

<b>MEETING:</b>	<b>CABINET</b>
<b>MEETING DATE:</b>	<b>24 OCTOBER 2013</b>
<b>TITLE OF REPORT:</b>	<b>DIRECTOR OF PUBLIC HEALTH ANNUAL REPORT 2013</b>
<b>REPORT BY:</b>	<b>DIRECTOR OF PUBLIC HEALTH</b>
<b>CABINET PORTFOLIO</b>	<b>HEALTH AND WELLBEING; CHILDREN'S WELLBEING</b>

**1. Classification**

Open

**2. Key Decision**

This is not a key decision

**3. Wards Affected**

County-wide

**4. Purpose**

To publish the statutory annual report of the Director of Public Health on the health of people of Herefordshire as required by the Health and Social Care Act 2012;

To set out three priority areas for improving the health of the population and reducing inequalities in health that also address the Staying Healthy workstream priorities of Herefordshire's Health and Wellbeing Board. These are addressing inequalities in health outcomes in our most deprived communities, tackling alcohol harm to communities and families, and supporting informal carers' health and wellbeing;

To ensure that the recommended approach and actions highlighted in the report will inform service development and commissioning aimed at improving the health and wellbeing of the population of Herefordshire.

## **5. Recommendation(s)**

### **THAT:**

- (a) the Director of Public Health Annual Report 2013 is received by the Council and is published as required by the Health and Social Care Act 2012;**
- (b) the three priorities and recommendations of the Annual Report, which have links to the Health & Wellbeing Strategic Approach and the council's priority to enable people to be independent and lead fulfilling lives are noted; and**
- (c) the report's recommendations and the proposed approach and actions highlighted in the report are used to inform service development and commissioning during the next planning cycle and in the medium term.**

## **6. Alternative Options**

- 6.1 There are no alternative options to receiving and publishing the Director of Public Health's Annual Report as the Annual Report is a statutory requirement. If the Cabinet does not accept the recommendations, the implication would be that the Director of Public Health would not be able to carry out her duties to meet the proposed health and wellbeing outcome measures for Herefordshire.

## **7. Reasons for Recommendations**

- 7.1 The report is required to provide the Director of Public Health's view on important issues affecting the health of the population of the local authority and fulfil the requirement that the report is published by the local authority. The recommendations have been made based on Herefordshire's joint strategic needs assessment, Understanding Herefordshire, and in collaboration with Herefordshire's Health and Wellbeing Board Staying Healthy priority. Cabinet is asked to support the recommended approach and actions to improve the health and wellbeing of the county's population.

## **8. Key Considerations**

- 8.1 This is the first annual report of the Director of Public Health since the transition of public health responsibilities to the local authority under the Health and Social Care Act 2012;
- Progress has been made in implementing the recommendations from the 2012 report and the longer term strategic actions from that report are now embedded in current strategic and operational plans across the health and social care community;
  - An update on the recommendations from the 2012 report is given as part of the current report;
  - The topics highlighted in the report are important to the decision making process about local priorities for public health for the next planning cycle and beyond;
  - This year, the report outlines issues and recommendations relating to:

- addressing inequalities in health outcomes in our most deprived communities;
- tackling alcohol harm to communities and families;
- supporting informal carers' health and wellbeing .

A seminar for all members was held in September 2013 outlining both the findings and recommendations of the DPH report, and the role of the Council in relation to public health.

## **9. Community Impact**

9.1 The three priority areas were chosen based on information from Understanding Herefordshire that shows those things that potentially most affect our population's health and wellbeing. Addressing these has the potential to positively impact on the health and wellbeing of those affected individuals, communities, and families. The recommendations in the report link directly to the priorities of the Health and Wellbeing Strategic Approach, and are given below:

### **Staying healthy**

- To develop our understanding of people's behaviours and influences on behaviour in Herefordshire, gaining insight through social marketing;
- To develop and utilise the wider public health workforce;
- To review existing services and commission healthy lifestyle behaviour change services such as for stop smoking and weight management.

### **Integrated pathways from a user perspective**

- The needs of informal carers should be considered in the scoping of the 2013/14 Herefordshire Integrated Needs Assessment;
- Evidence of good practice should be reviewed for approaches to best support effective and sustainable informal care;
- When allocating resources, health economics principles should be applied to efficiently meet the needs of informal carers and benefit the wider health and social care system.

### **Communities**

- To seek out opportunities for collaboration and work together on lifestyle behaviour change;
- To gain a better understanding of our communities and work with them to reduce the social gradient in health;
- That the Health and Wellbeing Board and partner organisations across Herefordshire continue to give priority to reducing alcohol-related harm and to developing our strategic intelligence about the complexities of alcohol harm in our community, focusing on identifying areas of overlap where combined efforts have the potential to make the most impact.

### **Families**

- That partner agencies commit to contributing their data and intelligence in order that we can build a comprehensive understanding of alcohol use and

- the consequences of alcohol misuse in Herefordshire;
- That partner agencies commit to a more coordinated approach to working together to address alcohol-related harms so that resources can be targeted following a strategic and evidence-based approach;
- That the Alcohol Harm Reduction Group provides a forum to bring together plans for tackling the influence of alcohol as it impacts on domestic violence and abuse, offender management and Families in Need.

The recommendations also link with the Council's corporate plan priorities for people, which are:

- People are physically and mentally healthy and stay healthy for longer;
- Outcomes for children and young people improve;
- There is increased equality of opportunity and access, to reduce inequality in health and wellbeing outcomes;
- There is access to excellent education and learning opportunities at all levels (includes early years/schools/FE/HE/adult learning)
- People are able to take more responsibility for themselves (includes making healthy choices and focuses on prevention);
- People are active in their communities and look out for the more vulnerable so that they can live independently;
- Public services are prioritised to support those in need of services to maintain their independence or stay safe;
- People stay safe.

## 10. Equality and Human Rights

The report is the Director of Public Health's view of the needs of the county's population experiencing greatest inequalities and poorest health outcomes. This includes examining equitable access to services. The recommendations support the Public Sector Equality Duty, under section 149 of the Equality Act 2010, which are to:

- Eliminate discrimination, harassment and victimisation and any other conduct that is prohibited by or under the Act;
- Advance equality of opportunity between people who share a relevant protected characteristic and people who do not share it;
- Foster good relations between people who share a relevant protected characteristic and those who do not share it.

The protected characteristics are:

- age;
- disability;
- gender reassignment;
- marriage and civil partnership;
- pregnancy and maternity;
- race;
- religion or belief;
- sex;
- sexual orientation.

With the transition of Public Health to Herefordshire Council, a range of Equality Impact Assessments will be undertaken as an integral part of planning and implementation of specific recommendations within the Annual Report. An example of where the recommendations from the Annual Report will have an impact on protected characteristics is around alcohol misuse in Herefordshire. The commissioned services will include a focus on young people under the age of 18 at risk of alcohol misuse (age) and women and men at risk of domestic abuse/violence (sex).

## **11. Financial Implications**

- 11.1 The report itself has no financial implications and commits no funding, but sets out a programme of work to inform commissioning decisions regarding resource allocation over the next year. Meeting the recommendations will have financial implications determined in services' business planning processes. The Public Health settlement is a key resource for service delivery to meet the recommendations in the Annual Report.

## **12. Legal Implications**

- 12.1 The production of the Director of Public Health Annual Report 2013 meets our statutory requirement. The report has been cleared by Legal Services.

## **13. Risk Management**

- 13.1 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. The transition of Public Health to the local authority gives opportunities to change how services are delivered to ensure support is delivered appropriately.

## **14. Consultees**

- 14.1 Public Health Department staff; Health and Wellbeing Board members; key council contacts; community partners leading on areas of collaboration.

## **15. Appendices**

- 15.1 Director of Public Health Annual Report 2013

## **16. Background Papers**

- 16.1 None identified.