

Directors update: Joint Public Health Board

16 February 2023



Healthcare public health

- Finished the integrated care strategy – agreed by the Partnership in mid-January
- Agreed to continue to lead the work on implementation of the strategy
- Forming a strategy oversight team with representation from all system organisations – plus a programme team to assist with delivery
- Agreement on public health support to NHS is near completion – sets out capacity we are using to support integrated care system work
- Increasingly will look to host or work with new posts to deliver the priorities for the system.
- Recruited to a new joint consultant in public health post - between Dorset Healthcare and public health team on health inequalities



Health protection

- COVID infections rising once more – peak predicted late March
- Current prevalence is around 1.5% - expected to rise to around 3.4%
- Pattern now different with smaller peaks and troughs, compared with the large waves in the early pandemic
- Flu admissions fell quickly at the start of the year – now down to low levels once more
- Formed task and finish group with NHS Dorset to consider how best to support health of people being housed in bridging hotels in BCP Council
- Links to the work we are doing to understand how to maintain a strong health protection approach in our system



Health improvement

- Combating Drugs Partnership board now up and running – has met to consider needs assessment, looking at outcomes
- Sub-groups established including the treatment and recovery sub-group
- Additional funding confirmed for 23-25 for both council treatment services – aim is to restore capacity in services to treat more people in line with national strategy
- Re-tendering contracts for the Dorset Council area for substance misuse this year – Cabinet decision not Joint Public Health Board due to separate commissioning arrangements
- Performance for both systems now overseen by CD partnership



Our organisation

- Ten years this April since the transfer of public health from NHS into local authorities
- In this time have been through:
 - National cuts to public health Grant – transformed services
 - Created Live Well Dorset as one of the first integrated health behaviour change services
 - Led Prevention at Scale programme in shadow integrated care system
 - Local Government Re-organisation – and refresh of shared service
 - Led the local pandemic response – contributing to enquiry



Public Health Dorset branding refresh

Updating our visual identity to reflect our role within both councils



Background

- As a shared service, Public Health Dorset has its own visual identity
- The current logo was created a number of years ago, pre-LGR
- It has little visual relation to our role as part of both councils

Aims

- To bring our branding in line with both councils
- To provide clarity on who we are



Proposal

Updating the current graphic by:

- Changing the colours to reflect Dorset Council and BCP Council brands
- Adding a strapline to clarify our partnership role



Next steps

- Design files and brand guidelines to be finalised
- Rollout on PHD channels and update for partners





A campaign to support children and young people's mental health

Dorset Suicide Prevention Group | Launched 6 February 2023

Why are we running this campaign now?

- We know that children and young people's mental health and wellbeing has been adversely impacted by Covid-19
- Young people were a target audience identified within the multi-agency suicide prevention steering group's three year plan
- Feedback from young people indicates they do not always know what support is available to them locally or how to access it – in a recent survey by Dorset Youth, **only 60%** of young people knew how to access mental health advice



What is the aim of the campaign?

- The RUOK? campaign aims to raise awareness of the range of mental health support available to children and young people in Dorset, including 24/7 crisis support, NHS services and support from local charities
- The campaign will also highlight the importance of reaching out for help and information on how to support someone who is struggling
- Our target audience is young people aged 14-21, plus their families and professionals who support them
- A partnership approach, working with young people, mental health services and local authority teams



Campaign activities – part 1

The PR campaign led by Public Health Dorset includes:

- Campaign launch tied in with Children’s Mental Health Week (6-12 Feb)
- Partner toolkit including content such as bulletin articles, posters, social media content, digital screens
- Organic social media campaign, using real quotes and testimonials to highlight local and national support, including Samaritans, SHOUT, Kooth, Childline, Papyrus, Dorset Mind Your Head, Dorset Mental Health Forum, and local NHS services including Connection, CAMHS, Chat Health and Mental Health in Schools teams



Campaign activities – part 2

- A ‘shareable graphic’ signposting to support that is easily accessible for young people
 - See it, save it, share it
 - Save on mobile phones in ‘favourites’
 - Share via social media, messages and other routes such as family WhatsApp groups
 - Screenshot or download at: [Shareable graphic - RUOK? - Public Health Dorset - Dorset Council](#)



Need to talk?

Call
Connection - 24/7 mental health helpline **0800 652 0190**
Samaritans - Always on-hand to listen **116 123**

Text
24/7 mental health support **Text 'SHOUT' to 85258**

Chat
Wellbeing community with live chat (11-18 years) **kooth.com**

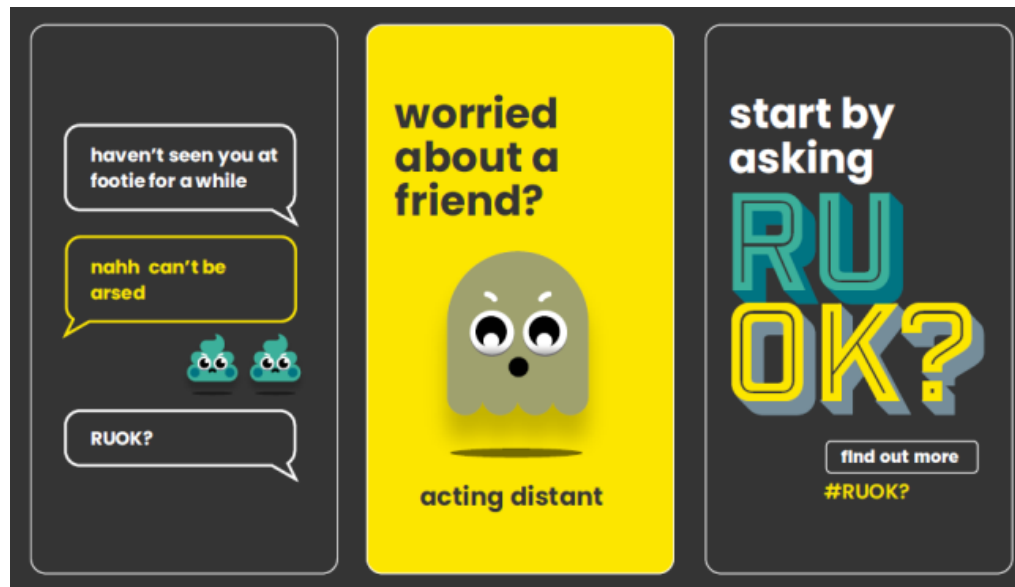
Search
Find more local support **dorsetyouth.com/mental-health**

RUOK? Mental health support for young people in Dorset

The graphic is a dark grey vertical rectangle with rounded corners. It features a yellow speech bubble icon next to the title 'Need to talk?'. Below the title are four sections, each with a yellow icon (phone, smartphone, laptop, globe) and a yellow box containing the service name. The contact details are in white text on a teal background. At the bottom is the RUOK? logo and the text 'Mental health support for young people in Dorset'.

Campaign activities – part 3

- A targeted social media advertising campaign using interactive ads on channels such as Snapchat, Tik Tok and Instagram





Want to know more?
www.publichealthdorset.org.uk/ruok

