

## Health and Wellbeing Board

Meeting Date: 5<sup>th</sup> March 2020

### HWBB Joint Commissioning Report – Director of Public Health Annual Report

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#### 1. Summary

- 1.1 This report provides a summary of the content of the Director of Public Health Annual Report. Directors of Public Health have a statutory duty to write an annual report on the health of their population and the Local Authority a requirement to publish it.
- 1.2 The Director of Public Health Annual Report is an evidence-based vehicle for informing local people about the health of their community, as well as providing necessary information for decision makers in local health services, authorities and communities on health gaps and priorities that need to be addressed.
- 1.3 This year's report includes: an overview of patterns and variation of health and wellbeing of the Shropshire population, a reflection of progress during 2019, an outline of key preventative priorities and interventions to improve health and wellbeing during 2020 and importantly the shared responsibility partners, communities and individuals play in improving outcomes.

#### 2. Recommendations

- 2.1 That Board members read this report, and support the recommendations which require a concerted joint effort if they are to be achieved to help improve the health and wellbeing Shropshire people.

### REPORT

#### 3. Main report

- 3.1 The report for 2020 has a refreshed focused look, which contains infographics to highlight key health messages and information, evidence around what works and finishing with a pledge from the local authority and a call to action from stakeholders.



- 3.2 The Communications Team have been supporting a design to appeal to both the public and partners. The overall theme of the report is the County motto 'Floreat Salopia' – May Shropshire flourish – and is used throughout. Demonstrating while Shropshire is a County to be proud of with overall good health and wellbeing outcomes, there are areas we can make significant improvements.

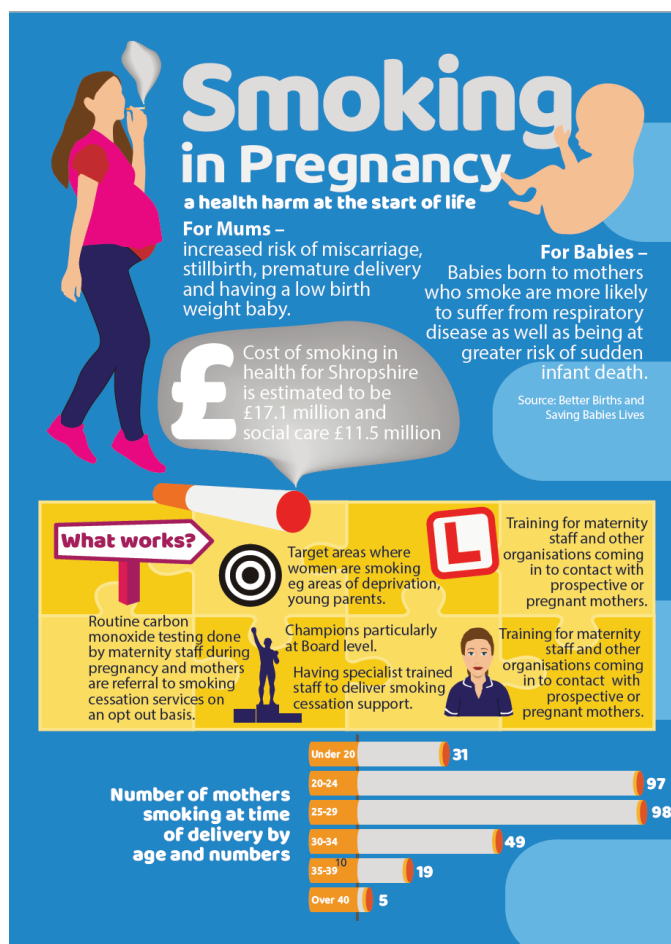
3.3 The Annual report contains three chapters;

3.3.1 Chapter 1 describes Patterns of Health & Wellbeing across Shropshire. This includes data showing how Shropshire compares better and worse than England for health outcomes and describes the wider determinants of health which impact on health and wellbeing which include; housing, employment, air quality and educational opportunities.

3.3.2 Chapter 2 highlights areas of focus for 2020 and beyond which includes specific pages for:

- Smoking in pregnancy;
- Social prescribing;
- Mental health;
- Health in All;
- Physical activity and weight management.

Each broadly follows the format of: why an intervention is needed; what works; local rates; what is happening to address the issue; and importantly the message of a shared responsibility approach what we all can do - friends/family, the individual, health care organisations/staff and the community. The style for smoking in pregnancy can be seen below;



3.2.3 Chapter 3 describes some of the work Public Health and partners are undertaking to address health concerns including the key services and mix of initiatives. This includes: Diabetes; Housing; School Readiness; Falls Prevention (Elevate); Atrial Fibrillation; Alcohol; Road Traffic Accidents; Shropshire Libraries; Healthy Conversations; Adverse Childhood Experiences and Immunisations (MMR).

3.2.4 The report also highlights the economic reasons to invest in prevention and what we can all do as individuals to improve our wellbeing.

3.3 The report has been printed, and will be distributed in hard copy to partners across the health and care system including: Health & Wellbeing Board members; Heads of Service; Chairs of Boards; GP

Practices; Pharmacies; Primary Care Networks; Voluntary and Community Sector Association; Elected Member Portfolio Holders; Public Health England and NHS England. Other organisations will include: Libraries; Town Councils; neighbouring Councils; Local MP's and elected members. The report will also be made available at conferences, stands and regional meetings as needed.

#### **4.0 Risk Assessment and Opportunities Appraisal**

(NB This will include the following: Risk Management, Human Rights, Equalities, Community, Environmental consequences and other Consultation)

There are no Human Rights, Environmental Consequences, Community or Equality issues identified in this report.

#### **5.0 Financial Implications**

There are financial implications moving forward the priorities identified in this Annual Report, but these have been accounted for within the Public Health budget.

#### **6.0 Additional Information**

#### **7.0 Conclusions**

7.1 This Annual Report provides a concise, contextual and public facing summary of work that has taken place in Public Health in Shropshire, and presents Public Health and Wellbeing as a joint responsibility for everyone.

<b>List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)</b>
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<b>Cabinet Member (Portfolio Holder)</b>
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Cllr. Dean Carroll
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Portfolio Holder for Adult Services, Climate Change, Health and Housing
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<b>Local Member</b>
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<b>Appendices</b>
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