



CAREZONE

COMMUNITY | COMPASSION | HOPE



Séamus Mullen

Head of Health and Social Wellbeing
Improvement

(Belfast and South Eastern Area)



Cllr. John Finucane

Lord Mayor

(Belfast)



Dr Michael McBride

Chief Medical Officer



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The Journey

Jo Murphy – Lighthouse

Seán Devlin – YEHA

LIGHTHOUSE *"A beacon of hope"*



Youth Education Health Advice

The Care Zone area

- North Belfast
- Greater Old Park and Cliftonville Area
- Sacred Heart Parish



Bird's eye view of the Care Zone project area with main facilities superimposed. The Care Zone project area is bordered by Ballysillan Road to the west, Alliance Road / Etna Drive / Flax Street / Crumlin Road in the south, Cliftonpark Avenue / Cliftonville Avenue in the East and Water Works park / Sunningdale in the North.

Background

- ▶ Response to the high rate of suicide in the area and growing sense of hopelessness within the community.
- ▶ 'Concert of Hope' demonstrated how local people and local organisations can work together to bring about positive change in the local community.

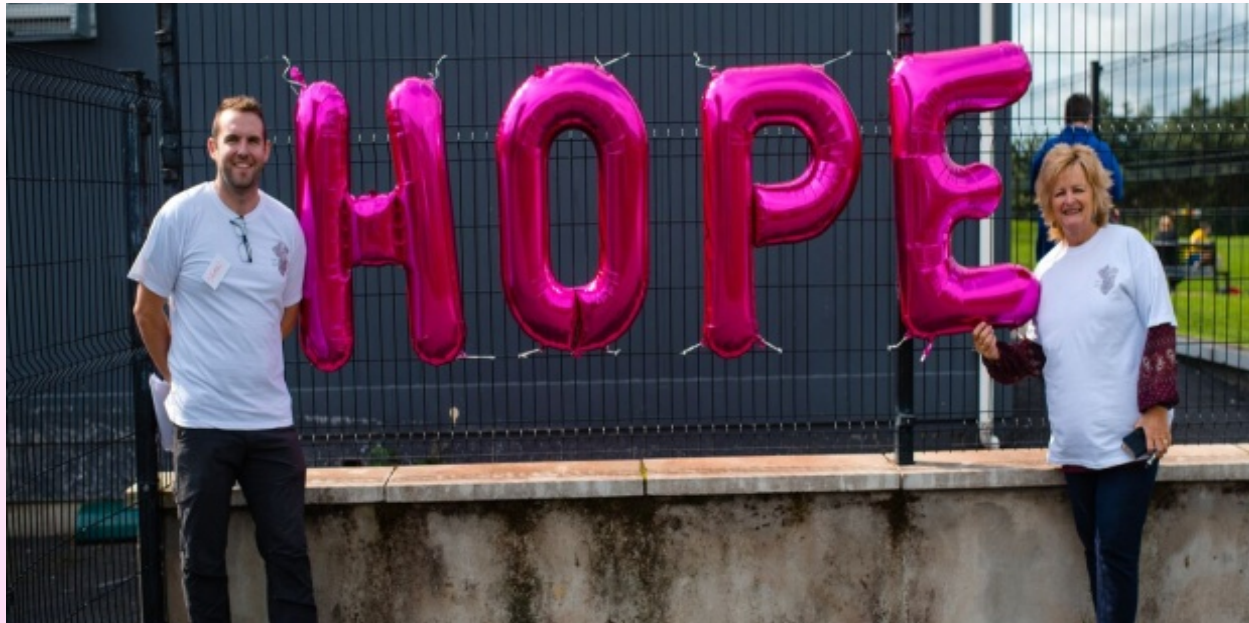




Future Search: September 2016

- ▶ 'Building Hope: Working Together to Prevent Suicide' - hosted by Public Health Agency together with Belfast Strategic Partnership.
- ▶ Around 80 stakeholders involved in suicide prevention in Belfast came together to help tackle the issue of suicide in our city and in our communities.
- ▶ The result was a list of common ground statements. A community development approach was highlighted as a key common ground theme.
- ▶ **'The core principles of community development will be at the heart of our work operationally and strategically. We will work with communities (not to or for them) to empower them to access education, knowledge and generate partnerships across sectors'**.
- ▶ This approach was piloted as the 'CareZone', lessons would be learned and best practice carried forward to other areas in Belfast.

THE JOURNEY BEGINS...



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Defining the Area



- Residents were involved in the process of defining the geographical pilot area
- Residents were encouraged to get involved in the Care Zone steering group
- Sacred Heart Parish was the agreed area

The Care Zone Working Group

- Barnardo's
- Belfast Healthy Cities
- Belfast Health Development Unit
- Cancer Lifeline
- Clanmil Housing Association
- Lighthouse
- New Lodge Duncairn Community Health Partnership
- Planning Landscape Architecture Community Environment (PLACE)
- Sacred Heart Parish
- Ulster University
- Youth Education Health Advice (YEHA)

Community Champions:

- Linda Lagan
- Margaret McAllister
- Mickey Meehan
- Ann Marie O'Neill
- Rachel Pierce
- Tami Russell
- Deirdre Taggart



Quick Wins!

- **Action Cancer Bus**
- **Family Fun Day**
- **Youth Mental Health Awareness – Clarke Carlisle**
- **Christmas Concert of Hope**
- **Christmas Messages of Hope**





Agreed Purpose of the Care Zone

- To involve local residents in a community development approach, to address local health challenges.
- To reduce suicide by improving residents' levels of health and well-being.
- To support and develop the skills of local people as community assets.
- To create a resilient and flourishing community.

The Care Zone Model

Health Profile

Development of a statistical health profile that highlights the **main public health challenges in the area.**

Community Champions

Provide the local residents with an opportunity to express the issues that impact on their mental health and well-being by organising regular consultation events and empowering and skilling local people as **'community champions'** to carry out **focus group discussions**

Local History Project

Explore the history of the area, including the social and economic changes that have occurred, with members of the community, to **increase understanding of the factors that could help to restore and build a sense of community pride and identity.**

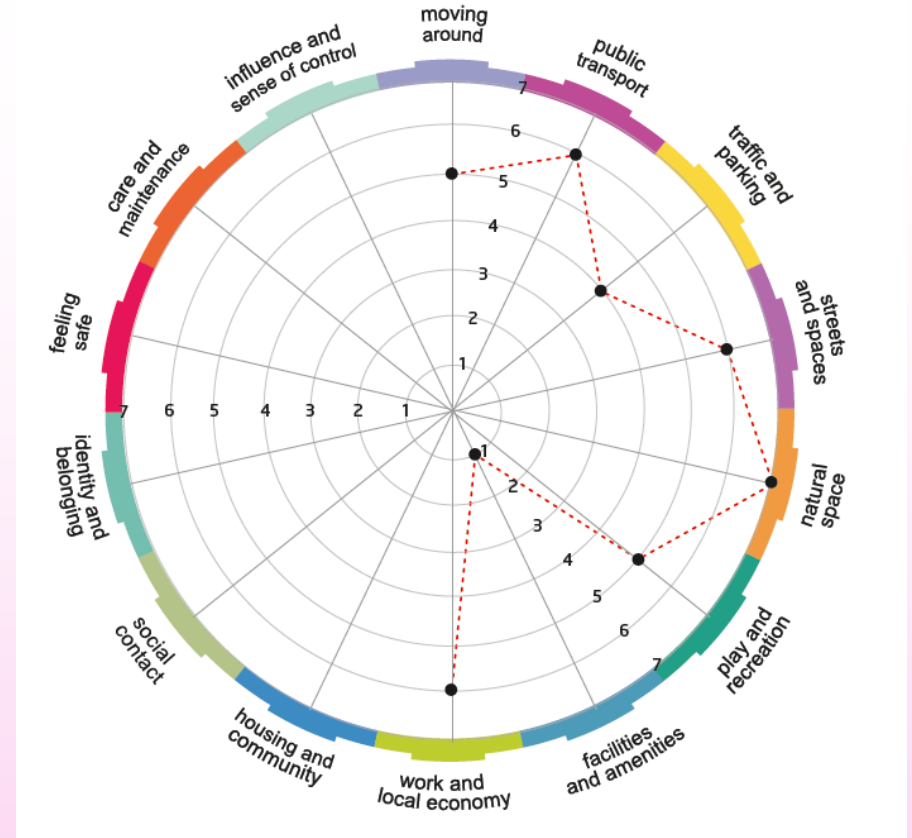
Community Events

Promoting the purpose and aims of the Care Zone.

Consulting those in the community who are frequently forgotten and whose voices are too often excluded from important decision-making.

Providing the local community with **information on support services available.**

Place Standard Tool



- The Place Standard is a tool that is used to assess the quality of a place.
- It consists of 14 questions which cover both the physical and social elements of a place
- After the diagram is complete, you can look at the results and agree priorities and actions.

Community Champions

- Completed **training** delivered by Claire Mulrone from Ulster University.
- Facilitate **Community Conversations** and report findings
- Active involvement in **promoting the Care Zone** and organising events
- Representing the **voices of local people**



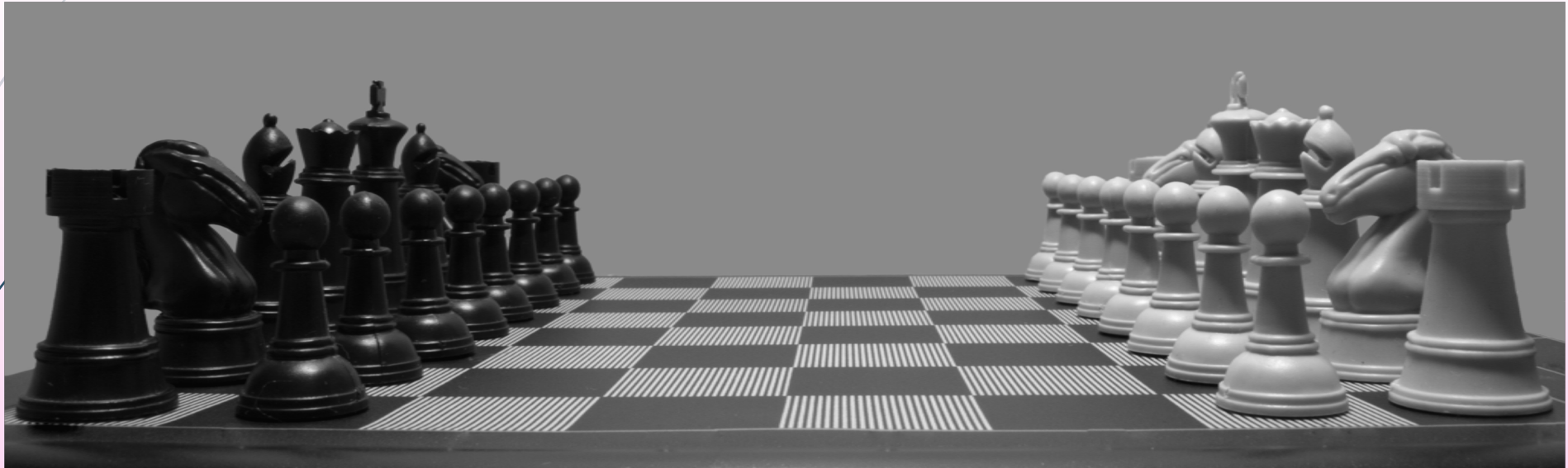


Community Events

Key Highlights:

- ▶ Christmas Concert of Hope – Battling the weather (signs)
- ▶ Care Zone Family Fun Day – Marrowbone Hills – over 800 people
- ▶ Universal Credit

WORKING IN PARTNERSHIP



- **Chess is an incredibly complex strategic game. When playing a game of chess we need to look, observe, have patience and reflect before making a move.**
- **Working with communities is not a stand-off. It is about respecting views and opinions and most importantly, knowledge.**



- ▶ Partnership work involves a 'give and take' approach, that empowers communities to bring about change.
- ▶ Just Like chess, people in communities often know the best moves to improving health and wellbeing, what is needed and most importantly, what will work. This involves all of us taking risks.



- ▶ When people have a passion and represent different agencies/communities it's about working together to achieve better outcomes and knowing we are all winners.
- ▶ Like a board game this takes a lot of patience and determination with the winners trophy being **HOPE** for people and communities.



The Gift



You have all received a very special gift!

The purpose and meaning behind it is **“we all together hold the key”** to opening up doors and ways of working in the partnership, in order to bring about change in the Care Zone area, where local residents are proud to say:

“I am from this area which is filled with so much HOPE”.

This area not only needs but DESERVES the very best!

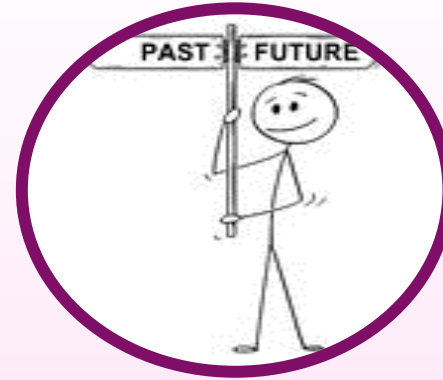
Ideas



Mobile Outreach Unit



Community Connectors



Street Doc/Parish Nurse



Extended School Opening Hours





The 4 c's

If a **C**ommunity is shown **C**are and **C**ompassion this leads
to **C**hange




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Joan Devlin
Chris Karelse

Belfast Healthy Cities

(Care Zone Health Profile)

- 
- Statistical data on health and well-being and on the determinants of health, including demography, education, skills, housing and community safety;

CARE ZONE HEALTH PROFILE

October 2019



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- Statistical data on health and well-being and on the determinants of health, including demography, education, skills, housing and community safety;
- Used to inform the training of a group of local residents as 'Community Champions' and focus groups with local residents.



- Data is mostly drawn from the Northern Ireland Neighbourhood Information Service (NINIS), maintained by NISRA;
- Additional input and support from the Department of Education, Department of Health, Northern Ireland Housing Executive and the Public Health Agency;
- Data has been collated at the most local level available - where possible at Super Output Area (SOA) level, alternatively at electoral WARD (pre 2014 and post 2014) or at Parliamentary Assembly Area (AA) level.



- The proportion of **children aged under 16** is high in most Super Output Areas within the Care Zone area compared to the wider Belfast area;
- The proportion of **people aged 65 and over** is low in most Super Output Areas within the Care Zone area compared to the wider Belfast area;
- Population living in the upper Oldpark Road area (e.g. Deerpark) is generally older.

SOA	Persons	Persons: 0-15 years		Persons: 16-39 years		Persons: 40-64 years		Persons: 65+ years	
		All	No	%	No	%	No	%	No
Ardoyne 3	2,311	627	27.13	765	33.10	630	27.26	289	12.51
Ballysillan 2	1,810	336	18.56	614	33.92	608	33.59	252	13.92
Chichester Park 3	1,436	309	21.52	417	29.04	503	35.03	207	14.42
Cliftonville 1	2,246	633	28.18	790	35.17	614	27.34	209	9.31
Cliftonville 2	1,496	273	18.25	414	27.67	493	32.95	316	21.12
Cliftonville 3	1,759	477	27.12	570	32.40	509	28.94	202	11.48
Crumlin 2	2,830	734	25.94	1,007	35.58	744	26.29	345	12.19
Water Works 1	2,695	694	25.75	973	36.10	754	27.98	275	10.20
Water Works 2	1,767	396	22.41	594	33.62	531	30.05	246	13.92
Belfast North	104,457	22,209	21.26	33,124	31.71	32,381	31.00	16,743	16.03
Belfast	341,877	68,023	19.90	122,513	35.84	101,263	29.62	50,078	14.65
Northern Ireland	1,881,641	393,510	20.91	579,513	30.80	600,421	31.91	308,197	16.38

Source: 2018 Mid-year population estimates, NISRA

- The Care Zone area is affected by significant **deprivation** with 4 out of 9 SOAs ranking in top 25 most deprived in Northern Ireland (2017);
- High rates of **economic inactivity** (42-54%) compared to the wider Belfast area (36%) in 2011;
- In the majority of the area the proportion of the population that claim **Jobseeker's Allowance** (3.5-8%), **Income Support** (5-12%) and **Housing Benefit** (25-44%) is above the Belfast average (2018);
- There is a significant proportion of **children 0-15 years old living in low income households** (up to 63% in Ardoyne / Water Works areas) (2018);
- There is a significant proportion of **pensioners on low income** (up to 77% in Ardoyne) (2018).

SOA	Multiple Deprivation Measure	Income Domain	Employment Domain	Health Deprivation and Disability Domain	Education, Skills and Training Domain	Access to Services Domain	Living Environment Domain	Crime and Disorder Domain
Ardoyne 3	9	67	12	6	19	804	87	16
Ballysillan 2	268	543	224	205	146	766	63	234
Chichester Park 3	559	721	476	403	400	578	180	282
Cliftonville 1	98	161	75	74	183	638	109	100
Cliftonville 2	515	725	361	334	580	888	55	202
Cliftonville 3	150	219	120	96	129	864	398	155
Crumlin 2	21	30	56	20	10	749	168	68
Water Works 1	15	89	18	8	26	767	46	35
Water Works 2	2	23	2	4	63	846	341	21

Source: 2017 Multiple Deprivation Measure, NISRA

HEALTH AND WELL-BEING

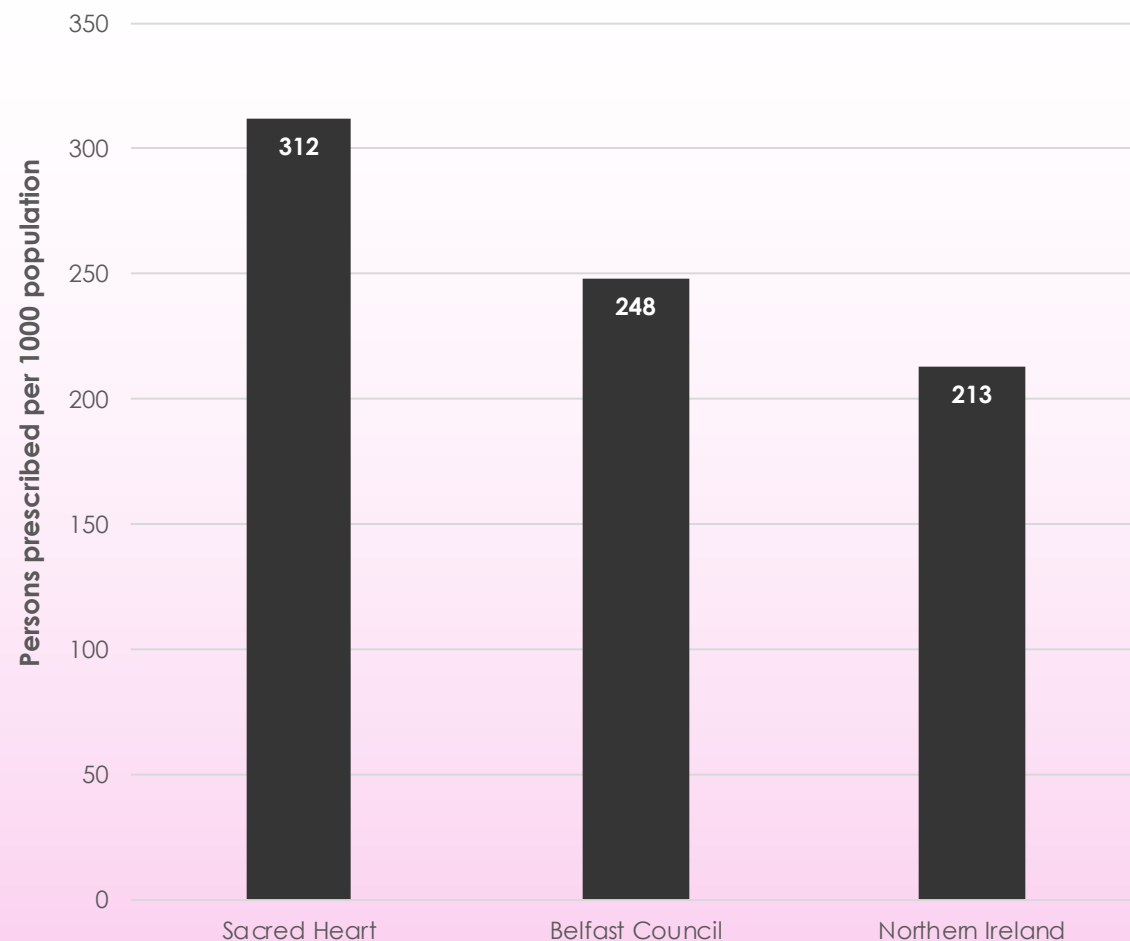
- There is a noticeable difference between residents of the upper Oldpark Road area (e.g. Deerpark) and the lower Oldpark Rd / Cliftonville Road when it comes to the self-reporting of health status (2011).

SOA	All usual residents	% reporting very good or good health	% reporting fair health	% reporting poor or very poor health
Ardoyne 3	2224	66.50%	18.84%	14.66%
Ballysillan 2	1779	72.18%	19.00%	8.83%
Chichester Park 3	1486	80.35%	14.06%	5.59%
Cliftonville 1	2031	76.12%	17.33%	6.55%
Cliftonville 2	1595	75.17%	16.93%	7.90%
Cliftonville 3	1704	69.89%	19.31%	10.80%
Crumlin 2	2563	66.02%	19.82%	14.16%
Water Works 1	2314	68.71%	18.58%	12.71%
Water Works 2	1717	68.08%	19.34%	12.58%
Belfast North	102531	73.22%	17.72%	9.05%
Belfast	333871	76.19%	15.90%	7.91%
Northern Ireland	1810863	79.51%	14.85%	5.64%

Source: Census 2011, NISRA

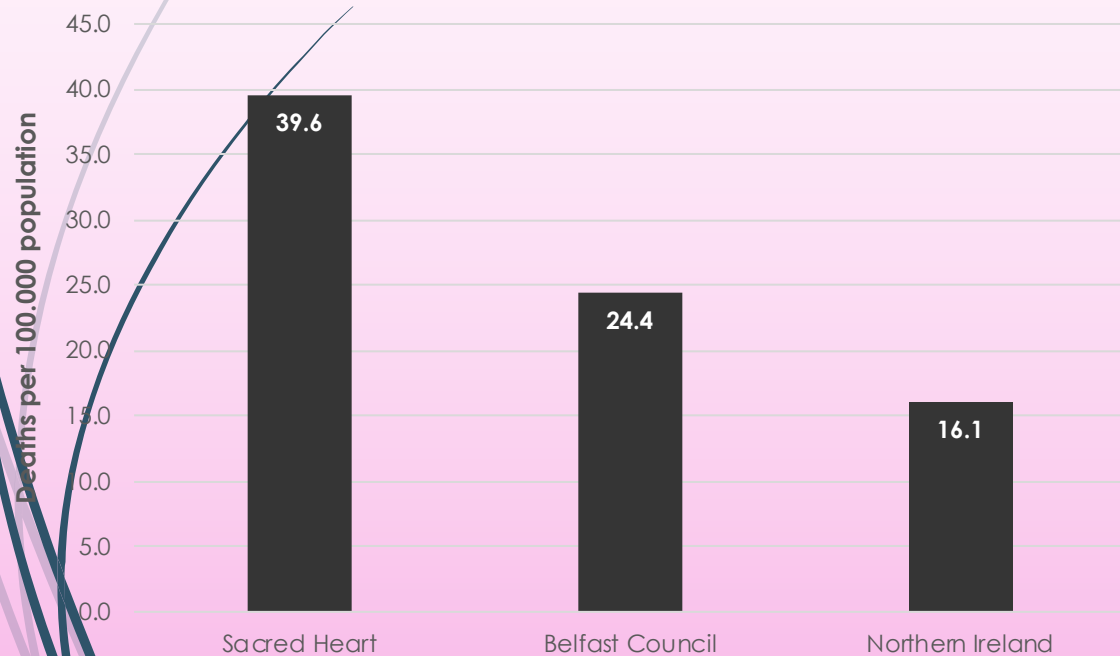
MENTAL HEALTH AND WELL-BEING

- The standardised prescription rate for **mood and anxiety** (2017) among the Sacred Heart Parish area residents (312 prescriptions per 1,000 population) was more than 25% higher than the Belfast average and 46% higher than the Northern Ireland average.

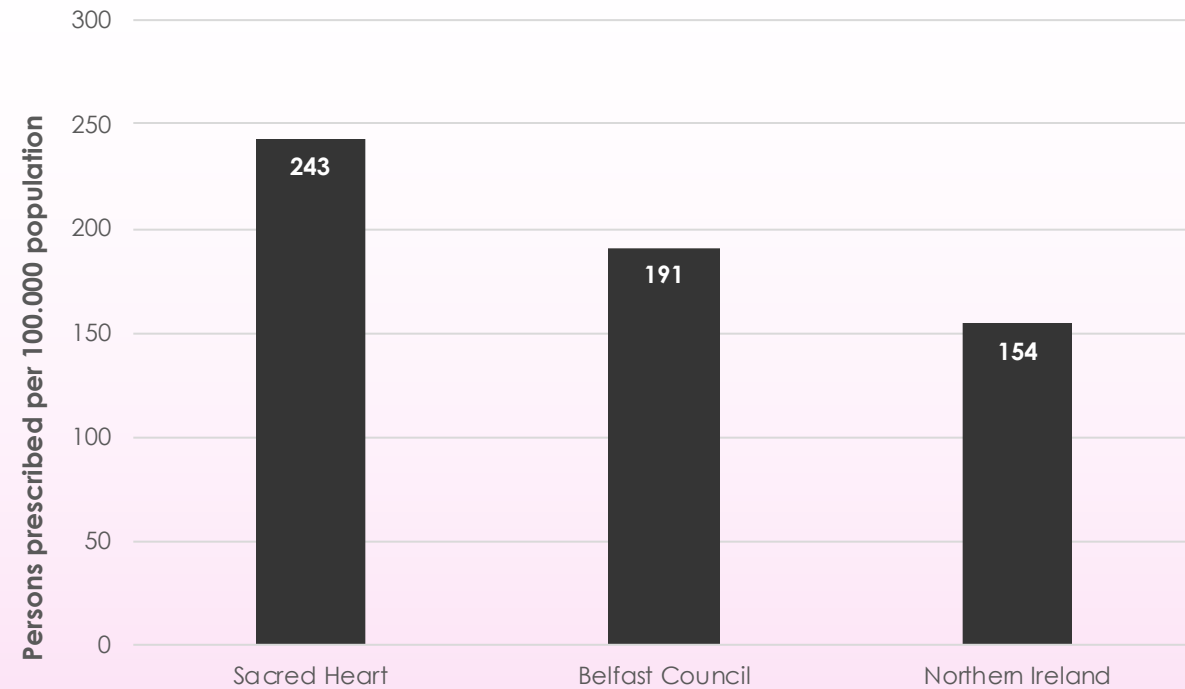


Source: Department of Health

➤ The standardised admission rate due to **self-harm** (2013/14-2017/18) among the Sacred Heart Parish area residents (243 admissions per 100,000 population) was 27% higher than the Belfast area average and almost 60% higher than the Northern Ireland average.



Source: Department of Health

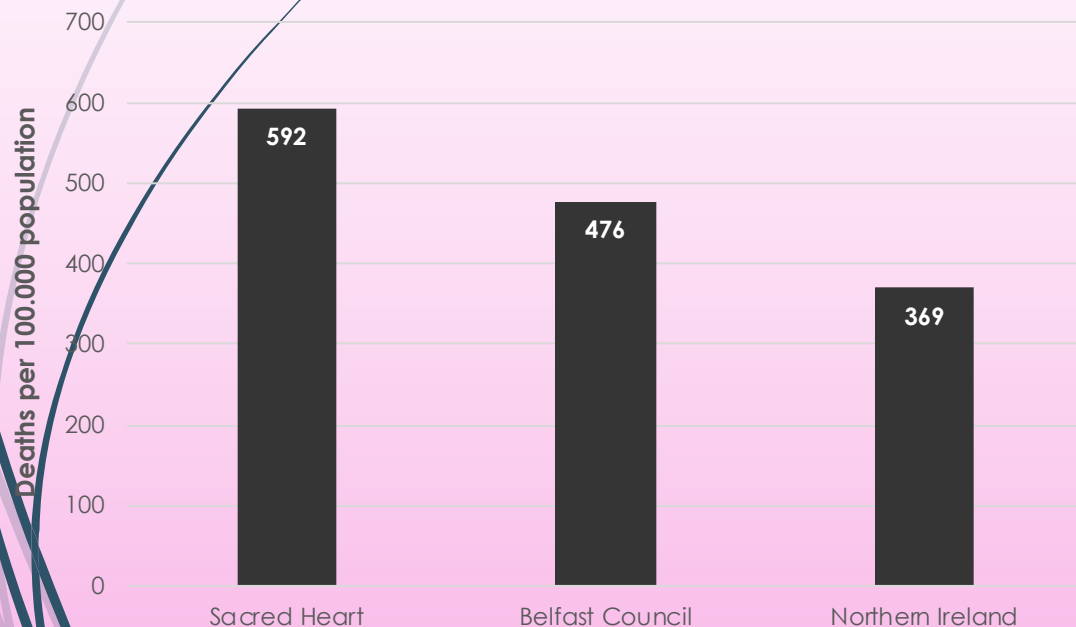


Source: Department of Health

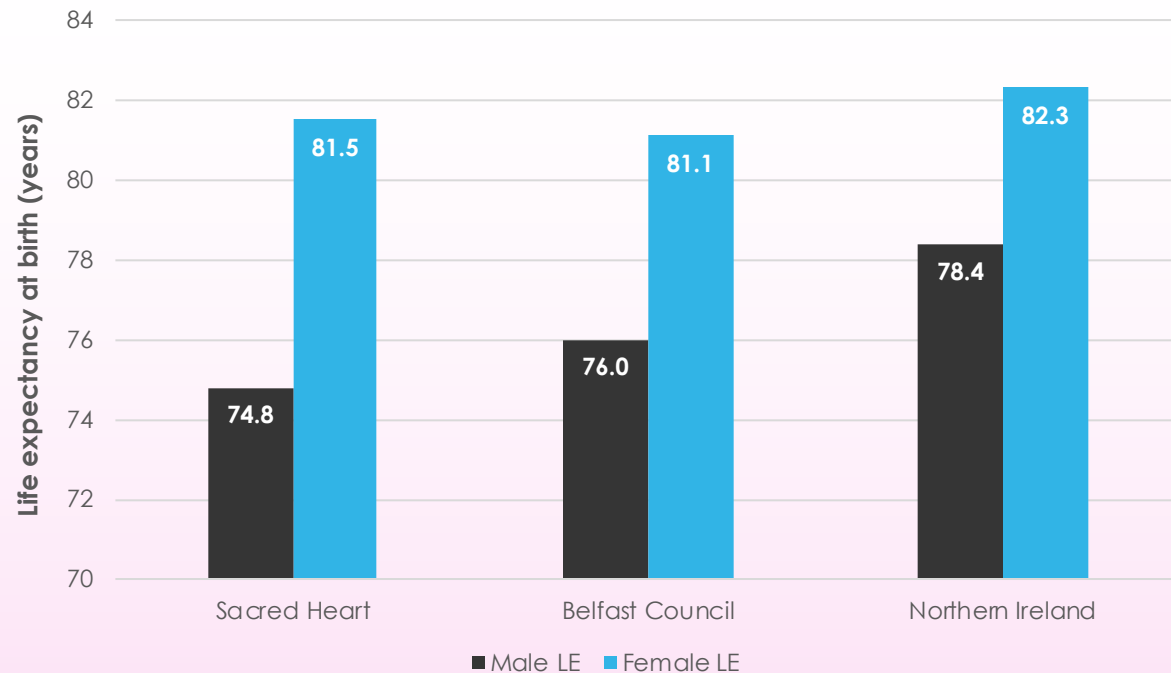
➤ The **suicide rate** (2013-17) within the Sacred Heart Parish area (39.6 deaths per 100,000 population) was more than 60% higher than the Belfast average and more than two and a half times the Northern Ireland average.

➤ **Male life expectancy** (2013-17) in the area stood at 74.8 years, which was 3.6 years lower than the Northern Ireland average;

➤ **Female life expectancy** (2013-17) in the area stood at 81.5 years, which was not significantly different from the Northern Ireland average.



Source: Department of Health



Source: Department of Health

➤ In the Sacred Heart Parish area the **Standardised Death Rate** (2013-17) was almost 25% higher than the Belfast City Council area average and 60% higher than the Northern Ireland average;

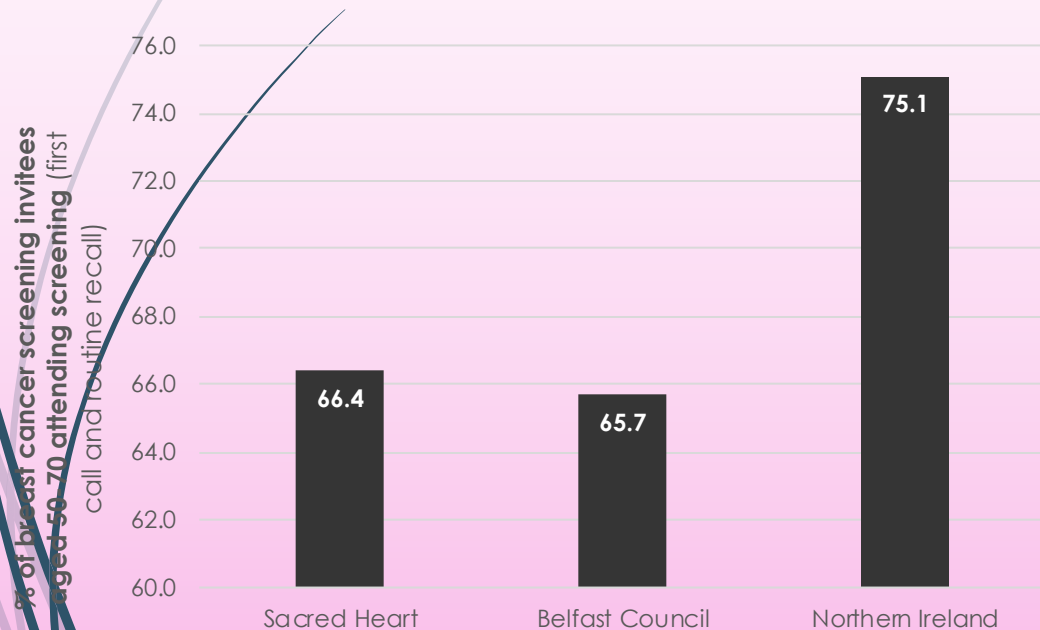
➤ **Median age of death** (2017) was below 78 years in many parts of the area, compared to 80 years for the wider Belfast area.

- In 2017, malignant neoplasms – cancer – and respiratory diseases are the major **causes of death** in most Super Output Areas within the Care Zone area.

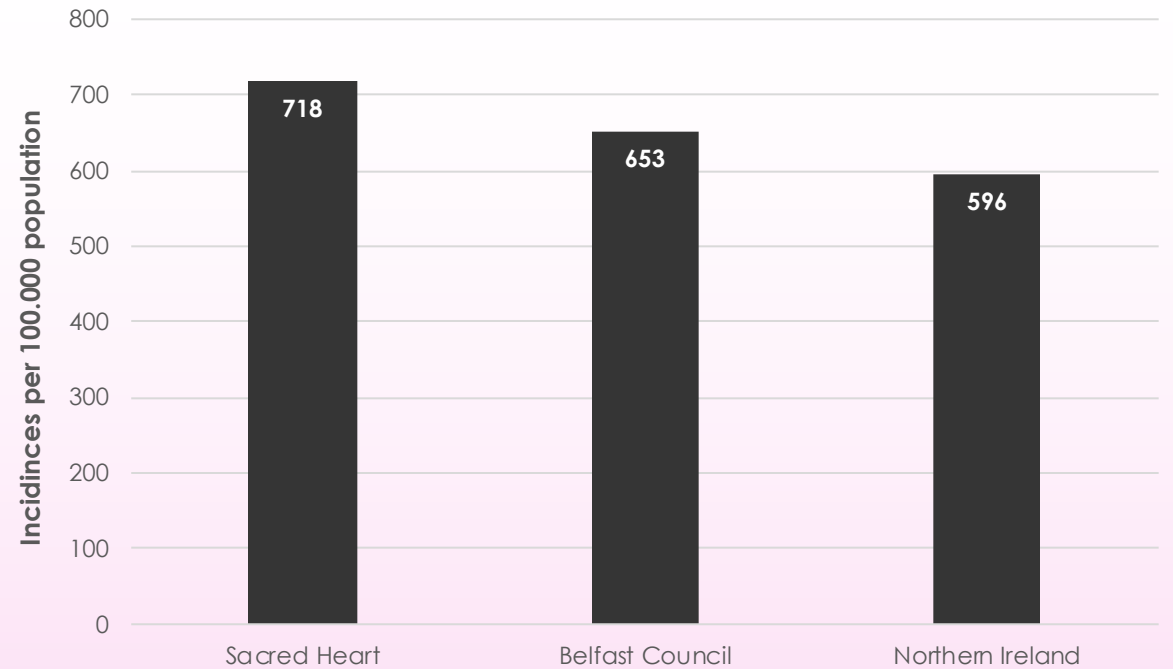
SOA	Deaths	Malignant Neoplasms	(%)	Circulatory Diseases	(%)	Respiratory Diseases	(%)
Ardoyne 3	24	6	25.00	4	16.67	4	16.67
Ballysillan 2	18	4	22.22	5	27.78	5	27.78
Chichester Park 3	9	5	55.56	1	11.11	0	0.00
Cliftonville 1	10	3	30.00	2	20.00	3	30.00
Cliftonville 2	18	7	38.89	3	16.67	4	22.22
Cliftonville 3	10	4	40.00	1	10.00	3	30.00
Crumlin 2	24	7	29.17	4	16.67	3	12.50
Water Works 1	14	5	35.71	2	14.29	5	35.71
Water Works 2	18	4	22.22	5	27.78	1	5.56
Belfast North	1,039	268	25.79	229	22.04	157	15.11
Belfast	3,166	855	27.01	701	22.14	444	14.02
Northern Ireland	16,036	4,460	27.81	3,780	23.57	2,145	13.38

Source: NISRA

➤ The standardised **cancer incidence** (2010-16) rate among the Sacred Heart Parish area residents (718 incidences per 100,000 population) was almost 10% higher than the Belfast average and more than 20% higher than the Northern Ireland average.



Source: Department of Health



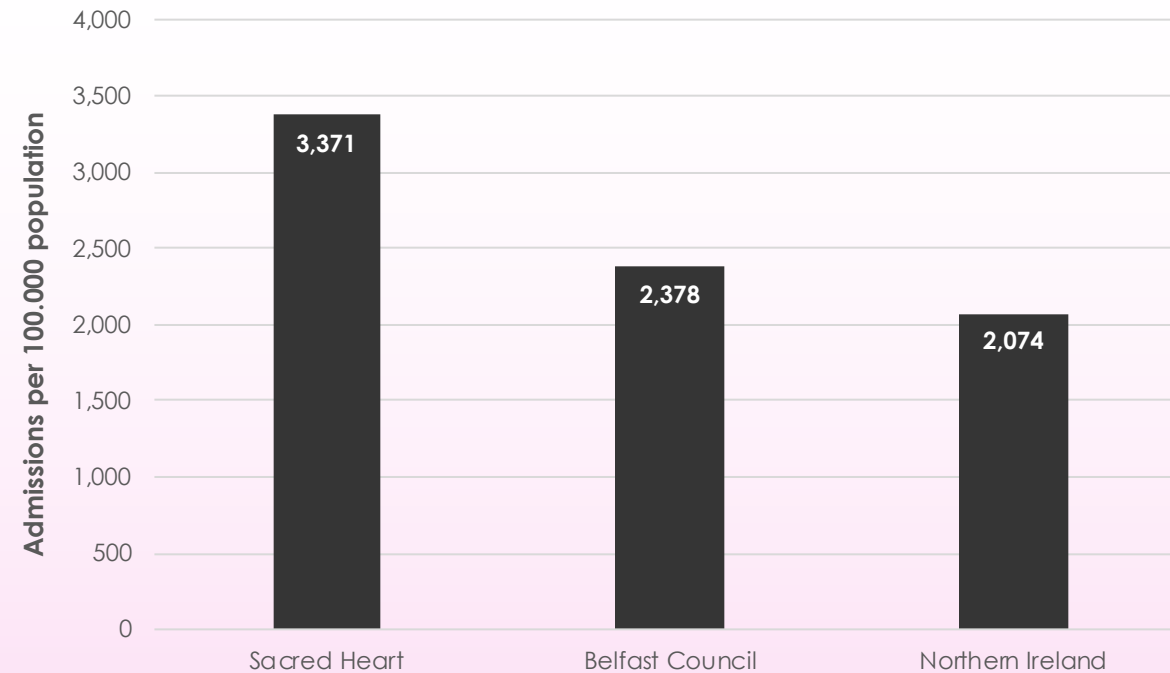
Source: Department of Health

➤ The **breast cancer screening** uptake rate (2017-18) was marginally higher among Sacred Heart Parish area residents (66.4%) when compared to the Belfast rate, but almost 9% lower than the Northern Ireland rate.

- The standardised admission rate due to **respiratory disease** (2015/16-2017/18) among the Sacred Heart Parish area residents (3,371 admissions per 100,000 population) was more than 40% higher than the Belfast average and more than 60% higher than the Northern Ireland average.

Ward 2014	Registered List Size	Chronic Obstructive Pulmonary Disease Register	
		Patients on register	Raw prevalence 1,000 per patients
Ardoyne	3061	122	39.86
Ballysillan	5539	162	29.25
Cliftonville	4725	136	28.78
Water Works	5738	175	30.50
Belfast North	146630	3981	27.15
Belfast	428099	10429	24.36
Northern Ireland	1970735	40955	20.78

Source: NISRA



Source: Department of Health

- In 2018 there was a higher proportion of persons registered with the GP for **Chronic Obstructive Pulmonary Disease** (COPD) in the area when compared to the Belfast average (more than 60% higher in Ardoyne).

EDUCATION

- There was considerable variation in rates of **GCSE and A-level attainment** within the area in the 2015-16 academic year;
- While many parts of the Sacred Heart Parish area have a lower educational attainment rate when compared to the Belfast average there are also parts of the area where pupils perform well;
- Educational attainment levels in North Belfast have generally improved over recent years.

SOA	School Leavers	Achieved At Least 5 GCSE's grades A*-C (or equiv)	(%)	Achieved 2+ A-levels (or equiv)	(%)
Ardoyne 3	18	11	61.1	4	22.2
Ballysillan 2	21	15	71.4	11	52.4
Chichester Park 3	16	12	75.0	9	56.3
Cliftonville 1	47	39	83.0	31	66.0
Cliftonville 2	20	20	100.0	17	85.0
Cliftonville 3	16	12	75.0	9	56.3
Crumlin 2	28	15	53.6	10	35.7
Water Works 1	27	17	63.0	11	40.7
Water Works 2	24	19	79.2	8	33.3
Belfast North	1101	821	74.57	581	52.77
Belfast	3695	2918	78.97	2160	58.46
Northern Ireland	22746	18582	81.70	13037	57.30

Source: Department of Education

- There is a good level of engagement with essential skills courses, further education and higher education in most parts of the Sacred Heart Parish area (2017).

Ward 2014	People enrolled in essential skills courses	Achievements obtained at further education institutions	Higher education enrolments	Higher education qualifications
Ardoyne	100	144	125	35
Ballysillan	81	139	95	20
Chichester Park	104	196	200	60
Cliftonville	125	228	190	50
Water Works	172	254	145	35
Belfast (ward average)	90	179	188	51
Northern Ireland (ward average)	68	179	136	38

Source: NISRA

COMMUNITY SAFETY

- Violence against the person, sexual offences and robbery constituted the largest proportion of **crime** reported to the PSNI within the area in 2018;
- The Water Works ward experiences a particularly high number crimes;
- The most common **type of incident** reported in the Sacred Heart Parish area in the year before June 2019 was categorised as anti-social behaviour (555 incidents), followed by violence & sexual offences (466) and criminal damage & arson (244).

Ward 2014	Recorded crime - all offences	Violence against the person, sexual offences and robbery (%)	Burglary (%)	Theft offences (%)	Drug offences (%)
Ardoyne	509	48.72	6.48	15.91	3.73
Ballysillan	347	42.07	4.32	21.61	6.05
Chichester Park	417	38.61	9.83	22.06	7.43
Cliftonville	403	38.46	8.68	19.35	7.20
Water Works	1146	40.75	5.85	20.16	6.11

Source: NISRA



Care Zone Champions

Tami Russell
Mickey Meehan
Cecilia McCloskey

Voices of the Local Community



Séamus Mullen

Head of Health and Social Wellbeing
Improvement

(Belfast and South Eastern Area)