



**Oldham**  
Council

# Healthy Life Expectancy in Oldham

**Public Health Annual  
Report 2024/25**



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# Forewords

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## Foreword by the Director of Public Health

Welcome to the Oldham Public Health Annual Report 2024-2025. The focus of this report is **'Healthy Life Expectancy'**

**Healthy life expectancy** is the average number of years we expect a person to live in *good health*. This is different to *life expectancy*, which is the average number of years we expect a person to live, regardless of their health status. Both of these measures are important when thinking about the health of a population.

From 2001 to 2019, average life expectancy in Oldham increased steadily, before dropping in 2020 due to the Covid-19 pandemic. Since then, it has increased once again, although it has not yet reached the pre-pandemic high. Healthy life expectancy, on the other hand, has decreased slightly over the last 10 years. This means our residents are living for longer periods in poor health. A similar pattern can be seen across England.

On average, people in Oldham spend 21 years in poor health. Living in poor health not only has a negative impact on individual wellbeing but also has wider consequences for society, as people are less able to work and require more support from health and social care services.

Within this report we explore the factors that contribute to healthy life expectancy across our borough and the work we are doing to tackle these issues and improve the health of our residents.

I am grateful to our residents for sharing their stories and experiences. Thanks also to colleagues and partners for their dedication to improving the health of our residents. Finally, thanks to Muzamil Khan and Sam McCann for co-ordinating this report and to Amber Podmore, Andrea Entwistle, Anna Tebay, Charlotte Stevenson, Charlotte Wheatley, Emily Baylis-Tunney, John Taylor, Julian Guerriero, Louise Bradish, Marion Colohan, Neha Lamech, Pritesh Patel and Rachel Dyson for their valuable contributions.



Rebecca Fletcher  
Director of Public Health

# Forewords

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## Foreword by the Cabinet Member for Health and Social Care

The annual report of the Director of Public Health is an independent view on matters related to health and wellbeing in Oldham, and what needs to be done to improve it. This report has a focus on healthy life expectancy

Healthy life expectancy is important because it measures not just how long people live, but how many of those years are spent in good health

Living in good health enables residents to get the most out of life. This includes children being ready to learn, adults taking part in meaningful work, and everyone having healthy and supportive relationships and enjoying hobbies and leisure time

This report discusses a wide range of factors that impact health and the excellent work taking place in Oldham to support the health of our population. It also proposes recommendations for wider action

As Council Cabinet Member for Adults, Health and Wellbeing I am happy to support publication of this 2025 Annual Report of the Director of Public Health. I encourage councillors, partners and communities in Oldham to do their bit by engaging in discussion and action about health, wellbeing and health inequalities in Oldham, so that we could build toward a healthier future

Councilor Barbara Brownridge  
Cabinet Member



# Reflections

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Reflections on the recommendations made in last year's Public Health Annual Report, which focused on Health and Housing, are shared in Appendix A.



# Introductions

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This year's Public Health Annual Report is inspired by the launch of the Oldham Partnership Plan; an ambitious plan developed with the Oldham community, for the Oldham community. One of the three goals at the core of this Plan is for **Oldham residents to have healthier and happier lives.**

Being in good health is something many people strive for. It is a gateway to good education, good work and good relationships. Whereas living in poor health, or caring for loved ones who do, can cause stress and impact overall mental health, as well as limiting opportunities to work, relax and do things we enjoy. The average number of years we can expect to live in good health is known as '**Healthy Life Expectancy**' and will be the focus of this year's Public Health Annual Report.



A recent report from the Government's Actuary Department indicated that a relatively small number of health conditions contribute substantially to Healthy Life Expectancy. These include cardiovascular disease, respiratory disease, diabetes, cancer and mental health. However, the reasons that these conditions affect some people more than others are complex and wide ranging.

Within last year's Public Health Annual Report, we looked at the contribution of housing to health and health inequalities. This year we will take a broader view and explore a range of factors that we believe are key to the health of our population. These factors include getting a good start in life, behaviors such as smoking and drinking alcohol, our community and social support network and finally how and when we access health care.

## A Whole System Approach

Almost every aspect of our lives can impact health. From our jobs, schools and homes to how we travel and who we spend time with, as well as the environment around us and choices we make. This means improving the health of the population can be complex. Within this report we highlight the ongoing work to address these complex issues and improve the health of our population. In Oldham, we take **pride** in our '**Whole System Approach**' to health.

The 'system' is the network of organisations, people, processes, and structures that influence health and wellbeing in a local area. It's not just the public health team in the council—it's the whole ecosystem of partners that contribute to population health. A '**Whole System Approach**' means we work **together** across this system, using scientific evidence and insights from our residents to understand public health challenges, set **ambitious** goals and drive change. Through this work, we hope to guide our residents on the path towards **healthier happier lives**.

# Oldham's Health in 2025

**9th highest**  
rate of infant mortality in England




Smoking rates are showing improvement, but remain above the England average



Oldham sees higher rates of drugs & alcohol related hospital admissions and deaths



80.5  76.6 

Life Expectancy is significantly lower compared to England  
2.5 years lower for males  
2.6 years lower for females



Oldham residents are more likely to die prematurely (before 75) from :

- Cancers
- Cardiovascular Disease
- COVID-19
- Liver Disease
- Respiratory Disease





Healthy Life Expectancy is lower than the England average  
3.9 years lower for males  
3.8 years lower for females

15% of adults are recorded as having depression

35% of Oldham residents live in an area amongst the most deprived 10% nationally




**11th lowest**  
rate of physically active adults in England

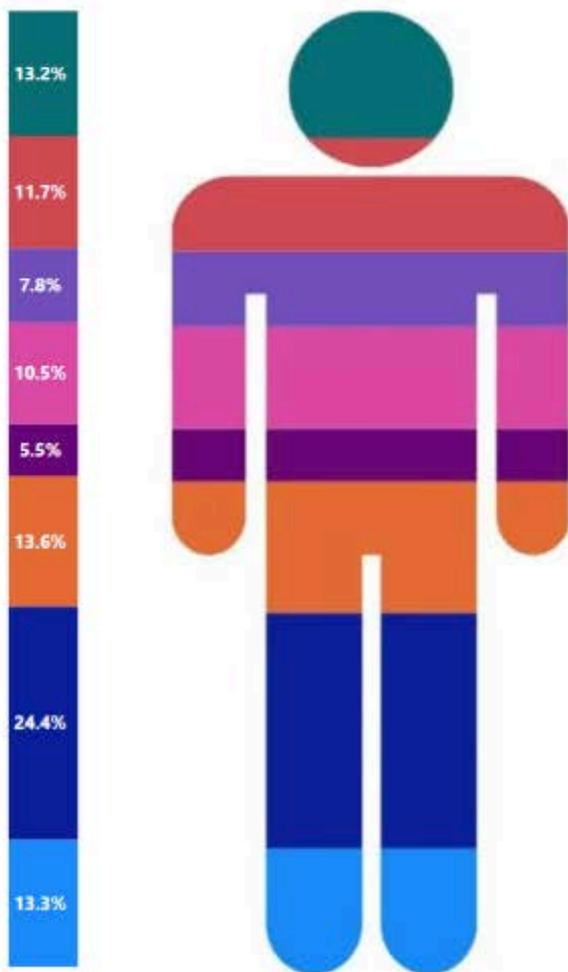


Oldham residents are spending an average of 21 years in poor health

# What's contributing to Oldham's within borough life expectancy inequality?

## Males

Total Gap: 8.4 years



## Females

Total Gap: 9.2 years



### Category

- Respiratory
- Other
- Mental and behavioural
- External causes
- Digestive
- Deaths under 28 days
- COVID-19
- Circulatory
- Cancer

Data Source: OHID Segment Tool. Data relates to 2020/21 and compares the most and least deprived quintiles

# A Good Start

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## What do we know?

During pregnancy and the first years of life, a child grows and develops more quickly than any other time in life. Within this period, the body and brain are very sensitive to the world around them, and experiences can shape physical and mental health throughout life.

Positive experiences during this time can have lifelong benefits. For example, breastfeeding is linked with lower risk of tooth decay and some infections, better attendance and higher grades at school, lower risk of being above a healthy weight and strong parent-child bond.

Negative experiences also have long term impacts. For example, experiencing stress or trauma in early life can increase the risk of heart disease, obesity and depression in adulthood.

To reach their full potential, babies and young children need good nutrition (e.g. breastfeeding), good health (e.g. oral health), protection from harm, a safe home and loving carer, and opportunities to play and learn. However, growing up in deprivation can make it more difficult for families to meet these needs.

The report 'Fair Society, Healthy Lives', a national review investigating health inequalities, concluded that supporting infants and young children to get a good start in life is one of the most effective ways of reducing health inequalities and improving the health of our communities.



## What's happening in Oldham ?

When compared with England as a whole, children in Oldham are twice as likely to grow up in a low-income family (42.2% in Oldham, 19.8% in England) and less children start school ready to learn (63.6% in Oldham, 67.7% in England)

### Breastfeeding

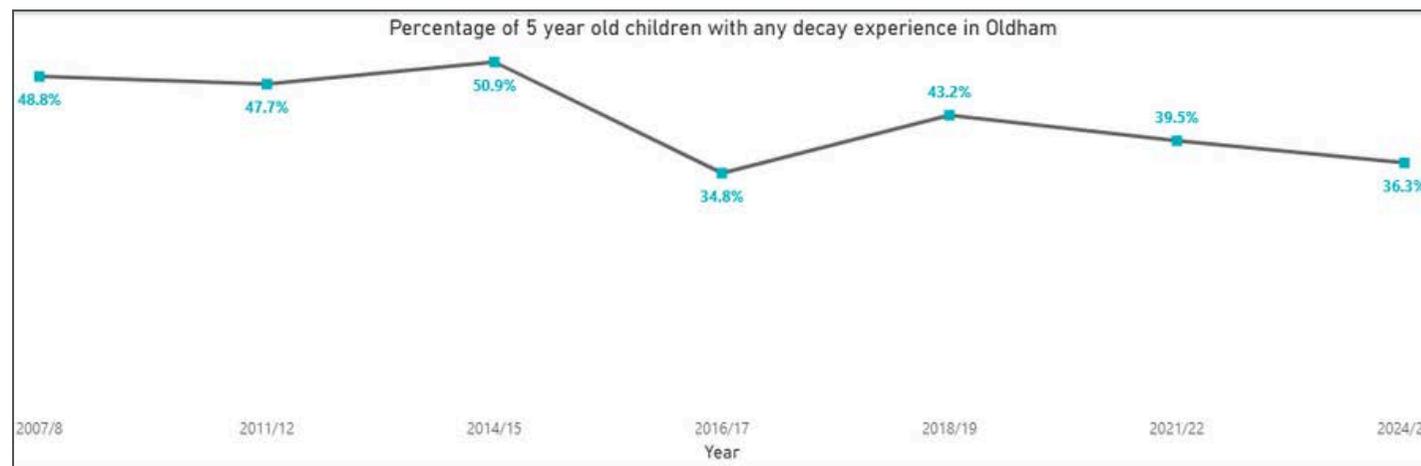
Mothers in Oldham are less likely to start breastfeeding or continue breastfeeding than elsewhere in the country. In 2023/24, 56.3% of newborns in Oldham received breast milk as their first feed. By 6 to 8 weeks after birth, 43.3% of mothers were still breastfeeding, which is lower than the England average of 52.7%

There are many reasons why people are unable or choose not to breastfeed, including lack of emotional and practical support. Evidence suggests that mothers living within deprived areas are least likely to start breastfeeding, particularly those who are on lower incomes, young parents, early school leavers or routine and manual workers. This increases health inequalities. To address this, we have targeted breastfeeding support in areas with the highest levels of deprivation. In Oldham, breastfeeding is more common among South Asian communities, due to cultural influences.

### Tooth Decay

Tooth decay, which can cause pain and lead to school absences, is more common among 5 year old children in Oldham than elsewhere in England, with over a third (36.3%) of 5 year olds experiencing decay in the most recent survey

Although there have been improvements over the last two decades, progress has been slower than hoped and further action is needed



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## What we're doing in Oldham

In Oldham we recognise the key role of local authorities in giving every child the best start in life. This is why it is a priority area within our Health and Wellbeing Strategy. We are laying the foundations for healthier lives and reduced health inequalities by supporting health during pregnancy, early childhood and beyond. We do this through family-focused, coordinated support to all families, and additional targeted support for those who need it.

### Integrated Children and Families Service

In Oldham, the highest proportion of the public health budget is spent on the Integrated Children and Families Service, which is delivered by Oldham Council and the Northern Care Alliance through Family Hubs. Family Hubs provide a one stop shop where all families can access support to ensure their children are healthy, safe and looked after. Across the service, we have a keen focus on infant feeding, oral health and safeguarding.

This past year has brought about a new delivery model which has integrated the Healthy Child programme, Start for Life and Family Hubs in each district. This enables Oldham families to be healthier and more independent. The service is available to all families but also provides extra help to those who face more challenges.

The service is broadly split by our five districts, with each area having dedicated health visitors, school nurses, support for SEND (special educational needs and disabilities) and inclusion groups. Each district also has Family Hub buildings providing a community focus.

In the last year, we have broadened the criteria for additional tailored support meaning more vulnerable and complex families are eligible for it.



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## Infant Feeding Support

The following sections describe a range of initiatives in Oldham that support breastfeeding. While supporting breastfeeding, it is acknowledged that not everyone is able to or chooses to breastfeed. Infant feeding support is therefore available for all families, including those formula feed or combination feed. For example, the Oldham Breast Pump Equipment Loan Service managed by HomeStart is available to support families manage feeding challenges.



## Breastfeeding Peer Support Service

As a Breastfeeding Friendly borough, we recognise the importance of providing access to breastfeeding support, encouragement and understanding across our communities. That's why we have invested in a community Breastfeeding Peer Support Service in partnership with Tameside Council

The service is delivered by HomeStart and aims to increase the number of mothers who start and continue to breastfeed, by removing some of the practical, emotional, and cultural challenges that may prevent breastfeeding. This includes:

- Support in the community
- Support on the hospital wards
- Family and one-to-one support
- Promoting breastfeeding-friendly venues
- Delivering a breast pump equipment loan service

Breastfeeding support is delivered through a universal and targeted offer across the borough. The service has been effective in providing support to families who are deprived or facing extra challenges.

During 2024, a total of 711 mothers received breastfeeding support. Of these, 297 were mothers living within the wards with the lowest breastfeeding initiation rates.



*"It's such an empowering service, women helping women at a pivotal time in their lives. We're so pleased to receive this service in Oldham"*

Source: HomeStart Infant Feeding Satisfaction Survey

## Infant Feeding Specialist

In conjunction with Home Start, we have an Infant Feeding Specialist who provides expert infant feeding support to families with complex breastfeeding issues at a weekly 'Baby Bistro'

Our Infant Feeding Specialist ensures staff in the Integrated Children's and Family Service are trained on the most up to date, evidence-based practices and are competent and confident in supporting mothers to breastfeed

The Infant Feeding Specialist is also responsible for ensuring Family Hubs meet the objectives of the UNICEF Baby Friendly Standards. In January 2025, audits were undertaken to assess staff knowledge, skills and the support for mothers. The response was very positive



Jo Mayall (Infant Feeding Specialist) received the following feedback:  
*'Thank you so much for all your support and encouragement with my breastfeeding of both my babies. No two babies are the same and you have given me the knowledge and the confidence to understand that our breastfeeding journey matters and that certain 'phases' are normal and how amazing and magical our boobs are to our babies. Thank you!'*

## Breastfeeding Support - Digital Offer

The infant feeding team also signpost residents to the 'Anya' app Anya offers 24/7 digital breastfeeding support and is currently available across Greater Manchester The app includes:

- 24/7 support from Anya AI, a virtual supporter who provides instant evidence-based responses to user questions
- One-to-one support from human specialists
- 3D animations to help users learn the correct positioning and attachment for breastfeeding
- Tailored content to provide support through the journey to parenthood
- Moderated peer support communities

This digital offer complements other services by providing accessible professional and peer support anytime, anywhere Based on a recent impact report for February 2025, there are a total of 236 Oldham residents accessing the support through the app



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## Oral Health Improvement Service

We provide an Oral Health Improvement Service, delivered through the Integrated Children and Family Service. The service funds an Oral Health Lead Practitioner as well as resources such as toothbrushes and toothpastes for distribution. The service aims to integrate oral health into a range of early years contact points including health visiting, Family Hubs, nurseries, childminders, primary schools and community initiatives. This service includes aspects that aim to benefit all young children, as well as targeted provision for those who may need extra support to maintain good oral health.

### Universal

- Annual oral health improvement education sessions to staff working with 0-5 year olds.
- Co-ordination of Healthy Eating Award in early years settings.
- Promotion of national and local oral health campaigns.
- Provision of resources to support supervised toothbrushing at childminders
- Co-ordination of oral health resource sale at Family Hubs

### Targeted

- Provision of oral health resources to health visitors, school nurses and family nurse partnership workers.
- Provision of resources to targeted services e.g. The Crib, Food Banks, Early Help
- Provision of resources to support oral health promotion in dental practices serving areas with the highest rates of dental decay



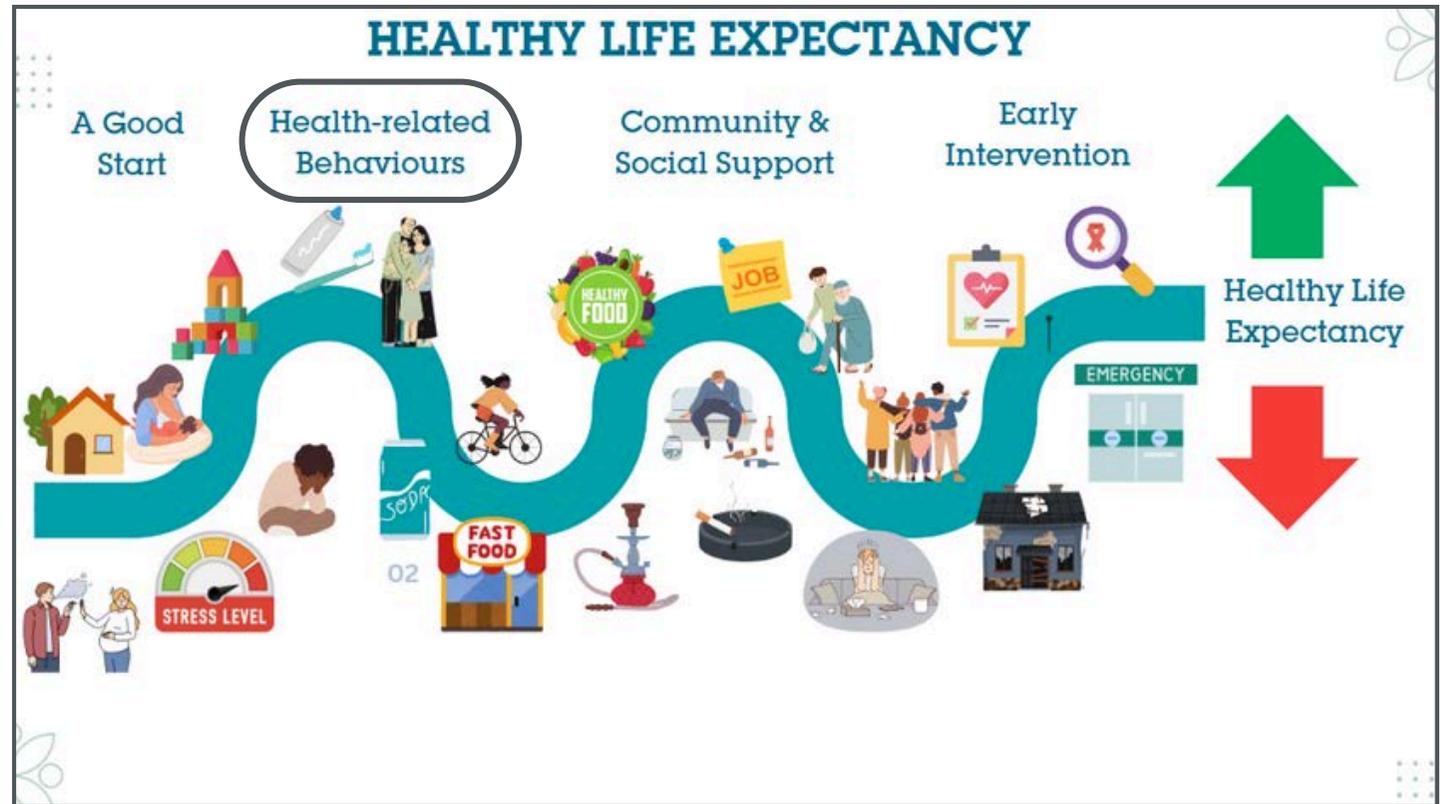
### Next step:

To continue to review the Integrated Children's and Families Service, ensuring that we are fully utilising our residents' voices to understand which elements of the provision are working for our families in each area.

# Health-related Behaviours

Many behaviours impact health either positively or negatively. Sometimes these behaviours are through choice, but often they are influenced by other factors outside of our control.

Supporting people to do more things that benefit their health and less things that compromise their health can prevent people from becoming ill. This means individuals can enjoy good health for longer and reduce the need for health and care services. This section explores the behaviours that have the greatest impact on health.



# Moving More

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## What do we know?

Physical activity in any form benefits physical, social and mental health. Not only does it reduce the risk of health conditions that are most responsible for differences in healthy life expectancy - cardiovascular disease, depression and cancer - it can also help combat loneliness, strengthen communities and improve quality of life.

On top of that, choosing to walk or cycle instead of taking the car or bus can save money and help to protect the environment. Having a physically active population also reduces the need for health and social care services and supports the local economy through healthier workforces.

Despite the benefits, many people in the UK are not active enough. There are many reasons for this, including lack of access to sports facilities or safe outdoor spaces, lack of time due to family or work commitments or not feeling motivated.

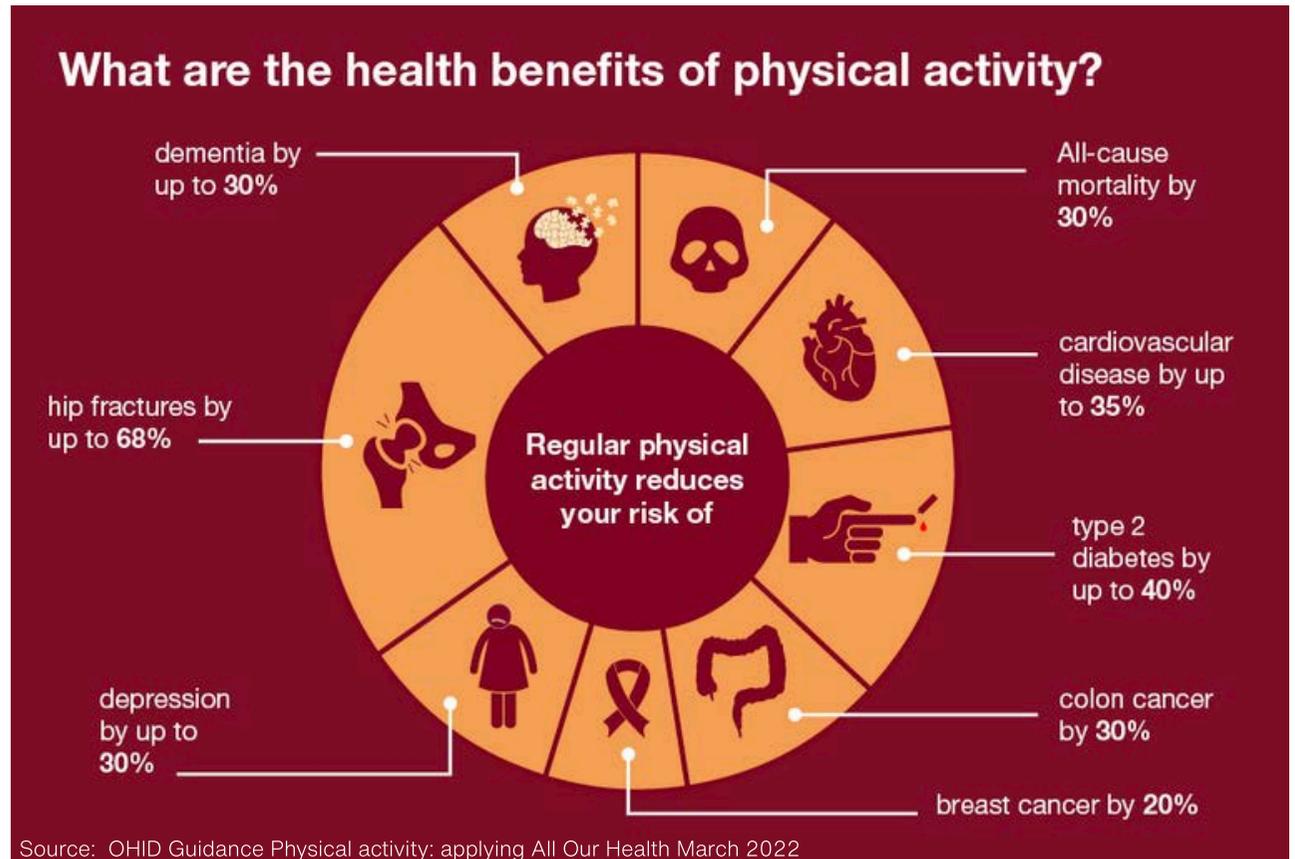
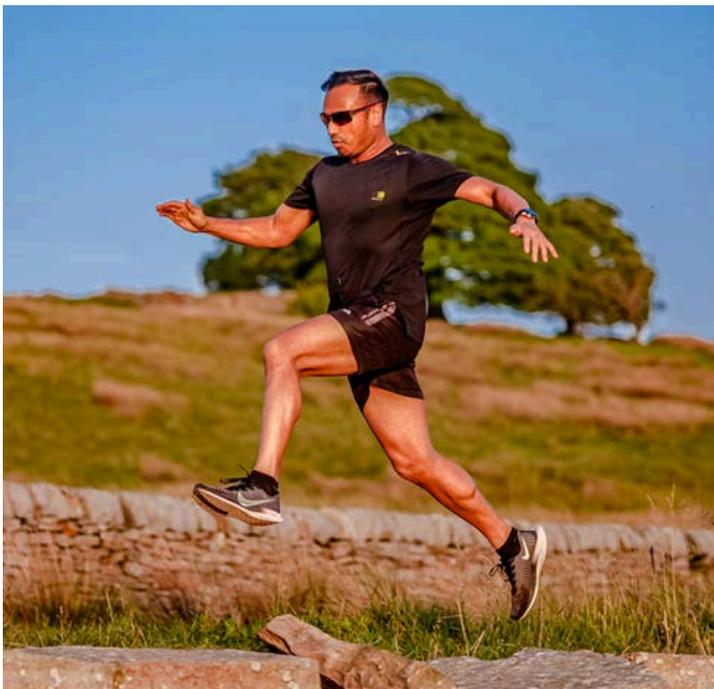
To help people get active, these challenges need to be collectively addressed. Achieving this requires the joint effort of many groups and services including:

- Leisure Providers
- Public health
- Housing
- Planning
- Parks
- Highways
- Health and Social Care
- Education
- Voluntary and Community Organisations



In the UK, the Chief Medical Officer recommends that children aged 5-18 years spend 60 minutes every day doing physical activity that is moderately intense, such as walking, playing outdoors or doing sport.

Adults should aim for 150 minutes of moderate activity per week



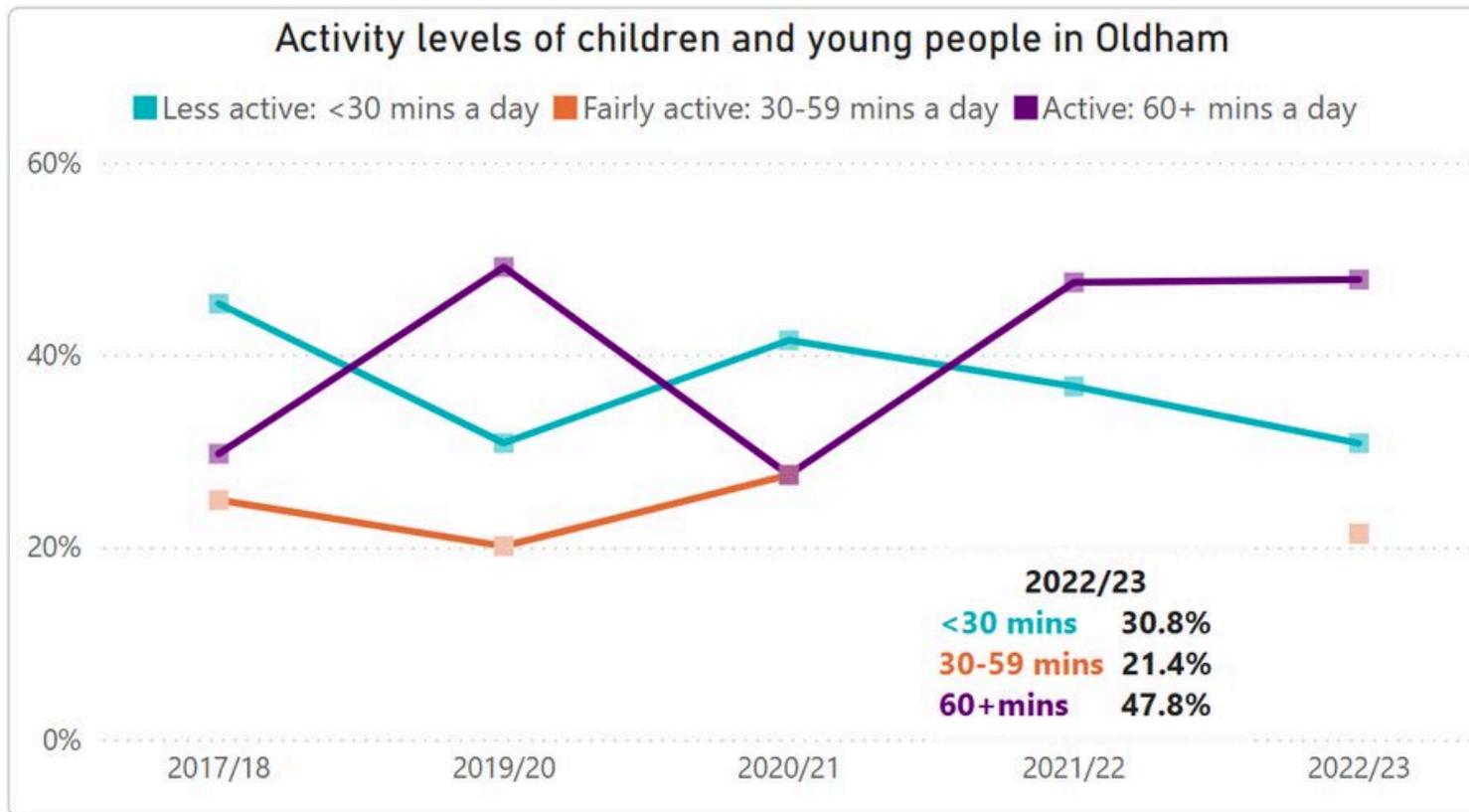
*“If Physical activity were a drug, we would refer to it as a miracle cure, due to the great many illnesses it can prevent and help treat”*  
UK Chief Medical Officers PA Guidelines, 2019

# What's happening in Oldham ?

## Children and Young People

In 2022-2023, around half of young people in Oldham (47.8%) met the recommended 60 minutes of physical activity per day and around a third (30.8%) did less than 30 minutes of physical activity per day. This is very similar to activity levels among young people across the UK (47.0% achieving 60 minutes per day and 30.2% not reaching 30 minutes per day)

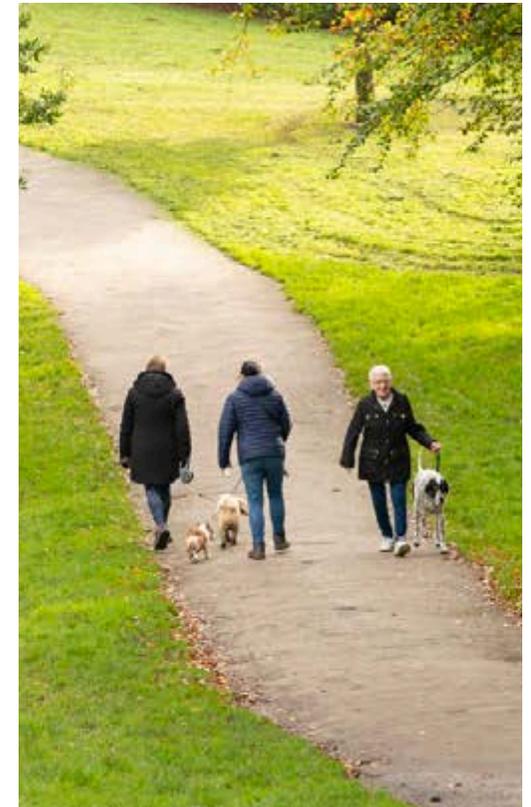
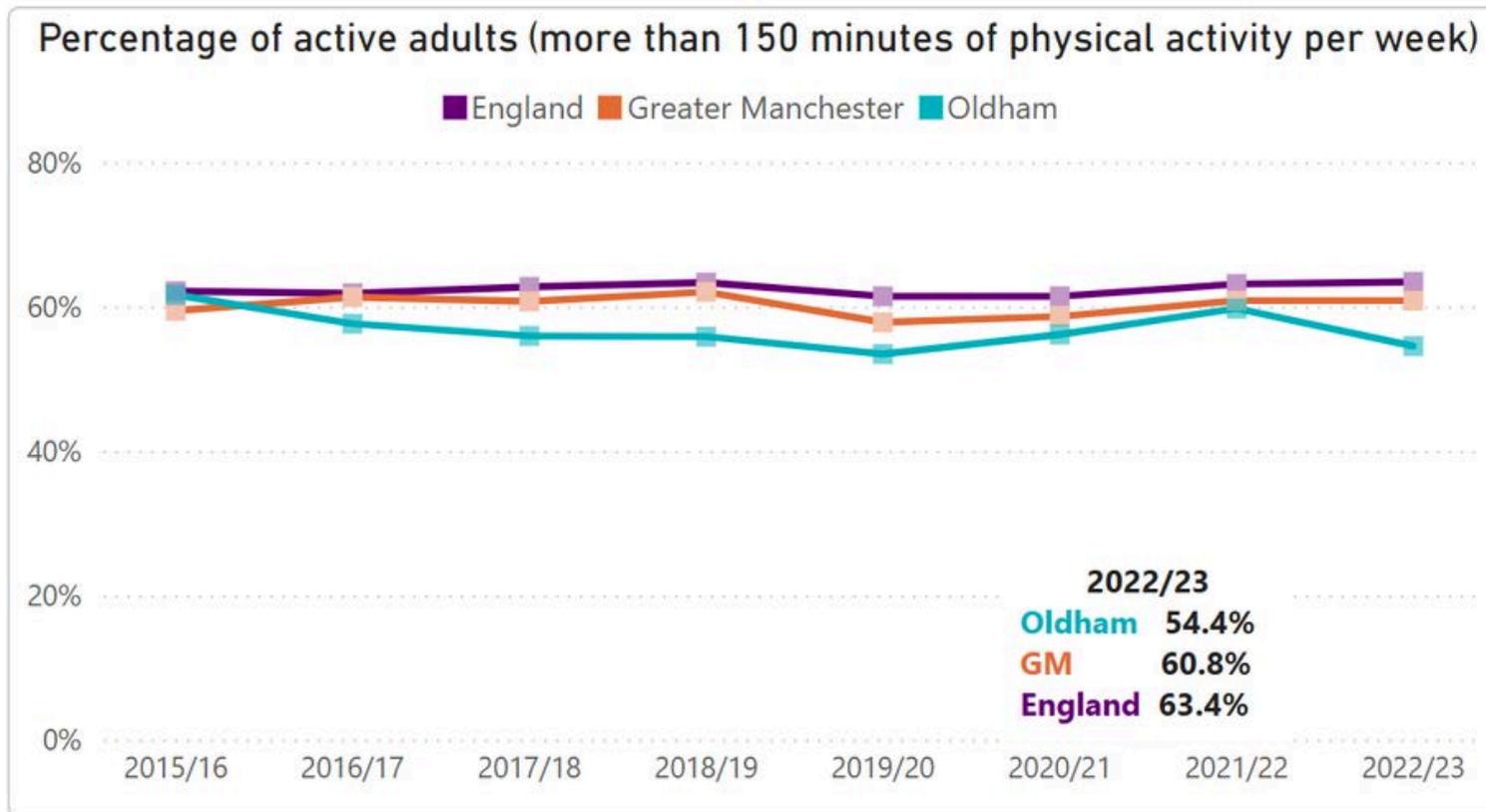
Physical activity levels among young people in Oldham have remained quite consistent over recent years, except for 2020-2021 which was impacted by Covid 19 restrictions and saw activity levels drop

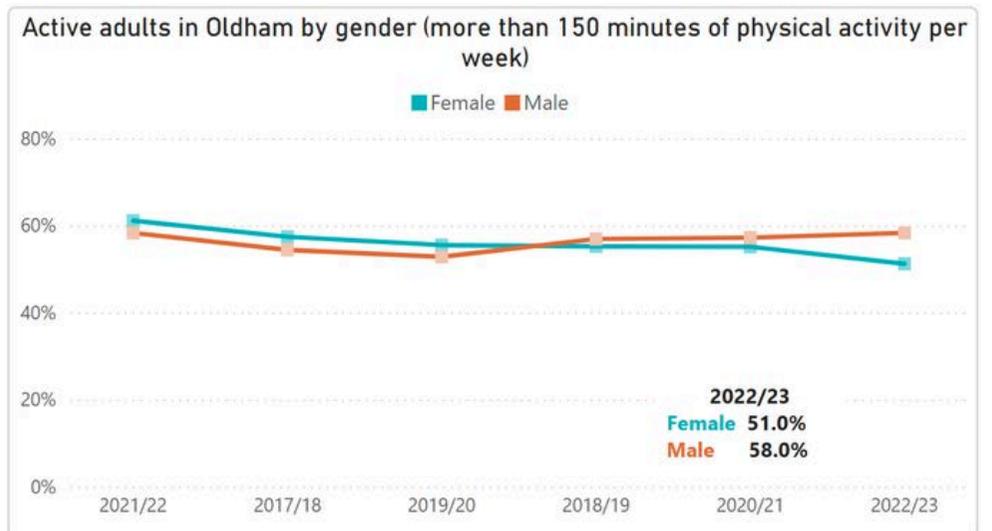
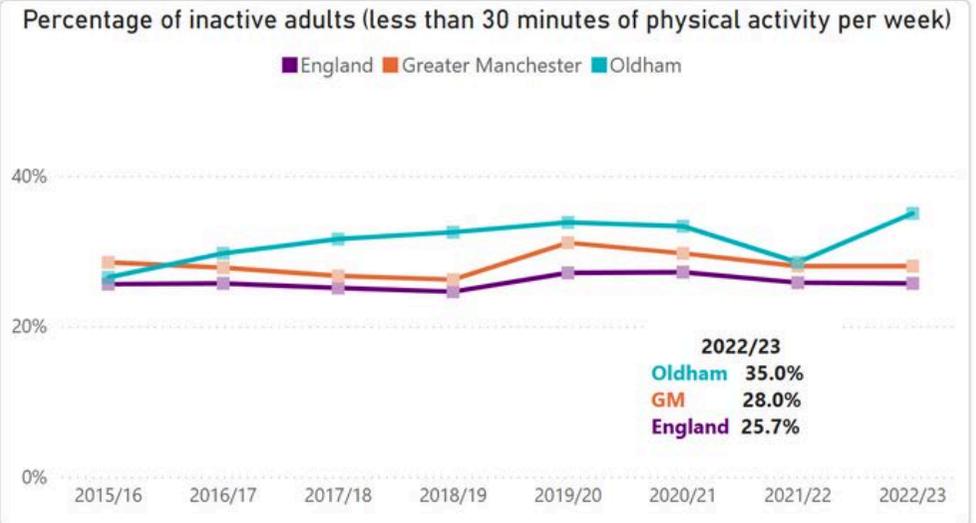


## Adults

Compared to other areas in Greater Manchester and other parts of England, fewer adults in Oldham reach the recommended 150 minutes of physical activity per week and more adults do less than 30 minutes of physical activity per week

The number of adults reaching the recommended 150 minutes per week in Oldham increased year on year from 2019-2021 following a consistent decline in previous years. This indicates good progress. However, most recent data from 2022 shows a decline





## What we're doing in Oldham

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Our goal is for as many residents as possible to benefit from being active, in ways that are enjoyable and work for their lifestyle. We work closely with other parts of the council and external organisations to provide facilities that everyone can benefit from. We also work with community groups to provide extra support to those who are least likely to be active, and those who can benefit most from physical activity.

### Community Partnerships

We are strongly focused on developing and maintaining good relationships with community groups and leaders, which in time builds trust and collaboration. By working closely together, we aim to ensure the needs of our residents are central to everything we do. One example of this is our work to promote walking amongst women in our South Asian communities.

Through partnerships with U-Projects, Fatima Women's Association and CHAI Ladies, we found that walking would be an accessible form of physical activity for South Asian women in Oldham, which would also address struggles with isolation and poor mental health. Female leaders set an example for their peers by taking up walking, and popularity among the community grew. We now see South Asian women walking in pairs or in groups more than ever before, both in the local community and green spaces as well as further afield.

With increased confidence, women came forward and asked for support in learning to cycle, so we provided cycle training in partnership with Transport for Greater Manchester. We continue to work closely with this community and introduce new opportunities to be active that women enjoy.

### Moving More and Healthy Weight Alliance

In the last 12 months we have established the Moving More and Healthy Weight Alliance. The alliance was formed to help co-ordinate a whole system approach to physical activity, by bringing people together across the system to work with and learn from one another. Within the alliance, collective aims and areas of focus have been set and it is already supporting a range of work, including some of the examples below.





### Resident Voice

*“I don’t feel comfortable in a gym but love this”*

### Active Travel

Our goal is for Oldham to be a place where walking and cycling is easy, enjoyable and safe

To do this, we are working with other parts of the council as well as local community bike libraries, community groups, colleagues from Transport for Greater Manchester and British Cycling to make cycling accessible and give our residents confidence to get involved

This has included giving over £30,000 across 25 local community groups to fund resources and equipment that will help to get people cycling

### Active Through Football Oldham

Active Through Football is a project based in west Oldham. Despite the name of the project, activities include not only football but Zumba, circuits and seated classes.

The key ethos behind Active Through Football is to work closely with communities to decide together what types of activity would best suit them.

Some of the communities involved in Active Through Football include Eastern European, South Asian, refugees and people on a low income. Activities take place in trusted local venues such as cafes, community centres, places of worship and schools. This means activities are more accessible and residents find it easier to attend.

An important part of this project is testing out new ideas, together with our residents, and learning from what works and what doesn't. The success of this project is built on strong and lasting engagement with community.



## Capital Investment

Sports facilities create lots of opportunities for our residents to move more and get active, especially if they are local to them

We have worked closely with The Football Foundation, England and Wales Cricket Board, The Lawn Tennis Association and other council teams to refurbish and expand the number of high-quality sports facilities in Oldham

With the support of a combined £313,000 of external funding from the organisations named above, we have installed four non-turf cricket pitches and refurbished 17 tennis courts across six of our parks.



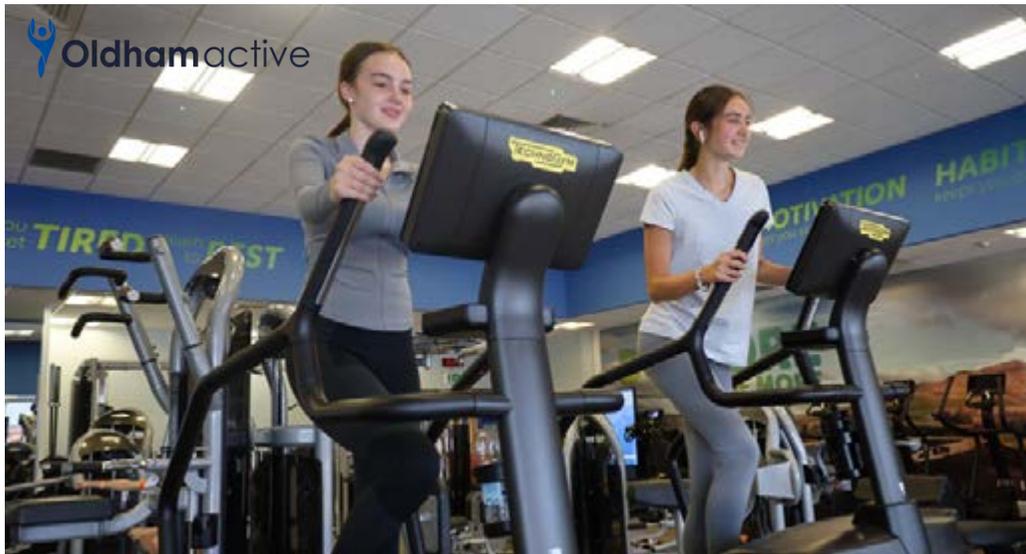
As well as providing upgraded facilities, we are working with organisations in our community to host launch events, increase awareness and provide equipment and coaching, so that residents can make best use of all facilities available to them

## Oldham Active

Oldham Active are commissioned by Oldham Council to manage six leisure facilities and provide wellbeing and leisure services across the borough. In 2023/2024 almost 1.5 million visits were made to these facilities. Oldham Active also work in partnership with other parts of the system to co-ordinate local services. In the last 12 months this has benefited the health and wellbeing of residents in many ways including by:

### Providing inclusive opportunities

- 500 free activity passes were given to families living in temporary accommodation through the 'Welcome to Oldham' initiative
- 32 residents took up 2 months of free membership while seeking employment, in an initiative delivered in partnership with Get Oldham Working
- More than 550 families participated in Free Family Swims, run in partnership with Oldham Council
- 5,430 people across Oldham received up to 25% discount through a concession scheme, which provides access to pools, gyms, classes, and sports.
- 545 free adult swimming sessions were completed, supporting adults in learning how to swim



### Supporting the health and wellbeing

- Oldham Active's Exercise Referral Scheme received 1,993 referrals from people with existing medical conditions. Each was offered a consultation and a personalised 12-week programme
- Monthly 'Wellbeing Clinics' were provided for members and non-members, each offering different mental health and wellbeing topics.
- 265 Health and Wellbeing Community Classes were held in Oldham, attended by approximately 3,502 people

## Supporting young people

- The school coaching team had 340,863 contacts with children throughout the school programmes in 2023/24.
- 1,184 children were taught in the school swim programme for the academic year 2023/24.
- 8 HAF camps, including Sport, Gymnastics and Swimming were provided during the school holidays. These were attended by 2,316 children, equating to an additional 11,580 hours of physical activity
- 7,500+ children took part in the swim lesson scheme, teaching essential swimming skills and promoting water safety.
- The Young Person's membership allowed 11-18-year-olds to use facilities independently.



## Promoting Sport

- 14 key sporting events were hosted, showcasing sports including baton twirling, dance and boxing to Oldham residents.
- 418 participants and 60 local volunteers took part in the Halloween Half Marathon

# Tackling Tobacco Harms

## What do we know?

Smoking is the single biggest preventable cause of ill health, disability, and death in the UK. It harms almost every organ in the body and is strongly linked with three major killers - cardiovascular disease, respiratory disease and cancer. In fact, four out of every five cancers are caused by tobacco use and 90% of lung cancer is a direct result of smoking.

Up to two out of three lifelong smokers will die from smoking, and on average, smokers will lose 10 years of their life due to smoking. The impact of smoking on healthy life expectancy is even greater, as evidence shows there are thirty people living with serious smoking-related diseases for every person who dies due to smoking.

Non-smokers are also at risk of harm through second-hand smoke exposure, especially vulnerable adults, children, and babies. Smoking during pregnancy increases the risk of premature birth and infant mortality, as was discussed in our Public Health Annual Report in 2022.

## Smoking & Inequalities

As well as being the biggest contributor to ill health, smoking is also the biggest preventable cause of health inequalities, such as the difference in life expectancy seen between Oldham districts.

The report 'Fair Society, Healthy Lives', which was a national report investigating health inequalities, showed that smoking is responsible for around half the difference in life expectancy seen between the most and least deprived communities in England.

Smoking is far more common among people working in routine and manual jobs and people with lower incomes. People are also more likely to smoke if they grew up in a household where someone smoked. Other groups with higher smoking rates include people with mental health conditions, those living in social housing, prisoners, children looked after and care leavers, and LGBTQ+ people. Reducing the number of people who smoke within disadvantaged groups has knock-on benefits including a reduction in poverty.





**Did you know** Quitting smoking at any age, will improve health and life expectancy of those who quit and the people closest to them

### Wider Impact of Smoking

For the NHS and wider public services, the value of a person stopping smoking is considerable. Smoking accounts for approximately 5.5% of the NHS budget. Admissions to hospital due to smoking-related conditions represent a large demand on NHS resources.

There is also an impact on demand for social care and other support services. On average, smokers have difficulty carrying out everyday tasks like dressing, eating and walking across a room, seven years earlier than those who have never smoked. People who smoke also need care support 10 years earlier than those who have never smoked.

Not only does tobacco impact on health and care, but smoking is also detrimental to the economy, with smokers more likely to become ill while of working age. Those who smoke are burdened with a costly addiction, each spending on average £2,451 a year on tobacco.

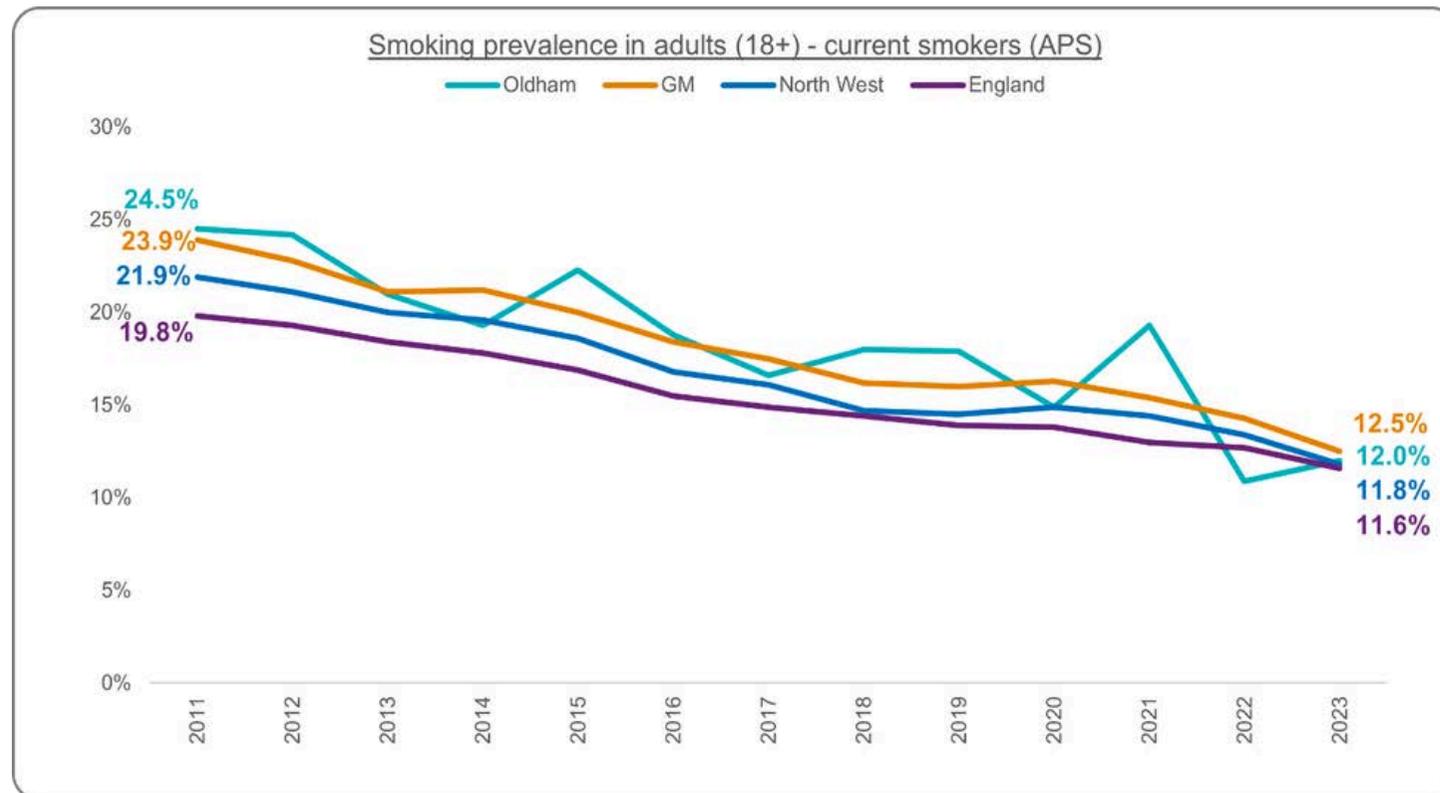
Whilst smoking is not a root cause of poverty, the addiction, associated ill-health and loss of income it causes can lock people and families into poverty and disadvantage that is passed on through generations. The pandemic, and now the cost of living crisis, have both highlighted this issue and made it worse.

# What's happening in Oldham ?

Currently, 600 deaths and over 3,700 hospital admissions each year in Oldham are attributed to smoking

Reducing smoking is one of the key priorities of Oldham's Health and Wellbeing Strategy and it is our ambition to work towards a smoke free Oldham. We have made notable progress in reducing the numbers of people who smoke

Over the last 12 years, the percentage of adults who smoke has reduced from 24.5% (2011) to 12.0% (2023) and is now similar to the average for England and the North West.



*“Our Make Smoking History strategy is designed to address these disparities by focusing on prevention and the creation of smokefree environments, as well as treatment and support for quitting that is culturally competent and co-designed to ensure all residents can get the help they need, when they need it.*

*We are also absolutely committed to making sure that G M is a place where no young person starts smoking”*

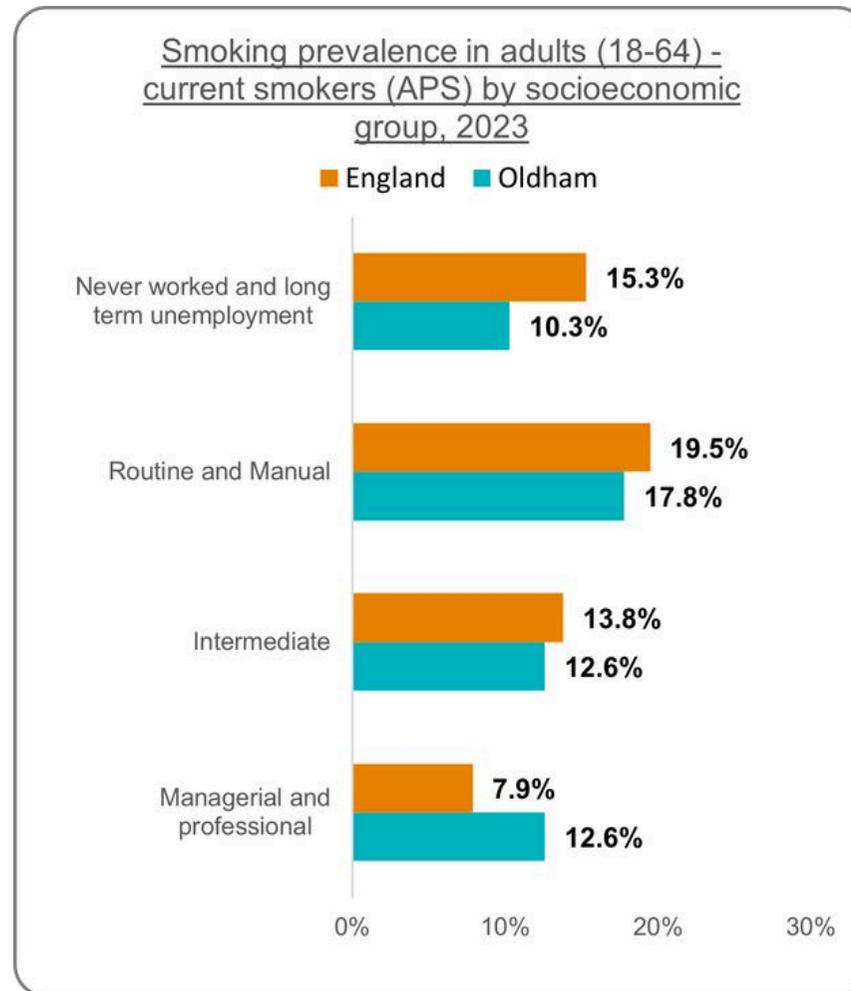
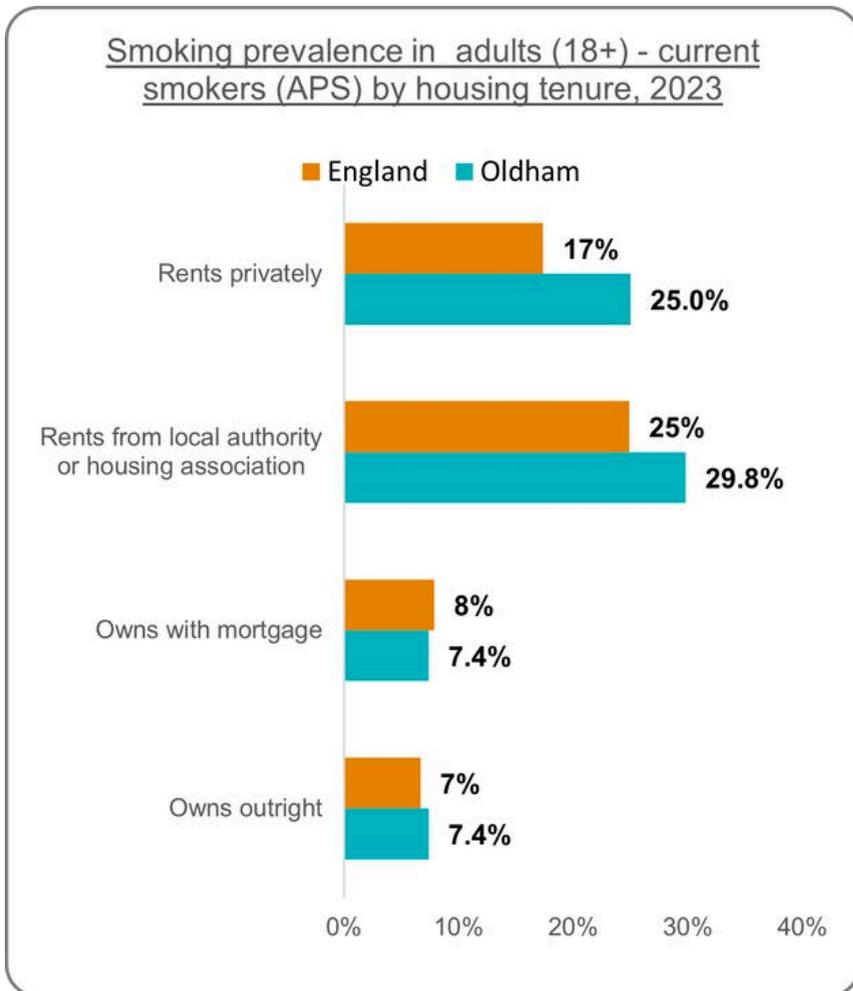
Dr Rebecca Flether

Director of Public Health for Oldham Council and Lead D P H for the G M Make Smoking History Programme

## Smoking Inequalities in Oldham

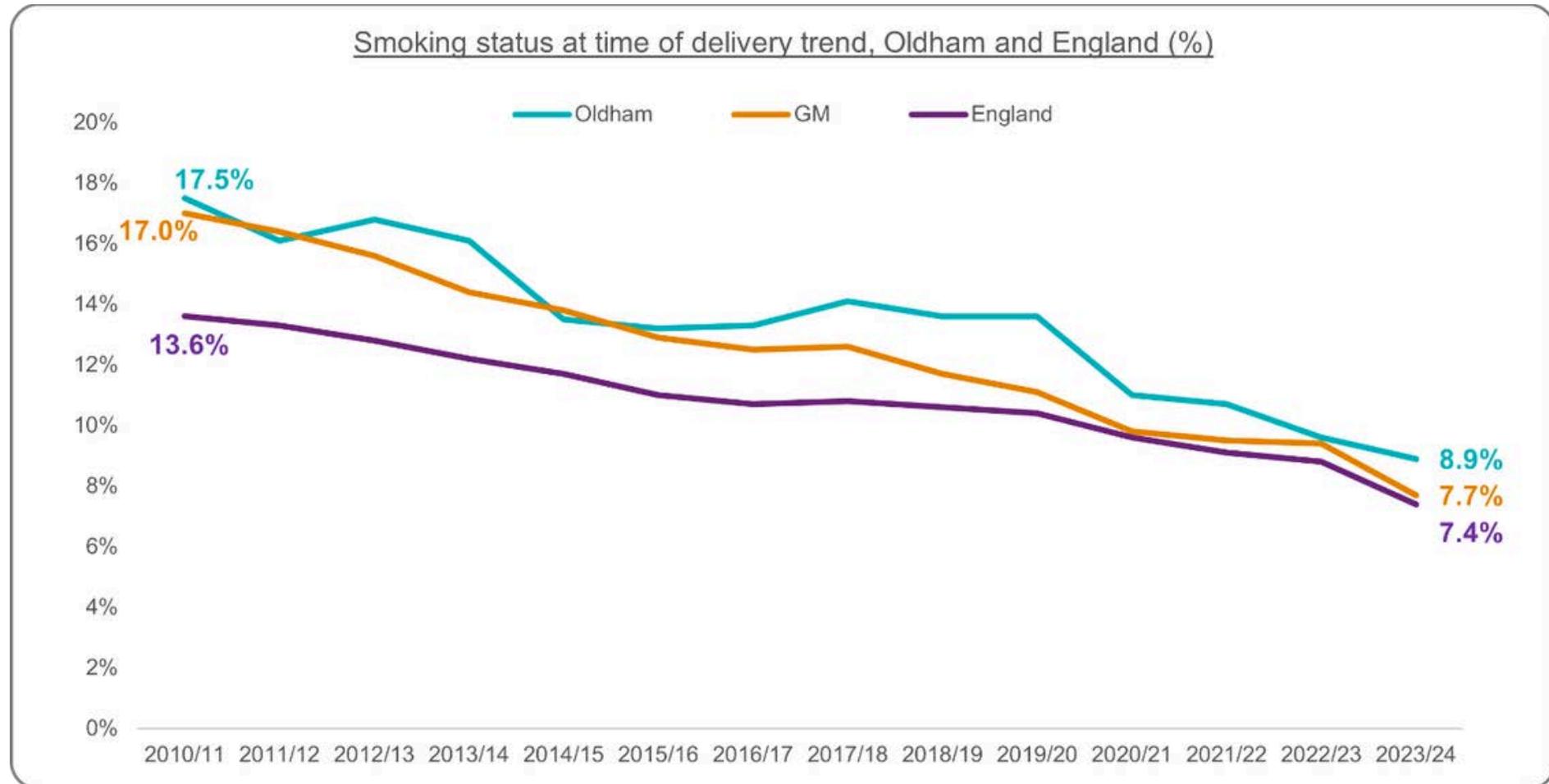
As can be seen across England, smoking rates vary considerably within different wards in Oldham, with higher prevalence in more deprived areas.

Smoking rates are particularly high among residents who rent from the local authority or a housing association and among routine and manual workers.



## Smoking in Pregnancy

The greatest progress in reducing tobacco harms in Oldham has been in the reduction of pregnant women smoking at the time of giving birth. Over the last five years this has reduced from 13% to 8.9%



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Action on Smoking and Health, a charity which aims to reduce the harms caused by smoking, estimated that almost £6 million more was spent on social care for adults over 50 years of age in Oldham because of smoking

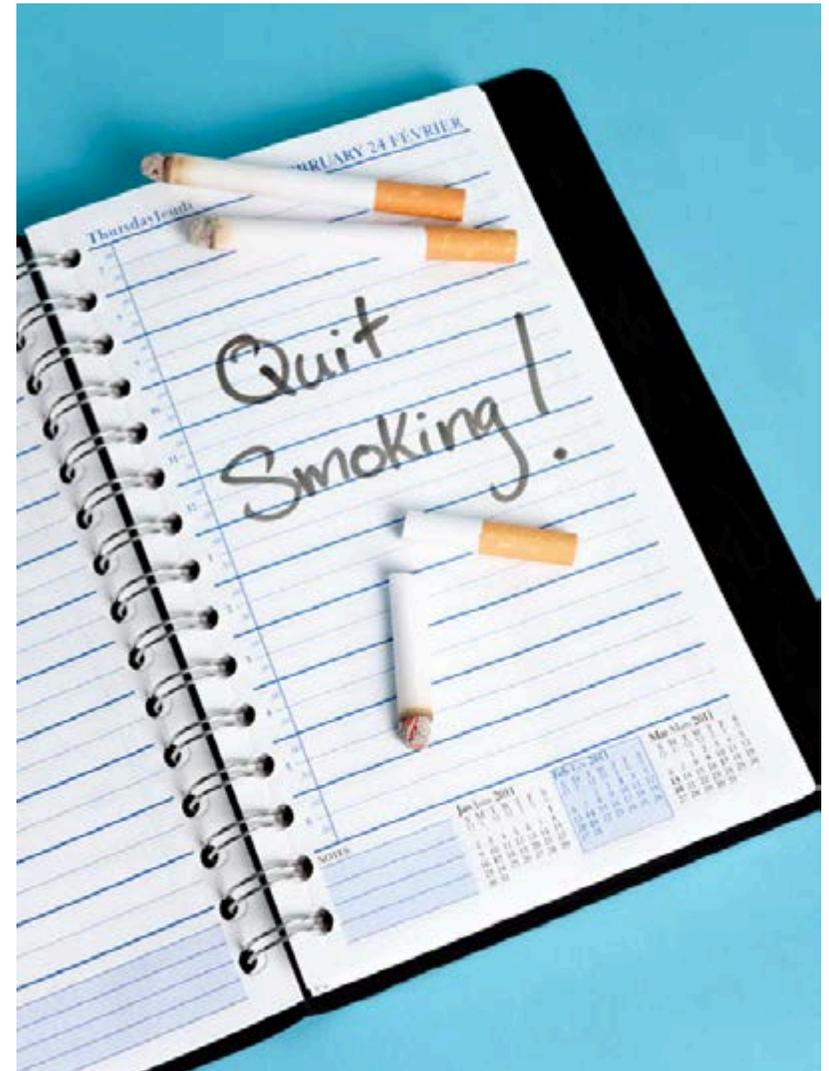
This includes the costs of 425 individuals receiving home-based care, and 87 individuals receiving state-funded residential care

The cost per quitter for our local authority commissioned specialist stop smoking service was £535 in 2022/23, which was less than the North West average and less than the England average (£607 per quitter)

This makes the service very good value for money, especially as the number of smokers setting a quit date and those that successfully quit at 4 weeks are better than the England values.

For 2022/23, 1,130 people set a quit date in Oldham. This equates to a rate of 5,487 per 100,000 smokers, the highest across Greater Manchester and significantly higher than the England average of 2,998 per 100,000.

During 2022/23, 635 people successfully quit smoking at 4 weeks in Oldham (3,083 per 100,000), a rate significantly higher than regional averages, the highest across Greater Manchester and almost double the England rate (1,620 per 100,000)



## What we're doing in Oldham

Statutory duties for public health include the provision of public health advice on smoking and tobacco (including smoking cessation and intervention)

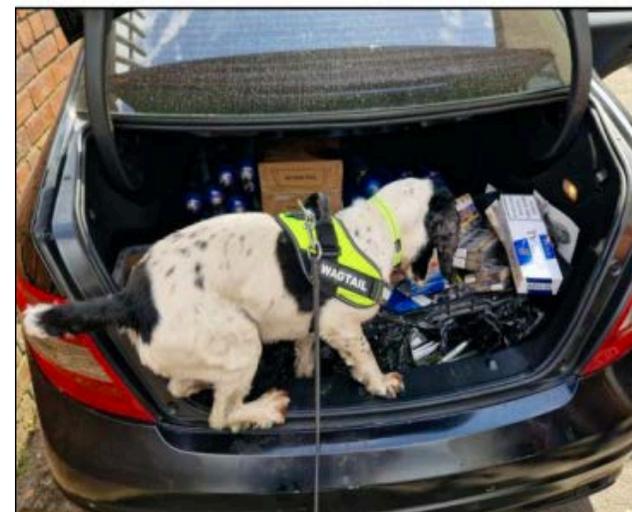
Tackling smoking is one of the most evidence-based and effective actions that we can take to prevent ill health. However, smoking is an addiction most were trapped into as young people and have been unable to escape. Two thirds of those who try smoking go on to become regular smokers, only a third of whom succeed in quitting during their lifetime.

Most smokers want to quit and many more regret ever having started. There are many reasons why people start smoking and struggle to quit, so we take a whole-system approach, working together with schools, health services, the wider council and other organisations to understand and address these challenges.

We take a co-ordinated and comprehensive approach to tobacco control across Oldham to make smoking less accessible, acceptable and desirable, empower successful quitting and stop young people starting to smoke.

We engage with our residents on multiple fronts, providing them with information, resources, and services to support them on their journey to become smoke free in a way that works best for them.

We also work closely with partners to address broader issues around tobacco control, such as licensing of tobacco sales and tackling illegal tobacco trade. We work closely with our communities to understand specific issues faced by them. We actively represent Oldham at a Greater Manchester level, sharing learning and contributing to the vision of a Smoke Free Greater Manchester.



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## Smoking Cessation Services

We commission ABL Health Ltd to deliver our community stop smoking service, as part of an integrated Health Improvement and Weight Management Service - **Your Health Oldham**. Your Health Oldham provides specialist stop smoking support for people who live in Oldham or are registered with an Oldham GP. The service offers evidence-based interventions including behavioural support and access to medication to support quit attempts.

The service is focused on key groups we know can benefit most from support to quit smoking. These groups include, but are not limited to, routine and manual workers, care leavers and children looked after, people with poor mental health including drug and alcohol dependencies, people with long-term conditions, people recently discharged from hospital and those living in the most deprived areas of the borough.



Your Health Oldham also provides a 'Swap to Stop' service, in which vapes are provided alongside behavioural support to give people the best chance of successfully quitting.

Additional funds through the government's Smoke Free grant, have been used to provide more specialist stop smoking advisors, and a dedicated worker to support those smokers who may require more help to quit. We now also have a dedicated staff member who is responsible for training and engaging with staff across the health and social care work force and in voluntary and community organisations.

This will help spread messages about smoking as far as possible and have the biggest impact.

The support available from Your Health Oldham is part of a wider system of smoking cessation support, which falls under the 'Offer Stop Smoking Support' section of the Oldham Tobacco Control Action Plan.

More details of other support available can be found at:  
[www.oldham.gov.uk/keeping\\_healthy/stop\\_smoking](http://www.oldham.gov.uk/keeping_healthy/stop_smoking)

## Wider stop smoking offer

Residents can access support through their GP and pharmacies. As well as advice, residents accessing this support are offered nicotine replacement therapies, making quitting as simple as possible for those who choose to do so

Support is also available in secondary care through the hospital CURE team. The CURE team supports anyone who has been admitted to hospital

They will offer nicotine replacement therapy and other medications to help deal with cravings, as well as specialist support, for the duration of the hospital stay and after discharge



## Smokefree Pregnancy Programme

There is a pathway to support expectant parents to quit smoking through the Smokefree Pregnancy Programme

The programme has trained midwives and midwifery support workers who offer specialist support, individual carbon monoxide monitors to help you track progress and free nicotine replacement therapy to help with cravings.

Eligible expectant parents who quit smoking successfully are offered shopping vouchers to help them prepare for the arrival of their new baby

Finally, anyone can access advice and support through the GM SmokeFree app, which is free for the first 6 months.

## Tobacco Alliance

We facilitate a collaborative strategic approach to tobacco control through a local Tobacco Alliance and locality Tobacco Control Action Plan

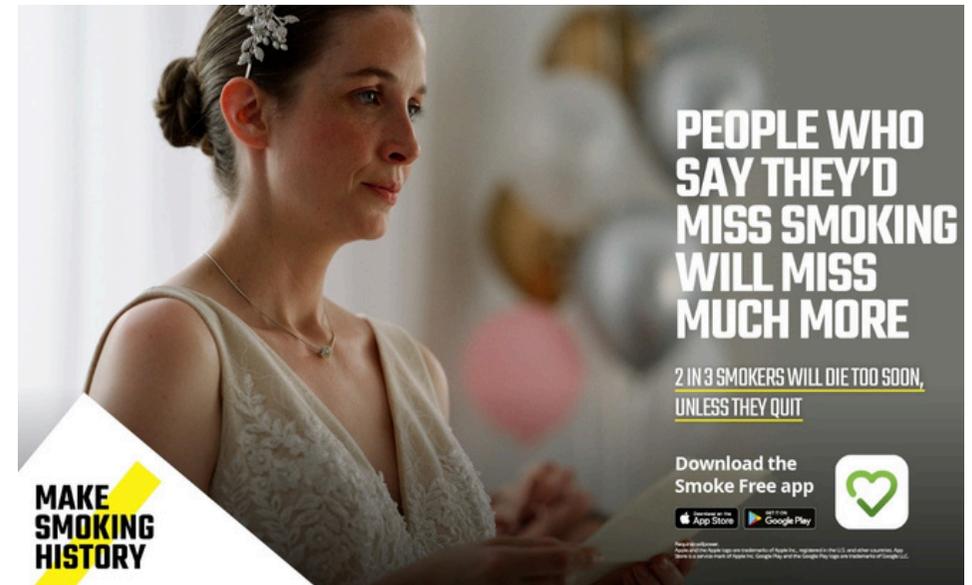
Our local Tobacco Alliance brings people together from across the Oldham Partnership to take action on tobacco-related harm

Since its launch in 2021, considerable progress has been made including contributing the views of our residents and partners to national proposals such as raising the age of tobacco sales and measures to tackle youth vaping

We have also built strong working relationships and together developed a local action plan. Our local Tobacco Control Action Plan is aligned with the Greater Manchester Making Smoking History Strategy which aims to become the first global city region to be smoke free by 2030.

This will be achieved through the GMPOWER model. The Office of National Statistics has estimated that reaching this goal would increase healthy life expectancy across Greater Manchester by over six years for men and seven years for women.

The Alliance plans to complete a CLear Assessment (a self-assessment benchmark tool) next year to review its effectiveness.



GM Making smoking History 'What will you miss?' communications campaign

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## Workforce Development

Your Health Oldham offers training and workshops to health professionals and voluntary and community organisations. Training and workshops delivered by Your Health Oldham include:

### Very Brief Advice Training

Very Brief Advice training is designed to support people to have meaningful conversations about smoking

The training includes an overview of the impacts of tobacco dependency, insight into the support offered by Your Health Oldham's service, and guidance on how to approach a conversation and signpost to the support available to quit.

This training is delivered to professionals in primary care, secondary care, voluntary and community organisations, and other stakeholders for whom the training is useful

### Bespoke Workshops

Bespoke workshops and presentations can also be designed for a variety of audiences. For example, later this year, Your Health Oldham is delivering a series of workshops in collaboration with the Women's CHAI Project.

These workshops will be primarily for women in the South Asian community across Oldham to talk about tobacco dependency, alternative forms of tobacco, healthy homes, healthy families, and the support that's available to Oldham residents.



## Resident Story

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A 59-year-old resident shares his experience of the Your Health Oldham Stop Smoking Service and his Smoking Advisor - Abby

Before accessing the service, he smoked 20 cigarettes a day for 45 years and had not been able to quit for more than a week. He was struggling with health issues related to smoking. He's now six months smoke free.

*"I was struggling with breathing and walking due to my diagnosis of COPD. Due to my concerns relating to my health, I decided to make an appointment at Fitton Hill Clinic to see Abby, the smoking advisor."*

*"When I first met Abby, we connected straight away. It was very relaxed and that allowed me to speak up about my past and reasons why I continued smoking. Abby never judged me and I really felt that she truly wanted me to succeed with me quitting. We discussed ways in which I can distract myself during the day and making subtle, not big changes, which if I continued to do, slowly developed into a habit."*

*"I often complimented Abby saying to her that I couldn't have quit without her. She was having none of it! She made me believe that, okay, it's always good to have that weekly support from the advisor, but the main person was ME. If I didn't believe in ME, things would never change. Abby made me believe that it was never too late for change – and she was right!"*



# Advice, Information and Support

We know quitting can be difficult and that everyone is different so to make it easier we offer a range of free support to help people stop smoking



## Next Steps:

Increase the number of residents receiving support to stop smoking through effective campaigns and access to evidence based treatment.

Reduce the number of residents that smoke by implementing effective tobacco control measures as set out in the locality Tobacco Control Action Plan

“If you smoke, quitting is the single most important thing you can do for your health”

British Heart Foundation

- Information about the benefits of stopping smoking and the range of support available can be found at [Better Health - Quit Smoking](#)
- Free, tailored support and advice to help you stop smoking is available from [Your Health Oldham](#)
- More information about local support can be found at [Oldham Council - Stop Smoking](#)
- Anyone with information about unregulated or illicit vapes or tobacco products or underage sales can contact police on 101 or use the [LiveChat function](#) or call Crimestoppers anonymously on 0800 555 111.

# Reducing Alcohol Harms

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## What do we know?

Alcohol use can directly impact physical health, as it increases the risk of cardiovascular disease, liver disease, diabetes and several cancers.

There is also a strong link between alcohol and mental health. Alcohol is sometimes used as a coping strategy when dealing with stress or following trauma, however when the immediate effects of alcohol have worn off, it can worsen mental health issues such as anxiety and depression.

Alcohol use can also contribute to financial problems and issues in relationships, which in turn can negatively impact health and overall wellbeing. Each of these consequences can contribute to reduced healthy life expectancy.



Alcohol harms reach far beyond the person consuming it. Alcohol use contributes to violent crime, including domestic violence, as well as accidents and community safety issues.

Drinking alcohol during pregnancy can also be harmful to the unborn baby, by increasing the risk of Foetal Alcohol Spectrum Disorders (FASD).

Altogether, the broad effects of alcohol increase pressure on our health care system and statutory services, such as children's and adult's social care.

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## Childhood and Adolescence

Experiences in childhood and adolescence can impact alcohol use in later life, and alcohol-related harm is more common among young people who are struggling with relationships, emotional development, anxiety, mental health or family trauma

Children and young people can learn behaviour about alcohol use from parents, siblings or peers. Children are also exposed to alcohol advertising from a young age. This all contributes to 'normalising' alcohol use, which, in turn can lead to less cautious behaviour

Beginning to drink at an early age is associated with increased health risks, including alcohol-related injuries, increased anxiety and associated risky behaviours including violence, young age pregnancy, using other substances. Early alcohol use is also linked to education and employment problems. Adolescence is therefore a key period for preventing and reducing alcohol harms.

## Alcohol and Inequalities

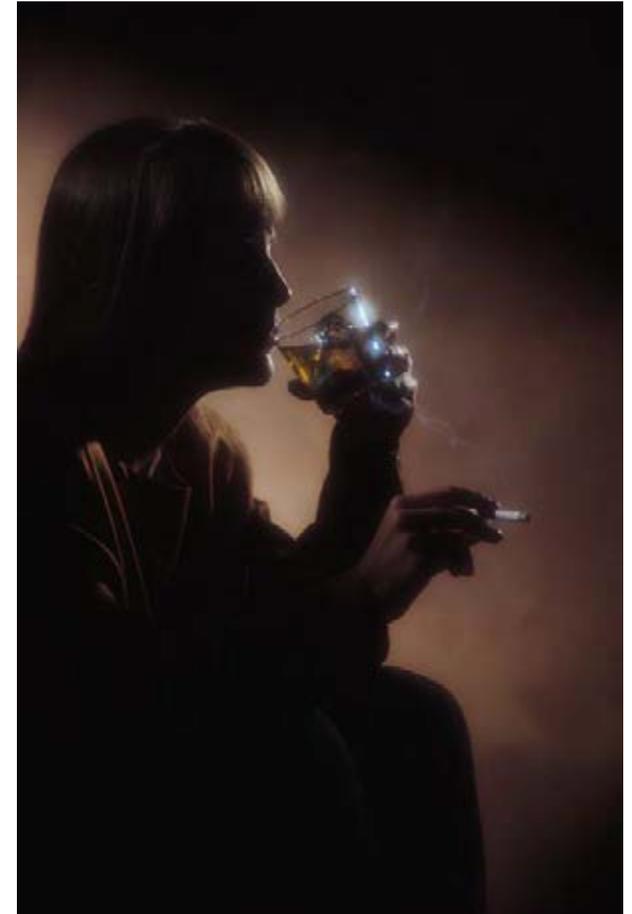
There is a strong link between alcohol and health inequalities. Unlike other factors such as smoking, alcohol consumption is similar in more deprived and more affluent areas.

Despite this, moderate alcohol drinkers in deprived areas are more at risk of harm from alcohol than their equivalent alcohol drinkers in affluent areas. This is known as the alcohol harms paradox

## Guidance and Support

Although it has been recognised that there is no 'safe' level of alcohol consumption, the UK Chief Medical Officer published guidelines for 'Low Risk Drinking'. These guidelines recommend no more than 14 units per week (6 pints of 4% beer or 6 medium glasses of wine). [NHS Better Health](#) provides helpful tips to cut down on alcohol.

People experience alcohol harms to differing extents and therefore require different levels of support, with a smaller number of people requiring intensive support such as alcohol dependency treatment and a larger number of people who could benefit from lower-level support to reduce their alcohol intake.



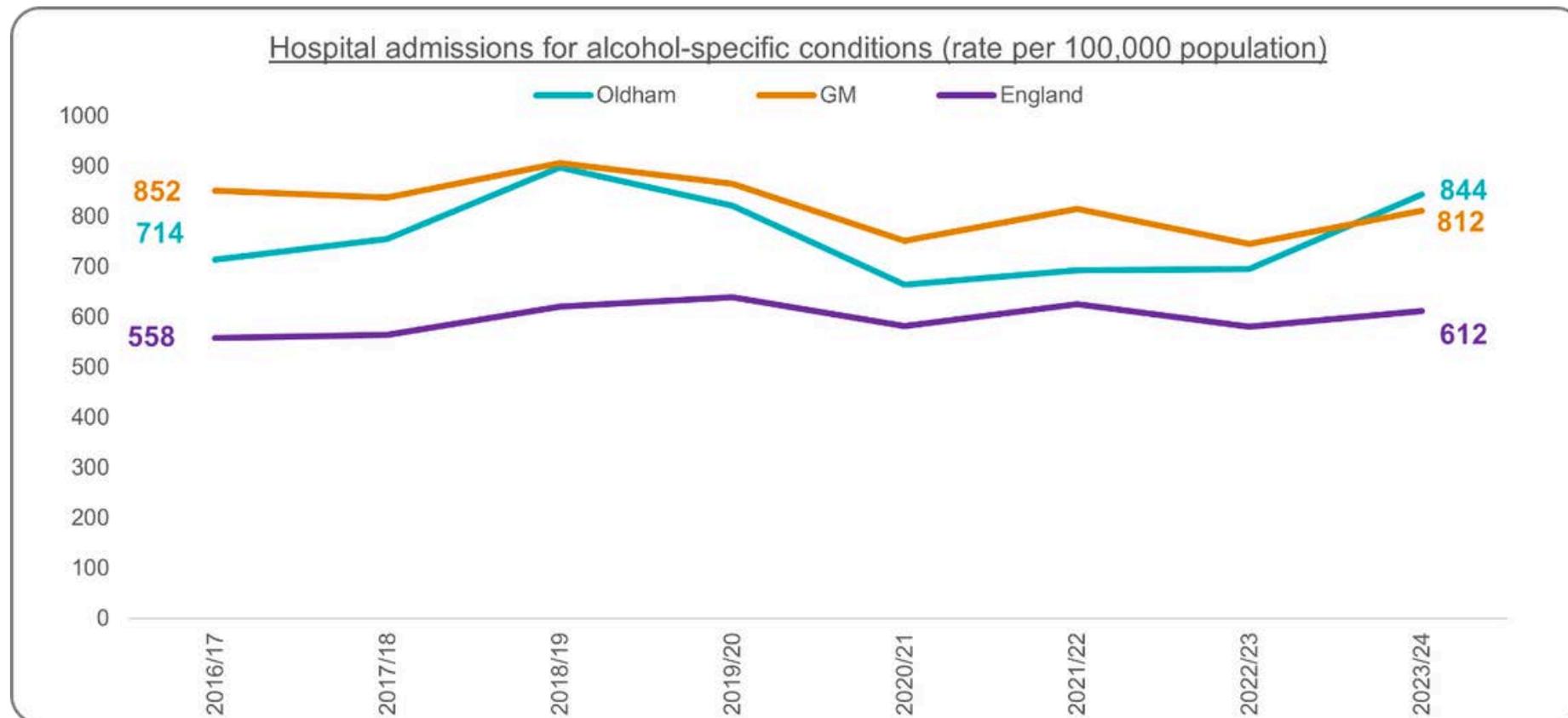
## What's happening in Oldham ?

The impacts of alcohol on health are wide ranging, however data on some aspects, such as alcohol-related hospital admissions, are more readily available than others. This section will summarise the available data on alcohol-related harms in Oldham

### Alcohol-related hospital admissions

In 2023/2024, Oldham's rate of alcohol-related hospital admissions (844 per 100,000 population) was similar to the Greater Manchester average (812/ 100,000 population) but much higher than the England average (612 per 100,000 population)

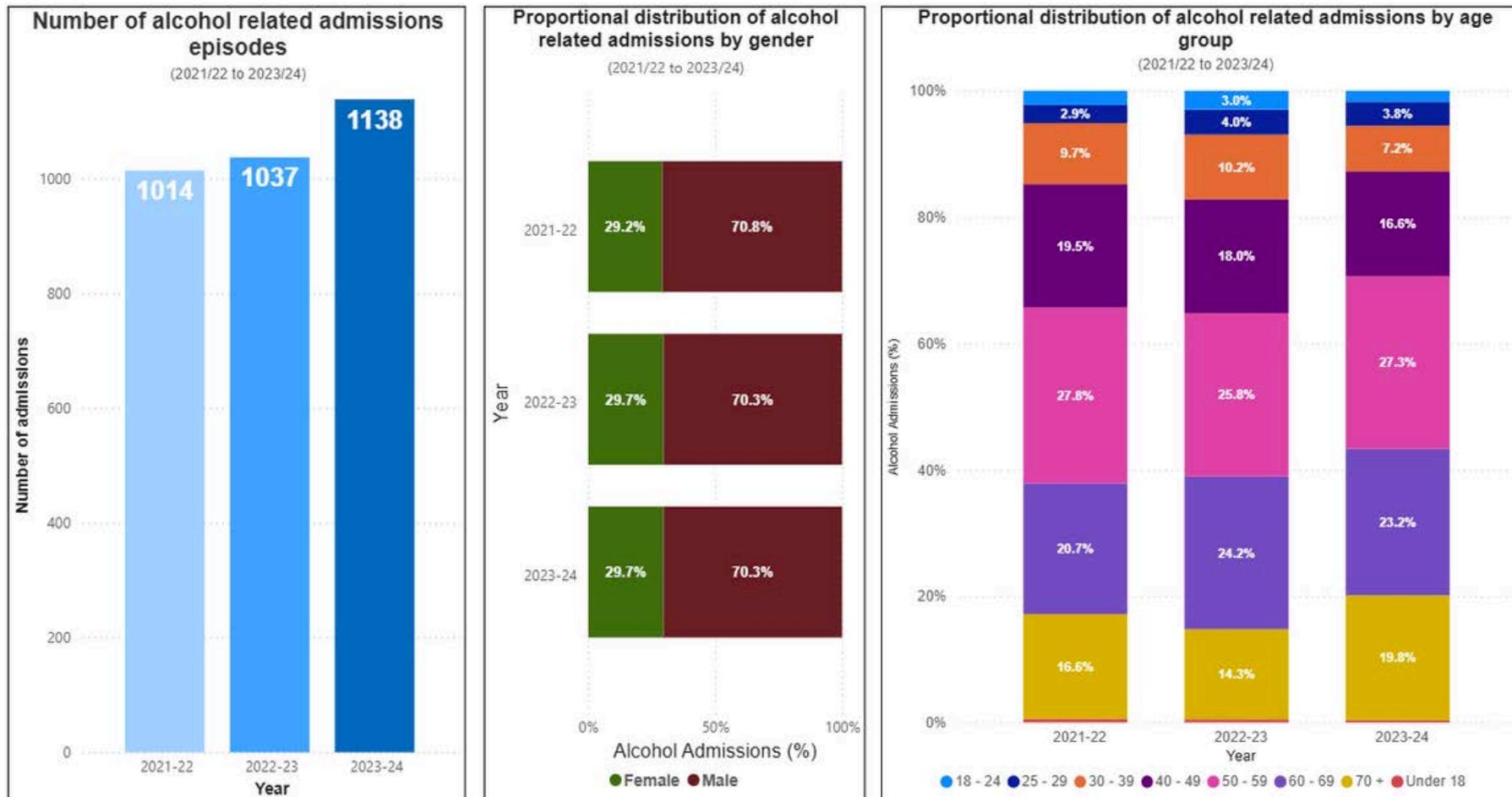
Oldham's admission rate was the fifth lowest of the ten boroughs in Greater Manchester in 2023/2024. It is important to note that Oldham has a substantial number of adults who abstain from alcohol, therefore comparisons with other areas must be interpreted with this in mind



## Alcohol-related hospital admissions continued

There are around 1,000 alcohol-related hospital admissions in Oldham each year. Males account for approximately 70% of admissions, while those aged 50-59 years old make up the largest proportion of admissions by age. Some of the most common alcohol-related admissions include liver disease, alcohol poisoning and injury or accidents.

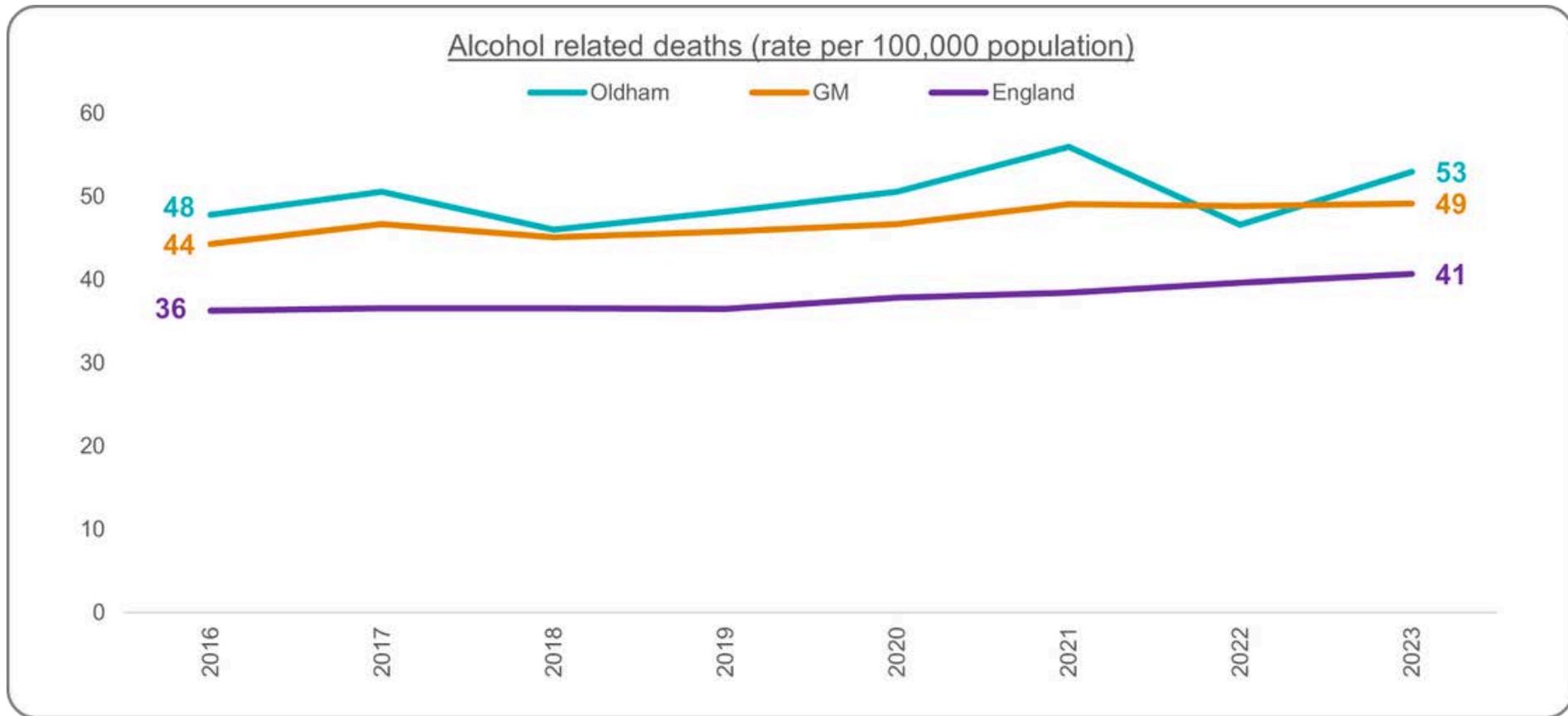
The charts below offer a profile of almost 3,200 alcohol related hospital admissions in Oldham from 2021/22 to 2023/24.



## Alcohol-related deaths

Oldham's rate of alcohol-related deaths has been consistently worse than the England average and, as of 2023, is higher than the Greater Manchester average

Diseases of the liver are among the most common causes of alcohol-related deaths. In 2023/2024 40.5% of deaths due to liver disease in Oldham were related to alcohol

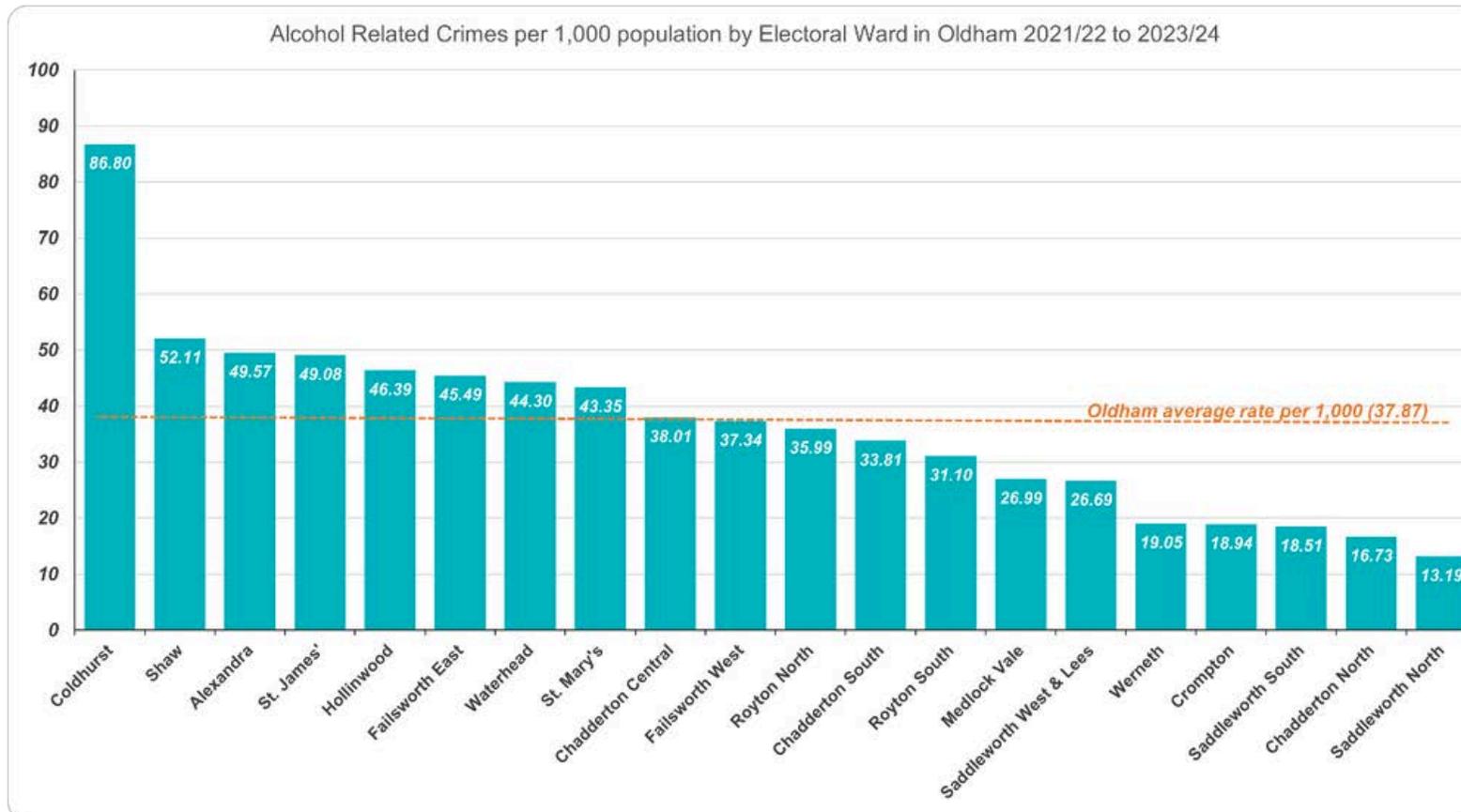


## Alcohol-related crimes

Alcohol-related crime is responsible for a significant impact on resources and activity within the criminal justice system. According to data provided by Greater Manchester Police, during the period from 2021/22 to 2023/24 9,238 incidents were recorded in Oldham where alcohol was a contributing factor.

In this period, the highest rate of alcohol-related crime among Oldham wards was in Coldhurst, with a rate of 86.8 per 1,000 population. This is more than double the Oldham average rate of 37.9 and approximately 6.5 times the rate recorded in Saddleworth North (13.2 per 1,000 population), which had the lowest recorded rate.

The higher number of bars and pubs in wards close to the town centre is very likely to contribute to higher rates of alcohol-related crime in these areas.



Around half of alcohol-related incidents were flagged as “domestic abuse”

## What we're doing in Oldham

Our aim is to support people in making informed choices around alcohol and offer appropriate support to meet the differing needs of our residents.

### Alcohol Treatment

In previous years we have focused on supporting residents experiencing the highest levels of alcohol-related harm. We have commissioned specialist treatment services for those residents that need structured care and ongoing support to reduce their alcohol use and recover from alcohol dependency. [Turning Point](#) and [Early Break](#) provide this support for adults and young people respectively, and we are seeing increasing numbers accessing these services.

Early Break offers support and advice to young people and families, encouraging young people to talk about the root cause of their drinking as well as providing support around the use of other substances. During 2023–2024, there were a total of 257 young people who accessed this service. Of these, 23 young people were receiving support in relation to alcohol use only and 29 for alcohol and other substances.

### Reducing Wider Alcohol Harms

We recognise that alcohol treatment and rehabilitation is relevant for a small but significant number of residents but is not appropriate for all. Therefore, we have been developing a wider reaching alcohol-related harms response that focuses on prevention, education, long-term better health and recovery. We are working in partnership with NHS Greater Manchester to develop the Greater Manchester Alcohol Harms Strategy.

The Oldham Alcohol Harms Plan will be linked to this strategy and will be based on the [World Health Organization's SAFER framework](#). It will be focused on the best evidence-based approaches to reducing alcohol-related harm.



#### SAFER Framework

**S**trengthen restrictions on alcohol availability

**A**dvance and enforce drink driving counter measures and work with police and other agencies on other secondary harms

**F**acilitate access to screening, brief interventions and treatment

**E**nforce bans or comprehensive restrictions on alcohol advertising, sponsorship, and promotion

**R**aise prices on alcohol through excise taxes and pricing policies



## Resident Story

**Early Break** provided support to a young female around her alcohol use. Interventions were used to manage her emotions along with the adverse childhood experiences she'd experienced.

Harm reduction support was also provided to reduce her alcohol use, through setting (SMART) goals and reduction planning.

There were links with Child and Adolescent Mental Health Services (CAMHS), including the trauma team, to ensure that she was accessing the correct support for her emotional health and wellbeing.

Early Break worked alongside CAMHS colleagues to ensure she received consistent messages around her mental health.

The support continues through weekly appointments with Early Break. This has led to a reduction in her alcohol use. She is now able to recognise her triggers and better able to prevent her alcohol use from escalating.

**SMART Goals**  
Specific  
Measurable  
Achievable  
Realistic  
Timely



### Next Steps

Work in partnership to implement and deliver the Oldham Reducing Alcohol related Harms Plan, incorporating recommendations from the SAFER framework and Greater Manchester Alcohol Harms Strategy.

Improve awareness of the wider harms alcohol has on the physical and mental health of our residents, increasing information and support available to allow individuals to be able to make informed choices about their drinking.

# Nutrition, Hydration and Healthy Weight

## What do we know?

Eating a healthy, balanced diet and staying hydrated is an important part of maintaining good health and brings many benefits. A balanced diet consists of a wide variety of foods in the right amounts and proportions, to achieve and maintain a healthy body weight. It should provide enough nutrients for the body to function well, and for children, enough nutrients to grow well

The increased availability of processed food and drinks, alongside changes in society, have led to differences in the type, quantity, and quality of food people eat. Most people in the UK now eat and drink too many calories, too much saturated fat, sugar and salt, and not enough fruit, vegetables, oily fish or fibre. This has consequences for health and for healthy life expectancy

### Key Facts

- People who eat at least five portions of fruit and vegetables a day have a lower risk of heart disease, stroke and some cancers.
- Missing out on vitamins and minerals can lead to anaemia, bone fractures or a poor immune system
- Too much saturated fat can increase the amount of cholesterol in the blood, which in turn increases the risk of developing heart disease
- Regularly consuming foods and drinks high in sugar increases the risk of obesity and tooth decay.
- Eating too much salt can raise blood pressure, which increases the risk of getting heart disease or having a stroke
- Eating too many calories can contribute to weight gain, especially when combined with too little physical activity.
- Being above a healthy weight has serious health implications including increasing the risk of developing diabetes and doubling the risk of dying early.
- For those who are above a healthy weight, losing weight has many health benefits.



## Children and Young People

Supporting children to maintain a healthy weight is very important. Research shows that children who stay a healthy weight tend to be fitter, healthier, better able to learn, and more self-confident.

Children who are above a healthy weight are more likely to be above a healthy weight as adults, and experience long-term health consequences.

Children can become overweight when they get more energy from food and drink than they use through activity and growth

Therefore, staying active and eating well are both important. Getting enough sleep can also help children maintain a healthy weight.

## Inequalities in Healthy Weight

Some people are more likely to be above a healthy weight than others. Those at higher risk of being above a healthy weight include those from more deprived areas, older age groups, some ethnic groups such as South Asian communities, and people with disabilities.

People who belong to one or more of these groups are more likely to have their life and health impacted by their weight. For example, they are less likely to be in employment, more likely to be admitted to hospital, or experience discrimination and stigmatisation. People who belong to these groups are also at higher risk of reduced healthy life expectancy and premature death.

There are many reasons that people may have excess weight, these include genetics, behaviour, culture and the environment. The environment we live in makes it easier to make unhealthy food and drink choices and more difficult to make healthy choices. This is called an 'obesogenic' environment.

Unhealthy food and drink choices are often quicker, easier and cheaper than healthier alternatives. The environment we live in can also make it more difficult to be active if, for example, there are not safe places to walk, or affordable leisure facilities close by.



The ongoing cost of living crisis continues to have a devastating impact on the financial security of many families across Oldham, who may no longer be able to afford nutritious food due to soaring prices.

As the causes of obesity are complex, reducing obesity requires actions across the whole system and recognition that the choices people make around food have many influences, some of which are beyond their control

Diabetes UK estimates that adult social care for diabetes costs £830 million annually in England, a large proportion of which is linked to excess weight. Additionally, those with obesity often experience comorbidities that may impact their ability to work

Supporting people to achieve and maintain a healthy weight could reduce healthcare costs, improve productivity, and enhance quality of life, benefiting both individuals and the broader economy and system



Sugary drink consumption also plays a major role in the rise of diabetes and other long-term conditions. Sugary drinks and alcohol are often high in 'empty calories', meaning they contribute to caloric intake without providing nutritional value. Frequently eating and drinking sugary food and drink also contributes to tooth decay and poor oral health.

The Government's Sugar Tax Levy has already shown positive outcomes by encouraging both a reduction in sugar content of many drinks and helping to lower consumption.

Further policies supporting tighter regulations on food and drink, such as healthier food advertising, would provide further benefit.

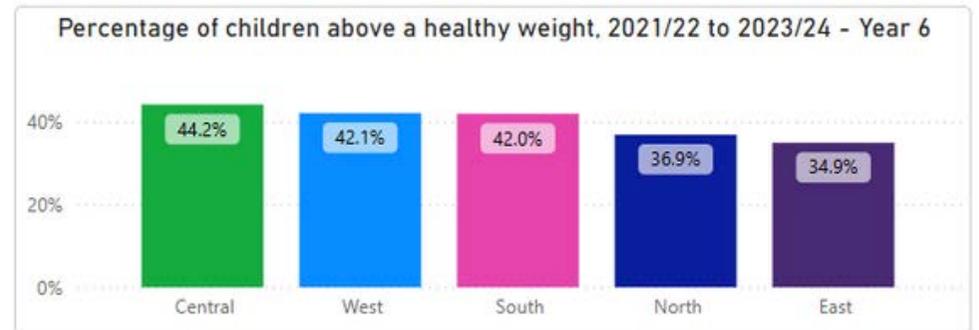
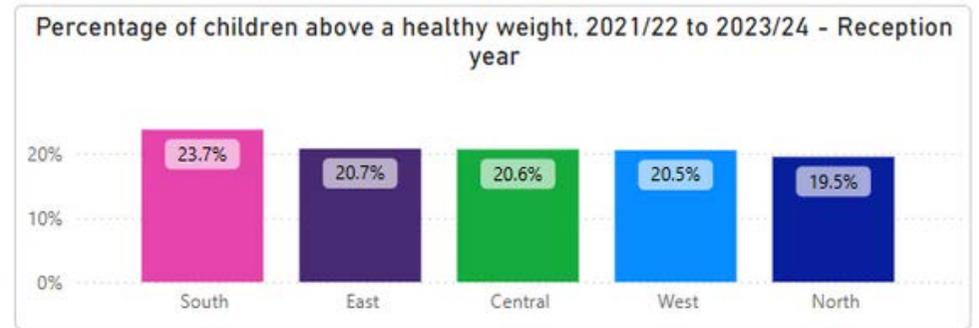
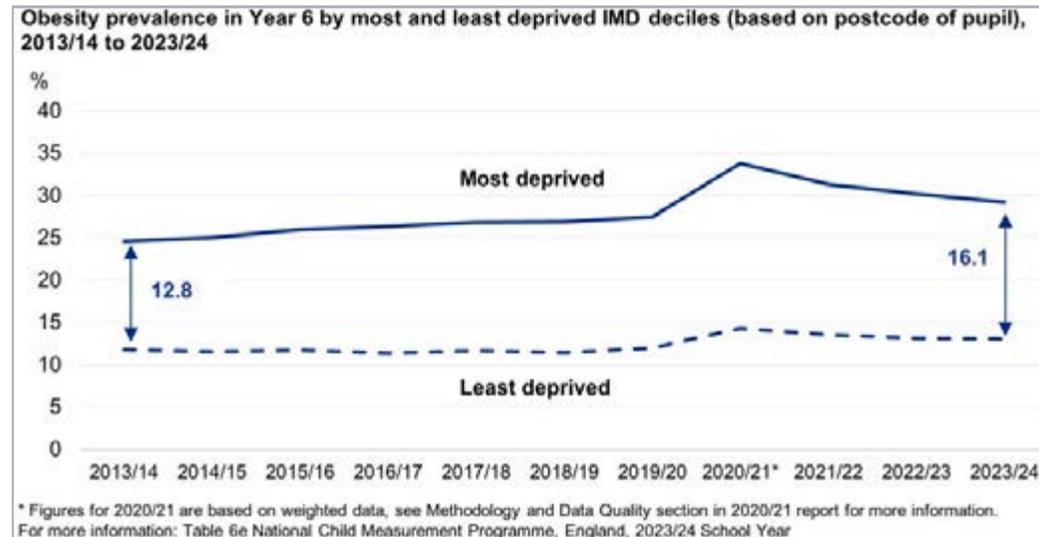
# What's happening in Oldham ?

Dietary risks contribute to a significant proportion of all deaths in Oldham. Excess weight and physical inactivity are major risk factors contributing to mortality which can be prevented.

Oldham's adult population is less physically active and carries more excess weight than the England average. In Oldham, two in every three adults are overweight or obese.

The high rate of overweight and obesity means Oldham has significantly higher rates of people with diabetes and deaths from cardiovascular disease compared to other areas in England.

Approximately one in every five children aged 4-5 years, and one in every three children aged 10-11 years are above a healthy weight, which is higher than the England average.



There is a strong relationship between deprivation and childhood obesity, with the number of children who are above a healthy weight in the most deprived 10% of children around double that of the least deprived 10%.

Central district is by some margin Oldham's most deprived district and demonstrates concerning rates of childhood obesity by Year 6, when almost half of children are above a healthy weight.

Oldham also has a high proportion of children who are eligible for free school meals. This scheme is available to children who attend a state-funded school and whose family receive certain benefits or asylum support.

Free school meals are designed to provide extra support to low-income families throughout the school term. They guarantee that the most disadvantaged children receive a healthy meal every school day, aiding their focus, learning and overall success.

In Oldham, 32.7% of school pupils are eligible for free school meals, the third highest rate in the Greater Manchester region. This reflects the financial struggles faced by many local families.

Whilst the above figure indicates those eligible across Oldham, this doesn't mean that every family is benefiting from the scheme. Data shows that just over a quarter of those eligible are taking up this offer.

Many of our most deprived neighborhoods also experience difficulties in accessing affordable and healthy food within their local areas, as there are no shops selling fresh fruits or vegetables and other healthy foods nearby.

These areas are known as 'food deserts'. Coupled with the fact that Oldham has over 345 hot food takeaways outlets, which are densely populated in our most deprived wards, this means many people find healthier choices very difficult to make.



Action must be taken to ensure those entitled to free school meals are able to benefit from this essential scheme

## What we're doing in Oldham

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Statutory duties for public health include providing public health advice on obesity and physical activity for both adults and children

To ensure we are taking steps towards tackling the key building blocks of health, Oldham Council and partners are working to create the conditions which make it easier for our residents to make healthier choices. To do this, we take a whole system approach

### Your Health Oldham

Weight Management Support is one of the services provided by our Health Improvement service, Your Health Oldham, delivered by ABL Health Ltd. We jointly commission this service with Greater Manchester NHS Integrated Care so that there is a 'one stop shop' for weight management services in the borough. This means that residents only have to access one service to help them, and their families, to achieve and maintain a healthy weight.

Oldham is unique in having a collaborative commissioning arrangement and integrated offer that incorporates universal, targeted and specialist weight management options. This includes non-surgical weight loss treatment options, such as one-to-one and group sessions, as well as specialist clinical interventions, where appropriate. This ensures individuals who are above a healthy weight have access to effective and high-quality weight management support that suits their needs.

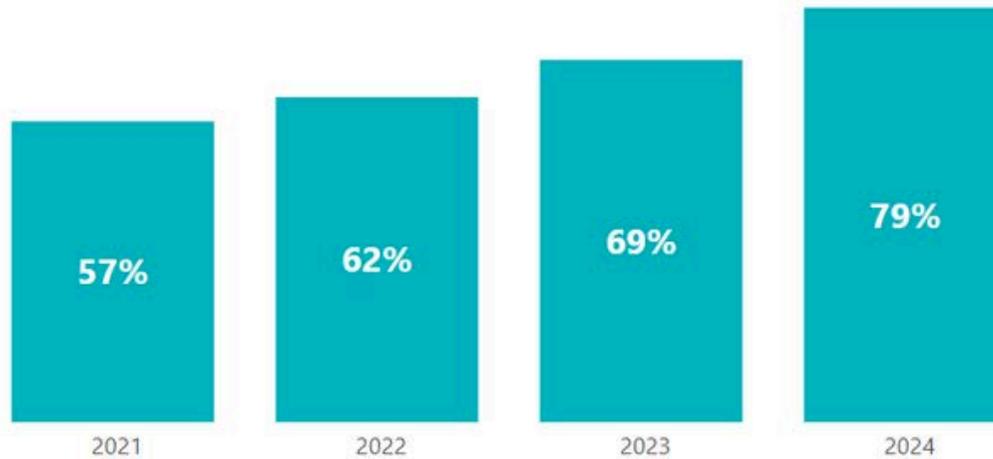


Support is available in-person and remotely (online or telephone) and is accompanied by digital options (apps, chats, peer support groups, webinars) so people can access evidence-based advice and guidance to achieve a healthy weight

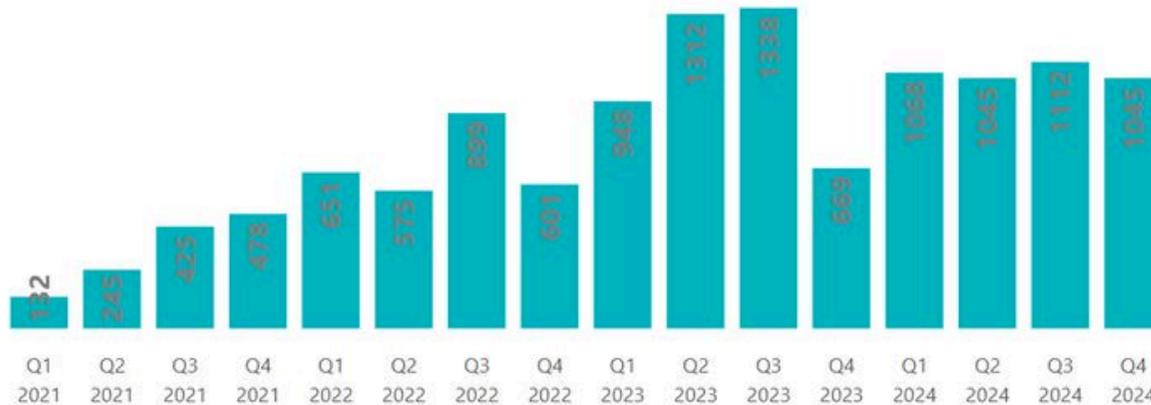
The flexible, realistic approach to weight management from Your Health Oldham offers residents support to make positive, practical and realistic changes through nutritional and physical activity support, without strict diets or exercise routines. The service also includes therapeutic support to overcome behavioral and psychological barriers, taking into account an individual's circumstances which may be linked to weight.

This enhanced holistic, whole-family, 'step-up, step-down' offer that is not restricted by BMI is a real benefit to the residents of Oldham. It is compassionate and person-centered, and it recognises that different approaches work for different people.

### Percentage of people on weight management who achieve weight loss



### Weight management referrals by quarter and year



The service offer is borough-wide but Your Health Oldham focus on working with residents who may be facing extra challenges such as deprivation, poor mental health, learning difficulties or disabilities.

They also provide additional support to people who can benefit most from achieving a healthy weight, such as pregnant people, and communities and groups of people where the number of people living with excess weight may be higher

In 2024, over 4000 people were referred to Your Health Oldham Weight Management Support and around four out of five (79%) achieved weight loss.

To date, over 400 residents who were placed on the bariatric pathway have been deferred from surgery, as a result of receiving weight management support from Your Health Oldham

This has meant that over 400 residents have avoided the need for life-altering surgical interventions and, with the average cost of bariatric surgery at £10,000 per procedure (NHS 2023), this represents over £4m in savings for the wider health care system

## Healthy Start Vouchers

Providing a healthy balanced diet can be difficult for families who are struggling financially. [Healthy Start](#) is an NHS programme that offers financial support to eligible families and pregnant people. It provides vouchers that can be used to purchase fruit, vegetables, and milk, as well as providing free vitamins.

The scheme aims to give children the best start in life by enabling families to buy nutritious food that supports healthy growth and development. It also plays a crucial role in boosting household incomes for those most in need across our borough.

Across Oldham we have over 2,500 families currently signed up to the scheme. Working in partnership with early years and healthcare professionals, we have several initiatives to promote and support uptake of Healthy Start, to ensure our most vulnerable families have access to healthier food options.

Healthy Start training is offered to professionals working with families, ensuring they have the knowledge and resources to discuss the scheme, assess eligibility, and guide families on how to sign up.

All our Family Hubs provide easily accessible vitamins for families, and health visitors distribute vitamins during their visits. Information about Healthy Start is included in new birth registration packs, and communications are shared across social media to reach as many communities as possible.



We collaborate with local community groups and food clubs, such as The Bread and Butter Thing, allowing families to use their Healthy Start cards at community pantries, offering better value for money compared to local supermarkets.

We are also working to expand access to Healthy Start vitamins by making them available at libraries across Oldham, providing more convenient locations for residents to access this crucial part of the scheme.

**If you're pregnant or have a child under 4 and are receiving benefits, you may be eligible for [Healthy Start Vouchers](#).**

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### **Moving More and Healthy Weight Alliance**

Our Moving More and Healthy Weight Alliance is a coalition of organisations who have joined together to shape the vision and drive changes that support Oldham residents to lead healthier lifestyles.

All members have a responsibility to drive forward agreed policies, share knowledge and develop supportive environments by working co-operatively and advocating for the alliance in other forums.

As we look to take more of a strategic and preventative approach to tackle excess weight across Oldham, a dedicated Healthy Weight Partnership will be established

This will have the vision to reduce excess weight in children and adults in Oldham by ensuring that healthier food and drink choices are accessible, affordable, and the easiest option for all

### **Establishing a Healthy Weight Partnership**

The partnership will provide leadership in transforming Oldham's food and weight environment. By driving policy changes, promoting healthier food choices, and creating accessible opportunities for all, the partnership aims to improve healthy weight outcomes across the community. The partnership will work collaboratively with local communities to ensure that both children and adults have access to the resources, education, and support needed for lifelong healthy habits.

The partnership acknowledges that poor nutrition and food choices are not solely individual problems but are significantly shaped by the broader food environment. Access to nutritious food should be a standard, not a privilege. By working together, we aim to dismantle the barriers that limit healthy food access for many. Healthy weight is not just an individual goal, it is a community-wide effort. We will emphasise collective responsibility and the wide-ranging factors that influence food choices. Through collaboration, we will create an environment in Oldham where healthy options are the easiest option for all



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## National Child Measurement Programme

The National Child Measurement Programme (NCMP) measures the weight and height of all children when they start primary school and leave primary school. This helps us to understand the number of children in Oldham who are above a healthy weight and how this has changed over time.

From these insights, we can engage schools in positive discussions about weight, helping them to deliver important health messages, reduce weight-related risk factors and support our children and families to access support, when appropriate.

In Oldham, we have an NCMP Working Group which is a collaboration of all key partners linked to the programme. The aim of this group is to maximise benefit and minimize stigma related to NCMP.

Some positive actions from this group include reviewing the wording of NCMP letters to ensure this avoids being stigmatising to individuals or families and improving the links between the NCMP and Your Health Oldham service to provide ongoing support.

## Food Environment

A recent update to the National Planning Policy Framework (NPPF) includes positive changes aimed at preventing hot food takeaways from opening near schools or areas where children and young people gather (unless located in a designated town centre). Unlike the previous guidance, which only encouraged councils to 'enable and support healthy lifestyles', this new policy provides clear direction to 'prioritise preventing ill-health', granting councils the responsibility and authority to act in the best interests of their communities.

In Oldham, this has enabled us to collaborate more effectively with a wide range of colleagues to positively impact the broader determinants of health. A working group has been formed to make plans to support healthier high streets for future generations.

We also work with Environmental Health to support schools to provide healthy school meals, including Breakfast Clubs, and ensure that food businesses are healthy and safe.



## Resident Story

Your Health Oldham 1:1 Nutrition Service supported one resident who experienced a number of challenges, including partially losing her eyesight, which impacted her ability to cook, and left her reliant on microwave meals high in salt and fat. She was also struggling with the loss of her husband

Within the support sessions, the resident was encouraged to use an air fryer and steamer for cooking and is now no longer reliant on microwave meals. She was advised to make simple changes like including two portions of vegetables in every meal and eating fish twice a week

She also discussed practical issues with her advisor, such as being unable to read food labels in the supermarket. Her advisor supported her to find solutions, such as teaching her about the traffic light red, amber and green food labels which are easier to read



Calories  
**250**

**12%**

Fat  
**24g**

**30%**

Saturates  
**3.5g**

**18%**

Sugar  
**0,5**

**>1%**

Salt  
**0.8g**

**5%**

Following the sessions, the resident had lost 10kg in weight and was feeling happier in herself

When asked if she would recommend the service, she said  
**“Yes, Absolutely!”**

## Information, advice and support

For information and advice about eating a healthy, balanced diet: [NHS Live Well - Eat Well](#)

To find out more about water, drinks and hydration: [NHS Live Well - Drink Well](#)

For advice, information and access to online apps and support to help yourself to lose weight: [Better Health - Lose Weight](#)

Prevention support for people at risk of developing health issues through obesity: [Lets Get Active](#)

To gain new skills, grow in confidence and make better informed and healthier choices contact WIFI Northwest: [wifioldham@gmail.com](mailto:wifioldham@gmail.com)

Support for adults, children, young people and families to achieve and maintain a healthy weight: Refer yourself via the online referral form at [Your Health Oldham](#) or call 0161 960 0255



### Next Steps

Establish a dedicated Healthy Weight Partnership and locality action plan

Contribute to work to embed health promoting food and drink environments within borough plans.

# Community, Social Support and Mental Health

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## What do we know?

Mental health conditions contribute substantially to reduced life expectancy and reduced healthy life expectancy both in Oldham and across England. According to the The Big Mental Health Report 2024, which was produced by the charity Mind, life expectancy of people with a severe mental illness is about 15-20 years shorter than those without.

Physical and mental health are interconnected. Those in poor physical health experience worse mental health due to their physical illness. In turn those with poor mental health are at a greater risk of developing certain chronic physical conditions such as diabetes, stroke, heart disease and Alzheimer's.

People who are more physically active also have better mental health. Increased activity results in less depression, improved sleep, better stress management, helps maintain a healthy weight and overall improves quality of life. It can also reduce the risk of developing conditions such as diabetes, cardiovascular disease, and stroke.

### Key Facts on Mental Health

- 1 in 4 of us will experience a mental health problem at some point each year
- 7.8% of adults in the UK felt lonely 'always or often' in 2024
- Children and young people's mental health services now account for over £1 billion of NHS spending annually in England
- 11% of 8-16 year olds with a mental health difficulty had missed more than 15 days of school in one term
- There are over 2 million people on waiting lists for NHS mental health support
- 6.4 million people were referred to NHS Talking Therapies and other mental health services in 2021/22

Individuals with poor mental health are often more isolated and feel lonely. Quality social interactions and a sense of connection to the community are important for both health and wellbeing.

The Tackling Loneliness Evidence Review, conducted by the Department for Culture, Media and Sport reported growing evidence around who is most affected by loneliness.

Higher risk groups included young people, women, people who are single or widowed, people living with a long-term health condition and people living in rental accommodation. The research also showed that loneliness can be a risk factor for poor wellbeing, physical health and mental health.

## What's happening in Oldham ?

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In Oldham, 15% of residents 18 years and older are recorded as having depression. This is slightly higher than the England average of 13.2%.

There has been a steady increase in prevalence of depression across both Oldham and England over the last decade, with rates now more than double those seen 2012/13.

In addition to the prevalence rising, the gap between the prevalence of depression in Oldham and England is widening gradually year on year.

Around one in five adults in Oldham said they felt lonely often, always, or some of the time in a survey. This is slightly lower than the North West average of 22.9% and the England average of 22.3% (2019/20).



# What we're doing in Oldham

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## Social Prescribing

Many things affect our health, such as housing problems, debt or loneliness, that can't be solved by medical care alone

Social prescribing enables health and social care providers to refer residents to local activities, support and services within the community for practical and emotional support.

Our Social Prescribing service in Oldham is delivered by a consortium of voluntary and community organisations; Action Together, AgeUK, Positive Steps and TOG Mind

Each resident supported by social prescribing is allocated a link worker who connects them with activities in their communities to support their physical and mental wellbeing. The link worker also connects with other professionals involved in the resident's care, to ensure support is co-ordinated

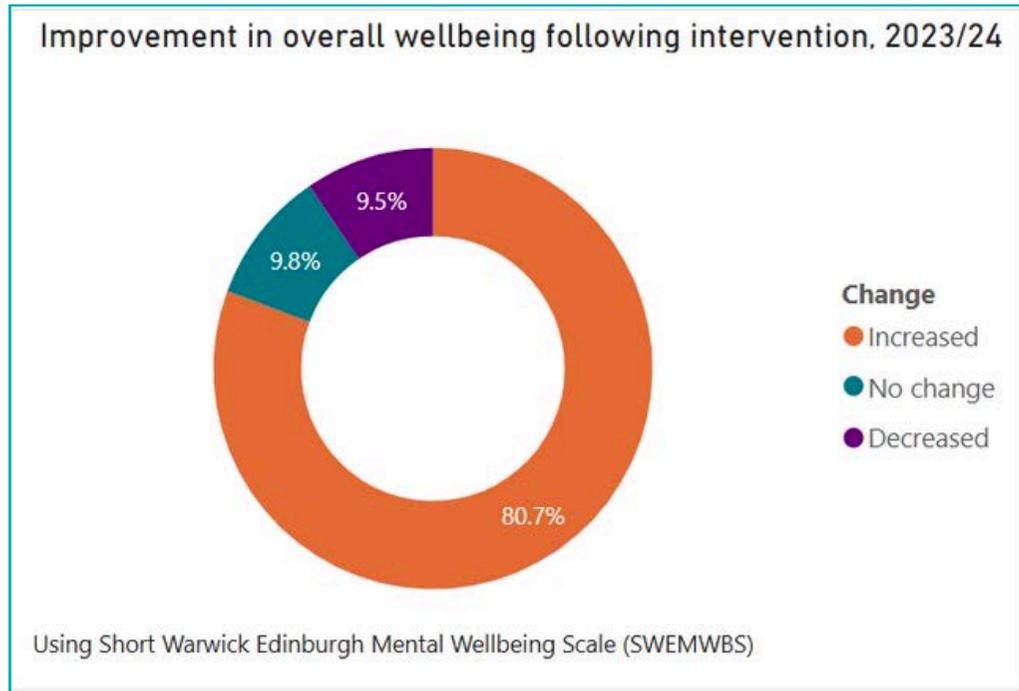
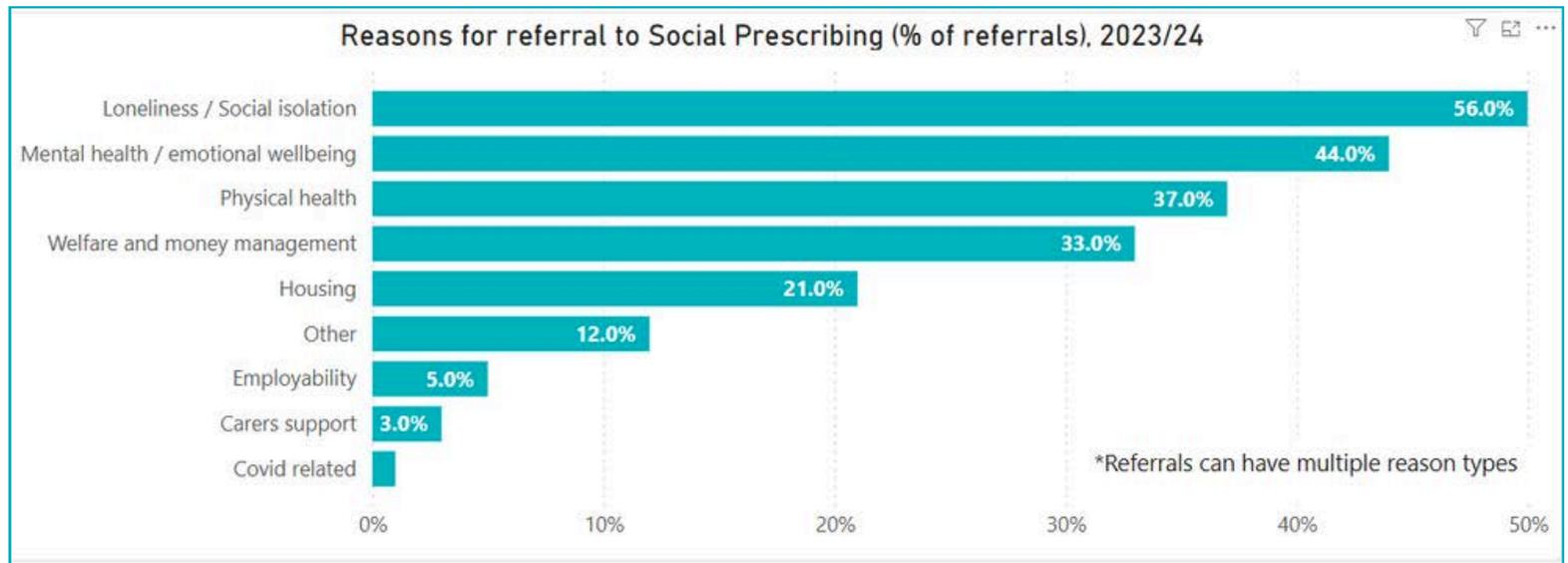
The Social Prescribing service focuses on individuals' strengths and personal goals to enable them to improve their own physical and mental wellbeing, by accessing appropriate support and activities. Over time, individuals build their skills, knowledge, and confidence to find their own solutions.

As well as supporting individuals, the social prescribing service works with local voluntary and community organisations, providing guidance, training and funding so that they are well equipped to meet the needs of residents and foster close knit communities.



In 2023/2024, 3,051 residents in Oldham were referred to additional support through social prescribing

Over half were experiencing loneliness, a third needed support with finances or physical health and one in five were experiencing difficulties with housing



**Four out of five** residents (80.7%) using the social prescribing service saw an improvement in their overall wellbeing following support from the service

## Resident Story

One resident shared her experience of the Social Prescribing Service, and her link worker Debra

The Oldham Social Prescribing team provided a range of support including with housing applications, accessing prescriptions, successfully applying for benefits and attending social groups. They also offered emotional and practical support following the passing of her husband

“My husband was in and out of hospital and he actually passed away six months ago. In those six months, they’ve been so marvelous. Debra introduced me to the Age UK Luncheon Club, which has led to a lot of things; like meeting new people and making plans to go out with the friends I’ve made here. Me and some of the ladies now love to go for a Sunday lunch together! It’s been so lovely.

Since losing my husband, I think the service has made a real difference. Thinking back six months ago... I was very, very quiet. I think, if it hadn’t have been for Debra coming to the Club with me on that very first day, I don’t think I would have come.

Not only that, Debra was more like a friend. We’d go over to the community centre for a coffee and just talk. When the funeral came around, Debra helped me with the paperwork, bereavement counselling, pension credit... she was able to help me with so much. She has got me to a really good place on my own now, but I’ve still got her number for whenever I need it.”

*“The work that the Oldham Social Prescribing team do is just wonderful. They’ve been wonderful to me, and I hope they can do the same for so many others.”*



### Next Step

Work to engage with our voluntary and community sector and build capacity to provide activities within their communities which promote health and wellbeing as part of the Social Prescribing Network

## Suicide Prevention Partnership Board

Oldham's Suicide Prevention Partnership Board is chaired by Public Health and brings together voluntary and statutory organisations to prevent self-harm and deaths by suicide in Oldham. Many organisations are represented within the Board, including TOG Mind and Samaritans, as well as Greater Manchester Police and safeguarding partners.

The aim of the Board is to identify and agree ways to improve support for those affected by suicide and those experiencing suicidal thoughts or self-harm. It provides a platform to share best practice and work together to improve referral pathways and the connections between services. This supports good clinical care, reduces self-harm and works towards the prevention of suicide across all parts of the community.



## Month of Hope

Oldham hosted events as part of the Greater Manchester Month of Hope, which took place between 10th September 2024 – 10th October 2024. The month opened with World Suicide Prevention Day on 10th September 2024 and closed with World Mental Health Day on 10th October 2024.

The theme of the month was "Changing the Narrative on Suicide" which is about starting the conversation around suicide and mental health. Local residents and professionals were encouraged to complete a [free online suicide awareness training](#) hosted by Zero Suicide Alliance.

The training provided the skills and confidence to support someone struggling with suicidal thoughts, which is an important factor in raising awareness and providing hope.

The events that took place in Oldham included a Walk of Hope and an exhibition of the 'Speak Their Name' memorial quilt, which is a piece of memorial artwork ([the stories behind Speak Their Name: Greater Manchester Suicide Memorial Quilt - Shining a Light on Suicide](#))

## Connect 5 and Youth Connect 5

Together with Action Together and a team of independent trainers, we have delivered several Connect 5 training sessions across voluntary and community organisations. The training provides staff and volunteers with the skills and confidence to have conversations about mental health with the people they support or work with

In 2023/2024, 15 Connect 5 sessions were delivered across Oldham's voluntary and community organisations. Through these sessions, we successfully reached a wide range of people in Oldham, including groups supporting young people, the unemployed, vulnerable adults, ethnic minority communities and religious groups

Feedback showed that attendees felt positive and confident after completing the session. They said the course content was good, and they went away feeling more able to support others.

Following the success of Connect 5, we have recently secured funding for Youth Connect 5. The aim of Youth Connect 5 is to build resilience – that is the ability to bounce back from difficult circumstances - among children and young people

Youth Connect 5 will provide training to adults who support young people in various capacities. It will be delivered through local Family Hubs.

During the sessions, attendees will learn about the teenage brain and find out about resilience techniques that will strengthen a young person's ability to cope with adversity, threats, or even significant sources of stress – skills that will remain with them into adulthood



*"I learnt a lot about how mental health can affect other aspects of my life and how simply talking about this with others and not bottling it up can relieve a lot of the stress and stigma we face with mental well being " (Connect 5 trainee)*

# Early Intervention

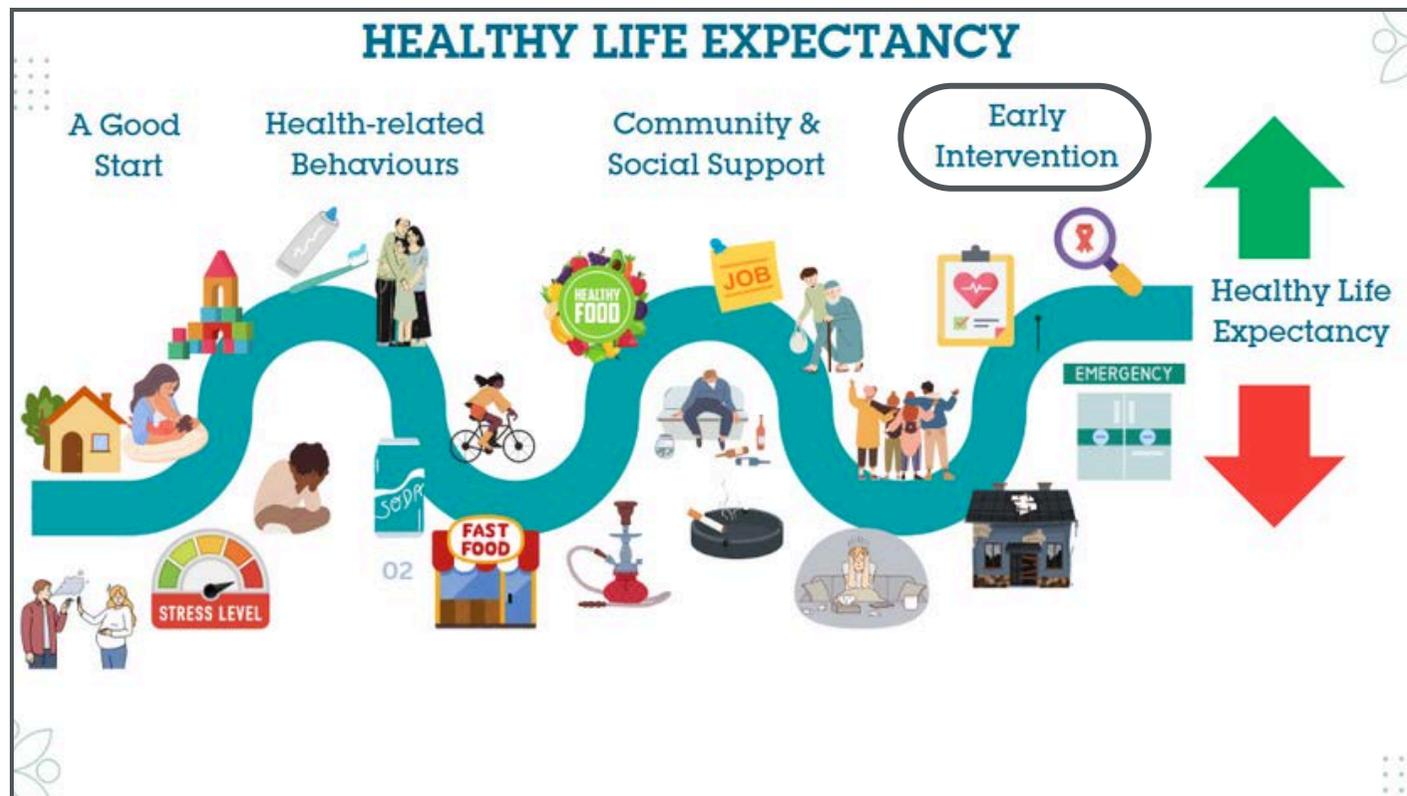
Many of the previous sections focused on actions that can be taken to maintain good health

But what can be done if health has already started to decline?

The next sections focus on action that can be taken to identify health issues as early as possible, even before people experience symptoms.

By identifying issues early, early intervention can be offered. This can include support or treatment to reverse the problem or prevent it from getting worse.

Early intervention benefits individuals as it prevents them from experiencing poor health and can increase healthy life expectancy. It also benefits health and care services as it reduces the need for emergency care, specialist care and social care.



Early Interventions can include screening 'healthy people' to look for underlying problems and offering support to groups of people who are more likely to become unwell

# NHS Health Checks

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## What do we know?

Cardiovascular Disease (CVD) is a major contributor to reduced life expectancy and healthy life expectancy in Oldham and across the UK

CVD is caused when arteries and blood vessels become clogged up with fat and cholesterol, stopping some of the blood flow around the body. Providing health checks is one of the main ways to pick up early signs of CVD. The risk of developing CVD is calculated as part of the Health Check.

In Oldham, Health Checks are carried out by local GPs. The aim of a Health Check is to spot early signs of illness that could indicate increased risk of heart disease, stroke, kidney disease, type 2 diabetes or dementia before symptoms develop that people notice themselves.

Being aware of these early signs can help people make small changes to the way they live to improve their health and reduce the risk of health issues in the future. Changes can include diet, exercise and help to stop smoking. Sometimes medication is prescribed, for example, to help lower cholesterol. These small changes can make a big difference to long-term health.

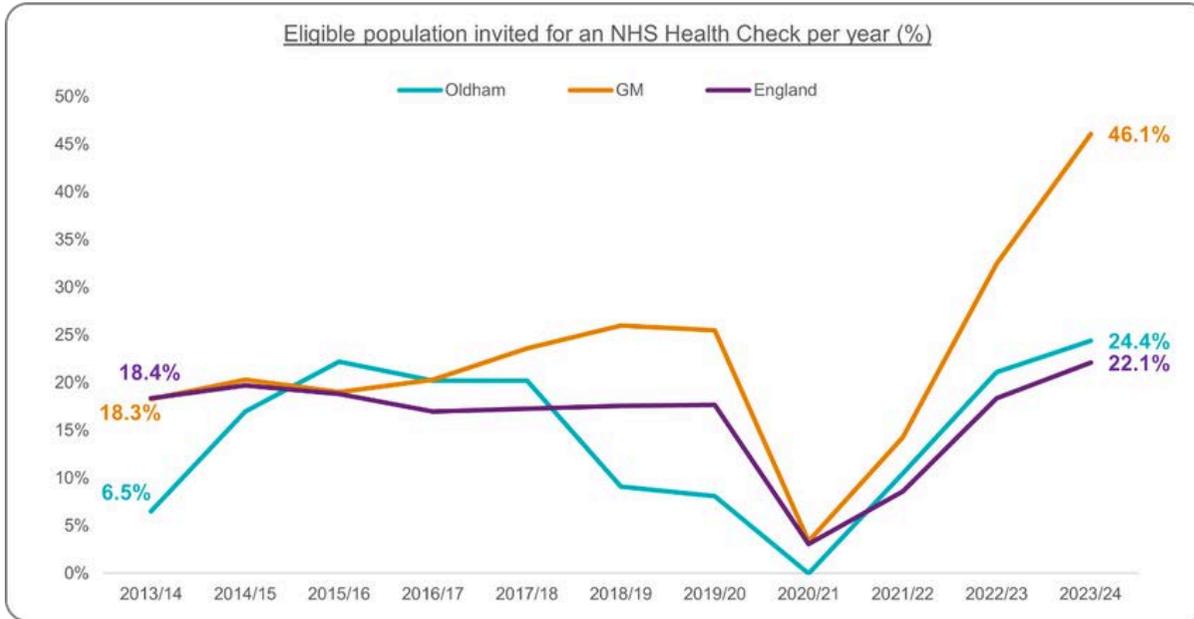
Health Checks are especially important for people who are at a higher risk of developing CVD, such as those with close family members who already have CVD.

To get the most out of NHS Health Checks, people need to be aware that they are available, and those who are eligible must be able to access them.

An NHS Health Check is a check-up of overall health for people between the ages of 40 and 74 who don't already have a long-term health condition.



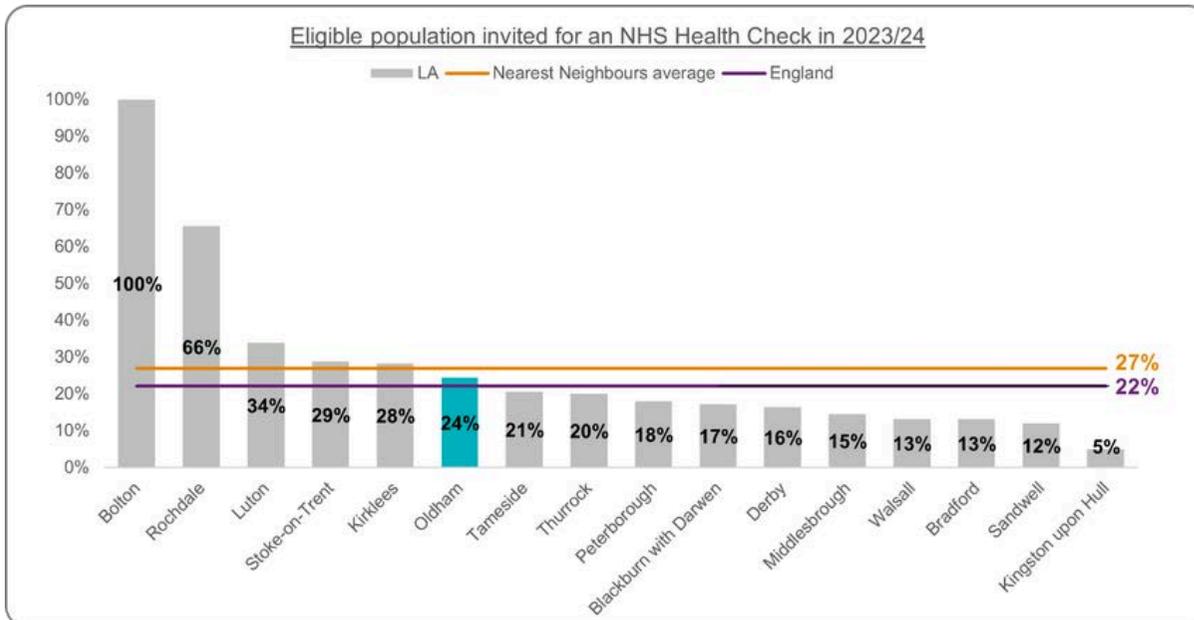
# What's happening in Oldham?



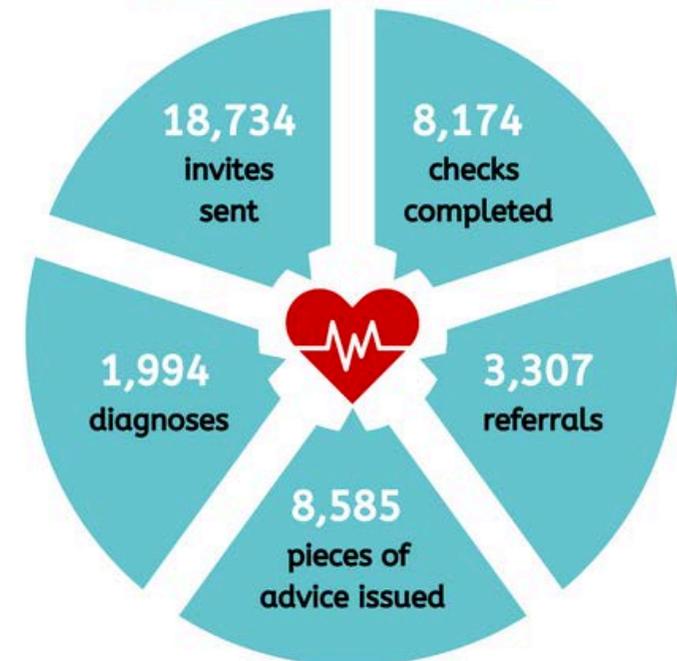
In 2023/2024, 24.4% of eligible people were invited for a Health Check. This was similar to England average but substantially lower than the Greater Manchester average.

In Oldham, and across England, there was a reduction in invitations because of the Covid-19 pandemic, but numbers are now increasing again.

In 2024, over 8000 checks were completed in Oldham, resulting in over 3000 referrals and almost 2000 diagnoses.



Over the previous 12 months across the NHS Health Checks programme in Oldham there have been...



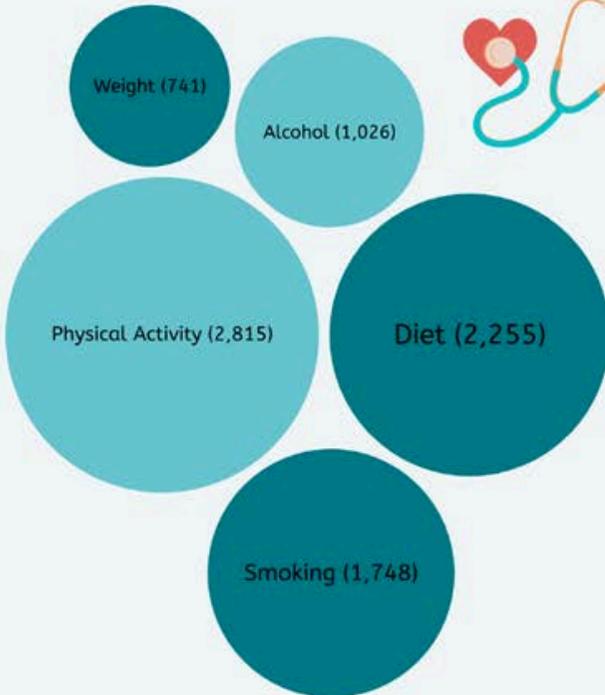
# What we're doing in Oldham

The figure below shows the outcomes for Health Checks conducted in 2024.

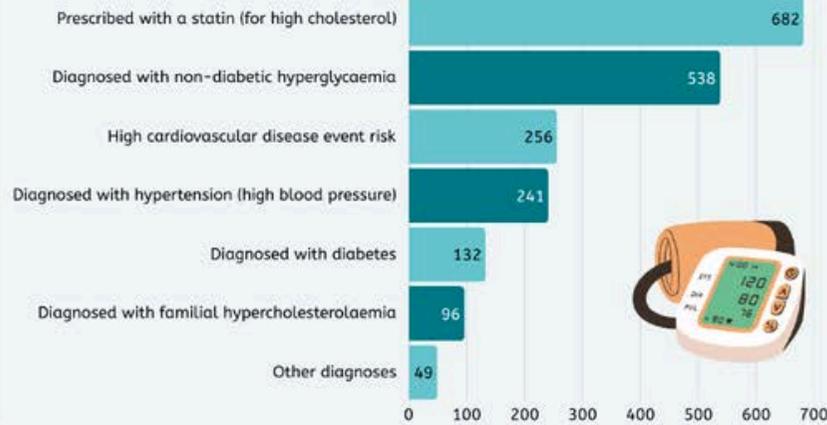
## Health Checks outcomes (2024)

Total NHS Health Checks in 2024: **8,174**

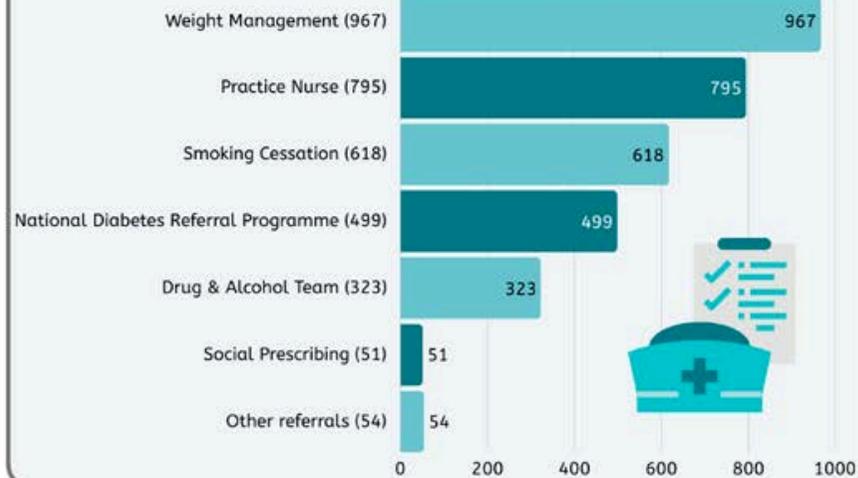
### Advice Issued



### Diagnoses



### Referrals



We have been working with GPs and Primary Care colleagues to improve the quality of NHS Health Checks and reach those experiencing the greatest health inequalities across the local area

We want to make sure that those who will benefit most from receiving a Health Check get one

This will help diagnose conditions sooner and treat more people earlier.

## National CVD Workplace Pilot

People who work often find it difficult to attend Health Checks due to their working hours. To address this, a pilot study is currently underway to see if offering Health Checks in the workplace can increase attendance. It is called the National CVD Workplace Pilot and Oldham is one of the selected areas taking part.

The pilot aims to provide 150,000 Health Checks in workplaces across the UK by the end of March 2025. Oldham are proud to have been selected to carry out up to 1800 workplace health checks within this pilot.

This work is being undertaken by Oldham Active who have already provided health checks to:

- Council Workers
- Ambulance Service
- Local businesses
- Greater Manchester Police Oldham (GMP)

The pilot will gather useful information about the impact of having a Health Check at work. It will also encourage employers to support people to stay well in work.

The objectives of the pilot are to:

- Understand the benefit to business and workplaces of offering Health Checks at work
- Test the feasibility of delivering NHS Health Checks or similar in workplaces
- Detect more people at risk of CVD
- Compare different ways to provide Health Checks.

This will benefit the people of Oldham by reaching those who may not visit their GP for a Health Check and assist local plans for the development of health checks in future years.



Since December 2024, there has been a total of 922 Workplace Health Checks carried out by Oldham Active

## Public Health in Action

Oldham Active recently delivered checks to the workforce at Oldham GMP and had some great feedback

The workforce appreciated the opportunity to get a free Health Check from an independent provider.

They were able to fit dropping in for these, around their very busy shift patterns.

The blood screening and cholesterol test results were particularly valued, as these helped participants understand any potential long-term health conditions and think about small changes to improve health



*“The time I have spent with you today and the information and advice you have given has been more valuable than any GP appointment I have ever been to, thank you so much” GMP PSCO*

# Spotting Cancer Early

## What do we know?

Cancer is a condition resulting from growth and division of abnormal cells in a specific part of the body. The cancerous cells invade and destroy surrounding healthy tissue including organs.

National figures show that one in two people will develop some form of cancer during their lifetime

Although there are more than 200 different types of cancer, the four most common types of cancer are:

- breast
- lung
- prostate
- bowel

Diagnosing cancer at an early stage reduces the likelihood of dying from that cancer

As well as encouraging healthy behaviours, such as having a healthy diet, exercising regularly and stopping smoking, the risk of developing some cancers can be reduced through vaccination (cervical cancer) or screening (bowel, breast and cervical cancers)

Screening identifies early warning signs of cancer so that treatment can be offered at the earliest opportunity

Did you know...

People who live in the most deprived areas in England are less likely to have cancer diagnosed early than people who live in the least deprived areas.

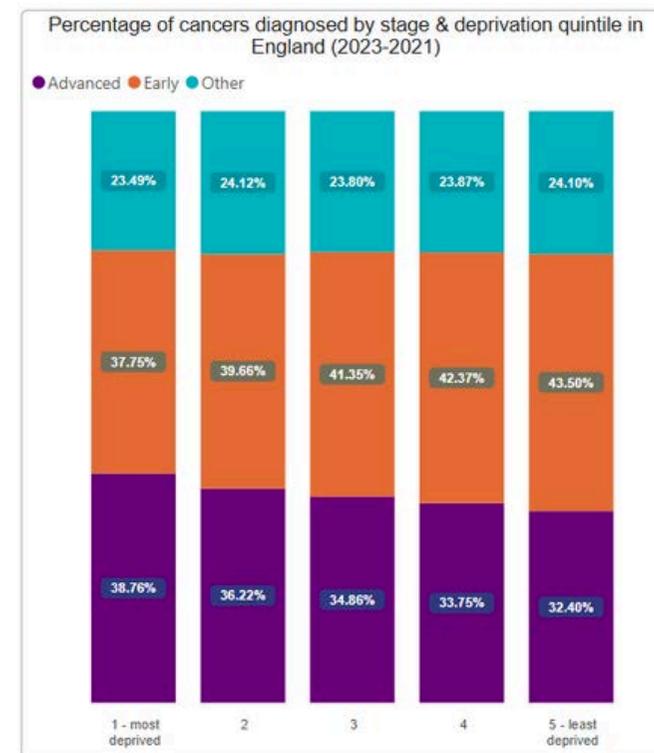
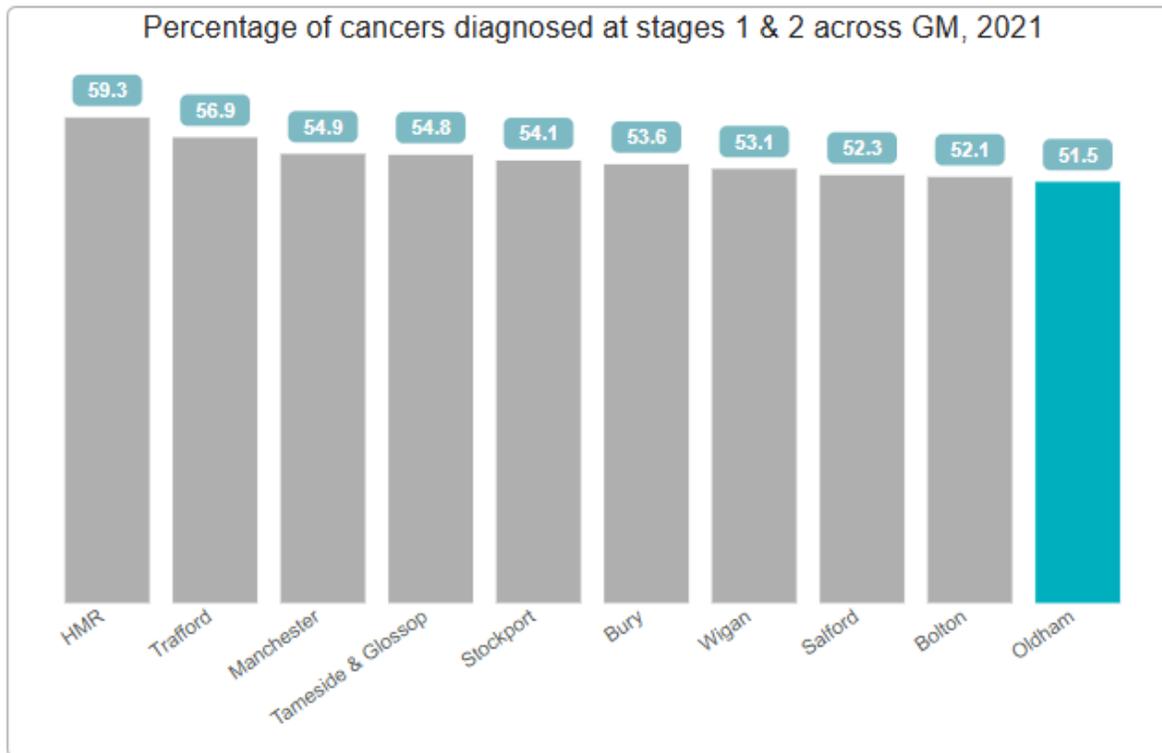


# What's happening in Oldham?

Between 2017-2019, cancer was the biggest contributor to differences in life expectancy among women in Oldham, and the second biggest contributor among men

In 2021, of the 1,333 residents in Oldham who received a cancer diagnosis, 51.5% cancers were diagnosed at early stages (stage 1 or 2). This is lower than the England average of 53.9%. Oldham had the lowest rate of cancers diagnosed at stage 1 and 2 across Greater Manchester (2021)

Across England from 2021-2023, cancers among people in the most deprived 20% (quintile) of the population were more likely to be diagnosed at an advanced stage compared to cancers among people in the least deprived quintile 20% (quintile)



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## Cancer Screening Rates in Oldham

Oldham's breast cancer screening rate stands at 57.8% which is in line with the Greater Manchester average at 57.6%. The lowest screening rate is in the Central Primary Care Network (PCN)

Oldham cervical screening rate for 24-49 years old, combined with the extended screening for 50-64 years olds, stands at 70.1%, slightly above the Greater Manchester average of 67.8%. Once again the lowest rate is in Central PCN

Oldham bowel screening rate for those aged 60-74 years old, combined with the phased extension to 50-59 year olds, stands at 50.2%, in line with the Greater Manchester average of 50%. The lowest rate is in South PCN

Across all three screening programmes the lowest uptake is in the most deprived communities, and ethnic minority communities such as Traveller and South Asian groups.



## HPV vaccination in Oldham

The Human Papillomavirus (HPV) is a common virus that spread through skin contact (usually through sexual contact)

Most types of HPV are harmless, but some types increase the risk of cervical, mouth and anal cancers.

The HPV vaccine helps protect against HPV and is recommended for young people aged 12 to 13 years old

## What we're doing in Oldham

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Much of the work highlighted in this report, including initiatives to reduce smoking and alcohol consumption, and increase healthy diets and physical activity, contribute to reducing cancer risk. In addition, we have programmes of work in Oldham to help detect cancer early.

### Targeted Lung Health Checks

The aim of the Targeted Lung Health Check programme is to detect lung cancer and lung disease early, so that people can be treated sooner and more effectively.

The programme commenced in 2024, in South and Central PCNs, with checks available to people aged 55-74 who currently or previously smoked cigarettes or shisha.

Due to the success of the programme, it has now been extended to eligible people across all Oldham PCNs through a mobile clinic.

In Oldham, we also ensure that our stop smoking service is connected into the Targeted Lung Health Check programme, so that support to quit is easy to access.

### Early detection including screening programmes

Each of the three main cancer screening programmes (breast, bowel and cervical) has a dedicated cancer screening improvement lead. These leads identify areas in Oldham where screening uptake is lowest, and work with health care staff in these areas to understand why uptake is low and address these challenges.

For example, after finding that some people don't attend screening because of language difficulties, local community organisations were commissioned to phone non-attenders, speaking in the language they were most comfortable with, and discuss the benefits of screening as well as any concerns. Information was translated into different languages, and easy read materials were created for those who struggled with reading.



## Spotting signs and symptoms

Knowing how to spot early signs and symptoms of cancer can help people get an early diagnosis. The PCNs in Oldham have secured a small amount of funding to deliver community engagement and education events to raise awareness of signs and symptoms of cancer. There is a particular focus on groups who are less likely to take up screening, such as those with learning disabilities and those who may decline for cultural reasons.

Oldham has a strong and vibrant voluntary and community sector, with Community Health Champions embedded in many organisations. Public Health have invested in the Community Health Champions to build health knowledge and skills within these organisations, so that they can share health messages with local residents. This has included educational sessions covering what cancer is, busting myths and false information, as well as how to spot early signs and symptoms.



For the Community Health Champions with a particular interest, a 'Talk Cancer' training session was offered to continue to build knowledge and encourage residents to seek out medical support at the earliest opportunity. Key information on signs and symptoms is also shared through the council communication channels.

According to Cancer Research UK, these are some of the key signs and symptoms of cancer:

- Very heavy night sweats or fever
- Feeling more tired than usual
- Unexplained bleeding or bruising
- Unexplained pain or ache
- Unexplained weight loss
- An unusual lump or swelling anywhere on your body
- A new mole or changes to a mole
- Skin changes, nail changes, or a sore that won't heal

Further information can be found on the [Cancer Research UK](https://www.cancerresearchuk.org) website

## Public Health in Action

Fatima Women's Association is a community organisation in Oldham and is committed to improving the health and wellbeing of the local community.

They have hosted health events and activities to empower women to recognise the signs and symptoms of cancer, and to know where to seek support. This included encouraging attendance at regular cancer screening appointments.

Fatima Women's Association identified that women within the South Asian community feel uneasy about exposing their bodies, with mammograms and cervical screenings often causing discomfort. However, they were able to create a relaxed and welcoming environment through workshops and practical demonstrations, such as using a model to teach breast self-examinations.

This approach proved highly effective in helping women understand how to check for signs and symptoms. Many women pledged to make small behaviour changes, such as forming walking groups for daily exercise



Resident voices from a cancer awareness event hosted by Fatima's Women's Association;

*"People in our community avoid this subject as it's seen as an embarrassment."*

*"I lost my sister to Breast Cancer. My sister in law and her mother has Breast Cancer. It's good for everyone to be aware and detect the cancer earlier to try to battle it."*

### Next Steps

Oldham should continue to scrutinise screening data and make targeted efforts to increase uptake in GP practices, and identified communities where we know screening is lower than the Oldham and national average

We should work with local communities to better raise awareness of the risk factors that can contribute to cancer and signs and symptoms of cancer to enable earlier diagnosis.

# Population Health Management

## What do we know?

Health and care services are currently focused on people who are in immediate need of care. It is important for people to receive this care when needed. However, finding and treating health issues earlier, before they become emergencies, has benefits for both the individual and services.

Individuals can enjoy better health for longer and the need for higher level care, such as hospital stays, will be reduced. This is the focus of population health management.

As mentioned in previous sections of this report, health is impacted by many factors including social support, financial circumstances and living environment as well as health-related behaviours and preferences. Therefore, all these factors are incorporated into population health management interventions.

The overall aim is to provide co-ordinated and holistic support through health and care services and the wider system, including voluntary and community organisations, to keep people healthy and independent for longer.

### Benefits of a Population Health Management Approach

- **Improved patient outcomes:** The holistic and proactive model of care helps manage existing conditions better and prevent or delay new conditions developing so patients stay healthier for longer
- **Better patient experience:** Population health management promotes the importance of well co-ordinated, and holistic care tailored to individual needs and supporting independence
- **Staff experience:** Better co-ordination across services makes more efficient use of staff time and supports staff to work together and learn from each other
- **Reduced need for hospital care:** Supporting people to stay healthier for longer reduces the need for hospital care

Population health management aims to identify people who at 'rising risk' of poor health and support them with early interventions to keep them in good health for longer.



## What's happening in Oldham?

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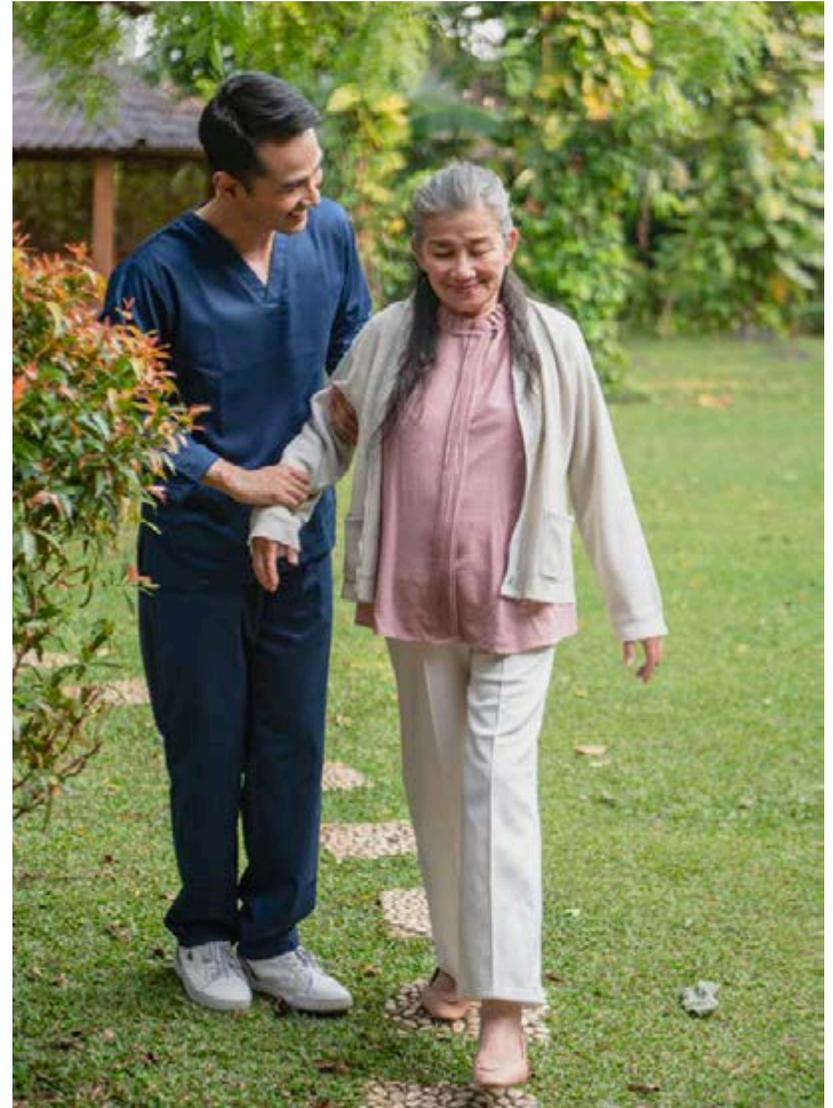
Oldham has higher rates of long-term conditions, compared to national averages and areas with similar populations. There is also high demand for services like A & E compared to GP appointments. This might mean that people in Oldham wait until their health has deteriorated before they seek care. However, it is also possible that this pattern is due to difficulties in accessing GP appointments when they're needed.

In mental health services, there is high demand but difficulties accessing services. For example, there are long wait times for lower-level mental health support such as Talking Therapies.

Oldham also has a high demand for children's social care. Compared to the national average and other areas within the region, Oldham sees very high rates of referrals for both high- and low-level support. This highlights the need for more pro-active support for children, young people and families.

There is a lot of variation in the need for health and care services across the five districts in Oldham. This is largely due to differences in the characteristics of the population, such as age and levels of deprivation. This variation means that different approaches to population health management in different wards will be most beneficial to the local residents.

There is also a lot of variation in the need for health and care resources between different groups of the population. For example, on average over £22k is spent annually on a person over 65 with frailty, compared to just under £1.4k to a person over 65 in good health, or £5.4k to a person over 65 with multiple long-term conditions. High health service costs are often associated with hospital stays, care at the end of life and treatment for substance misuse.

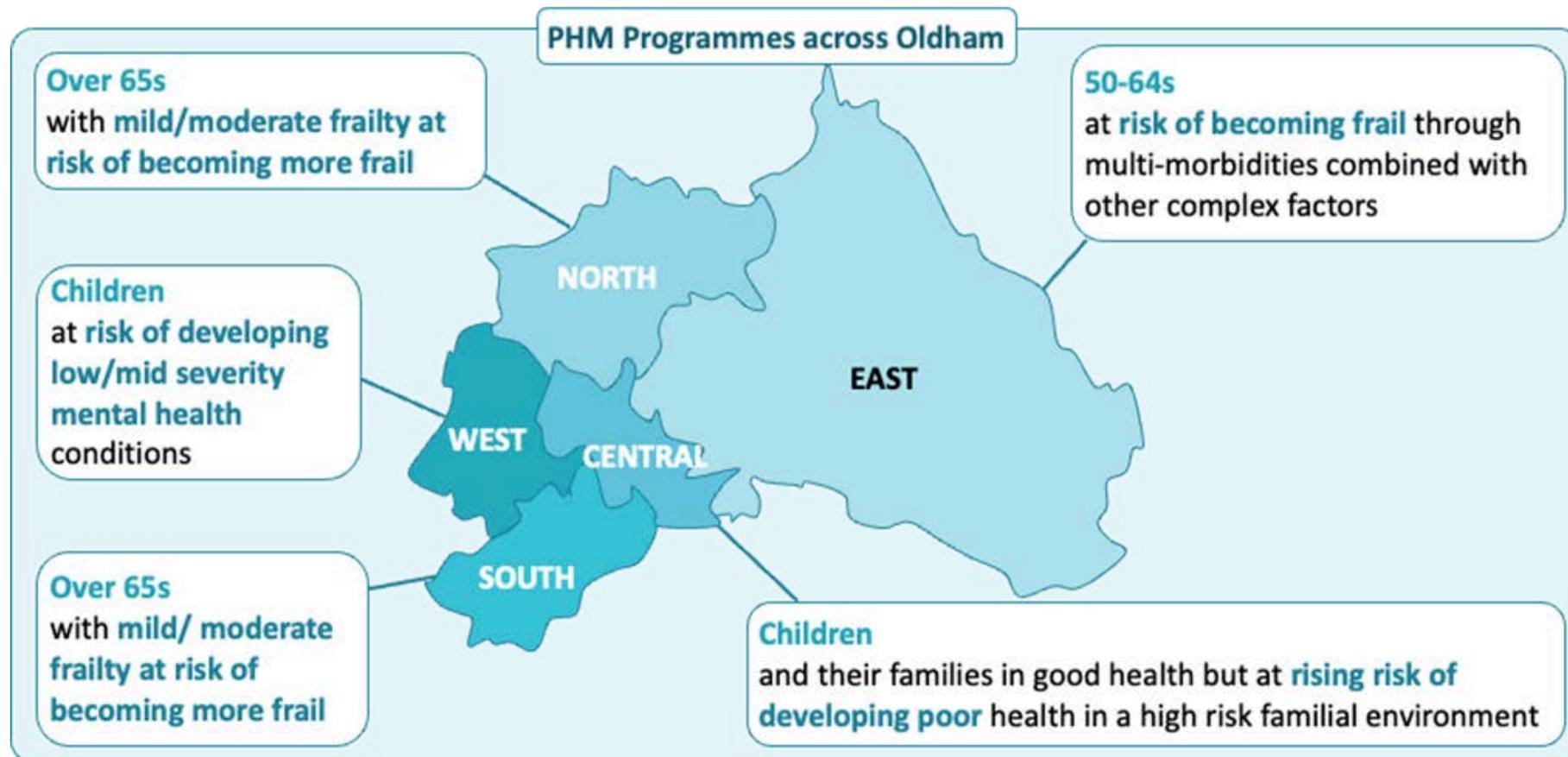


## What we're doing in Oldham

Oldham has designed a population health management programme to better manage the needs of certain groups of the population. The aim is to support more people in the community, rather than in hospital, and intervene early before health conditions deteriorate.

Each ward has used local data, knowledge and insights from residents to select a priority group to be the focus for the programme. The priority groups for each ward are shown in the figure below. Based on these priority groups, population health management programmes were designed for each ward, aiming to support health and care needs pro-actively in a holistic, integrated way.

Priority groups and interventions were chosen and co-designed with each neighbourhood. Whilst each neighbourhood (apart from North and South which both chose the same group) has chosen a different target group, it is hoped that all programmes could be rolled out across all wards in the future.



# Recommendations

This report has discussed major contributors to healthy life expectancy in Oldham. To support our residents to stay in good health for longer, we must work together across the whole system, prioritising prevention and early intervention.

The following recommendations are set out to enable this vision:

## 1. Increase national public health investment

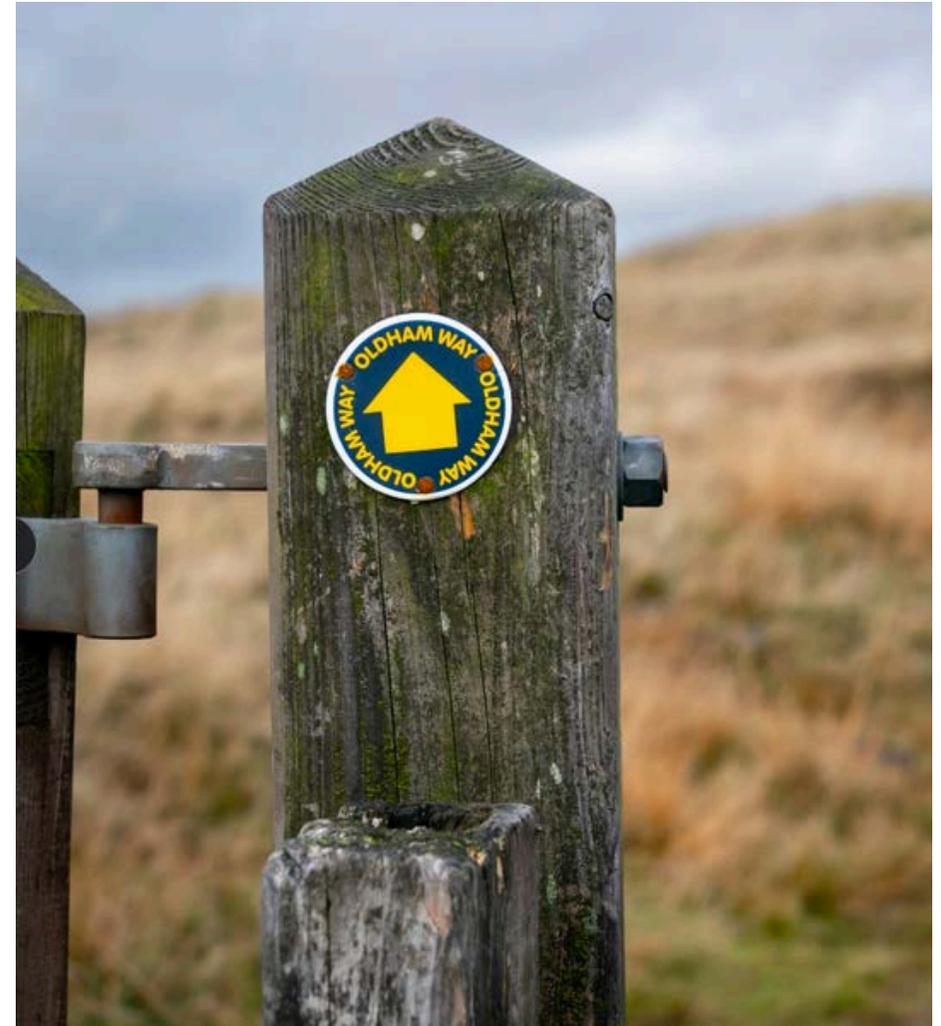
Advocate for increased and sustained national investment in public health services and initiatives integral to improving healthy life expectancy. This includes services for children and young people and social prescribing, as well as evidence-based initiatives to support smoking cessation, alcohol harm reduction, physical activity and positive food and drink choices.

## 2. Enhanced NHS focus on prevention

Building on the population health management work, enhance the focus and investment into prevention and early intervention within NHS services.

## 3. Health in all policies

Acknowledging the impact of the whole system on health, fully implement a health in all policies approach across the council and partners, with a focus on maximising health benefit. This can span advertising and licensing policies, food and drink offered in council, NHS and other partner establishments as well as planning to promote active travel and access to green space.



# Appendix

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## Reflection on the recommendations from the 2023/24 Public Health Annual Report 'Health and Housing in Oldham'

### Recommendation 1:

**Oldham should continue to work as a system in response to crisis and the unprecedented housing demand, and also move towards a preventative and early intervention model**

A considerable amount of work has been undertaken with regard the Oldham housing response. Further actions identified include connecting local partnership structures and grass route support for housing issues. There are plans for a “prevention hub” for housing issues, along with a new housing options front door which will include a delivery space for partners.

### Recommendation 2:

**Oldham should build upon the commitments made at the housing summit, led by the leader of the Council. This includes a pledge to build 500 new social homes over the next 5 years. Oldham Council should ensure healthy housing is a focus in the actions taken forward**

Through using its own land and working with partners, the Council has identified suitable sites to deliver 540 new social homes over the next 5 years. 126 homes are already under construction.

Promoting health and well-being as a key determinant of quality of life is a thread running through both the recently adopted Places for Everyone Joint Development Plan (PfE) and our emerging Local Plan. For example, PfE Policy JP-H3 recognises the role that cramped living conditions, overcrowding and lack of outdoor private amenity space has on health and quality of life. As a consequence, all new dwellings must comply with the nationally described space standards; and be built to the ‘accessible and adaptable’ standard in Part M4(2) of the Building Regulations unless specific site conditions make this impracticable.

In addition, through design PfE Policy JP-P1 seeks to enable all residents to lead healthier lives in safer places with good access to facilities that support health and wellbeing; whilst, PfE Policy JP-P6 sets out how new development will be expected to help tackle health inequality including, where appropriate, a requirement for health impacts assessments.

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### Recommendation 3:

Health needs and potential impacts on health should be considered during temporary accommodation allocations, where properties have been assessed for suitability for families with young children and those with health conditions or disabilities.

Housing leads and healthcare practitioners should further work together to explore shared solutions:

- To explore mitigations to barriers in accessing school, employment opportunities, or health centres.
- To ensure that household complexities, including presence of drug or gambling addictions, alcohol dependency, disabilities, and physical and mental illness, are recognised and supported

People who experience gambling harms have been found to have greater tenancy insecurity, due to the impact of rent arrears arising from gambling, as well as interconnected co-morbidities of substance use and social housing. In Oldham, 'Chapter One' training on gambling harms has been targeted at professionals that work in social housing, welfare rights and debt support among other areas.

The training will equip professionals to engage in meaningful conversations to understand the cause of an individual's debt and sensitively support them should the issues be gambling related. The Oldham Gambling Harms Alliance will develop an action plan that will support services, including housing providers, to assess for gambling harms and intervene early.

### Recommendation 4:

Through a no wrong front door approach, Oldham Council should ensure that staff from across the system are equipped to support vulnerable or at risk individuals with a range of housing needs.

In 2024, a resident survey identified that many people requiring support with housing were feeling emotional and anxious at the risk of homelessness. This was exacerbated by phone queues and lack of people to speak to. The key issues identified included increasing demand for advice and support, poor staff retention and lack of housing supply. In response, a Housing recovery board was established, and a number of work strands further progressed.

A housing dashboard was developed that helped the Local Authority better understand demand, including the number of contacts being made by residents. In response to the intelligence collected, the council implemented a 'housing front door' that went live July 2024, and is temporarily situated at the Civic Centre. There has been an improvement in call performance and the contact centre service standards were put in place. The household support fund was also mobilised enabling sustainable tenancies and in turn reducing pressure on temporary accommodation.

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### Recommendation 5:

**Oldham Council should maximise opportunities to improve housing standards, for example through selective licensing, pest control and home improvement loans. A key focus should be on the private rented sector where residents are experiencing damp and mould**

Environmental Health are continuing to respond to housing disrepair cases as residents report them. Tougher action is being taken against landlords who are not dealing with repairs in a given timeframe, with officers now issuing Civil Penalty Notices for offences, which can be up to £30,000.

There is a current Selective Licensing Scheme in place, and we are about to consult on a second scheme meaning all houses in these areas get an inspection without the need for residents to report issues.

The pest control team continue to treat for public health pests in residential properties free of charge and give advice to tenants/landlords on how to prevent reinfestation.

The home improvement equity loan scheme with an allocated budget is currently still available. This is a loan facility to help homeowners across the borough finance repairs and improvements to their home. Loans are only available to people eligible for state benefits or on low income and who could not otherwise use usual methods to finance the work.

Measures typically covered are aimed towards meeting the Government 'Decent Homes Standard' e.g. rewiring, re-roofing, replacement windows/doors, central heating, new bathroom/kitchen, damp proofing, etc. Also, where eligible to deal with overcrowding issues. The Council provides project management of the works identified.

The loans are free of regularised repayments with nothing to pay until your property changes ownership or change of title. However, each case will be assessed on its merits and discretion may be shown where applicable. At the time of application, the percentage of loan against the value of the property is calculated. When the property later changes ownership the percentage is applied to the new valuation at that time and the repayment amount is calculated. You can opt to repay the loan at any time.

Repayment of loan as a percentage of the property value when changes in ownership occur or at the request of the owner.

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### Recommendation 6:

**a Oldham Council should seek to systematically join and analyse data to understand how housing issues for residents are layered with non-housing complexities. Oldham's most vulnerable residents should be proactively identified and supported to prevent a point of crisis.**

The current work by Newton and Xantura aims to systematically join and analyse data as detailed in this recommendation. They are building a predictive model, that will allow us to map residents with financial vulnerabilities (e.g. council tax debt) and later presentations in Temporary Accommodation. This will allow us to consider possible preventative approaches for the future.

**b Ensure that Oldham Council continues to use data and intelligence to monitor trends across a number of housing areas to prepare for future demand and implications to a wide range of services.**

Oldham have developed a Housing Dashboard which is used to inform priorities and actions within the Housing Recovery Board. This is being further developed to include Housing Supply, so that we have a more intelligent view of recent and future housing builds, including social and affordable housing.

### Recommendation 7:

**Ensure that strategic links are made and maintained to improve health outcomes and reduce inequalities through wider environmental and economic plans, such as housing development, climate change and decarbonisation**

This work is progressing on the preparation of a revised Local Plan that will sit alongside Places for Everyone (PfE), providing a local planning policy framework that addresses our local priorities and regeneration ambitions. The role planning can play in improving health and well-being is a central component to the Draft Local Plan (the latest stage in the preparation of the revised plan) which seeks to encourage and facilitate development in the borough that provides opportunities for healthy lifestyles, contributes to the creation of healthier communities, and helps to reduce health inequalities.

For example, policies in the plan will help to:

- Create healthy, inclusive and safe places that are well connected to key services and facilities and high-quality open spaces.
- Provide a diverse, and affordable, housing offer that addresses local housing needs with homes that are energy efficient and adaptable
- Promote sustainable and accessible transport that enables active travel, including walking and cycling, and the maximises opportunities to enhance our green infrastructure
- Support healthy eating and promote healthy food choices through, for example, increasing opportunities for community food growing spaces.
- Support the delivery and improvement of access to healthcare facilities and education, employment and skills training

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The Oldham Green New Deal Strategy 2020-25 has a number of objectives which impact on health outcomes with the most relevant to this recommendation being:

Maintain a high-quality local environment which delivers health and wellbeing benefits for residents, including food and recreation, reducing costs for public services.

The reduction of energy costs for residents and removal of barriers to social inclusion through new employment and training opportunities has a positive impact on health outcomes.

This strategic approach is currently being translated into a far-reaching delivery programme through the establishment of an Oldham Green New Deal Delivery Partnership – a cross-sector partnership which will include a large commercial energy infrastructure provider and which will contain provision for residents and communities to have their say in how energy infrastructure is developed in their neighbourhoods, and how they can take advantage of new economic opportunities associated with the development of new energy infrastructure, over the next 25 years or so

The incoming investment will not only develop energy projects but will also contain a significant Social Value element, contributing to the improvement of local environments and health and wellbeing outcomes. Strategic links between the Oldham Green New Deal programme and Public Health will continue to strengthen through the implementation of the OGND Delivery Partnership initiative

# Children, Young People and Families: Advice Referral Tool



## What's happening?

### Events and Activities:

- Family Hubs and Children's Centres 1
- Family activities 1 2 3 5
- School holiday activities and HAF 2 4 5

### Help, advice and support:

- Making the most of your money including children and family benefits 1 5 7
- Finding childcare and childcare funding 1 5 9
- Babies and early years including infant feeding, weaning, potty training and school readiness 1 5 13
- Children and young people with Special Educational Needs and Disabilities (SEND) 1 5 6
- Family support services 1 5 8
- Early Help 8

### Child Protection and Safeguarding: I am worried about the safety or wellbeing of a child or young person

11

- Abuse
- Exploitation
- Neglect
- Radicalisation

### Health and Wellbeing:

1 5 8 9 10 12 13 14

- Drugs and alcohol usage or abuse
- Children and Young People Mental Health
- Eating disorders/ disordered eating
- Sexual health
- Sexuality and gender identity
- Weight management
- Substance misuse
- Stop smoking or vaping

**1 Family Hubs and Children's Centres:** One stop-shops to access the help and support you need to make sure your child is healthy, safe and looked after.

**2 Oldham Libraries and Gallery:** Events, activities, storytelling and family theatre with Oldham Council's Heritage, Libraries and Arts services.

**3 Parks and Green Spaces:** Free access to parks and green spaces including Northern Roots and community volunteering activities.

**4 Holiday Activities and Food (HAF):** A programme of free activities during the school holidays funded by the Department for Education for children aged 5-16 who receive benefits-related free school meals in Oldham. There is also a selection of activities and events that children who don't qualify for free school meals can enjoy.

**5 Family Information Service including the SEND Local Offer:** Help, advice and support for parents and carers. Events, activities, childcare, children and family benefits and an online directory of services available in Oldham for children, young people and their families with special education needs and/ or a disability (SEND).

**6 Parent Carer Forum (POINT):** Support, advice, and activities for parents of children and young people with SEND.

**7 Support and Inclusion Team:** Practical and friendly support to make the most of your money including budgeting, benefit entitlement and debt advice.

**8 Early Help:** A range of specialist services to support children, young people and families with multiple and complex unmet needs on a range of issues.

**9 Health and Social Care Directory:** Social care, health, education, leisure and employment support and services.

**10 Child and adolescent mental health services (CAMHS):** Specialist services to children and young people who are experiencing mental health and emotional wellbeing difficulties.

**11 Child Protection and Safeguarding:** Protecting Oldham's children and young people from abuse, exploitation, neglect and radicalisation.

**12 Meeting Your Needs Oldham (MYNO):** Provides young people (13-19 year olds) with support about sexual health and/ or substance misuse.

**13 Home Start:** Provides infant feeding support and a genetics outreach service.

**14 Your Health Oldham:** Support for young people and their families to help to get more active and eat healthier. Plus advice and support to stop smoking or vaping for anyone over 12 years old.



# Children, Young People and Families: Advice Referral Tool

Please also see Adults Health and Wellbeing Tool



If a child or young person is in immediate danger or risk of serious harm or injury, call 999.

## 1 Family Hubs and Children's Centres:

You can access face-to-face support at one of our Family Hubs or Children's Centres.

Family Hubs are one-stop-shops for all your family's needs, offering a range of services, support and activities including support from maternity and health visitors, infant feeding support, speech and language support, parenting, activities, and lots of help from our partners such as Home-Start, Dad Matters and POINT.

You can also access support through our online Virtual Hub.

Accessing information and advice: [www.familyhubs.oldham.gov.uk](http://www.familyhubs.oldham.gov.uk)

## 4 HAF Programme:

Taking place at locations across the borough and delivered by multiple providers during Easter, Summer and Winter school holidays for ages 5-16 years.

**Bookings:** All sessions must be booked in advance by visiting [www.oldham.gov.uk/haf](http://www.oldham.gov.uk/haf)

**Questions or queries:** For questions about the activities, please contact our providers directly. For any questions about the programme, please email [oldhamhaf@oldham.gov.uk](mailto:oldhamhaf@oldham.gov.uk)

## 7 Support and Inclusion Team:

The Support and Inclusion Team can support with making the most of your money including children and family benefits such as Healthy Start Vouchers and child benefits.

**Check the benefits and financial support you could receive:** [www.gov.uk/browse/benefits/](http://www.gov.uk/browse/benefits/)

**Contact us:** [www.oldham.gov.uk/wecanhelp](http://www.oldham.gov.uk/wecanhelp) or call the Oldham Council Helpline on 0171 770 7007 (Monday - Friday, 9am - 5pm)

## 8 Early Help Service:

Family workers provide help to families on a range of issues. They help families identify their own strengths to achieve positive outcomes for themselves.

**Resources to support families are available:** [www.oldham.gov.uk/We-Can-Help-Families](http://www.oldham.gov.uk/We-Can-Help-Families).

**Make a referral:** Call 0161 770 7777, email [child.mash@oldham.gov.uk](mailto:child.mash@oldham.gov.uk) or fill in the form online on the council website.

## 5 Family Information Service including the SEND Local Offer

**For support, information and advice:**

The Family Information Service (FIS) provides free, impartial, up-to-date information to support parents/carers with children and young people aged 0-19 years (25 with an additional need) and prospective parents. You can find family services, Ofsted registered childcare, activities and events.

Oldham's Local Offer is an online resource that details services, support and guidance available to children and young people with special educational needs and disabilities (SEND) aged 0-25 and their families.

**Visit:** [www.oldham.gov.uk/FIS](http://www.oldham.gov.uk/FIS) and [www.oldham.gov.uk/localoffer](http://www.oldham.gov.uk/localoffer)

## 10 CAMHS:

Anyone can make a referral including self-referral by a young person, parents, carers, health, social care and education professionals or anyone who comes into contact with a young person.

**Make a referral:** Call 0161 770 7777 (8.40am - 5pm, Monday - Friday), email [child.mash@oldham.gov.uk](mailto:child.mash@oldham.gov.uk) or fill in the form online on the council website.

## 11 Child protection and safeguarding:

If you suspect a child or young person is being abused, then you will be listened to and believed. The first step is to make a child protection referral. The more factual information you can share, the quicker Children's Social Care or the police will be able to deal with your referral.

**Make a referral:** Call 0161 770 7777, email [child.mash@oldham.gov.uk](mailto:child.mash@oldham.gov.uk) or fill in the form online on the council website.

## 2 Oldham Libraries and Gallery:

Taking place at venues across Oldham, come and join in a variety of activities and events.

**Find out what's on:** [www.oldham.gov.uk/liveathelibrary](http://www.oldham.gov.uk/liveathelibrary) or visit your local library. [galleryoldham.org.uk](http://galleryoldham.org.uk)

Keep up to date by signing up to the council's newsletter and by following our social media channels.



## 3 Parks and Green Spaces:

**Find out what's on:**

[www.oldham.gov.uk/parks](http://www.oldham.gov.uk/parks)

## 6 Parent Carer Forum (POINT):

A support and advice service for parents and carers of SEND children and young people. There is a peer-to-peer network, specialist support and advisors and access to a range of family activities.

**Visit:** [www.point-send.co.uk](http://www.point-send.co.uk)

## 9 Health and Social Care Directory:

A directory of health and social care support and services.

[www.oldham.gov.uk/SEND](http://www.oldham.gov.uk/SEND)

## 14 Your Health Oldham

**Who is the service for:** children, young people and their families who want help to move more or eat healthier or anyone over the age of 12 who wants help to stop smoking or support around vaping.

**Contact us:** Refer yourself via the online referral tool or call 0161 960 025.

## 12 Meeting Your Needs Oldham (MYNO):

**Who the service is for:** support for young people around sexual health, identify or substance misuse.

**Contact us:** Call 0161 723 3880 (8am - 6pm Monday - Thursday, 8am - 5pm on Friday) or email [info@earlybreak.co.uk](mailto:info@earlybreak.co.uk)

## 13 Home Start:

Information and support to help parents make informed choices around feeding their baby. Home Start also support families where parents or children have genetic disorders, and encourage and support families to undergo genetic screening tests to understand the likelihood of passing on genetic conditions, and assess the potential impact of these.

**Contact us:** Call 0161 344 0669 or fill in the online referral form.

# Adult Health and Wellbeing: Advice Referral Tool

## What's happening?

### Mental health: I am feeling/experiencing:

- Grief and loss 1 6 7
- I can't cope 1 4 5 6 7
- Suicidal thoughts 5 6 7
- Depressed 1 4 5 6 7
- Anxious 1 4 5 6 7
- Dementia/Alzheimers 1 7 9

### Isolation and Loneliness: I am/have:

- Haven't been out for months 1 6 7 8 2
- On my own and I don't have friends or family 1 8 10
- Caring for someone and I'm not getting out and about 1 8 10

### Keeping safe/safeguarding: I am worried about myself or another person:

- The safety of an adult 5 7 10 11
- Domestic violence or abuse 10 11
- Coercive/controlling behaviour 10 11

### Some further topics:

- Minor ailments 3 4 13
- Weight management 3 4 13
- Smoking 3 4 13
- Drug or alcohol use 4 10
- Eating disorders/ disordered eating (NHS services accessed via GP referral) 4 13
- Hoarding 1 4
- Sexuality, gender identity and LGBT sexual health 1 4 17
- Physiotherapy 14
- Sexual health 1 4 16
- Victims of rape, sexual assault, or sexual violence 12
- Gambling 15
- I am not as active as I would like to be 1 4 8 13

### Physical health: I am feeling/experiencing:

- I can't get around like I used to/I'm struggling with day-to-day activities 1 2 4 8 10 14
- Long-term conditions or Long Covid 1 4
- Insect bites and stings 3
- General: hay fever, sleep problems, tiredness 3
- Respiratory infections: coughs, colds, flu, sore throats 3
- Ears: pain, wax, hearing problems 3
- Eyes: conjunctivitis, watery eyes, sticky eyes, eyelid problems 3
- Mouth: ulcers, cold sores, thrush, toothache 3
- Gastric: heartburn / indigestion, nausea, vomiting 3
- Bowel: diarrhoea, constipation, colic, rectal pain, piles 3
- Urinary: Cystitis, vaginal discharge or irritation 3
- Swelling: ankle, foot, lower limb, toe, wrist, hands, fingers 3

**1 Social prescribing:** Connecting with services and activities in your community to improve your health and wellbeing.



**2 Adult Social Care Referral Contact Centre (ARCC):** If you have tried ways to stay independent and still need further support.



**3 Community pharmacy:** Lots of illnesses can be managed safely at home with advice from your local pharmacist.



**4 Doctors:** Booking an appointment with your GP if you are worried about your mental or physical health. Call your local doctor's surgery or visit their website to book an appointment.



**5 NHS Pennine Care: Crisis Mental Health 24/7 Helpline:** Supporting anyone requiring urgent mental health support.



**6 NHS Oldham Talking Therapies:** Providing a range of therapies to support your mental health and wellbeing.



**7 TOG MIND:** For anyone who would like support with their mental health and wellbeing.



**8 Age UK:** Providing local support for older people and their families.



**9 Alzheimers UK:** Providing support and advice to people who experience dementia as well as their friends and families.



**10 Adults Safeguarding (MASH):** Reporting concerns to protect adults from abuse, neglect or mental or physical harm.



**11 Specialist Independent Domestic Violence Service:** Emotional and practical support for victims and survivors.



**12 Saint Mary's Sexual Assault Referral Centre (SARC):** Provides a comprehensive and coordinated forensic, counselling and aftercare service for anyone who has experienced rape or sexual assault.



**13 Your Health Oldham:** Providing support and advice to stop smoking and support with weight management.



**14 Adult physiotherapy:** Support with a musculoskeletal problem such as back pain, neck pain, a painful joint and/or general soft tissues sprains and strains.



**15 Chapter One:** Support for you or someone else affected by gambling.



**16 Oldham Sexual Health Service:** Free and confidential sexual health services including information and advice on all types of contraception and sexually transmitted infection (STI) testing and treatment.



**17 Switchboard LGBT Helpline:** A safe space to discuss anything including sexuality, gender identity, sexual health and emotional wellbeing.



**18 BEAT:** A national helpline supporting people and their family and friends who experience eating disorders and disordered eating.



**19 Turning Point:** A medically assisted recovery programme to support individuals with drug and/or alcohol addiction. Access to detoxification and rehab programmes also available.



## Contact us:

customer.feedback@oldham.gov.uk  
Oldham Council: December 2023

# Adult Health and Wellbeing: Advice Referral Tool

Please also see the Children, Young People and Families Tool

## 1 Social Prescribing:

**Who is the service for?** People who are experiencing things like loneliness and isolation, loss of confidence, anxiety or low mood, life changing events such as bereavement having a baby or retirement, living with long term health conditions or challenges with finances, work, relationships or housing.

**Contact us:** Refer yourself via the online referral form or call 0161 339 2345 (Monday – Friday, 9am – 4pm).

## 2 Adult Social Care Referral Contact Centre (ARCC):

**Who is the service for?** The ARCC team will identify with you the best options available. This could be accessing information, community-based support, some equipment or referring you for a more in-depth assessment.

**Contact us:** Visit the website at [www.oldham.gov.uk](http://www.oldham.gov.uk) or call 0161 770 7777 (Monday – Friday, 8.40am – 5pm)

## 3 Community Pharmacy:

**Who is the service for?** Support and advice. Most community pharmacies have a private consultation room where they can offer advice to patients in private and if they feel it's needed, they'll recommend seeing your GP.

**Contact us:** Visit your local pharmacy

## 4 Doctors:

**Who is the service for?** People worried about any aspect of their mental or physical health. To access some specialist support services, you will need to be referred by your Doctor. There may be waiting lists to access services.

**Accessing information and advice:** [www.111.nhs.uk](http://www.111.nhs.uk) or call 111

**Contact us:** Call your local doctor's surgery or visit their website to book an appointment

**Out of hours GP service:** Call 0161 934 2827

## 5 NHS Pennine Care: Crisis Mental Health 24/7 Helpline

**Who is the service for?** People and their families or friends who are experiencing increased mental health needs.

**What will happen when I call:** The helpline is run by experienced mental health professionals who can listen to you and help you work through immediate problems, find a way to move forward, to suggest ways of working and to give you information.

**Contact us:** Call 0800 014 9995 (freephone)

## 6 NHS Talking Therapies:

**Who is the service for?** People experiencing low mood, anxiety, obsessive compulsive disorder, panic, phobias, post-traumatic stress disorder, grief and sleep difficulties.

**Contact us:** Refer yourself via the online referral form or call 0161 716 2777 (Monday – Friday, 9am – 5pm)

## 7 TOG MIND:

**Who is the service for?** For anyone who would like support with their mental health and wellbeing. This includes the Listening Space, a walk-in service for any adult in Oldham experiencing mental health difficulties or simply have a calm space to feel safe.

**Contact us:** Call 0161 330 9223 or email [office@togmind.org](mailto:office@togmind.org)  
The Listening Space, 19-25 Union Street, Oldham, OL1 1HA – opening times are available online

## 8 Age UK Oldham:

**Who is the service for?** Support for older people and their families including information and advice, home and food services, support with care and social activities.

**Contact us:** Via online form or call 0161 633 0213

## 9 Alzheimers UK:

**Who is the service for?** Anyone affected by dementia or is worried about a diagnosis and the impact on day-to-day life.

**Contact us:** Call 0333 150 3456

## 10 Adults Safeguarding (MASH):

**Who is the service for?** If you need to report a safeguarding concern, or you think that someone is at risk from neglect or abuse

**Contact us:** Complete the 'Request Support from Adult Social Care' form or call 0161 770 7777 (Monday – Friday, 8.40am – 5pm)

## 11 Specialist Independent Domestic Violence Service:

**What does the service provide?** Support from the point of crisis, development of safety plans, advocacy and support with civil and criminal justice matters.

**Contact us:** Call 0161 770 1572 (Monday – Friday, 9am – 5pm)

## 12 Saint Mary's Sexual Assault Referral Centre (SARC):

**Who is the service for?** Men, women, and children who have experienced rape or sexual assault, whether this has happened recently or in the past.

**Contact us:** Call 0161 276 6515 (24-hour helpline) or email [stmmarys.sarc@mft.nhs.uk](mailto:stmmarys.sarc@mft.nhs.uk)

## 13 Your Health Oldham:

**Who is the service for?** People and their families who want to get help to get more active, eat healthier, manage their weight, drink less alcohol or stop smoking.

**Contact us:** Refer yourself via the online referral form or call 0161 960 0255

## 14 Adult Physiotherapy:

**Who is the service for?** Anyone experiencing musculoskeletal pain or symptoms affecting one area of the body.

**Contact us:** Refer yourself via the online referral form.

## 15 Chapter One:

**Who is the service for?** Anyone affected by gambling. This includes information to understand the causes of gambling harm and where to access the right help.

**Contact us:** Call 0300 3001490 and leave a contact number if leaving a message or email [referral.ngs@nhs.net](mailto:referral.ngs@nhs.net)

## 16 Oldham Sexual Health Service

**Who is the service for?** A confidential, non-judgement service for people of all ages, genders and orientations

**Contact us:** Book an appointment online or call 0300 303 8565.

## 17 Switchboard LGBT Helpline: LGBT+ support.

**What does the service provide?** Information, support and referral service for lesbian, gay, bisexual and trans people and anyone considering issues around their sexuality and/ or gender identity.

**Contact us:** Call 0300 330 0630

## 18 BEAT:

**Who is the service for?** Anyone affected by eating disorders. One-to-one virtual support from advisors.

**Contact us:** Call 0808 801 0677 or email [help@beateatingdisorders.org.uk](mailto:help@beateatingdisorders.org.uk)

## 19 Turning Point Oldham:

**Who is the service for?** Support for people to build a treatment plan tailored to their individual circumstances to address drug and/or alcohol addiction. Support also available for friends and family.

**Contact us:** Via online form on website or call 0300 555 0234 (Monday – Friday, 9am – 5pm)



If you or someone else is in immediate danger or risk of serious harm or injury, call 999.



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**Oldham**  
Council

Produced by the Public Health Team (Oldham Council) with specific thanks to lead authors Sam McCann and Muzamil Khan

**Healthy Life Expectancy 2024/25**