

<b>Area Committee: Four</b> <b>Area Cluster Feedback, Health</b>		
<b>Area Committee:</b> Arboretum, Dunkirk and Lenton, Radford and Park	<b>Area Committee Chair:</b> Councillor Merlita Bryan	Date 2016 / 2017
<p>How can we support citizens to access services which will help them to have a healthy lifestyle?            NOTE: 3 main health Issues identified in Area 4 by local Councillors - alcohol/drug misuse; mental health; lack of healthy lifestyle</p> <p>Targeted health awareness strategy and campaign for area 4.</p> <p>Mapping of the services in Area 4 and who are they actually catering for?</p> <p>Ensure differing communities are made aware of what services are available, where and how to access them.</p> <p>Join up working with Public Health, Parks &amp; open spaces.</p> <p>Free Google verbal translation app, practitioners/ frontline staff to have this on their work mobile phones</p>		
<p><b>What are the barriers/gaps?</b></p> <p>Lack of awareness of Alcohol/ Drug misuse support services among</p> <ul style="list-style-type: none"> <li>• Students</li> <li>• Homeless</li> <li>• New &amp; emerging Communities</li> <li>• Vulnerable adults</li> </ul> <p>Lack of awareness by differing communities of how NHS works</p> <p>Increase enforcement by CPO and Police with regard shops selling cheap alcohol and confiscations</p> <p>Area 4 viewed as a hotspot for illegal cigarettes and alcohol</p> <p>Increasing dissatisfaction with the 101 number by Community.</p> <p>More Religious establishments need to be targeted by health Professionals</p>		

<p>Reduction of targeted services</p> <p>Education for families</p> <p>No targeted Mental Health campaign Area 4</p> <p>Language</p> <p>Cultural/ age specific projects</p> <p>No GP facilities in Dunkirk</p> <p>CCG focus resources on Hospital's and medicine not, preventative work.</p> <p>No Joined up working with Parks and public health</p> <p>No targeted work with fast food shops</p> <p>Lack of healthy life style promotion in schools</p>
<p><b>What enablers can help overcome these barriers?</b></p> <p>Health, CPO and Police to develop an action plan to tackle Alcohol/ Drug misuse across Area 4 to prevent displacement from the City Centre.</p> <p>Trading Standards to increase test purchases for adult drinkers within Area 4.</p> <p>Arboretum Street Drinkers Pilot Plan to go to September's Area Committee and disseminate learning.</p> <p>Review of 101 number to make it user friendly.</p> <p>What support do universities offer to students, to manage stress/well being?</p> <p>What is the suicide rate in Nott's by ward for students?</p> <p>CCG to use fund to support the prevention agenda ( Keeping people out of Hospital)</p> <p>Public health to commission a pilot project to targeted work with fast food shops to advise them of a how to reduce, fat/ sugar and salt intake in the food they</p>

produce.
All front line staff should be aware for the self Help booklet (which is updated by the library service annually).
<b>How can we make services more attractive to hard to reach groups?</b> Targeted health awareness strategy and campaign for area 4.  Ensure differing communities are made aware of what services are available, where and how to access them.  Join up working with Public Health, Parks & open spaces.  Offer services that are relevant to citizens (Elderly, BME, Young, emerging communities)
<b>What works well in your area?</b> Libraries and Self Help Booklet Framework Bac – in GP Surgeries Schools Community Centres Sure Start Centres Night Line ( Students) Awaaz Metropolitan Housing Health visitors Outdoor Gyms Park Life Slimming world NCH sport England Campaign (coming to an end).