

# North Lincolnshire

## A snapshot of our people and place

Director of Public Health Annual Report 2017





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# Foreword

I am delighted to present my first Director of Public Health Annual Report for North Lincolnshire.

I would like to thank all my colleagues across the council for their fantastic work in strengthening a whole council approach to public health and for their contribution to this report.

North Lincolnshire is a healthy place to grow up, live, work and age well, with more assets and strengths than many of our regional and neighbouring authorities. We have access to green spaces, healthy places to live, work and socialise, and quality affordable housing.

Our ambition in North Lincolnshire is to be the best place to live, work, visit and invest and we are committed to achieving a population which is safe, well, prosperous and connected. Happy, healthy, connected people are more likely to live longer, be more resilient to adversity and stress, and achieve economic growth. In this report I want to share with you some of the incredible assets we have, and can build on, to strengthen population health and well-being.

In my report I have provided a snapshot of the health of the community, described some of the key factors that influence our health, highlighted some of our assets that protect and promote good health and celebrated some local achievements over the past year. I have also determined three key priorities for the coming year which will create the conditions to enable a meaningful improvement in health and wellbeing outcomes for the people of North Lincolnshire.

It is my ambition to achieve the best health and wellbeing outcomes for the people of North Lincolnshire and I look forward to working with you all to realise this. Thank you.



Penny Spring

Penny Spring

Director of Public Health







# 1. North Lincolnshire – a snapshot of our people and place

In North Lincolnshire we have a slightly older population than average with a falling birth rate. This could change over the next two decades as new employment and training opportunities, housing and leisure developments come on stream, which will attract more working age families into the area.

North Lincolnshire has an estimated population of 170,800 residents. Between now and 2025 this is expected to grow by 2% (4,000), which is a slower rate of growth than previously. Much of this growth is anticipated amongst people of retirement age.

At the last census around 7% of people were from minority ethnic groups. The largest and fastest growing BME communities in North Lincolnshire are migrants from the EU accession states, although the area has a settled Asian community.

There is a strong sense of place evolving throughout North Lincolnshire. The Council is planning to improve the experience of visitors, workers and students coming into Scunthorpe Town Centre and transforming it into a place with thriving museums, theatres, restaurants, café bars and leisure facilities.

North Lincolnshire is an attractive place to live, with average wages for those in full time work being higher than the regional average and with lower house prices and access to a rich and diverse natural landscape.

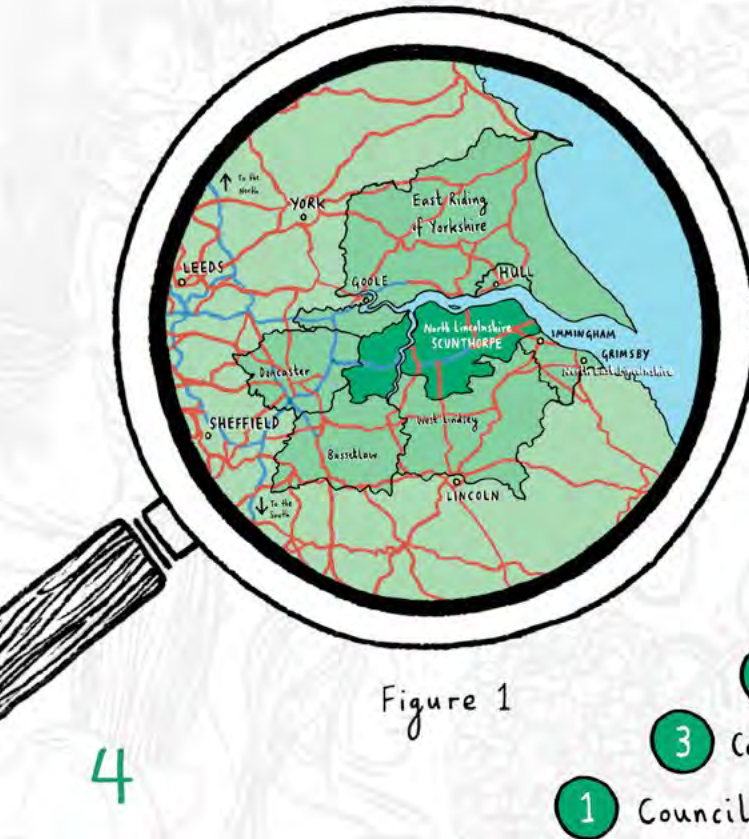


Figure 1

# 2. Our Health and Wellbeing

North Lincolnshire has a positive story to tell of improvement and achievement.

We achieve above average levels of school readiness and educational outcomes; we have stable employment, high quality housing, above average rates of home ownership and high rates of health literacy amongst our young people.

Life expectancy is at its highest level in North Lincolnshire and continues to improve each year, in contrast with recent regional and national trends where life expectancy has decreased. The gap in health outcomes between men and women is also narrowing and is half what it was 25 years ago.

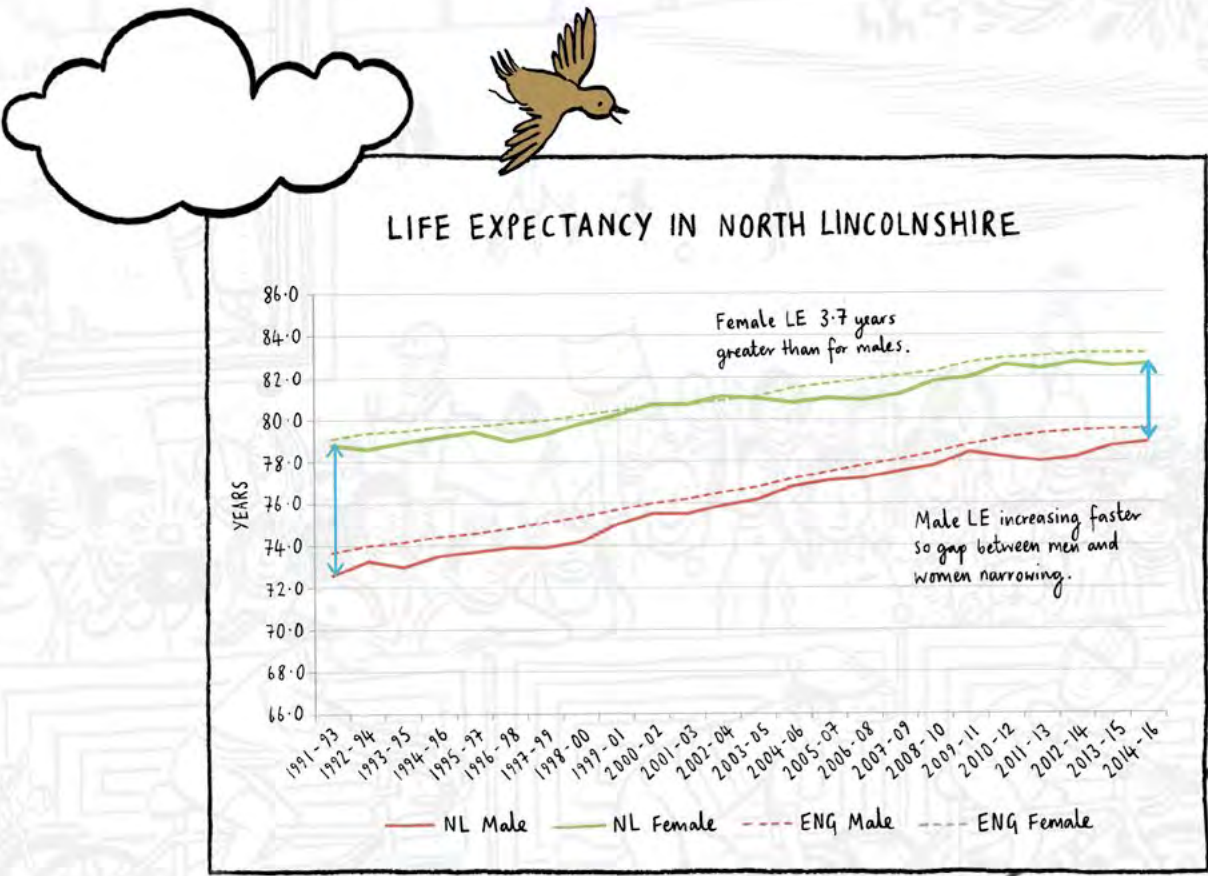


Figure 2



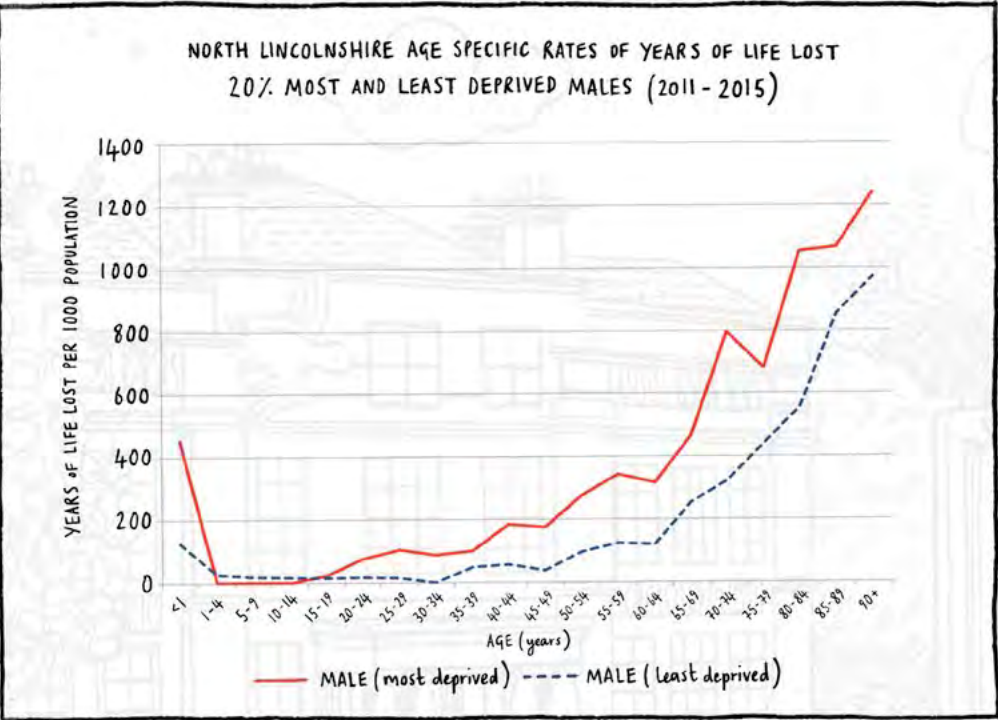


Figure 3

However, improvements vary across the area and there is a 10 year gap in life expectancy between our most and least disadvantaged communities. The decline in smoking came later than average in North Lincolnshire and so our residents continue to experience the impact of higher rates of smoking and high rates of employment in heavy industry, including a higher incidence of some cancers and respiratory diseases.

Rates of early deaths from cancer, heart disease and stroke have halved in North Lincolnshire during the last two decades and have declined more steeply here than elsewhere. However, the incidence of diseases such as lung cancer, chronic lung disease, atrial fibrillation and chronic kidney disease remain above the national average, whilst more people are living with long term conditions such as diabetes, chronic back and neck pain, and dementia.



### 3. What influences Health in North Lincolnshire ?

It is generally understood that our health behaviours and our genetic make-up contribute to our health; however the circumstances in which we are born, grow up, live, work and grow old are far more important in determining our health. These social determinants (shown in Figure 4) can powerfully influence our ability to make healthy choices. This can result in increasing levels of ‘lifestyle diseases’, including obesity, diabetes, cardiovascular disease, respiratory disease and cancer.

It is the variation in these social conditions which results in people experiencing different health outcomes. This is referred to as the social gradient in health.

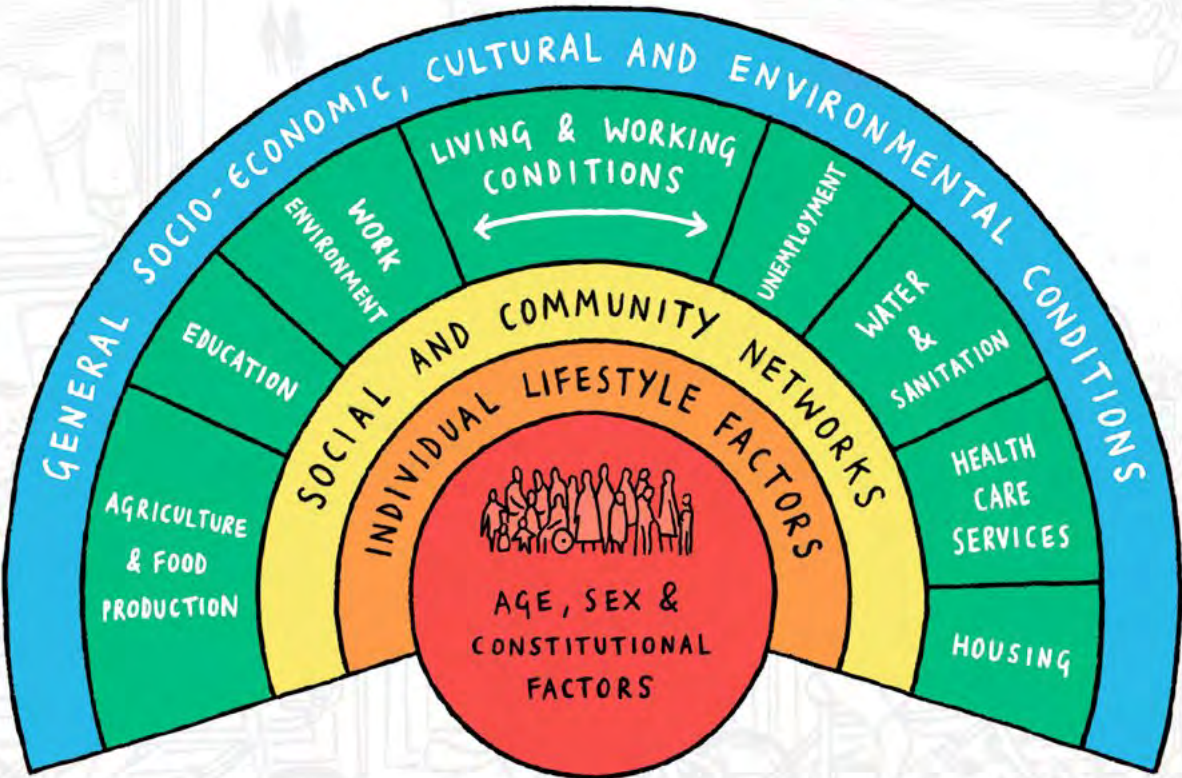


Figure 4

Source : Dahlgren and Whitehead , 1991



# 4. Maximising the strengths and assets in our communities

We know that that people's wellbeing is improved if they are well-connected to other people and involved in their communities. Identifying community assets (strengths) and working alongside local people to build on these assets creates a different way of working, focusing more on what available resources we can use to enable communities to be healthier and more resilient.

Assets exist in individuals, communities and organisations, and include skills, knowledge, networks, social connections, and physical and economic resources such as green spaces and local businesses.

North Lincolnshire has a wealth of natural greenspace, acres of parks, and hectares of outdoor sports facilities. There are 16 local nature reserves declared and managed by North Lincolnshire Council, including Waters Edge Country Park and Visitors Centre and 3 of our parks have achieved Green Flag status.

Individuals and communities are vital to improving health and wellbeing and in North Lincolnshire, there is a commitment to focus on the assets individuals and communities have. Our residents are actively engaged in

keeping North Lincolnshire safe clean and green, through involvement in litter campaigns as well as in helping to maintain and develop more local green spaces for recreational use.

## Top community inspiring assets in North Lincolnshire

1) Volunteers & health champions  
120 bike race volunteers



300 workplace health champions have been recruited and trained across North Lincolnshire to date.

Community Champions Awards  
175 nominations in 2017.



2) The 2017 Adolescent Lifestyle Survey found that "the majority of children and young people have a positive outlook on life"; the scores are higher than in previous years for 11- 12 year olds in particular.



3) 1,200 people were helped to stop smoking in the last year.



4) 800 voluntary and community groups operating within North Lincolnshire, of which at least 400 are involved in supporting community health and/or wellbeing.







# 5. Public Health is Everybody's Business

Embedding **health and wellbeing in all policies and plans** can reduce health inequalities and improve population health and wellbeing. Many policy areas impact on the wider determinants of health and have an important role to play in prevention; these include housing, transport, spatial planning, community safety, economic development, education.

North Lincolnshire Council has identified being “well” as one of its four key outcomes along with safe, prosperous and connected. Plans focusing on community safety, resilience, prosperity and connectedness have clear links with being “well” for example, safe warm homes, the right jobs, transport, and social inclusion.

Some examples of how Public Health goals are being achieved through partnership and by making Public Health everybody's business in North Lincolnshire are given below:

**Making Every Contact Count (MECC)** training equips workforces and community champions with the knowledge and skills to undertake ‘healthy chats’ with relatives, neighbours, colleagues, clients and patients, who are engaged in health risk behaviours, increasing people's motivation to change. MECC is well embedded in North Lincolnshire, with the number of people trained to deliver healthy chats exceeding 400 a year.

**Partnership** working is key to delivering improved health and wellbeing. In North Lincolnshire there is strong community and user voice representation in all health and wellbeing related partnerships, and strong partnerships between the Council, communities, the NHS, parents and carers, education, businesses and voluntary and community organisations.

5) 1.89 hectares of local nature reserves per 1000 population.

6) 6158 children have now graduated from the Dolly Parton Imagination Library book scheme. All children from birth to five years in North Lincolnshire are eligible for this hugely popular scheme to inspire young children and highlight the importance of reading for pleasure.



7) 12 Children's Centres providing universal early help services, and targeted support to 0-19s in local communities.



8) 534km public rights of way.





**Intelligence support to health service planning** Public health intelligence support is provided to the North Lincolnshire Clinical Commissioning Group (CCG) as part of an agreed annual programme of work. This includes,

- public health profiles of the population at GP practice and Care Network level.
- specific disease incidence and prevalence to inform commissioning.

This underpins all the CCG commissioning needs assessments. The Public Health function also provide commissioning advice and support on a range of key areas such as emotional health and well-being, Long Term Conditions including respiratory health, heart health, cancer survivorship and work with vulnerable groups.

**GP Practices** Our primary care services recognise the importance of prevention. GPs and their wider teams support public health initiatives for physical and mental health,

including referral into the Healthy Lifestyle Service. The Healthy Lifestyle Service includes health trainers, community and workplace health and wellbeing champions and volunteers, specialist stop smoking services, adult weight management, and holistic support to pregnant women to support behaviour change.

**Housing** The Home Assistance policy enables Council staff to target advice and financial assistance at those most in need. This includes giving support to older and vulnerable households to help them repair and heat their homes more efficiently, reducing the risk of needing residential care or hospital admission.

**Environmental Health** aims to keep the vulnerable and frail and elderly citizens independent and well at home for as long as possible. They contribute to this by supporting public health targets around reducing falls in the elderly, decreasing excess cold deaths, improving energy efficiency and keeping people in their home safe and independent for longer.



## 6. Public Health in North Lincolnshire

Key public health policy programmes in North Lincolnshire include tobacco control, physical activity, healthy weight, healthy work, substance misuse, and mental wellbeing. This section provides an overview of the issues and work being undertaken in these areas.



### 6.1 Tobacco Control

#### What do we know about tobacco use in North Lincolnshire?

Smoking is the number one cause of preventable death. Smoking results in more deaths than the next six causes combined.

Whilst far fewer adults smoke these days, it remains higher than average in North Lincolnshire and has not changed in the last decade. In 2017/18 more than 28,000 adults were smokers in North Lincolnshire or 21% of the adult population, compared with 15% nationally. Smoking is responsible for around 300 deaths a year, and a significant number of hospital admissions annually from smoking related illnesses.

Smoking prevalence is much higher amongst certain groups and deprived communities. About 1 in 3 people who work in routine and manual occupations smoke, and smoking is twice as prevalent amongst people with mental health problems.

Our local Adolescent Lifestyle Survey shows a declining trend in smoking in our school age population, with rates now at their lowest level since these surveys began.



What we are doing to reduce use of tobacco:

- **Supporting every smoker to quit**  
The new North Lincolnshire Healthy Lifestyle Service provides stop smoking and is an e-cigarette friendly service.
- North Lincolnshire's Tobacco Control Plan includes further work to **reduce the uptake of smoking by children and young people**, and to support communities to create smoke free town centres, play grounds and other outdoor spaces.



- Our **trading standards team** has a key role in investigating underage sales of tobacco and seizing illicit tobacco. The illicit trade in cigarette harms local public health, providing a supply of cheap tobacco that undermines smokers' desire to quit. Last year Trading Standards identified 6 sales of illicit tobacco products leading to seizures of 44,145 illicit cigarettes and 11.05kg of illicit hand rolling and niche tobacco.

- Helping disadvantaged smokers quit is an important contributor to reducing health inequalities. The current focus for the North Lincolnshire Smokefree Alliance is to identify communities most in need and target evidenced based interventions accordingly.
- Working in partnership with our local NHS colleagues has improved **stop smoking support for pregnant smokers** achieving a 100% referral rate for pregnant smokers from maternity services to our stop smoking services.

6.2 Physical Activity

Being physically active is associated with a wide range of health benefits. These include: improved mental wellbeing; reduced social isolation; reduced risk of heart disease, stroke, diabetes and some cancers; improved bone strength; and reduced risk of falling by older people.

We know that only 26% of local 5 to 10 year olds are active for 60 mins a day, which is the national recommendation, with this dropping as they move through secondary school.

59.9% adults in North Lincolnshire report doing the recommended amount of exercise (150+ minutes per week of moderate intensity physical activity) which is significantly fewer than average for England (66%).

What we are doing to increase physical activity:

North Lincolnshire Healthy Lifestyle Service (HLS) – supports people to become more physically active, in ways that suit them, making best use of our local parks, open spaces and leisure facilities.

**Active Together** - Over the last 3 years this programme supported inactive people in North Lincolnshire to take part in sport and physical activity. Over the three years 2,050 people accessed the project, making a total of 77,600 visits during this time.

2 / 3 OF PEOPLE SAID PHYSICAL ACTIVITY IS NOW AN IMPORTANT PART OF WHO THEY ARE



The evaluation of Active Together indicated that:

- 1 56% REPORTED FEELING MORE CONFIDENT IN VARIOUS AREAS OF THEIR LIVES
- 2 44% OF RESPONDENTS SAID HEALTH CONDITIONS HAD IMPROVED

- 3 49% SAID CONDITIONS HAD STAYED THE SAME & NOT DETERIORATED
- 4 76% INCREASED AVERAGE LEVELS OF PHYSICAL ACTIVITY BY THE END OF THE PROGRAMME

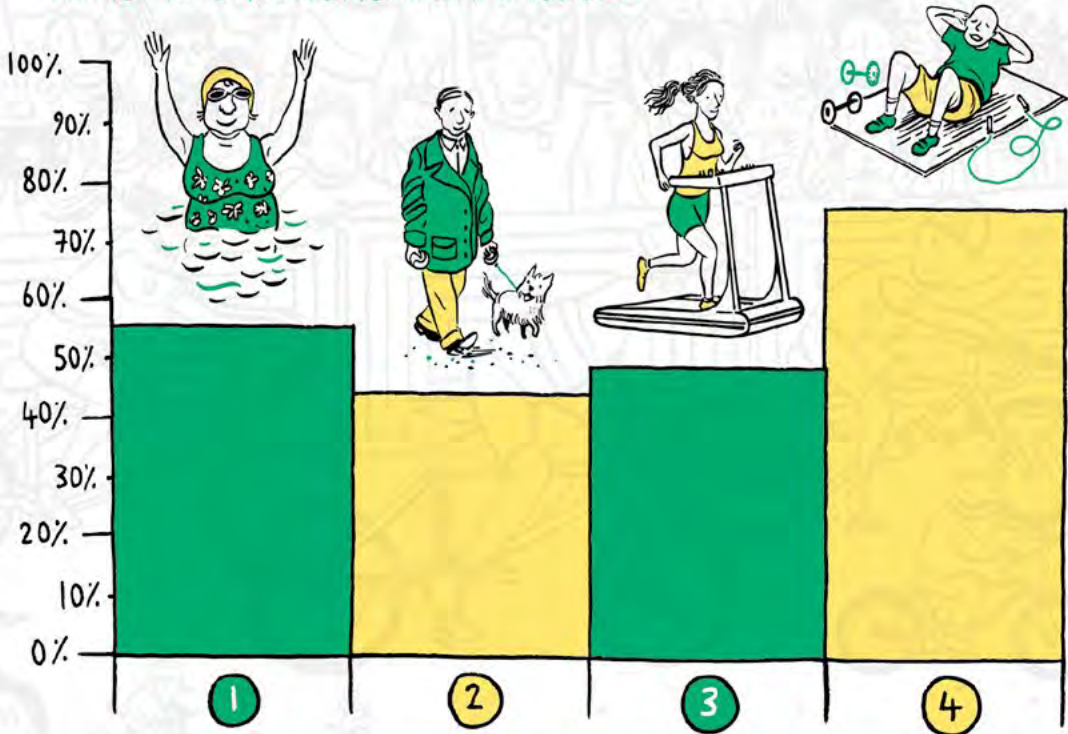


Figure 5



What you said about Active Together :

"The group was lovely and sociable. The tutor is excellent in every way. He has given us confidence and reassurance. I have definitely gained confidence and look forward to coming every week. I feel happier with my life."

Quote from Maureen



"I am in a lot less pain with my joints and feel more confident around water. My goal now is to become an even stronger swimmer so that I can enjoy the water and play with my family in the pool when we go on holiday."

Quote from Lorraine



Tour of Britain Cycle Race

In September the Tour of Britain cycle race held an entire stage in North Lincolnshire. Stage three of the race, saw the 120 professional riders cover a 178km course which started at Normanby Hall and finished near Central Park in Scunthorpe.

Communities and businesses across North Lincolnshire embraced the Tour of Britain with hundreds of thousands of spectators lining the route to support the riders on race day. As part of the local commitment to encourage local people to cycle or cycle more, a mass participation event was held. Over 530 cyclists took part in either a 24, 60 or 100 mile cycle ride predominantly following the North Lincolnshire Stage 3 route.

6.3 Healthy Weight

What do we know about healthy weight in North Lincolnshire?

Obesity is a leading cause of preventable illness, disability and premature death. In North Lincolnshire we have higher than average levels of excess weight. Treating obesity and its consequences is estimated to cost the NHS in North Lincolnshire £47 million. The indirect costs to the economy are likely to be at least twice as high as this, with the social costs, in terms of the impact on children's emotional well-being, likely to be higher still.

In North Lincolnshire, 70% of adults, 23% of children aged 4-5yrs and 37% of children aged 10-11yrs are overweight or obese. We have not turned the curve on obesity in North Lincolnshire and this continues to be a serious issue for us.

What we are doing about healthy weight:

Obesity is a complex problem which can only be effectively addressed by taking action right across society. We need to create 'healthy weight environments' where it is easier for local people to access healthy foods and be more active.

Our strategy to date has focused on:

- Giving all children the best start, and tackling the generational issue of healthy weight in families.
- Offering effective support for adults and children who want to lose weight.
- Developing a workforce that is competent, confident and effective in promoting healthy weight.

The work we are currently doing to achieve this, includes:

**Get Going** - works with the whole family over a 10 week period; plus **Let's Get Healthy** - targeted work with schools where obesity rates are rising.

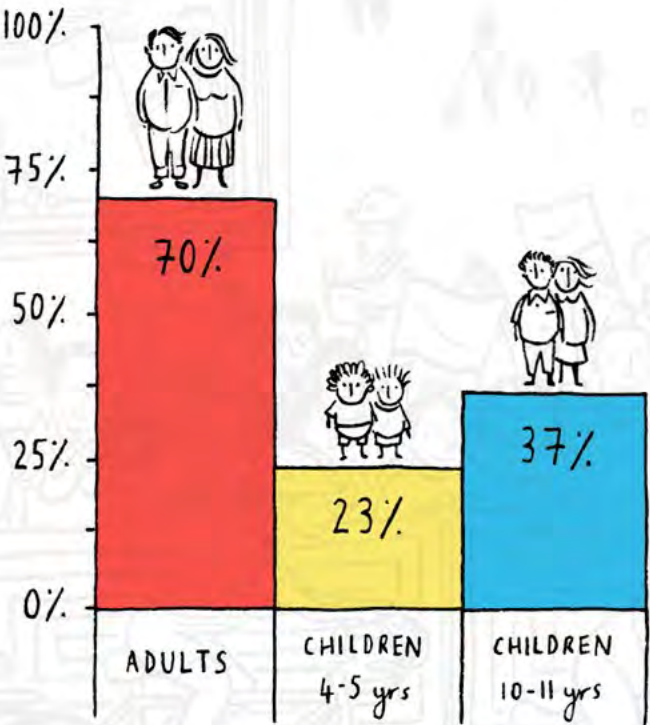


Figure 6



What you said about the Get Going Programme:

"This programme has helped my son gain confidence in himself. He has learnt about nutrition, he can read food labels and understand what is good for him. He is more active, more healthy and has lost weight".

7-11 Parent

"It was such a fun programme which got all the family involved and we've learnt so much".

4-6 Parent



**North Lincolnshire Healthy Lifestyle Service (HLS)** ensures that those in most need can access expert advice and support to help them achieve a healthy weight. This includes becoming more physically active making use of local parks leisure centres and active forms of travel.

**Partnership with Living Streets** has been very productive, with good engagement with primary schools resulting in the Living streets coordinator developing sustainable active travel plans for schools.

Further information on the health profile of North Lincolnshire residents here:



Further information at ward level here:



A profile of North Lincolnshire's health assets can be found here:



A report about the impact of ill health on the local population can be found here:



6.4 Healthy Work

There is a strong relationship between work and good health. Employment has also been associated with key components of good mental health including self-esteem, self-worth, purpose and identity. Work provides relationships and social connections; a time structure on the working day; the assignment of social status and regular productive activity. (Jahoda, 1982).

However, work can adversely affect health: through adverse physical conditions of work; adverse psychosocial conditions at work; poor pay or insufficient hours; and temporary work, insecurity, and the risk of redundancy or job loss.<sup>1)</sup>

What we are doing to promote health work:

Work with employers and local business has grown and developed in the last year. North Lincolnshire Council has a Wellbeing at Work **Healthy Workplace Award Scheme**. The scheme is designed to provide a framework of support to help businesses promote and enable positive health and wellbeing in the workplace.

We are working in partnership with over 38 local businesses, currently engaged in the scheme who are part of an active workplace health network,

with 20 of these working towards the toolkit attainment requirements of bronze, silver, gold and platinum award status. This has allowed for key public health messages, signposting opportunities and awareness raising activity to reach over 14,000 people via workplace health activity.

More than 300 **workplace health champions** have been recruited and trained across North Lincolnshire.



<sup>1)</sup> PHE Local action on health inequalities. Promoting good quality jobs to reduce health inequalities Practice resource summary: September 2015 UCL



**Workplace Challenge 10,000** was created by two of our British Steel health champions, to encourage North Lincolnshire businesses to take part in a workplace pedometer contest designed to increase walking and encourage people to work towards achieving at least 10,000 steps a day. The challenge was:

- To aim for 10,000 steps daily (or more), or work to increase daily step count as much as possible during the month of October 2017.
- For teams of four competing - must all work for the same company and should individually aim to walk 10,000 steps a day.

Take-up in the challenge far exceeded our initial expectations with 368 participants (92 teams of 4) competing, from a variety of different businesses.

All participants felt the pedometer challenge had motivated and encouraged them to increase their step count. The challenge enabled 70% of participants to increase their walking for leisure purposes and 22% as a means of both commuting and leisure highlighting an increase in people actively travelling to work or during.

87% of participants cited they intend to continue and maintain the activity established by aiming for 10,000 steps a day, showing how health promotion activity in the workplace can help people adopt and maintain healthy lifestyle changes.

**What you said about the 10,000 steps challenge :**

"Getting out of the house, a bit of me time, the challenge of doing something different, the feeling of achievement when challenge completed, the camaraderie of team members and the competition with other teams."

"The competition between us, feeling fitter, getting out at lunchtime for a walk."

"A good experience – I found involving other people and it being competitive really encouraged me. I also roped in my family and as a result spent more time outdoors with them which we all really enjoyed and are going to continue to do together."

## 6.5 Alcohol Misuse

### What do we know about alcohol use in North Lincolnshire?

It is estimated that 12% of adults in North Lincolnshire are binge drinkers and 22.5% drink at levels that increase their risk of health harm. The general impact of alcohol on local population health is shown below:

In 2016/17 there were over 4,400 hospital admissions where the primary or any secondary reason for admissions was linked to alcohol. These admissions are highest in the 40-64 age group.

Hospital admissions for conditions solely caused by alcohol consumption in the under 18's continued to fall in recent years (since 2013)

Alcohol-related reported crime increased by 22% between 2015/16 and 2016/17.



### What we are doing to reduce alcohol misuse:

Public health commissions a specialist alcohol treatment service which achieves a successful completion rate of 45.2% (above the England average of 39.5%).

81% of dependant drinkers are not receiving treatment and addressing unmet need continues to be a local priority. A revised treatment model is expected to make alcohol treatment more accessible. Alcohol waiting times are below England average. Keeping waiting times low will play a vital role in supporting recovery in the community.

Targeted Prevention includes:

- The NiteSafe partnership involving Community Safety, Public Health and licensing, aims to reduce alcohol-related harm in our night time economy.
- Alcohol awareness and training is delivered to stakeholders and partnership agencies e.g. Mental Health, Social Services, probation and police.
- Recovery focussed service that addresses housing, employment, health and well-being and offending.



# 6.6 Substance Misuse

## What do we know about substance misuse in North Lincolnshire?

Drug harm affects the individual, those around them, and society at large, and operates across a socio-economic and ethnic gradient.

Illegal drug use in the UK rose through the 1960s to 1990s, but has fallen over the course of the past decade. However, this masks an increase in the use of Class A drugs and the take up of new psychoactive substances. Drug harm is not declining in line with the fall in use, and there have been increases in many types of harm including the number of deaths.

In North Lincolnshire 18 people died from drug related causes during 2014-16. The local drug death rate (3.6%) is the highest since 2005 and is similar to both regional (4.9%) and national rates(4.2%). Most drug deaths are in men (78%).

North Lincolnshire has a higher prevalence of opiate and / or crack users (OCU) and Opiate users when compared to regionally and nationally.

## What we are doing to address substance misuse:

Public Health commissions North Lincolnshire specialist drug treatment services. The service reaches a larger percentage of the target population (60%) than the England average (55%), and waiting times are below England average.

Numbers in treatment have increased slightly compared to a regional and national trend of declining numbers in treatment, however successful completions for opiate users have proved harder to achieve and we are working to improve this.

Our services actively assess and manage overdose (including suicide) risks. Providing Naloxone, including to those not in treatment, helps prevent opioid overdoses becoming a fatal overdose.

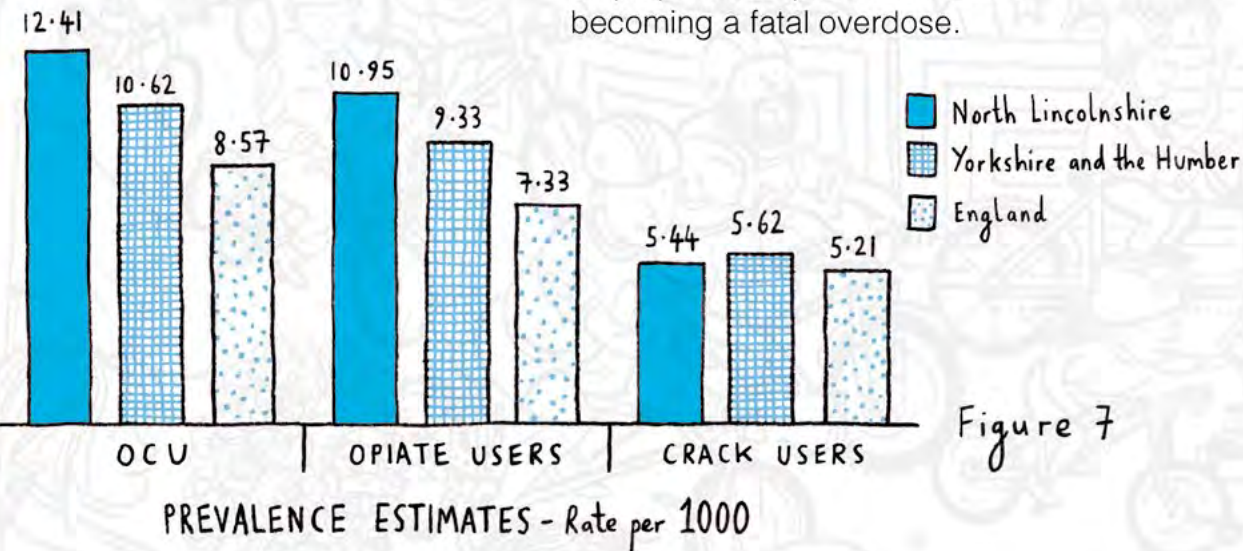


Figure 7

# 6.7 Mental Health and Well-being

## What do we know?

Mental wellbeing is a valuable resource for all of us. Good mental wellbeing is associated with better physical health, positive interpersonal relationships and socially healthier societies. It helps us to achieve our potential, realise our ambitions, cope with adversity, work productively and contribute to our community and society.

North Lincolnshire has many assets which underpin good mental health & wellbeing. Our children and young people do well:

- In North Lincolnshire we have 12 Children's Centres that help and support their local families.
- At the end of the Foundation Stage, age five, we achieved almost 72% in terms of a **good level of development**, which is well above the England average. Our highly successful Imagination Library has contributed to these improved outcomes as well as inspiring children to read for pleasure.
- Services for children who are looked after in North Lincolnshire Local Authority Care were rated as outstanding by Ofsted.

- Teenage conception rates are falling in North Lincolnshire and are currently the lowest they have ever been and in the top quartile nationally.

We know from the 2017 Adolescent Lifestyle survey that the majority of young people in North Lincolnshire are happy and confident.

We have continued to see measurable improvements in young people's health and wellbeing compared with previous years' results and we intend to continue this trend. This represents the positive outcome of local agencies working together to improve children's health and well-being over the last ten years.



- **86% of young people report being in good physical health.**
- The majority of children and young people have a positive outlook on life with 78% recording high levels of happiness.



- Most 11-12 year olds are happy and confident and feel they have a lot to be proud of.
- Engaging in physical activity outside school was **positively associated with self-esteem**, especially amongst teenage girls, who, overall, were less active than boys.

The association between physical and mental wellbeing is also evidenced with lower emotional wellbeing amongst pupils with long-term conditions.

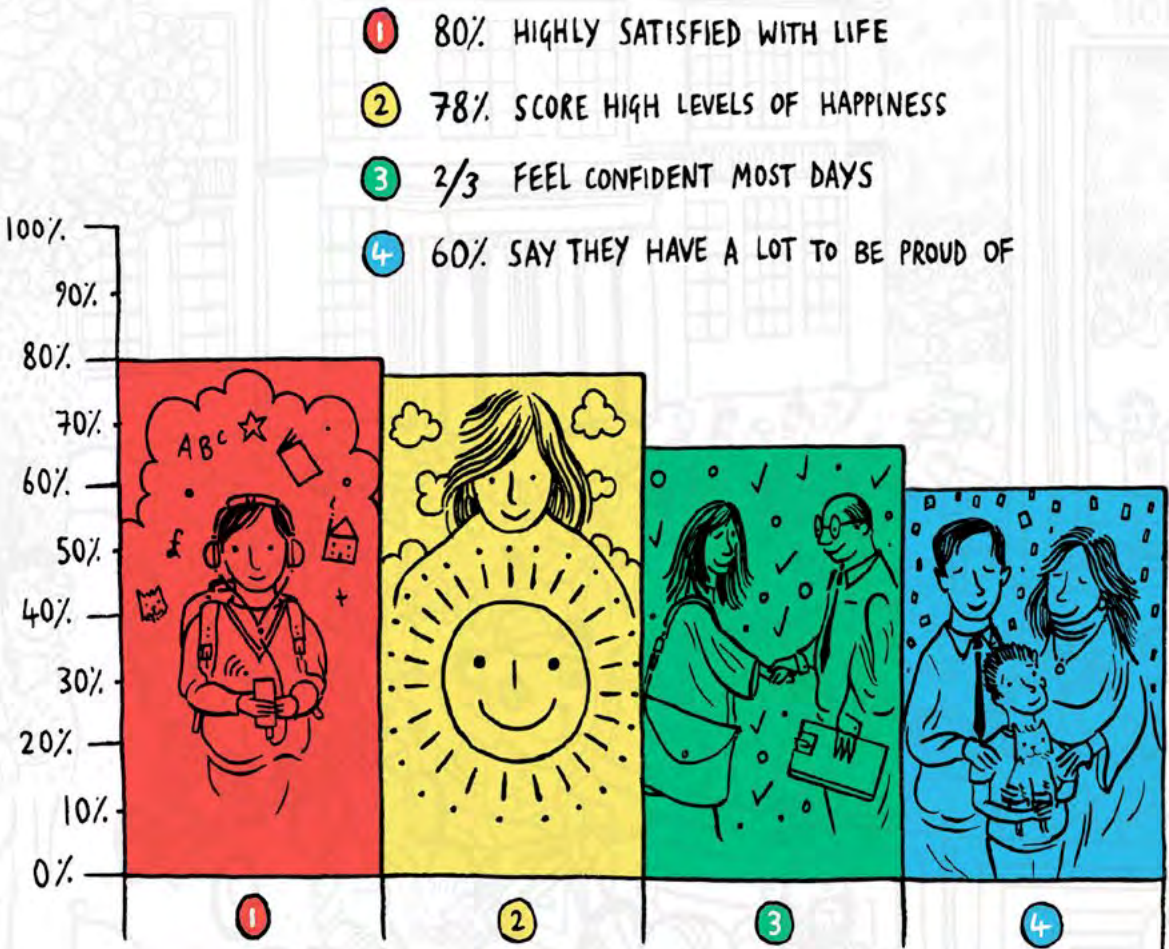


Figure 8



Find out more here

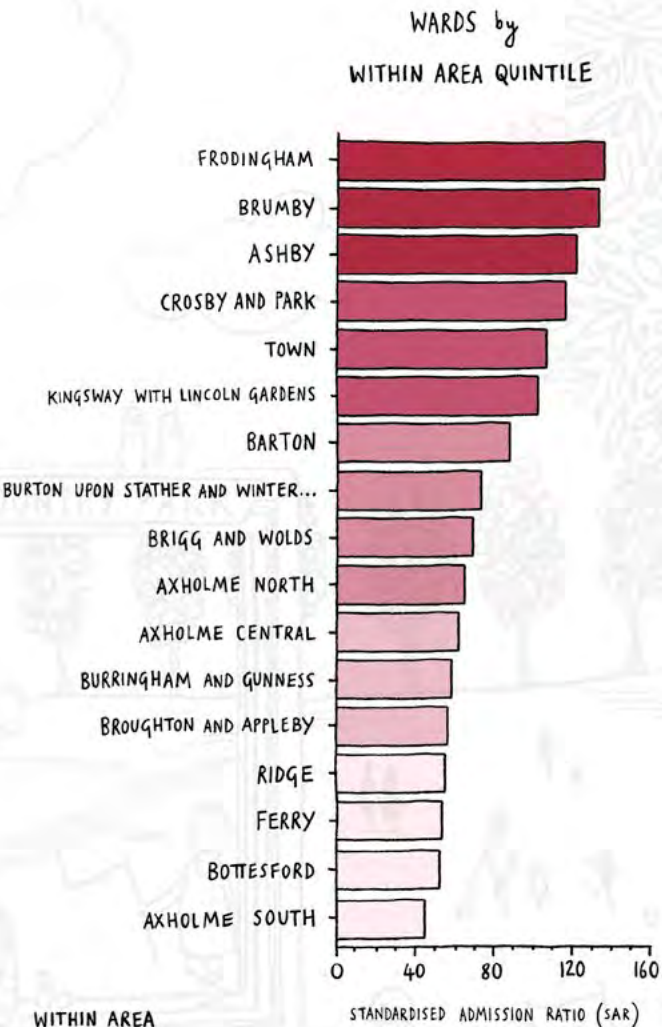
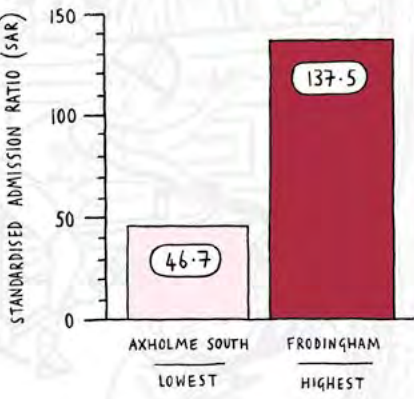
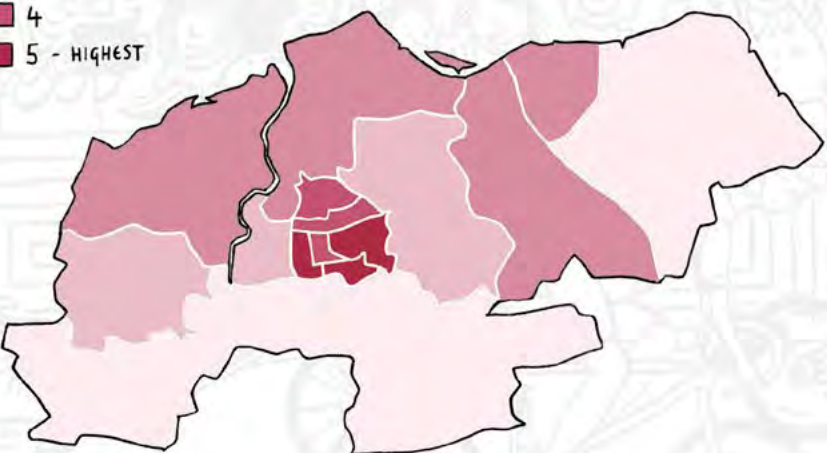


Figure 9



### Mental Health

Overall North Lincolnshire has lower or average incidence of mental illness. We also have better access to and outcomes from psychological therapies. Our incidence of self-harm and suicide rates are lower than average as is our suicide rate. However, excess premature mortality in people with serious mental illness is higher in North Lincolnshire than regionally or nationally. Mental illness affects physical health, education, employment and relationships. Workplace, mental illness remains the largest single cause of disability and sickness absence in North Lincolnshire.

Local inequalities also exist, as figure 9 illustrates.

### Unplanned hospital admissions for self-harm in North Lincolnshire



**What we are doing to promote wellbeing:**

Our local data shows that people in North Lincolnshire have better than average mental health. We want to sustain and build on that, and aim for everyone to have opportunities to enhance their wellbeing, strengthen their resilience and be able to access help and support early when needed.

The **Healthy Lifestyle Service** provides services that support wellbeing and staff are trained in Mental Health First Aid.

The North Lincolnshire **suicide audit** provides a local picture which enables an informed multi agency approach, which helps provide support and work with key groups to prevent suicide and self-harm. We use suicide Real Time Surveillance to share information in a timely manner, implement an early alert system, be responsive to a potential suicide or contagion, enable those affected and bereaved by suicide to receive and support in a timely manner. Coroner's reports may not be available for over a year after the suicide. This means that there is a significant delay in identifying and offering support for those bereaved by suicide who are a vulnerable group.

North Lincolnshire is one of the few areas to develop this work. This has been a successful development working in partnership with the police, NHS, social care and the Samaritans.

More people have been offered support and services have greater awareness of how to prevent suicide.

**Work with Children & Young People:**

Historically young people have voted emotional health as being a top priority. There is a strong commitment to Personal, Social and Health Education in schools and colleges which includes mental health lessons.

Successful key projects include:

- North Lincolnshire has **Mental Health Champions** in all schools and colleges. Two Mental Health Champions from every school and college have been trained in Youth Mental Health First Aid. Sixteen courses have been now been delivered to 256 young people. All young people aged 13+ have access to free counselling and advice.
- **SafeTALK** training has been provided to 117 professionals to enable them to feel confident to discuss emotional health and wellbeing. Safe TALK is a basic course aimed at helping people to recognise that a young person needs help, become suicide alert and taking early intervention to reduce risk by connecting them with additional help.

- The **Youth Council** has led on a number initiatives to promote positive emotional health and wellbeing. These include :
  - Be Unique - promoting positive body image through positive messages and information resources.
  - Positive Steps towards emotional wellbeing including the development of a Positive Steps leaflet and contributions to the co-ordination of a Positive Steps event.

- Information is provided through the **Life Central** website and app and focuses on positive emotional health and wellbeing. Life central is for children, young people, parents and professionals.

**Mental Health First Aid training** teaches people how to spot signs and symptoms of common mental health issues, providing non-judgemental support and reassurance, and guide a person to seek professional support they may need to recover. The course is nationally recognised and helps identify the early stages of a mental health problem and helps stop someone from self-harming. All health champions have been trained in Mental Health First Aid.



Further information about North Lincolnshire's Healthy Lifestyle Service here



# 7. Our Priorities for 2018-2019

## The Causes of the Causes

We will work with our council colleagues and partners to transform the determinants of health, and turn the curve on our health and wellbeing outcomes. This will be the theme of my next annual report.

## Our Communities

We will continue to maximise and grow the strengths and assets already in our communities, with an emphasis on increasing social connectedness.

## Workplace Wellbeing

We will harness the skills and passion of employees across North Lincolnshire so that they can be champions of change and make every contact an opportunity to improve health, wellbeing and resilience.



[www.northlincs.gov.uk](http://www.northlincs.gov.uk)







*For further information please contact us:*

North Lincolnshire Council  
Civic Centre  
Ashby Road  
Scunthorpe  
North Lincolnshire  
DN16 1AB



[www.northlincs.gov.uk](http://www.northlincs.gov.uk)

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