

# SELF-CARE FOR LIFE

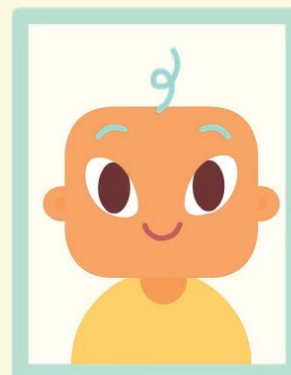
ANNUAL REPORT FROM THE DIRECTOR OF  
PUBLIC HEALTH FOR TAMESIDE 2015-16



# CONTENTS

Foreword .....	3
Executive Summary .....	4
Recommendations .....	6
Call to Action .....	7
Chapter 1: About self-care .....	8
Chapter 2: Realising our ambition - expanding self-care through devolution and integration .....	12
Chapter 3: Self-care programmes and interventions in Tameside .....	17
A. Self-care at individual, family, group, community and service level .....	18
B. The four aspects of self-care .....	26
C. Self-care across the life course .....	34

Update from the 2014/15 annual report: "Hands up for Health!" .....	40
Acknowledgements .....	42
References .....	43
Glossary .....	44



# FOREWORD



Angela Hardman  
Director of Public Health, Tameside Council

Welcome to my third annual report as Director of Public Health in Tameside. This year's report brings an important focus on self-care.

Self-care is everybody's business. It's about creating a culture where we work together to be the best that we can. That's not just about self-care for us as individuals, it's also about self-care in our families and communities and in our health and care services.

By giving people and communities the power and control to make good choices, to look after themselves and their families and use the right services at the right time, we can start to make a real difference to health and well-being.

My hope is that by focusing on self care we can help to increase people's confidence to live well and improve the quality of their life. The report shares examples of the great work already in place to support people to be the best they can and shows where real opportunities exist to embed self care into all that we do.

Together we can create an environment which promotes self-care through healthy lifestyle choices, based on local leadership within communities.

We can see a fundamentally different relationship between public services, residents and local communities by working locally to enable people to build their skills and confidence and improve self-care in all its forms.

My ask of you in reading this report, is that you take the opportunity to reflect and consider self care firstly from your own personal perspective and secondly, in terms of how you can champion self care to others - members of your family, friends, neighbours, work colleagues; and if you are in a position to influence self care in your business endeavours how you can take this forward. Myself and my team would be more than happy to explore ideas and opportunities to encourage self care across the workforce and wider community.

Thank you to everyone involved in planning and delivering self care.

## SELF-CARE SUPPORTING EACH OTHER TO GOOD HEALTH AND WELLBEING.

# EXECUTIVE SUMMARY

A lot of people in Tameside get sick earlier in life than in other places in the UK, and some of us will die younger than we should. The picture is similar across Greater Manchester. This is unfair and we want to change it. Self-care is one of the ways we can do that.

Self-care is the key to better health. By focusing on self-care, we can increase people's confidence to live well and improve their quality of life and experiences.

Most of the time, most of us are able to take care of ourselves and our families. From the start of life through our working years and into old age, we use our skills and knowledge to maintain good health, prevent illness and manage long-term conditions.

Self-care focuses on the things that matter to us, like being independent or staying in work, as well as clinical issues. It is also about being empowered to make changes in our lives, and be in control of our health. When we take care of ourselves, we understand better our strengths and abilities, and that enables us to reach our goals and stay healthy and well.

The more of us who take charge of our health early, the fewer of us will need 'big help' later in life, like an unplanned operation or long-term medication. That's good news for individuals, families and health services.

Our health and social care services are under a lot of pressure. People are living longer, but often with more health problems, and there is less money to spend on services. Focusing on self-care means that over time, the money saved when people stay well, rather than becoming ill, can be spent elsewhere.



The key to a healthier Tameside is to get as many people feeling confident to manage their own health as possible. We want people in our communities to know how to look after their body and mind, and to know the people and places that can support them to be happy and healthy for life.

We are going to do that by making the most of the changes happening through the Tameside & Glossop Care Together programme and Greater Manchester Devolution. We have developed a new model of care, that will champion self-care as an integral part of all our lives.

We will change the relationship between people and their health, and between people and health and care services, by using an asset based approach. This means helping people and communities to develop resilience and become more capable of looking after themselves.

The focus is on preventing ill health, rather than treating illness. That means looking at mental as well as physical health, and managing long-term conditions as well as promoting healthy lifestyles.

Changing our focus is going to mean a fundamental shift in our thinking; blending evidence-based public health approaches and interventions, developing our staff and adopting place-based community approaches. We need to provide a range of options that can respond flexibly to the needs of different people, in different places, at different stages of life.

We have some bold ambitions for the Tameside and Glossop 'Care Together' Programme. We want to raise healthy life expectancy to the North West average within five years. In the subsequent five years we aim to reach the average England life expectancy.

PROMOTING SELF-CARE IS AT THE HEART OF THIS AMBITION

# RECOMMENDATIONS

We already focus on self-care, but we want, and need, to do more.

An important part of our Care Together Programme is about changing the relationship between individuals and their health, and between people and their health and care services. Our recommendations for future work centre around this. To begin this work in earnest, there are two important foundations to lay down. Firstly, using asset based approaches, which identify and utilise the strengths, skills, capacities and resources which individuals and communities have. Secondly, we must do more to involve residents, co-producing our services with the people who use them.

**Changing relationships between people and their health, and between people and services, will also mean:**

## **1. Developing the skills, knowledge and confidence that individuals need to self-care.**

**Our focus should be on:**

- providing local self-management programmes for people with long-term health conditions.
- developing a Patient Activation Measure (PAM) based evaluation and research programme, which will encourage people to become more engaged in their health and wellbeing.

## **2. Creating effective peer support and building strong and resilient communities.**

**Through Care Together we will continue to develop:**

- A broad wellbeing service, which focuses on mental as well as physical health.
- Asset-based approaches.
- Social prescribing and risk stratification; identifying and supporting those who use services most, or are likely to use services a lot in future.
- ‘Good work’ programmes that support employers and employees to promote and adopt healthier lifestyles and better self-care.
- A ‘find and treat’ programme to find people with serious but unidentified health problems.

You can read more about these approaches, and how they are working in Tameside, in Chapter 3 of the report.

## **3. Creating a skilled and knowledgeable workforce both now and in the future, so that self-care becomes a golden thread running throughout all our prevention, treatment and care services.**

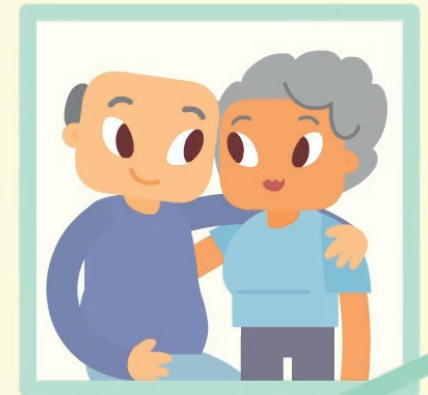
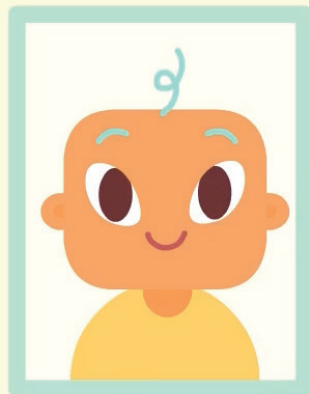
# CALL TO ACTION

Self-care is at the heart of what we do. Across Tameside, organisations are already working together to deliver effective self-care programmes and strategies. Tameside residents are playing their part too, embracing self-management and prevention and adopting healthier lifestyles.

But we want to do more. We all have a responsibility to take care of ourselves and our communities.

- We want to build on our success so far, expanding and improving what we do to reach more people.

- We want to create a social movement for behaviour change, self-care and self-management, where we fundamentally change the relationship between people and health and social care services.
- We want to build strong and resilient communities, where people are well supported and motivated to make lifelong changes to their health and wellbeing.
- We want to increase the life expectancy of people in Tameside, and create fair and responsive services that drive progress and improve both quality of life and health.



# 1

## CHAPTER 1: ABOUT SELF-CARE

“Self-care is a deliberate action that individuals, family members and the community should engage in to maintain good health. Ability to perform self-care varies according to many social determinants and health conditions”

**World Health Organisation**



Although we might sometimes use health services, such as our GP or local hospital, most of the time, most of us are able to take care of ourselves and our families. We clean our teeth, we treat coughs and colds with medicines from the pharmacy, take regular exercise, choose healthy eating options and we ensure we get enough sleep. This is called self-care, and it's by far the best way to stay healthy, prevent illness and live a long life.

Self-care is about individuals, family members and their communities doing all the things that help us to maintain good health. The services we use can help too; by providing us with good information, by encouraging and motivating us and by making it as easy as possible to choose the healthy options. Self-care is a life-long activity, because we look after ourselves and our families from the start of life, through our working years, right into old age.

Whether you're able to look after yourself in this way, and how well you're able to it, is affected by many things. These include where you're born, whether you have a job or are disabled, and even whether you are managing long-term health problems.

### This is what else we know about self-care:

- **There is a lot of it happening already.** In fact, around 80% of all health care is self-care.
- **Most of us are already doing it.** Most of the time, people manage their own health and wellbeing, rather than seeing a health professional or using a health service. Most of us feel comfortable managing everyday minor illnesses like coughs and colds; particularly when we're confident about the symptoms and treatments.
- **It focuses on the things that matter to us,** like being independent or staying in work, as well as clinical issues.
- **It's about empowering people to make changes in their lives,** and to be in control of their health. When we take care of ourselves, we understand better our strengths and abilities, and that enables us to reach our goals and stay healthy and well.

# THE BEST PERSON TO LOOK AFTER OUR HEALTH IS US

**There are four main features of self-care:**

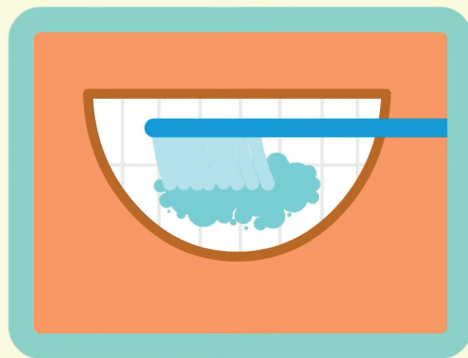
1. **Regulatory self-care** is about the basic things we do, like making sure we eat well and get enough sleep.
2. **Preventative self-care** is stopping health problems before they start, like our brushing teeth to prevent decay, or being active to build our strength.

3. **Reactive self-care** is about taking care of ourselves when we get sick, for example, buying cough medicine from the chemist or visiting NHS Choices to look for health information.
4. **Restorative self-care** means managing any long-term health problems so that we stay well, like taking medications as prescribed, or quitting smoking.

You can find out more about what we're doing in Tameside in these four areas on page 26 of the report.



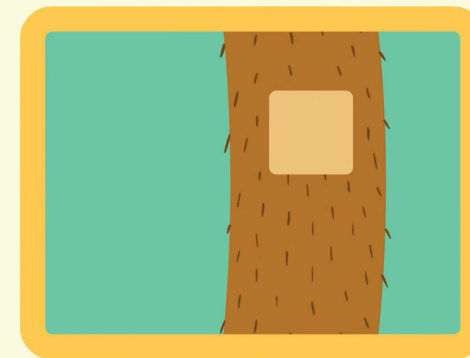
**REGULATORY**



**PREVENTATIVE**



**REACTIVE**



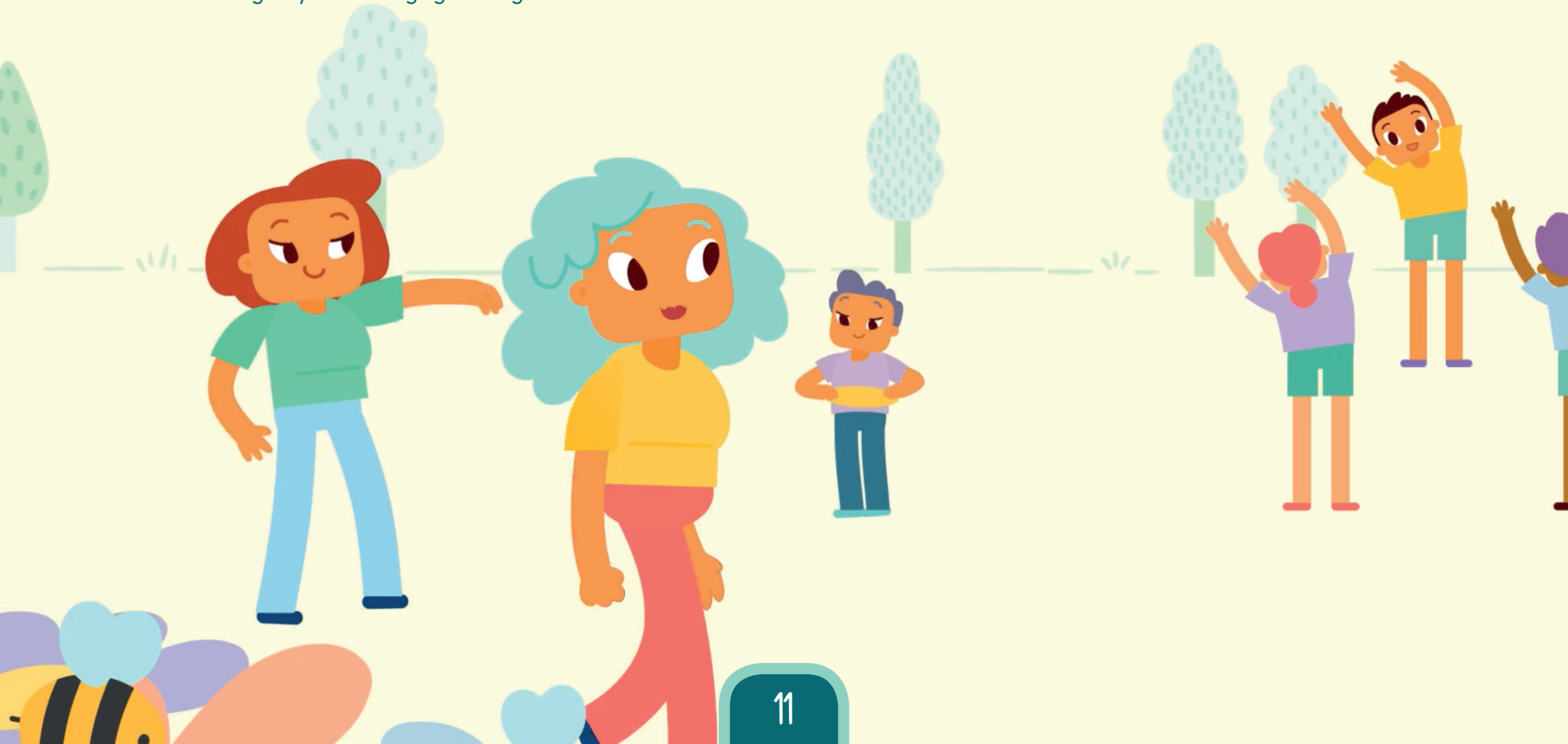
**RESTORATIVE**

# WHY IS SELF-CARE SO IMPORTANT?

The more of us who take charge of our health early, the fewer of us will need 'big help' later in life, like an unplanned operation or long-term medication. That's good news for individuals, families and health services.

Self-care can lead to better health and a better quality of life. So, for example, good self-care by taking medicines correctly can mean long-term conditions like asthma are better controlled. That in turn means fewer visits to accident and emergency when things go wrong.

Our health and social care services are under a lot of pressure. People are living longer, but often with more health problems, and there is less money to spend on health services. Focusing on self-care means that over time, the money saved when people stay well, rather than becoming ill, can be spent elsewhere. This means more money to spend on new medicines and technology, and improving the experience for those who have to be in hospital or care.



# 2

## CHAPTER 2: REALISING OUR AMBITION - EXPANDING SELF-CARE THROUGH DEVOLUTION AND INTEGRATION

A lot of people in Tameside get sick earlier in life than in other places in the UK, and some of us will die younger than we should. The picture is similar across Greater Manchester. That isn't fair, and we want to change that. Self-care is one of the ways we can do it.

The key to a healthier Tameside is to get as many people feeling confident to manage their own health as possible. We want you to know how to look after your body and mind, and to know the people and places within your community that can support you to be happy and healthy for life.

Our mission is to make a trip to the GP something you rarely have to do, and a stay in hospital even rarer.

How are we going to do that? By making the most of change.

Tameside is going through a significant and wide-ranging restructure of services and organisations. So, now is a great time to make changes. Decisions about our health and care can now be made in a different way, through the Care Together programme and Greater Manchester Devolution.

“We believe everyone living in Tameside and Glossop should be supported to live a long, healthy and fulfilling life. We are committed to changing the way we organise, provide and fund public services to ensure we achieve this aim.” Also, “Our ambition for the public sector across Tameside and Glossop is bold. We aim to raise healthy life expectancy to the North West average within five years. By 2020, a male in Tameside and Glossop can expect to have an additional 3.3 years of healthy life expectancy and women an additional 3.2 years. We then will continue to drive our ambition to achieve the England average within the subsequent five years.”

**A Place-Based Approach to Better Prosperity, Health and Wellbeing: Tameside and Glossop Locality Plan, November 2015**

# TAMESIDE AND GLOSSOP CARE TOGETHER PROGRAMME

This programme is bringing about integrated health and social care. That means bringing together hospital and community care, as well as health and social care. By doing this, we have an opportunity to change the way health services are delivered and encourage self-care by bringing health and well-being into homes and communities.

## Our focus is on:

- Empowering individuals to stay healthy, by giving individuals confidence and skills.
- Providing self-care courses for people diagnosed with a long-term condition.
- Giving individuals the right information and support to manage their own health and seek the best help when needed.
- Developing effective community leadership, which promotes a 'bottom up' approach to encouraging us to make healthy lifestyle choices.
- Building strong communities, led and influenced by their members.
- Creating a website that Tameside residents can use to find information about health and wellbeing services in their local area.

**More broadly, we are changing the way we plan and deliver services.**

## We will:

- Use an asset based approach. This means helping people and communities to develop resilience and become more capable of looking after themselves.
- Build and support a thriving voluntary, community and faith sector.
- Put co-production with service users at the heart of developing services.
- Change the way we commission services, for example by using the Joint Strategic Needs Assessments (JSNA) to underpin our decisions.
- Train and develop the skills of our staff so that they can support self-care.

We will use risk stratification to identify people who are high intensity users of health and social care services, or who have the potential to have high level needs in future. This will enable us to improve quality of life by effectively targeting our services, and supporting people to manage their conditions better through self-care.

# THE HEALTHY LIVES WORK STREAM

The Healthy Lives work stream is part of the Care Together strategy. It aims to improve healthy life expectancy for the people of Tameside and Glossop, by working across all health and social care organisations and services to embed preventative thinking and practice.

The focus is on preventing ill health, rather than treating illness. That means looking at mental as well as physical health, and managing long-term conditions as well as promoting healthy lifestyles.

Changing our focus is going to mean a fundamental shift in our thinking; blending evidence-based public health approaches and interventions, developing our staff and adopting place-based community approaches. We need to provide a range of options that can respond flexibly to the needs of different people, in different places, at different stages of life.

As part of this work we can look for opportunities to encourage self-care and prevent ill health in all of our contacts with individuals and their families. We will create prevention pathways and link these to existing care pathways. As and when new models of care develop, prevention will be built into these new care pathways too.

We are exploring the use of social prescribing, which links people with health problems with non-medical support and services in their community. Last year, Tameside and Glossop CCG funded a pilot project of social prescribing involving 8 GP practices. The project had a significant impact on those who took part, with almost half saying they felt safer and more positive as a result, and a quarter feeling more able to look after themselves. It was so well received, that we will be extending it out to neighbourhood teams.

**If we are going to provide services differently, then communities need to grow and develop at the same time. We will ensure that local communities are supported and nurtured by:**

- increasing and improving the participation of local people in shaping their services
- developing new peer support mechanisms, focused on managing long-term conditions
- creating resources to help people self-care
- addressing low health literacy.

# GREATER MANCHESTER DEVOLUTION

As well as changes to local health and social care services, devolution across Greater Manchester also creates opportunities for us to work together and innovate.

The Greater Manchester Health and Social Care Devolution Strategy 'Taking charge of our health and social care in Greater Manchester' includes a commitment to upgrade prevention and self-care.

As with the changes happening in Tameside, the strategy is proposing to change the way you, the people of Greater Manchester, view and use public services; creating a new relationship between people and the care system. Part of this vision will see the development of population wide Find and Treat programmes aimed at finding the 'missing thousands' who have diseases, but don't yet know it.

## Other elements of the strategy include:

- Working with Health Innovation Manchester to develop digital technologies that allow people to track and analyse their own health data and to share this with others. This can help people to manage long-term conditions and stay healthy and well.
- Social marketing programmes. These use insights into people's behaviour to engage them to become active participants their own and others' health.

- Developing a Greater Manchester framework for 'patient activation' - motivating people to take control of their health and supporting work places to tackle health inequalities.
- Increasing the range and profile of self-care support programmes, and training our staff to deliver them.
- Working with Health Education England to give our public sector staff more skills in self-management education, shared decision making, health coaching and patient activation.

"60-70% of premature deaths are caused by behaviours that could be changed, and around 70-80% of all people with long-term conditions can be supported to manage their own condition."

**Taking charge of our health and social care in Greater Manchester**





# CHAPTER 3: SELF-CARE PROGRAMMES AND INTERVENTIONS IN TAMESIDE

There is a great deal of self-care already happening in Tameside. This part of the report highlights some of the amazing work being led by Public Health, working collaboratively with partners, community groups, local agencies and organisations.

## A SELF-CARE AT INDIVIDUAL, FAMILY, GROUP, COMMUNITY AND SERVICE LEVEL

### INDIVIDUAL SELF-CARE: ONE YOU

By the time we reach our 40s and 50s, many of us will have dramatically increased our chances of becoming ill later in life. Whether we are eating the wrong things, drinking too much alcohol, smoking or not being active enough, all of these small things can add up. Making better choices now can have a huge influence on our health; it could prevent diseases such as type 2 diabetes and it could help us to stay independent in later life.

'One You', is the first nationwide campaign aimed at preventing health problems in adults. Set up by Public Health England, the campaign encourages adults, particularly those in middle age, to take control of their health by supporting them to make simple changes.

One You provides tools, support and encouragement, to help adults to move more, eat well, drink less and be smoke free. One You also provides information on how people can reduce their stress levels and sleep better. In Tameside Be Well Tameside, Active Tameside, Tameside and Glossop CCG, Tameside Council and Tameside Hospital all promote the 'One You' initiative.

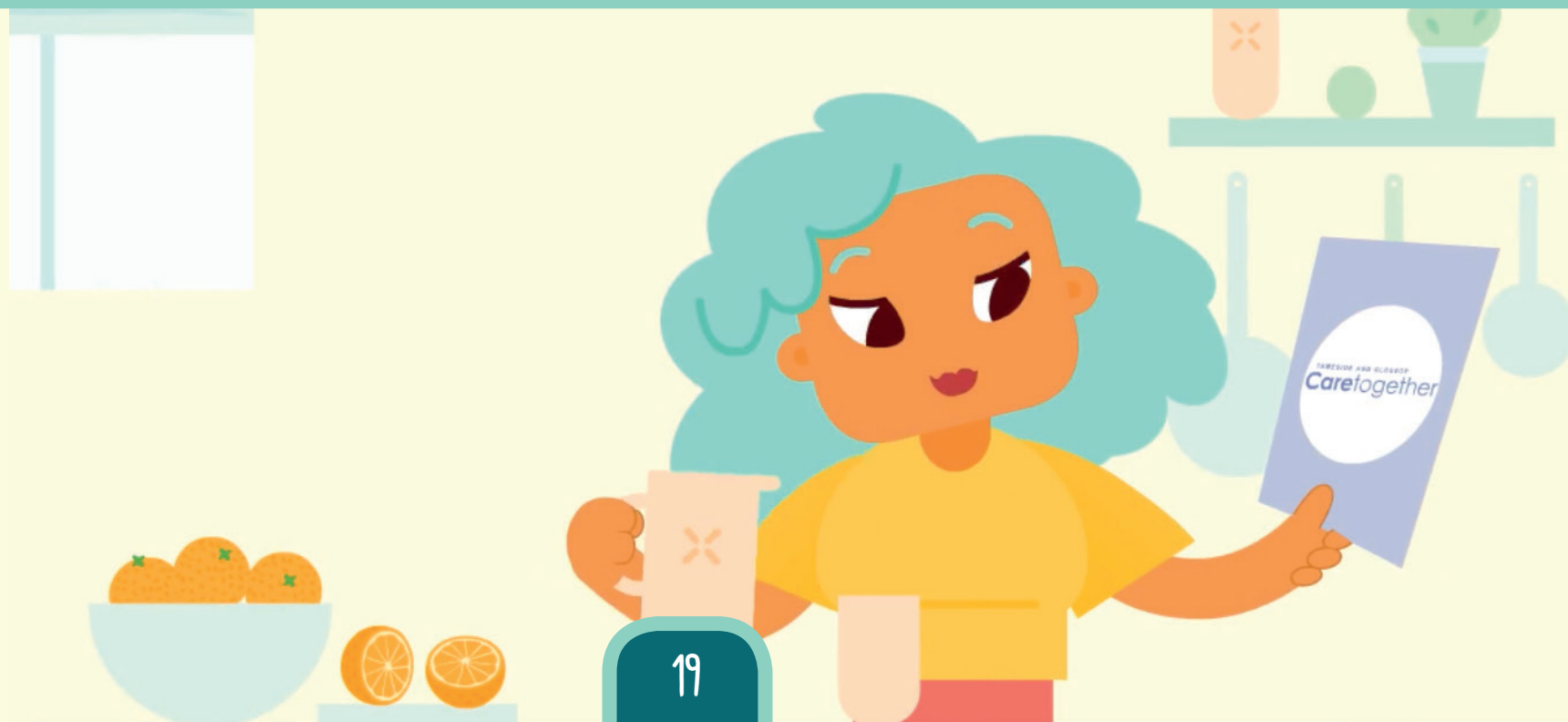
[www.nhs.uk/oneyou](http://www.nhs.uk/oneyou)



## CASE STUDY: ONE YOU IN TAMESIDE

One You was launched at our popular Grafton Centre in Hyde. We ran sessions for their middle-aged membership, including an aerobics class and an outdoor walk in a local park, while a team of health professionals held a small marketplace in the community centre's bistro. Representatives from our local sports trust, Active Tameside, were on hand to talk about physical activity and the programme for people with long-term conditions. Our 'Be Well' Service did blood pressure checks, and offered advice on maintaining a healthy weight and stopping smoking. Staff from our local alcohol service were also on hand to talk about sensible drinking.

Following on from this successful local launch, Be Well Tameside, Active Tameside, Tameside and Glossop CCG, Tameside Council and Tameside Hospital will all be promoting 'One You' as an effective tool for local people to use to take control of their health.



# INDIVIDUAL SELF-CARE: SELF-CARE WEEK

Self-care week is a national campaign that runs every November and focuses on embedding support for self-care across communities, families and generations. The campaign is run by the Self Care Forum, a group of organisations dedicated to embedding self-care into everyday life. They include the NHS Alliance, Royal College of Nursing, National Association of Primary Care, National Association of Patient Participation and the Proprietary Association of Great Britain (PAGB).

In 2015, Self-Care week focused on the broad topic of 'Self Care for Life'.

In Tameside, we supported and promoted the campaign through our social media, websites and services. Haughton Thornley Patient Participation Group held an event to highlight medication passports, and there was also an open introduction to the local self management course programme for people with long term health conditions held in Ashton Library.

By engaging health and social care providers, community organisations and individuals locally and across the country, Self-Care Week is making an important contribution to enabling a self-care culture in families and communities.

[www.england.nhs.uk/2015/09/self-care-week/](http://www.england.nhs.uk/2015/09/self-care-week/)



# FAMILY SELF-CARE: EARLY YEARS NEW DELIVERY MODEL

Our vision is that all children and young people in the borough are happy, safe and healthy, inspired and enabled to succeed and ready to learn at school and beyond.

Sadly, inequalities in learning can start early, with the gap between those from deprived and less deprived homes opening up in the first two years of a child's life. So, early help and early intervention is vital in preventing poor health, social, emotional and educational outcomes.

We want every child to achieve their full potential. In Tameside we are creating high quality, child focused services that target those most in need.

We are working to train our early years staff and develop their skills. Our early years services will be integrated and delivered by health, education, social care, private and voluntary service partnerships.

Joined-up services make it easier to provide the right information and support at the right time. That in turn helps parents and carers feel confident, competent, well-informed and secure in their role. By doing that, we enable children to thrive in an environment where they are encouraged and supported to reach their potential.

- The Health Visiting Service delivers the full Healthy Child Programme (HCP) to every child (0 to 5 years) and their family in Tameside, supporting self-care.
- The Tameside 'Babies Can't Wait' agreement means that all pregnant women or those with children under the age of two years and their partners can access the adult Healthy Minds service directly following referral, avoiding any wait. This has meant it is possible for parents to receive support for their own mental health.

- Parenting courses for families with children aged 0-5 are focused on relationship building between parent/carer and child, enabling parents to support and care effectively. We utilise the Solihull Approach and Solihull Parenting course to meet the needs of our families. A further parenting course called Mellow Parenting is now being introduced specifically to support parents and children with a higher level of need.
- A network of partners and organisations in Tameside are working hard to support new and expecting mother to initiate breastfeeding, and to keep it up for as long as possible.



# PEER GROUP SELF-CARE: YOUTH FORUM: L.G.B.T. OUTLOUD TAMESIDE YOUTH SERVICE

If you're misunderstood or stigmatised, it can affect your confidence and self-esteem, and this can stop you getting the support you need. If you feel like this, you're also much less likely to take care of yourself.

If you're young and lesbian, gay, bisexual or transgender (LGBT) then you're also more likely to be depressed or anxious. This can lead young people to consider suicide or to self-harm.

To provide some much needed support, Tameside Youth Service set up and are running a project called L.G.B.T OUTLOUD, which creates a safe, friendly and confidential environment for young people. It's a place where they can meet new friends, be themselves, get involved in projects, get support and advice, and most importantly have fun.

[www.tameside.gov.uk/youthservices/boroughwideactivities](http://www.tameside.gov.uk/youthservices/boroughwideactivities)

## CASE STUDY: ADAM

Adam [not his real name] is 14 years old, struggling with his sexuality and gender identity and suffering severe bullying at school. He feels isolated, worthless, alone and in desperate need of love and affection. He can't find support at school and his one friend isn't welcome in his home.

Adam decides to look for friends online, and he soon connects with lots of people who he talks to about his inner self and feelings. He arranges to meet one of his new friends in Manchester, but they turn out not to be who they say they are. Adam ends up being sexually assaulted.

A year on from that, Adam regularly attends the LGBT OUTLOUD support group. His confidence has grown and he is rebuilding his self-respect. He has settled well at college, he no longer puts himself in such risky situations and he has developed healthy relationships with friends his own age.

# COMMUNITY SELF-CARE: ASSET BASED COMMUNITY DEVELOPMENT

Traditionally, health and social care have used a deficit model approach to planning services. This means we have focused on problems and how to fix them. This can lead to a 'top down', professional led approach, which doesn't always encourage or enable people to look after themselves.

An asset based approach does the opposite. It focuses on the strengths, skills, capacities and resources which individuals and communities have, and how these can enhance their capability and capacity to sustain health and wellbeing. By using this approach, we can bring about effective and sustainable improvements in mental and physical wellbeing.

Over the past eighteen months, we have been working in partnership with neighbourhood services and Community and Voluntary Action Tameside (CVAT) on an Asset Based Community Development (ABCD) programme.

## **These are some of the partnership's achievements:**

- Collating good practice to help us deliver an ABCD programme in Tameside.
- Establishing a network for community development practitioners, including volunteers, working directly with local people and groups.
- Delivering ABCD Training for managers and front-line staff.
- Engaging community members in deciding how to spend part of a public budget.
- Researching how best to identify changes in community resilience and social value and developing an evaluation framework.

## **The concepts that underpin all of our work are:**

- Voice and control. This means shifting power and enabling participation at an individual and collective level.
- Making health and access to services fairer and reducing avoidable inequalities.
- Social connectedness, which is leading to healthier and more cohesive communities.

# COMMUNITY SELF-CARE: TIME TO CHANGE

One in four of us will be affected by mental illness in any year. The effects are as real as a broken arm, even though there isn't a sling or plaster cast to show for it. Yet mental illness is still surrounded by prejudice, ignorance and fear. The attitudes people have towards those of us with mental health problems can mean it is harder for them to work, make friends and in short, live a normal life. Nine out of ten people with mental health problems say that stigma and discrimination has a negative effect on their lives.

Time to Change is a national campaign run by Mind and Rethink Mental Illness, which aims to end the stigma and discrimination faced by people who experience mental health problems.

The campaign is working with organisations, young people and African and Caribbean communities; to set up a network of grassroots activists combating discrimination and is running a pilot scheme working with mental health professionals and attitudes towards mental health.

Residents, community groups, schools and other organisations in Tameside are making a difference, by giving pledges about mental health and stigma.

Reducing stigma makes a key contribution to enabling the confidence and skills for self-care.

Residents, community groups, schools and other organisations in Tameside are making a difference, by giving pledges about mental health and stigma. Nearly 100,000 people across the country have made a pledge to date.

You can do this at: [www.time-to-change.org.uk](http://www.time-to-change.org.uk)



**time to change**

**let's end mental health discrimination**



# SELF-CARE WITHIN SERVICES: MAKING EVERY CONTACT COUNT

Making Every Contact Count (MECC) is a national initiative, which is also running in Tameside.

MECC is about making the best of every opportunity we have to raise the issue of healthy lifestyles, by talking to people about their lifestyle choices and offering appropriate information or support. The aim is to improve lifestyles and reduce inequalities in health.

MECC offers lifestyle advice and support around alcohol, healthy eating, physical activity, smoking and mental wellbeing. This kind of approach can be a challenge though. Some people have difficult and complex lives, and finding space to talk about and makes changes to lifestyle can be hard. Our staff also need to have the right training and support.

In Tameside, the Council, hospital, primary care, community health and third sector providers and volunteers all provide MECC advice. Health and Wellbeing Board partners signed up to a MECC Pledge in 2013, and the programme has been building year on year since, with over 30 local organisations now involved.

## CASE STUDY: SARAH

Sarah (not her real name) had been homeless in the North of England after escaping domestic violence in 2011. On returning to the Tameside area, she was assessed and supported by Foundation, and other various agencies, to help her deal with alcohol and drug addiction. This support was at a high level of intervention and Sarah needed on-going support.

Throughout her support for drug and alcohol addiction, the Foundation staff continued to see Sarah as someone who would benefit from general information about healthy living.

By taking a holistic attitude and putting into practice the MECC approach, Foundation have been successful in supporting Sarah to begin to turn her life around for the better – she has successfully completed detox and is now engaging well in a rehabilitation program. MECC is a stepping stone on the road to helping people to consider their own lifestyles, and the risks they may be taking.

[www.foundationuk.org](http://www.foundationuk.org)

# B THE FOUR ASPECTS OF SELF-CARE

## REGULATORY OR BASIC SELF-CARE: FIVE WAYS TO WELLBEING

The Five Ways to Wellbeing are a set of simple actions that people can do to improve their health and wellbeing. In Tameside, our health organisations, schools and community projects are using them to help people take action to improve their wellbeing.

### These are the Five Ways:

<b>Connect</b>	Feeling close to, and valued by, other people is important to all of us. Social relationships are essential for our wellbeing, and act as a buffer against physical and mental ill health for people of all ages.
<b>Be active</b>	Being active regularly is linked with lower rates of depression and anxiety for all of us.
<b>Take notice</b>	Reminding ourselves to 'take notice' can strengthen and broaden awareness. Being aware of what is taking place in the present directly improves our wellbeing, and savoring 'the moment' can allow us to make positive choices based on our own values and motivations.
<b>Keep Learning</b>	Learning through life boosts self-esteem and encourages our social interaction and a more active life.
<b>Give</b>	Giving and participating with others makes us feel happy, which is good for our health. The smallest act of 'giving' can count; even giving a smile to someone can make a big difference.

### In Tameside, our local organisations and services have been supporting people and communities to embrace the five ways to wellbeing:

- Action Together offer volunteering opportunities, and help people teach their skills to others. For example, they manage the Volunteer Centre Tameside on Penny Meadow in Ashton that promotes volunteering opportunities, recruits and places volunteers and supports organisations that would like to involve volunteers in their work.
- Tameside, Oldham and Glossop Mind have been helping people to connect, feel less isolated and learn mindfulness. For example: volunteers can get active in the kitchen garden that provides produce for the café and helps to connect with others; or learn new skills to maintain resilience and/or learn how to teach others to do the same.
- Tameside Metropolitan Borough Council and community groups run a wide range of sports and activities for all ages, and for all abilities. For example:
  - led walks in the borough, whether it is a 30 minute walk and talk, a health walk which could last up to 90 minutes or a longer walk with the Tameside ramblers.
  - learn to run with 'couch to 5k', either through the NHS website or with Active Tameside and then take part in the weekly Parkrun at Stamford Park.
  - Tai Chi or walking football session.
  - for the currently inactive who also suffer from a long term condition, the live Active Service designed to get active safely.
  - For more information on all these activities go to [livewelltameside.com](http://livewelltameside.com).

# PREVENTATIVE SELF-CARE: TURNING THE CURVE

Some health problems in Tameside are going in the wrong direction; the number of people with them is going up, rather than down. So, we want to 'turn the curve' on these problems.

**Tameside Health and Wellbeing Board identified three priorities that will have the biggest impact on local health inequalities;**

- reducing smoking
- increasing physical activity
- controlling high blood pressure.



# SMOKING

Around one in four Tameside adults smoke. This is significantly higher than the national rate of just under one in five (19.5%). We also have the highest rate of smoking in pregnancy in Greater Manchester.

Tameside Tobacco Strategy is delivered via the Tameside Tobacco Alliance partnership. Our partnership is made up of staff from Public Health, Tameside Metropolitan Borough Council, Community for Voluntary Action Tameside, Pennine Care NHS Foundation Trust, Stockport NHS Foundation Trust, NHS Tameside and Glossop Clinical Commissioning Group and Greater Manchester Fire and Rescue Service.

**Over the last year, Tameside residents have been able to access services and support to stop smoking in a number of ways, including:**

- A local Stop Smoking Service and enhanced services available at pharmacies and GP surgeries
- Smoking cessation support in workplace.
- A 'Stop Smoking in Pregnancy' midwife.
- A smoke free playground campaign.

Every year, the number of people who smoke in Tameside goes down. Compared to the rest of England, we are seeing faster reductions in the number of women smoking in pregnancy and the overall percentage of people smoking.

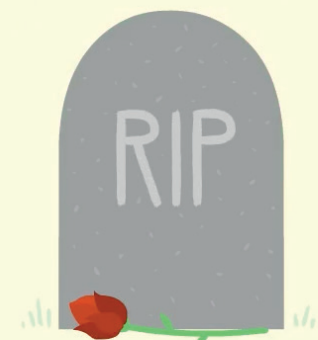
We also run a national campaign in our local area, called 7 Steps Out.

The campaign focuses on second-hand smoke, and the harm it causes to babies and children when adults smoke indoors. The campaign encourages parents, grandparents and carers to 'Take 7 Steps Out' right outside the home before smoking.

For more information about 7 Steps Out, please visit -

[www.take7stepsout.co.uk/](http://www.take7stepsout.co.uk/)

Or if you would like support to quit smoking, please call the Health and Wellbeing Service on 0161 716 2000



# PHYSICAL INACTIVITY

Here in Tameside we have one of the worst levels of physical activity in the country. In fact, about one third of us is inactive. That lack of activity has a high cost; in terms of individual health and wellbeing, as well as the cost to health services and society generally.

Across Tameside there is now a Physical Activity Strategy, which is focused on reducing the number of people who are physically inactive.

We want to be better than the national activity average by 2020. It is an ambitious target.

But by working together and by offering a range of different approaches, we are confident that we can increase healthy life expectancy, reduce health inequalities and improve overall quality of life in Tameside.

“If exercise were a pill, it would be one of the most cost-effective drugs ever invented”

**Dr N Cavill, health promotion consultant**



# HIGH BLOOD PRESSURE

Tameside has one of the highest levels of heart disease in England. One way to prevent heart disease and stroke is by controlling blood pressure.

Around one in three people in Tameside have raised blood pressure. However, high blood pressure often has no symptoms, so without a blood pressure check, many people won't know that they have it. High blood pressure is treatable, but in Tameside we estimate that four in every 10 people with it have not yet been identified. We know that if the number of people with high blood pressure in Tameside was on a par with the national average, we would see 30 fewer deaths from related illnesses each year.

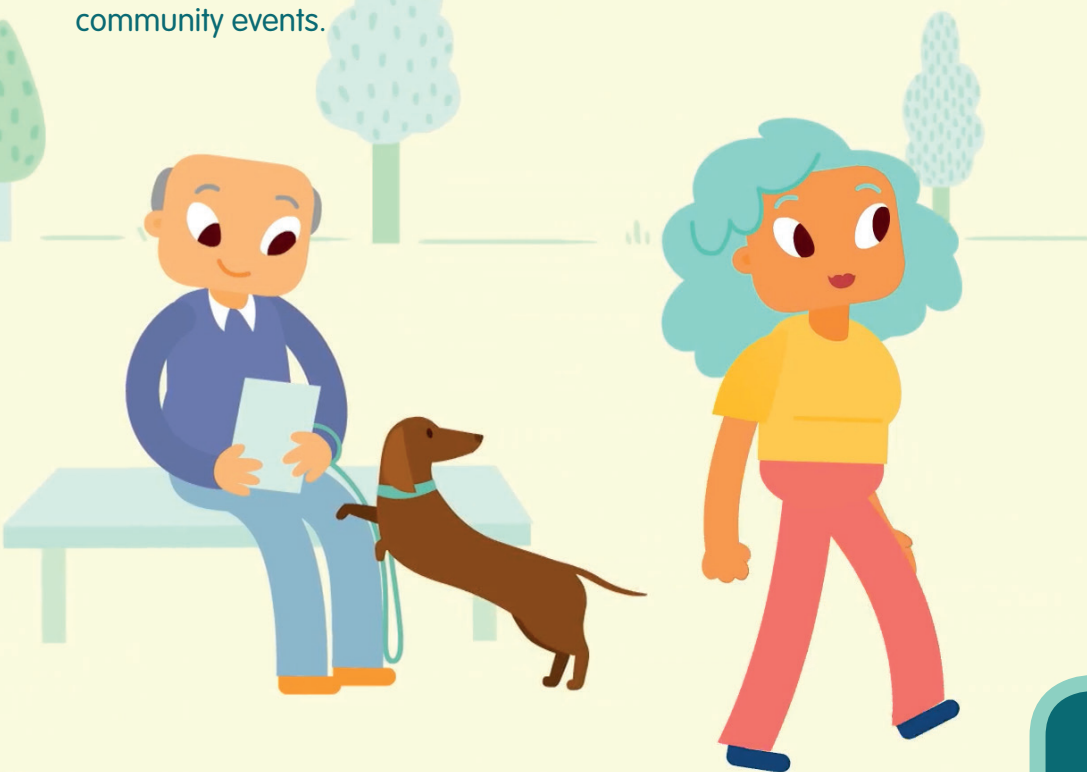
The 'Check it!' social marketing programme has been drawing attention to the importance of blood pressure this year, and the Tameside and Glossop Health Improvement Team have been offering opportunities for checks at community events.

## You can now get a blood pressure check at a:

- leisure centre
- pharmacy
- GP practice
- 'Check it!' programme event

More than 1300 people had a blood pressure check over a three-month period, and 100 of these were recommended to see their GP. A survey after the campaign showed that 40% of local people recognised the campaign.

Building on this success we are planning to continue the 'Check it!' programme because it so important that local people understand the risks from high blood pressure, get themselves checked and take action if they need to.





# REACTIVE SELF-CARE: PATIENT ACTIVATION

The Tameside and Glossop Care Together Programme and the Greater Manchester Devolution 'Taking Control' strategy, both encourage the development of patient activation.

To successfully self-care, and to manage our health well, we need to be active about it. We need knowledge, we need to develop new skills and we need to be confident about what we're doing. This is patient activation.

Helping people to be more active about self-care, and to develop the knowledge and skills they need, improves their engagement and health outcomes. By tailoring the way our services are delivered, according to how engaged someone is and what their patient activation level is, ensures that the level of support given matches the needs of the individual. That makes our services more efficient, productive and effective.

## For example, we know that:

- Patient activation is a better predictor of health outcomes than socio-demographic factors such as ethnicity and age.
- People who are active and engaged are significantly more likely to attend screenings, check-ups and immunisations. They are also more likely to adopt positive, healthy behaviours and have body mass index, blood sugar levels, blood pressure and cholesterol in the normal range.
- Studies of interventions to improve activation show that people who start with the lowest activation scores tend to increase their scores the most, suggesting that effective interventions can help engage even the most disengaged. This is a great opportunity to achieve behaviour change and champion healthy lifestyle choices and direct support.

Within Care Together we will be promoting patient activation and making use of a Patient Activation Measure provided by NHS England to enable service providers and users to enhance confidence and skills for self care.



# REACTIVE SELF-CARE: DRUG AND ALCOHOL SERVICE TRANSFORMATION

**Our Alcohol Strategy for 2015 – 2020 aims to reduce alcohol related harm in Tameside. It has is a programme of activity that covers four strategic priorities, which include:**

- challenging local attitudes towards alcohol
- providing exceptional Drug and Alcohol services, which maximise the chances of long-term recovery.

Our local substance misuse services have been recommissioned, and the new provider, Lifeline, will focus on a recovery model of care and provide a more substantial service to alcohol users. The new service is organised around three teams: Early Intervention and Prevention; Recovery and Aftercare.

It includes services for Under 19s, 18 to 28 year olds, family support, and a range of group work, as well as one to one counselling, support and clinical services.

Through the focus on prevention and treatment we expect to see fewer people needing treatment, and fewer people needing treatment for long periods. And at the same time seeing less alcohol harm to the lives of everyone in Tameside.

**Advice and support around drugs or alcohol, please visit LifeLine Tameside at:**

Katherine Cavendish House  
Katherine Street,  
Ashton-under-Lyne  
OL6 7DB

Phone: 0161 672 9420



## REACTIVE



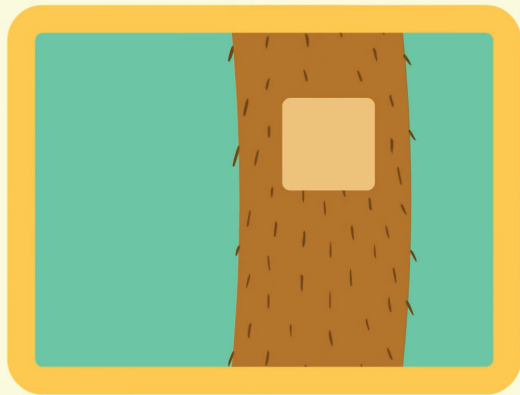
# RESTORATIVE SELF-CARE: EXPERT PATIENT

Tameside and Glossop Clinical Commissioning Group (CCG) commission Self-Management UK to deliver 'Self-Management for Life' courses for local people with long-term conditions. The courses help people to become confident, knowledgeable and skilled in managing their condition.

To get on one of the courses, people can ask their GP for a referral or can sign themselves up. The courses run once a week for three hours, over a period of six weeks. Participants include people with conditions such as diabetes, arthritis and heart disease.

Since 2012, there have been four courses a year. Five courses have been commissioned for 2016/17, to be run in each of the five areas of the CCG.

This year we will be focusing on high blood pressure, to fit with local initiatives.



## RESTORATIVE

## CASE STUDY:

Self Management UK Course hosted at Ingeus Tameside as part of the Working Well Programme: – feedback from two participants who now have the confidence to find the right job whilst living with chronic fatigue and arthritis.

### KAREN

"I attended the Self Management Course in June. It was very informative and extremely helpful. I learnt a helpful breathing technique that helps with relaxation. Each session was on different subjects that I found really interesting e.g. Goal setting, exercise and healthy eating. A lot of people started the course and there was still a lot at the end. We all received a certificate which I thought was very nice. If there was another I would definitely attend."

### HELEN

"The group sessions were excellent. A non-pressured environment which helped open up my thinking, bringing calm redirection. Looking at the group reactions, people were uplifted, not hounded. It disentangled a lot of fear and presumptions I had because of a long term illness. It also reinforced realistic expectations rather than self-pity. Thank you Ingeus for arranging."

# C SELF-CARE ACROSS THE LIFE COURSE

## STARTING WELL: SCHOOL RESILIENCE WORKSHOPS

Mental health disorders in young people, such as anxiety and depression, are surprisingly common. Poor mental health has an impact on every aspect of a young person's life including their ability to engage with education, make and keep friends and participate in family life.

Resilience is a self-care skill that young people need to help them overcome challenges. In Tameside, we have commissioned Mind to deliver a resilience programme in primary and secondary schools, working with teachers, young people and their parents.

### This programme includes:

- mental health and emotional wellbeing assemblies
- resilience workshops for pupils
- staff training sessions
- parent training sessions.

A total of 30 primary and secondary schools have been involved, over a thousand pupils have attended resilience workshops and nearly 12,000 attended a resilience themed assembly. Feedback from young people who have attended the sessions has been positive. They felt generally better after sessions and felt they would be better able to cope if problems did arise.

For more information and mental health support for young people, please visit - [www.mind.org.uk](http://www.mind.org.uk)

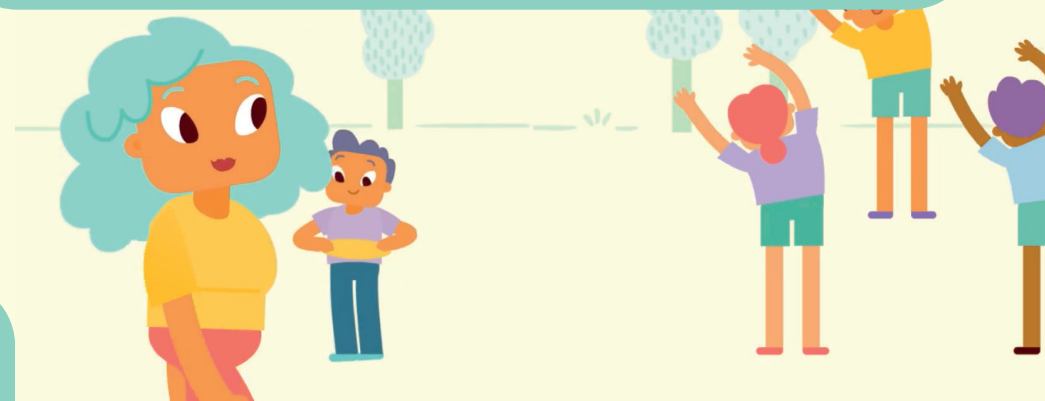
### CASE STUDY: FEEDBACK FROM SCHOOL/ PUPILS

#### SECONDARY PUPIL FEEDBACK

- "I can now cope better with my problems"
- "I feel a lot better and less stressed than I was before"
- "It taught me to be calm when I go through problems which stress me out"

#### PRIMARY PUPIL FEEDBACK

- "Really helpful at teaching us to deal with our feelings"
- "It gives you ways to cope and help others"
- "It was brilliant because I know how to calm myself down so I can now handle issues in my life"



# LIVING WELL: WELLNESS OFFER

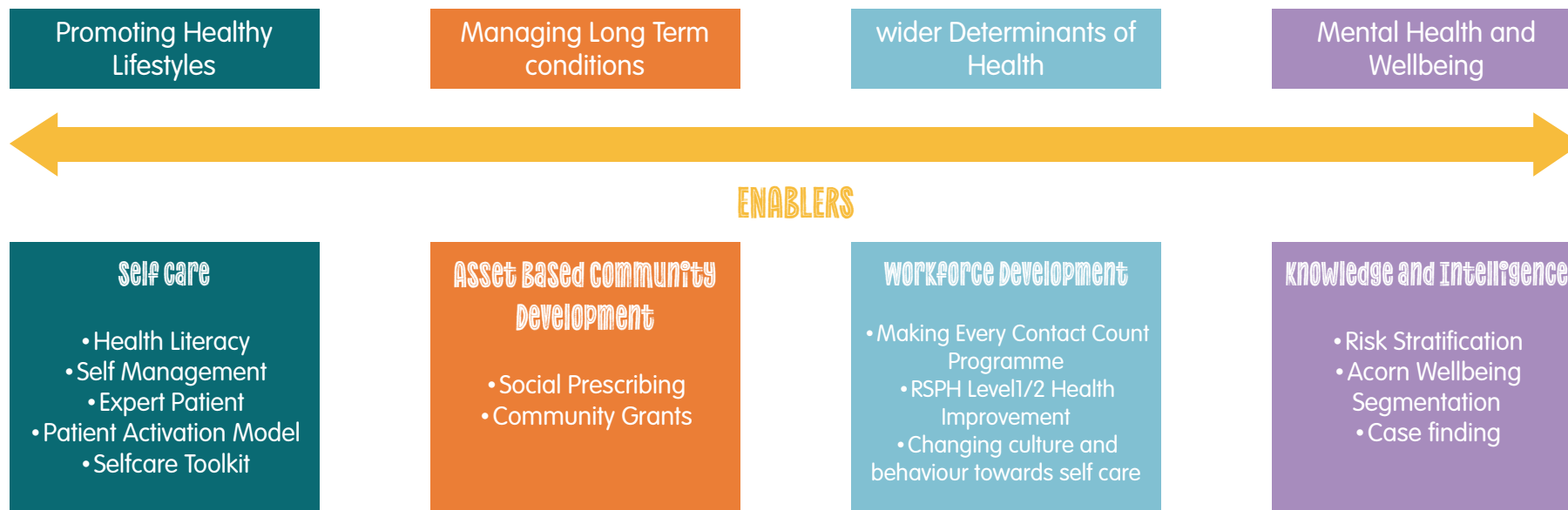
**Tameside Wellness Offer supports people to live well, by:**

- addressing the factors that influence their health
- enabling them to be independent and resilient
- helping people to support themselves and those around them.

The Tameside Wellness Offer goes beyond looking at single issue, healthy lifestyle services with a focus on illness, and instead, it aims to take a whole person, family and community approach to improving health.

Our vision is a person centred, not programme focused approach. We want to develop support based on a community approach, building your capacity to self-care and live healthy lives by addressing the factors that influence your health and wellbeing.

## THE CURRENT HEALTHY LIVES PROGRAMME MODEL



**That means providing integrated services that promote self-care through;**

- coaching
- structured decision making
- skilled, knowledgeable and confident staff who can support individual self-care and community level self-care by building relationships and capacity within communities.

Consultation with the people of Tameside showed us clearly that most people want support with diet and activity. Support for mental health issues such as anxiety and mild depression was popular too; residents described lack of confidence as a huge barrier to accessing health and social opportunities.

However, the consultation also showed us that people are confident in their ability to self-care, and to support each other and your community. There is support too for integrated services and a single place to go to, where people can get the help they need.

The Tameside Wellness Offer will also be accessed through the Healthy Lives programme of Care Together.



# WORKING WELL: 'GOOD WORK' PROGRAMME

We know that healthy staff are vital for a strong economy, and a strong economy is better able to provide good work for people. Having a strong economy supports self-care, as it increases employment and incomes and widens people's opportunities and choices.

Whether its paid or unpaid, full-time or a few hours a week, being at work can help you on the road to recovery after being off. Working can also be a good way to keep well if people have a long-term condition like diabetes, COPD, heart disease, depression, stress, asthma or back pain.



In Tameside, there are a range of programmes that support employers and employees to promote and take up more healthy lifestyles and better self-care. One of these is the Workplace Wellbeing Charter. Any organisation can use the charter and it provides an easy and clear guide on how to make workplaces a supportive and productive environment in which employees can flourish.

Healthy Hattersley is a pilot programme building on the success of the Working Well programme, which supports the long term unemployed back into the workforce. In Hattersley, GPs are able to refer patients that are unemployed and have health issues for additional support to address mental and physical health needs and skills development.

Skills for Employment is another form of support that is available to local people to help them return to work. The focus is on developing the skills needed to return to work such as confidence, literacy, customer services etc.

Please visit [www.wellbeingcharter.org.uk](http://www.wellbeingcharter.org.uk) for more information.

## AGING WELL: SMALL THINGS STORYBOX AND MANCHESTER CAMERATA

There are currently 85,000 people in the UK living with dementia. It can be a difficult condition to live with and manage, particularly if the person with dementia develops challenging behaviour. This is made more problematic by the lack of really effective treatment. Many people take anti-psychotic medicines to control behaviour, and these come with the risk of serious side-effects.

Small Things and Manchester Camerata provide an alternative approach, which helps to reduce the over prescribing of anti-psychotic drugs. The projects have brought music, literature and art to people with dementia and their carers, reducing their feelings of isolation.

Small Things run a project called StoryBox, which engages and communicates with people with dementia by using collaborative story making. It provides sensory and fun experiences where games are played and stories are made up to encourage togetherness, improve concentration and lift mood.

Manchester Camerata brings together trained music therapists and musicians to work with individuals and groups through music therapy. Their local project, Tameside Opera group for older people, has proved a great success, and we are keen to build further similar projects local on this innovative programme.





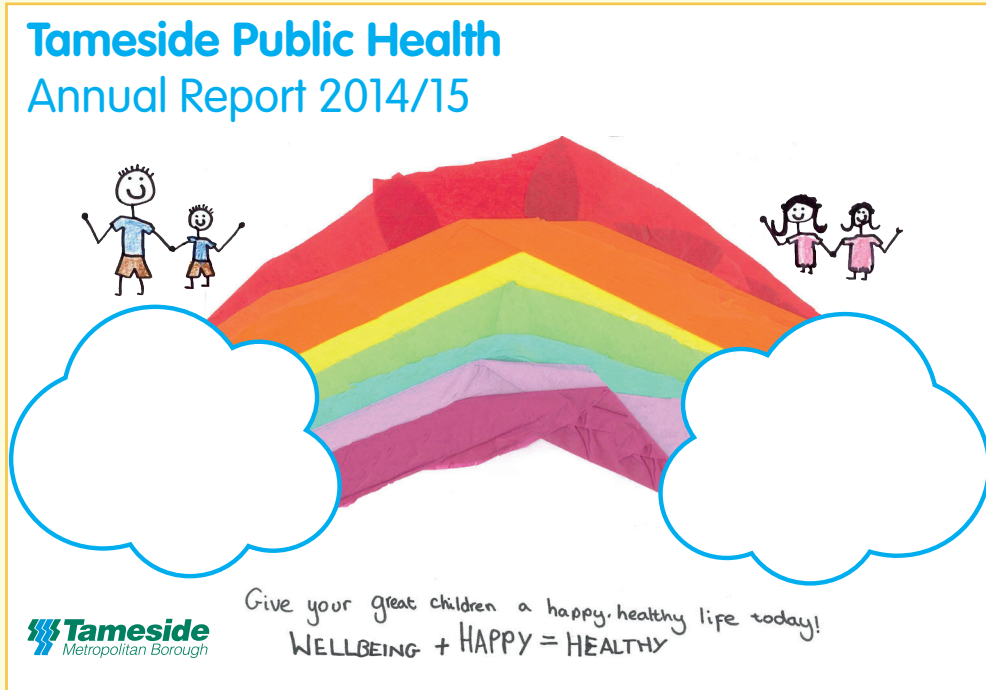
## CASE STUDY: DONALD

Donald took part in the Tameside Opera. He has a learning disability and dementia which affects his social skills and his confidence. Donald gradually spent less and less time with other people, he stopped making eye contact and in the end would barely speak or take part in a conversation.

Joining the Tameside opera group has changed everything. Since he started music sessions, Donald now actively takes part, enjoys being in the group and has the confidence to help others to take part in different sessions within the scheme. Donald now has a girlfriend, and both enjoy music sessions together.

For more information about Dementia, please visit - [www.alzheimers.org.uk](http://www.alzheimers.org.uk)  
To become a Dementia Friend, please visit - [www.dementiafriends.org.uk/](http://www.dementiafriends.org.uk/)  
<http://www.manchestercamerata.co.uk/learning/health/dementia>  
<https://smallthings.org.uk/public-projects/storybox/>

# UPDATE FROM THE 2014/15 ANNUAL REPORT: HANDS UP FOR HEALTH!



Last year the Public Health Annual Report put the spotlight on Children and Young People, emphasising the important foundations for development that are laid down in childhood.

The report made a number of recommendations. This is what we achieved:

## SCHOOL READY

- The number of children who are 'school ready' in Tameside has increased from 52% in 2014 to 58% in 2015.
- Health Visiting teams and private day-care providers now use an evidence-based developmental screening tool called ASQ 3 for our 0-3 year olds. This helps us to identify any developmental delay early.
- Mellow Parenting has started, in partnership with Early Attachment Service, Health Visiting, HomeStart and Children's Centres.
- New learning classes have been introduced in the Children's Centres.
- Working with Future Gov, we have talked to parents who find it hardest to find and use our services, to find out how we can make them more accessible.

## YOUNG MOTHERS

- The Family Nurse Partnership is working with teenage parents.
- We developed a young parent pathway to make sure the needs of all our young parents are met.



## ACTIVE TAMESIDE

- Lifestyle advisors have been trained in pre/post-natal exercise. They will offer support to any woman who wants to be active during pregnancy.
- We are testing and evaluating the Active Mama course.

## BREASTFEEDING

- Our maternity, community health visiting and children's centres settings have the Baby Friendly Accreditation.
- HomeStart is providing a peer support breastfeeding programme.

## EMOTIONAL WELLBEING

- We are developing a Transformation Plan for Children and Young People's emotional health and wellbeing.
- Young MIND are providing mental health awareness assemblies, resilience workshops and one to ones in every secondary school.

## SCHOOLS

- Half of Tameside's Schools have been supported to complete a School Online Health Check.
- A Sex and Relationship Education (SRE) Group is looking at the issues surrounding SRE in Tameside Schools.
- A local Learning Mentor has produced a video explaining her journey of delivering SRE - [www.youtube.com/watch?v=ZUzh9FLfnWA](https://www.youtube.com/watch?v=ZUzh9FLfnWA)
- A 'Let's Talk About Sex' workshop in the summer will build on our assets and provide the much needed resource to enable schools to engage more effectively with sexual health issues.
- We are supporting young people to gain skills and enter the workplace.

# ACKNOWLEDGMENTS

Writing this report has been a collaborative effort. I would like to thank everyone who has contributed their time and expertise to the production.

## **Self-Care**

Liz Harris  
Anna Moloney  
Pamela Watt  
Katie Flynn  
Charlotte Lee  
Kate Benson  
Dan Clark  
Angela Wild  
Debbie Watson  
Jacqui Dorman  
Gideon Smith  
Ruth du Plessis

## **Intelligence**

Jacqui Dorman

## **Report Co-ordination**

Gideon Smith  
Ruth du Plessis  
Charlotte Lee  
Katie Flynn  
Annette Turner

## **Editing**

Sarah Smith



# REFERENCES

What do we mean by self-care and why is it good for people? Self-care Forum <http://www.selfcareforum.org/about-us/what-do-we-mean-by-self-care-and-why-is-good-for-people/> accessed August 2016

A practical guide to self-management support. Key components for successful implementation. Health Foundation 2015 <http://www.health.org.uk/sites/health/files/APracticalGuideToSelfManagementSupport.pdf>

What do we mean by self-care and why is it good for people? Self-care Forum <http://www.selfcareforum.org/about-us/what-do-we-mean-by-self-care-and-why-is-good-for-people/>, accessed August 2016

A practical guide to self-management support. Key components for successful implementation. Health Foundation 2015 <http://www.health.org.uk/sites/health/files/APracticalGuideToSelfManagementSupport.pdf>

A practical guide to self-management support. Key components for successful implementation. Health Foundation 2015 <http://www.health.org.uk/sites/health/files/APracticalGuideToSelfManagementSupport.pdf>

Barofsky I. Compliance, adherence and the therapeutic alliance: steps in the development of self-care. *Soc Sci Med* 1978;12:369-376.

Purdy S. Avoiding hospital admissions. What does the research evidence say? Kings Fund 2010

Centre for Reviews and Dissemination 2015 Evidence to inform the commissioning of social prescribing [https://www.york.ac.uk/media/crd/Ev%20briefing\\_social\\_prescribing.pdf](https://www.york.ac.uk/media/crd/Ev%20briefing_social_prescribing.pdf)

Youth Chances. Summary of First Findings: the experiences of LGBTQ young people in England. Metro. 2014 [http://www.youthchances.org/wp-content/uploads/2014/01/YC\\_REPORT\\_FirstFindings\\_2014.pdf](http://www.youthchances.org/wp-content/uploads/2014/01/YC_REPORT_FirstFindings_2014.pdf)

Time to Change. Mind. <http://www.time-to-change.org.uk/what-is-stigma>, accessed 22 July 2016

Tameside Public Health Intelligence Team

Key data on adolescence. Association for Young People's Health.2015 <http://www.youngpeopleshealth.org.uk/key-data-on-adolescence>

# GLOSSARY

**JSNA (Joint Strategic Needs Assessment):** a comprehensive description of the current health and wellbeing of the population of Tameside and recommendations for action that will lead to improvements.

[www.tameside.gov.uk/puplichealthreports/JSNA-Report-201516.pdf](http://www.tameside.gov.uk/puplichealthreports/JSNA-Report-201516.pdf)

**Patient Activation Measure (PAM):** a short questionnaire that measures an individual's knowledge, skill, and confidence for self-management.

**Risk Stratification:** aims to identify individuals in, or segments of, the population, who are high intensity users of health and social care services, or have the potential to have high level needs in the future. This can enable the targeting of services to improve health and wellbeing and to support people to manage their conditions better through self-care enabling them to have a better quality of life.

**Social Prescribing:** identifying and addressing social needs of health service users.

Published September 2016

© Public Health, Tameside Metropolitan Borough Council  
New Century House | Windmill Lane | Denton | Tameside | M34 2GP