

TELFORD & WREKIN COUNCIL

CABINET - 8TH JANUARY 2015

ANNUAL PUBLIC HEALTH REPORT 2014

REPORT OF STATUTORY DIRECTOR OF PUBLIC HEALTH

LEAD CABINET MEMBER – CLLR RICHARD OVERTON

PART A) – SUMMARY REPORT

1. SUMMARY OF MAIN PROPOSALS

This report introduces the Annual Public Health Report of the Statutory Director of Public Health for 2014.

The recommendations are set out below and are directed to developing the Living Well programme.

2. RECOMMENDATIONS

Cabinet is asked to consider the annual report of the Director of Public Health and support the recommendations in the report set out as follows:

1. The Early Help Partnership, which reports to the Children Young People & Families Board, should work with schools to develop a schools-based programme to improve emotional health and wellbeing of children and young people.
2. The Council should be an exemplar employer for promoting and supporting improvements in employee health and wellbeing, using an evidence-based and innovative approach.
3. The Living Well Board, in collaboration with employers, should develop a workplace wellbeing offer within the Telford Bondholders Scheme
4. The Council should work with wider partners to ensure that the universal offer for physical activity and also the targeted work to address health inequalities provides opportunities comprehensively across the life course.

5. The Public Health Team should work with the Development, Business & Employment Team to develop specific policies which support the creation of healthy environments, for example, controlling the number of new fast food outlets within local centres and near schools, in the Shaping Places Development Strategy.
6. The Council, partners and communities recognise the valuable contribution volunteering can make to volunteers themselves and to others and support the development of more volunteering opportunities.
7. The Council, partners and communities use the '5 Ways Telford' social media blog to cascade 'people like us' stories to inspire others to take simple steps to feel well, be more positive and get more from life.
8. In order to fully realise the opportunities for Making Every Contact Count it is recommended that:

The Council develop and roll out Health & Wellbeing Making Every Contact Count training for front-line council services, who have received Public Health grant funding, to ensure our workforce feels confident in using brief advice to raise lifestyle and wellbeing issues with customers and;

The NHS Telford and Wrekin Clinical Commissioning Group support collaborative work on Making Every Contact Count across the Local Health Economy, for example through use of the NHS standard contract to specify MECC training and delivery requirements for providers.

3. SUMMARY IMPACT ASSESSMENT

COMMUNITY IMPACT	Do these proposals contribute to a specific HWB Priority	
	Yes	Specifically: Improving Life Expectancy and Reducing Health Inequalities, Improving Emotional Health and Wellbeing, Reducing Excess Weight
	Do these proposals contribute to specific Co-Operative Council priority objective(s)?	
	Yes	To improve the health and wellbeing of our communities and address health inequalities
	Will the proposals impact on specific groups of people?	
	Yes	Tackling inequalities in health is an integral part of the annual public health report
TARGET COMPLETION/DELIVERY DATE	This is a statutory report and an update on the recommendations from the previous year's report will be presented in the next Annual Public Health Report.	
FINANCIAL/VALUE FOR MONEY IMPACT	Yes	<p>The ring-fenced Public Health grant in 2014/15 for Telford & Wrekin is £10.913m.</p> <p>The grant enables the authority to discharge its Public Health responsibilities, which are detailed in the Annual Public Health report.</p>
LEGAL ISSUES	Yes	<p>The Director of Public Health has a statutory responsibility to prepare an annual report on the health of the people in the area of the local authority (Section 73B (5) of the National Health Service Act 2006 (as amended)). It is a further requirement of statute that the local authority publishes the report. The attached report is produced by the Director of Public Health in order to meet the aforementioned statutory responsibility.</p> <p>The Director of Public Health also has the responsibility for specified functions relating to public health as set out in section 2B of the National</p>

		<p>Health Service Act 2006 (as amended).</p> <p>The Director of Public Health's annual report contributes towards meeting that responsibility and the recommendations in the report demonstrate the proactive role that is expected.</p> <p>Consideration and support of the report and recommendation falls within the responsibilities (and terms of reference) of the Health and Wellbeing Board. It should be noted that the report and recommendations will also need to be considered elsewhere in the Council such as the Council's Cabinet in order to ensure the required support to undertake the further work suggested in the report.</p>
EQUALITY & DIVERSITY	Yes	The report and recommendations are designed to ensure our living well offer to the communities of Telford & Wrekin better meet the needs of our population.
IMPACT ON SPECIFIC WARDS	No	Borough-wide impact but particularly wards with poorest health outcomes.
PATIENTS & PUBLIC ENGAGEMENT	Yes	Extensive public engagement has underpinned much of this work in particular the development of our Early Help Strategy and Target Intervention Areas programmes.
OTHER IMPACTS, RISKS & OPPORTUNITIES	No	

PART B) – ADDITIONAL INFORMATION

4. INFORMATION

One of the statutory functions of the Director of Public Health is to produce an Annual Report. This is an independent report with the primary purpose of describing the health of their population, highlighting health issues and making recommendations for actions.

This year the Annual Public Health Report has focussed on some of the wider determinants of health and wellbeing and features the work of a range of council functions.

The report has four main chapters:

- The best start in life – Healthy infants, schools and pupils
- Helping people to find good jobs and stay in work
- Being Active – Access to green and open spaces, active travel and role of leisure services
- Strong communities, wellbeing and resilience

The report sets out how these issues impact on health & wellbeing, some key headline local statistics and the current work being undertaken to address these wider determinants of health.

The report includes a number of case studies to highlight the impact some of this work is having on individuals and families and seeks to promote the new Five Ways Telford blog where you can find more local people's stories as part of a social media mental wellbeing campaign to feel well, be more positive and get more from life.

5. IMPACT ASSESSMENT – ADDITIONAL INFORMATION

None

6. PREVIOUS MINUTES

The previous year's Annual Public Health Report was presented to the Health and Wellbeing Board in July 2013.

7. BACKGROUND PAPERS

Reference documents are given in the Annual Public Health Report.

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