

Director of Public Health Annual Report 2023/24

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Introduction

Southend city's residents and its visitors have learnt to live with COVID. However, the impact of the pandemic has taken a significant toll on access to health and care services, made worse by the socio-economic determinants.

The consequential economic downturn has left public sector organisations in financial melt-down and this is acutely being felt across Southend by the NHS and the Council.

This report reflects on some of the key achievements and challenges since last year's Director of Public Health's annual report, and highlights areas for further collaboration with partners to enable us continue to protect and improve health and wellbeing whilst reducing demand on public services.

Tackling health inequity in access to vaccination is vital in our bid to provide effective health protection to residents. We need to continue improving the uptake of flu jabs across most risk groups. The measles outbreak elsewhere in the UK has heightened our determination to improve the coverage of MMR vaccines. Local information indicates a significant inequity for people with learning disabilities and autism who are disproportionately affected by pneumonia and sepsis as a cause of death.

The evidence suggests that every child should be supported to achieve the best start in life which sets out the foundation for good health throughout the life course intervention and support. Developing Community/Family hubs across Southend will need to focus on building on local collaboration, including where there has been a measurable impact by innovative practice such as those generated by A Better Start. There is renewed need to focus on children's oral health to reverse the trend in poor local dental health outcomes.

The school nursing service is moving into a transformational programme for the school communities' health and wellbeing over the next few years, to create the right environment and opportunities that can help promote and instil healthy behaviours and improve health literacy in young people.

Work and health are inextricably linked with significant health and wellbeing benefits accruing as a result. Economic inactivity owing to long-term illness, mainly driven by musculoskeletal and respiratory illnesses, has been on the rise in the past few years – the challenge is exacerbated with 91% of employees in micro-sized businesses who find accessing support to improve their wellbeing harder to reach.

The health and wellbeing of coastal populations, like the city of Southend-on-Sea, has seen decades of decline and almost overlooked. In 2021, the Chief Medical Office's report identified the factors that contribute to the coastal effect and called for urgent action to improve health outcomes, optimise employment opportunities and workplace wellbeing.

Closing the gender health gap and supporting women to live well will not only benefit the health and wellbeing of women, but the health of the economy. Taking a life course approach as reflected in the NHS local strategy (Mid & South Essex Integrated Care Partnership), from earlier prevention (e.g. HPV immunisation with 13-14 years), tackling the increasing burden of cancers (such as cervical, breast and bowel cancers) and the observed inequalities in access to cancer screening, identification and mortality rates to dealing with the period of menopause, which significantly impacts on health and socio-economic wellbeing and healthy ageing.

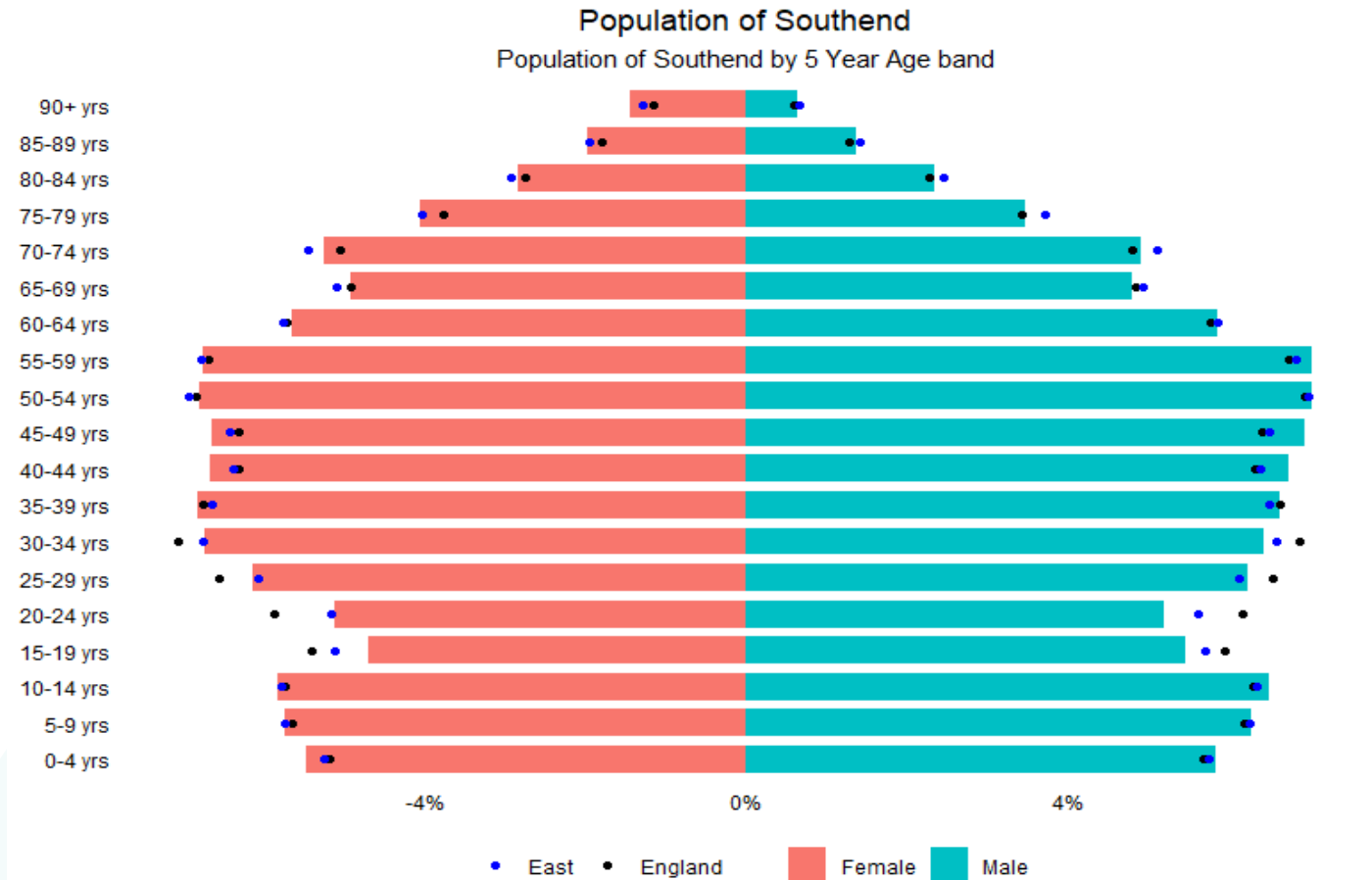
Population

The main difference between the population of Southend and the national average, is that **Southend has a lower percentage of residents between the ages of 15 and 34 for both males and females.**

For males, this difference extends to residents aged between 15 and 39 years.

Southend's female population over the age of **70 years, is proportionately higher than the national average.**

Southend also has large communities living in more disadvantaged areas, mainly across six wards on the east coast and more centrally around the City centre.



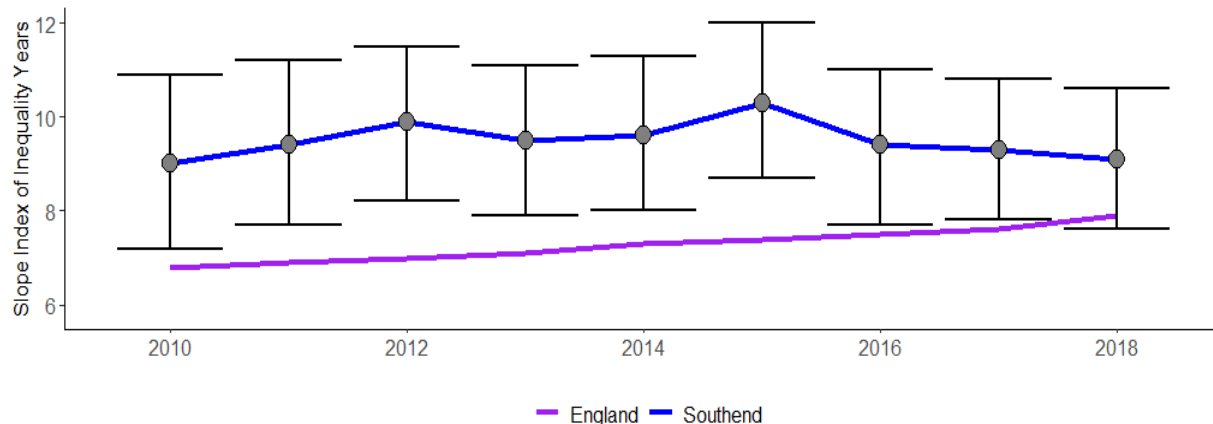
Source: 2021 Census

Inequality in Life Expectancy

The Slope Index of Inequality (SII) is the measure of the difference in life expectancy between those in the most deprived and the least deprived areas. Southend is similar to England (2018-20) but is **notably higher than the East of England region**; this is true for both males and females. Disability-Free Life Expectancy (DFLE) in the UK, decreased significantly for both males and females between 2015-2017 and 2018-2020; this change is mainly attributed to the reduction in DFLE across England and Scotland.

Inequality in life expectancy at birth

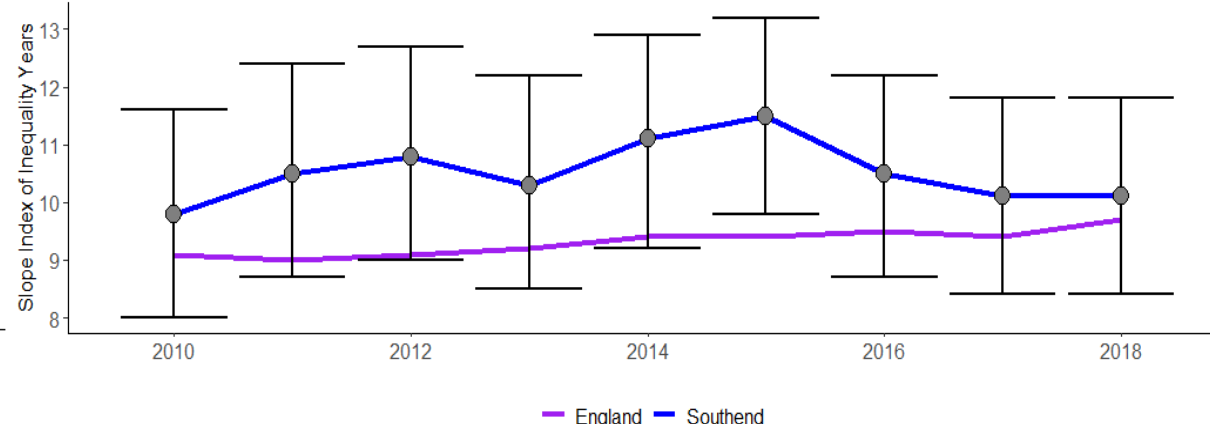
This indicator measures inequalities in life expectancy at birth within England as a whole, each English region, and each local authority. Life expectancy at birth is calculated for each deprivation decile of lower super output areas within each area and then the slope index of inequality (SII) is calculated based on these figures. The SII is a measure of the social gradient in life expectancy, that is how much life expectancy varies with deprivation. It takes account of health inequalities across the whole range of deprivation within each area and summarises this in a single number. This represents the range in years of life expectancy across the social gradient from most to least deprived, based on a statistical analysis of the relationship between life expectancy and deprivation across all deprivation deciles. Life expectancy at birth is a measure of the average number of years a person would expect to live based on contemporary mortality rates. For a particular area and time period, it is an estimate of the average number of years a newborn baby would survive if he or she experienced the age-specific mortality rates for that area and time period throughout his or her life. Fingertips Indicator ID: 92901 Sex: Female Age: All ages Recent trend: Cannot be calculated



The shaded area represents the range of values from Middle and South Essex neighbours.
Source: PHE Fingertips Indicator ID: 92901 Captured: 2024-04-25

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The shaded area represents the range of values from Middle and South Essex neighbours.
Source: PHE Fingertips Indicator ID: 92901 Captured: 2024-04-25

Health Protection

Flu Vaccination

The percentage of residents who are receiving flu vaccine is increasing year-on-year across all groups with the highest increase in the at-risk groups across all ages. We continue to build on the good collaborative work during COVID-19 by reaching out to all communities and increasing the uptake of flu jabs; the lessons learnt are effectively proving valuable with all our immunisation programmes.

This will help minimise the impact of flu-like symptoms in more people who may become afflicted, further reducing the risk of hospitalisation especially amongst people who are more at risk.

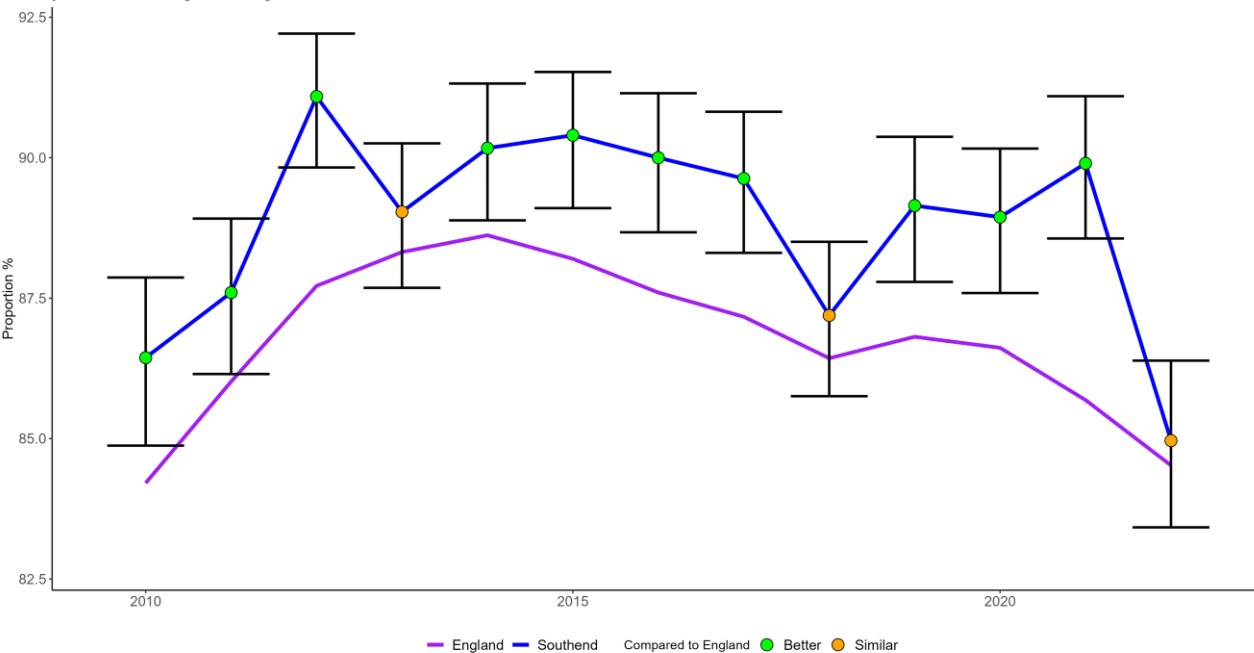
| year | 65 plus | 65 plus (at-risk only) | Under 65 (all patients) | Under 65 (at-risk only) | Pregnant and NOT IN a clinical risk group | Pregnant and IN a clinical risk group | All Pregnant Women |
|------|---------|------------------------|-------------------------|-------------------------|---|---------------------------------------|--------------------|
| 2021 | 57.9 | 60.2 | 15.1 | 29.5 | 24.6 | 31.1 | 25.8 |
| 2022 | 62.1 | 65.5 | 16.6 | 34.6 | 25.2 | 37.5 | 26.6 |
| 2023 | 68.8 | 73.0 | 17.4 | 37.3 | 27.4 | 39.5 | 28.8 |

Measles, Mumps and Rubella Vaccinations

The MMR vaccination coverage for 5-year-olds with 2 doses shows an overall upward trend (**above national average**) with a decline in the most recent year - 2022/23 (83.1%); **data to December 2023 (2023-24 year) is currently at 84.1%**. For one dose at 2 years, Southend has been performing around the national average for the past 5 years, with a stable coverage of 88.6% (2022-23) and 88.5% (2023-24 to Dec 2023). Additional community MMR clinics were delivered and we have increased our promotion of the health and wellbeing benefits.

Population vaccination coverage: MMR for two doses (5 years old)

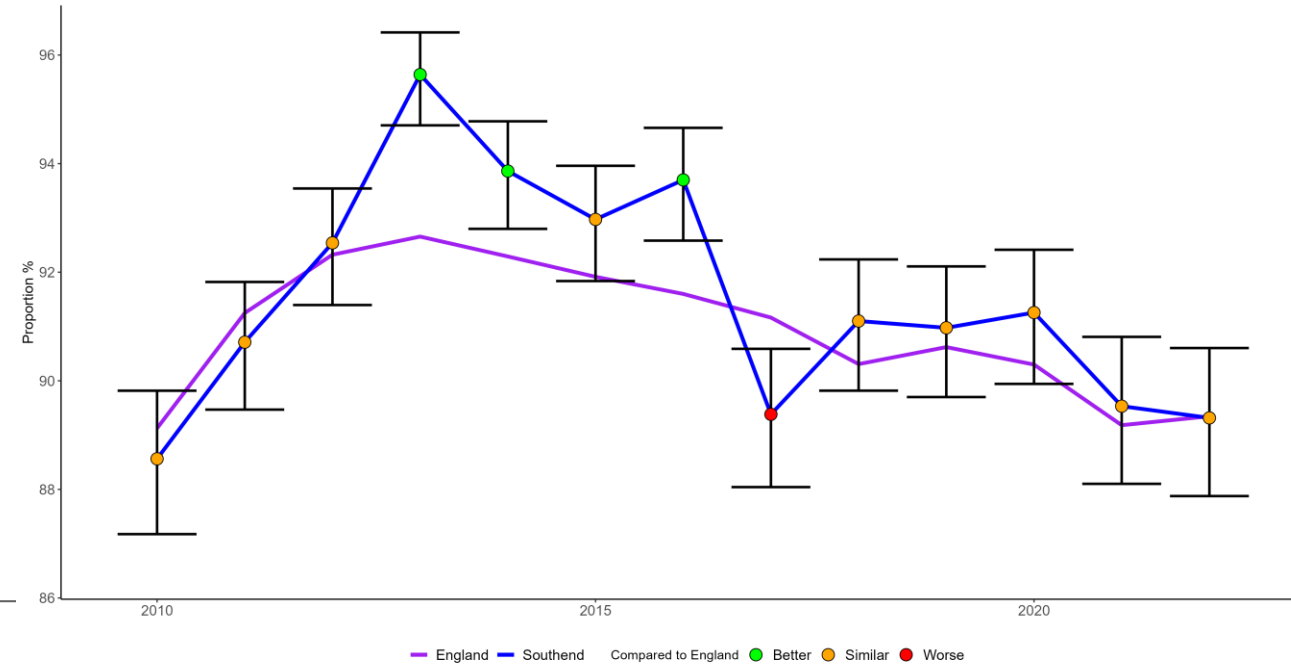
All children for whom the local authority is responsible who received two doses of MMR on or after their first birthday and at any time up to their fifth birthday as a percentage of all children whose fifth birthday falls within the time period Fingertips Indicator ID: 30311 Sex: Persons Age: 5 yrs Recent trend: No significant change



The shaded area represents the range of values from Middle and South Essex neighbours. Source: PHE Fingertips Indicator ID: 30311 Captured: 2024-04-26

Population vaccination coverage: MMR for one dose (2 years old)

All children for whom the local authority is responsible who received one dose of MMR on or after their first birthday and at any time up to their second birthday as a percentage of all children whose second birthday falls within the time period Fingertips Indicator ID: 30309 Sex: Persons Age: 2 yrs Recent trend: No significant change



The shaded area represents the range of values from Middle and South Essex neighbours. Source: PHE Fingertips Indicator ID: 30309 Captured: 2024-04-26

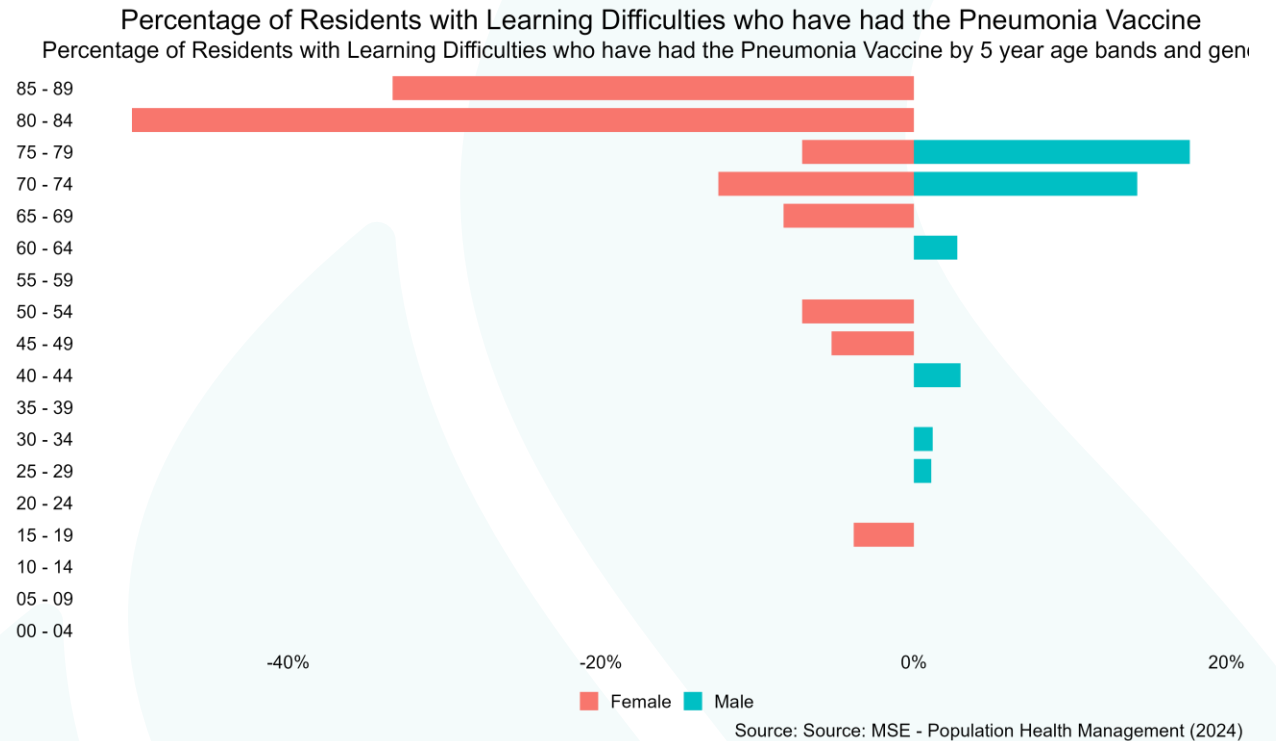
Adults with Learning Disabilities - Pneumococcal Vaccination

The pneumococcal vaccination can protect between 6-7 out of ten adults against pneumonia, sepsis, and meningitis. Mortality rates are higher with increasing age and frailty and for people who are more vulnerable, including young adults with learning disabilities whose deaths are highly preventable ¹.

Only 2% of adults with a learning disability have had the Pneumonia vaccine in recent years. Females (2.75%) were almost twice as likely to be immunised compared with males (1.57%). The percentage of people who have had the vaccine increases significantly above the age of 60 years.



The Vaccine helps protect against infections that cause serious illnesses.



¹ Southend, Essex and Thurrock's Learning Disabilities Death Review (LeDeR) Annual Report (2022-23)

Key Learning from the Learning Disabilities Report 2023

Every year we write a report about the number of people with a learning disability who have died in our area. It is called the Learning Disability life and death review or LeDeR Report. Our current priorities are:

- ✓ Work to prevent people becoming ill or developing health-related conditions, actively promoting Annual Health Checks and improving uptake of immunisation programmes.
- ✓ Better management of health when it goes wrong, by encouraging the use of Healthcare passports across all service areas.
- ✓ Promote the importance of advocacy to people with Learning Disabilities and/or Autism across the health and social care system.



Children and Young People

The Development of a Future Community Offer

The Department for Education and Department of Health and Social Care have announced a joined-up approach² to the transformation of local family support services (Family Hub framework and Start for Life programme) to improve access based on needs and effectiveness. Southend has reviewed its approach to the delivery of Family Centre services, refocusing on better service alignment between partner agencies, schools and health-related activities, thus reducing inefficiencies whilst helping meet our commitments to the best start for life vision. This has helped to set the scene for exploring how best we can deliver a broader approach within local communities, and where we can galvanise more seamless support and enabling services.

The programme of developing a community offer across Southend will take several years in planning with partners and local communities. This development will need to synthesise the evidence of good practice, local needs and embrace some of the following principles:

- ✓ Provision of support to parents and carers so they can nurture their babies and children, improving health and education outcomes for all.
- ✓ Be a catalyst to the reduction in inequalities in health and education outcomes for babies and young children and reach residents most in need of it.
- ✓ Build on the evidence base for what works, integrating the legacy of A Better Start Southend, taking a place-based approach in improving health and wellbeing as well as educational outcomes, reducing demand on public services.

² *Family Hub & Start for Life (2022-3)* - [Family Hubs and Start for Life Programme Guide \(publishing.service.gov.uk\)](https://publishing.service.gov.uk)

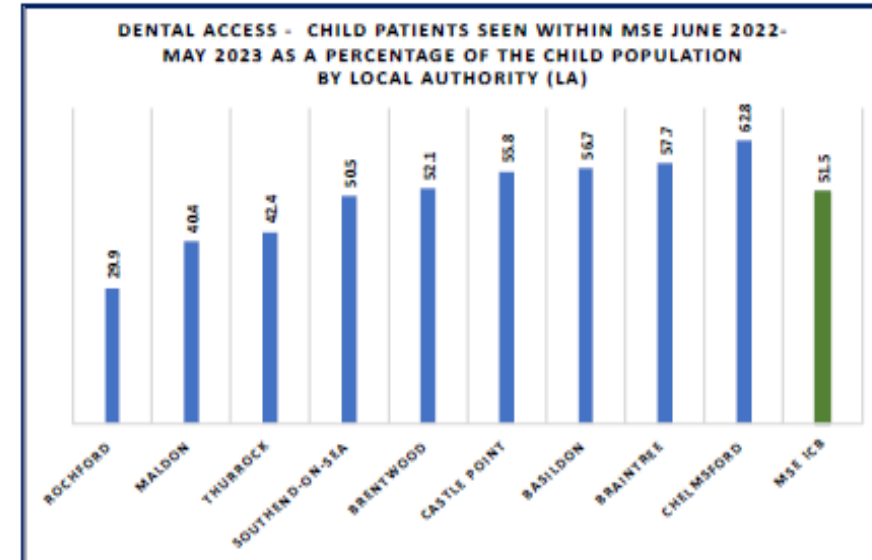
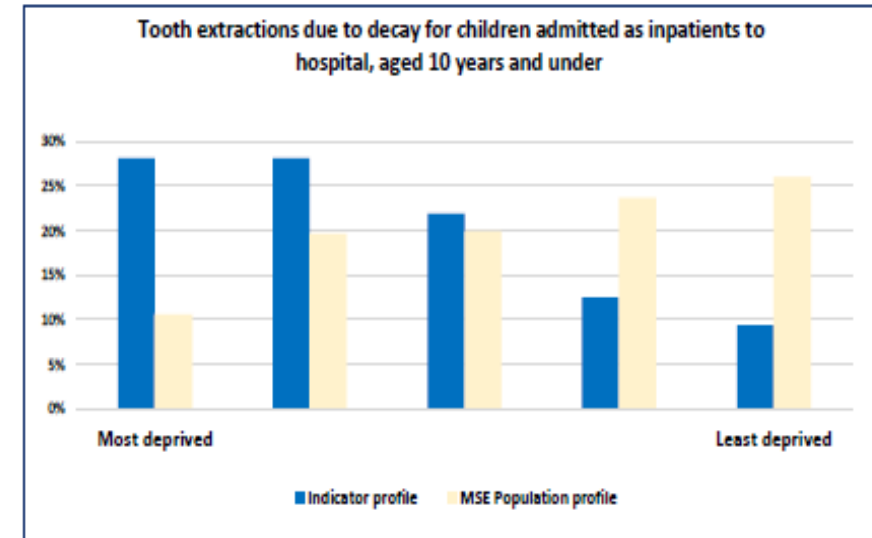
Children's Oral Health

Poor oral health can have a significant impact on a child and young person's wellbeing and development and is largely preventable.

Within Southend, there is variance in poor child oral health, with high levels of dental decay significantly higher than regional and national averages; this is three times more likely in children living in the most deprived areas.

Good oral health contributes towards children's school readiness, with a number of initiatives in place:

- **Campaigns** during World Oral Health Day and National Smile Month;
- We use the **Making Every Contact Count (MECC)** and Health4Life programme to discuss oral health and promote sugar swaps;
- **School nursing** having linked in with the **DentAid bus** and inviting more vulnerable children to attend for dental care;
- Piloting of **supervised tooth-brushing** in nurseries (MSE funded) and initiation of a 2-year pilot in 5 primary schools.



Transforming School Nursing Wellbeing Service

School nurses lead the model of intervention for the Healthy Child Programme for children and young people aged 5-19 years, deploying both universal, as well as a targeted levels of intervention.

All schools have a named school nurse with a defined service offer and pathway for referrals by schools and parents with various access points (including digital) for young people aged 11-19yrs.

Children's Public Health service delivery focuses on the Healthy Child Programme through the **six high impact areas**, to influence and shape young people's health protection in the school environment, prevention of ill-health and improving wellbeing.

We have reviewed the service offer and are proposing a transformation plan, co-designed through collaboration between school nurses, schools, local residents and wider partners.

School Health Environment - support prevention, resilience and wellbeing



Reduce Health inequalities - assess broad health needs and reduce vulnerabilities



Health behaviours - improving decision-making and reduce risk taking



Health Assessments - support complex and additional health and wellbeing needs



Healthy lifestyles - support school wellbeing policies and opportunities



School Health Education - Improving health literacy and Self-care



Health and Work

Wellbeing and Economic Inactivity

Work and health are inextricably linked. Good work is an important driver of health and wealth for families and communities, raising living standards and minimising poverty. Prolonged absence from work can lead to a deterioration in health and wellbeing, both due to financial constraints and the absence of positive psychological and social support.

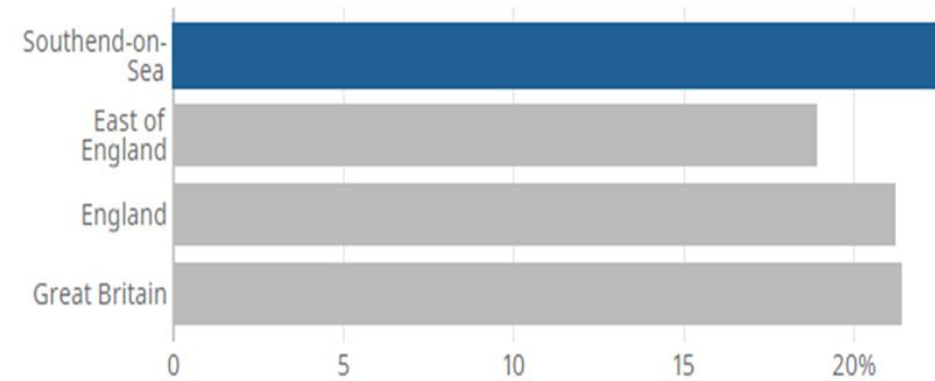
Helping disabled people and people with mental and physical health conditions to start, stay and succeed in work is also a crucial part of the economic success and wellbeing of every community, as well as helping to **reduce health inequalities**.

Long-term sickness has risen to become the most common reason for economic inactivity in the UK. It is the biggest factor in the overall rise in economic inactivity since the start of the pandemic.

In Southend, 90.8% of employees are in micro-sized businesses (with less than 10 staff) and can be more difficult to identify and support to improve their employees' health & wellbeing. In 2022-23, 71.7% of the population were in employment with a physical or mental health long term condition. Women had the higher sickness absence rate in 2021 with the highest being in the 50-64 age group; 58% of the 29,109 (2022-23) fit notes were recorded as female.

Economic inactivity in Southend-on-Sea compared with the East of England

Residents aged 16 to 64 years (%), year ending June 2023



Source: Annual Population Survey from the Office for National Statistics

Economic inactivity means that people (aged 16-64) are not involved in the labour market; they are neither working or actively seeking employment. Economic inactivity includes students, early retirees and the long-term sick.

Work and Employment

There are 111,465 people aged 18-66yrs in **employment** and 31,124 aged 67yrs and over drawing their **state pension**.

14.1% of households are **workless in Southend**: East of England (11.2%); GB (13.9%). Main out-of-work benefits include job seekers allowance, Employment and Support Allowance (ESA), incapacity benefits, lone parents and others on income related benefits.

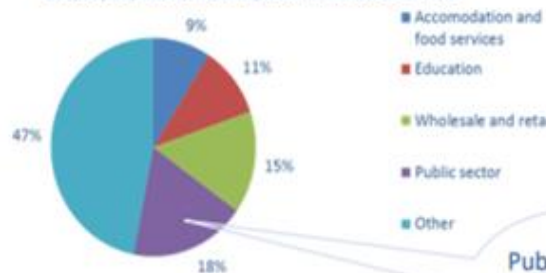
Employment practice and business in Southend

39% of employee jobs in Southend are part-time, which is higher than the UK average.

1 in 3 employees commute to a workplace outside Southend.

12% of people in Southend aged 16-64 are self-employed which is slightly higher than nationally.

Employee jobs by industry, Southend-on-sea, 2016



Public sector is the biggest employer

Business size

Southend's enterprise base is heavily based on **micro-businesses (0-9 employees)**. There are **only 5 enterprises in Southend with more than 1,000 employees**.

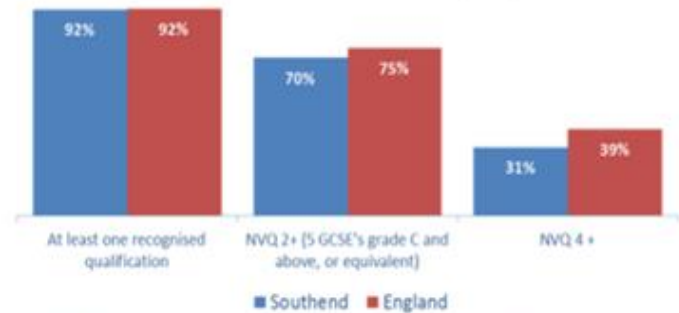
The high proportion of micro-businesses in the borough brings challenges for delivering workplace-based health interventions for large numbers of our working population.

| Size of business | Number | Percentage |
|---------------------------|--------|------------|
| Micro (0-9 employees) | 6,355 | 91.3% |
| Small (10-49 employees) | 510 | 7.3% |
| Medium (50-249 employees) | 75 | 1.1% |
| Large (250+ employees) | 25 | 0.4% |

Education and qualifications

Southend's residents have similar educational levels to the national average but there is a noticeable gap at higher levels.

Education and Qualifications (2017)



GCSE attainment in Southend-on-Sea is significantly above the regional and national average and is above average for children in care.

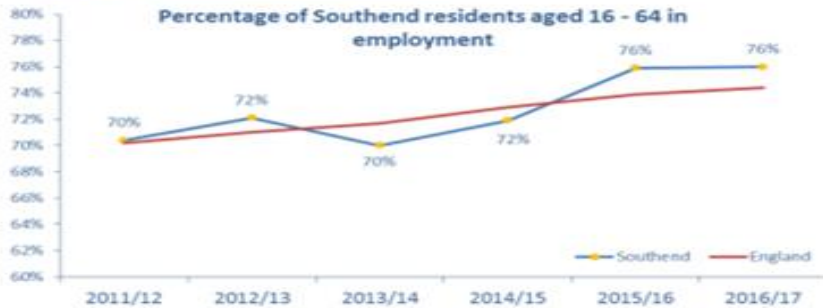
The picture in Southend

Southend's employment rates are similar to England

76% of 16-64 year olds are in employment

82.4% of men are employed

69.6% of women are employed



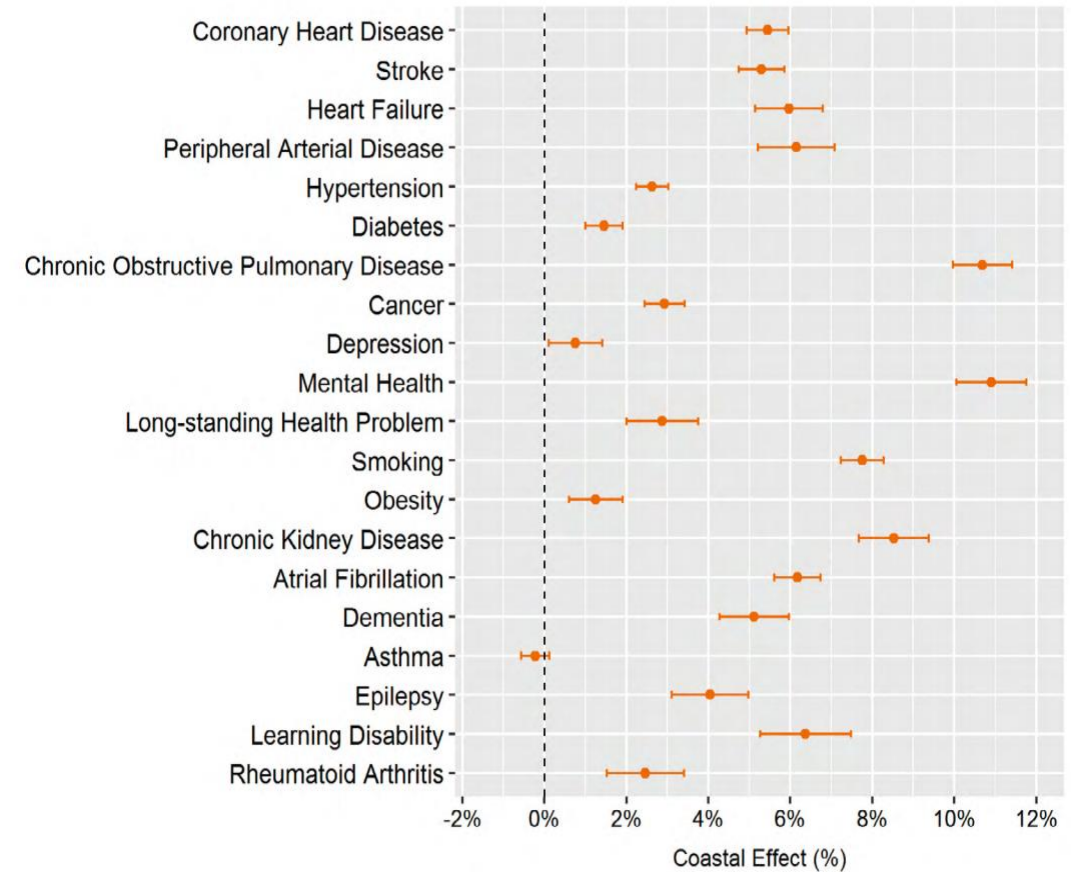
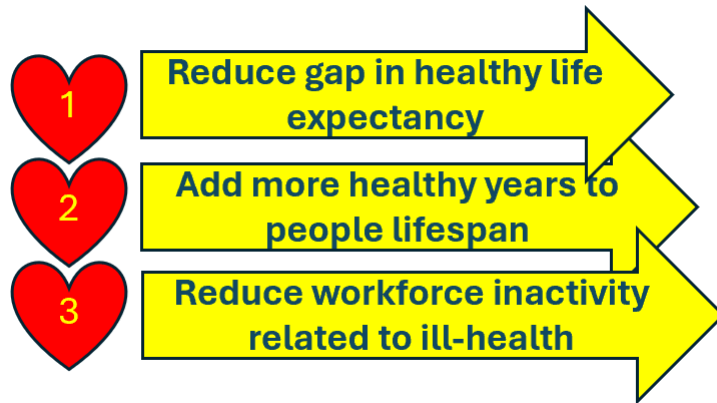
| | 2018 | 2038 |
|---|---------|---------|
| Total Population | 183,540 | 212,600 |
| Working age | 61% | 57% |
| 65 years + | 19% | 25% |
| People of working age per 100 children and older people | 158 | 131 |

People with Learning Disabilities in employment – Southend 9.6%, East of England 4.6%

Health & Employment in Coastal Communities

There is much discussion about what we can do differently to tackle the considerable health and employment inequalities which exist in coastal communities^{3,4}.

Public health data shows the scale ('coastal effect') of poor mental and physical health, higher level of smoking, and drug and alcohol misuse that have interwoven into these communities, leading to a disproportionate level of long-term conditions in contrast to non-coastal towns with comparable demographics and levels of deprivation.



³ [Turning the Tide: Seaside Regeneration \(2022\) Turning the Tide: Seaside Regeneration – Full Report - Coastal Communities;](#)

⁴ [Health in Coastal Communities \(2022\) Chief Medical Officer's annual report 2021: health in coastal communities - GOV.UK \(www.gov.uk\)](#)

Recent Actions to Improve Workplaces Wellbeing



A joint NHS, Department of Work and Pensions and Local Authority partnership bid application has been submitted for national funding to support a localised programme of work using integrated neighbourhood teams



The Lifestyle Provider is developing a programme of work around NHS and wellbeing checks provided through the Department of Works and Pension



The Lifestyle Provider provides a Workplace Health offer to businesses, to support healthy workplaces and employees



The Lifestyle Provider provides Making Every Contact Count training to businesses, supporting



Continued investment in social Prescribing

Womens Health and Wellbeing

Women's Health Inequalities

The UK Women's Health Strategy for England (2022), has highlighted the opportunity to integrate women's health services more effectively with more explicit consideration on being more woman-centred (e.g. challenges as a teenager to healthy ageing), consider their socio-economic circumstances (e.g. based outside working hours) and taking a life course approach.



Women live on average far longer than men but spend more of their lives in poor health, often limiting their ability to work and participate in day-to-day activities. Women are under-represented when it comes to important clinical trials. This has meant that not enough is known about conditions that only affect women, or about how conditions that affect both gender, can impact them in different ways.

A key priority will be to tackle health issues that affect most women for long periods of their lives, which if left untreated, can limit a girl/woman's ability to attend school, go to work or undertake their caring responsibilities. Most women require reliable contraception - Long Acting Reversible Contraception (LARC) is highly recommended - to prevent unplanned pregnancies.

Protection from Infections and Cancers

HPV (Human Papilloma Virus) infection occurs when the virus enters your body, usually through a cut or abrasion with genital HPV infections contracted through sexual intercourse and other skin-to-skin contact in the genital region.

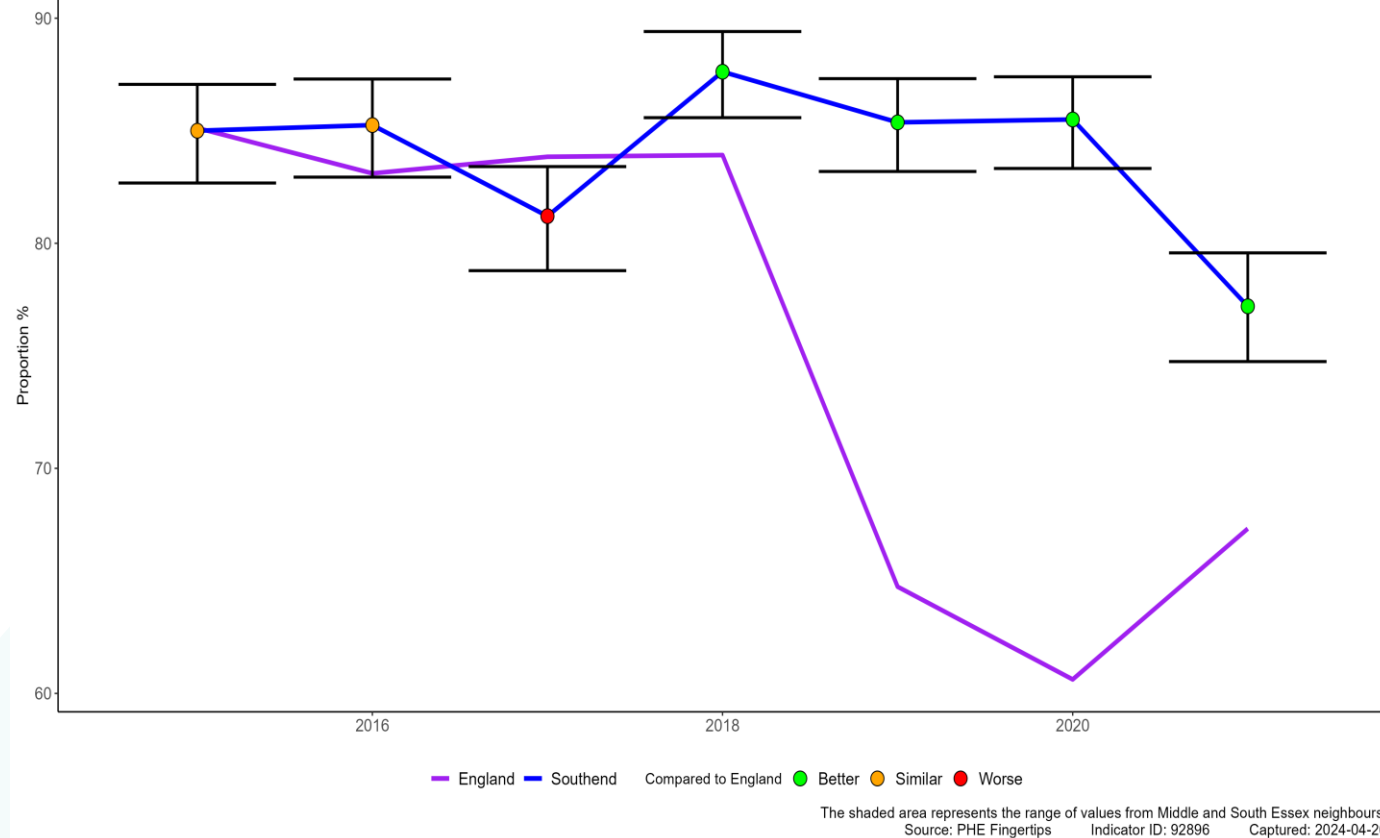
Most types of HPV are harmless. But some types are linked to an increased risk of certain types of cancer, including cervical, vulval and vaginal cancers.

The HPV vaccine will help save thousands of lives. Since the vaccine has been used, there has been a big drop in the number of young people contracting conditions linked to HPV, such as cervical cancer and genital warts.

Since 2018, the HPV vaccine coverage for people aged 14 years, has been above the national average, although this has seen a significant drop in 2021. We also have concerns that young people aged 13-14 years who are not in school may not be receiving this vaccination.

Population vaccination coverage: HPV vaccination coverage for two doses (13 to 14 years old)

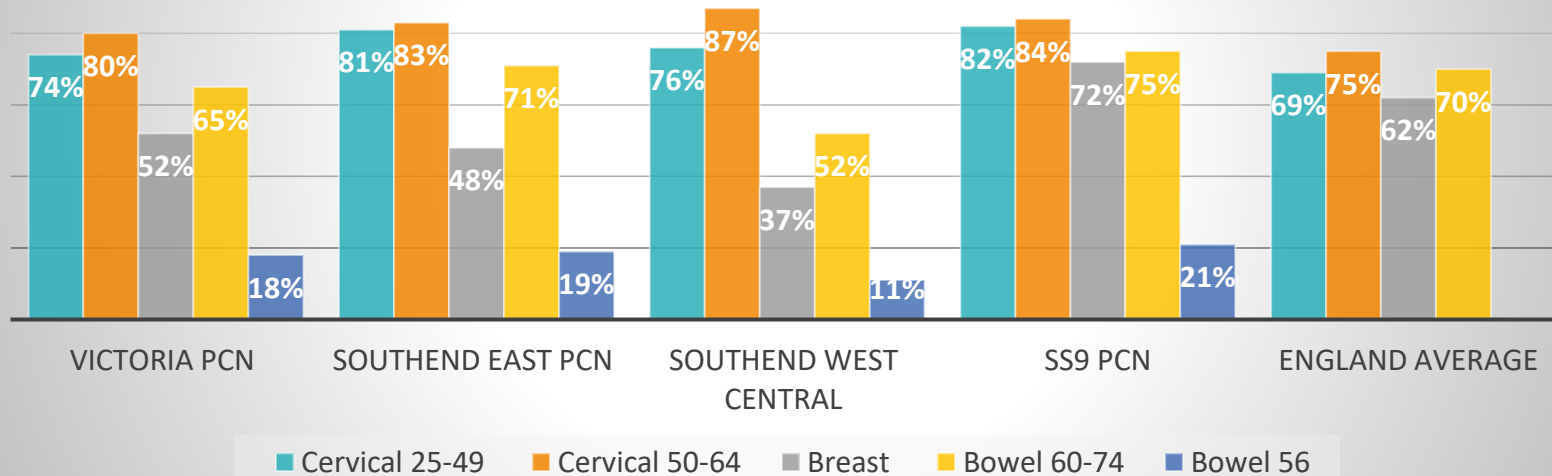
All persons aged 13 to 14 years who have received the second (completing) dose of the HPV vaccine within each reporting area (local authority LA) as a percentage of all persons aged 13 to 14 years within each area Fingertips Indicator ID: 92896 Sex: Female Age: 13-14 yrs Recent trend: c("Cannot be calculated", "No significant change")



Women's Cancer Screening rates

Breast, Cervical and Bowel cancers are the most common amongst women in the UK. Numerous national screening programmes are in place to help detect the early signs of many cancers and help improve the outcomes following early detection. One in 4 women will be diagnosed with breast cancer.

Cervical, Breast & Bowel Screening Uptake for Southend PCN's



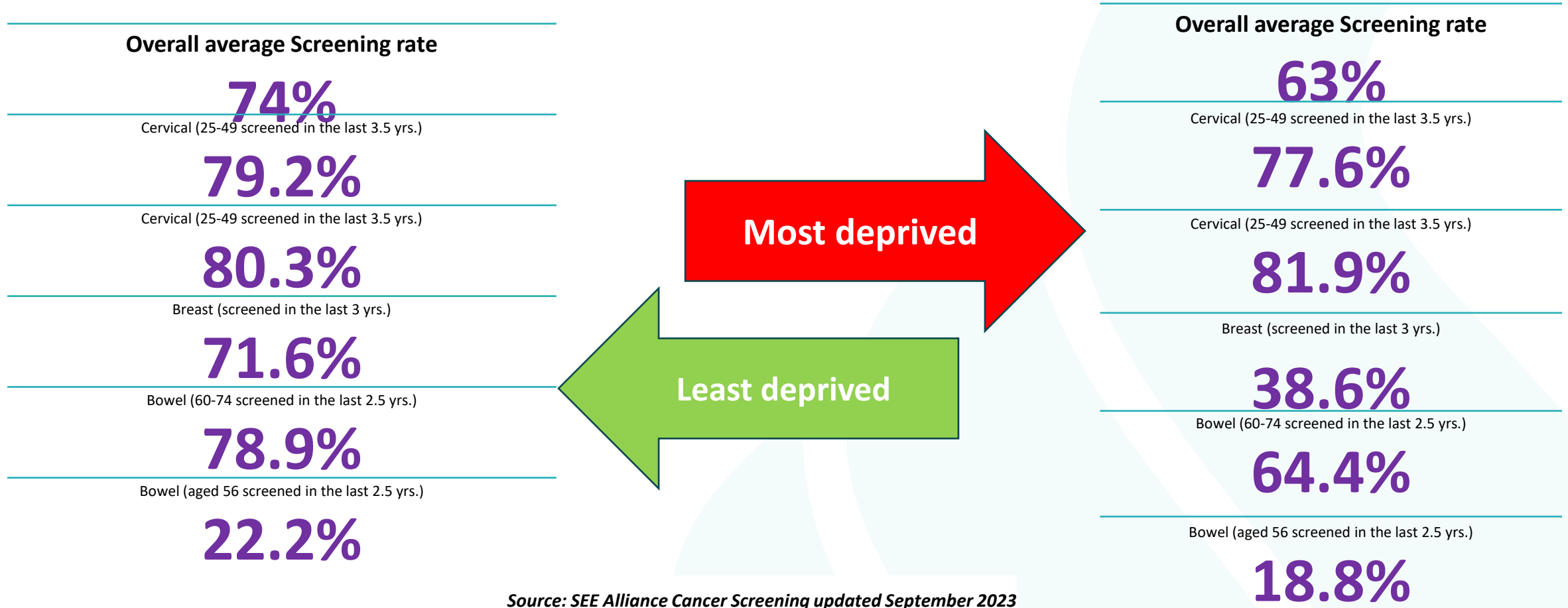
Breast screening coverage **in Southend** is lower than England average, and markedly lower in more disadvantaged communities.

Cancer screening rates are also lower **in Southend** for women from minority ethnic communities.

Cervical cancer screening prevents over 7 in 10 cancer diagnosis. Cancer screening rates are lower **in Southend** for younger women but higher than the England average.

It is predicted, that more than 1 in 2 people diagnosed with bowel cancer (3rd most common cancer) in England survive their disease for ten years or more.

Southend's Cancer screening rates by deprivation



Long-Acting Reversible Contraception (LARC)

Access to the full range of contraceptive methods at a location and time that meets the needs of women is vital to minimise risks and consequences of unintended pregnancy. A popular chosen contraceptive method is the Long-Acting Reversible Contraception (LARC), referred to as a 'coil' or an 'implant'.

Young women from the poorest background are ten times more likely to become teenage mothers than those from a wealthier background. The Southend Brook sexual health service provides LARC and in the 9 months to December 2023, 755 people approached Brook, and 100% were offered an appointment within 14 days and had this fitted within 6 weeks.

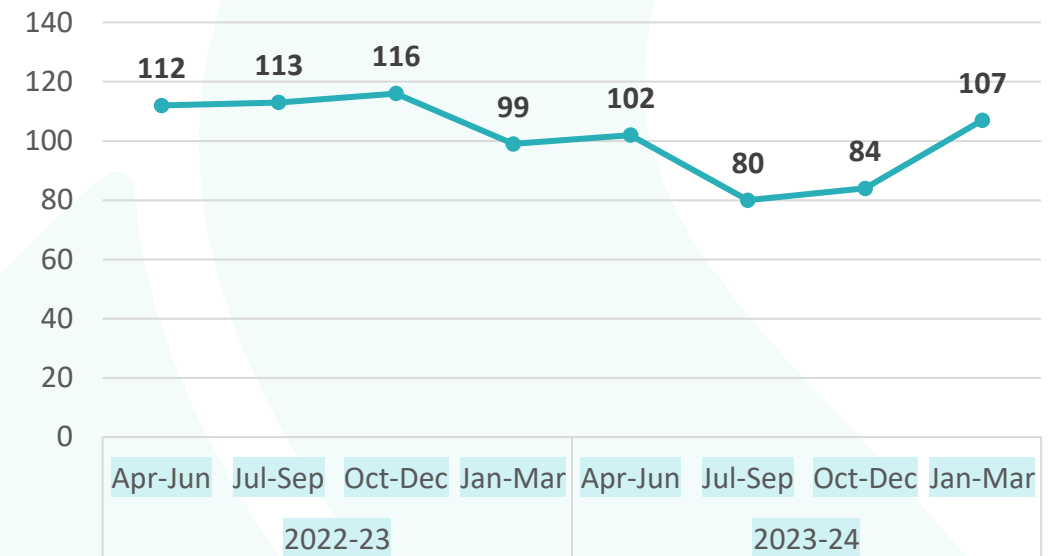
However, when accessing via GPs there have been waiting lists for LARC that previously left some patients having to wait up to 6 months for a GP-led LARC procedure. This has led to some residents travelling out of Southend for a quicker appointment.

WHAT IS LARC?

Long Acting Reversible Contraception



GP LARC Procedures in 2022-23 and 2023-24



Southend was found to have lower than England rate of GP-prescribed LARC, resulting in the initiation of a pilot with a Primary Care Network (PCN) to ensure women's access to LARC was more convenient, with less of a wait and less travel.

Working in Partnership for Women's Health

- ✓ Wider local health promotion including Women's Health community events with Muslim and Hindu women.
- ✓ Completed a pilot in Southend East Primary Care Network (PCN) for cervical screening by engaging neighbourhood community assets (such as hairdressers, nail bars, etc).
- ✓ System-wide collaboration on menopause and raising awareness through businesses, workplaces and the community.
- ✓ Engagement in the development of a Women's Health Strategy with Mid and South Essex system partners to identify areas of focus, including long-term contraception.
- ✓ Additional vaccination pop-up clinics and supporting HPV uptake in schools working with Essex Partnership University Trust.
- ✓ Completed a LARC pilot with Southend East PCN.



Key Actions and Initiatives

Recommendations (1)

| Theme | Actions | Leads |
|---|--|---|
| Flu Vaccination | Extensive social marketing campaigns and targeted vaccination clinics for pregnant women, people most at risk and children aged 2-3 years. | EPUT, MSE ICB, SCC (ASC,Public Health, Comms), SAVS |
| MMR Immunisation | Consider more pop-up clinics to increase uptake in identified geographical areas and some social marketing campaigns. | EPUT, MSE ICB, SCC (Public Health, Comms, Early Years), SAVS |
| Pneumococcal Vaccination for People with Learning Disabilities | Promote preventative health to increase the uptake of the Pneumococcal Vaccine amongst people with learning disabilities, including easy read material. | MSE ICB, PCNs, SCC (ASC, Public Health) |
| Development of Family/Community hubs | Launch and test and learn a new offer for the Family Centres, embedding good practice and activities to optimise the legacy of A Better Start Southend, the Start for Life programme and exploring the Family Hub model for Southend City. | SCC (Early Years, Libraries, Arts&Culture, Communities, CSC, Public Health), SEE Alliance, SAVS and Third sector partners |

Recommendations (2)

| Theme | Actions | Leads |
|---|---|---|
| Oral health in young children | Targeted and tailored oral hygiene communication (oral health literacy), with supervised toothbrushing interventions in early years and primary schools (Reception Year) settings. Have a targeted focus on children in deprived communities, looked-after (LAC) and in special education (SEND). | SCC (Education, Early Years, Public Health), MSE ICB, Early Years settings, Schools |
| Transforming school health service | Co-design the future of school health and wellbeing offer through collaboration between school nurses, schools and wider partners; to include mental health and wellbeing, school immunisation, health champions, healthy schools and support for home educated young people. | SCC(Education, Public Health), Schools, MSE ICB, EPUT, Active Southend |
| Work and Health | Working collaboratively across the system to reduce ill-health associated workforce inactivity, with a focus on mental health and musculoskeletal health conditions. | MSE ICB, PCNs, DWP SCC |
| | Multi-disciplinary research and joint working between SCC and local academic institutions to understand the multiple drivers of poor health outcomes in coastal communities and test effective interventions and solutions. | HDRC (SCC is a core member), MSE ICB, Healthwatch Southend, SAVS |

Recommendations (3)

| Theme | Actions | Leads |
|-----------------------|---|---|
| Women's Health | Improve pathways between specialist sexual health clinics and wider sexual and reproductive health services, decrease waiting times and increase access to LARC. | SCC, PCNs, Southend Brook, SEE Alliance |
| | Roll-out PCN-led cervical screening localised campaign in the community. | PCNs, SEE Alliance |
| | Develop a social marketing insights into barriers to breast screening ready for spring commissioning, with additional mobile screening service from summer/autumn 2024. | SCC, PCNs, SEE Alliance |
| | Targeted Women's health community event and independent review to identify specific community needs. | SCC, SEE Alliance, Healthwatch Southend, SAVS |
| | Broadened system-wide awareness campaign on menopause through workplaces. | SCC, SEE Alliance |
| | Increase HPV vaccine uptake through targeted action plan to ensure coverage for prevention. | SEE Alliance, EPUT, SCC, Schools |

APPENDICES

Progress with 2022-23 Recommendations (1)

| Recommendations | Update |
|--|--|
| CORE20Plus5 – Health Inequalities | |
| 1 MSEICP has developed a wider strategy and plan to target these areas of focus and are being delivered through the South East Essex Alliance | This is gaining momentum in terms of a place-based commissioning model being set up. New resource (£600,000 in Southend) distributed from MSE's Health Inequalities funding, with partnership working with the voluntary sector and Primary care sector. Identification of the root causes of the CORE20PLUS5 in our most vulnerable population groups. |
| Smoking Cessation | |
| 2 Continue to promote stop smoking services and provide a range of support options to residents motivated to stop smoking | Promotion greatly enhanced through Council website and social media platforms - 'Commit to Quit', with No Smoking Day campaign (13 th March 2024). In person support options include community pharmacy; general practice and vape shops. New online offers through Swap To Stop vape products and Nicotine Replacement Therapy products - Housebound and Shoeburyness residents. |
| 3 Focus efforts on routine and manual occupations; residents during pregnancy and at time of delivery; those with a mental health condition | An upgrade to the Quit Manager reporting tool has improved the identification of targeted resident groups with local campaigns – Stoptober and No Smoking Day. Dedicated maternity professionals (Southend Hospital) to support residents during pregnancy and at time of delivery. |
| 4 Deliver stop smoking services that align with NHS and evidence-based standards and guidelines | Developing local plan for the 'Smoke Free Generation' ambition. Successfully secured the Swap To Stop online vape products to support housebound and Shoeburyness's residents. |
| 5 Training and support to ensure accreditation standards of advisors are maintained and increase the number of advisors | Training continues to ensure quality service provision, with 54 Level 2 advisors covered. 42 quality assurance audits have been completed for all stop smoking service settings. |
| 6 Improve referral pathways for allied health and community services to support residents to access stop smoking services | Referral pathways reviewed and process are in place to provide simple referral options via the Southend Council website and a dedicated email address. |
| 7 Reviewing the current stop smoking service offer and further scoping community pharmacy provision | Completed as part of the Healthy Behaviours review and included in the Healthy Lifestyle services procurement, with additional funding for 2024-2025 – new national grant. |
| 8 Smoking in Pregnancy - Exploring new ways of improving referrals with the dedicated Public Health Midwife supporting engagement and training with clinicians | Named midwife in post to provide smoking cessation support in pregnancy - part of Saving Babies Lives. A young parents pilot for smoking cessation, with financial incentives to transition to vapes – NRT is our first line choice, followed by vapes. More quitters have been reported. |
| Maternal Mental Health | |
| 9 Introduction of the maternal mental health service to include supporting families that have suffered early pregnancy loss and pregnant people who have had babies placed in foster | New 'By your side' soft launched on the 9th October which was 'Baby Loss Awareness' week. MSEFT (agreed in principle) is hosting the midwives and due to some recruitment challenges, it is unlikely that all the midwives will be in post by April 2024. |
| Respiratory Conditions | |
| 10 OHID-funded pilot location for COPD Connectors program from 2022-2024. This is to equip, empower and capture 'lived experience' of patients living with COPD in the 6 most deprived wards to reduce A&E usage | Programme is gaining momentum and will link into Community Connectors with a focus on engaging and collaborating with residents to better understand the drivers of inequalities experienced by our communities. The Connectors will gain valuable experience through training workshops and coaching support. |

Progress with 2022-23 Recommendations (2)

| Recommendations | Update |
|---|---|
| Cardiovascular Prevention | |
| 11 Focus more interventions where the expected prevalence is likely to be higher, through targeted health checks and increasing other public health actions, such as improving physical wellbeing | Health Checks - the gap between most deprived and least deprived has narrowed with 48% (2023-24) of checks delivered to the most deprived areas; 34% in 2022-23. The total health checks completed have increased as well to 3337 (2023-24) from 2866 (2022-23). We have seen only a small increase in identified patients referred onto the Wellbeing Referral service. |
| 12 Reviewing contract with Providers to support NHS delivery to eligible population groups | Health checks 23 out of 24 GP Practices delivery against agreed targets – the remaining practice has agreed a contract and will deliver from April 2024. Discussion continues with PCNs and MSE ICB Lead in relation to more CVS risk reduction initiatives. |
| 13 Working cross boundaries at SET level to create a joint template on recording to facilitate engagement and increase health check uptake | Shared reporting in place to inform GPs and PCNs' clinical directors about performance with monthly reporting sent out to GPs. |
| 14 BP monitors distribution to residents in need, in most deprived areas | Significant progress made with 10 least performing practices with over 150 BP Monitors allocated to them. More BP Monitors will be distributed across Southend in 2024. |
| 15 Improve recording through engaging with GP Practices | There are a number of initiatives in place to reduce cardiovascular risk in our population. More place-based interventions required. |
| 16 Supporting Primary Care Network (PCN), partners, voluntary sector to support and empower more vulnerable residents with positive lifestyle choices | Improved data input onto a new template for BP@Home programme. 'Know your number' campaign ran in September 2023 to raise awareness on the risk of high blood pressure, signpost people to check their BP in pharmacies/GPs. Social media messages to promote healthy behaviours. Distribution of the Cost of Living booklet (14000 copies) with health focused information including signposting. Carried out BP case finding activities in outreach events. |
| 17 Continue to share knowledge, learning experiences and stories from the local area | The COPD Connectors engaging directly with decision makers on gaining insight to the experiences of others living with COPD regarding accessing local services. Some stories have been captured in various reports by SAVS and MSE. |
| Cancer Prevention | |
| 18 Southend Lung Health Check commenced | This started in April 2023 and will be evaluated in 2024-25 |
| 19 Pilot with Shoebury PCN for cervical screening and engaging neighbourhood community assets (hairdressers/nail bars etc.) | Cervical Screening Awareness week (June 23) – targeted campaign material for people 50-64yr olds; a localised stakeholder list was created with our community capacity advisor. 47 more screens were carried out - PCN advised that there were no DNAs for smear tests. Campaign materials adjusted for 25-49yr olds (Cervical Cancer Awareness Week, January 24). Currently exploring with MSE ICS potential to expand on West Central PCN's pilot of text messaging service. |
| 20 Social marketing insights into barriers to breast screening, cervical screening & bowel screening for women 50+ population | Exploratory work carried out to establish barriers and enablers for women accessing breast screening, led by Southend East PCN. Improvement in both data capture and analysis are progressing across cervical, breast and bowel cancer screening programmes. Social marketing planned for spring 24 prior to the mobile breast screening unit being sited within Southend. |
| 21 Review of the historical data and uptake at neighbourhood level of breast screening and cervical screening | Data extraction for individual screening uptake across cervical, breast and bowel cancer screening completed. Established work alongside the Women's Health Strategy task and finish group and to support identified areas for development. Screening information. Cost-of-living booklet to provide life course approach infographic for population screening. Promoted breast screening and cervical screening through the Women's Health Day for our Muslim population. Created a women's health page through Livewell Southend. |

Progress with 2022-23 Recommendations (3)

| Recommendations | Update |
|--|---|
| 22 Campaign at neighbourhood level for screening taking place in that neighbourhood (screening rounds) | Goal is to increase uptake in line with the screening round cohorts. A priority group is first time screeners, although these women are likely to be working age and there are no appointments beyond 4pm or at weekends. A provider has been agreed for the social marketing plan to look at what challenges and barriers exist for women for access and what we can do influence uptake. |
| 23 Lung Health checks and early detection of lung cancer conditions | This started in April 2023 and will be evaluated in 2024-25 (Duplication) |
| 24 Work with GPs to improve ethnicity and postcode data recording with regards to Colon cancer | Early stages of working with PCNs/ Population Health Management specifically to improve ethnicity recording across all 5 clinical Areas of CORE20 PLUS5 including Colon cancer. |
| 25 Continue to work with GPs with extending the pilot for Prostate cancer detection in the male population | On-going conversation with health partners and colleagues from Essex, regional partners and NHS England on definitions, eligibility criteria, care pathway etc. |
| Children - Improved Management of Diabetes and Epilepsy | |
| 26 Explore improved diabetes diagnosis and ensuring that children are managed effectively in primary care is essential in preventing hospital admissions and poor wellbeing outcomes | Work currently being undertaken with family transition from child services to adult services. Work is being done to improve education around healthy eating and weight management. Community diabetes teams and acute teams are working more closely to improve management of childhood diabetes, by improving day to day management. Livewell Southend updated and signposting to healthy eating guidance for families. |
| 27 Improving epilepsy diagnostics and management of people living with this condition | There has been a delay in initiating the improvement plan and this will not progress in 2024-25. |
| Children – Oral Health | |
| 28 A system-wide approach to improve oral health and associated benefits for the most vulnerable children and young people | Roll out of oral health program in schools and nurseries across Southend and Shoebury. Currently targeting 10 schools and 10 nurseries to sign up for the program, ranging from bronze (tooth brushing), silver (healthy smiles plus) or gold (healthy smiles plus Accreditation). Collaboration from ICB regarding funding for nurseries. Dent-aid bus - access for LAC children who require more urgent dental care with a view to registering with a dentist for regular check-ups. More worked planned in 2024-25. |
| Mental Health and Wellbeing | |
| 29 Continue to improve access to mental health diagnostic, management and support and the agreed action with the Suicide Prevention Plan | Targeted provision now includes Friends For Lives Community Engagement and Training course delivery and a Southend Suicide Prevention Network Resident Engagement Forum delivered by Trustlinks. A bereavement by suicide support service launched, providing specialist support to residents. The Local Government Association published a Southend, Essex and Thurrock suicide prevention case study. – Wellbeing Calls Service (for depression diagnosis). |
| 30 Expand the Southend, Essex and Thurrock plan for the transformation of mental health services and support for children, young people and young adults | Raising awareness of activity happening in the partnerships. A mental health mapping exercise completed (Sept 2023), to explore what is available to families at different levels. Healthy schools is leading on a school health profile tool, but this will need to be reviewed. To complete an evidence review on Children and Young People Social Prescribing. Mental health mapping exercise looking at school provision completed and now in the process of evaluating our findings and explore next steps. The updated Mind Self Harm Toolkit that has been circulated to all Southend schools. |

Progress with 2022-23 Recommendations (4)

| Recommendations | Update |
|---|---|
| Immunisations – Flu, COVID, MMR | |
| 31 Winter planning | Infection prevention and control training for care home settings delivered in July and November 2023. Winter planning toolkit disseminated across social care settings. |
| 32 COVID Booster and Flu Campaigns | Collaboration with NHSE, EPUT and PCN's has seen a gradual increase in uptake in flu jabs. Actively collaborated with MSE on local campaigns across social media and LiveWell Southend. Utilised Civic Centre to support community clinics. Pop-up COVID vaccination at World COPD event. Exploring opportunities for additional clinic options in community to support increase uptake – such as in Libraries and Family Centres. |
| 33 Potential pop-up clinics to support increased uptake in low MMR uptake areas. | 2 MMR/childhood vaccination call and recall clinics in August supported with targeted letter to parents/carers of those missing their MMR vaccination. MMR childhood vaccination clinic operated concurrently in October half term alongside staff flu vaccinations. Freshers week student vaccination campaign utilising the Forum Big screen. Primary School vaccination catch up campaign delivered by EPUT with MMR focus early 2024. MMR information leaflets provided to the Youth Council in November 2023. |
| 34 Collaborative working with Southend City Councils and PCNs to increase all immunisation programmes. | Work informed by the latest public health intelligence pack on Health Inequalities. Renewed focus on 2-3 year olds (work in progress with lead GP), care homes and people with long term conditions (much work needed in this area). |
| Childhood and Adult Obesity | |
| 35 Continue to develop more varied opportunities to increase physical activity and promote healthy weight; promote a whole system approach to support healthy food choices and a Healthy City policy. | Planning team - Health Impact Assessment guidance strengthened with the development of a Health Inequality Tool to inform decision making in planning processes. Developing a healthy city policy, with 2 workshops led by the Town and Country Planning Association (TCPA is a renowned charity in this field) with strategic health priorities aiming to reduce health inequalities. Leisure Team carrying out market engagement with operators that have expressed an interest in managing the leisure centres, when the new contract starts from 1 July 2025. New tennis operator to manage the parks tennis programme. Arts & culture - The museums and galleries offers heritage walks around the city. New pilot role of Museum Wellbeing Assistant introduced with additional activities and events to promote physical and wellbeing. Next steps agreed. |
| 36 Collaborate through the Population Health Improvement Board and the South East Essex Alliance, with a range of partners, to influence both primary and secondary prevention programmes. | SCC work closely with MSE ICB and SEE Alliance, and Essex and Thurrock councils to explore what improvements could be made to the adult weight management offers across the region – A review of wellbeing referrals (referred to as Tier 2 interventions) is gathering pace for 2024-25. |
| 37 Focus on healthy school settings and encouraging children and young people to adopt healthy behaviours and embed lifelong changes. Increase uptake of Health4Life programme. | More Youth Health Champions (YTC) training completed with a dedicated Livewell Southend webpage in development. Healthy Schools – schools starting to renew their status and, where possible, achieve enhanced healthy schools status – a new digital offer is proposed. School health profile work suspended and will be review as part of the proposed School health and wellbeing service. Health4Life programme has been successfully running to cover primary schools with 79 families supported; target was 80. Discussions taking place on providing a Health4Life summer programme which will focus on secondary aged children, in partnership with Southend United Community Educational Trust (SUCET) for the physical activity element. |

Progress with 2022-23 Recommendations (5)

| Recommendations | Update |
|---|--|
| Family Hub Development and Protecting & Safeguarding Young People | |
| 38 Develop our ambition to be a child friendly city and our approach to helping the most vulnerable children, young people, families, and communities needs to reflect these values. Development of a Southend Family and Community Hub system approach to transform the services for the best start in life. | We have now reconfigured our Family Centres so it can continue to focus on the provision of more impactful interventions and support for our most vulnerable communities. Our next stage will be developing Family/Community Hubs across the city. The Early Help framework continues to be embedded across the whole system – The Threshold and Neglect Safeguarding Partnership subgroup has an oversight of the progress of this. |
| 39 for Children, Young People and Families – Partners to develop a radical proposal to support the creation of a more energised approach to the provision of shared services. | First stage on restructuring the current offer at Family Centres is being completed, following an extensive public consultation and a new more efficient service will be launched in September 2024, with the refreshed Early Help framework being implemented – training in place. |
| Wider Inequalities | |
| 40 Ethnic Minority Groups - start health-focused neighbourhood conversation to share information on new PCN services, NHS Health checks, and other areas (including women's health). | 2 health-focused ethnic minority events held [In conversation with your neighbourhood]. First event Women's Health Day - a ladies only group from Muslim faith - menopause, breast cancer, sexual health, diabetes, NHS health checks. Second event held for the Hindu community. |
| 41 Carers and people with disability - Continue to build relationship and share health related information / services / campaigns with key community groups. | The Caring Well strategy and multiagency forum in place to improve the information, advice and support for both adult and young carers. Actions to promote health checks and identification of carers in health settings. Co-production activities completed and refreshed Livewell Southend platform now launched, with positive feedback from the national government department. |
| 42 People experiencing homelessness - Create health pop-ups at food provision places to carry out NHS health checks etc. and COPD connectors to recruit a homeless person. | Communities team running the Dental Aid project at One Love/ SVP to improve access to dentist for the homeless community; MSEICB's funding extended (March 25) and remit will be widened. Everyone Health in collaboration with Dr Siddique to start undertaking preventative health measures with the homeless population. Various partners supporting One Love (family foodbank) with advice sessions. COPD Community Connector working with a female homeless resident. |
| 43 Veterans' Health - Build network with provision of targeted information around specific health services / provision and campaign through the stakeholders. COPD connectors to recruit a veteran. | Armed Forces Working Party initiated in November 2023. Engagement and Participation team (SCC) leading on the implementation of Southend-on-Sea Armed Forces Covenant pledges. COPD Community Connector has a veteran in their group. SE Essex Alliance – we now have 11 Veteran-friendly accredited GPs. |
| 44 LGBTQ+ - Working alongside GP practices to become LGBT Accredited. Improving the birthing practices & experiences for transgender parents. Work alongside Healthwatch Southend on a number of improvements to the LGBTQ+ experiences. | MSE ICB took part in the Pride in Practice programme and over 500 primary care professionals received the training. Whilst many practices received the training (covering 3 out of the 4 PCN groups) and found it valuable, some onward assessment were not completed due to capacity and demand in the practices. Southend Medical Centre achieved the Gold Accreditation and Queensway Surgery is awaiting sign off on their completion. |