



**Denbighshire  
Health, Social Care and  
Well-Being Strategy  
2008-2011**

**Healthy  
Denbighshire**

**If it matters to you, it matters to us**

**A lot of information has gone into developing 'Healthy Denbighshire' and even more information supports the implementation and monitoring of this strategy.**

**For example, each objective has a range of supporting documents and action plans that explain why, how, when and what we are going to do.**

**This detailed information can be found by either clicking the link online for example, [Community Services Framework](#) , or phoning 01824-708-363 and making any specific requests for information to be mailed directly to you.**

**We wanted to avoid overloading you with unnecessary information; but we would like you to know that the information is available to those of you who would like further detail.**

**By making the information available upon request and online we can help reduce waste and ensure that the information available is as updated as possible.**

**Further information is available on our  
Health, Social Care & Well-Being Partnership website  
[www.healthydenbighshire.co.uk](http://www.healthydenbighshire.co.uk)  
or download the  
Health, Social Care & Well-Being Information Pack (**PiN PaC**)**

**Available in large print or audio upon request**

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# INTRODUCTION

## What Matters in Denbighshire?

'Healthy Denbighshire' builds upon the great work started in the first strategy covering 2005-2008. Further emphasis is now placed on partnership working, joint commissioning and collaboration to deliver better services and to support individuals and communities to improve their own health and well-being. This compliments the Community Services Framework which is about bringing services to people either in their own homes or close to their own homes in a range of community based settings.

Our 'Making A Difference' Achievements Report will let you know just what difference the first strategy has made.

## **How do we decide what matters in Denbighshire?**

Deciding what matters in 2008-2011 is about setting priorities. With your help we have identified eight priority 'Themes'.

**These 'Themes' affect all of us including children, young people and older people, those people with learning disabilities, mental health needs, physical and sensory impairments; those affected by poverty or social exclusion and carers.**

1. Reducing Poverty/Improving Social Inclusion
2. Our Environment
3. Positive Lifestyles
4. Early Intervention and Crisis Support
5. Changing Needs/Responsive Services
6. Longer Term Needs
7. Protecting and Safeguarding
8. Right Services in the Right Place

These overlapping priority 'Themes' are wide ranging because our health, social care and well-being are affected by lots of influences such as where we live, work and learn; our incomes and lifestyle; our ethnic group and identity; our relationships with family and friends and our access to services and facilities.

We came to decisions about what matters in Denbighshire by two routes:

1. Producing a Needs Assessment document that pulled together lots of information about our lives and circumstances. It told us about where we live, how we live and how healthy we are. Also about what has been done and what is being done to improve our lives and to reduce inequalities in health and from it, we could see what remained to be done.
2. Involving many of you in the discussions and asking if you agreed with what we thought needed to be done to improve our lives and health and social care services.

'Healthy Denbighshire' is proud to have an underpinning value base that hinges on building and sustaining:

- safe communities and trust
- programmes designed to promote our health, independence and enjoyment of life
- our active participation in creating better lives and communities
- our personal decision-making and accountability
- economic well-being;
- a competent, happy and healthy workforce, getting the most out of technology and other resources, and aware of the importance of providing services in ways that respond to ethnic group, gender and other differences.

**'Healthy Denbighshire' is not just about services we might need when we are sick but it is also about what we can do to keep ourselves well.**

Each of the 8 Themes is divided into 4 parts:

- ◇ **Theme Meaning** – developed by a range of stakeholders and is unique to Denbighshire
  
- **How does this fit with what we know?** - this is based upon information from the 2007 Health, Social Care & Well-Being Needs Assessment
  
- ☆ **What have we done so far?** - a highlight of progress so far taken from the 2007 Health, Social Care & Well-Being 'Making A Difference' Achievements Report
  
- ◁ **What are we going to do in the next 3 years and what this may mean to you?** – strategic objectives to be delivered by a range of partners and examples of what these may mean to you

# What matters in Denbighshire?

## 1. REDUCING POVERTY & IMPROVING SOCIAL INCLUSION

### ◇ *What does this mean?*

By *Reducing Poverty and Improving Social Inclusion* we mean we will do everything we can to reduce poverty. It means we will make sure that people who are disadvantaged are given the opportunity to be included in activities which are taken for granted by most of us. All Denbighshire residents have a right to the following: enough income to meet basic needs (such as food, housing, warmth and health care), equal access to all of our services such as education and leisure services; equal access to employment; to be involved in their community and to have a say in decisions about how local resources and services are allocated.

We recognise that many people in Denbighshire may not have these rights and that certain groups and communities are more affected by poverty than others, for example, within Communities First areas; and not having these rights means that people are not treated equally or are less involved in their local democracy. It includes people who may be geographically isolated in rural communities and not visibly concentrated in particular neighbourhoods. It also means people who are socially excluded – unable to gain access to quality housing, education, transport and to fully participate in society. It matters that in Denbighshire we bring new energy to regeneration efforts to work with people at the far end of the spectrum of inequality and revitalise our rural and urban communities.

### □ *How does this fit with what we know?*

- The main underlying factor that explains observed differences in health status between individuals is social disadvantage and poverty (World Health Organisation, WHO)
- Disadvantage can include having few family assets, a poor education, insecure employment and living in poor quality housing
- Poor socio-economic circumstances can lead to anxiety, insecurity, low self-esteem, social isolation and lack of control over work and home life
- It can also increase risk-taking behaviour such as smoking, alcohol misuse, drug taking and unsafe sex. Poverty also stops people gaining access to quality housing, education, transport and to fully participate in society

- Social isolation and exclusion are associated with increased rates of premature death and poorer chances of survival after a heart attack. These can also lead to a higher risk of divorce and separation and substance misuse - all of which affect health and well-being
- There is a clear link between poor housing and stress related illness with people on low incomes being more likely to live in poor housing
- Poor housing has been linked to increased levels of limiting long term illness, respiratory and infectious diseases, injuries, perceived poor general health and even increased mortality

## ★ *What have we done so far?*

### **We have:**

- Developed 134 affordable housing units for rent and sale, in partnership with Registered Social Landlords
- Focused energies on the prevention of homelessness resulting in 113 individuals, couples and families avoiding being placed in temporary accommodation for homeless people in 2006/07
- Denbighshire Welfare Rights Service has helped thousands of local people gain a total of £7.4 million in extra social security benefits and tax credits (2006-2007), £58.5 million in extra social security benefits and tax credits over the past 11 years
- Opened 2 Integrated Children's Centres – 1 in Rhyl and 1 in Denbigh
- Secured *Inequalities in Health* project funding to reduce inequalities for the most disadvantaged. Four communities in Rhyl are participating in the Rhyl Leisure Passes Scheme
- Secured a European Objective One Grant of £200,000 with the Disability Forum, Job Centre Plus and the Voluntary Services Council to support people experiencing disadvantage in training and employment. Over a three year period the grant has helped support people with physical and sensory impairments and young people leaving care
- Re-introduced an annual rough-sleeper count
- Appointed a County Council Homelessness Champion
- Created a multi-agency panel to develop housing pathways for younger people, including those leaving care
- Denbighshire Older People's Strategy supported and funded the GOFAL Project, which provides support and advice to older people who are at risk, vulnerable and/or isolated

- Established links with the North Wales Racial Equality Network with a view to enhancing service provision to Black and Minority Ethnic citizens

## ◁ *What are we going to do in the next three years?*

- ✓ Work towards reducing the incidence of poor health as a consequence of poverty
- ✓ Raise awareness of poverty, improve local mapping and review progress on reducing poverty including fuel and financial poverty
- ✓ Raise awareness of the impact of poor basic skills upon health
- ✓ Remove 50% of children from poverty by 2010
- ✓ Reduce poor quality housing, improve extent of affordable housing and monitor homelessness
- ✓ Improve access to training and employment for disadvantaged groups
- ✓ Support the work of Communities First
- ✓ Encourage all service providers to think about how the actions in reports and plans help reduce poverty
- ✓ Promote equality of access to services for all

## ◁ *What might this mean for you?*

**Welfare Rights Advice Services will help people secure an extra £7million worth of social security benefits and 'in work' tax credits per year**

**60 Staff and volunteers trained in various organisations to help older people affected by fuel poverty**

**We will through the Rhyl Cities Strategy, help an additional 800 people into sustainable jobs by 2010**

**60 people with physical impairments and 25 care leavers will be supported in pursuing training, volunteering and employment opportunities**

**25 additional work placements will be found through the Job Finding Service for people with learning disabilities**

## 2. OUR ENVIRONMENT

### ◇ *What does this mean?*

By *environment* we mean our natural and physical surroundings: the combination of the sea and mountains, the soil, water and air, as well as our *built landscape* which is made up of our houses, places of work, schools and colleges, retail and commercial developments, places of worship, libraries, as well as our roads and transport systems. It also means our *cultural environment* supporting the Welsh language and protecting and enhancing our landscape and heritage. Additionally, it means wanting to feel safe in our environment and not live in fear of crime. Our environment of urban, cultural and rural spaces matters because these can all have a profound effect on our health and well-being.

### □ *How does this fit with what we know?*

- Global problems have local implications. As our activities can inflict harsh damage on our environment, we have to take action to protect ourselves and future generations by living and working sustainably
- It is recognised that environmental damage by air, water and soil pollution can pose problems for peoples' health
- Extreme cold and extreme heat can seriously damage our health. Solar radiation is the main cause of skin cancers and in the winter months, vulnerable people are at increased risk of getting hypothermia, influenza, or tripping and falling
- Household, commercial, recreational and industrial wastes are the general sources of community waste. The task of waste disposal is important and costly, most particularly in areas with high concentrations of tourist activities and natural attractions. Improper waste disposal spoils Denbighshire
- A lot of older people are owner occupiers living in older properties which are likely to be in disrepair
- Poor housing damages our health. Further, the stress of being in temporary housing impacts on people's health with high rates of accidents to children
- The potential health damaging and health promoting effects are numerous. For example, the location of shops selling affordable fruit and vegetables can determine access to a healthy diet.
- Transport difficulties are a major barrier to access a range of care services and other public services, employment and healthy diet. However, vehicles cause both noise and air pollution, road traffic accidents and may deter people from cycling and walking

## ☆ What have we done so far?

### We have:

- Supported investment by the private sector in the North Hoyle Offshore Wind Farm which creates enough renewable energy to supply some 40,000 homes with electricity
- Worked with the Environment Agency Wales, began preparing a Local Development Plan and adopted a *precautionary framework* to guide planning decisions away from areas thought to be at high risk of river, tidal and surface water drainage flooding
- Secured Heritage Lottery Funds as part of the Heather and Hillforts Landscape Partnership Scheme to improve important environmental assets
- Received an award for the County Council's green fleet of vehicles which use fuel made from recycled vegetable oil from restaurants, schools and hotels
- Developed an award winning Night Rider pilot scheme providing older people with a reliable, low cost, evening transport service run by volunteers
- Received funding from the Welsh Assembly Government for a pilot transport scheme offering half price fares for 16-18 year olds
- Denbighshire's recycling rate has doubled over the past 3 years from 13% to 26%
- Assisted 125 Denbighshire applicants to undertake housing improvements through the *Houseproud Scheme* offering loans and assistance in arranging repairs for home owners aged 60+ and disabled people
- Promoted an affordable warmth strategy for Denbighshire identifying and improving 'fuel poor' homes
- Carried out tests and analysed public and private waste supplies for wholesomeness and sufficiency
- Helped to facilitate an 11% reduction in CO2 emissions in private sector housing
- Improved the external fabric of over 120 homes within our two Renewal Areas in South West/East Rhyl and Denbigh

## ◀ What are we going to do in the next three years?

- ✓ Support the implementation of the Local Development Plan (LDP)
- ✓ Negotiate affordable housing opportunities where appropriate, including specialist accommodation such as for disabled people, extra care housing and to investigate gypsy and traveller needs

- ✓ Seek to ensure that there is sufficient access to improved public open space and children's play space
- ✓ Increase the range of housing advice and housing options for young people and improve young people's appreciation and awareness of their environment
- ✓ Provide specialist housing support for substance misusers
- ✓ Provide a model of housing and care that enables older people to live as independently as possible, for as long as possible, whilst feeling safe and supported
- ✓ Improve housing conditions in the social and private sectors
- ✓ Continue to build on success of 'No Cold Calling' project funded by the Older People's Strategy
- ✓ Educate and encourage domestic householders to be more energy efficient in their home
- ✓ Provide a balanced approach in terms of education, monitoring and regularization of food related premises

### ◁ *What might this mean for you?*

**Development of a Young Person's Housing Panel to consider the accommodation and wider needs of care leavers**

**Reduction in door to door bogus con men selling products to vulnerable people**

**Development of Extra Care Supported Housing – 59 units in Rhyl, 61 units in Prestatyn, 24 units in Ruthin**

**Employment of an Environment Warden to provide a swift response to instances of criminal damage and provision of 200 community clear-up events per year**

**To ensure all windows, doors, heating systems, kitchens and bathrooms in Council properties are up to a necessary standard**

**Easier access to the countryside particularly for disabled or those with mobility difficulties**

## 3. POSITIVE LIFESTYLES

### ◇ *What does this mean?*

By *Positive Lifestyles* we mean ways of doing things – our behaviour, practices and habits – that result in our feeling and being as healthy as possible, no matter how old we are or whether we are currently experiencing, or have had, experience of physical and mental health problems. It is about individuals, families and communities taking a responsibility for their own well-being. It also refers to the sense of having a purpose and significance and sense of belonging.

### □ *How does this fit with what we know?*

- An active child is more likely than an inactive child to become an active adult
- Activity is associated with the prevention and management of a range of conditions such as coronary heart disease and strokes
- Lifestyle and occupational choice influence our physical and mental well-being
- Many diseases and injuries are preventable and lifestyle choices such as regular physical activity, nutrition, adequate sleep, practising safe sex, the avoidance of stress, tobacco and excessive alcohol use can improve our health and increase our life span
- The effects of an unhealthy lifestyle are cumulative and may have the greatest impact later in life
- High levels of workplace stress have been linked to an increased risk of physical injuries at work, high blood pressure, cardiovascular disease, depression and other mental health conditions, and increases in negative personal health practices such as smoking and drinking
- We have to pay attention to the social and environmental conditions that enable us to make responsible lifestyle choices
- There are health benefits to having the support of strong family and/or friendship networks
- Making healthy lifestyle choices can be increasingly difficult for those who may have limited resources to follow a healthy diet or to access leisure facilities

## ☆ *What have we done so far?*

### **We have:**

- 52 Denbighshire schools committed to the *Healthy Schools Scheme*
- Ensured that 98% of looked after children were registered with GP's, Dentists and/or Opticians and 75% had their teeth checked by dentists in a 12 month period
- The *Nutrition in Youth Clubs Project* has targeted 2,142 young people and has collaborated with Rhyl Football Club whose players have become health and fitness role models for young people
- Appointed 12 Champions for Health Challenge Denbighshire
- In 2006 1467 people participated in our *Footloose: Walking the Way to Health* walks in Denbigh and Rhyl
- Prepared a Healthy Ageing Action Plan, which is linked to a Sexual Health Action Plan
- Received Cymorth funding for a fixed term Public Health Practitioner Post - Healthy Sexuality post which is hosted by National Public Health Services (NPHS)
- Monitored and enforced the Smoking Ban and issued fixed penalty notices when applicable
- Appointed a 50+ Physical Activities Coordinator who has overseen a selection of activities at each of the main leisure centres in Denbighshire
- Commissioned a programme of ASIST Training to raise awareness of suicide intervention techniques
- Offered a series of *Cook and Eat* sessions and workshops to promote healthy eating and cooking for one
- Involved service users and carers in the Partnerships Boards for the Older People's Strategy, Mental Health, Disability Integration, Community Equipment Service Integration, Telecare and the Community Occupational Therapy Partnership
- Reduced the number of high risk food related premises issuing on average one out of three food hygiene certificates to business on initial inspection

## ◁ *What are we going to do in the next three years?*

- ✓ Provide counselling and therapeutic services to children and young people with social, emotional and behavioural difficulties including Child & Adolescent Mental Health Services (CAMHS)
- ✓ 100% schools engaged in Denbighshire Healthy Schools scheme by 2010 and increase uptake of healthy school meals
- ✓ Identify priorities to reduce childhood injuries
- ✓ Increase vaccine uptake and breastfeeding rates
- ✓ Appoint an Active Workplace Co-ordinator to encourage staff to become more active, leading to a healthy workforce
- ✓ Implement Active Lifestyles Action Plan, Nutrition Action Plan, Sexual Health Action Plan, Tobacco Action Plan
- ✓ Develop and implement a joint Conwy and Denbighshire Obesity Strategy
- ✓ Promote a Harm Reduction approach to work with substance misusers
- ✓ Denbighshire County Council will continue to work towards becoming a Health Improvement Agency
- ✓ Improve the health and well-being of the people of Denbighshire through Health Challenge Denbighshire
- ✓ Carry out test purchasing to eliminate under age sales of alcohol and tobacco
- ✓ Carry out inspections in food related business to ensure selling food fit for human consumption to prevent food poisoning

## ◁ *What might this mean for you?*

**Easier access for children and young people to Child & Adolescent Mental Health Services (CAMHS)**

**Continue to support and encourage more people to quit smoking**

**Community Safety Partnership will fund up to 1000 young people each year to visit Danger Point interactive safety centre**

**Develop special housing scheme for learning disabled people with complex needs**

**Encourage more people to take up the flu vaccine**

## 4. EARLY INTERVENTION & CRISIS SUPPORT

### ◇ *What does this mean?*

By *Early Intervention and Crisis Support* we mean offering as much assistance as possible before difficulties pile up and overwhelm us. As not all risks and abrupt changes in our circumstances can be avoided, some specialist supports are provided at the time that they are urgently required e.g. Accident and Emergency. At such times, the pressure to take immediate actions to stabilise a situation increases. Early intervention for crises with slow fuses, as well as crisis support, matter in Denbighshire because we recognise that all kinds of crises are part of life and that they require protective measures and assistance at the earliest opportunity.

### □ *How does this fit with what we know?*

Prevention and early intervention are key to improving and sustaining a person's mental and physical health and well-being. The importance of preventative services which reduce the risk of dependency and promote independence. As an early implementer site Conwy & Denbighshire Health & Social Care Community will be leading the way in developing and implementing the Delivering Emergency Care Strategy (DECS) with the aim of improving patient pathway and experience of unscheduled and emergency care across health and social care.

### ☆ *What have we done so far?*

#### **We have:**

- Appointed a Carers' Commissioning Officer
- Developed a range of interventions to minimise drug and alcohol misuse eg. by carrying out test purchasing of alcohol and tobacco
- Developed a housing options and homelessness prevention approach to people threatened with homelessness
- When homelessness is unavoidable provide a support service to people in temporary accommodation. We no longer place homeless families in bed and breakfast accommodation
- Circulated alcohol awareness leaflets for older people via the Older People's Strategy
- Appointed an Intermediate Care Manager

- Agreed a budget for the first phase of the Intermediate Care Development Plan which includes the development of a Crisis Response Service
- Provided 2275 items of equipment and aids to enable people to remain in their own homes. On average, it took six working days from the completion of a care plan to the delivery and installation of equipment and aids
- Commissioned a joint Crisis Resolution-Home Treatment Service to deliver services to adults with severe mental health problems in Coastal and Central Denbighshire reducing the need for hospital admissions

### ◁ *What are we going to do in the next three years?*

- ✓ Develop services in the areas of intermediate care and chronic disease management by providing services closer to the patient's own home
- ✓ Implement the Welsh Assembly Government Dignity in Care Programme for Older People in Wales
- ✓ Implementation of Delivering Emergency Care Services Strategy (DECS)
- ✓ Deliver the Joint Commissioning Strategy for Adult Mental Health and Social Care
- ✓ Work towards reducing the time individuals wait for an inpatient or day case hospital admission or for their first new outpatient hospital appointment
- ✓ Work to secure improvement in health and social care services to individuals who have suffered a stroke
- ✓ Support measures to prevent homelessness and support homeless persons including the expansion of the Dewi Sant Centre and extended provision for the NACRO Night Shelter
- ✓ Improving services for looked after children and disabled children and young people
- ✓ Develop care pathways for people diagnosed with dementia
- ✓ Provide a wide range of housing based support and maximise services for vulnerable people through Supporting People
- ✓ Development and implementation of Carers Strategy

◁ ***What might this mean for you?***

**More choice and availability of short breaks for disabled children**

**Zero tolerance of abuse of and disrespect for older people in any care setting**

**Improved support for Carers in relation to early intervention and in times of crisis**

**No outpatient to wait longer than 10 weeks and no inpatient or day case to wait longer than 14 weeks (by March 09)**

**Providing more care to you in your own home and community to avoid unnecessary hospital/care home admissions**

**A Crisis Resolution and Home Treatment service available in rural Denbighshire to help support people with acute mental health needs in their own homes and communities**

## 5. CHANGING NEEDS – RESPONSIVE SERVICES

### ◇ *What does this mean?*

By *Changing Needs – Responsive Services* we acknowledge that there are an abundance of possibilities and life choices for each of us and that change is a part of life. Critical transition times are early childhood; moving from primary to secondary education; moving from Children's Services to Adult Services, starting work; leaving home; starting a family; changing jobs or facing possible redundancy and retirement,

It matters that in Denbighshire we seek to build on people's own resources and complement their own supports as they attempt to manage difficult changes through providing responsive services. Offering skilled help in dealing with their problems; attempting to reduce harmful circumstances; assisting people to adjust and make sense of their changed circumstances and seeking to promote a positive outcome. Such interventions may be focused on individuals, couples, families, groups and communities.

### □ *How does this fit with what we know?*

- Some events involve changes that are surprising and welcome, as well as unexpected and challenging changes, such as the diagnosis of an illness, being made redundant or being a victim of violence. All such events tend to trigger stock taking, decision making and change
- We differ in how we cope with challenging events depending on the nature of the change and its expected duration, our history of weathering such change, whether there are other stresses in our lives, our resilience, our networks and our material resources
- Transition processes can be problematic and need further development to ensure that vulnerable people are not disadvantaged when they move from one service to another

### ☆ *What have we done so far?*

#### **We have:**

- Appointed a Disabilities Project Worker funded through the Joint Working Grant who works across Children's and Adult Services, focusing on eligibility, transition, joint planning, training and commissioning
- Developed a plan for intermediate care to support people to live in their own homes rather than remain in hospitals for long periods. The plan envisages creating new services and redesigning existing services so that they provide effective intermediate care
- A newly formed multi-agency team, with a shared working base, whose role is to ensure much closer working with housing colleagues

- Contributed to a regional study of technology with a view to improving the care people are offered in their homes
- Secured £344,000 Capital Grant funding and £40,000 Revenue Grant funding for local Tele-Care and Tele-Health developments targeting: the carers of older people with mental health problems; people with mental health problems; people with learning disabilities; and more broadly, home safety. This is adding to the 2,300 people in Denbighshire who already have the security of a community alarm.

### ◁ *What are we going to do in the next three years?*

- ✓ Improve the attendance and educational attainment of all Denbighshire's children and young people, including improvements at key transition stages
- ✓ Promote equality of access to services for all individuals and communities with particular emphasis on rural areas
- ✓ Further develop and maintain good working relationships and communication with voluntary and community bodies working alongside statutory organisations to deliver high quality and cost effective services
- ✓ Enhancement of Community Learning Disability (Health) Teams
- ✓ Develop and implement Tele-Care Strategy for Denbighshire
- ✓ Support the implementation of the Supporting People Strategy
- ✓ Further support the development of the Community Equipment Services Integration
- ✓ Ensure services are accessible and responsive to patient need by achieving and wherever possible exceeding the targets & standards set by WAG
- ✓ Continue local implementation of National Service Frameworks: Children, Young People and Maternity Services; Older People; Adult Mental Health; Coronary Heart Disease; Diabetes; and Renal services
- ✓ Ensure the ongoing delivery of the Multi-Agency Risk Assessment Conference (MARAC) for high risk cases of domestic abuse

◁ *What might this mean for you?*

**Improved transitions for young adults with a learning disability as a result of joint working processes within Conwy & Denbighshire Lifelong Learning, Health & Social Care services**

**Develop an extended enhanced jointly commissioned community equipment store in Rhyl and Ruthin (2008-09)**

**200 vulnerable people will be supported through Tele-Care in 2008-09**

**Pilot housing support project to identify unmet needs of minority groups accessing domestic abuse services**

## 6. LONGER TERM NEEDS

### ◇ *What does this mean?*

By *Longer Term Needs* we refer to the changing requirements for assistance throughout life. It includes children and adults with chronic illnesses (e.g. babies whose survival is due to developments in medical technology as well as people with rheumatoid arthritis, diabetes or HIV), people with learning disabilities, people with physical impairments, people with mental health problems (including those experiencing recurrent episodes), people who experience violence in their homes, people who abuse substances, carers and older people. As we make progress in improving the blend of clinical, rehabilitative and supportive services available in Denbighshire we demonstrate that the longer term needs of our citizens matter.

### □ *How does this fit with what we know?*

- The changing demographic profile of Denbighshire shows that along with a steadily decreasing birth rate people are living longer and there are a growing number of older people including an increase in the number of frail older people
- In Denbighshire a higher percentage of babies have a low birth weight than across Wales as a whole. These babies have a greater risk of developing problems during and after birth as well as having a greater risk of chronic disease when they become adults
- A rise in the proportion of older people will have a significant impact on the health of our population with increasing levels of long term and chronic illness. Over half of people aged over 60 report having a limiting long term illness compared to less than 20% in all other age categories
- There will be an increase in the Carer population as increasing numbers of people take on a caring role
- People who experience similar conditions (such as people with coronary heart disease) and people who experience similar circumstances (such as those fleeing domestic violence) require individual solutions
- Numerous conditions might be disguised by a single label e.g. someone with mental health problems may also have substance and alcohol abuse problems
- There is a growing number of aging carers of learning disabled adults

## ☆ What have we done so far?

### We have:

- Enabled improved access to speech and language therapy for school children - initially funded by the Joint Working Grant
- Promoted an on-line self referral scheme for adults and carers requiring assistance which is overseen by the First Contact Team
- Appointed a Joint Commissioning Manager for Mental Health Services
- Facilitated a research study on the health and social care needs of Care Home residents in Denbighshire
- Provided Direct Payments to 32 recipients
- Provided funding of £700,000 to 33 voluntary sector organisations via the Social Services Voluntary Sector Grants Scheme
- Created *Telecare/ Telehealth* pilot projects, including one targeting homes offering 24 hour care to people with mental health problems, and a *Step Down House* equipped with assistive technology which will assist people in returning to their own homes
- Further developed the Keyring project providing low level but sustained support to vulnerable adults
- Secured Welsh Assembly Government funding of £250,000 for the *Doorstop Project* which seeks to give a new start in life to people who have experienced problems arising from substance misuse
- Secured Social Housing Grant funding of £4 million for an Extra Care Housing Scheme in Rhyl (of 30 two bedroom and 29 one bedroom apartments) due to be completed by September 2008 in addition we have secured Secured Extra Care Funding to develop schemes in Ruthin & Prestatyn
- Since April 2005 the Council have completed over 700 Improvement Grants on private sector dwellings: 320 of these were for adapting the homes of disabled persons by way of the disability facility grants at a cost of over £5.2million

## ◁ What are we going to do in the next three years?

- ✓ Implement the Chronic Conditions Management and Intermediate Care Strategies and provide care closer to patients homes
- ✓ Implement the 'Local Implementation Plan' for continuing NHS health care
- ✓ Development and implementation of Physical and Sensory Impairment (PSI) Commissioning Strategy

- ✓ Implementation of Learning Disability Commissioning Strategy
- ✓ Increase, year on year, the take up of direct payments and develop a pilot to offer individual budgets (self directed support)
- ✓ Work towards the implementation of the National Strategy for Musculoskeletal conditions which includes rheumatoid arthritis and other similar conditions
- ✓ Ensure that older people and carers have significantly increased choice and control over the way they have their health and social care support needs met and are able to make informed choices relating to their independence and wellbeing
- ✓ Implement the Older People's Strategy
- ✓ Through grant assistance we will continue to improve housing conditions for those in need of assistance with private sector housing to enable them to continue to live in their own homes in a warm, safe, secure and damp free environment

### ◁ *What might this mean for you?*

**Increase in the number of vulnerable adults and older people supported to be as independent as possible within their own home**

**Establish a further Key ring project for vulnerable adults in Prestatyn and an enhanced project in Denbigh to include learning disabled people with more complex needs**

**More older people with a hearing impairment assisted to develop lip reading and other communication skills**

**An increase in the number of Carers identified, and receiving information and support from health professionals**

**The Handyperson Scheme being made available to more older people**

## 7. PROTECTING AND SAFEGUARDING

### ◇ *What does this mean?*

By *Protecting and Safeguarding* we mean enlisting the help of relatives, friends, neighbours, communities and professionals, including the police and the fire and rescue service, to look out for vulnerable people by alerting others to evidence of: injuries, neglect, restraint, theft, ridicule, bullying and threats of punishment; substantial weight loss/gain, under/over medication, rape, molestation, abandonment; the undue influence of others in their homes, and general inattention to health and safety hazards. It also means protecting people's health by immunising them, and helping them to avoid other hazards e.g. road traffic accidents through wearing seat belts and food poisoning by promoting good food hygiene. It matters that we help to protect each other from harm and danger and that we take thoughtful and committed action to safeguard individuals and communities.

### □ *How does this fit with what we know?*

- Injuries and their consequences produce heavy burdens in terms of deaths, pain, disability, economic loss and health care costs
- How safe or unsafe we feel in our neighbourhoods is not always related to the incidence of crime
- Individuals who have been the victims of violence and other forms of crime often suffer damage to their health beyond immediate injuries. Fear of crime is associated with increased anxiety and higher blood pressure, and is significantly associated with poor self-rated health
- Domestic violence exacts a tremendous impact on victims and survivors
- Assaults in the home are characterised by the use of power, unchallenged access to victims and profound betrayal
- It is devastating to be abused and the scale of abuse is unknown
- The consequences of abuse go beyond individual suffering and places severe demands on social services, health services, the police and the Criminal Justice System

### ☆ *What have we done so far?*

#### **We have:**

- Appointed a full time Protection of Vulnerable Adults (POVA) Co-ordinator supported by a dedicated part time administrative officer
- All POVA cases managed by POVA Co-ordinator ensuring consistent and effective response to allegations of abuse across client groups

- Established good joint working with Partner agencies
- Further investment has been made in the Receivership function allowing good joint working with Receivership Officer and POVA ensuing financial protection to those who have been financially abused
- Information regarding Whistle Blowing and Finances of Vulnerable People has been integrated in the updated A-Z for Care Workers that has been reissued to all in house provider staff. This information is also provided to all new staff on appointment.
- Denbighshire County Council has implemented a comprehensive training strategy around Protection of Vulnerable Adults and the Mental Capacity Act with a combined total of 400 people in receipt of training including independent sector
- POVA training within Conwy & Denbighshire Trust is mandatory
- Fire Safety referral systems have been developed for service users and increased visibility of other enforcement activities e.g. housing enforcement, licensing, community safety work
- Establishment of a dedicated Safeguarding and Reviewing Unit
- We have ensured that Housing Officer work with police and other partners in the social and voluntary sector in resolving anti-social behaviour whenever possible
- introduced the Community Safeguarding toolkit to voluntary organisations and groups working with children and young people in Denbighshire
- The Health Protection Team of the NPHS dealt with a number of health protection issues affecting Denbighshire e.g, the avian flu outbreak

### ◁ *What are we going to do in the next three years?*

- ✓ Develop a joint local Safeguarding Children's Board with Conwy
- ✓ Improve family support, prevention and inclusion services for vulnerable children
- ✓ Audit will be undertaken of advocacy services for older people and this will particularly address the needs of people who are most vulnerable
- ✓ Development of POVA specific audits to ensure quality of service
- ✓ Support the use of the Common Assessment Framework to facilitate early intervention opportunities and minimise escalation to a Social Services referral
- ✓ Deliver a corporate programme of child and adult protection
- ✓ Ensure that pandemic flu arrangements are updated including business continuity plans

- ✓ Implement and monitor Safer Homes Initiative which is provided to victims of domestic abuse
- ✓ Reduce alcohol related crime, criminal damage and fear of crime
- ✓ Support the work of the Community Safety Partnership
- ✓ Ensure appropriate plans are in place to respond to emergency outbreak and infections eg. Foot and mouth or food poisoning
- ✓ Maintain and further develop effective systems for supporting hospital, community and primary care services in preventing and managing infections
- ✓ Develop use of Mental Capacity Advocates
- ✓ Adopt 'In Safe Hands' guidelines to protect vulnerable people from financial abuse
- ✓ Develop use of Mental Health Advocates to support vulnerable people

### ◁ *What might this mean for you?*

**There will be a fully operational advocacy service for older people**

**There will be fewer incidents of alcohol related crime on streets and in licensed premises**

**Early intervention through the Common Assessment Framework will mean that children and young people will get support earlier**

**Our integrated services to protect vulnerable adults will be fully equipped to respond promptly and effectively**

**Improving hospital cleanliness to be in the top 25% in Wales**

## 8. RIGHT SERVICES IN THE RIGHT PLACE

### ◇ *What does this mean?*

By *the Right Services in the Right Place* we mean providing as close as possible to their homes the kind of help people need to be healthy and independent. We see ourselves as enhancing people's abilities, resilience and control over their lives and complementing their own resources with access to services. It matters that in Denbighshire we adopt an approach that builds on the strengths of individuals, families, neighbourhoods and communities by having a workforce that is competent, proactive and makes the best use of all resources.

### □ *How does this fit with what we know?*

- Workforce planning involves making sense of the numbers, skills and competencies of all health and social care employees. Also, it involves identifying the skills and competencies Denbighshire *will* need so that we can deliver new and improved services. By comparing the workforce now, with the workforce we want, we can see the shortages, surpluses and the skills gaps
- By looking closely at our services and gathering views about our priorities, we can link service and financial planning. Also, we can support multi-disciplinary learning, development and working by offering joint training. By using management information systems that are shared across health and social care we can pool information about the labour market in Denbighshire, explore ways of retaining employees and decide how many employees are and will be needed for example
- The importance of keeping and supporting employees in work is vital to the economy and pivotal to ensuring that we have the right staff in the right place – happy and healthy staff!

### ☆ *What have we done so far?*

#### **We have:**

- Achieved a Corporate Health Standard Award for promoting health and well-being of staff
- Ensured that all staff working with older and disabled people have achieved their BTEC Award in the provision of community equipment
- Signed up to a Mental Health Partnership with Conwy to create an integrated service
- Ensured the extension of the Heart Failure Team with an additional specialist nurse, funded by the British Heart Foundation

- Enabled the employment of generic support staff who work with the Intermediate Care Critical Response Service to support people who use both health and social care services using Joint Working Grant funds
- Provided inter-agency training regarding the Protection of Vulnerable Adults, Child Protection, Domestic Abuse, Mental Health legislation, Moving and Handling, Continuing Health Care, and Social Work Education and Training
- Made significant progress in enabling 'retirement-age' staff to continue in employment on a full or part-time basis
- Supplemented the workforce capacity in Accident and Emergency and the cancer unit by supporting the recruitment and support of 115 volunteers. The Robins Volunteers won an *Investing in Volunteers* Award in 2006 and now work in all areas of the Trust
- Improving information services for children, young people, families and staff working with children and young people
- Created and re-energised the Health, Social Care and Well-being Workforce Development Partnership
- Developed a Health, Social Care and Well-Being Partnership website to improve access to information
- Established a Needs Assessment Working Group responsible for the development of the Needs Assessment
- Established projects in Rhyl, Corwen & Denbigh which are planning local joint health and social care facilities

### ◁ *What are we going to do in the next three years?*

- ✓ Support the Communities Services Framework
- ✓ Improve the quality and choice of services for users and carers
- ✓ Further develop the role of the Health and Social Care Support Worker
- ✓ Development of services through joint and/or regional commissioning
- ✓ Improving the co-ordination of service delivery to children and young people and implement the Children and Young People's Strategy in full
- ✓ Invest in the recruitment and retention and development of staff in the wider health, social care and housing community
- ✓ Ensure access to services can be obtained as close as practicable to communities subject to considerations of safety, quality and resources

- ✓ Support the development of a strong and effective independent and voluntary sector
- ✓ To provide a service that ensures that patients – no matter how or when they contact any of the emergency or unscheduled care services – are assessed and then seen by the most appropriate health care professional at the most appropriate time.
- ✓ To maximise health and well-being by encouraging healthy lifestyles for older people and enhancing the prevention/enabling role of local authority services, health care, independent and voluntary sector provision
- ✓ Ensure services and buildings are configured to take account of future demand and change in health and social care provision
- ✓ Commission appropriate needs assessments to inform future service development

### ◁ *What might this mean for you?*

**Health and social care staff who are better qualified with the skills and knowledge they need for the work they do**

**Bringing GP's, community health and social services together on single sites across Denbighshire**

**Development of specialised teams made up of both health and social care staff**

**Lower level health and social care needs can be met by a single specifically trained worker**

**Happier, healthier workforce!**

