

MEETING:	CABINET
DATE:	20 OCTOBER 2011
TITLE OF REPORT:	DIRECTOR OF PUBLIC HEALTH ANNUAL REPORT 2011
PORTFOLIO AREA:	HEALTH AND WELLBEING

CLASSIFICATION: Open

Wards Affected

County-wide

Purpose

1. To inform the Cabinet 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 – 2011.
2. To seek support from the Cabinet 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.

Key Decision

This is not a Key Decision.

Recommendation(s)

THAT:

- (a) the Director of Public Health Annual Report 2011 Executive Summary, attached as Appendix 1 to the report be received. The full report can be accessed at <http://www.herefordshire.nhs.uk/156.aspx>;
- (b) 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 be supported; and
- (c) the dissemination of the report and help to cascade the key messages be supported.

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

Key Points Summary

- This is the third Annual Report of the Director of Public Health since the appointment of a Joint Director of Public Health for the county;
- This year, the key messages are:
 - There is a social gradient in health in Herefordshire and reducing that social gradient is important for the sustainability of both the economy and health and social care services in the county.;
 - The ladder of intervention framework provides a vehicle for integrating lifestyle and enforcement action into a single integrated strategy for improving population health and wellbeing.
 - The social gradient in health starts in the womb and accumulates through life. A life course approach is necessary to reduce the social gradient in health.
 - A child's readiness for school at age 5 is strongly predictive of their future health and wellbeing, and the development of 5 year olds in Herefordshire is significantly below average for England.
 - Circulatory disease is the single largest cause of long term ill-health and disability in Herefordshire. The NHS Health Checks programme has the potential to reduce the social gradient in circulatory disease in Herefordshire.
 - The cost of falls-related admissions for older people in Herefordshire is substantial and could be reduced through strength and balance training, assessment of hazards in the home, assessment of vision and medication review.

Alternative Options

- 1 There are no Alternative Options as the Director of Public Health Annual Report is a statutory requirement.

Reasons for Recommendations

- 2 The report is required to provide an overview of health and wellbeing in the county and is the view of the Director of Public Health. The Cabinet is asked to support the recommended approach and actions to improve health and wellbeing in Herefordshire.

Introduction and Background

- 3 There has been significant progress in implementing the recommendations from the previous reports and the longer term strategic actions from those reports are now embedded in current strategic and operational plans.
 - The report complements the Joint Strategic Needs Assessment and recommends areas of focus over the next 3 years to reduce the social gradient in health and reduce health inequalities;
 - The Executive Summary of the report is attached and will be made widely available.
 - The full report will be available online via the Herefordshire Public Services websites, with a

limited number printed for distribution on request.

- The 2011 Public Health Annual Report was launched at the public meeting of the shadow Health and Wellbeing Board on 18 October 2011

Key Considerations

4 These are as follows:

- Implications for the health and well-being of HPS staff as members of the local population and as key providers of the lifestyle management interventions recommended in the report.
- Implications for changing traditional work practices, adding more people to the lifestyle management workforce and for staff training across HPS to accommodate the proposals in the report.
- Supports the NHS Herefordshire QIPP agenda (quality, innovation, productivity and prevention).
- Supports the implementation of the Public Health system reforms proposed in the white paper 'Healthy Lives, Healthy People'.

Community Impact

5 The report highlights a range of health inequalities in the county and makes recommendations in relation to reducing inequalities.

Financial Implications

6 Following consultation with relevant stakeholders and through the annual planning and prioritisation processes, if agreed, the cost of implementation of recommended actions would be included in annual operating budgets of relevant partner organisations in the county. There are potential long term financial and workforce implications around the strategic shift to the prevention of ill health.

Legal Implications

7 None

Risk Management

8 If not addressed, issues raised in the report will have an impact on the achievement of health and wellbeing targets to reduce inequalities in health.

The main risks revolve around the implementation of service transformation and challenge to traditional practices.

Consultees

9 HPS Leadership Team (6 September 2011)
Leader's Briefing (15 September 2011)

PCT Public Board (28 September 2011)

Health and Wellbeing Public Board (18 October 2011)

Cabinet (20 October 2011)

Appendices

10 Appendix 1 - Director of Public Health Annual Report 2011 – Executive Summary

Background Papers

None.