

## North Devon Locality Public Health Action Plan 2016-17

\* Outcome indicators are linked to the relevant Public Health Outcome Framework indicators from the 2013 Devon prioritisation grid and the 2015 update for the Joint Health and Wellbeing Strategy

Stakeholders/Partners/ Assets	Options for Evidence-based Interventions	Priority Communities	Indicators	
			Process	PH Outcome*
<b>PRIORITY AREA 1: SMOKING</b>				
Learning Communities?	Understand how curriculum contributes to health education and preventing uptake of smoking?  Supporting school nurses in their role as advocates for health and wellbeing.	Schools in North Devon.	Numbers of peer group sessions – part of PSHE?  Art-based awareness-raising at primary level (no smoking poster competition)	2.09 Smoking at Age 15.
North Devon District Council Public Health England Devon County Public Health Local Communities	One You: A national Public Health England campaign targeting adults and four lifestyle behaviours including smoking. Opportunity to uplift local campaigns with One You branding and resources.	Mid-life adults in C2DE social class status: community centres and public spaces in targeted areas.	<ul style="list-style-type: none"> <li>• Media activity number of comms pieces completed using the One You branding</li> <li>• Number of council services/outlets promoting the One You brand</li> <li>• Campaign evaluation</li> <li>• Local data including numbers of people who accessed the HAY tool</li> </ul>	2.14 Adult Smoking Prevalence.
Mark Kentell/ Andrew Moulton North Devon District Council; Devon County Public Health and Communications Team; North Devon Council Communications Team; One Ilfracombe Town Team	Smokefree Play Areas	Priority Communities: Bicclescombe Park; Bicton Street; East Park Road; Greenways; Lower Moor; Nadder Meadow; Oxford Park; Pilton Park; Princess Avenue; Silverwood Heights; Slade Valley; St Georges Road; Town Walk.	<ul style="list-style-type: none"> <li>• Number of play areas/parks with Smokefree signage</li> <li>• Monitoring of smoking activity in the parks and areas around the play areas?</li> </ul>	1.16 Green Space Use. 2.03 Smoking at Time of Delivery. 2.14 Adult Smoking Prevalence.

**DRAFT**

Stakeholders/Partners/ Assets	Options for Evidence-based Interventions	Priority Communities	Indicators	
			Process	PH Outcome*
<b>PRIORITY AREA 1: SMOKING continued</b>				
North Devon District Council Devon & Cornwall Police Devon County Public Health Other District Councils Social media/parents' groups	Smokefree cars enforcement: <ul style="list-style-type: none"> <li>Work with the police to raise the profile of the Smokefree cars legislation</li> <li>Strategies for this include organising some press from the police. Highlight the importance of the legislation and a positive attitude to its enforcement within the police workforce.</li> <li>Aim for summer 2016 to space tobacco control publicity throughout the year.</li> </ul>	Urban areas/priority communities.	<ul style="list-style-type: none"> <li>Number of enforcement activity</li> <li>Media activity including press releases</li> <li>High profile schools activity</li> </ul>	2.03 Smoking at Time of Delivery. 2.14 Adult Smoking Prevalence.
North Devon District Council Devon County Public Health Smokefree Alliance Devon Town Councils One Ilfracombe Living Well Team	Smokefree open areas: <ul style="list-style-type: none"> <li>explore the extension of the smokefree play area work to other outside areas, eg tourist attractions, town centres, shopping areas, etc.</li> </ul>	Ilfracombe	<ul style="list-style-type: none"> <li>Number of open areas designated as smoke-free</li> <li>Monitoring of smoking activity in the parks and areas around the play areas?</li> </ul>	2.03 Smoking at Time of Delivery. 2.14 Adult Smoking Prevalence.
Healthy Lifestyle Service Provider Devon County Public Health Smokefree Alliance Devon	Support HLS Stop Smoking Specialist and Community Services and increase awareness, in particular within routine and manual employees: <ul style="list-style-type: none"> <li>Explore large employers of routine and manual workers in North Devon and begin to build relationships with businesses.</li> <li>Provide support for policy development about vaping.</li> </ul>	Large employers of routine and manual employees.	<ul style="list-style-type: none"> <li>Amount of awareness raising activities, e.g. media articles, presence at events</li> <li>Stop Smoking Service - local access and quit data</li> <li>Tobacco Control projects in businesses</li> </ul>	2.14 Adult Smoking Prevalence.
DCC Trading Standards Environmental Health Devon County Public Health	Address the sale of tobacco to under 18's. Contact DCC Trading Standards to find out about their test purchase control of tobacco. (See priority 4 below)	Ilfracombe Barnstaple	<ul style="list-style-type: none"> <li>Amount of test purchasing</li> <li>Resulting actions to businesses, e.g. legal proceedings, warning letters</li> </ul>	2.09 Smoking at Age 15.

**DRAFT**

Stakeholders/Partners/ Assets	Options for Evidence-based Interventions	Priority Communities	Indicators	
			Process	PH Outcome*
<b>PRIORITY AREA 1: SMOKING continued</b>				
Devon County Public Health North Devon District Council – Environment Health/Comms Team? Public Health England	Uplift 2016 Local Government Declaration on Tobacco Control and campaigns with a local perspective <ul style="list-style-type: none"> <li>October 2016 – Stoptober Smokefree National Campaign.</li> </ul>	Ilfracombe Barnstaple	Media coverage including: <ul style="list-style-type: none"> <li>Number of press articles</li> <li>Amount of social media activity</li> <li>Local sign up data</li> <li>Campaign evaluation</li> <li>Stop Smoking Service - local access and quit data</li> </ul>	2.03 Smoking at Time of Delivery.  2.09 Smoking at Age 15.  2.14 Adult Smoking Prevalence.

**DRAFT**

Stakeholders/Partners/ Assets	Options for Evidence-based Interventions	Priority Communities	Indicators	
			Process	PH Outcome*
<b>PRIORITY AREA 2: HOUSING</b>				
North Devon Homes 361 Energy Empower (fuel poverty project)	(Asset-based approach). Will liaise with North Devon Homes to find out how their work with tenant budgeting and low cost energy through the Empower Project is being applied to Ilfracombe. (See priority 4 below)	Ilfracombe Central Forches Cross? Whiddon Down?	Under discussion - no process indicators yet identified.	1.17 Fuel Poverty.
North Devon District Council Trudi Robinson DCC Public Health grant	Needs audit of households at risk of becoming homeless.	?	?	1.15 Homelessness.
North Devon District Council Trudi Robinson DCC Public Health Grant	Home Analytics 3 project to quantify health cost benefits of housing improvements.	?	?	1.17 Fuel Poverty.

**DRAFT**

Stakeholders/Partners/Assets	Options for Evidence-based Interventions	Priority Communities	Indicators	
			Process	PH Outcome*
<b>PRIORITY AREA 3: ALCOHOL</b>				
RISE North & West Devon Unit 6 Riverside Court Barnstaple, EX31 1DR Tel: 01271 859044 Email: <a href="mailto:rise.referral@riserecovery.cjsm.net">rise.referral@riserecovery.cjsm.net</a>	Breaking the Cycle provided by RISE with families.	Families	Successful treatment completions?	2.18 Alcohol-related Admissions. (Narrow definition)
	Drink Wise Age Well provided by Addaction but can be accessed by RISE. Offers support through 1:1s.	Over 50s	Recovery cafes. Numbers of 1:1s?	2.18 Alcohol-related Admissions. (Broad definition)
	Right Turn provided by Addaction for veterans linked with RISE and mental health.	Veterans	Reduction in crime?	
North Devon District Council Licensing Devon County Council Public Health DCC Trading Standards Devon & Cornwall Police Local licensees	Liaise with the Licensing Authority about the strengthening of the responsible sale of alcohol.			2.18 Alcohol-related Admissions. (Narrow definition)
	Contact DCC Trading Standards to find out about their licensing work with alcohol sales in Tiverton and control of illegal tobacco. (See also priority 4 below)			2.18 Alcohol-related Admissions. (Broad definition)
North Devon District Council Public Health England Devon County Public Health Local communities	One You: A national Public Health England campaign targeting adults and four lifestyle behaviours including alcohol consumption. Opportunity to uplift local campaigns with One You branding and resources.	Mid-life adults in C2DE social class status: community centres and public spaces in targeted areas.	<ul style="list-style-type: none"> <li>• Media activity number of comms pieces completed using the One You branding</li> <li>• Number of council services promoting the One You brand</li> <li>• Campaign evaluation</li> <li>• Local data including numbers of people who accessed the HAY tool</li> </ul>	2.18 Alcohol-related Admissions. (Narrow definition)
				2.18 Alcohol-related Admissions. (Broad definition)
Alcoholics Anonymous	Peer-led groups	Barnstaple, Ilfracombe?	Numbers of weekly meetings?	
Drink Wise Age Well	Training for frontline workers?	Ilfracombe?	Spend?	
	Funding for preventative groups?			

**DRAFT**

Stakeholders/Partners/ Assets	Options for Evidence-based Interventions	Priority Communities	Indicators	
			Process	PH Outcome*
<b>PRIORITY AREA 4: ILFRACOMBE PLACE BASED APPROACH</b>				
<p>One Ilfracombe North Devon District Council North Devon Homes Community of Ilfracombe Transform 4 Work Local residents</p>	<p>One Ilfracombe – influencing the process to reform and co-ordinate local services: <a href="http://www.oneilfracombe.org.uk/living-well-project/living-well-together-projects/">http://www.oneilfracombe.org.uk/living-well-project/living-well-together-projects/</a></p> <p><b>One Ilfracombe Living Well Together Development Team to:</b></p> <ol style="list-style-type: none"> <li>1. Review the plan and consider how <b>current ‘assets’</b> might be linked in with it.</li> <li>2. Identify any <b>ongoing work</b> which can be aligned with the PH outcomes that they would like to see continue and incorporated into the plan.</li> <li>3. Identify any <b>gaps</b> in the plan or where local communities have <b>expressed needs</b> that can be aligned with the PH outcomes.</li> <li>4. Suggest <b>process indicators</b> for these.</li> </ol>	Ilfracombe	To be agreed with One Ilfracombe (at meeting on 22.2.16?)	<p>1.18 Social Contentedness.</p> <p>2.23 Self-reported Wellbeing (% Low Happiness).</p> <p>4.13 Health-related Quality of Life.</p>
<p>Combe Coastal Practice One Ilfracombe Living Well Together Team Ilfracombe Town Council DCC Public Health Transform</p>	<p><b>Health Needs Assessment</b> of the Combe Coastal practice population: The HNA will collate health and healthcare needs with an assessment of the local wider determinants of health, augmented by a review of the recent history of community-based approaches that have been applied in Ilfracombe, and an audit against the Marmot Principles to maintain a clear focus on health inequality. HNAs usually take several months to complete. The aspiration for this will be to complete it by the end of March so that it can inform actions for the New Year, 2016/17.</p>	Ilfracombe	<p>Numbers of stakeholders engaged.</p> <p>Health priorities reviewed and agreed.</p> <p>Consensus on priorities for reducing local health inequality in Ilfracombe.</p>	<p>A range of Public Health Outcomes will be reported on, including the following priorities identified in the 2015 PHAR:</p> <p>0.01 Healthy Life Expectancy Male. 0.01 Healthy Life Expectancy Female. 0.02 Gap in Life Expectancy Male. 0.02 Gap in Life Expectancy Female. 2.19 Cancer Diagnosed at Stage 1 or 2.</p>

**DRAFT**

Stakeholders/Partners/ Assets	Options for Evidence-based Interventions	Priority Communities	Indicators	
			Process	PH Outcome*
<b>PRIORITY AREA 4: ILFRACOMBE PLACE BASED APPROACH continued</b>				
North Devon District Council Devon County Public Health Devon County Council Social Services	<b>Review of the recent housing allocation policy</b> to ensure that Ilfracombe has the capacity, in terms of service provision and housing quality, to effectively facilitate the recovery of those with additional support and complex needs who have been allocated accommodation in the town.	Ilfracombe	Production of a short report that incorporates the Housing Needs audit of complex needs and findings of the Transform4work.	0.01 Healthy Life Expectancy Male 0.01 Healthy Life Expectancy Female 0.02 Gap in Life Expectancy Male 0.02 Gap in Life Expectancy Female 1.15 Homelessness 1.17 Fuel Poverty
North Devon District Council One Ilfracombe Devon County Public Health Devon County Social Services	Draft a policy framework for the <b>proposed introduction of selective licensing of private rented accommodation.</b>  One Ilfracombe to collaborate in community engagement with social landlords and tenants: <ul style="list-style-type: none"> <li>To look at ways to improve the existing relationships; focus groups, surveys about capacity of town to support recovery of those with additional housing needs (see item above).</li> <li>Listening into action style conversations to identify issues.</li> </ul>	Ilfracombe tenants. Social landlords in Ilfracombe.	? <i>(Policy approved? Numbers of landlords licensed? Or notices served?)</i>  Completion of focus group/survey to provide focus to the Combe Coastal HNA?	1.17 Fuel Poverty
North Devon District Council	Review of the work carried out by <b>Ian Hutchcroft and the Wessex Reinvestment Trust</b> and how it can be applied to support a system wide response to the 30 excess winter deaths.	Ilfracombe	CHF grant take-up?	1.17 Fuel Poverty

Stakeholders/Partners/ Assets	Options for Evidence-based Interventions	Priority Communities	Indicators	
			Process	PH Outcome*
<b>PRIORITY AREA 4: ILFRACOMBE PLACE BASED APPROACH continued</b>				
<p>One Ilfracombe North Devon District Council DCC Public Health Local residents Alcoholics Anonymous</p>	<p>Liase with the Ilfracombe Licensee Association through the One Ilfracombe Town Team's existing links. As promotion and community engagement. Support for NDC and DCC on responsible sale of alcohol. Previous One Ilfracombe Illegal Tobacco project analysis can be relayed to NDC. Town Team support for any illegal tobacco projects.</p> <p>Liase with the Licensing Authority about the strengthening of the responsible sale of alcohol.</p> <p>Contact DCC Trading Standards to find out about their licensing work with alcohol sales in Tiverton and test purchase control of illegal tobacco. Both: will explore how this can be linked in with the work of the One Ilfracombe town team.</p>	Ilfracombe	<p>Presentation to Licensee Association?</p> <p>Numbers of weekly meetings?</p> <p>Litter screening to assess presence of illegal tobacco products?</p>	<p>2.18 Alcohol-Related Admissions (Narrow Definition)</p> <p>2.18 Alcohol-Related Admissions (Broad Definition)</p>
<p>North Devon District Council DCC Public Health</p>	<p>Installation of <b>Smokefree signage in play areas</b>. Advanced Public Health Practitioner, with support from Ruby King, will scope further tobacco control in Ilfracombe.</p>	Play areas and parks in Ilfracombe.	<ul style="list-style-type: none"> <li>• Number of play areas/parks with Smokefree signage</li> <li>• Monitoring of smoking activity in the parks and areas around the play areas?</li> </ul>	<p>1.16 Green Space Use.</p> <p>2.03 Smoking at Time of Delivery.</p> <p>2.09 Smoking at Age 15.</p> <p>2.14 Adult Smoking Prevalence.</p>
<p>DCC Public Health DCC Locality Team Transform4 Work Job Centre Plus, Barnstaple Local residents</p>	<p>(Asset-based approach) Will be liaising with Wendy Butler at <b>Transform4Work</b> to establish a systematic approach to health and wellbeing volunteering work amongst their client group, as part of empowerment and preparation for employment.</p>	Ilfracombe	<ul style="list-style-type: none"> <li>• Completion of scoping report by Transform4 Work</li> <li>• Establishment of a Breakfast Club at the Transform4 work hub or The Lanterns?</li> </ul>	All relevant PHOF indicator here



Stakeholders/Partners/ Assets	Options for Evidence-based Interventions	Priority Communities	Indicators	
			Process	PH Outcome*
<b>PRIORITY AREA 4: ILFRACOMBE PLACE BASED APPROACH continued</b>				
DCC Public Health North Devon Homes	To scope the options for collaborating <b>with North Devon Homes</b> to find out how their work with <b>tenant budgeting</b> and low cost energy through the <b>Empower Project</b> can be supported by the Authority and extended from public sector to the private sector and home owner communities of Ilfracombe.	Ilfracombe	(Under discussion)	1.17 Fuel Poverty
RISE North and West Devon Unit 6 Riverside Court Barnstaple EX31 1DR Tel. 01271 859044 Email: <a href="mailto:rise.referral@riserecovery.cjsm.net">rise.referral@riserecovery.cjsm.net</a>	Work with partners to assess the need of services to be delivered in Ilfracombe for optimal penetration into the community.  Liaising with Wendy Butler at Transform4Work, Claire Fisher at Encompass, Hannah Macdonald and Steve Seathington at One Ilfracombe about co-operating to establish a Breakfast Club in the Lanterns.	Ilfracombe	Activity at May 2016: Total of 79 Ilfracombe clients <ul style="list-style-type: none"> <li>• 19 attending 1:1 for complex needs (+2 with recovery workers)</li> <li>• 6/7-15 attending new MAP group</li> <li>• 58 attending service in Barnstaple</li> <li>• Completion of a pilot with One Ilfracombe Community Connector in June 2016</li> <li>• Breaking the Cycle service with families</li> <li>• Establishment of a Breakfast Club at the Transform Office or Lanterns?</li> </ul>	2:15 Drug Treatment Completion Opiates  2:15 Drug Completion Non Opiates  2:18 Alcohol-Related Admissions (Narrow Definition)  2:18 Alcohol-Related Admissions (Broad Definition)
Alcoholics Anonymous One Ilfracombe Ilfracombe Recovery Group	Peer-led weekly meetings 24 hour helpline	Ilfracombe through One Ilfracombe	Numbers of weekly meetings?	2:18 Alcohol-Related Admissions (Narrow Definition)  2:18 Alcohol-Related Admissions (Broad Definition)

Stakeholders/Partners/ Assets	Options for Evidence-based Interventions	Priority Communities	Indicators	
			Process	PH Outcome*
<b>PRIORITY AREA 4: ILFRACOMBE PLACE BASED APPROACH continued</b>				
DCC Public Health North Devon Homes My Start Children's Centre, Ilfracombe	(Asset-based approach) To follow up with Ilfracombe <b>Children's Centre</b> their <b>community development</b> work carried out by Health Promotion Devon amongst women in Ilfracombe and its potential for strengthening community capacity, community connectivity and social capital.	Ilfracombe	(Under discussion)	1.01 Children in Poverty 1.11 Domestic Violence
One Ilfracombe	Local uplift of Public Health England ONE YOU campaign.	Ilfracombe residents in middle years	Order resource pack. Resources integrated with website and posted in key community spaces around the town.	All relevant PHOF indicators
One Ilfracombe Devon Healthy Lifestyle Services	Smokefree High Street research and consultation. Town Team promotion and support, if needed. Living Well Together team – identifying gaps in smoking cessation services.	Ilfracombe residents	Completion of Consultation September 2016?	2.03 Smoking at Time of Delivery. 2.09 Smoking at Age 15. 2.14 Adult Smoking Prevalence.
One Ilfracombe Devon & Somerset Fire & Rescue Service Combe Coastal Medical Practice Devon County Council North Devon Healthcare NHS Trust	One Ilfracombe Living Well Together team existing collaborative projects such as: <ul style="list-style-type: none"> <li>• Devon &amp; Somerset Fire &amp; Rescue Service Safe and Well Visits</li> <li>• Devon County Council Directory of Services</li> <li>• NDHT Listening into Action</li> <li>• Community Connector – highlighting gaps in services</li> </ul>	Ilfracombe residents	?	All relevant PHOF indicators

Stakeholders/Partners/ Assets	Options for Evidence-based Interventions	Priority Communities	Indicators	
			Process	PH Outcome*
<b>PRIORITY AREA 5: PUBLIC MENTAL HEALTH</b>				
North Devon District Council Amanda Palmer?	NDDC corporate training programme? Signposting NDDC staff via Health and Wellbeing webpage to the Mental Health Toolkit: <a href="https://www.exetercvs.org.uk/wellbeing/toolkit">https://www.exetercvs.org.uk/wellbeing/toolkit</a> Suicide Policy?	?	?	1.18 Social Contentedness. 2.23 Self-reported Wellbeing (% low happiness). 4.10 Suicide Rate.
Devon Suicide Prevention Alliance Samaritans Living Well Ageing Well North Devon Hospital	ASIST training  Samaritans proactive ring-back service to reformed clients			4.10 Suicide Rate
RISE North and West Devon Unit 6 Riverside Court Barnstaple, EX31 1DR Tel: 01271 859044 Email: <a href="mailto:rise.referral@riserecovery.cjsm.net">rise.referral@riserecovery.cjsm.net</a>	Assess the impact of Dual Diagnosis on the treatment population and whether the pathways developed are effective for our client base.	North Devon	Production of a report?  Identify a measurement of Dual Diagnosis?	2:15 Drug Treatment Completion Opiates  2.15 Drug Completion Non Opiates  2.18 Alcohol-Related Admissions (Narrow Definition)  2.18 Alcohol-Related Admissions (Broad Definition)
Devon County Public Health Public Health Nursing Team Early Help Mental Health	EH4MH (Early Help for Mental Health) Children, Young People and Families.  Supporting the implementation of the new service for children, young people and families in North Devon schools.	Universal offer to all schools with self-referral	Activity reporting via quarterly bulletin to stakeholders	1.3 Pupil Absence  1.18 Social Contentedness  2.10 Self Harm Children  2.23 Self-Reported Wellbeing (% low happiness)

Stakeholders/Partners/ Assets	Options for Evidence-based Interventions	Priority Communities	Indicators	
			Process	PH Outcome*
<b>PRIORITY AREA 5: PUBLIC MENTAL HEALTH continued</b>				
North Devon District Council Public Health England Devon County Public Health Local Communities	One You: A national Public Health England campaign targeting adults and four lifestyle behaviours including stress and sleep.  Opportunity to uplift local campaigns with One You branding and resources.	Mid-life adults in C2DE social class status: Community centres and public spaces in <b>targeted areas:</b>  <b>Barnstaple:</b> Central Town; East: Newport Road; Forches and Whiddon Valley; Newport, St Johns Lane  <b>Ilfracombe:</b> Central, West: Lower Slade and Langleigh Road Furze Hill Home Park; East: Castle Hill and Hillsborough Road  <b>Combe Martin:</b> Central; East Parracombe, Martinhoe  <b>North Molton:</b> Molland; Brayford  <b>Witheridge:</b> Rackerford, Rose Ash and Romansleigh		1.18 Social Contentedness  2.23 Self-Reported Wellbeing (% low happiness)  4.10 Suicide Rate

For detail on health need in North Devon see: <http://fingertips.phe.org.uk/health-profiles>

For detail on health need in Ilfracombe see: