

PARTNER SEARCH: EU PUBLIC HEALTH PROJECTS

OUTLINE

Blackpool Council, a seaside town in the Northwest of England, would like to partner with other municipalities, universities and other organisations in European projects related to health.

The particular areas of interest are **alcohol abuse, youth mental health, children obesity and health eating in schools, and capacity building and staff development in the public sector.** Blackpool would like to join a consortium.

The European Programmes of interest to us are:

- Horizon 2020 SC1: Health, demographic change and wellbeing; SC2: Sustainable Food Security
- The 3rd Health Programme
- Erasmus+

CONTACT

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PRIORITIES FOR EU COLLABORATION

1) Building resilience in young people

Blackpool has the highest rate of hospital admissions for children and young people caused by self-harm in the country. Rates of referral for child and adolescent mental health services are also high. Blackpool is currently running a new resilience model - [Head Start Blackpool](#) - to help identify the potential resources available for young people to build their resilience individually, with their family, their school and their community. The model, which is one of 11 pilots run across England, look at research and new innovative way to improve childhood resilience and early interventions to reduce the number of young people who develop mental health conditions and to reduce self-harm.

Blackpool would like to work with other EU partners to develop new measures to improve mental well-being in young people as well as preventing strategies.

EU Programmes

Horizon 2020 – [SC1-PM-07-2017 - TOPIC : Promoting mental health and well-being in the young.](#) Deadline – 4 October 2016

Blackpool would like to participate in this call as an end user.

2) Obesogenic environments and food in schools

Blackpool has a growing proportion of the population who are overweight or obese. The data from the National Child Measurement Programme for England 2013/14 found that 27% of children aged 4 and 5 are reported to have excess weight (Nationally the percentage is 21%). As children get older the percent increases to 36% when they leave Primary School (aged 11). We understand that this is also a major concern across Europe where almost a quarter of European school children are overweight or obese. A figure which is expected to rise by well over a million children a year with more than 300,000 of them becoming obese.

Blackpool has developed a school breakfast scheme provided to children in primary education (4 to 11 years old). Blackpool was the first municipality to sign the [Local Authority Declaration on Healthy Weight](#) and has developed an action plan which includes the development of a green infrastructure plan and planning to limit the number of hot “fast food” takeaways near schools.

There is however much more we can do with partners in Europe to learn from others and to develop and pilot new actions to give children a healthy start in life, to promote healthier environments, to restrict junk food marketing aimed at kids and to empower families and educational staff.

EU Programmes

Horizon 2020 – [SFS-39-2017 - How to tackle the childhood obesity epidemic?](#) 14 February 2017

Horizon 2020 - [SFS-40-2017: Sweeteners and sweetness enhancers.](#) 14 February 2017

Blackpool would like to participate in these calls as an end user.

3) Alcohol Abused

As many seaside resources and other busy towns in Europe, Blackpool has a vibrant night-time economy which tends to centre on entertainment premises licensed to sell alcohol. In Blackpool there are 130 on-licensed premises in a compact town centre, an area of approximately one square mile, making it the highest density of licensed premises outside the West End of London. A total of 1,900 licensed premises exist in the entire town: approximately one for every 72 residents.

Alcohol misuse brings however a number of challenges and problems such as health diseases, disorder and violence. Blackpool has the highest alcohol related mortality in England, and although we are making progress through the delivery of our local [Blackpool Alcohol Harm Reduction Strategy](#) (currently being reviewed), alcohol is still a huge challenge and we would welcome the opportunity to share our experiences as well as to learn and develop new measures and actions to address the challenges related to alcohol misuse.

EU Programmes

Third Health Programme – As 2016 calls are closing in 2 June, Blackpool would like to join any partnerships which may be willing to explore opportunities for funding in the 2017 call.

4) Public Sector Staff – Capacity Building and training

Public sector staff who have direct interaction with members of the public for various circumstances (e.g. social service, housing, benefits, etc) are a powerful resource to encourage health

improvements to those that they come into contact with. Blackpool is part of a national programme aimed at public sector workforce. The scheme, "[Making Everyone Contact Count](#)", equips staff with the right competencies and skills to support behaviours and lifestyles changes.

Blackpool would like to work with other similar sized organisations whom want to do similar work to develop best practice scheme for implementation.

EU Programmes

Erasmus+

Calls for 2017

BACKGROUND INFORMATION ABOUT BLACKPOOL COUNCIL

Blackpool is England's largest and most popular seaside resort in England attracting more than 10 million visitors a year. Blackpool is famous for its tower, illuminations, entertainment and it is internationally recognised as the home of ballroom dancing. After a period of decline Blackpool is reinventing itself and has embarked on a programme of investment in its facilities, services and accommodation ([Visit Blackpool](#)).

The visitor economy remains the main economic driver for Blackpool and the largest employer. However, Blackpool also faces huge challenges, it is the most deprived of the 326 Local Authority areas in England and it has the worst life expectancy. A demographic profile shows the main groups of people in Blackpool are single renting in low cost homes and mature families in inexpensive homes who work in routine jobs for a modest wage. Transience has been an identified issue in Blackpool for a long time with some areas having extremely high levels of population inflow and outflow. Many people have limited resources and rely on financial and practical support to face an array of challenges. Men in Blackpool have the lowest life expectancy in country, their life expectancy is 4.7 years below the national average and female life expectancy in Blackpool is 3.2 years below average. There is a high prevalence of damaging behaviours including smoking, poor diet, increased alcohol use and lack of physical activity.