

MEETING:	CABINET
MEETING DATE:	19 March 2015
TITLE OF REPORT:	DIRECTOR OF PUBLIC HEALTH ANNUAL REPORT 2014-15
REPORT BY:	DIRECTOR OF PUBLIC HEALTH (INTERIM)

Classification

Open

Key Decision

This is not a key decision.

Wards Affected

County-wide

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.

Recommendation(s)

THAT:

- (a) **The Director of Public Health Annual Report 2014 is received by the Council and is published, as required by the Health and Social Care Act 2012.**

Alternative options

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.

Reasons for recommendations

2. The report provides the Director of Public Health's view on important issues affecting the health of the population of Herefordshire and fulfils the requirement that the report is published by the local authority.

3. The annual report has as its focus one of Herefordshire Health and Wellbeing Board's key themes – giving our children the best start in life.
4. The annual report supports the priorities of the Children and Young People's Partnership.
5. The Director of Public Health Annual Report is a statutory requirement.

Key considerations

6. This is the second 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.
7. The focus of the Director of Public Health's annual report this year is children and young people with a particular emphasis on improving outcomes for 0-5 year olds. In this report the Director of Public Health highlights what can be done to improve a wide range of outcomes for children including health, wellbeing, developmental and educational outcomes. The report has been informed by data in the Children's Integrated Needs Assessment (CINA) published in January and the Joint Strategic Needs Assessment, *Understanding Herefordshire (UH)*, and provides a range of practical advice on improving children's outcomes, thereby complementing the recommendations in the CINA and UH.
8. It contains an update on the recommendations from the 2013 Director of Public Health's annual report.
9. The topics highlighted in the report are important to the decision making process about local priorities for public health and the local authority for the next planning cycle and beyond.

Community impact

10. The report emphasises the central role of parents, carers, families and communities in ensuring that children get the best possible start in life.
11. Addressing the issues highlighted in these reports has the potential to positively impact on the health and wellbeing of children and young people and the families and communities that they live in.

Equality and human rights

12. 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.

Financial implications

13. The report itself has no financial implications and commits no funding.

Legal implications

14. Section 31 Health and Social Care Act 2012 provides that there is a duty for the Director of Public Health to prepare an annual report on the health of the people in the area of the local authority, and a duty on the local authority to publish the report.

Risk management

15. Failure to produce the Director of Public Health Annual Report would mean as a local authority we are not fulfilling our statutory requirement.
16. Failure to receive the annual report and take action in its decision making could result in the council's failure to improve outcomes for children and young people in Herefordshire.

Consultees

17. Children's Wellbeing Directorate.

Appendices

18. Appendix A – Director of Public Health Annual Report

Background papers

19. None identified.