




Haringey Council

Report for:	Cabinet	Item Number:	
Title:	Men's health: Getting to the Heart of the Matter		
Report Authorised by:	Dr Jeanelle de Gruchy 		
Lead Officer:	Dr Fiona Wright, Assistant Director of Public Health 0208 489 2628		
Ward(s) affected: All wards	Report for Key/Non Key Decisions:		

1. Describe the issue under consideration

- 1.1 Cabinet is requested to consider the lead officer's response to the final report of the Scrutiny Review of men's health: Getting to the Heart of the Matter, which was approved by the Overview and Scrutiny Committee on 30 April.
- 1.2 The focus of the scrutiny review was on men over 40 years of age who live in the most deprived areas of the borough. The review focused on this age group for a number of reasons:
- The life expectancy Gap in Men in Haringey is greater than 9 years.
 - Addressing this life expectancy Gap is one of the three outcomes of the Strategy.
 - Men over 40 is the age group that makes the largest contributions to the life expectancy gap for men in the borough.
 - Reducing lifestyle risk factors for cardiovascular disease in men over 40 is a priority in addressing the life expectancy gap.
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 - The NHS Health Check programme focuses on assessing those over 40 years of age at high risk of cardiovascular disease and supporting them to reduce this risk.
- 1.3 The Haringey Public Health directorate was instrumental in developing the remit of the review and, along with other key stakeholders, participated actively in the review process.



Haringey Council

2. Cabinet Member introduction

2.1 We welcome this review of men's health: Getting to the Heart of the Matter. We launched the Health and Wellbeing Strategy on the 13th June, coinciding with men's health week. This review supports and complements the delivery of Outcome Two of the Health and Wellbeing Strategy, "reducing the life expectancy gap." This details priorities to reduce the 9 year gap in male life expectancy between Fortis Green and Tottenham Green. Mental health (Outcome Three of the Health and Wellbeing Strategy) is also a key factor in men's health and wellbeing and it is important to raise awareness of mental health issues as early diagnosis is essential.

3. Recommendations

3.1 That the lead officer's response to the OSC report is noted, discussed and approved for implementation.

4. Other options considered

4.1 N/A

5. Background information

The review presents the national and local evidence supporting:

- Under-utilisation of health services by men compared to women
- Early death, particularly from cardiovascular disease, in men compared to women
- Inequalities in men's health by geography (East compared to West Haringey), socio-economic groups and ethnicity as examples.

The review also drew on evidence from the Cross Party Working Group briefing papers on Health Inequalities (developed to inform the Health and Wellbeing Strategy,) national evidence, and the expertise and perspectives of the multi-agency participants in the review to develop recommendations to address men's health.

Reducing the life expectancy gap in Men in Haringey (9 years between Fortis Green and Tottenham Green). Three quarters of the difference in male life expectancy between Haringey and England is due to men over 40 years of age. Actions targeting this age group are most likely to have an impact on the life expectancy gap within a short to medium term timescale. Reducing the life expectancy gap in men is Outcome Two of the Health and Wellbeing Strategy. Delivery plans for the priorities to address this outcome are being developed with Directorates within the council and partners including the Local Clinical Commissioning Group and voluntary sector agencies. This review provides useful information to support and complement these delivery plans.

6. Comments of the Chief Finance Officer and financial implications

6.1 Whilst there are a number of recommendations set out in this report, it is expected that at this stage any costs associated with these such as publicity and training will not be significant and would be met from existing resources within one or more of the partner agencies or, as noted in recommendation 7, that bids for external resources are put forward.

7. Head of Legal Services and legal implications

7.1 Legal services believe that 'there are no specific legal implications arising from this report'.

8. Equalities and Community Cohesion Comments



Haringey Council

8.1 All public bodies have the same duty to comply with the Equality Act 2010. In doing so they are expected to promote equal opportunity and access to all services for all 'protected groups' in order to discharge their equality duty.

8.2 Within the protected groups 'sex' (previously known as gender) refers to both male and female. There are many public services that are under represented by men and all public bodies have a duty to take effective measures to ensure they promote equality of opportunity, which includes measures to increase take-up of under represented protected groups.

9 Head of Procurement Comments

9.1 N/A

10 Policy Implication

10.1. This review complements and supports the work undertaken by the Cross Party Working Group on Health Inequalities. It will contribute to the delivery plans of the Health and Well-being Strategy.

11 Use of Appendices

11.1 No appendices.

12 Local Government (Access to Information) Act 1985

12.1 A full list of documents used and referenced in the review are listed in the Appendices of the main OSC report.



Table of Recommendations and Service Response

Recommendation	Service Response
<p>1. A local targeted campaign involving all relevant partners should be run to coincide with National Men’s Health Week (11-17th June 2012) to engage men in preventative and early intervention services around ‘heart health’. Participants to be encouraged to attend include: GPs, Pharmacists, Health Trainers, Health Champions, Whittington Health, North Middlesex, UH, Mental Health Trust, Employment advice and support , Nurses/students, Trainee GPs, Other acute providers, Voluntary and Community groups, Expert patient, groups/Peer support/buddy system, Leisure centres/fitness centres, Weight watchers/ similar groups, Housing, Jobcentre plus, Retail food sector</p> <p>Haringey Council’s Press and Publicity should assist with ensuring that the week is advertised and messages from men’s health forum about Heart Health are disseminated.</p>	<p>During 11-17th June Public Health directorate ran a local men’s health campaign in Haringey. A multi-agency event at Tottenham Hotspur Foundation launched the Health and Wellbeing Strategy and highlighted men’s health in Haringey through key presentations, including an overview of this review, and a panel discussion. The event was opened by Cllr Vanier, Cabinet Member for Health and Adult Services. The named participants were invited, many attended and some held stalls.</p> <p>In addition local pharmacists (led by the LPC) ran a pharmacy campaign highlighting men’s health issues and a range of other events took place throughout the borough.</p> <p>Public Health worked with the council communications team to invite press and ensure photo-shoots were taken.</p>
<p>2. Shadow Clinical Commissioning Group (CCG) to consider ways in which men could be encouraged to attend their local GP surgery. For example:</p> <ul style="list-style-type: none"> ▪ Holding special men’s sessions at GP surgeries. ▪ Consider ways in which local GPs could link up with local groups e.g. Tottenham Hotspur Foundation to take services into the community ▪ Asking local practices to consider their waiting areas 	<p>There was active engagement of local GPs, including CCG cabinet members in the review and support for considering ways to encourage men to attend primary care. The feasibility (particularly men only sessions) and costs of these recommendations will need to be worked up. Public Health and a lead GP will present the findings of this review to the CCG cabinet and ask them to consider recommendations 2 and 3 and agree a way forward.</p>



Haringey Council

Recommendation	Service Response
<p>from a male perspective and consider any changes which they could easily implement to assist in making men feel more comfortable in the practice environment e.g. an area with male interest magazines and posters about men's health.</p> <ul style="list-style-type: none"> ▪ Having a 'Male Champion' at GP surgeries. 	
<p>3a. NHS Haringey tackles men's reluctance to engage with primary care services by:</p> <ul style="list-style-type: none"> ▪ Initiating training programmes which would be helpful in supporting local GPs in working with men to encourage their attendance at primary health care services. ▪ Any training which would be helpful for practice staff, including Practice Managers and receptionists, in overcoming barriers which men feel they face in attending GP surgeries. <p>3b. Pharmacies and NHS Haringey consider joint training on raising awareness of particular issues men may face in engaging with primary health care services</p>	<p>There was active engagement of local GPs, including CCG board members in the review. Public Health and a lead GP will present the findings of this review to the CCG cabinet and ask them to consider recommendations 2 and 3 and agree a way forward. For recommendation 3, this will include a discussion with the CCG training lead.</p> <p>It is appropriate to consider joining up training to optimise effort and to learn from the approaches of a wide range of professionals. This will be discussed at the CCG and taken forward jointly with the Local Pharmaceutical Committee (LPC) which was actively involved in the review, and the Head Pharmaceutical Advisor of NHS Haringey.</p>
<p>4. To address the low take up of health and wellbeing (HWB) services in the borough all key providers:</p> <ul style="list-style-type: none"> ▪ Should examine current service delivery and look at whether they are being delivered in a way which enables and encourages men to access them. ▪ When commissioning new services, should consider any 	<p>Public Health will undertake an Equity Audit to review access and outcomes by men to: the NHS Healthchecks programme, key drug and alcohol services. There is an NHS Healthchecks programme in partnership with Tottenham Hotspurs Foundation that focuses men's health and the Drug And Alcohol Commissioning Team is</p>



Recommendation	Service Response
<p>factors which could enable and encourage men to access them.</p> <ul style="list-style-type: none"> ▪ Should advertise appropriate services in settings which men are most likely to attend e.g. working men’s clubs, libraries, employment settings, pubs, Turkish cafes etc. ▪ Consider ways to engage with local schools to normalise young men’s relationships with health professionals. ▪ <input type="checkbox"/> For all of the above the use of appropriate language and pictures should be carefully considered in order to appeal to the target group. 	<p>undertaking work with Irish men.</p> <p>Public Health working with the national men’s health forum will ensure that best practice (including where and how to advertise and communicate about physical and mental health services) to encourage men to attend health and wellbeing (HWB) events and programmes is identified. This will be shared with health and social care commissioners to incorporate in the delivery of HWB services and delivery plans for the HWB strategy.</p> <p>Healthy Schools Programmes currently cover a range of health issues e.g. sexual health, substance misuse, emotional wellbeing and diet and nutrition. This includes information about the health issue and how to seek help from professionals.</p>
<p>5. The Haringey Community Sports and Physical Activity Network (CSPAN) develops and implements a sustained campaign to actively engage with men over 40 years of age and encourage them to take regular exercise. Part of this should include supporting:</p> <ul style="list-style-type: none"> ▪ the Tottenham Hotspur Foundation initiative ▪ men’s health Week 	<p>CSPAN is co chaired by Public Health and Leisure Services and Tottenham Hotspurs Foundation (THF) is a key player. Physical activity is a priority within the HWB strategy. CSPAN will develop and ensure delivery of the HWB strategy delivery plan on physical activity. Key groups to focus on are the “inactive” and men over 40. The lead for health at THF works for Haringey Public Health one day a week, with a particular focus on men’s health. Fruits of this partnership include: “ Active with Ease” (that aims to increase physical activity levels in adults who are among the least active using evidence-based behavior change approaches), Guys and Goals (focusing on middle aged men), community NHS Healthchecks focused on men over 40 (a successful bid to Premier League) and activities throughout Men’s Health Week.</p>



Recommendation	Service Response
<p>6 Licensing and Public Health:</p> <ul style="list-style-type: none"> ▪ Explores options and best practice examples of work with local corner shops to reduce the sale of cheap alcohol in areas where this has an impact on the heart health of men over 40 years of age. <p>That where effective examples are found that this be implemented in the target areas.</p>	<p>The DAAT (Drug and Alcohol Action Team), part of Public Health, works closely with licensing on alcohol sales. They will include men over 40 as a target group when identifying best practice to work jointly with licensing on alcohol sales.</p>
<p>7. Public Health:</p> <ul style="list-style-type: none"> ▪ Explores innovative options and best practice examples of where weight management have had an impact on the heart health of men over 40 years of age, for example on-line weight watchers, 'slimming without women', work place teams etc. ▪ That where effective examples are found that this be implemented in the target areas. ▪ Public health leads continue to seek to identify and apply for external funding to support locally based initiative to support the reduction of CVD in the target group 	<p>Limited community based weight management services are available. Public Health will explore these options for men, particularly the on-line option, within available resources.</p> <p>Public Health have identified funding in recent years e.g. Premier League funding for Mens Healthchecks, NHS London funding for the "Active with Ease" physical activity programme. They will work with partners and stakeholders to continue to identify external funding sources.</p>
<p>8. Public Health works with the Haringey 'Health at work' group to ensure that there are evidence based interventions and programmes with a focus on men over 40 years of age.</p>	<p>Public Health is represented on the Health at Work group. This year a staff NHS Health check programme focusing on men and women over 40 has been offered to staff. Public Health will share the findings of this OSC review with the Health at Work group and</p>



Recommendation	Service Response
	identify key actions to improve physical and mental health.
<p>9. Public Health and Environmental Health to work with "fast food" suppliers (initially in Tottenham, but to expand into the whole Borough) to develop healthier options on their menus and a "Healthier Haringey" Mark. This should include working with smaller high street suppliers as well as parent companies. Areas to be focused on include:</p> <ul style="list-style-type: none"> ▪ Using a healthier type of oil to fry food. ▪ Reducing the amount of salt used. ▪ Including healthy options on menus. ▪ Consideration should be given to the involvement of local college catering courses 	<p>This work is identified as a priority action within the HWB strategy and work has started. The 2012 Annual Public Health report focused attention on the connection between fast food outlets and obesity. A review of the evidence base for the health impact of fast food outlets has been undertaken. Public Health, Planning and Environmental Health will now work jointly to implement best practice within available resources. This can include consideration of local college catering courses.</p>
<p>10. That the Local Pharmaceutical Committee considers:</p> <ul style="list-style-type: none"> ▪ A local awareness raising campaign in order to highlight the services available a local pharmacies as well as the professional training which pharmacy staff have undertaken. ▪ Working with local pharmacies in order to make them more 'man friendly' to encourage men into pharmacies. ▪ Encouraging local pharmacy staff to consider taking the Centre for Pharmacy Postgraduate Education module on men's health. 	<p>The Local Pharmaceutical Committee (which represents community pharmacists) was actively involved in this review, has welcomed and endorsed these recommendations and has already initiated work to address them. They are asking all their contractors (community pharmacists) to take action to support these recommendations.</p> <p>The LPC is encouraging local pharmacists to create a more "man friendly" environment e.g. advertising a special day in the week or time of day where a pharmacist will be on hand to promote men's health, when a confidential discussion with men about their personal health would be actively encouraged.</p>



Recommendation	Service Response
<ul style="list-style-type: none"> ▪ Having a specific day of the month/week or time of a specific day whereby men are able to walk into consulting rooms and be given advice from pharmacists without needing to explain the issue over the counter. ▪ Joint projects with pharmacies taking services into male settings. 	
<p>11. Haringey Community Pharmacies to run a men’s health week to tie in with the national men’s health week as one of their 6 contractual Public Health Campaigns</p>	<p>The Local Pharmaceutical Committee was actively involved in this review, has welcomed and endorsed this recommendation and has already initiated work to address them. Together with community pharmacists, they registered with the men’s health forum and worked closely with THF, Public Health and the men’s health forum to promote men’s health and raise awareness of the opportunities to obtain health advice and support from pharmacies. They have asked contractors to participate in this as one of the contractual campaigns.</p>
<p>12. Pharmacies to be encouraged and supported by NHS Haringey and Public Health to expand their function as a gateway to primary care and be commissioned to deliver public health and health improvement services on site and in the wider community</p>	<p>Pharmacies are already commissioned to provide a number of public health programmes and other key NHS functions. Examples include: sexual health advice and screening and smoking cessation services. This review has strengthened relationships and identified opportunities for further joint working. Public Health agrees the six contractual health promotion campaigns to be delivered by pharmacy each year. Other new work areas can be explored including joint working around alcohol awareness. Public Health will meet with LPC to consider other potential areas for commissioning services and joint working with community pharmacy.</p>
<p>13. That NHS Haringey works with local GP practices who are under-performing in the most deprived area of the borough based on the Quality Outcomes Framework scores to improve</p>	<p>NHS Haringey reviews key QOF indicators with the GP collaboratives (established GP groupings for NE, SE, Central, West Haringey). NHS Haringey will review the evidence (based on current performance, impact on life expectancy and potential actions to</p>



Haringey Council

Recommendation	Service Response
<p>their performance. For example:</p> <ul style="list-style-type: none"> ▪ In those patients with a new diagnosis of hypertension (excluding those with pre-existing CHD, diabetes, stroke and/or TIA) recorded between the preceding 1 April to 31 March: the percentage of patients who have had a face to face cardiovascular risk assessment at the outset of diagnosis using an agreed risk assessment treatment tool. ▪ The percentage of people diagnosed with hypertension diagnosed after 1 April 2009 who are given lifestyle advice in the last 15 months for: increasing physical activity, smoking cessation, safe alcohol consumption and healthy diet. <p>Focus should be placed on those QOF scores which would have the biggest impact on male life expectancy in the area.</p>	<p>address under-performance) to add these two indicators to the list of key QOF indicators for future years.</p>
<p>14. The recommendation in the Primary Care Development Strategy that similar practices join into networks enabling all patients to access higher level services should take full account of this review and ensure that particular attention is given to inequalities in men's health.</p>	<p>The Primary Care Development Strategy is being developed and implemented by the CCG and NHS Haringey. There was active engagement of local GPs, including CCG board members in the review. The feasibility and costs of these recommendations will need to be worked up. Public Health and a lead GP will present the findings of this review to the CCG cabinet and ask them to consider recommendation 14 and agree a way forward.</p>
<p>15. Partners recognise the potential of the Northumberland Development Project in improving the health inequalities in the area. We recommend that Public Health, CCG, NCL, Spurs and other appropriate partners take the redevelopment of the stadium as an opportunity to positively influence health</p>	<p>Public Health and THF have a strong partnership supported by a Partnership Agreement. The lead for health at THF works for Haringey Public Health one day a week, with a particular focus on men's health. Public Health is also represented on the Regenerating Tottenham Delivery Board and the CCG. Opportunities to improve men's health through the Northumberland Development</p>



Haringey Council

Recommendation	Service Response
<p>outcomes for men over 40.</p>	<p>Project will be explored in discussion with the HWB Board and the regeneration board</p>
<p>16. The plans for the regeneration of Tottenham should recognise and acknowledge the unacceptability of the continuing health inequality issues and adopt a programme of targeted health improvement as a specific strategic objective and take account of health needs in other aspects of the regeneration of Haringey.</p>	<p>The Joint Strategic Needs Assessment outlines the health needs of Haringey by ward, highlighting inequalities. A Health Impact Assessment of the “Fast Food Outlets”, Betting Shops and Pay Day loan shops has been commissioned to describe the health issues relating to these outlets and to identify best practice to address them. The Regeneration plans will begin to address health inequalities and cross-linkages between the Health and Wellbeing Strategy recommendations for physical and mental health and the Regeneration strategy are being strengthened.</p>
<p>17. It is well documented that housing is a wider determinant of health and that in the more deprived areas of the borough there is more overcrowding and often worse quality housing. The panel therefore recommends that the HMO licensing scheme currently taking place in Harringay Ward is extended to Tottenham and any other relevant areas of the borough (subject to the required criteria being met following the appropriate assessment)</p>	<p>The impact of housing on physical and mental health is recognized. Work is now underway to extend the HMO Licensing Scheme to Tottenham. The various processes including consultation that need to be undertaken to comply with the legislation to designate have been started. It is anticipated that there will be a report to Cabinet confirming designation by the end of the year.</p>
<p>18. There are clear and evidenced health risks associated with long-term unemployment and whilst the panel recognises that the Council is focusing on 18-24year olds, as a priority group, the service will not be exclusive to this age group. The panel believes that wherever possible programmes should be developed to support men over 40 years of age to gain skills and receive support into employment.</p>	<p>Mental and physical health are affected by unemployment. Through the previous Haringey Guarantee scheme 506 males aged over 40 years of age received employment support from April 2009 to May 2012 – 16% of the total caseload over that period.</p> <p>Employment support will continue to be delivered through the “New Jobs For Haringey” programme, which will be available to unemployed people aged 16 and over in the borough, including men over 40 years of age.</p>



Haringey Council

Recommendation	Service Response
<p>19. The significant ward differences in men over 40s' life expectancy to be recognised in the Joint Strategic Needs Assessment and tackling them to be made a priority by NHS Haringey in commissioning plans.</p>	<p>The Joint Strategic Needs Assessment has a specific chapter on Reducing the life expectancy Gap in men (Outcome Two of the Health and Wellbeing (HWB) strategy) Delivery plans are being developed for all priorities of the HWB strategy supporting this outcome. These will be overseen by the Health and Wellbeing Board and linked into Public Health, CCG and integrated commissioning.</p>
<p>20. That Public Health and the Tottenham Hotspur Foundation continue in their positive working relationship to improve health outcomes of men in the target group.</p>	<p>Public Health and THF have a strong partnership supported by a Partnership Agreement. The lead for Health at THF works for Haringey Public Health one day a week, with a particular focus on men's health. Fruits of this partnership include: "Active with Ease" that delivers a physical activity programme, Guys and Goals (focusing on middle aged men) and community NHS Healthchecks focused on men over 40 and activities throughout men's health week.</p>
<p>21. That a local men's health forum is established to continue the momentum developed throughout the review.</p>	<p>The HWB Board is in its shadow year and this year is a year of Transition for the NHS and for Public Health in the light of the Health and Social Care Act. Men's health is a key priority within the HWB strategy 2012-15. This review has strengthened partnership working and generated an interest in addressing men's health issues. It is important that actions to address men's health are embedded within governance arrangements. To ensure the findings of the review are taken forward at a strategic level it is proposed that the recommendations identified in this review are embedded in the delivery plans of the Health and Wellbeing Strategy and the Primary Care Strategy Implementation plan. In addition in order to build on the relationships and enthusiasm developed in this review, a multi-agency men's health group (linking with the national men's health Forum) will be established by Public Health to share and identify</p>



Haringey Council

Recommendation	Service Response
	best practice and to support relevant multi-agency operational issues within these recommendations. This group will be reviewed in March 2013 in the light of the emerging arrangements and priorities of the HWB board and the Public Health Function.