

BLACKPOOL COUNCIL
REPORT
of the
HEAD OF LEGAL AND DEMOCRATIC SERVICES
to
THE GATEWAY AREA PANEL

THE GATEWAY AREA FORUM MEETING
HELD ON WEDNESDAY 10TH NOVEMBER 2010

1. Introduction

The Chairman of the Area Forum and Ward Councillor for Brunswick, Councillor Gary Coleman welcomed members of the community to the meeting and explained that this was one of a series of seven meetings hosted jointly with the NHS Blackpool to promote the 'Altogether Now' project.

2. Context

The Area Panel at its meeting held on 8th September had agreed to support the Special Forum and suggested the Salvation Army building would be an appropriate venue.

3. Theme

Mr Ian Treasure, Deputy Director of Partnerships, NHS Blackpool explained that the 'Altogether Now' project was as a result of directive from Mr Mike Farrar, Chief Executive of NHS North West, the Strategic Health Authority for more partnership working between sporting organisations and the NHS. He added that, as NHS Blackpool was located at Blackpool Football Stadium, it was an obvious choice to work in partnership with the Football Club and it was considered that their involvement would influence children and young people and their parents to adopt lifestyles that were more positive. With the additional involvement of Blackpool Council, a shared health theme could be developed and make services more accessible for the community to look after their health.

The Forum was advised that the 'Altogether Now' project had four Tangerine Targets, each with their own high profile Ambassador:

- Physical Activity – Ian Holloway, Blackpool Football Club Manager
- Lifestyle – Shelly Woods, Paralympian
- Childhood Health – Steven Croft, Lancashire Cricketer
- Mental Health and Wellbeing – Jimmy Armfield CEB, Local Football Legend

Mr Treasure reported that within the four Tangerine Targets there were eight identified health priorities, which would form the strategic planning targets:

- Smoking – the biggest preventable disease and cause of most problems
- Heart Disease and Alcohol Abuse – lifestyle, physical activity and diet
- Mental Health – mild anxiety to acute problems
- Sexual Health

- Childhood Obesity – national issue, child nutrition
- Cancer – unhealthy lifestyle
- Substance Misuse – illicit drugs

Ms Janette Hopkins, Public Health Nurse Consultant, NHS Blackpool advised the Forum that the health goals for 2008/ 2013 were to improve the life expectancy of Blackpool residents by 10% and reduce the difference in life expectancy between 20% of the most deprived areas of Blackpool and the Blackpool average by 10%.

She added that the vision of NHS Blackpool was to improve health and wellbeing through the commissioning of high quality health and healthcare services that were modern, truly patient centred and provided in the most appropriate setting. Ms Hopkins explained that whilst the life expectancy in Blackpool had increased it was still well below the average nationally and in the North West and health inequalities had widened and needed to be addressed. She reported that a baby born in Blackpool today had a life expectancy of 79 years, if the death rate remained the same. However, death rates had improved over the years through vaccinations, sanitary reforms and healthcare and further improvements could be made to increase life expectancy.

The Forum was provided with details of the six main causes of excess deaths in Blackpool, the main one for both men and women was digestive disease including liver disease. Ms Hopkins reported that social circumstances had an impact on health and 43% of Blackpool's residents were within the most deprived quintile. She explained that poor social circumstances, such as housing, employment also affected a person's ability to access health facilities. Ms Hopkins provided the meeting with a number of life expectancy statistics relating to levels of deprivation and all three wards within The Gateway Area boundary, Brunswick, Claremont and Talbot were within the bottom five.

Ms Hopkins advised the Forum that priorities for 2010/ 2011 had been established and aimed to target the causes and not just the diseases. She added that consideration had been given to which health issues had the most impact and what services had the most success. The 'Altogether Now' project had been developed to address the following priorities:

- Cardiovascular disease;
- Cancer;
- Smoking;
- Alcohol and Substance misuse;
- Accidents
- Sexual Health (including teenage pregnancy);
- Mental Health; and
- Childhood obesity.

During the meeting, residents of The Gateway Area Forum were given the opportunity to comment, using voting key pads, on what they perceived to be the health priorities for their community. Mr Richard Emmess, Director of Partnerships, NHS Blackpool facilitated this process. He explained that the purpose of this exercise was to understand the community's perceptions and use this evidence to address issues in the future and set appropriate priorities. He added that the two Forum meetings held earlier in the week had provided different results than expected by the NHS Blackpool.

1. Do you think that tackling smoking is a priority in your area? - 67% strongly agreed.

2. Do you think that tackling heart disease is a priority in your area? - 58% strongly agreed.
3. Do you think that tackling alcohol misuse is a priority in your area? – 92% strongly agreed.
4. Do you think addressing substance misuse issues in your area is a priority? – 75% strongly agreed.
5. Do you think that addressing the mental health issues is a priority for your area? – 58% strongly agreed.
6. Do you think it is a priority to address sexual health issues in your area? – 50% strongly agreed.
7. Do you think that tackling childhood obesity is a priority for your area? – 42% agreed and 42% disagreed.
8. Do you think that tackling cancer should be a priority for your area? 92% strongly agreed.

Following the voting, Mr Emmess provided the Forum with information regarding the priority areas previously identified using Mosaic software for the Borough. The statistics highlighted that in the following areas The Gateway Area Forum had the highest number of incidents:

- Hospital admissions for fractures
- drinks 3 or more times week
- All Cancers
- Hospital admission for coronary heart disease
- Cigarette smoker

However, the area had the lowest and below the national average, number of incidents of obese children.

Mr Emmess reported that the results of the evening's voting exercise had closely mirrored the above priorities and invited residents to comment on any health issues that they considered had been overlooked. He added that the reports from all seven Area Forum meetings would be utilised to influence the commissioning of services and the final report would be published on the NHS Blackpool website. Mr Emmess explained that the report would also be in paper format, if required.

4. Conclusion

The purpose of the meeting was to provide residents with an opportunity to comment on what they perceived to be the health priorities in their area and influence the commissioning of future services in The Gateway Area Forum area.