

## **HEALTH AND WELLBEING BOARD: 26 NOVEMBER 2020**

### **POSITION STATEMENT FROM THE CHAIRMAN**

#### **Coronavirus**

Since the start of the COVID-19 emergency in March, health, social care and community partners have been working together to minimise the spread of the virus, to effectively treat and support people who contract the virus and to maintain services for patients and service users.

On behalf of the Health and Wellbeing Board I would once again like to thank all those who have helped manage and deliver resilience response and the ongoing recovery work to protect our residents, local services, and in particular our most vulnerable groups.

An announcement is expected today on the tiering system which will come into force after December 2<sup>nd</sup>. It is expected that all parts of Leicestershire will be in tier 3.

The national rate has decreased compared to yesterday from 230.3 to 218.4 per 100,000 population. The local rate has decreased compared to yesterday from 317.6 to 305.2 per 100,000 population. The percentage change for the previous 7 day period for Leicestershire is a decrease of 23%, compared to a national decrease of 21% in the last week.

The rate in Leicestershire continues to be higher than the national average. Oadby & Wigston now has the highest rate in the County (424.4 per 100,000 population) followed by Blaby (361.5), NWL (310.8), Harborough (298.5), Melton (289.0), Charnwood (271.7) and H&B (257.2).

#### **It's Down to Us campaign**

We are continuing to produce a range of comms to promote our "It's down to us" campaign across Leicester, Leicestershire and Rutland, with the aim of encouraging residents to play their part in controlling the spread of coronavirus. These comms include:

- Local leaders press briefing and media release – these took place in mid-November to highlight the continuing rise in coronavirus cases in the region, and the vital importance of following the rules in the last two weeks of the national lockdown: <https://www.leicestershire.gov.uk/news/key-figures-unite-to-call-for-big-effort-to-beat-virus>.
- Community voices talking heads videos – these are in progress and feature local representatives, including the Lord Lieutenant, the Chairman of the council, faith leaders, business owners and a GP, urging residents to follow coronavirus guidelines for the safety of all.
- Case studies of severe COVID-19 survivors – to date, we have produced a series of video interview clips featuring one resident and a written interview with a second resident, both of which we are currently running as a series of

social media posts (examples here:

<https://twitter.com/LeicsCountyHall/status/1329790581015531523> and here: <https://twitter.com/LeicsCountyHall/status/1329394073271209985>). We also

used the first interview as the basis for a media release in mid-November.

- Social media advertising – we have continued to run ads on Facebook and Instagram, aimed at various age groups and areas of Leicestershire, encouraging residents to get tested if they have symptoms and to practise social distancing, wash their hands and wear a face covering.
- Advertising and awareness raising offline – we have produced a range of artwork for ad van bookings, petrol pump nozzle advertising, supermarket digital screen advertising, vinyl banners, posters for businesses and lamppost signage.

### **Flu Vaccinations**

We have supported the Leicester, Leicestershire and Rutland campaign to encourage residents and staff in eligible groups to get their flu vaccination.

Externally, we are posting and sharing messages on our Twitter and Facebook accounts, reminding Leicestershire residents of the importance of the flu jab.

### **World Mental Health Day**

In the week preceding World Mental Health Day on 10<sup>th</sup> October, we ran a series of social media posts signposting people to the mental health resources we created with partner organisations, available on our Start a Conversation website and Leicestershire Partnership NHS Trust's Health for Teens website.

### **Self-Care Week and Anti-Bullying Week**

During Self-Care Week (16-22 November) and Anti-Bullying Week (16-20 November), we took the opportunity to signpost again to our mental health and wellbeing services with daily social media posts on our corporate channels.

The Self-Care Week posts focused on physical and mental health, as well as the importance of following the “Hands, face, space” guidance, and ended with a link to the council's health and wellbeing webpages:

<https://www.leicestershire.gov.uk/health-and-wellbeing>.

### **Start a Conversation**

We have an ongoing series of social media posts reminding residents that support for a range of wellbeing or mental health needs is available locally and nationally, all collated on our Start a Conversation website:

<https://www.startaconversation.co.uk/coronavirus-and-mental-wellbeing>.

We have also recently produced artwork – a kit transfer, pitch-side board and poster – to support Start a Conversation's sponsorship of Lutterworth Athletic Football Club.

### **Weight Management Service**

Our focus continues to be raising awareness of the service and its free, personalised support over the phone and online. We are promoting this via a range of print advertising – including in the Leicester Mercury, Loughborough Echo, Hinckley Times, Ashby Life, Ibstock Life and Soar Valley Life – as well as via Facebook and Twitter posts signposting to the service's website.

Our Design team is also working on a series of animated videos on aspects of healthy eating, aimed at children and young people, for use on the service's microsite and for sharing with partners.

### **PNA**

As you are all aware, local authority health and wellbeing boards have the responsibility to renew and publish a Pharmaceutical Needs Assessments by April 2021. This document is a statutory responsibility which records the need for pharmaceutical services within a specific area. Due to current pressures in response to the COVID-19 pandemic, the Department of Health and Social Care announced on 21<sup>st</sup> May that the requirement to publish renewed Pharmaceutical Need Assessments will be suspended until April 2022. Our health and wellbeing boards will retain the ability to issue supplementary statements to respond to local changes and pharmaceutical needs during this time. The NHS Pharmaceutical and Local Pharmaceutical Services Regulations 2013 will be updated in due course. This update is available to view here:

<https://content.govdelivery.com/accounts/UKLGA/bulletins/28c92ef>

### **Healthwatch - Public meeting to discuss reconfiguration plans for Leicester hospitals and maternity services**

Consultation has begun on proposals to spend £450 million transforming acute hospital and maternity services in Leicester, Leicestershire and Rutland (LLR). Healthwatch Leicester and Healthwatch Leicestershire will be holding two online meetings in December to discuss the plans for reconfiguration of Leicester hospital and maternity service. We want to hear your views on the plans and the consultation.

A document containing more information is included below.

## **SELECTION OF REGIONAL AND NATIONAL PUBLICATIONS AND NEWS**

### **Keep Warm Keep Well**

Public Health England have provided guidance to keep warm and well during the pandemic.

View it here:

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/932952/keep\\_warm\\_keep\\_well\\_2020.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/932952/keep_warm_keep_well_2020.pdf)

### **The courage of compassion: Supporting nurses and midwives to deliver high-quality care**

The report focuses on how to develop good work environments for nurses and midwives by changing the workplace factors that affect their wellbeing and effectiveness at work, rather than focusing on ways to help them cope with negative working environments or providing treatment when they become unwell. Efforts must be focused on changing the factors that cause stress rather than only dealing with symptoms.

Read the full article produced by the Kingsfund here:

<https://www.kingsfund.org.uk/publications/courage-compassion-supporting-nurses-midwives>

### **PCN Development Funding Guidance.**

This updated 2020/21 PCN Development Support Guidance builds upon the guidance published in 2019/20. It sets out the PCN development priorities for 2020/21 and guidance about utilisation of national £43.7m funding for 2020/21.

Read the full article here:

<https://www.england.nhs.uk/publication/pcn-development-funding-guidance-2020-21/>

### **National Seasonal Influenza Immunisation Programme 2020/21: primary care frequently asked questions**

Frequently asked questions for primary care on the National Seasonal Influenza Immunisation Programme for 2020/21: Read the article here:

<https://www.england.nhs.uk/publication/national-seasonal-influenza-immunisation-programme-2020-21-primary-care-frequently-asked-questions/>

### **Public perceptions of health and social care in light of COVID-19 (July 2020)**

Results from an survey commissioned by the Health Foundation

Read the article here:

<https://www.health.org.uk/publications/reports/public-perceptions-of-health-and-social-care-in-light-of-covid-19-july-2020>

### **Inpatient experience during the coronavirus (COVID-19) pandemic**

This report shares the results of our survey looking at the experiences of people staying in NHS hospitals during the first wave of the coronavirus (COVID-19) pandemic.

Read the CQC report here:

<https://www.cqc.org.uk/publications/themed-work/inpatient-experience-during-coronavirus-covid-19-pandemic>

### **Post-coronavirus boom in social housing needed to tackle spiralling council housing waiting lists**

A post-pandemic building boom of 100,000 new social homes for rent each year would not only meet demand for affordable homes but deliver a £14.5 billion boost to the economy – the equivalent to over half of the entire annual economic performance of Birmingham - new research reveals.

The report, Building Post-Pandemic Prosperity, commissioned by the Local Government Association, Association of Retained Council Housing, and National Federation of ALMOs, warns that rough sleeping, homelessness and sofa surfing is only likely to increase in the coming months.

Read the full article here:

<https://www.local.gov.uk/post-coronavirus-boom-social-housing-needed-tackle-spiralling-council-housing-waiting-lists-new>

This page is intentionally left blank

## Public meeting to discuss reconfiguration plans for Leicester hospitals and maternity services

Consultation has begun on proposals to spend £450 million transforming acute hospital and maternity services in Leicester, Leicestershire and Rutland (LLR).

Healthwatch Leicester and Healthwatch Leicestershire will be holding two online meetings in December to discuss the plans for reconfiguration of Leicester hospital and maternity service. We want to hear your views on the plans and the consultation.

To register for the meetings:

Wednesday 9 December 2020  
10am - 12pm

[https://us02web.zoom.us/meeting/register/tZYpdeCoqzMtGNQ6VZTLgKY\\_qwZJYV8XvLkl](https://us02web.zoom.us/meeting/register/tZYpdeCoqzMtGNQ6VZTLgKY_qwZJYV8XvLkl)

Wednesday 9 December 2020  
3pm - 5pm

<https://us02web.zoom.us/meeting/register/tZcpd-2prT0pGNTEFRy8YJ-zVS78bSU0eYeY>

After registering, you will receive a confirmation email containing information about joining the meeting. If you have any accessibility needs please contact [enquiries@healthwatchll.com](mailto:enquiries@healthwatchll.com)



This page is intentionally left blank