

## HEALTH LIAISON BOARD

Minutes of the meeting held on 7 November 2018 commencing at 2.00 pm

Present: Cllr. Dyball (Chairman)

Cllr. Esler (Vice Chairman)

Cllrs. Dr. Canet, Clark, Esler, Halford, Parkin, Searles and Miss. Stack

### 8. Minutes

Resolved: That the Minutes of the meeting of the Board, held on 23 May 2018, be approved and signed by the Chairman as a correct record.

### 9. Declarations of Interest

No additional declarations of interest were made.

### 10. Actions from the previous meeting

The Head of Housing & Health confirmed that an internal workshop across all services had been held to gather data on health in all policies, with good representation. She advised that once the data had been collated, it would be brought back to the Board to give the results.

### 11. Local Strategic Partnership Mental Health Task and Finish Group Update

The Community Planning & Projects Officer presented the report and gave a [presentation](#) on the Local Strategic Partnership Mental Health Task and Finish Group.

He explained that the key issues had been identified by the group and put together an action plan, which he and the Community Safety Manager had continued to work on since the last held meeting.

A Member queried whether the figures quoted on people with mental health conditions were actually higher than the figures suggested. The Community Planning & Projects Officer confirmed that this would be true, as the data was for only people diagnosed with conditions. Of the over two thousand customers seen by the Council's HERO and One You Advisors in the last two years, many had underlying and undiagnosed mental health conditions.

The Community Planning & Projects Officer advised Members of the projects the group had focussed on including: Connect 5 training which increased the number of mental health advocates and the crisis café project, which identified a joint

partnership project to provide weekend crisis support in a community setting within the District.

As there were no mental health crisis services within the District, Members queried whether the crisis café was a pilot scheme only or whether it would be rolled out across the District. The Community Planning & Projects Officer confirmed that the scheme could be rolled out elsewhere if successful, but this was dependent on funding. Other cafes had been set up in neighbouring districts.

The Community Planning & Projects Officer was thanked for the presentation and it was agreed that he would report back to the Board in May 2019 with a further update.

Resolved: That the report be noted.

12. 'One You' Marketing Campaign Update

Councillor Miss Stack presented the report and gave an update on the 'One You' social marketing campaign.

She explained that this format for targeted social marketing campaign had been used by other councils. It aimed to target audiences by postcode, who needed the greatest need of a healthier lifestyle advice and support services.

She explained that the campaign focussed on clear images and messages, which invited people to make a small change to their lifestyle, which would make a big difference.

Councillor Miss Stack advised Members that though advertisement click through rate was higher than the average for this campaign, once customers got through to the Sevenoaks District Council website the form, people did not follow this through to signing up for services, which meant zero forms were submitted.

The Vice Chairman queried whether the data gathered could be traced back to see who visited the site and what pages they went on. Councillor Miss Stack indicated that the data gathered did not have this level of ability, however, this may be done via Facebook advertising.

Councillor Miss Stack advised Members that the next steps were to simplify the enquiry form and the ability for One You to be more accessible and noticeable locally, in partnership with Kent County Council and Public Health England.

She expressed thanks to the Council's Health Hub Team for all their work on the campaign and thanked Councillor Miss Stack for her work on this project and coming to update the Board at this meeting.

Resolved: That the report be noted.

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### 13. Updates from Members

Councillor Dr. Canet advised that the District's Senior Action Forum was looking into work around loneliness, whilst they also had concerns over consumption of alcohol and domestic abuse amongst older people.

Councillor Searles agreed that loneliness was also an issue that he had seen at the various groups he attended. He also advised that as part of his work with Darent Valley Hospital, they were looking into reducing frequent attendances at A&E, in particular supporting people with mental health issues, who cannot access other services. He suggested this would be challenging.

Councillor Esler reported that she had accompanied the Chairman of Sevenoaks District Council on various events she had attended in the District, visiting many groups in the voluntary sector. She advised that Knole Park had been put up for an award due to being the first National Trust Park to train their staff and volunteers as Dementia Friends.

Councillor Clark reported that his personal experience of the winter flu vaccination programme had not been good, due to a possible supply problem, especially for the vaccine for over 65s.

He also advised that on 16 October 2018 in Parliament, the Rural Services Network (RSN) and the National Centre for Rural Health launched a new national initiative, the Rural Health and Care Alliance, which had support from Public Health England. He advised that the aims of the initiative were explained in the supplementary agenda. He advised Members that the membership of the Alliance would normally cost £500, but Sevenoaks District Council qualified for free membership. Members wishing to sign up were advised to visit [www.rsnonline.org.uk/page/rhca-home](http://www.rsnonline.org.uk/page/rhca-home).

### 14. Workplan

The work plan was noted. An update on the Edenbridge Health facility progress from West Kent Clinical Commissioning Group (CCG), an update on '8-till-8' GP extended services from both West Kent & Dartford, Gravesham and Swanley CCGs. In addition, an update from the Chairman of Sevenoaks District Council on her work with community groups throughout her year as Chairman were added to the 6 February 2019 meeting.

A Sevenoaks Dementia Forum update and an update from the Community Planning & Projects Officer on the mental health project were added to the May 2019 meeting.

THE MEETING WAS CONCLUDED AT 3.48 PM

CHAIRMAN

