

Bolton Council Public Health Department

Public Health Training Prospectus

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Introduction to Bolton

Demography

Bolton has a population of around 280,100 and is rich in diversity with an evolving demographic profile. Around a fifth of the population in Bolton is non-White British; of whom the majority are of South Asian origin (14.0%). The largest ethnic minority group in Bolton is of Indian origin, accounting for 7.8% of the population. Most of these families are now in their third or fourth generation. The BME populations in the borough tend to have higher birth rates than their White British counterparts and so these communities are continuing to grow; in particular the Asian Pakistani population.

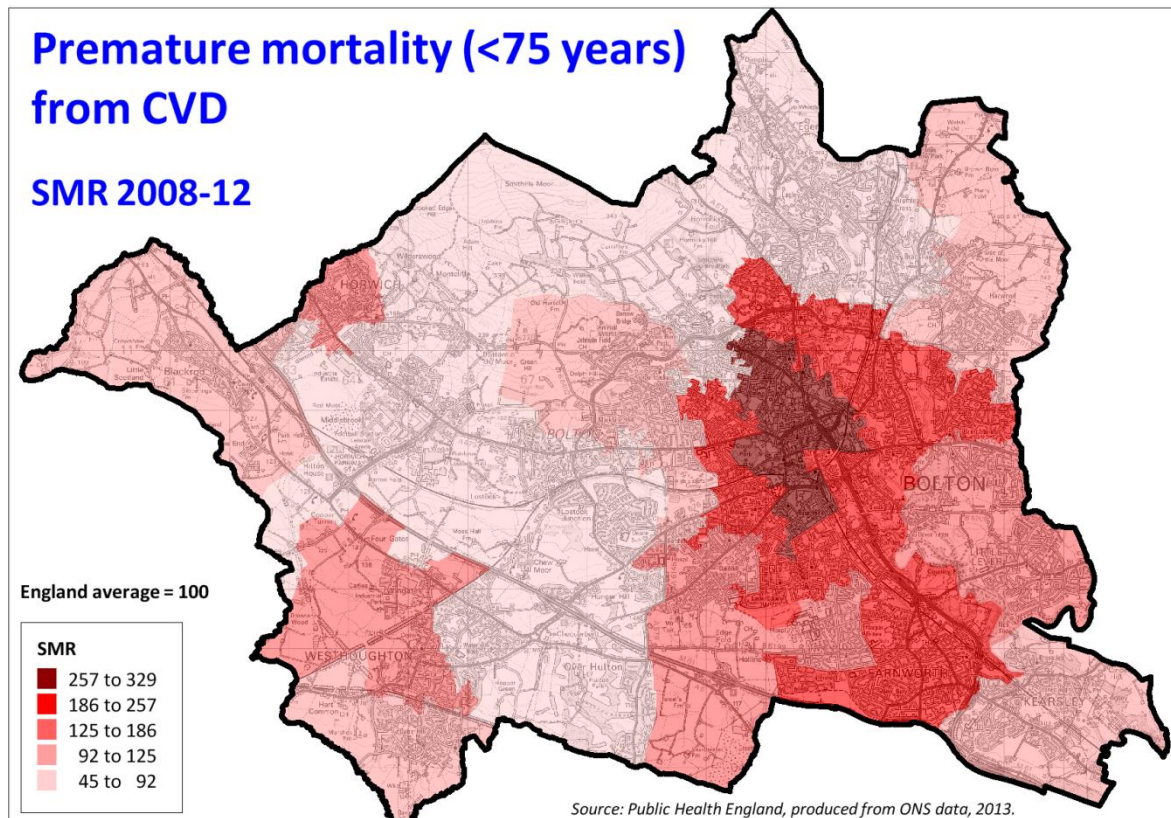
The White Other population has also grown over recent years. Around 2.0% of the population are categorised as White Other and are mostly White Polish. There is a good level of understanding of the needs of the established South Asian communities; however there is currently limited understanding of the new and emerging communities that also comprise the Bolton population.

Health and Wellbeing and Inequality

Bolton is home to some of the most affluent and some of the most deprived areas in England. Narrowing the gap in outcomes between these areas has long been a priority for the borough. Good progress has been made during the last decade in terms of narrowing the gap around health, crime, cleanliness, and academic achievement but there is still more to do. Therefore narrowing the inequality gap remains a major local focus.

For health and wellbeing, encouraging signs are now being seen in a range of outcomes such as teenage pregnancy, breastfeeding, under-18 alcohol admissions, and most significantly, the three consecutive reductions we have seen in our life expectancy gap as compared to England as a whole. Life expectancy is the overarching measure of health inequalities and whilst progress is evident compared to the rest of England, our internal inequalities remain an issue. In order to have the greatest impact on this gap, local priorities are focused on its principal causes:

- CVD and stroke
- Smoking-related illnesses
- Infant mortality



Community Safety

A reduction in local crime rates continues and this is particularly welcome given the challenging economic context, where it may have been expected that crime would be on the increase. Reductions continue to be seen in:

- Total crime
- Reoffending, and
- Anti-social behaviour.

Clean and Green

In relation to the town's clean and green ambitions, the number of streets that pass acceptable litter standards, waste diverted from landfill, and reducing the Council's CO2 emissions are all performing well or above target. This represents strong performance in an area where revenue and capital spend has contracted significantly during the first round of austerity measures. The forecast level of continued budget reductions means that further service redesign and co-design, coupled with more focus on effective partnership working, will be required and will essentially include:

- Coordinated and joint bidding

- Behaviour change interventions and incentives
- Increased community engagement and volunteering.

Community Cohesion

Bolton is proud of its strong community relations and diverse population. However, recently the well-established Bolton approach to managing community issues and relations has been tested hard by a number of protest and rallies. Working together on individual events our local agencies, faith groups, and community organisations have ensured that these issues have not damaged community relations in Bolton - highlighting continued resilience. This is in addition to the delivery of a programme of One Bolton events under the leadership of the Faith Leaders Forum.

Economic Prosperity

Bolton's Economic Strategy has been reinvigorated to make the most of the opportunities to stimulate growth and deliver sound economic outcomes. This, along with the Town Centre Strategy, has started to impact upon the challenge to:

- Maximise local employment opportunities
- Support businesses, and
- Promote skills development.

These priorities are continuing to be achieved despite ongoing difficult market conditions for the local economy. The marketing of Bolton as a place to work, live, settle and visit continues apace. Bolton is now the regular host of the very popular annual food and drink festival has solidified its position as a successful host of Ironman events, and during 2012 the town was chosen as one of a small number of places to host the Olympic Torch overnight. In addition, Bolton Market has recently undergone a £4.5 million refurbishment, whilst the construction of the new transport interchange is underway. These developments will support plans to increase office occupancy and overall work force in the town centre and complement exciting and ambitious proposals for the further development of Bolton University.

Culture and Leisure

New cultural and leisure opportunities will be available in Bolton from 2015/16 onwards to provide an alternative "family friendly" offer to the borough's many existing historical sites and services. These include the renowned

- Museum
- Aquarium
- Albert Halls
- Octagon Theatre
- Victorian Town Hall complex, and
- Surrounding countryside (e.g. Rivington Pike)

By the end of 2015/16 Bolton will also have a town centre based multi-screen cinema and a range of affordable, high quality, restaurants to appeal to children, young people and adults alike.

Bolton's Public Health Department

Subsequent to the Health & Social Care Act 2012, Bolton's Public Health Department officially became part of Bolton Council in April 2012. However 6 months prior to this date, the team had already relocated. The team is part of the Children's, Adult's and Public Health Directorate and is based within the very recently refurbished main Town Hall building.

The department is headed up by Wendy Meredith, Director of Public Health who took up post in mid-2013. The department is currently being re-structured to better align with overall Council strategic priorities, new commissioning responsibilities and the ongoing delivery of the local Health and Wellbeing and Community Strategies. It is envisaged that by the end of 2015/16 the department will comprise three teams, each led by a Consultant in Public Health. The structure of the re-designed department will follow the "life course" model and will mean that teams of public health and health improvement staff will focus their commissioning and delivery activity in the following areas:

- Starting & Developing Well
- Living & Working Well
- Ageing Well & End of Life

The cross cutting, areas of technical public health, will continue to be delivered in a matrix management manner to ensure a continued focus on:

- Health protection
- Public Health intelligence
- JSNA development
- Information and performance management
- Evidence and knowledge
- Research and evaluation
- Health impact assessment
- Healthcare Public Health
- Public Health leadership

One of our Public Health Consultants and our DPH are accredited trainers whilst a second Consultant is due to undertake the Training the Trainer course in the near future.

The team as a whole is highly skilled and experienced and comes from a range of clinical and non-clinical backgrounds including and Nursing, Academic & Research, Education, General Management, Intelligence and Health Promotion.

Internal links

As a Public Health team operating from within a Local Authority we have continued to develop good partnership working arrangements across the departments that make up the totality of Bolton Council.

To give some examples we have worked closely with:

- Development and Regeneration on the Council's Alcohol Strategy
- Strategic Housing on Care and Repair Health Impact Assessment
- Adult Social Care on Health and Social Care Integration
- Children's Social Care on 0-5 services transition
- Policy and Strategy on the JSNA refresh
- Planning on the Hot Takeaway policy
- Community Safety on the Domestic Abuse Strategy
- Substance Misuse Commissioning on redesigning the substance misuse services for the Borough
- Environmental Services on Active Travel
- Welfare Advice on the Financial Inclusion Strategy
- Chief Executive's Department on developing a Staff Health & Wellbeing Strategy
- All corporate partners (and external stakeholders) on Public Service Reform

External Links

Bolton CCG remains a key partner in terms of driving up improvements in health and life expectancy and reducing inequalities.

The DPH sits on the CCG Board and there is Public Health Consultant and/or Health Improvement representation on the following CCG groups:

- Urgent Care
- Health Economy Resilience Group
- Infection Prevention & Control
- Mental Health and Dementia Programme Board
- Liver Strategy Group
- Integration Board
- Integration Delivery Group
- Integrated Safeguarding Committee
- Bolton GP Quality Contract Co-commissioning Board

In turn the CCG is strongly represented on the Council's Health & Wellbeing Board and many other partnership groups.

Other major stakeholders that we work with to deliver our public health priorities include (but are not limited to):

- Age UK
- Bolton at Home
- Bolton Community Housing Forum
- Bolton Council of Mosques
- Bolton Integrated Drug & Alcohol Services
- Bolton NHS Foundation Trust
- CVS
- GMFRS
- GMP
- Greater Manchester West NHS Foundation Trust
- Healthwatch
- Hindu Association
- Local Pharmaceutical Committee
- Local Medical Committee

Links to Academic Units

As with all GM training locations there are good links locally between, Bolton, Greater Manchester and other North West academic units. In particular Bolton University has recently expressed an interest in working more closely with the Public Health Department and with other sections of the Council.

Particular Interests and Training Opportunities

Bolton has maintained a relatively large Public Health Department broadly comprising Consultants, Health Improvement Specialists and Intelligence staff. As a result, there are ample training opportunities across the Directorate, particularly in relation to:

- Public Health Commissioning
- Public Health Service Re-design
- Public Sector Reform
- Research & Evaluation
- Mental Health Services Re-design
- Health Protection
- Dementia
- Human Resource Management

- Health Needs Assessment
- Health Promotion and Health improvement
- Community Health Development
- Community Engagement and Asset Building/Mapping
- Using Public Health Intelligence Data
- Evidence and Knowledge Management
- Child and Maternal Health
- Re-design of Public Health Services for Children & Young People
- Leading Local Responses to Sector Led Improvement Priorities
- Corporate Leadership

Examples of Recent Trainees' Projects and Experiences

Year 1 Trainee

- Literature review and briefing report on public access defibrillation for Departmental Management Team
- Briefing Report on 20mph speed limits for Departmental Management Team
- Redesign of Council staff Flu Policy
- Report to Bolton Local Children's' Safeguarding Board and to Bolton Health and Wellbeing Board on New Unintentional Injury Prevention Programme
- Briefing note for Departmental Management Team on Social Impact Bonds
- Impact Assessment of the New Model of Public Health Service Provision for 5-19 Year Olds
- Member of 5-19 Service Redesign Project Group

Year 5 Trainees

- Health Needs Assessment – BME Communities
- Lead for Newborn and Neonatal Screening
- Literature review of Headsmart Campaign
- Revision and Renegotiation of CCG/Council Public Health MoU
- Lead for Mental Health
- Lead for Complex Lifestyles Pilot
- Lead for Public Health Contribution to Public Sector Reform
- Development of a Joint Council and CCG Liver Plan
- Public Health Lead for ABCD
- Establishment of Health Protection Forum
- Member of Integrated Wellness Service Re-design Project Group

- Human Resources and Delegated Budget Management
- Member of Public Health Management Team

Facilities

From April 2015 onwards the vast majority of staff that make up the Public Health department will be located together (along with other Council colleagues) in a large, airy, refurbished and open plan office on the first floor of the Town Hall in the Centre of Bolton. There will be access to desks, phones, and PCs, laptops and admin/secretarial support.

Contact Details

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