

Driffield Healthy Town – Project Update

June 2022

This briefing gives an update on work and projects being developed by the Driffield Healthy Town Steering Group. This and previous briefings can be found at: <https://driffieldtowncouncil.gov.uk/healthytown/>

OUR APPROACH

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 them. 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

The group is already connecting together to work on projects aimed at supporting young people, improving cardiovascular disease (CVD) pathways and helping community groups access small grants.

OUR ASPIRATION

Our aspiration is to equalise the opportunity for people to live healthy and fulfilling lives by:

- Joining up things in our communities
- Avoiding dependency and reducing escalation
- Raising aspirations

We will do this by:

- Supporting and encouraging people to look after themselves, adopt a healthier lifestyle, improve their wellbeing and reduce their need to access health and care services.
- Ensuring all our services are joined up to work more efficiently and are appropriate to support the needs of local residents
- Supporting people who are unwell 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.

UNDERSTANDING THE HEALTH OF DRIFFIELD RESIDENTS

This information helps us to understand the health and wellbeing issues in Driffield that we need to focus on. According to public health data, the leading causes of death in Driffield are heart disease and cancer. In addition, the prevalence of cancer, diabetes and heart disease in Driffield is greater than the East Riding of Yorkshire average as is the number of children in year 6 who are overweight.

Despite these statistics most of the disease in Driffield is connected to lifestyle factors that, if changed, can significantly improve a person's health and wellbeing. These factors include:

- Exercise
- Maintaining a healthy weight
- Eating well, plenty of vegetables and reducing non-processed foods
- Keeping alcohol intake to a minimum

- Stopping smoking if you are a smoker
- Achieving positive mental wellbeing and health through social activity

Social isolation and loneliness are also associated with a 30% increased risk of heart disease and stroke.

HELPING PEOPLE TO STAY HEALTHY

A person's opportunity for good health starts long before they need healthcare. There are many different parts that affect peoples' health and wellbeing. Driffield has a great range of local assets (including access to fantastic green spaces for local people and those from further afield to use socially) and services available to help people stay healthy including:

- **Inspiring you to live a healthier lifestyle:** The YOURhealth team are ready and waiting to help you become healthier and support this change with motivation and guidance.
Website: <https://www.nhs-health-trainers.co.uk/>
- **Connect to Support East Riding:** You can discover new groups and activities in your local area and find advice and information to help you live the life you want to live.
Visit: <https://eastriding.connecttosupport.org/> and search for Driffield.
- **HealthiER Leisure Programmes:** The Driffield Leisure Centre (Bridlington Road, Driffield, YO25 5HZ) offers swimming, fitness classes, and fun activities for all ages, and the town's many clubs include rugby union, golf, football, cricket, lawn tennis, and martial arts.
More information is available at: <https://driffieldtowncouncil.gov.uk/leisure-community/sports/>

Further information on this is available at: <https://driffieldtowncouncil.gov.uk/healthytown/>

ALFRED BEAN HOSPITAL

We are working collaboratively to make the best use of this community asset and to help make Driffield a healthy town. If you have a health condition that requires ongoing treatment, your GP Practice may refer you to the care of the community services based at the Alfred Bean. The type of services available include:

- Bladder bowel clinics
- Blood tests
- Musculoskeletal services
- Oxygen clinics
- Pain management
- Sexual health
- Therapy services

The full list of services available along with how to access these is available at: <https://www.eastridingofyorkshireccg.nhs.uk/choose-well/planned-care/>

GOOD FOOD

Driffield has a strong local tradition and economy built around farming. This provides the opportunity to support our children and young people to understand where their food comes from and some of the many diverse volunteering opportunities and jobs there are in farming and wider rural activities. This in turn allows us to help children and young people to understand the benefits of a local supply chain, to get involved and support the development of local supply chains that help reduce carbon footprints and support the climate change agenda.

We plan to undertake a range of activities in the Driffield area to promote Good Food, building on many of the successful local activities already underway.

DRIFFIELD AGRICULTURAL SOCIETY SCHOOLS EDUCATION DAY

The Driffield Agricultural Society Schools Education Day held annually in May is specifically aimed at upper Key Stage 2 children (aged 9 to 11 years) attending primary schools based across the East Riding of Yorkshire and Hull. This year, over 1,200 children participated in a hands-on, interactive day of learning.

More than 70 bases, staffed by volunteers, illustrated different aspects of farming, food production and the rural countryside giving the children the opportunity in their small school groups to directly interact and ask questions. Working machinery is on hand in the main ring with livestock completing the experience for both pupils and teacher and teachers.

This event is valuable in teaching children about how their food is produced together with the associated technology and environmental land management practices. It supports the educational syllabus to develop their understanding about the benefits of shortened food supply chains providing seasonal, nutritious food.

HEALTH IN OUR COMMUNITY GRANTS

Health in our Community grants are available from £500 to £2000 to support projects in Hull and East Riding that aim to reduce health inequalities, improve self-management of care and support volunteer opportunities that improve health and wellbeing within communities.

The Smile Community Development Team carried out a direct promotion of this grant to 13 groups in Driffield at the request of the Driffield Healthy Town Project Group. We also promoted this to all registered groups around the Driffield area, to increase the likelihood of applications being received. Since promoting this grant in late 2021 we have reviewed the following information:

25 applications, 10 awards – **NO applications were received** from the Driffield area.

For more information about the grants and how to apply is available at: [Health in our Community Grants £500 to £2000 : Hull and ER CCG : Beecan](#)

HEALTH CHECKS

The NHS Health Check is a health check-up for adults in England aged 40 to 74. It's designed to spot early signs of stroke, kidney disease, heart disease, type 2 diabetes or dementia. As we get older, we have a higher risk of developing one of these conditions. An NHS Health Check helps find ways to lower this risk.

If you're in the 40 to 74 age group without a pre-existing condition:

East Riding of Yorkshire Council leisure centre is starting regular sessions on Friday mornings from 1 July. Individuals just need to call the centre on 01377 257480 or book online via the East Riding leisure website: <https://www.eastringleisure.co.uk/health/>

If individuals are unable to make the Friday sessions they can be accommodated at other times.

The NHS YOURhealth team also provides NHS health checks. Individuals can call 0800 9177752 to get booked in (their eligibility will be checked). The service is flexible according to need and can offer appointments at **Alfred Bean Hospital**.

LOW LEVEL MINOR INJURIES SERVICE

If people have an injury, it is important to ring NHS 111 who will undertake a clinical assessment and, depending on symptoms, will decide which service is best placed to assist, based on clinical need. This

could be advice and guidance (selfcare), attendance at Alfred Bean Hospital in Driffield, visiting Beverley or Bridlington Urgent Treatment Centres, attending a pharmacy or another appropriate service.

Work is ongoing with partner organisations to explore the possibilities of introducing an additional minor injury/first aid option at Alfred Bean Hospital. Initial discussions have taken place with voluntary sector providers with a plan to pilot this initially and evaluate the use and impact of the service.

EXPLOITING DIGITAL OPPORTUNITIES

There is an existing digital hub set up at Love Driffield which is funded via East Riding of Yorkshire Council. The funding supported building works and range of new equipment. Timebank also donated equipment for use within the hub and loan equipment for beneficiaries. The funding was awarded last summer but, with Covid and building works, the project only went live from Easter.

There are handful of 'digital' volunteers to support beneficiaries and several projects in place:

- Adult Education are delivering digital beginner courses.
- There is support for beneficiaries with the NHS App. Specifically, awareness, downloading of the NHS App, and ongoing use.
- Ongoing work with the service provider KCOM for them to deliver other community digital projects and look at volunteering opportunities for employees to become Digital Champions.

In addition, work is ongoing to explore the option of a further digital hub at Alfred Bean Hospital, 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.

It is anticipated that the projects will link and 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 outpatient appointment.

BUILDING CAPACITY AND RESILIENCE 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.

East Riding Leisure Centre in Driffield offers a number of different services for the local population. These include:

- NHS Health Checks
- Cardiac Rehabilitation
- Escape Pain
- Live Well
- Young Live Well
- Exercise on Referral
- Get Fit for your Operation

There is also a local social prescribing service supporting people with a wide range of social, emotional and practical needs, with clinics at Alfred Bean Hospital and the GP Practice. More information is available at: <https://www.nhs-health-trainers.co.uk/services/east-riding-of-yorkshire/social-prescribing/>

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.

To assist with this, a new hypertension case finding service launched in October 2021 with Boots pharmacy in Driffield offering the service and Lloyds pharmacy looking to offer the service in the very near future.

FURTHER INFORMATION

More information is available on the Driffield Town Council website at: [Healthy Town - Driffield Town Council](#)