheshireeast.gov.uk).



Fiona Reynolds
Director of Public Health



JANUARY



Alcohol Strategy

Key Statistics

There are increasing numbers of adults in Cheshire East being admitted to hospital every year as a result of their alcohol use. Between 2008 and 2015 admissions increased by 27%. In 2014-15 there were 7550 alcohol related hospital admissions.

Alcohol-related harm affects many of the residents and businesses of Cheshire East. The impacts are estimated to cost the public sector and businesses in Cheshire East over £136 million. This includes health and crime associated costs and lost productivity.

The variety of issues that stem from alcohol-related harm have led to overstretched ambulance, Police and hospital accident and emergency departments dealing with alcohol-related incidents and to subsequent delays in responding to the needs of other people.

Individuals, families, communities and business suffer harm as a result of excessive consumption, both in the short term through for example anti-social behaviour, incidents of domestic violence and drink-driving, but also in the long term for example through relationship breakdowns, longer term health impacts and addiction.

Cheshire East Health and Wellbeing Board approved an Alcohol Harm Reduction Plan in March 2017. This is designed to be an over-arching strategy for partners to use to more effectively join up interventions designed to help people engage in safe, sensible and social drinking.

Drink Less Enjoy More

The Drink Less Enjoy More (DLEM) campaign has been through a partnership across Cheshire and Merseyside. It is targeted at:

- 18-30 year olds visiting the night time economy (NTE) with the intention of getting drunk;
- Bar staff, who could be personally fined for serving someone who is clearly drunk;
- Bar owners, who could lose their licence for serving those who are clearly drunk.

The campaign is raising awareness that:

- People won't get served if they are clearly drunk;
- It's illegal to buy alcohol for someone (e.g. a friend) who is clearly drunk;
- It's illegal for bar staff to serve someone who is clearly drunk.

A toolkit of campaign materials and tried and tested branding (co-produced with people aged 18-30) has been developed.

A number of teams collaborated to deliver this campaign including public health, communications, licensing and community safety. Face to face engagement with a number of local licensed premises was undertaken with evening visits and attendance at Pub Watch meetings.

A number of bar owners took branded t-shirts for their staff to wear to show support for the campaign and share key messages. Social media was the main channel used for the campaign to reach the 18-30 year old target audience with some on-street advertising near to nightclubs and bars.





FEBURARY



Community Cohesion

Key Statistics

Data collected from the Cheshire East Schools Census (2017) provides a recent and detailed breakdown of migrant population based on the registered children in formal education. The Schools Census also helps with mapping of migrant population dispersal including their nationalities.

The Cheshire East Schools Census shows that:

- Children from migrant families make up **5.9%** of **52,820 children and young people** in education
- There are **102 languages** spoken in Cheshire East
- A significant migrant population is in Crewe with some schools having between **25-50%** of their registered children with English as an additional language. Other areas of higher migrant population identified are Wilmslow, Knutsford and Macclesfield.
- The main minority languages identified are Polish, Slovakian, Romanian, Urdu, Malayalam and Bengali.

It is important to note that these figures are based on the number of children in formal education and excludes other migrants who may not have any children or whose children are not in formal education. For example, we have identified a significant population of young East Timorese economic migrants in Crewe and recently young migrants from Middle Eastern countries.



The main issues that contribute to health inequalities among migrant communities in Cheshire East are:

- Lack of knowledge of available services and how to access them
- Language barrier leading to isolation and loneliness and poor health outcomes.

One of the most challenging issues with language barriers is isolation and loneliness. A lack of language comprehension affects the individuals' confidence leaving them feeling disempowered. As a result, they are isolated and unable to access services or engage with any social activities in their areas. It has a substantial impact upon their health and well being.

Community Connectors

The Community Connectors are part of our asset based approach to community development, cohesion and integration.

They are volunteers recruited from diverse communities in Crewe and have established community networks, knowledge and experience of their locality needs. Their role is to work in partnership with Cheshire East Council and other statutory partners to provide feedback of areas of concern in their communities which helps inform priority areas.

The Connectors are a bridge between these individuals and wider support networks. They are able to use their resources and networks to get the individual connected with other people within their community and also support them in accessing services.

The Connectors have also been involved in raising awareness about different Public health initiatives, e.g. Public Health's 'Stay well this winter' campaign has been translated into four languages.

Because of increased needs in the communities, we are in process of recruiting our next cohort.



Community Resilience

Key Statistics

Cheshire East Council has taken part in a Department of Communities and Local Government (DCLG) national pilot project called Delivering Differently in Neighbourhoods.

This project assessed how communities can become more engaged in service delivery and policy and how this can influence priority and budget setting.

At the heart of this has been an innovative approach to providing and enabling services to be delivered at the right time, by the right people and at the right place through community facilities which are seen as hubs by local communities.

Working with neighbourhood partnerships to ensure local need is matched with the correct services being delivered from our Connected Communities Centres is the key to supporting residents with preventative interventions.

Delivering Differently

Macclesfield was chosen as a pilot area to test and implement this programme. It has provided an opportunity to engage intensively with the communities on the four estates in Macclesfield (Moss, Weston, Hurdsfield and Upton Priory).

The focus is on intensive engagement with communities, upskilling residents and supporting local resident led initiatives, enabling local communities to become stronger.

The programme has worked to a set of 4 key principles:

Working in collaboration

Community based neighbourhood partnerships were set up with key stakeholders in recognised priority areas to work collaboratively to tackle issues brought forward in these areas.

Tackling local priorities

Residents and partners united under the branding and have used it in various ways to show how they are all working together on the ground to address local issues. The project has engaged with over 750 local people through local events and consultations, as part of a comprehensive engagement programme.

Supporting resident led initiatives

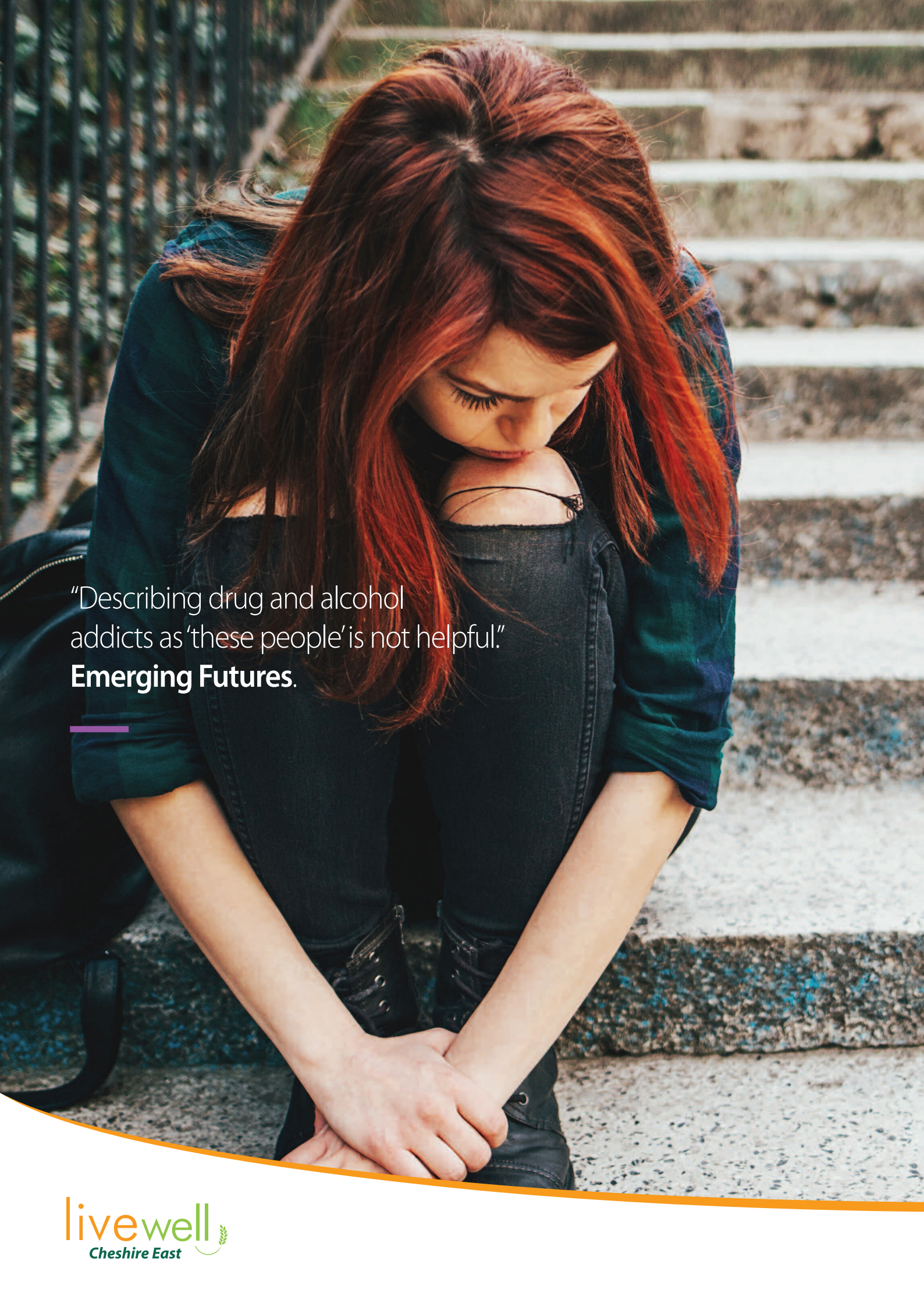
The services initiated in the 12 month period were as follows:

- Smoking Cessation
- Cognitive Behavioural Therapy Support Group
- Tiny Tearaways – (mums and tots with health theme)
- Life Programme – (support addictive behaviours and socially isolated)
- Mental Health Awareness Training
- The Green in the Corner Dementia Café
- Weston Memories - (Local community group based on reminiscence and local history)

Coordinating service delivery

The community based neighbourhood partnerships have a responsibility in supporting the social franchise model for Connected Communities Centres to ensure the right services are delivered in the right places.





"Describing drug and alcohol addicts as 'these people' is not helpful."
Emerging Futures.

APRIL



Recovering from alcohol and drug misuse

Key Statistics

People in Cheshire East receiving help with alcohol and drug misuse spend longer in treatment than the national average.

People who spend a long time in treatment are more likely to stay in treatment. Evidence shows that it is important to make recovery visible to those being treated, helping people to really see themselves getting better and to see the benefits of the treatment. One effective way to do this is to develop 'Recovery Communities' and creating peer support and volunteer opportunities for those undergoing treatment.

Our public health and communities team have worked together to develop a recovery community in Cheshire east and to challenge the stigma of people who are receiving treatment for alcohol and drug misuse. As part of this work, we held two events encouraging community and voluntary organisations and the people they help to share their experiences, make connections and raise awareness locally of services and support on offer.

Speaking at the event were

Acorn Recovery provide a range of innovative drug and alcohol rehabilitation services across the North West, including treatment, reduction and motivation programmes, support accommodation, and social enterprise.

Representatives from Acorn Recovery talked how stigma and perceptions of people getting treatment for substance misuse can be barriers to recovery. Families of people in treatment can feel ashamed and isolated when a loved one suffers from an addiction and are not sure how to best support their family member. This can lead to breakdown of communication and relationships which can hamper successful recovery from substance misuse.

"Love, support and connecting is what an addict needs, what we all need." – Acorn Recovery

Emerging Futures provide a range of accommodation based support for people with a housing support need, and who require support with drugs and alcohol. This could be anything from help to claim the correct benefits, and life skills such as budgeting, to more complex support with things like drug and alcohol support.

Speaking at the event, the Team from Emerging Futures shared their experiences of supporting the community around where they have homes where people stay who are recovering from drug abuse. They also shared the challenges around finding new suitable properties so they can help more people. Integrating recovering addicts back into the community is a big step forward to their sustained recovery. "Describing drug and alcohol addicts as 'these people' is not helpful." – Emerging Futures.

People in recovery spoke at both of our events and told their painful and powerful stories. **Some quotes from the day included:**

- "Walking into that place to get help literally saved my life."
- "I have friends that understand me."
- "Helping others has given me confidence."
- "I have hope for the future."

Recommendations for improvement:

- Increased peer support and mutual aid – re-commissioning of the substance misuse services
- Identify more volunteering opportunities for people in recovery
- Stronger links between substance misuse services and local voluntary organisations
- Building a sustainable 'recovery community' through the re-commissioning of the substance misuse services.

MAY



Protecting vulnerable people from consumer scams

Key Statistics

- On a scale of 1 to 10, with 10 being the worst, **50%** of people who were the victims of a scam rated the negative impact on their lives as between 6 and 10
- **23%** said it had affected their health
- 38% said it had resulted in reduced confidence generally
- **26%** said it had left them feeling down or depressed (National Trading Standards survey 2014/15)
- **53%** of people aged 65+ have been targeted by scams and criminals (Action Fraud)

Scams affect the lives of millions across the UK. People (specifically the elderly and consumers made vulnerable by their circumstances) who are scammed experience loneliness, shame, social isolation, deteriorating health and loss of self-confidence, alongside the obvious financial loss.

These also give rise to additional financial costs on the health and social care sector.

Vulnerable adults defrauded in their own home become susceptible to repeat crime and are 2½ times more likely to go into residential care, than their non-defrauded older adult neighbours.

In 2017, Cheshire East launched the Friends Against Scams initiative which aims to protect and prevent people from becoming victims of scams by empowering communities to take a stand against scams.

Friends Against Scams


The Friends Against Scams initiative has been created to tackle the lack of awareness by providing information about scams and those who fall victim to them. This information enables communities and organisations to understand scams, talk about scams and cascade messages throughout communities about scams-prevention and protection.



Recommendations

- Educate those in the public health sector about the harms of scams.
- Work with home care and service providers to help those visiting the elderly and vulnerable to spot signs of financial abuse and be able to report it.
- Partnership with Royal Mail, educating staff in Royal Mail depots on identifying scam mailings and potential victims.
- Utilise call blocking technology.

Increase community and service presentations and events (including SCAMchampions), empowering people to look for the tell tale signs of a victim of this intrusive crime and educating them to know where to report the issue to is a priority for the service.



Anybody can join **Friends
Against Scams** and make
a difference in their own way.





Men's Health Week and One You

Key Statistics

- One man in five dies before the age of 65.
- **75%** of premature deaths from heart disease are male.
- **67%** of men are overweight or obese.
- Middle-aged men are twice as likely to have diabetes as women.
- Four out of five suicides are male.

Men are more likely to:

- Smoke (and smoke more)
- Eat too much salt and red meat
- Eat too little fruit and veg,
- Drink alcohol to dangerous levels (men are twice as likely to have liver disease)

(Source: Men's Health Forum 2017)

On average, more than one in five men are still dying between the ages of 16 and 65, and more than two in five before the age of 75 – with death rates amongst men in the poorest areas of the country even worse.

This year's theme for Men's Health Week 2017 was belly fat. Belly fat is a problem because it lurks not just beneath the surface but also surrounds your vital organs and men are more likely to have it.



Regardless of your overall weight, a large amount of belly fat increases your risk of:

- Cardiovascular disease
- Insulin resistance and type 2 diabetes
- Colorectal cancer
- Sleep apnoea
- Premature death from any cause
- High blood pressure

Men's Health Week (11-17 June)

Public Health staff teamed up with Everybody Sport and Recreation (ESAR) to offer free health checks to male Council staff.

We had 40 men attend on the day to benefit from:

- Two lifestyle coaches from ESAR did a range of fitness and health checks including taking blood pressure readings.
- A free healthy lunch
- A Man Manual from the Men's Health Forum to take away with them.
- Staff also provided relevant health information and promoted other work that Public Health were involved in.

The event was a huge success and it was also promoted via the Cheshire East social media pages which also shared and re-tweeted several posts from Men's Health Forum during the week.

JULY



Change4Life Play Day

Key Statistics

- **Almost 20%** of 4-5 year olds in Cheshire East are overweight.
- **Almost 30%** of 10-11 year olds in Cheshire East are overweight.

(Source: PHE Public Health Outcomes Framework)

Change4Life

Change4Life is a national programme to encourage everyone to eat more healthily and be more active. 'Modern life' can mean that we're a lot less active. With so many opportunities to watch TV or play computer games, and with so much convenience and fast food available, we don't move about as much, or eat as well as we used to.

The Communities Team held a summer Play Day to show-case a variety of play experiences within Queens Park Crewe, highlighting play and activities that can be done on a shoestring.

Approximately 600–700 people attended the day which brought together 20 public, private and community organisations: including Active Cheshire, Cheshire East Council Fostering Team, Homestart, OneYou, Everybody Sport and Recreation, the Children's Centres, Community Recycle Cycles, Cheshire Fire Service, We Make Footballers, Motherwell, Creative Crewe and others.



The event was successful in helping connect families to local services and summer activities and 500 Change4Life Shake Up Packs were distributed.

More information can be found at the Change4Life visit: www.nhs.uk/change4life



Case Study

Play Day outcomes:

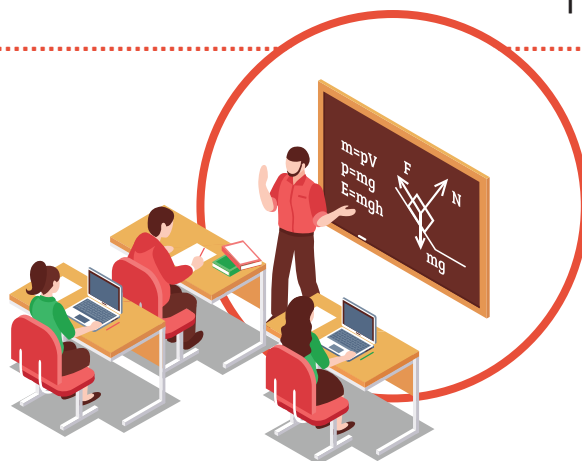
- encouraging families to get outdoors and find out what's on offer locally and for free or low cost
- creating opportunities for physical activity
- offering ideas of play that could be easily replicated at home
- improve knowledge of other services and organisations for their benefit
- crafting improved relationships between family focused service providers







August – Emotionally Healthy Schools



Key Statistics

- **Around 695,000** children aged 5-16 years suffer from a clinically significant mental health illness
- **1 in 10 children** aged 5-16 suffer from a diagnosable mental health illness

The Cheshire East Emotionally Healthy Schools Project (EHS) is an innovative partnership model, committed to enhancing the capacity of schools to promote positive emotional health and wellbeing in school and to develop stronger working relationships with agencies outside of the school environment.

The project provides a mix of whole school and targeted interventions for children and young people, underpinned by access to mental health and wellbeing training, consultation and reflective practice sessions for school staff.

EHS will reach all schools and colleges by March 2019. The project aims to tackle the challenges outlined in the Public Health Annual Report 2015 which focused upon 'Supporting the Mental Health of Children and Young People'. Our data and consultation with children and young people and their parents and carers had identified significant issues in relation to their mental health and wellbeing.

Following a successful phase 1 pilot, and as part of Cheshire East's Local Transformation Plan, in partnership with the two CCGs, Phase 2 of the Emotionally Healthy Schools (EHS) Programme has been launched.

Emotionally Healthy Schools Phase 2 has three component parts;

- **Schools Leadership Programme**
- **LINK Programme** working across all primary, secondary, special and private schools and General Practice across the Cheshire East footprint in order to support training and learning.
- **Tools For Schools**

The Emotionally Healthy Schools launch took place on Friday 29th September 2017 further developing cluster based training and support for schools across the Borough. This event provided information about international research into emotional health and wellbeing, as well as giving delegates the opportunity to take part in workshops, reflective of the EHS offer and to network with colleagues from agencies who are able to offer additional support and/or advice to schools.

Recommendations for improvement:

- Funding for the Emotionally Healthy Schools Programme is time limited, further work on sustainability plans would be beneficial.
- Engagement with children, young people and their families could be further developed, the Programme could be improved with further work in co-producing, co-delivering and co-evaluating the programme with children young people and their families.
- Promotion of other services within the programme could be improved, particularly around the promotion of the Live Well community website to support professionals and families Visit: cheshireeast.gov.uk/livewell

SEPTEMBER



Suicide prevention

Key Statistics

4820 people are recorded as having died by suicide in England in 2015 but the true figure is likely to be higher.

Suicide disproportionately affects men, accounting for around three quarters of all suicides, but rates are rising in women.

In 2015 (the most recent data available) in Cheshire & Merseyside 17 children and young people aged 10-19 years and 16 aged 20-24 years died by suicide. Of these, seven had a history of self-harm and 10 had previously attempted suicide (Cheshire and Merseyside Zero Strategy 2017).

Suicide is preventable, yet in England 13 people take their own lives every day. The impact on family, friends, workplaces, schools and communities can be devastating; it also carries a huge financial burden for the local economy and contributes to worsening inequalities.

Acting to eliminate preventable deaths is a public health concern. There is no single cause and no single solution to suicide, but a requirement for joint, collaborative effort utilising evidence-based interventions, intelligence and a drive to eradicate this preventable death. (Zero Strategy 2017).

Cheshire East is a partner in the Cheshire and Merseyside Zero Strategy. This strategy is an all-age suicide prevention strategy, recognising that suicide and suicidal risk varies across the life course and that prevention and age-appropriate interventions are particularly important.

Gatekeeper training

Cheshire and Merseyside Public Health Collaborative Gatekeeper Suicide Prevention Training Programme

Suicide prevention training was identified as a key component of the Cheshire Merseyside 'No More: Zero Suicide' Strategy (Cheshire and Merseyside Public Health Collaborative (Champs) 2015) and is also a requirement within the national strategy 'Preventing suicide in England' 2012.

In Cheshire East there have been 257 people trained through the Gatekeeper Training programme since February 2017. **Participants have attended from the following organisations and teams:**

- Cheshire Police
- Fire and Rescue
- The Richmond Fellowship
- National Probation Service Crewe.
- Wulvern Housing (Guinness Partnership), Neighbourhood Workers, Sheltered Housing Co-ordinator, Tenancy Support Workers
- Plus Dane Housing, Sheltered Housing Officers, Tenancy Management Advisors, Tenancy Management Officers, Homeless Support Advisor Floating Support Officer, Tenancy Enforcement Officers Housing Officers.
- Cheshire Without Abuse (CWA)
- Cheshire East Council staff including the benefits team, Care4CE support workers, council tax, social care assessors, customer advisors, customer services team leader, revenues assistants, approved mental health and social workers, reablement team, intermediate care team, SMART team, civil enforcement team, youth engagement, mental health and learning disabilities team, community impact manager – partnerships, health and safety advisors, prevention of homelessness and money advice officer, post 16 tutor – virtual school.

Feedback from the courses

The feedback has indicated that the course offers a good mix of information, insight and stimulating exercises with valuable tips to improve awareness of the subject. Participants found the group work and role-play useful and has prepared them to identify someone who may be thinking of taking their own life and how to ask appropriate questions in a sensitive manner. The risk assessment tool was found useful and the information on local services was a useful signposting tool. One participant said, "the entire training session was brilliant" and that the course "delivered knowledge and skills in how to deal with difficult disclosures". Another said that the course left you "Knowing where to turn and what to do".

The participants are also given an opportunity to feedback on the areas of improvement which are needed for future service improvement, which was welcomed by all. Key issues which were highlighted and feedback to commissioners. To date there are over 1500 gatekeepers which have been trained across Cheshire and Merseyside since January 2017



maketime

When was the last time... you got up and out?

Being active isn't all about looking good, it helps us feel good too. Something as simple as going outside for a walk can make a positive difference to our mood. Discovering something you really like doing is the most important bit. **When will the next time be?**





Seasonal Flu

Key Statistics

An average of 600 people in the UK die every year from complications associated with seasonal flu. This number can be as high as 10,000 or more during a bad flu season.

(ref: vaccine knowledge
<http://vk.ovg.ox.ac.uk/influenza-flu>)

During the 2016/17 flu vaccination season over 101,700 eligible residents across Cheshire East were vaccinated as part of the free NHS vaccination programme.

- **63,500 people** aged 65 and over
- **22,000 people** under 65 in at risk groups
- **2000** pregnant women.



There were seven flu outbreaks in care homes in 2016/17, with vaccine uptake among care staff generally low.

The national flu immunisation programme offers protection to as many eligible people as possible, especially those most at risk.

Across Cheshire East our uptake rates are consistently higher than the England average, and the highest uptake across Cheshire and Merseyside for most eligible groups.



Eligible group	Target	Cheshire East uptake	England average
Aged 65 and over	75%	76.2%	70.5%
Under 65 at risk	55%	53.8%	48.6%
Pregnant women	55%	50.9%	44.9%

Children spread flu infection easily and have been part of the universal vaccination programme since 2012. Uptake for eligible children was within the 40-65% target range. This varied from 44.7% for four year olds to 65.7% five year olds. Our uptake is consistently better than the England average.

Case Study – vaccinating frontline staff

All local community pharmacies were invited to apply to offer flu vaccination to front line staff employed by Cheshire East Council. In total 50 pharmacies have signed up, which provides a good spread across the borough and four clinic sessions have been arranged at some of the main council buildings. Vaccination at local pharmacies will be available until the end of February 2018.

The new system will be reviewed, particularly in terms of uptake but also asking teams and managers for suggestions as to any changes for future years.

NOVEMBER



Mental well being – Youth Connect 5

Key Statistics

In Cheshire:

- **13.1% or nearly 24,300 children and young people** aged between 0-24 years are estimated to have a mental health disorder including:
- **7.7% (about 2,900 children)** aged 0-4 years
- **7.7% (nearly 3,600 children)** aged 5-10 years
- **11.5% (about 5,400 young people)** aged 11-16 years
- **19.9% (about 12,400 young people)** aged 17-24 years

In Cheshire East:

- **439 children and young people** registered with Xenzone Kooth, an on-line free, confidential, safe and anonymous counselling service for 11-25 year olds, during 2014/2015 with **1189 active users** across the year.
- **93% of active users** were aged between 13-18, with 14 and 15 year olds forming the majority.
- **Nearly 4.5 times more females (84%, 357)** registered with the service than males (16%, 82).
- **The proportion of registrations from black and minority ethnic groups is 7% (30)**, which is higher than the proportion within the general population (3.3%). 30% of registrations were from the Crewe area and nearly 7% from rural areas.

Visyon works in various locations in Cheshire East and North Staffordshire, providing a range of services to support the emotional health and wellbeing of children, young people between the ages of 4 and 25 and their families.

There were 739 referrals during 2014/15 for under 25s, 46% were for counselling. The split between males and females is more even (55% females) with a small number of transgender. Where ethnicity is recorded (28%), 96% are white, in line with proportions in the general population (BME 3.3%).

In Cheshire East, the 2016 figures highlighted that the annual referral figures were as follows:

Service	Provider	Age Group	Number of Referrals
Children Adolescent Mental Health Service	Cheshire and Wirral Partnership Trust	0-24 years	2857
Mental Health Adult Service	Cheshire and Wirral Partnership Trust	Under 25 years	1278
Visyon		0-24 years	563

For further information on Children and Young Peoples Mental Health and Wellbeing go to:
www.cheshireeast.gov.uk/JSNA

Case Study – Youth Connect 5

Children and young people's emotional health is receiving a lot of attention. (See the section on Emotionally Healthy Schools on pages 17 and 18). One of the factors of low wellbeing is when children experience weak and uncaring relationships with their family or carer.

Parents and carers play a pivotal role in promoting the knowledge, skills and environment that can help children cope with adversity. Supporting families has a dual role of strengthening parents' and children's resilience.

The Youth Connect Five (YC5) programme takes a prevention approach by upskilling families and carers: those closest, most trusted and the first point of support for children and young people. Family and school contact frequently reduces as children move from primary to secondary school and there is a recognised lack of training programmes directed to this target group.

The programme targets those not covered by school or Child and Adolescent Mental Health Services (CAMHS) programmes, providing skills and tools to families with sub-threshold symptoms and recognising that only 30% of those with a diagnosable condition access services. Although flexible, the target age range is family and carers of those 8-18 years.

A pilot has been developed with funding from Health Education England with Cheshire and Merseyside Public Health Collaborative Service (ChaMPs) overseeing the development and delivery of the project.

During the pilot there were 16 train the trainers courses delivered by Merseyside Youth Association to 241 trainers. **The YC5 programme was then delivered across 83 courses to 461 parents over the nine Local Authorities. This equates to a total of 99 courses and 702 individuals across the whole programme.**



Cheshire East has **delivered 10 programmes to 81 parents.**

The trainers were asked if the course was excellent to which 67.7% agreed, 32.3% agreed the course was good.

Early indications from parents undertaking the course are positive and have shown an improvement in understanding, confidence and resilience.

Wellbeing outcomes were captured pre and post the course, using the validated Short Warwick-Edinburgh Mental-Wellbeing Scale (SWEMWBS). This consists of seven questions about wellbeing. Parents rated how often they felt optimistic about the future, felt relaxed, dealt with problems well, thought clearly, felt close to other people and felt able to make their own mind up about things.

Early indications show that there was an improvement in wellbeing for parents.

Other outcomes reported include a change in parent's behaviour, children's behaviour and the family dynamic. A number of parents have continued to meet up and provide peer support to one another following the completion of the YC5 programme.

A full evaluation is currently underway by Liverpool John Moores University and a final report will be published in Spring 2018.





Trading Standards protecting health and safety – counterfeit goods



Key Statistics

- Counterfeit goods cost the UK economy **£17.3bn** in 2016 alone, **destroying 72,000 jobs** in the process. (Cebr Report)
- Cigarettes, clothing and alcohol remain as the most investigated products. (IP Crime Report 2015/16)
- Top three crimes linked to IP crime remain benefit fraud, money laundering and organized criminal networks. (IP Crime Report 2015/16)
- Recent counterfeit cigarettes seized contained **160% more tar, 80% more nicotine and 133% more carbon monoxide** than genuine cigarettes.

As well as a known link between the trafficking of illicit goods and transnational organised crime, often being created in a 'sweatshop' in violation of child labour and employment laws and basic human rights, counterfeiting also takes profit away from genuine business. More importantly counterfeiters are not concerned with ensuring important safety checks and compliance testing are within a product to ensure they are safe, putting people's health at risk.

This highlights the significance of counterfeit goods as not only an intellectual property and trade problem, but also as an unrecognised public health problem with particular consequences in the area of injury mortality and morbidity.

UK wide children and adults are experiencing injuries, harm and death associated with counterfeit goods.



Real Deal for Markets

Markets are unregulated and a known hub for counterfeit trade. This is a national markets charter (introduced across Cheshire East) to regulate markets to trade legally, prevent counterfeit goods being offered and sold and a commitment to safe and fair trading at their local market. **The work is to:**

- Reduce health incidents linked to counterfeit and illicit goods and associated costs.
- Increase health and safety of consumers.
- Improve the formal economy and protect honest business.

Recommendations for improvement

- Further awareness with health partners to change behaviour of consumers that counterfeiting is a 'victimless' crime. Efforts to protect public health from injury associated with counterfeit goods can complement and augment strategies to protect intellectual property rights.
- Deploy a health communications strategy around counterfeit goods.

