

<b>MEETING:</b>	<b>HEALTH SCRUTINY COMMITTEE</b>
<b>DATE:</b>	<b>18 JUNE 2010</b>
<b>TITLE OF REPORT:</b>	<b>ANNUAL REPORT OF THE DIRECTOR OF PUBLIC HEALTH – 2009</b>
<b>REPORT BY:</b>	<b>DIRECTOR OF PUBLIC HEALTH</b>

**CLASSIFICATION:** Open

## **Purpose**

The purpose of this report is:

- To inform the Health Scrutiny Committee of key population health issues in Herefordshire and of the recommended strategies and actions to address these as set out in the Annual Report of the Director of Public Health - 2009
- To seek support from the Health Scrutiny Committee that the recommended approach and actions highlighted in the report will inform service development and commissioning aimed at improving health and wellbeing of the population of Herefordshire

## **Recommendation**

**THAT:**

- (a) The Health Scrutiny Committee receives the Director of Public Health Annual Report 2009 and;**
- (b) supports the implementation of the report's recommendations and the proposed approach and actions highlighted in the report to inform service development and commissioning during the next planning cycle and in the medium term.**

## **Key Points Summary**

- This is the second Annual Report of the Director of Public Health since the appointment of a Joint Director of Public Health for the county;
- There has been significant progress in implementing the recommendations from the 2008 report and the longer term strategic actions from that report are now embedded in current strategic and operational plans. A progress report forms the final chapter of the report;
- This report directly supports the delivery of key strategic objectives to reduce health inequalities and improve health and wellbeing by providing a better understanding of local health needs;

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Further information on the subject of this report is available from  
Dr Akeem Ali, Director of Public Health on (01432) 260668

- The key health indicators highlighted in the report are important to the decision making process about local priorities for health investment for the next planning cycle and beyond;
- The report complements the Joint Strategic Needs Assessment and recommends key operational tactics to tackle defined priorities over the next 5 years;
- This year, the report outlines:
  - the simple, affordable and effective interventions available to improve population health within a five year period and calls for effective action to ensure that these measures are implemented;
  - what should be done to reduce wastage and increase efficiency across the health and social care system;
  - what more can be done to involve local people in developing our understanding of local health needs and in designing services; and
  - what we need to do in order to ensure that we make every £ count.
- The report also includes appendices with updated local health statistics for World Class Commissioning outcomes and practice-based population health profiles.

## Reasons for Recommendations

- 1 The Director of Public Health's Annual Report 2009 highlights the key local population health issues and sets out a series of recommendations for improving population health. This year the report focuses particularly on:
  - the simple, affordable and effective interventions available to improve population health within a five year period and calls for effective action to ensure that these measures are implemented;
  - what should be done to reduce wastage and increase efficiency across the health and social care system;
  - what more can be done to involve local people in developing our understanding of local health needs and in designing services; and
  - what we need to do in order to ensure that we make every £ count; and
  - the report also includes appendices with updated local health statistics for World Class Commissioning outcomes and practice-based population health profiles.

The recommendations in this report are important in the context of the continually increasing demands upon the health and social care system associated with the introduction of new technical developments, with the increasing age of our population and, in particular, in the context of the current economic climate.

## Introduction and Background

- 2 This year's Director of Public Health's Annual Report focuses on how we can get short term gains in population health outcomes, enhance productivity, nudge each other to choose healthier lifestyles, and particularly how we can make each pound count as we deliver public services locally. The first four chapters of the report in turn, explore and include

recommendations about;

- the simple things that we can do in the short term to improve the health and wellbeing of the population over the next five years;
- the things to do to tackle the productivity challenge we now face;
- the choices that we have about how we can promote individual and collective responsibility to improve our wellbeing; and
- the methodical approaches available to us as we allocate resources and how we can make each pound count.

3. All the recommendations in this year's report, particularly those in chapters 1 and 2, are in tune with the NHS QIPPP agenda aimed at improving quality and productivity through innovation, prevention and partnership. The recommendations set out in chapter 3 are congruent with the Total Place Agenda which brings many partner organisations together to serve local people, and the Hearts of Herefordshire Project that is promoting collective and individual responsibility for improving our social capital, health and wellbeing. Chapter 4 contains specific proposals that we should look at all available sources in the round and gain further insight about how each pound can be spent more efficiently across health and social care sectors in Herefordshire to help us achieve desirable outcomes and uses programme budgeting and marginal analysis methodology to explore this.
4. The recommendations in this report will aid the delivery of the integrated approach to health and social care service delivery championed by NHS Herefordshire and Herefordshire Council and joint efforts to improve health and wellbeing, and the quality and people's experience of local services. The recommendations in this report will also provide a basis for integrated actions across public services and partnerships in the county. Continuing with the approach taken last year, this year's report contains some key population health indices by GP Practice population as far as possible. This analysis continues to provide the insight and impetus to act at the practice level and support this distinct 'population of concern' at the (clinical) frontline to prevent ill-health and promote health and wellbeing. It is also important that avoidable differences in health outcomes and experience of local services for different segments of the population are addressed. This analysis at the practice population level provides a good basis for tackling these avoidable differences, inequalities and potential inequity. Appendix 2 of this report provides more detailed analysis of health inequalities between the advantaged and less-advantaged groups in the county. Further appendices complete the report by providing a detailed picture of the health of the population of Herefordshire including a general statistical profile and key indicators at GP practice population level.

## **Key Considerations**

5. The Director of Public Health's Annual Report 2009 highlights the key local population health issues and sets out a series of recommendations for improving population health, reducing health inequalities and for improving quality and productivity in relation to health and social care. The recommendations within the report are in line with the QIPPP approach and the Total Place agenda.

## **Community Impact**

6. The report contains key recommendations for making the best use of available resources for improving population health. The report also highlights a range of health inequalities in the county and makes recommendations in relation to reducing inequalities.

## **Financial Implications**

7 The following financial implications have been identified:

- Following consultation with relevant stakeholders, the annual planning and prioritisation processes, the cost of implementation of recommended actions will be included in annual operating budgets of relevant partner organisations in the county.
- Potential long term financial and workforce implications around the strategic shift to health prevention and local invest to save initiatives.

## **Legal Implications**

8 No legal implications are identified in relation to this recommendation.

## **Risk Management**

9 The following risks have been identified:

- If not addressed, issues raised in the report will have an impact on the achievement of health and wellbeing targets.
- The main risks revolve around the execution of proposed systemic changes and challenge to traditional practices.

## **Appendices**

- Director of Public Health's Annual Report 2009 (Executive summary)
- Director of Public Health's Annual Report 2009

## **Background Papers**

- None.