

Appendix A: Reading Health and Wellbeing Strategy 2017-20 - Action Plan - updated January 2019

PRIORITY No 1		Supporting people to make healthy lifestyle choices – dental care, reducing obesity, increasing physical activity, reducing smoking			
What will be done – the task	Who will do it	By when	Outcome – the difference it will make	Supporting national indicators	Progress Update – January 2019
<p>To Prevent Uptake of Smoking</p> <ul style="list-style-type: none"> - Education in schools - Health promotion - Quit services targeting pregnant women/families - Underage sales 	<p>Wellbeing Team; Trading Standards; CS; S4H; Youth Services; Schools;</p>	<p>From April 2017</p>	<p>Maintain/reduce the number of people >18 years who are estimated to smoke in Reading</p> <p>Improve awareness of impact of smoking on children</p> <p>Reduce the illegal sale of tobacco to >18 years</p> <p>Increase uptake of smoking cessation >18 years</p>	<p>PHOF 2.03 - Smoking status at the time of delivery</p> <p>PHOF 2.09i – Smoking prevalence at age 15- current smokers (WAY survey)</p> <p>PHOF 2.09ii – Smoking prevalence at age 15 – regular smokers (WAY survey)</p> <p>PHOF 2.09iii – Smoking prevalence at age 15 – occasional smokers (WAY survey)</p> <p>PHOF 2.09iv – Smoking</p>	<p>3 Reading schools have expressed interest in the young person’s smoking and drinking attitudinal survey. Deadline Dec 14th.</p> <p>The Tobacco Control Alliance [TCA] Coordinator work has involved:</p> <ul style="list-style-type: none"> - Year 9 Assembly at Prospect School on 1st March. - Year 9 students at Reading Girls School on 27th November – rest of school year groups booked in for the next year

				<p>prevalence at age 15 – regular smokers (SDD survey)</p> <p>PHOF 2.09v – Smoking prevalence at age 15 – occasional smokers (SDD survey)</p>	<ul style="list-style-type: none"> - Year 7 students about smoking health harms at The Wren School on 7th November. Rest of school booked in for next year. <p>The TCA is also rolling out the PHE Rise Above resources for key stage 3 and 4 which include teacher info packs and presentations on health harms of smoking and tobacco control.</p>
<p>To provide support to smokers to quit</p> <ul style="list-style-type: none"> - Health promotion - Referrals into service - VBA training to staff - Workplace and community smoking policies 	S4H; RBC; CCGs;	From April 2017	<p>Achieve minimum number of 4 week quits - 722</p> <p>Achieve minimum number of 12 week quits</p> <p>Supporting national campaigns – 463</p> <p>Achieve minimum of 50% quitters to be from a priority group</p> <p>Increase referrals to S4H by GPs;</p>	<p>PHOF 2.03 - Smoking status at the time of delivery</p> <p>PHOF 2.14 – Smoking prevalence in adults – current smokers (APS)</p> <p>PHOF 2.14 – Smoking prevalence in adults in routine and manual occupations – current smokers (APS)</p> <p>NHS OF 2.4 - Health related quality of life for</p>	<p>RBC Comms Team supported the local provider of stop smoking services to promote Stoptober. Press release was issued and social media was used to promote the service and provide support for quitters. The majority of promotion was via re-Tweeting and Re-sharing of local and national messages. Popular messages had between 930 to 1581 impressions with some having up to 10 engagements.</p>

			<p>Increase self-referrals to S4H</p>	<p>carers</p>	<p>Stoptober Events: Roadshow in Broad St Saturday 22nd September 2018 with mobile clinic outside M&S; no of contact approx. 60 with approx. 10 signing up to join the programme on the day</p> <p>Broad Street RMU Stoptober campaign for the month of October with extra advisors campaigning, promotional displays at RBH and in GP surgeries and pharmacies</p> <p>Stop at the Stop: promotional materials made & distributed, advertising electronically on Reading buses. Work with Reading Buses during Stoptober – signposting to stop smoking service via on bus screens.</p> <p>No of 4 week quitters year to date: 324 (April 2018-present) plus 205 (Jan-March 2018) – total from Jan to present: 529 4WQ</p> <p>No of 12 week quitters to date:</p>
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					<p>147 (April 2018-present) plus 118 (Jan – March 2018) – total from Jan to present 265 12 WQ</p> <p>No of VBA trained in Reading to date: approx. 200</p> <p>Workplace: workplace smoking cessation clinics delivered at:</p> <p>Royal Berkshire Hospital, Tesco Distribution Centre, Reading College, Ikea, Berkley Homes, Verizon, Covea Insurance, Reading buses</p> <p>Community activity:</p> <p>Jan 2018: Health Harms Event BSM, Nepalese event, March 2018: Snap-on workplace event, NSD events, event at Berkeley Homes, April 2018: car boot sales Prospect park, mosques, May 2018: Weller centre event, Whitey Wood Fire Station event, June 2018: Polish Festival, Peppercorn event Weller Centre, August 2018: Reading Pride, September 2018: Network Rail</p>
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					event, Nov 2018: Reading Police event, Caribbean Awareness Day
<p>To take action to tackle illegal tobacco and prevent sales to <18</p> <ul style="list-style-type: none"> - Health promotion - Act on local intelligence - Retailer training – challenge 25 - Test purchasing 	<p>Tobacco Control CoOrdinator, Trading Standards; S4H</p>	<p>From April 2017</p>	<p>Increase awareness of impact of illicit/illegal sales have on community</p> <p>Improve the no of successful completions of Retail Trainer Training (challenge 25)</p> <p>Reduce the number of retailers failing test purchasing</p>		<p>Local Trading Standards team supported the Stoptober event held in Broad Street Mall – to help raise awareness of illegal tobacco.</p> <p>The TCA represents Berkshire West on the SIP Task & Finish Group Meeting which met in September. In the South East good practice is being shared - case studies & practices about smoking in pregnancy.</p> <p>The TCA will provide illegal tobacco presentations to stop smoking advisors in January 2019.</p> <p>5 test purchasing during the festival with no fails. Team are focused on retailer advice.</p>

<p>Local Smoking Policy – workplace, communities</p> <ul style="list-style-type: none"> - Update workplace smoking policy (wellbeing policy) - Smoking ban in community (RBC sites, school grounds; RSL; Broad Street) 	<p>Wellbeing Team; Health & Safety; Trading Standards; Environmental health;</p>	<p>From April 2017</p>	<p>Increase referrals to S4H smoking cessation services</p> <p>Prevent harm to community through restriction of exposure to second hand smoke.</p>		<p>Workplace Health for staff is currently being reviewed and smoking will feature as a part of this.</p> <p>There is work underway to update the Berkshire West Tobacco Control Delivery Plan</p> <p>Working on the Reading CLear tobacco self-assessment. Working towards sharing results/best practice across BOB area.</p>
<p>Commissioned weight management/physical activity services targeting:</p> <ul style="list-style-type: none"> - Adults - Children 	<p>Wellbeing Team</p>	<p>2017/18 – Contract for Tier 2 course runs until August and October 2018.</p>	<p>To contribute to halting the continued rise in unhealthy weight prevalence in adults.</p> <p>To contribute to halting the continued rise in unhealthy weight prevalence in children and young people.</p> <p>To promote a ‘whole family approach’ to healthy eating and physical activity.</p>	<p>2.21 Excess weight in adults.</p> <p>2.13i Percentage of physically active and inactive adults – active adults.</p> <p>2.13ii Percentage of physically active and inactive adults – active adults.</p>	<p>2018/2019 Let’s Get Going courses for local Reading children have all been completed. 184 families were involved across 14 clubs (January – August 2018) across Berkshire West region. Over 50% of participants were from high or relatively high areas of deprivation (1 & 2). 5 clubs in Reading – 3 were in schools and 2 were in the community. 97%</p>

				<p>2.11i - Proportion of the adult population meeting the recommended '5-a-day' on a 'usual day' (adults).</p> <p>2.06i - % of children aged 4-5 classified as overweight or obese.</p> <p>2.06ii - % of children aged 10-11 years classified as overweight or obese.</p> <p>2.11iv – Proportion of the population meeting the recommended “5-a-day” at age 15</p>	<p>of parents and children rated the scheme as good – excellent. No complaints were received. 96% of children reported an increase in perceived knowledge of healthy eating and physical activity. 64% reported a reduction in sedentary behaviour to <2 hours per day. 87% of families completed the programme.</p> <p>The 2017/18 (June 17 – July 18) Eat 4 Health courses have all been completed. 20 courses in total were held in Reading. Popular locations included Rivermead Leisure Centre, Tilehurst Youth and Community Centre, South Reading Leisure Service, St Agnes Church (Whitley) and St Mark’s Church (Oxford Road). 65% of attendee’s completed at least 6 of the 12 sessions and one of the last 3 sessions. Over a third of participants were from were</p>
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					from high or relatively high areas of deprivation (1 & 2). Of completers from wards 1 & 2 – 40% achieved a 5% weight loss and 42% achieved the 120 minutes of exercise. In total – 55 people achieved a weight loss equal to or greater than 5% of their initial weight and a further 40% were greater than 4.5% (but below 5%).
<p>To undertake local health promotion of healthy eating and physical activity across different local settings & groups including:</p> <ul style="list-style-type: none"> - Children’s 0-19’s service - Promotion of oral health messages - Early years settings - Troubled families programme - Mental Health Services - Workplace Health - Community & Voluntary 	<p>Joint partnership working across RBC directorates and with partners and providers to broaden the reach of health promotion messages.</p>	<p>Health Promotion is an ongoing action required to support the consistent delivery of health promoting messages.</p>	<p>To promote understanding of the benefits of health eating and physical activity and what recommended guidelines are.</p> <p>To provide people with information, advice and support on how to maintain/improve diet and or physical activities.</p> <p>To promote local services and/or open spaces</p>	<p>2.21 Excess weight in adults.</p> <p>2.13i Percentage of physically active and inactive adults – active adults.</p> <p>2.13ii Percentage of physically active and inactive adults – active adults.</p> <p>2.11i - Proportion of the adult population meeting the</p>	<p>Public Health England’s #MovingCan campaign was promoted over summer on RBC Twitter and Facebook. 31 daily posts were all shared. The most popular messages were – Twitter August 16th the National Allotment week (2,304 impressions with 20 engagements) and August 17th Immune System (1,119 impressions with 27 engagements). The Daily Mile message generate positive comments and shared.</p>

<ul style="list-style-type: none"> - General Population - National Diabetes Prevention Programme 				<p>recommended '5-a-day' on a 'usual day' (adults).</p> <p>2.06i - % of children aged 4-5 classified as overweight or obese.</p> <p>2.06ii - % of children aged 10-11 years classified as overweight or obese.</p> <p>2.11iv – Proportion of the population meeting the recommended “5-a-day” at age 15</p>	<p>Facebook reached between 400 – 800 on average.</p> <p>This Girl Can Campaign was run in October by RSL. http://news.reading.gov.uk/sign-up-for-this-girl-can-activities-in-november/ also promoted on social media with 727</p> <p>School Nursing Health Promotion sessions: (Quarter 1: April-June2018) 13 healthy eating sessions 2 sessions delivered in secondary schools on Mental Health 14 awareness sessions on hand hygiene & dental health (Primary schools)</p> <p>People reached and 10 Engagements on Facebook, 1302 Impressions and 74</p>
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					<p>Engagements on Twitter</p> <p>Reading Service Guide page has been updated to include the new healthy weight and physical activity patient leaflet produced by the local Wellbeing Team.</p> <p>Local work with the National Diabetes Prevention Programme continues. Leisure/Wellbeing Team are supporting local courses by attending sessions to provide information about local resources people can use to support their journey.</p>
<p>Promotion and use of local leisure services, green spaces and active travel</p> <ul style="list-style-type: none"> - Local cycling and walking - Walking volunteer recruitment workshops - Work with partners to supporting bidding for funding <p>Neighbourhood initiatives</p>	<p>Joint partnership working across RBC directorates and with partners and providers to broaden the promotion of local RSL, green spaces and active travel.</p>	<p>Ongoing</p>	<p>Increase in the number of people walking and cycling to work</p> <p>Increase in the number of children benefitting from Bikeability.</p> <p>Increase in the number of children walking or cycling to school</p> <p>Reduce congestion</p> <p>Increase the local capacity to deliver health walks to people who have</p>	<p>1.16 - % of people using outdoor space for exercise/health reasons.</p> <p>2.13i Percentage of physically active and inactive adults – active adults.</p> <p>2.13ii Percentage of physically active and inactive adults – active</p>	<p>The end of year 2017/18 report on the Reading Walks Community Health Scheme which has produced by the Leisure Team. A total of 329 participants, 171 hours of walking, 245 women and 84 men participated. A total of 1336 volunteer’s hours help maintain the 5 led walks around Reading.</p> <p>Number of attendance Leisure centres and sports hire across Reading for Quarter 2 is as follows:</p>

			<p>low physical activity levels.</p> <p>Support planned bid in development by Reading museum linking local heritage and walking.</p>	adults.	<p>MSC: 44,261 PPSS: 24,284 PP: 6,212 SRLC: 53,054 RLC: 132,539</p> <p>Total: 260,350</p> <p>Estimate attendance at parks events for Q2 – 160,300</p> <p>Families engaged during holiday periods and term time 1865 (Q2)</p> <p>No. of child places accessing play and after school clubs for Q2 – 4793</p> <p>No of educational support sessions 4050.</p>
To offer MECC training to the local voluntary and community sector	Wellbeing Team	From January 2018 – March 2019	To increase knowledge, skills and confidence to make appropriate use of opportunities to raise the issue of healthy lifestyle choices and signpost to sources of support.	Potentially all PHOF indicators highlighted in this section relating to healthy weight, healthy eating and physical activity.	Partnership with BOB STP who will be supporting local training offer starting with train the trainer end of 2018/start 2019.
To oversee and implement the local delivery of the National Child Measurement Programme	Wellbeing Team	Ongoing	Weight and height measurements offered to all children attending state funded primary school children who are	2.06i - % of children aged 4-5 classified as overweight or obese. 2.06ii - % of children	NCMP Progress Quarter 4: January–March 2018 -Year 6-% uptake of NCMP height and weight-93.00% (Cohort-1689/ No Screened-

			in Reception Year (age 5) and Year 6 (aged 10,11) in accordance with NCMP guidance	aged 10-11 years classified as overweight or obese.	<p>1571)</p> <p>-8 families contacted School Nurses for support and advice</p> <p>-Reception Year-% uptake of NCMP height and weight-49% (Cohort-1998/No Screened-972)</p> <p>-8 families contacted School Nurses for support and advice</p> <p>NCMP Progress to 20th July 2018 (Quarter 1: April - June 2018)</p> <p>-Year 6-% uptake of NCMP height and weight-93.90% (Cohort-1660/ No Screened-1558)</p> <p>--8 families contacted School Nurses for support and advice</p> <p>-Reception Year -% uptake of NCMP height and weight-99.7% (Cohort- 1994/No Screened-1989)</p> <p>-3 families contacted School Nurses for support and advice</p>
To collect dental epidemiology data for Reading	RBC Wellbeing Team & Shared Public Health	By April 2019	Reading Borough Council will have access to dental epidemiological data in	PHOF 4.2: tooth decay in 5 year old children	Data published in March 2017 has now been analysed and a draft Oral Health Strategy has

	Team (Bracknell)		order to be able to monitor progress in relation to Public Health Outcomes Framework indicators on oral health		been written. This will be presented to the Health & Wellbeing Board in the first half of 2019.
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PRIORITY No 2		Reducing Loneliness and Social Isolation			
What will be done – the task	Who will do it	By when	Outcome – the difference it will make	Supporting national indicators	Progress Update - January 2019
i. Establish a Reducing Loneliness Steering Group	Health & Wellbeing Board	February 2017	A cross-sector partnership is in place to oversee an all-age approach – covering prenatal, children and young people, working age adults and later life		COMPLETED - Steering Group now meeting bi monthly representing a range of interests.
ii. Develop a reducing loneliness and social isolation module as part of the Reading Joint Strategic Needs Assessment	Wellbeing Team, RBC	April 2017	We will understand the local loneliness issue, in particular which groups of Reading residents are at greatest risk of	PHOF 1.18i / ASCOF 1.i - % of adult social care users who have as much social contact as they would like	COMPLETED - The Loneliness and Social Isolation Steering Group has overseen the development of an in-depth local loneliness analysis, which

			experiencing health inequalities as a result of loneliness	PHOF 1.18ii / ASCOF 1.1 - % of adult carers who have as much social contact as they would like PHOF 2.23 i-iv – self-reported wellbeing	has now been published as JSNA module.
iii. Refresh the Loneliness and Social Isolation JSNA module annually	Wellbeing Team, RBC	June 2019 June 2020	We will understand the local loneliness issue, in particular which groups of Reading residents are at greatest risk of experiencing health inequalities as a result of loneliness	PHOF 1.18i / ASCOF 1.i - % of adult social care users who have as much social contact as they would like PHOF 1.18ii / ASCOF 1.1 - % of adult carers who have as much social contact as they would like PHOF 2.23 i-iv – self-reported wellbeing	Loneliness & Social Isolation module published at: http://www.reading.gov.uk/jana/loneliness-and-social-isolation Further literature analysis plus interviews and focus groups took place over summer 2018, and a report will be available in early 2019.
iv. Map out community notice boards, including	Ebony George (Neighbourhood Initiatives),	March 2019 (NB: revised at Sep	Partners will be enabled to share information about services and resources to		45 boards mapped as at Sep 2018: <ul style="list-style-type: none">○ 20 are RBC owned

owners and access criteria	Matt Taylor (AUKR), Steph Francis (CCGs)	18 meting)	reduce loneliness and social isolation.		<ul style="list-style-type: none"> ○ 25 are managed by community groups ○ For 23 out of 45 notice board, we do not know who is key holder – including those owned by RBC <p>A volunteer has been recruited to take this forward under AUKR's leadership.</p>
v. Start to map local Facebook pages	Sarah del Tufo (RCLC)	September 2018 (agreed at Sep 18 meeting that this date will need to be revised on the back of next update)	Partners will be enabled to share information about services and resources to reduce loneliness and social isolation.		
vi. Raise Adult Social Care staff awareness of services to reduce loneliness and social isolation	Sarah Hunneman (Wellbeing Team, RBC)	ongoing	Adult Social Care staff will have up to date knowledge of local services so as to signpost or refer people at risk of social isolation.		The Neighbourhood Wellbeing Team is now working alongside the ASC 'Front Door' to raise awareness of community services, including running networking events and using RiPFA resources.
vii. Develop a plan for regular awareness raising with local	Steph Francis		NHS staff will have up to date knowledge of local		SF/SM have arranged to include a 'VCS focus' section in

NHS staff about services to reduce loneliness and social isolation.	(CCGs) Sarah Morland (RVA)		services so as to signpost or refer people at risk of social isolation.		the weekly newsletter to GP practices, with a focus on support to reduce loneliness and social isolation.
viii. Link the Loneliness and Social Isolation Steering Group into plans to co-ordinate the maintenance of online directories of service for Reading	Kirsty Wilson (Connect Reading)	Ongoing	People will be enabled to access groups and services to reduce loneliness and social isolation.		Launchpad is leading on a local pilot
ix. Collate and share partner experiences of supporting peer support / social groups and community champions to develop and become self sufficient	Rhiannon Stocking-Williams (RVA) / Michelle Berry (RBC Wellbeing Team)	March 2019	Tools are available to promote sustainable solutions		RVA has recruited a new member of staff to start in October as Readifriends Coordinator, who is now working on developing a toolkit with links to other resources. RBC's Wellbeing Team will support this from their knowledge and experience.
x. Develop and raise the profile of community transport solutions , and explore buddying options to encourage more people to use public transport	Reducing Loneliness Steering Group	Ongoing	At-risk individuals know how to access transport as needed to join in social networks		All members of the Steering Group to promote the accessibility of general public transport in Reading, and consideration of travel companions as part of service

					<p>provision</p> <p>All to promote Readibus's volunteer driver training scheme</p> <p>Maintain good links with Readibus (a LSISG member) and Reading Buses to raise and resolve issues</p>
<p>xi. Review and promote tools to assess and evaluate services' impact on social connectivity</p>	<p>Reducing Loneliness Steering Group</p>	<p>Ongoing (NB revised at Sep 2018 meeting)</p>	<p>Local commissioners and providers will be able to measure the contribution of a range of services to reducing loneliness, and ensure provision is sensitive to local need</p>	<p>PHOF 1.18i / ASCOF 1.i - % of adult social care users who have as much social contact as they would like</p> <p>PHOF 1.18ii / ASCOF 1.1 - % of adult carers who have as much social contact as they would like</p> <p>PHOF 2.23 i-iv – self-reported wellbeing</p>	<p>Ongoing - the Loneliness Steering Group is being used as a vehicle to share ideas and best practice on evaluation.</p> <p>Advice on approaches to evaluation will be included in the RVA Toolkit (see above)</p>
<p>xii. Support the neighbourhood Over 50s groups to grow and be self-sustaining</p>	<p>Michelle Berry & Sarah Hunneman (Wellbeing</p>	<p>Ongoing</p>	<p>Older residents are able to be part of developing opportunities for neighbours to know one</p>	<p>PHOF 1.18i / ASCOF 1.i - % of adult social care users who have as much social contact as</p>	<p>There are now four thriving Over 50s clubs – in Caversham, Southcote, Whitley and Coley.</p>

	Team, RBC)		another better	they would like PHOF 1.18ii / ASCOF 1.1 - % of adult carers who have as much social contact as they would like PHOF 2.23 i-iv – self- reported wellbeing	
xiii. Support access to employment as a way of addressing loneliness and social isolation	Marc Murphy (Oracle)	Ongoing			Ongoing confidence building, interview skills and work experience programme at the Oracle for single parents Ongoing work shadowing programme for people who face challenges to work / integration The Step Into Retail network has so far assisted 60 people and supported 16 adults to secure employment
xiv. Develop volunteering and employment opportunities for adults with care and support needs	Sarah Hunneman (Wellbeing Team, RBC) /	Ongoing	There will be more opportunities for adults with care and support needs to enjoy supportive	PHOF 1.18i / ASCOF 1.i - % of adult social care users who have as much social contact as	New volunteering and employment opportunities have been created as part of: - The relocation and reshape of

	<p>Sarah Morland (RVA) / Kirsty Wilson (Connect Reading)</p>		<p>and enabling social connections through work</p>	<p>they would like</p> <p>PHOF 1.18ii / ASCOF 1.1</p> <p>- % of adult carers who have as much social contact as they would like</p>	<p>The Maples Day Service</p> <ul style="list-style-type: none"> - The development of the Recovery College - The development of the Over 50s clubs <p>RVA has an officer who specialises in volunteering opportunities for people with additional needs.</p> <p>Berkshire West Your Way commenced delivery under a new contract 01.06.2018 which includes supporting people with mental health needs into employment</p> <p>RBC has made a 'Time to Change' pledge to end mental health discrimination – this campaign to be promoted to other Reading employers</p> <p>Connect Reading is promoting Mental Health First Aid as workplace training with Reading businesses</p>
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<p>xv. Raise awareness of services to reduce loneliness and social isolation with people who are not literate or who speak little or no English</p>	<p>Sarah del Tufo (RCLC)</p>	<p>ongoing</p>	<p>People who are not literate or who speak little or no English will be enabled to access groups and services to reduce loneliness and social isolation.</p>		<p>RCLC, Reading Refugee Support and Communicare commenced delivery 01.06.2018 on a new contract for people facing language or cultural barriers to social contact.</p> <p>Independent report into the needs of ethnic minority women in Reading and how RCLC meets those needs published 19.07.2018.</p>
<p>xvi. Raise awareness of services to reduce loneliness and social isolation with people who are not literate or whose first language is BSL</p>	<p>To be discussed following further analysis</p>				<p>Deaf people to be a priority group for further analysis within ongoing research</p>
<p>xvii. Raise awareness of loneliness and social isolation amongst and services to support children and young people</p>	<p>To be discussed following further analysis</p>	<p>ongoing</p>			<p>Children and young people to be a priority group for further analysis within ongoing research</p>

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PRIORITY No 3

Promoting positive mental health and wellbeing in children and young people

The Local Transformation Plan for Children and Young People’s Mental Health and Wellbeing was last refreshed in October 2018. This Plan is owned by the Berkshire West CCG area with the Reading, West Berkshire and Wokingham local authorities

The full document describes how as a local system partners are improving the emotional wellbeing and mental health of all Children and Young People across Reading, West Berkshire and Wokingham in line with the national ambition and principles set out in the government document “Future in Mind– *promoting, protecting and improving our children and young people’s mental health and wellbeing*” (2015).

This is an ambitious partnership with collaboration at its centre. Over recent years there has been a marked culture shift to a mature thriving system which has a collaborative solution focussed approach to improving services for children, young people and families. The local partners are bidding to become a trailblazer site for the Green Paper Reforms with the confidence of already being cited by the Children’s Commissioner for England as an area of good practice. The intention is to build on well-established joint working arrangements between the CCG and local authorities to achieve further sustainable whole system change. Bids are being submitted for 2 Trailblazer lots- creating new local Mental Health Support Teams (MHSTs) and reducing waiting times for Specialist CAMHs and the Anxiety and Depression pathway.

The Local Transformation Plan is reviewed, refreshed and published annually in line with the requirements of Five Year Forward View for Mental Health and the Green Paper. See:

The full document is available on the CCG website

<https://www.berkshirewestccg.nhs.uk/media/2516/berkshire-west-future-in-mind-ltp-refresh-oct2018.pdf>

The new plan builds on the 2017 plan and provides an update through a THRIVE lens of

- What we have achieved so far
- Our commitment to undertake the further work that is required
- Local need and trends
- Resources required



PRIORITY 4		Reducing Deaths by Suicide			
What will be done – the task	Who will do it	By when	Outcome – the difference it will make	Supporting national indicators	Progress Update – January 2019
Identify local sponsors to oversee Reading’s Suicide Prevention Action Plan	Health & Wellbeing Board (Berkshire West Mental Health Strategy Group / Reading Mental Health Strategy Group)	February 2017	Reading actions to reduce deaths by suicide will be co-ordinated across agencies / There will be consistent local representation on the Berkshire Suicide Prevention Planning Group		COMPLETED - Terms of Reference for Reading Mental Wellbeing Group includes oversight of Reading’s Suicide Prevention Action Plan
Develop a communication plan to raise awareness of Reading’s Suicide Prevention Action Plan, including: - the formal launch of the Berkshire Suicide Prevention	RBC Communications Team	April 2017	Individuals will have increased awareness of support available / Partners will know how to engage with and support the Reading Suicide		Media Summit on responsible suicide reported held on 11.09.2017 to mark Suicide Prevention Day RBC signed Time to Change

<p>Strategy</p> <ul style="list-style-type: none"> - contributions to the 'Brighter Berkshire' Year of Mental Health 2017 - marking World Suicide Prevention Day (10 September) 			<p>Prevention Action Plan</p>	<p>pledge on 06.10.2017.</p> <p>Berkshire Suicide Strategy formally launched on 17.10.2017.</p> <p>Events were organised at five different Council sites to mark 'Time To Talk Day 2018' on 01.02.2018.</p> <p>25 members of staff across RBC teams and directorates have now signed up as Time to Change employee champions, and 10 champions received formal training from the Time To Change National Team on 27.04.2018.</p> <p>The Wellbeing Team in partnership with the Recovery College and Meadway Sports Centre organised multiple events to mark Mental Health Awareness Week (14-20 May 2018), including a dog friendly mental health walk, free yoga, bake off competition, fundraising for MIND and talks</p>
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					from an anorexia recovery speaker
<p>Target initiatives on groups at higher risk of death by suicide:</p> <ul style="list-style-type: none"> - Support the review of CALMzone and development of future commissioning plans for support services which target men - Review local DAAT contracts to ensure suicide prevention objectives are included - Develop post discharge support for people who have used mental health services via the Reading Recovery College 	Wellbeing Team, RBC	<p>October 2017</p> <p>April 2017</p> <p>Ongoing</p>	<p>Suicide risk will be mitigated for higher risk groups: men, people who abuse drugs or alcohol, people who have been in contact with mental health services</p>	<p>PHOF 4.10 – suicide rates</p>	<p>PHE has now delivered this work as commissioned by Wokingham BC to progress this work</p> <p>Completed</p> <p>There were a total of 686 attendances on formal tuition sessions offered by the Reading Recovery College sessions in 2017-18 (a 23% increase on the 2016-17</p>

					figure). There were a further 1,188 attendances at informal sports, leisure ad social groups linked to the College.
<p>Tailor approaches to improve mental health in specific groups:</p> <ul style="list-style-type: none"> - Support delivery of the local 'Future in Mind' programme to improve mental health in children and young people - Recognise the mental health needs of survivors and links to suicide prevention in the implementation of the Reading Domestic Abuse Strategy - Raise awareness of support available to survivors of sexual abuse through Trust 	<p>Reading Mental Wellbeing Group as local sponsors (see above)</p>	<p>Ongoing</p> <p>ongoing</p>	<p>Mental health will be improved for some specific groups (children and young people, survivors of domestic or sexual abuse) through tailored approaches</p>	<p>See Action Plan for Priority 3 for details in relation to children and young people.</p>	<ul style="list-style-type: none"> - See Priority 3 update in relation to 'Future in Mind' - links established - Survivors Trust hosted a workshop at the Berkshire Suicide Strategy launch in October

<p>House Reading</p> <ul style="list-style-type: none"> - Contribute to a Berkshire wide review of targeted community based interventions, including suicide prevention and mental health first aid training 		<p>ongoing</p>	<p>Future commissioning of community based interventions will be informed by a review of impact</p>		<ul style="list-style-type: none"> - A evaluation report is being prepared by a PHE Practitioner which will be shared with Berkshire suicide prevention group - Reading DAAT providers are aware of the Suicide Prevention Strategy and objectives. They attended a workshop delivered by BHFT in February 2018 with substance misuse professionals from Wokingham and Newbury.
<p>Analyse local data gathered from the suicide audit and/or real-time surveillance to identify trends and clusters and recommend appropriate</p>	<p>Public Health Team, Wokingham</p>	<p>ongoing</p>	<p>Access to the means of suicide will be reduced where possible</p>		<p>The audit has been completed and will be used by the Berkshire Suicide Prevention Strategy Group to refresh its Action Plans early in 2019</p>

action(s)					
<p>Review pages on the Reading Services Guide to include national resources (e.g. ‘Help is at Hand’ and National Suicide Prevention Alliance resources) and signposting to local services</p> <p>Map local bereavement support and access to specific support for bereavement through suicide</p>	<p>Wellbeing Team, RBC</p>	<p>June 2017</p>	<p>Those bereaved or affected by suicide will have access to better information and support</p>		<p>Reading Services Guide has been developed to include these additional resources.</p>
<p>Ensure local media and communications staff are aware of Samaritans guidance on responsible suicide reporting</p> <p>Support a Berkshire-wide Summit on journalism and reporting standards with local press and media organisations, to develop and agree standards for</p>	<p>Wellbeing Team, RBC</p>	<p>February 2017</p> <p>July 2017</p>	<p>Local media will be supported to report on suicide and suicidal behaviour in a sensitive manner</p>		<p>Media summit held on 11.09.2017, with information cascaded to those who were unable to attend</p>

reporting.					
Update Reading JSNA module on suicide and self-harm	Wellbeing Team, RBC	tbc	Local and county-wide Suicide Prevention Action will be informed by up to date research, data collection and monitoring		A refreshed Suicide and Self Harm module of the Reading JSNA was published in March 2017. Both this and the Mental Health Needs Analysis will be refreshed as part of the JSNA development programme.
Refresh Reading Mental Health Needs Analysis	Adults Commissioning Team, RBC	May 2016			

PRIORITY No 5	Reducing the amount of alcohol people drink to safer levels				
What will be done – the task	Who will do it	By when	Outcome – the difference it will make	Supporting national indicators	Progress Update – January 2019
Treatment					
Increase the number of people receiving support at the appropriate level to address risky, harmful and dependent use of alcohol.	All Partners required to support an alcohol pathway	Ongoing	Lower level drinkers understand the risks to their drinking and prevent become more harmful/hazardous drinkers.	PHOF 2.15iii – Successful completion of alcohol treatment	Alcohol Pathway under review.
Review current alcohol pathways to enable the specialist service to gain capacity to work with more risky, harmful and dependent	Drug and Alcohol Commissioner, CCG Leads, IRIS		Other Stakeholders become a part of the alcohol pathway and understand their role in preventing people	PHOF 2.18 – Admission episodes for alcohol-related conditions (narrow) (Persons, M and F)	Berkshire West Focus on Alcohol continues – new business plans being developed within current resources.

drinkers.	Reading Borough Manager, GP Lead		becoming harmful/hazardous drinkers.		
Promote knowledge and change behaviour by promoting understanding of the risks of using alcohol and by embedding screening and brief intervention in primary care, social care and criminal justice settings, housing and environmental health contacts.	All partners	Ongoing		<p>PHOF 2.15iii – Successful completion of alcohol treatment</p> <p>PHOF 2.18 – Admission episodes for alcohol-related conditions (narrow) (Persons, M and F)</p>	<p>NHS Health Check provides opportunistic conversation around alcohol use as Audit C is part of a check. Number of invites and health checks completed by GPs (providers) have declined from 2015/17 to 2016/17.</p> <p>Alcohol brief intervention training programme being drafted for the Autumn/ Spring IBA training so far given to 118 RBH Staff, to include Junior Doctors as part of the QUIN Project and EPR role out. (more being scheduled)</p> <p>33 front facing members of staff (18 RBH staff and 15 PCSO's) given "IBA & Responding to dependent drinkers who are change resistant" training with AcoholChangeUK Mike Ward (the old Alcohol Concern) (more being scheduled)</p> <p>IBA training booked in for 5th</p>

					<p>Dec to train Street Pastors and First stop service volunteers.</p> <p>Chemist IBA training - dates TBC</p> <p>CAP organising a new Project with Reading University – meetings with Dr Billy Wong, Lecturer in Widening Participation - Institute of Education and The Universitys Welfare Officer to discuss a joint project looking at the drinking culture of 18 -24 years. Looking to distribute an online survey and use analysis to determine possible Treatment, prevention and awareness activities. To include ASB complaints that have been made.</p>
<p>Deliver IBA Training across all sectors – Need to encourage uptake of more Alcohol Champions</p>	<p>CAP Lead and Source Team Manager</p>	<p>Ongoing</p>	<p>More individuals trained to deliver an intervention – Making every contact count approach to managing alcohol issues/ signposting</p>		<p>Ongoing See above</p> <p>Providing IBA referral packs to wards that have been trained to allow them to refer to for future use.</p>

					South Reading focus for IBA Champion- front facing staff to include Children centres etc – TBC in discussions with Trisha Bennet -Community Development Coordinator WCDA
Peer Mentors to be on the (selective) Wards at RBH Alcohol Peer mentors – to visit clients on hospital wards and assist in transition into community (including following detox).	IRIS Reading Borough Manager/ Peer mentors	April 2018	Peer mentors can advise patients on specialist community services and alcohol service available locally. To prevent re-admissions to hospital.	PHOF 2.18 – Admission episodes for alcohol-related conditions (narrow) (Persons, M and F)	Peer mentors are supporting patients on Sidmouth Ward at RBH – Complete and ongoing CAP working with IRIS and the Trust CQUIN Lead to ensure all RBH staff are aware of the process.
GP Lead to promote IBA training in primary care. Promotion of IBA training in secondary care	Dr. H George DAAT contract Manager	Ongoing	Primary and secondary care professionals have the skills to deliver IBA and knowledge to make appropriate referrals on discharge	PHOF 2.15iii – Successful completion of alcohol treatment PHOF 2.18 – Admission episodes for alcohol-related conditions (narrow) (Persons, M and F)	Ongoing – this has been to the South Reading GP council and a list of resources provided, and also included in GP newsletter. RBC Trading Standards has also run a course for local stakeholders. Offered IBA training to Regulatory services front facing staff.(TBC by James/Matt G)
Monitor and review existing interventions and develop a	All	Ongoing		PHOF 2.18 – Admission episodes for alcohol-	South Reading CCG has reviewed the alcohol pathway

robust multi agency model to reduce alcohol-related hospital admissions.				related conditions (narrow) (Persons, M and F)	with IRIS, Reading Borough Council DAAT, BHFT, RBH inpatients and A&E. Service improvements from other CCGs have also been reviewed. A proposed model for a community alcohol nurse, initially developed and piloted by Brighton and Hove CCG, has been developed into a business case for funding. This is included in Berkshire West Focus on Alcohol above.
Alcohol CQUIN - preventing ill health caused by alcohol. RBH to identify and support inpatients who are increasing or higher risk drinkers	RBH/ Public Health/ IRiS Reading/ CAP	June – Sept 2018	Reduction in alcohol admissions to hospital.	PHOF 2.18 – Admission episodes for alcohol-related conditions (narrow) (Persons, M and F)	Specialist drug and alcohol services and CAP lead to support RBH in training Trust staff in IBA and ensuring referral pathway into specialist treatment services is robust. Completed October 2018 See above for stats
Licensing					
A community free of alcohol related violence in homes and in public places, especially the town centre. Create responsible markets for alcohol by using existing	CAP Lead	Ongoing	Reduction in alcohol admissions to hospital. Responsible drinking in public spaces.	PHOF 2.18 – Admission episodes for alcohol-related conditions (narrow) (Persons, M and F)	Street drinking initiative underway and ongoing Retailer conference organised, which saw 24 retailers from across Reading attend. 4 presentations to include: CAP Alcohol awareness,

<p>licensing powers to limit impact of alcohol use on problem areas and by promoting industry responsibility.</p> <p>Address alcohol-related anti-social behaviour in the town centre and manage the evening economy</p> <p>Address alcohol-related anti-social Neighbourhoods</p>					<p>Licensing re the importance of the 4 licensing objectives, Trading standards – Business improvement and CAP Reginal officer – Illicit alcohol and tobacco.</p>
<p>Review all extended new applications under the Licensing Act – Public Health review and consider all new applications. Make representations for anything that is of concern and attend Licensing Hearings, Performance review or Licence reviews.</p> <p>Reading Festival - work with Festival Republic, the organisers of Reading Festival, in preparation for this year's event and consider how best to tackle the issue of alcohol (and illegal drug use)</p>	<p>Public Health/ Licensing</p> <p>CAP/ Licensing Team/ Public Health</p>	<p>Ongoing</p> <p>July- Aug 18</p>	<p>Control of licensed outlets and review of Reading's late night economy.</p>		<p>Ongoing</p> <p>17 licensing Applications reviewed so far in 2018. 2 representations made on behalf of CAP and PH</p> <p>Send out Newsletter before Reading Festival to all Retailer's in the area to remind them of their 4 Licensing objectives and laws around Underage drinking and proxy</p>

					<p>purchases.</p> <p>Test Purchasing on site at Reading Festival – Completed. Review again for 2019 festival in Spring.</p> <p>Number of TP made 37 U18 Alcohol TP made around Festival Area of which 6 failed (16%).</p> <p>14 U18 TP made inside the Festival (3 of which were tobacco) -All passed</p>
<p>Licencing to promote responsible retailing, 4 Licensing objectives.</p> <p>CAP to increase Test Purchasing – Challenge 25, Under 18.</p> <p>Training Log to be rolled out to all retailers.</p> <p>Retailer Training to commence.</p>	CAP / Licensing	Ongoing	<p>Stricter licensing restrictions will be in place.</p> <p>There is a minimum price for a unit of alcohol as a mandatory condition of a License.</p>		<p>Commenced – CAP arranged joint retailer visits with licensing to complete the licensing surveys, licensing checks and Training log. Retailer conference organised, which saw 24 retailers from across Reading attend. 4 presentations to include: CAP Alcohol awareness, Licensing re the importance of the 4 licensing objectives, Trading standards – Business improvement and CAP Regional officer – Illicit alcohol and tobacco.</p> <p>C25 TP made monthly: July, Town Centre & Oxford Rd – 30%</p> <p>August – Reading festival Stats</p>

<p>Encourage retailers to restrict the sale of higher ABV % cans</p>					<p>above Sept, South Reading/Whitley - 36% fail Oct, Caversham - 50% fail Nov, Southcote & Coley - 44% After each TP those that failed required to attend Retailer training given by CAP. Those that past are invited to take advantage of free training opportunity.</p> <p>6 Retailer Training Sessions made.</p> <p>Map out those retailers that have agreed to this initiative and cross reference against ASB intelligence in those areas.</p>
<p>Promotion of better marketing of soft/ mixer-diluted drinks in Bars and Pubs.</p>	<p>CAP/ licensing</p>	<p>Ongoing</p>	<p>Promote healthier non-alcoholic options to customers</p>		<p>Competiton being launched as part of a Diversionary activity to design a Manga CAP Hero Character, across all schools in Reading. Once character designed, used this to promote the Soft drink messages in Universities/young people's bars. Completed</p> <p>Attend Pubwatch to discuss ideas for future projects. Ongoing</p>

Encourage neighbourhoods to report street drinking to the Police via NAG meetings	All	Ongoing	Reduce street drinking and ASB		<p>Ongoing. RSG to include a link for reporting alcohol issues.</p> <p>Promote CAP Role within the community to build relationships and encourage reporting.</p> <p>CAP work in Whitley within the WDCA Café -training members of staff re Proxy purchased, Challenge 25 and IBA training.</p> <p>Attending WDCA every other Monday morning to have a presence in the Café and speak to the community about Alcohol awareness.</p>
Education					
<p>Parent education –</p> <p>2018 Parents Survey ‘Howmuchis enough’ trialled with 250 parents to empower parents when making decisions about allowing their children to drink alcohol.</p>	CAP lead	completed.			Collation of figures to inform future educational activities
Education if for all ages.	CAP Lead	Ongoing	Educating everyone on the risks of alcohol and promote drinking		Developed a Needs assessment and sent out to all Secondary schools with the CAP Young

<p>Alcohol awareness sessions for all.</p> <p>Mini Police Project - a fun and interactive volunteering project for children in Years 5 and 6. The aim is for children to work with neighbourhood police teams on local issues. The pupils will also spread the word among their school friends about the work they are involved in and gain awareness of a variety of issues.</p>			<p>responsibly.</p>		<p>Peoples survey.; to be able to give Alcohol awareness sessions that fit the schools and pupils needs.</p> <p>PSHE Alcohol Awareness Sessions arranged for CAP to deliver in Schools: The Wren – 5 session 2018 - 2019 y7-11 Reading Girls 5 sessions 2018 - 2019 y7-11 Reading boys – ongoing sporting YHC Kendrick – Nov 2018 – 6th Form students</p> <p>CAP to offer joint IBA training sessions to Reading Services with Prospect Park Misuse Nurse. Ongoing</p> <p>SCHOOL children at Katesgrove Primary School benefitted from</p>
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<p>CAP to expand on this and set up new project 'Young CAP Champions' to encourage YP to promote important messages about alcohol amongst their peers (Primary schools in Reading).</p> <p>Commence a Youth Health Champion role – encourage youngsters to be active in tackling alcohol and understanding the risks of drinking alcohol.</p>					<p>alcohol awareness sessions (age appropriate awareness of alcohol, including risks, health impacts and associated laws), as part of a 'Mini Police' project. Primary Schools being encouraged to sign up to this initiative. Completed</p> <p>Use the partnership between primary schools and mini police, to allow CAP to organise Parental Advise sessions by Mini police & cap</p> <p>Contact NACOA charity to discuss organising a Parents awareness Evening. Nacoa (The National Association for Children of Alcoholics) is a registered charity (No. 1009143), founded in 1990 to address the needs of children growing up in families where one or both parents suffer from alcoholism or a similar addictive problem. This includes children of all ages, many of whose problems only become apparent in adulthood. I would like to arrange for Josh Connolly- Ambassador for the NACOA to give his presentation</p>
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<p>Work in partnership with Colleges and University to promote alcohol awareness to students</p>					<p>which draws on his experiences of growing up with an alcohol dependent father to show the need for more awareness of the impacts of growing up around alcohol abuse.</p> <p>RSPH is a national awarding body that provides vocational health-related qualifications. CAP funded 10 Reading boys school pupils to complete the Tough Health Champion model, which is designed to give young people the skills, knowledge and confidence to act as peer mentor, increasing awareness lifestyles and encouraging involvement in activities to promote good health.</p> <p>The Royal Society for Public Health (RSPH) has worked with the founding team of the programme to develop an Ofqual qualification and a range of training packages to deliver a consistent and effective approach across the country.</p> <p>CPA and YHC have worked with in the Schol to deliver Alcohol awareness sessions to Year 7, 8</p>
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					<p>& 9. One of the YHC won this years Annual Celebratoy CAP Hero award , which he attended in Wales, to collect his award.CAP is now looking to fund this years, Year 9 students to sit this qualification again.</p> <p>CAP is also looking to Fund YHC in Reading Girls School, South Reading.</p> <p>Ongoing – 2 qualified Youth Health Champions. 12 children are signed up and involved in the programme. Workshops to continue – Looking at a Wellbeing initiative. Further funding for 2018 being secured to roll out this programme.</p> <p>Summer weekly drop in at Library – arty activities for young people, in a bid to raise awareness of the dangers of</p>
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<p>Volunteers from the Specialist Treatment Service to visit school age children to educate them about the risks of alcohol and how their lives have been affected.</p>					<p>alcohol consumption. It will enable young people to create their own manga style comic strip/story based around the theme of alcohol awareness. Drop in sessions will be held at Reading libraries over the summer – days and times to be confirmed</p> <p>PSHE presentations are taking place. Peer Mentors are willing to visit schools and this is co-ordinated when required. Film being produced by CAP and IRiS Reading Peer mentors on risks of alcohol – to be shown in schools.</p>
<p>Promote diversionary activities to all – via schools, colleges, website</p>	<p>CAP Lead</p>	<p>Ongoing</p>	<p>Promote social activities and exercise as alternatives to drinking alcohol.</p> <p>Resolve the “boredom” and social issues</p>		<p>Ongoing</p> <p>Work with CAP and specialist drug and alcohol service to produce a film on the risks of drugs and alcohol (see above).</p>

			associated with alcohol.		
Prevention					
<p>Promotion of Dry January campaign.</p> <p>Promotion of January alcohol detox via IRIS Reading as part of the Dry January campaign</p>	<p>CAP Lead, DAAT Contract & Project Manager, IRIS Reading IRIS Reading Borough Manager & RBC Press team</p>	<p>December 2017 and January 2018</p>	<p>Encourage awareness of effects of alcohol on staff, clients and local community.</p> <p>Promote drinking responsibly.</p>		<p>New programme to be developed in Nov / Dec for 2019</p>
<p>Explore with the street care team whether we can promote drinking responsibly at recycling depots.</p>	<p>DAAT / Street Care Team</p>		<p>Encourage drinking responsibly and increase public awareness of the risks of alcohol</p>		<p>Action still needed.</p> <p>In light of Reading Festival, CAP to organise for Streetcare team to install Recycling bins at the Mothercare/Aldi site to reduce alcohol cans and bottles being discarded on the streets in this area.</p> <p>CAP lead on National Alcohol awareness week. Organising various activities, Tweets and events to support this years theme 'Change'. Also launched West Berks free app –GYC in Reading via Social media. It promotes getting home safely by providing intelligent travel planning, reminders and</p>

					<p>support for a day//night out. Features include: Quick call hotkeys to program your own taxi driver numbers, location messaging to allow a chosen contact of yours to let them know where you are at a push of a button, bus/train timer, safe arrival notifications and quick search to find a alternative travel home.</p> <p>CAP Teamed up with West Berks to redesign their PSHE Smoking and drinking patterns amongst young people survey, so that it includes CAP's Young People survey questions. This is being distributed in West berks, Reading, Bracknell, Wokingham and Oxford. Which will not only allow us baseline data to work to , but all comparative stats from neighbouring areas.</p>
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PRIORITY NO 6	Making Reading a place where people can live well with dementia
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What will be done – the task	Who will do it	By when	Outcome – the difference it will make	Supporting national indicators	Progress Update – January 2019
<p>Establish a Berkshire West Dementia Steering Group to implement the Prime Ministers Dementia 2020 challenge and ensure up-to-date local information about dementia can be reflected into dementia care services and that there is an opportunity to influence and inform local practice</p>			<p>The Berkshire West Dementia Steering Group will report to the three Berkshire West Health and Wellbeing Boards as required from time to time, contributing updates and commentary on performance in relation to local dementia priorities and issues identified by those Boards. The Berkshire West Dementia Steering Group will also report to the Berkshire West Long Term Conditions Programme Board and will in addition keep the Thames Valley Commissioning Forum updated</p>		<p>Berkshire-wide dementia steering group set up comprising representatives from the three unitary authorities in Berkshire, a GP, Berkshire West CCGs and voluntary sector groups.</p> <p>The Reading DAA is also represented on this group to ensure a working partnership</p>

<p>Raise awareness on reducing the risk of onset and progression of dementia through building on and promoting the evidence base for dementia risk reduction (including education from early years/school age about the benefits of healthy lifestyle choices and their benefits in reducing the risk of vascular dementia) and health inequalities and enhancing the dementia component of the NHS Health Check.</p>	<p>Public Health (LAs), GPs, Schools</p>	<p>May 2017</p>	<p>By 2020 people at risk of dementia and their families/ carers will have a clear idea about why they are at risk, how they can best reduce their risk of dementia and have the knowledge and know-how to get the support they need.</p> <p>This will contribute towards the national ambition of reduced prevalence and incidence of dementia amongst 65-74 year olds, along with delaying the progression of dementia amongst those that have been diagnosed.</p>	<p>PHOF 4.16 and NHS 2.6i– Estimated diagnosis rate for people with dementia</p> <p>PHOF 4.13 – Health related quality of life for older people</p> <p>ASCOF 2F and NHS Outcomes Framework 2.6ii – effectiveness of post-diagnosis care in sustaining independence and improving quality of life for people with dementia.</p> <p>ASCOF 1B – People who use services who have control over their daily life</p> <p>NHS OF 2.1 - Proportion of people feeling supported to manage their condition</p>	<p>The Wellbeing Team has provided 2 public information sessions at Dementia Awareness Week (town centre) and Southcote May Fayre, both raising awareness of preventative health services specifically around dementia and the links to alcohol, exercise and general health.</p>
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<p>Identify patients early including those from Black, Asian and Minority Ethnic origin and other seldom heard groups enabled through greater use by health professionals of diagnostic tools that are linguistically or culturally appropriate; encourage self-referral by reducing stigma, dispelling myths and educating about benefits of obtaining a timely diagnosis</p>	<p>Primary care, Social Care (LAs), Memory Clinics, Care homes</p>	<p>March 2018</p>	<p>More people diagnosed with dementia are supported to live well and manage their health</p>	<p>ASCOF 2F - a measure of the effectiveness of post-diagnosis care in sustaining independence and improving quality of life NHS OF 2.6ii - effectiveness of post-diagnosis care in sustaining independence for people with dementia</p>	<p>There is an ongoing programme of outreach and engagement with BME groups.</p> <p>The DAA includes ACRE which hosts annual dementia forums and invites speakers to help break down the barriers and discrimination around a dementia diagnosis.</p>
<p>Play a leading role in the development and implementation of personalised care plans including specific support working in partnership with memory assessment services and care plan design and implementation.</p>	<p>Primary Care/BWCCGs/BHFT</p>	<p>March, 2018</p>	<p>GPs ensuring everyone diagnosed with dementia has a personalised care plan that covers both health and care and includes their carer. This will enable people to say “I know that services are designed around me and my needs”, and “I have personal choice and control or influence over decisions about me”</p>	<p>PHOF 4.13 - Health related quality of life for older people</p> <p>ASCOF 2F- a measure of the effectiveness of post-diagnosis care in sustaining independence and improving quality of life</p> <p>NHS OF 2.6ii - effectiveness of post-</p>	<p>Care Plans are uploaded on DXS, easily accessed by GPs and practice staff.</p>

				<p>diagnosis care in sustaining independence for people with dementia</p> <p>ASCOF 1B - People who use services who have control over their daily life</p> <p>NHS OF 2.1 - Proportion of people feeling supported to manage their condition</p>	
<p>Ensure coordination and continuity of care for people with dementia, as part of the existing commitment that everyone will have access to a named GP with overall responsibility and oversight for their care.</p>	BWCCGs	March, 2018	<p>Everyone diagnosed with dementia has a named GP as well as a personalised care plan that covers both health and care and includes their carer.</p>	<p>PHOF 4.13- Health related quality of life for older people</p> <p>ASCOF 2F- a measure of the effectiveness of post-diagnosis care in sustaining independence and improving quality of life</p>	<p>Every diagnosed dementia patient has a named GP</p>

				<p>NHS OF 2.6ii - effectiveness of post-diagnosis care in sustaining independence and improving quality of life for people with dementia.</p> <p>ASCOF 1B - People who use services who have control over their daily life</p> <p>NHS OF 2.1- Proportion of people feeling supported to manage their condition</p>	
<p>Provide high quality post-diagnosis care and support, which covers other co-morbidities and increasing frailty.</p>	<p>Primary care/ Memory Clinics/ Social Care (LAs),</p>	<p>Ongoing</p>	<p>Reduced: unplanned hospital admission, unnecessary prolonged length of stay, long-term residential care</p>	<p>ASCOF 1B - People who use services who have control over their daily life</p> <p>NHS OF 2.1- Proportion of people feeling supported to manage their</p>	<p>Patients and carers are routinely supported and sign-posted to services for ongoing support. Post-diagnostic support is mainly provided by Alzheimer's society, BHFT and other voluntary sector organisations</p>

				condition	
Target and promote support and training to all GP practices, with the aim of achieving 80% Dementia Friendly practice access to our population	BW CCGs project Lead/ DAA co-ordinators	March, 2018	80% of practices in Berkshire West will have adopted the iSPACE and sign up to the Dementia Action Alliance to become dementia-friendly.	PHOF 4.16 - Estimated diagnosis rate for people with dementia NHS 2.6ii- effectiveness of post-diagnosis care in sustaining independence and improving quality of life for people with dementia PHOF 4.13 – Health related quality of life for older people	Tier 1 training has been offered to all Practice staff across South Reading and North & West Reading CCGs. All practices in Reading have put plans in place to become dementia friendly. This will be further assessed using the iSPACE model and supported by the Dementia Action Alliance
Work with local organisations, care homes and hospitals to support more providers to achieve Dementia Friendly status	DAA/ LAs/ Alzheimers society/BHFT	Ongoing - reviewed in December 2017, 2018 and 2019	More services will be staffed or managed by people with an understanding of dementia and the skills to make practical changes to make their service more accessible to those with	PHOF 4.16 - Estimated diagnosis rate for people with dementia NHS 2.6ii - effectiveness of post-diagnosis care in sustaining independence and	DAA has a total of 24 local businesses and partners signed up to the Reading Dementia Action. A partnership has been formed with Thames Water, the Oracle shopping centre and MERL.

			dementia	improving quality of life for people with dementia PHOF 4.13 – Health related quality of life for older people	Work for the coming year will focus on town centre locations including all shops and services in the Oracle to ensure dementia friendly shopping for all
Maximise the use of Dementia Care Advisors & training opportunities & roll out a training package/train the trainer model for NHS & Social Care staff and other frontline workers	BWCCGs/Alzheimers Society/ HEE/BHFT	March, 2018	People with dementia and their carers will be supported by health and care staff in all types of service that will have the appropriate level of dementia awareness and training.	NHS OF 2.1- Proportion of people feeling supported to manage their condition	All DCAs are trained in Tier 1 dementia training. BWCCGs offered Tier 1 dementia training to all GP practice staff and social care staff in December 2016.
Ensure commissioned services contractually specify the minimum standards of training required for providers who care for people with dementia including residential, nursing and domiciliary care settings.	Local authority and NHS commissioning teams	March, 2018	People with dementia and their carers will be supported by health and care staff in all types of service that will have the appropriate level of dementia awareness and training.	NHS OF 2.1- Proportion of people feeling supported to manage their condition	Dementia training is offered by RBC to all private voluntary and independent providers, although it is not compulsory for domiciliary care providers to ensure staff are trained in dementia

<p>Review benchmarking data, local JSNA , variation, & other models of Dementia Care to propose a new pathway for Dementia Diagnosis/Management.</p>	<p>BWCCGs/ Public Health/BHFT – not clear who leads on what here-</p>	<p>March, 2017</p>	<p>National dementia diagnosis rate maintained at two-thirds prevalence, and reduced local variation between CCGs following agreement and implementation of an appropriate and affordable plan to bring services into line within the national framework for treatment and care.</p>	<p>PHOF 4.16 - Estimated diagnosis rate for people with dementia</p> <p>NHS 2.6ii - effectiveness of post-diagnosis care in sustaining independence and improving quality of life for people with dementia</p>	<p>The current pathway is still being used. A review of the local JSNA data will inform the proposal of a new pathway for diagnosis/management</p> <p>A dementia friendly community pathway is being designed by the DAA for 2019. This pathway will be post diagnosis support and activities that will improve health and wellbeing for persons diagnosed with dementia and their carers.</p>
<p>Identify & map opportunities, learning from similar and neighbouring CCGs, Providers and Local Authorities, for future service delivery to meet the 2020 Challenge. e.g. annual assessment, shared care, carer identification & support</p>	<p>BWCCGs/ BHFT</p>	<p>April, 2017</p>	<p>Diagnosis rate maintained at two-thirds prevalence, and reduced local variation between CCGs following agreement and implementation of an appropriate and affordable plan to bring services into line within the national framework for treatment and care</p>	<p>PHOF 4.16 - Estimated diagnosis rate for people with dementia</p> <p>NHS 2.6ii - effectiveness of post-diagnosis care in sustaining independence and improving quality of life for people with dementia</p>	<p>An on-going quarterly Dementia Commissioners forum enables sharing and learning from national and regional initiatives to improve dementia diagnosis rates and post-diagnostic care and support.</p>

<p>Raise awareness of and ensure that at least 80% of people with dementia and their carers have a right to a social care assessment.</p>	<p>LAs/ Memory Clinics/ Primary Care/ CMHT/ DCAs</p>	<p>March, 2018</p>	<p>At least, 80% of people with dementia and their carers are able to access quality dementia care and support.</p>	<p>PHOF 4.13– Health related quality of life for older people</p> <p>ASCOF 2F- a measure of the effectiveness of post-diagnosis care in sustaining independence and improving quality of life</p> <p>NHS OF 2.6ii - effectiveness of post-diagnosis care in sustaining independence and improving quality of life for people with dementia</p> <p>ASCOF 1B- People who use services who have control over their daily life</p> <p>NHS OF 2.1- Proportion of people</p>	<p>Awareness raising is ongoing. Anyone with the appearance of a care or support need is entitled to a social care assessment.</p>
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				feeling supported to manage their condition	
Provide opportunities for people with dementia and their carers to get involved in research through signposting them to register with joint dementia research (JDR)	BHFT/Alzheimers Society /LA/BWCCGs/ University of Reading	March, 2018	More people being offered and taking up the opportunity to participate in research and to support the target that 10% of people diagnosed with dementia are registered on JDR by 2020. Future treatment and services to be based on and informed by the experiences of people living with dementia		<p>The DAA is supporting Amanda Walsh, Clinical Research Assistant at The Berkshire Memory and Cognition Research Centre, University Of Reading. The DAA is recruiting individuals who have a diagnosis of Alzheimer's or mixed Alzheimer's who showed symptoms of the disease between the ages of 66-70 years.</p> <p>The purpose of the Study is to learn more about the genetics that may affect the risk of developing Alzheimer's before the age of 70, with the hope that this leads to improved treatments and diagnosis in the future.</p> <p>Individuals need to be of Caucasian origin, and have no</p>

					current diagnosis of substance abuse or psychosis and should also be willing to provide a blood sample.
Enable people to have access to high quality, relevant and appropriate information and advice, and access to independent financial advice and advocacy, which will enable access to high quality services at an early stage to aid independence for as long as possible.	BHFT/LAs	March, 2018	People with dementia and their carers are able to access quality dementia care and support, enabling them to say “I have support that helps me live my life”, “I know that services are designed around me and my needs”, and “I have personal choice and control or influence over decisions about me”		This happens routinely
Evaluate the content and effectiveness of dementia friends and dementia friendly communities’ programme.	AS/DAA/UoR	March, 2018	More research outputs on care and services.		The DAA is exceeding the target to reach 6000 dementia friends during 2018 by achieving over 7000. The DAA is continuing to support Southcote to work

					towards being a dementia friendly community and has now created a dementia friendly – memory café running every week, offering mental stimulation and activities to support mental wellbeing. The group is run by the Grange Café volunteers.
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PRIORITY NO 7	Increasing take up of breast and bowel screening and prevention services				
What will be done – the task	Who will do it	By when	Outcome – the difference it will make	Supporting national indicators	Progress Update January 2019
Identify Practices where screening uptake is low and target initiatives and practice support visits to increase uptake.	NHSE/PHE Screening Team Cancer Research UK Facilitator		Improved Screening Coverage and detection of cancers in early stages.	PHOF 2.19 Cancer Diagnosed at early stage 2.20iii Cancer Screening coverage-bowel cancer 2.20i Cancer screening coverage- breast cancer	Most Reading surgeries have now signed up to the bowel screening non-responder alert. Teachable moment pilot project for South Reading rolled out from August 2017 (see below). Pilot ended in January after implementation

				<p>4.05i Under 75 mortality rate from cancer (persons)</p> <p>4.05ii Under 75 mortality rate from cancer considered preventable (persons)</p>	<p>by only two practices. Lack of time, workload constraints and capacity of the team to support the implementation were seen as barriers.</p> <p>Tailored GP Surgery bowel screening letters are now sent to patients from the Hub.</p> <p>The Cancer Research UK Facilitator has offered to visit all South Reading practices to improve cancer screening uptake</p>
<p>To work in partnership with key stakeholders to increase public /patient awareness of signs and symptoms and screening programmes</p>	<p>Public Health Berkshire</p> <p>Macmillan</p>		<p>Patients seek advice and support early from their GP</p> <p>Increase uptake of screening programmes</p>		<p>South Reading Cancer Educator has delivered 24 Cancer education and awareness sessions in South Reading</p> <p>Cancer awareness event organised by Cancer Champions on 29th September 2018.</p> <p>Local authority is supporting the promotion and engagement of the Macmillan</p>

					<p>Cancer Education Project, led by Rushmoor Healthy Living with funding from Macmillan Cancer Support.</p> <p>Macmillan Cancer Educator has been appointed to raise awareness of the signs and symptoms of cancer among hard to reach groups in South Reading,</p> <p>Over 23 people from the community have signed up to become cancer champions. A number of community events and meetings have been held.</p> <p>Fifteen community volunteers from South Reading have completed their training as Cancer Champions.</p> <p>Macmillan Cancer Champion training have been organised for volunteers from different community groups. These champions will now organise cancer awareness sessions for</p>
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					<p>their community groups</p> <p>CRUK bowel screening promotional video has been shared through local authority web pages.</p> <p>Wellbeing team has been promoting various cancer awareness campaigns including PHE's Be Clear on Cancer: Breast Cancer in women over 70 by sharing key messages via local authority webpages, digital media and during community events</p> <p>Wellbeing team in partnership with CCG promoted bowel screening among Southcote over 50s group.</p> <p>Participants completed questionnaires around bowel cancer screening and they were provided information on using the test kit</p>
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<p>To plan and implement a pilot project that provides motivational behaviour change interventions to patients who have had a 2WW referral and a negative result (“teachable moments”)</p>	<p>Public Health Berkshire Cancer Research UK Facilitator</p>		<p>Patients motivated to make significant changes to lifestyle behaviours that will help to reduce their risk of developing cancer</p>		<p>See above – take up too low for a formal evaluation</p>
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<p>PRIORITY NO 8</p>		<p>Reducing the number of people with tuberculosis</p>			
<p>What will be done – the task</p>	<p>Who will do it</p>	<p>By when</p>	<p>Outcome – the difference it will make</p>	<p>Supporting national indicators</p>	<p>Progress Update – January 2019</p>
<p>Offer training in Reading for health professionals , community leaders and other professionals who come in contact with at risk population</p>	<p>FHFT & RBH TB service /South Reading CCG</p>	<p>Jan-17</p>	<p>Increase awareness about TB amongst local health and social care professionals as well as third sector organisations</p>	<p>PHOF 3.05ii - Incidence of TB (three year average)</p>	<p>A year on year decrease in TB incidence in Reading has been achieved. The 2016 incidence was 17 per 100,000 population . The local reduction since 2012 is 37% for Reading. Reading’s ongoing work has</p>

					<p>been acknowledged by PHE and TB control Boards.</p> <p>TB awareness sessions are being organised for housing colleagues and partners in January and April 2019.</p> <p>Workshops were held for health professionals and for RBC staff during March 2017. Sessions have also been delivered to other groups by the New Entrant Screening Nurse / TB nurse team from RBH.</p> <p>A dedicated TB project manager has been appointed to South Reading CCG using funding from NHS England to work with clinicians and the TB operational group to support delivery of the LTBI New Entrant Screening Service. This includes scoping a suitable training programme.</p>
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<p>Develop resources / training materials for wide range of LA staff to enable them to discuss TB and signpost to local services</p>	<p>Berkshire shared PH team / TB Alert</p>		<p>Increase awareness about TB amongst local authority staff working with those at increased risk of TB</p>	<p>PHOF 3.05ii - Incidence of TB (three year average)</p>	<p>A workshop was held on 05.12.2017 with clinical representation from Slough and Reading along with local stakeholders and representatives from NHS England and Public Health England. The groups worked through how to reduce the DNA rate, how to improve community engagement and data reporting. The outputs of this informed an action plan for the next 12 months.</p>
<p>Develop and run a joint public-facing communications / social marketing campaign to raise awareness of TB, latent TB and the local New Entrant Screening Service in order to reduce stigma and encourage those invited for LTBI screening to attend</p>	<p>Berkshire shared PH team / CCG comms / NESS nurses</p>	<p>March 2017</p>	<p>Address social and economic risk factors related to TB</p>	<p>PHOF 3.05ii - Incidence of TB (three year average)</p>	<p>TB awareness sessions have been run during community events including Disability Awareness Day, Older People's Day, Carers Rights Day, and a Health and Wellbeing event at Royal Berkshire Hospital.</p> <p>A TB awareness session is being organised for the Zambian community in January 2019.</p> <p>Work to develop campaign materials was initially co-ordinated by a cross Berkshire working group. Responsibility for further communication and engagement is now with the</p>

					<p>LTBI Operational Group, with oversight from Berkshire TB Strategy Group.</p> <p>The Reading Wellbeing team organised 2 TB awareness sessions for the Nepalese & Pakistani community in partnership with Healthwatch Reading and the CCG. 40 people participated and 32 surveys were completed</p> <p>TB information stands were organised during four local events to raise awareness of LTBI screening services</p> <ul style="list-style-type: none"> – Health & Wellbeing Week targeting staff at RBH in September 2017 ; - Compass Recovery College Prospectus Launch event (16.08.2017); - New Directions event (16.09.2017) - Older People’s Day event (09.10.2017)
Include TB data and service information in JSNA	Reading Wellbeing team	February 2017	Address social and economic risk factors related to TB	PHOF 3.05ii - Incidence of TB (three year average)	Key information on active and latent TB and a map of high risk countries has been made available on the Reading Services Guide and JSNA profile

					<p>to facilitate public access to TB information.</p> <p>TB data will be refreshed in 2019 as part of the JNSA rolling update schedule.</p>
<p>Provide service users with a means to feed into service design discussions</p>	<p>PH / TB Teams</p>	<p>Ongoing</p>	<p>Future treatment and services are based on and informed by the experiences of people living with TB</p> <p>Repeat service user survey annually</p>	<p>PHOF 3.05ii - Incidence of TB (three year average)</p>	<p>The TB team utilises the Friends and Family test</p>
<p>Continue to work closely with PHE health protection colleagues to ensure robust and effective contact tracing takes place as standard</p>	<p>TB Nurses / Berkshire TB Strategy Group</p>		<p>Contract tracing is monitored through the Thames Valley TB Cohort Review</p>	<p>PHOF 3.05ii - Incidence of TB (three year average)</p>	<p>Public Health England is routinely notified of cases of Tuberculosis (TB) and implements public health actions to prevent and control onward transmission, including identification of close contacts of active TB cases and offer of appropriate TB testing. Eight cases of TB infection that were notified to the Thames Valley Health Protection Team over the previous two years have been found to be linked by genetic</p>

					testing. Further genetic testing of all cases is being undertaken using an alternative technique that can provide higher discriminatory power. Investigation is ongoing to further explore any links.
Maintain robust systems for providers to record and report BCG uptake	NHS England		Monitor provision and uptake of BCG vaccination as new policies are implemented	PHOF 3.05ii - Incidence of TB (three year average) Local indicator on BCG uptake could be developed in partnership with NHSE	A risk-based strategy to offer BCG to infants at increased risks of TB (based on National Guidance) has been adopted by RBH Maternity Services and is supported by the Berkshire TB Strategy Group
Develop / maintain robust systems for providers to record and report uptake and to re-call parents	Midwifery teams in FHFT and RBH	January 2017	Ensure registers of eligible infants who have missed vaccination due to shortages are kept to up to date and a mechanism exists to re-call when vaccine is available	PHOF 3.05ii - Incidence of TB (three year average)	Catch up campaign was successful. BCG vaccine is no longer in short supply.
Continue to communicate clearly on BCG shortage and ordering arrangements to	NHS England	Ongoing	Vaccinating teams have timely information on which to base decisions	PHOF 3.05ii - Incidence of TB (three year average)	BCG vaccine is no longer in short supply. See above

allow planning					
Ensure processes are in place to identify eligible babies, even in low-incidence areas	Midwifery teams in FHFT and RBH	Ongoing	Midwifery Teams use agreed service specification to identify eligible babies	PHOF 3.05i - Incidence of TB (three year average)	A risk-based strategy to offer BCG to infants at increased risks of TB (based on National Guidance) has been adopted by RBH Maternity Services and is supported by the Berkshire TB Strategy Group.
Tackle the clinical and social risk factors associated with development of drug resistance in under-served populations by maintaining high treatment completion rates and ensuring thorough contact tracing around MDR cases	Reading Wellbeing Team / Reading Reading Housing Team / NESS nurses/CCGs	Jan-17	Work to develop the provision of appropriate and accessible information and support to under-served and high-risk populations.	PHOF 3.05ii - Incidence of TB (three year average)	Reading Healthwatch has conducted a Knowledge and Behaviours Survey. Over 300 people have taken part indicating their views and knowledge towards TB. The results of this will provide a baseline to measure impact of communication and engagement work. This information will also be used to further shape engagement with under-served and other at-risk groups Resources shared with providers including IRIS

<p>Ensure patients on TB treatment have suitable accommodation</p>	<p>Reading Wellbeing Team / Reading Reading Housing Team / NESS nurses/CCGs</p>		<p>Development of robust discharge protocol</p>	<p>PHOF 3.05ii – Treatment completion for TB</p>	<p>PHE have developed Thames Valley guidance to inform the process for assessment and discharge of homeless TB patients - both with and without recourse to public funds.</p> <p>This guidance has been used to inform process across the Berkshire LAs during 2017, demonstrating it is fit for purpose.</p> <p>Work is in progress to develop an MOU between the CCGs and local authorities across Berkshire West to ensure provision of accommodation to homeless TB patients with no recourse to public funds</p>
<p>Develop and promote referral pathways from non-NHS providers</p>	<p>LA public health / NESS nurses/CCGs</p>		<p>Align local service provision to these groups as per NICE recommendations</p>	<p>PHOF 3.05ii - Incidence of TB (three year average)</p>	<p>Work with under-served groups is a priority for CCG LTBI Project Manager and LA PH team in 2018</p> <p>LA public health team co-ordinated this year's Reading event to mark the 'Light up the World for TB' awareness-raising on 24.03.2018. Christchurch Pedestrian Bridge was lit up in Red to highlight</p>

					<p>the issue of TB in Reading and raise awareness in the fight against TB and the event was attended by Cllr Graeme Hoskin , Reading's Lead Councillor for Health, Wellbeing Team, representatives from the CCGs and TB teams from RBH</p> <p>TB information stands were organised at Central and Battle library where members of the public were given TB related information and information on New Entrant screening services.</p> <p>World TB Day was promoted by the local authority via web pages and digital media.</p> <p>A TB awareness session was organised for the Nepalese community in partnership with the charity Communicare</p> <p>Wellbeing Team has developed links with different community groups to identify TB Champions who could raise awareness of TB and NESS within their groups</p>
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<p>Engagement with SE TB Control Board to share best practice</p>	<p>DPH / PHE CCDC</p>		<p>Work to decrease the incidence of TB in Berkshire through investigating how co-ordinated, local latent TB screening processes can be improved</p>	<p>PHOF 3.05ii - Incidence of TB (three year average)</p>	<p>The SE TB Control Board held a workshop in Reading in November 2017 to review its objectives for 2018.</p> <p>There are 2 face to face board meetings a year, and 2 TB network lead meetings to share work streams.</p> <p>There is a public facing website with links to general information, and a TB nurse forum</p>
<p>Fully implement EMIS and Vision templates in all practices in South Reading</p>	<p>South Reading CCG</p>	<p>Ongoing</p>	<p>Ensure that new entrants are referred routinely to local services for screening through addressing issues with local pathways</p>	<p>PHOF 3.05ii - Incidence of TB (three year average)</p>	<p>Templates installed in all practices. Majority of 16 South Reading practices are returning monthly lists to NESS. 199 patients were screened from April-November 2017 compared with 55 in the previous year.</p> <p>DNA rates are still higher than ideal, work is ongoing to identify and address barriers.</p>