

Driffield Healthy Town Project.

Public service organisations through the East Riding of Yorkshire are working together to understand the key population health issues in Driffield, what drives these issues and what approach we take together to tackle these. These organisations include:

- Driffield Town Council
- East Riding of Yorkshire Clinical Commissioning Group
- East Riding of Yorkshire Council
- Yorkshire Coast & Wolds Primary Care Network (incorporating the Driffield GP practices)
- City Health Care Partnership CIC
- Humber Teaching NHS Foundation Trust
- HEY Smile Foundation

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Regular meetings are facilitated by the East Riding CCG and are chaired by Mark Blakeston on behalf of Driffield Town Council. The project's ambition is to ensure that all services are joined up to work more efficiently and are appropriate to support the needs of local residents. We want to create a neighbourhood where we can support and encourage people to take control of the choices they make in living their lives. To help people to look after themselves, adopt a healthier lifestyle, improve their wellbeing and reduce their need to access health and care services. When people are unwell, we will support them to manage their health needs which will help them to remain in work for longer and to stay independent and in their own home for longer.

As a group, phase 1 of our work was aimed at understanding the health needs of our local community as well as to scope out the great range of services that Driffield has available to help people stay healthy and to support them when they are feeling unwell. Information on the latter is available at: <https://driffieldtowncouncil.gov.uk/healthytown/>

The group is already connecting together to join up on projects aimed at supporting young people, improving CVD pathways and helping community groups to access small grants.

Population health summary:

Analysis of data held by the NHS, Public Health and East Riding of Yorkshire Council's (ERY) Intelligence Hub has shown there to be several medical conditions that have a greater prevalence in Driffield than the East Riding and England average, largely centred on the Driffield and Rural ward. These include Cardiovascular Disease (CVD), Cancer and Diabetes. All of these are largely connected to (modifiable) lifestyle factors such as smoking, poor diet, lack of exercise, etc.

The same analysis has shown several indicators that, when grouped thematically, point to socio-economic issues relating to:

- **Children and Young People (CYP) and families.** Indicators include high numbers (relatively) of children on education, health and care plans, childhood obesity, low level crime and arson – possibly relating to anti-social behaviour (note these latter elements are below the ER average but remain pertinent in an overall context).
- **Vulnerability / financial instability.** Indicators include high proportion of >65 year olds, 'Blue Badge' holders, Fuel Poverty, Arrears, Benefit Claims and Lifeline call outs.

Potential opportunities being explored:

1. Cardiovascular disease: Work is underway to explore the potential for a whole-system multi-agency approach aimed at holistically supporting individuals. The fundamental principle would be to:

- find more people who have the condition but are yet to be identified, and
- once identified, ensure that these individuals receive the appropriate support to manage their condition and reduce escalation into more acute services.

2. Pre and Post Operative Care: A pre and post operative service is also being considered for use in some community hospitals including ABH. Where clinically safe and appropriate, this would enable any necessary tests required before surgery to be undertaken locally in advance of scheduled operations in neighbouring acute hospitals, making this more convenient for local people. Then after the surgery, post operative care could also be provided locally, where clinically safe and appropriate.

3. Low level Minor Injuries Services: A service continues to be available in Driffield for people with low level minor injuries. In Driffield the service is currently accessible following assessment by calling NHS 111. As part of the Healthy Driffield project work is ongoing to review the current model and to explore the possibility of piloting a different model for minor injuries in Driffield.

4. Building Capacity & Resilience for Self-Care for Physical and Mental Health Self-Care: Partnership working between the Town Council, voluntary sector, local authority and health is underway to explore opportunities to help people help themselves, where appropriate to do so, avoiding unnecessary trips to healthcare facilities, promote confidence and resilience. This includes, for example, basic first aid training in schools, leisure centres, etc.

5. Digital technology: One legacy of the coronavirus pandemic is the enhanced use of technology, with services able to offer hybrid approaches using technology to undertake online assessments (telephone and / or video consultations); provide advice and guidance and give patients and their carers access to a range of on-line resources. This is offered in conjunction with face-to-face appointments where clinically appropriate, or where this is the individual patient's preference. This hybrid approach is used in services such as Musculo-skeletal physiotherapy (MSK), speech and language therapy and dietetics.

There are plans to develop a digital hub at ABH, Driffield, which would provide the technology and on-site support to enable people to participate in on-line / virtual consultations rather than having to travel to Scarborough, Hull or further afield for an outpatient appointment which could be undertaken remotely. This support would be available via the voluntary sector for people who don't have access to the appropriate technology or don't have the knowledge and skills themselves but would prefer a local virtual appointment rather than travelling to a face to face out patient appointment.

Driffield Youth Action Development Coordinator: To support the Healthy Town project, stakeholders are supportive of Driffield Town Council who are working with Driffield Youth Action (DYA) by recruiting a Development Coordinator who will be the lead for all Driffield Youth Action's projects and activities.

The Development Coordinator who will be the lead for all Driffield Youth Action's projects and activities which could include, Detached, Outreach, Youth Festivals, Summer and holiday programmes, DYA Digital and social media presence, Youth Voice and Influence work - which will enable young people to shape the work of DYA. The role will include liaison with other key agencies both voluntary and statutory sector including: Humberside Police, ERYC's Youth and Family Support (YFS) Service, Youth Offending Service (YOS), Safer Communities team, Health & Well-Being Services, Regeneration Team and Children's Social Care to ensure that Driffield's young people are better supported.

Additional services in place:

Community Ultrasound Clinics: Community ultrasound clinics have been introduced at ABH with the aim of improving patient care and treatment along with providing more services closer to home and helping to attract staff to the area. The clinics allow GPs to refer patients directly for an ultrasound making it quicker and easier for local residents to have their tests carried out. This not only helps to reduce waiting times, it allows many more patients to be seen and treated, and the local convenience encourages patients to attend their appointments. Another benefit of the service is, depending upon individual circumstances, the ability to accelerate any treatment required for our patients. After the examination, where appropriate, the practitioner will discuss the results with the patient straight away, along with any further interventions required. Following this up with a formal report sent back to the clinician who referred the patient. At the current time using the latest medical technologies the ultrasound service can scan and provide tests for a number of general medical and gynaecological issues including Bladder, Gallbladder, Kidneys, Liver, Pancreas, Spleen, Uterus and ovaries (non-pregnant). The range of examinations may increase in the future.

Changes in progress:

HTFT have commenced the consolidation of their services in Driffield. They no longer operate from Four Winds, instead Learning Disability Services are now based at the Alfred Bean Hospital (ABH) and they run some clinics from the community hospital. Some services continue to be provided from Market Place, in Driffield, including Adult Community Mental Health Services. The lease for Market Place runs until 2024, from which time HTFT are planning to vacate and relocate services to Alfred Bean Hospital. HTFT utilises Rivendell House to the rear of the Market Place site, which forms part of the same lease. This accommodates Community Child and Adolescent Mental Health Services (CAMHS) staff and it is their intention to relocate that team also.