The borough of Rochdale
Public Health Annual Report 2018/19

Taking a trip around the borough of Rochdale – to build on what is strong, to tackle what is wrong.
Introduction

As Director of Public Health and Wellbeing, I am aware of the facts and figures that show the challenges that many of our residents and communities deal with on a daily basis.

My team have summarised these in our refreshed Joint Strategic Needs Assessment (JSNA). You can find out more about our current JSNA findings on line by clicking this link. If you would like a paper version of our JSNA summary report then please get in touch.

I find that in public health we often focus on describing the needs, challenges and problems that so many people and communities face and we will of course continue to do this and find ways to tackle these problems together. We will continue to try to understand and track progress in a wide range of areas and decide where we need to best focus our public health efforts.

Please get in touch with my team if you would like more information about any particular issue you are interested in. Contact details are at the end of this report.

For this annual report I want to move away from focusing and describing all of our needs, problems and challenges and instead describe and celebrate what I have seen that is strong in our borough so that we can build on these strengths to make things even better.

I believe that it is by building on our individual and collective strengths we can improve health and wellbeing at an individual and population level. This doesn’t stop us needing help at different times throughout our lives and we will work to make it easier for us all to access this at the right time and in the right place.

I am going to mainly use photographs to showcase some of our strengths that I have seen this year with some brief descriptions of the good things in our borough that we can build on. I hope you enjoy my summary. We have so many assets and strengths to celebrate both within our people and our places and I look forward to us working together to build strong and vibrant families, communities and places that all of us can enjoy and thrive in.

I welcome any photographs and views that you have that you are willing to share with me that would showcase a local asset. We can together build a wall of pictures showing the great potential of people of all ages and great places right across the borough.

Andrea Fallon, Director of Health and Wellbeing

As Portfolio Holder for Health and Wellbeing I welcome this Public Health Annual Report.

I am pleased to see there is a focus on the many strengths that are shown each day within our communities and neighbourhoods. I’m also glad this report uses photographs because it’s a reminder to us all that we have beautiful parks, fantastic buildings and state-of-the-art leisure facilities right across the borough.

I share with Andrea a wish to see how we can listen to what local people have to say when we make decisions and build on our strengths and assets to tackle the challenges that families, communities and neighbourhoods face.

I am proud to live in the borough and, in my various council roles, I see some of those challenges every day. Equally I see the strength, resilience, talents, skills and passion in the actions of so many people that help us all to thrive and cope. We can continue to identify and build on these as we strive to improve and reduce some of the inequalities that do exist.

We have a fantastic heritage, culture of co-operation and a broad range of services and assets to build on. I know that we will continue to work together to build a vibrant place for all of our futures and I look forward to continuing to be a part of this journey with you.

Sara Rowbotham, Deputy Leader of the Council and Portfolio Holder for Health and Wellbeing
Population Health – our approach

Our health is influenced by many factors and we need to act on all of the factors at the same time to achieve the change that we want to see.

One of the Greater Manchester (GM) diagrams highlights the main factors for population health for us to address at a Greater Manchester and local level.

We will not improve our health just by looking at improving health and care services. It is of course important that these services are of high quality and accessible when we need them and we need services that work with us to do this. We know that what we also need a decent income, good job, warm and safe home, education, access to green spaces, good relationships, friends and that we need to feel safe, connected and valued. We need to stay well, live well and age well.

For many things we have the knowledge of what a healthy life looks like. What we need to do is work in on all of the issues highlighted in the diagram for us to thrive.

1GM Population Health Plan in development based on the Kings Fund A Vision for Population Health 2018
Agreed population health outcomes for the borough

Our local health and wellbeing board have recently agreed a set of population health outcomes for us all to work towards:

1. All residents feel healthy and remain in a good state of health for as long as possible.
2. All residents are protected from harm, through support in times of need and by safeguarding and protecting those who are vulnerable.
3. All children are healthy and ready to succeed when they start school and all children and young adults achieve their potential.
4. All residents have good mental wellbeing, are resilient, enjoy life, and are able to cope with life’s challenges.
5. All residents have the opportunities they need to enable them to help themselves, their loved ones and their communities to achieve their full potential.
6. The borough is a place where people age well, can live with dignity and have equitable access to services and opportunities.
7. The borough is friendly, fair and co-operative.
8. The borough is safe, resilient, and clean and has good quality places where people choose to live, work and invest.
9. The borough has thriving, growing businesses and new enterprises and creates the conditions for high skill levels and high quality jobs.
10. The borough has sound finances and is able to provide services to meet residents’ needs now and in the future.

Our approach is guided by an over-arching principle which is about helping people to help themselves. We want residents to become healthier and happier. This requires certain steps. First, to make a long term beneficial change a person must agree and want to make the change. Second, it is not enough for you to just agree, you must also take action. When appropriate, our strategy is also to provide the tools and support for people to make their own positive life changes.

Some current activities fix an immediate problem but do not always allow personal growth and self-sufficiency. A strategic approach that has been agreed is that we build people up and this will likely include removing some provision and replacing it with a self-support approach. This will be done compassionately as it is not suited to all people or situations. We must recognise when different types of support and help are needed and when we need to enable families and communities to build and access what they need around them.

At a community and population level we will also develop the policies and environments that support our action and we are committed to doing so wherever possible, locally and advocating for national changes where change could help us.
What has improved?

If we look at what has improved over the past few years there are some areas that we can learn more from so that we can improve in all areas that matter to us the most to be healthy and happy.

Whilst we celebrate the progress we have made we are ever-ambitious for improving more outcomes at a greater pace.

- Under 18 conceptions have fallen by 63% since 1998
- Smoking rates have fallen from 23.8% in 2011 to 16.2% in 2018
- Premature (under 75) mortality from cancer at lowest level ever
- Suicide rate at lowest level ever for us
- Childhood Immunisation and vaccination consistently hitting 95% target
- Bowel cancer screening hit new high in 2018
- Uptake of health checks is 23rd highest out of 152 Councils
- The employment rate in the borough is steadily increasing and in 2017/18 reached 67.9%, which is the highest rate seen since 2008
- The percentage of children achieving a good level of development at the end of reception has increased in each of the last six academic years and in 2017/18
What do I mean by building on strengths and assets and why are they important?

Public Health England produced a document this year on community centred approaches to health and wellbeing.

The following diagram from a recent Health Matters report provides a summary of assets that I am interested in looking at.

To read more about this report click here.
Assets are the good things that help us to be strong, resilient and to thrive. They are things within us and they are the people and things around us. They help us to have good health and wellbeing and help us to cope with challenges that may emerge throughout our lives. They include what we have in our environment, work, housing, income and resources. They are the people we have around us, the quality of our social connections, our relationships, families, friends and colleagues. It is our knowledge, skills and attitudes and our inner strengths, capabilities and resilience.

An asset based approach makes visible all of our strengths and values the knowledge, skills and connections that exist between people, communities, places and services. It means detailing our people and community assets rather than just their problems, deficits and needs. We can build on these strengths, identify what is working, develop our resilience and build on what we are capable of doing rather than what we cannot do.

We will have an approach that develops solutions that are built with us not for us. As public services we will act as catalysts and enablers and will work alongside local residents and communities on what is important to you. The professional’s role is to support people to recognise and mobilise the assets and resources they have and navigate or provide the services that they may need along the way to help.

We need to protect and develop our local assets. We will of course continue our investment in a wide range of public services and will strive to reduce inequalities between people and places but by giving local residents the opportunity to shape what this should be.

We aim to bring people together to design how we should achieve the changes we wish to see. I will support this work by working with you to continue to:

- Identify and map local assets
- Develop and share knowledge on what matters to local people and communities
- Connect assets and services where it makes sense to do so
- Create an environment for assets to grow
- Test and learn with you how to build a better future - learn by doing and checking what works and why
- Support our work to live well, stay well and age well

This report starts with one view of our assets to begin a conversation with you but I would welcome your views on what assets and strengths you think we should build on and how we can best work with you to do this.

If you would like to read more about asset based working I recommend the following resources as a start.

- Nurture Development seek to support communities to reduce institutionalisation and increase interdependency. To visit the Nurture Development website click here
- To view Public Health England’s guide to community-centred approaches for health and wellbeing click here
- ‘Realising the Value’ is a series of tools and resources from NHS England. It is a helpful guide to person and community-centred approaches to healthcare. To access it click here
- ‘Asset-based places: A model for development’ is a briefing from the Social Care Institute for Excellence, based on research conducted for the Greater Manchester Health and Social Care Partnership. It suggests a framework for areas to enable asset-based approaches to thrive. To access it click here
- Nesta has put together a collection of examples of asset-based approaches in a health and wellbeing context. To access the list click here

For this report I now want to look at different categories of assets that I have noticed this year. I would be very interested in seeing your views and if you would like to submit your view in pictures, words or drawings of what is strong in our Borough then please send this in to me. The best will receive a small prize. What we will then do is build up a web based resource on assets in our Borough that we can all look at and track over time.

If you would like any further information or want to send me your views please contact me at:

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Communities and neighbourhoods

“We have some fantastic countryside a beautiful Town Hall and we’re a friendly bunch.”

Rochdale resident

“We have a long proud history, we are cooperative, pioneering, and hard-working, we are Rochdale, Middleton, Heywood, Littleborough and Milnrow, all of which are rich with their own identity and history.

We have been Lancashire, we are Greater Manchester and we are northern. We have pride in our heritage and will protect what matters to us into the future. We are young, we are old, and we come from different heritages.”

Littleborough resident

‘Wonderful hills, lots of water, lots of history including the birthplace of the Coop, town centre is struggling like others but great and mixed community who live side by side despite a fair bit of poverty.’

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Littleborough resident
We have different skills and abilities that we can share and learn from. We are friendly and we are resilient. If we live in a neighbourhood with things we value around us and we have good relationships with each other it is known that this can help with our health and wellbeing.

We have a wide range of different neighbourhoods, streets and communities.

We are neighbours, part of a family and we have friends. We are diverse. We celebrate what we have in common, celebrate our differences and we are proud of how we get on with each other. We have a strong history of diversity and cohesion which shows itself most in times of need.
We help each other. We are good in a crisis and we care about what happens to our place, family and friends.

We are proud of our historic buildings all around the borough and our town hall is one of the best in the country.

We have world class buildings that we protect. Our town centres matter to us and we have plans to improve them all.

We have thousands of community and voluntary groups running in our neighbourhoods and we work across the generations and value people of all ages and look for all our abilities and strengths. We work hard to create a place where children stay well and we all live and age well – in our families and communities.
We are active, we socialise, we play and we have fun.

We are musicians, we are dancers, we watch TV, we are singers, and we are artists. We are creative and clever.

We have sport, we have music, we have art, we have gyms, we have swimming pools, we have fields, we have parks and we have our imaginations.
We have a strong history of public service and democracy, we have adults and we have young people all involved in improving our borough, local neighbourhoods and homes. Being active, involved in local community groups, singing, playing music and linking with others can all improve our physical and mental health. This can help us to avoid loneliness, build our confidence and help with problems that we might face.
Education and skills

‘Rochdale: great history, greater future.’

Resident of the borough

We love to learn, we love to teach, we love to achieve, we love to be active, and we love to learn. We learn at home, we learn at nursery, we learn at school, we learn at college, we learn at work, we learn from each other.
We read, we search online, we discuss, we try new things and we grow.
We learn to relate to each other, we are resilient, we achieve and we cope with adversity. We learn to reach out when we need help and we offer help when it’s needed and wanted. We have many young people involved in our democratic processes and working to improve our borough.
It is well known that achieving good skills and results at a young age is a good predictor of our health status later in life. It also gives us a better chance of a good job. A school that builds our confidence and develops our life skills supports children and young people to be the best they can be alongside what parents and communities need to do.

We learn and develop new skills throughout our lives and learning at any age is good for our wellbeing and life chances.
We have houses, we have flats and we have care homes. We own then, we rent them and we mix and match. We care about our environment and the future of it, we want to be greener and we recycle well.

We have wonderful green spaces, parks, lakes and canals. We are surrounded by beautiful countryside. We like to grow things, we like our flowers to bloom and our streets to be clean.

A warm and safe home is essential to good health.
Access to green spaces nearby helps us to be active and feel good.

We have known for decades the priority of having clean water, good houses, clean air and clean environments is essential to good physical and mental wellbeing.

A good home and neighbourhood protects us, supports us and makes us feel safe and well.
Economy, jobs and volunteering

‘An up and coming town centre with a mixture of old and new buildings with an equal mix of many different kinds people.’

Rochdale resident

We work in a range of jobs and roles. Sometimes we are paid, sometimes we are not, we work hard, we work locally or we travel to work. We are volunteers, apprentices, we are public sector workers, we are private sector workers, we are self-employed, we are retired. Sometimes we are out of paid work but still we learn and can be active in our communities and families.

We have established businesses and we have new ones, we have shops, we have places to eat, we have leisure centres, we have gyms, and we have sport. We have a strong voluntary and community sector and we have opportunities to connect with others when we want to and support in place if we need it.
We want good jobs that help us to thrive and grow. Many of these jobs are in the public sector and many of our staff are local residents. We want to lead by example and make sure our jobs are good jobs that keep us healthy and well wherever possible.

We have new developments that bring jobs to the borough and we are working to support large, medium and small businesses to establish and thrive.
A good job links to our income and a decent income helps us to live well, eat well and access services that help us to thrive and enjoy life.

Good quality work helps us to gain skills, connect with people and gives us a sense of purpose.

Involvement in voluntary and community life helps many of us to also get that purpose and enjoyment outside of paid work and gain skills, friends and allows us to help build our community how we want to see it grow.

We have thousands of people who give hours of time to making their community a vibrant, active and safe place to live and be.
Transport

‘Easy access to all main links, plenty to see and do. Some great places to eat and spend leisure time.’

Middleton resident

We walk, we run, we cycle, we drive cars, we have taxis, we have buses, and we have trams. We have trains both old and new. We have volunteer driving schemes for those that need extra help and we help each other get out and about all the time.
We want our air to be cleaner and our roads to be safer. We want to see people walk and cycle more and we have new schemes to help.

Transport helps us to access family, friends, services, work, sport, shops and leisure activities. Good access helps us to build our health and wellbeing. Clean air helps us to breathe more easily and keep well for longer.
Health, social care and emergency services

‘The biopsy seemed like it lasted longer than it did and the whole time I held the hand of the nurse who spoke to me kindly and made me feel less afraid and vulnerable and more like myself. She didn’t let go until I was ready to give her hand back. In that room I was made to feel like a person who was important and my fears and needs were acknowledged and I was cared for in a kind and patient way. The whole team were wonderful people.’

‘The staff in particular were wonderful, it was more than obvious that they genuinely cared and were only too willing to go the extra mile to ensure each patient received the best possible care.’

A local resident who used Fairfield General Hospital

We promote health and wellbeing, we prevent ill health, and we have help when we need it. We have GP practices, pharmacies, opticians, dentists, community nurses, allied health professionals.

We have our locality hospital and an urgent care centre at Rochdale and District General Hospitals in Oldham, Bury and Manchester, and we have specialist centres such as The Christie to help us. We have social care services for children, families and adults of all ages.

A local resident who used North Manchester General Hospital

A defibrillator installed at Milnrow Working Men’s Club which is one of tens across the borough

A consultation with a community connector signposting residents to services

The Christie, which is the largest single site cancer centre in Europe
We provide early help when we can and also safeguard and protect the most vulnerable if they need it. We have a new Our Rochdale website and Connecting You services across the borough to help us access the right service at the right time.

We try to provide care as close to home as possible but also need to ensure that all services are of a high quality and are safe. We value physical health and our emotional and mental health in equal measure.
We have drugs and alcohol services, sexual health services, services to help us to improve our lifestyles, we have services to help in crisis and those to help us manage our long term conditions, we have ambulance services and we have our other blue lights services of the police and fire service that help keep us safe and deal with emergencies if they arise.

We have a major health and social care transformation programme where we are working with you to transform our health and care services within the demand and funding that we have.

We have a wide range of public sector buildings and open spaces and we are looking at how we can use these in an even better way to support communities and each other to provide local services.
What do I see as a way forward?

We face economic and health challenges in our borough and these are faced by many families and residents. Despite this we are moving forward in creating the best place possible for ourselves and for our families and friends.

We have many strengths and assets. Some are detailed in this report and some that you know of to help us on our journey and these can also help us mitigate the impact of problems that we will face along the way.

We are a resilient and friendly borough and I look forward to building better outcomes for us all.

As Director of Public Health and Wellbeing, I propose to:

- Treat people fairly and promote this across the borough
- Use our assets to help us all to stay healthy for as long as possible
- Understand that everyone is an individual, and we need different ways to work with different people
- Listen to what local people who live in our borough have to say when we make decisions
- Support local groups and the voluntary sector to thrive
- Make it easier to find things to take part in, or ways for people to get help to tackle their problems
- Use the combination of expert knowledge and the views of local people in the area so we can become happier and healthier
- Carry on doing things that work and try new ways where they don’t and learn together
- Keep adding to the list of things that make the borough of Rochdale great and share this

Healey Dell in Rochdale

Dippy the dinosaur is coming to Rochdale

Runners competing in our annual half marathon