



# Public Health offer into Bolton's neighbourhoods.

The contribution of Public Health Directorate,  
Bolton Council to Bolton's neighbourhood model.

**Bolton  
Council**





**Improving  
community  
outcomes  
and quality  
of life.**



**Bolton has a long-established integrated health and social care neighbourhood model, made up of six neighbourhoods each being home to around 50,000 local residents.**

The local ambition has brought together primary care, community health services, social care, voluntary and community support in order to provide inclusive and person-centred care closer to home, particularly for people with complex long-term conditions.

The model is maturing into more sustainable and scalable multi-agency approach harnessing a culture of working with and alongside local people and communities. Recent policy and strategic developments including the **GM Live Well Programme** and **Families First Programme** have amplified the shift to all-age preventative approaches, drawing on the strengths and assets of local communities to improve their outcomes and quality of life.

These developments are further endorsed by the recent publication of the **NHS 10-Year** Health Plan which provides future direction for placing a neighbourhood health service at the heart of local system approaches.

**“Harnessing the strengths of local people and communities is driving a shift towards prevention, wellbeing, and better lives for all ages.”**



A photograph of a diverse group of people at what appears to be a community event or meeting. In the foreground, a woman with blonde hair, wearing a red polka-dot top, is smiling and looking towards the right. She is holding a smartphone in her left hand and a white envelope or card in her right. To her left, a man with a beard and short brown hair is also smiling. In the background, a man wearing a black turban and a grey sweater is visible, along with a woman with blonde hair on the far right. The overall atmosphere is positive and engaged. On the far left edge of the image, there is a vertical bar with five colored squares: blue, yellow, green, orange, and pink.

**The Public  
Health offer  
into the Bolton  
neighbourhood  
model.**



# **Bolton Council's Public Health Directorate provides leadership and specialist support to protect and improve the health and wellbeing of local people with a focus on prevention and reducing inequalities.**

Key responsibilities include health protection, healthcare public health, and health improvement underpinned by a strategic research and intelligence function to support system thinking and evidence-based decision making.

Public Health also plays an active role in supporting the planning, design and delivery of broader preventative strategies and policies, and the commissioning of services to improve health and wellbeing outcomes across Bolton's diverse neighbourhoods.

The following section sets out the key domains of how Public Health may contribute to Bolton's neighbourhood ambitions and working with local people to co-produce good outcomes and reduce inequalities.

It should be noted that public health operates on principles of proportionate universalism. This means that in order to reduce inequalities our offer must have universal reach to all of our communities, but with a scale and intensity proportionate to the level of disadvantage. In practice the public health offer will therefore vary between neighbourhoods depending on locally determined priorities and needs. Some functions and services will be scaled according to whether they are most effective and efficient across multiple neighbourhoods or at the single neighbourhood level. For example, hyper-local working may be effective in order to understand and meet the needs of particularly vulnerable or under-represented groups. We also recognise that people may self-identify their community by geographic boundaries, preferences, shared interests and circumstances. These factors need to be considered in the design and delivery of effective and evidence-based public health strategies, policies and services.

**Key domains:** Click links below to go directly to sections.

**1 Strategic research and intelligence**

**2 Commissioning of high-quality services**

**3 Public Health advice to the NHS**

**4 Strategy and policy development**

**5 Community engagement and co-production**

**6 Workforce/resident training and learning opportunities**





# Bolton Joint Strategic Needs Assessment (JSNA).

Website **Home – Bolton JSNA** provides a rich repository of data and intelligence about the health and wellbeing of Bolton's people and can support strategy, policy and service development.



## Strategic Research and Intelligence.



## Bolton Research and Intelligence Network (BRAIN).

Brain brings research and intelligence professionals together across Bolton organisations to work together including joint analyses and professional development.



# 1

## Neighbourhood profiles.

**Neighbourhoods – Bolton JSNA** include small area statistics on health status, healthcare utilisation, transport usage, spatial green/blue spaces, air quality. Neighbourhood profiles which specifically consider the health and social care needs of Adults and Children and Young People are also available.



**Strategic  
Research and  
Intelligence.**

## Population Health Management (PHM) Approaches.

Bolton Public Health Directorate provides strategic leadership for PHM within neighbourhoods, working with partners to utilise data and intelligence to segment and stratify the population, and the **Bolton All Age Prevention and Inequalities Framework**, to design and implement population level interventions, strategies and policies.



**Commissioning  
of high-quality  
public health  
services.**



## **0-19 children and families service.**

Includes: health visiting, school nursing, adolescent services (sexual health and substance use) with provision to 25 years for SEND and LAC.

## **Adult sexual and reproductive health.**

Open access services: contraception, vaccination, testing, and treatment of sexually transmitted infections (STIs), including screening and provision of preventative medications for HIV. Pharmacy and Primary Care based contracts provide additional access to emergency contraception and long-acting reversible contraception.





**Commissioning  
of high-quality  
public health  
services.**

## **Adult drugs and alcohol integrated prevention, treatment and recovery.**

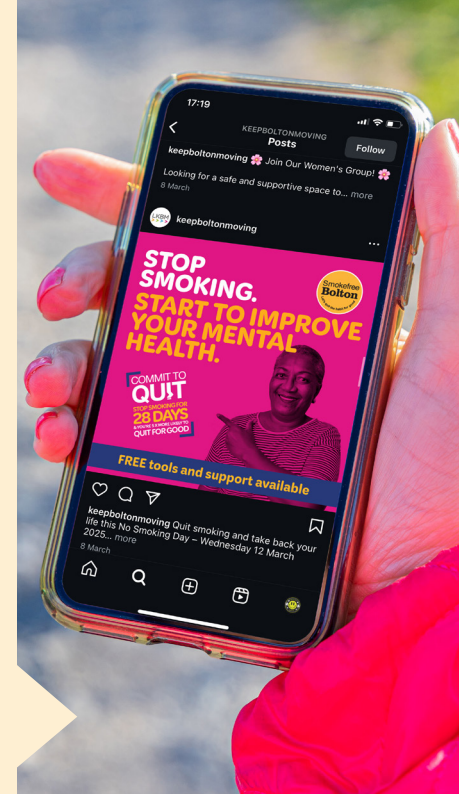
Advice/information, access to harm minimisation and specialist treatment for drug and/or alcohol dependency. Strong focus on psychosocial interventions as well as pharmacological provision, enhanced by involvement of people with lived experience, personal and community recovery.



## **Stop smoking services.**

Community based specialist service providing advice/information, treatment support on stopping smoking/vaping.

Allen Carr Easyway webinar-based support; working with VCSFE sector and vulnerable cohorts. Pharmacy contracts also provide cessation support.





# Commissioning of high-quality public health services.



## Adult weight management (tier 1 and 2).

Advice, information on healthy weight. 12-week physical activity and nutrition programme, face to face/groups, community and digital offer.

## Supervised tooth brushing.

DHSC nationally funded programme for children 3-5 years in 20% most deprived areas.



## Community Infection prevention and control.

(CIPC)-Bolton FT provide CIPC advice, information and outbreak management support to community settings.

## NHS Health checks.

Provision of primary care based health checks for people 40-74 years.

A range of other smaller individual contracts to address local need and support the implementation of local strategies and plans.





**Bolton Public Health Directorate fulfil the statutory requirement of Directors of Public Health and their teams to provide specialist public health expertise and advice to the NHS.**

**Public Health Advice to the NHS.**





## All Age Prevention and Inequality Framework.

Developed to provide a strategically agreed vision to support the development of services, strategies and policies and ways of working that embrace prevention opportunities which reduce inequalities across the borough. This is being adopted by system partnerships and boards including Locality Board as our agreed approach to delivering improved outcomes.

[boltonjsna.org.uk](http://boltonjsna.org.uk)

**Strategy and policy development.**



**Public Health have developed the following system-wide strategies with focus on prevention and reducing inequalities.**

### Active Lives.

All age strategy to improve physical activity and wellbeing with focus on local assets and place-based working. Production of Let's Keep Bolton Moving digital platform.

[bolton.gov.uk](http://bolton.gov.uk)

### Tobacco Control.

Focus on reducing smoking prevalence through prevention, support and treatment, enforcement and advocacy. Multi-agency Tobacco Alliance developed.

[boltonjsna.org.uk](http://boltonjsna.org.uk)





# 4

## Strategy and policy development.



### Health Protection.

The Public Health team has a role in assuring the arrangements for health protection in the Borough, including outbreak response, but also understanding health protection risks and how these impact communities and neighbourhoods. This includes understanding and addressing variations in uptake of preventative programmes e.g. universal and targeted immunisations.

### Population mental health and suicide prevention.

Support to prevent and mitigate mental health issues; promote wellbeing. Annual suicide audit undertaken.



### Age Friendly Strategy.

Multi-agency strategy. Priorities include Dementia and Dementia Prevention and Falls Prevention.

[ageuk.org.uk](https://ageuk.org.uk)

### Sexual and Reproductive Health Strategy.

With a focus on promoting positive sexual health and relationships, prevention and early intervention, promoting a partnership approach to delivery across the Borough.

### Adverse Childhood Experiences.

Various programmes to promote trauma informed approaches including sector specific work with education, VCSFE and Domestic abuse organisations.

### Other planned strategy developments.

Oral health, food and nutrition; drugs and alcohol; child accident prevention.





**Community  
engagement and  
co-production.**

**Asset mapping.**

Facilitation and host to Let's Keep Bolton Moving digital platform Let's Keep Bolton Moving - Activities, Health, Fitness, and Community Wellbeing in Bolton.

**Community engagement.**

And co-creation activities facilitation.

**Bolton Community  
Champions programme.**

Residents and communities shaping  
their own healthier futures

**[letskeepboltonmoving.co.uk](https://letskeepboltonmoving.co.uk)**





# 6

## Workforce/ resident training and learning opportunities.

### **Making Every Contact Count.**

Behaviour change approach that engages people and enables opportunistic delivery of consistent and concise health /wellbeing information at scale across organisations and populations.

### **Royal Society for Public Health (RSPH) courses.**

Accredited learning for residents and workforce facilitated by Bolton College/ Public Health (e.g. Level 2 Encouraging Vaccination Uptake)

### **Asset based community development (ABCD).**

Training and programmes include:

- ABCD discovery training
- The 5 Ways Happy Days approach
- Different Conversations for Wellbeing

### **Mental Health First Aid training.**

### **Blue light training.**

Skills development to work more effectively with those drinking at harmful levels.

### **ACE/Trauma informed training.**

(various levels; bespoke sector development opportunities)





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**Bolton  
Council**