



Northumberland

County Council

HEALTH AND WELLBEING OVERVIEW AND SCRUTINY COMMITTEE

5TH JUNE 2018

DIRECTOR OF PUBLIC HEALTH ANNUAL REPORT 2017

Report of Director of Public Health

Cabinet Member: Cllr Veronica Jones, Adult Wellbeing and Health

Purpose of report

The purpose of this report is to present the Director of Public Health (DPH) Annual Report for 2017.

Recommendations

It is recommended that the Health and Wellbeing Overview and Scrutiny Committee:

- a. Notes the content of the DPH Annual Report 2017;
- b. Accepts and supports the recommendations.

Link to Corporate Plan

This report links to all the priorities in the Corporate Plan 2018 - 2021.

Key issues

- The wider determinants of health have a larger impact on health and wellbeing than the lifestyle issues which have historically been seen as the focus of public health activity.
- Life Expectancy has been increasing but has levelled off over the first half of this second decade. The increases are largely a result of fewer deaths from heart disease, heart attacks and strokes which in turn are largely attributable to reductions in smoking prevalence.
- The Index of Multiple Deprivation, the accepted method of comparing deprivation within and between communities, is orientated towards urban deprivation so does not reflect the challenges facing rural communities.
- High quality education is a key driver of health, wellbeing and social mobility. Whilst Early Years and primary school education is good, educational attainment at Key Stage 4 is less good and there are stark inequalities in terms of the educational

attainment of children across the County. There are specific challenges to delivering good quality education in a rural setting.

- Employment levels have historically been good across the county and employment generally has a positive impact on health and wellbeing. However, low quality or insecure employment may actually be worse than unemployment. Rurality is associated with self-employment and home working (which may be a positive choice), seasonal working and lower pay. The North of Tyne devolution deal presents an opportunity to build on the work already being undertaken in the county to support people in certain groups (back) into employment.
- Housing is a key influencer of health; much of the improvement in health and wellbeing since the early 1900s can be attributable to better quality housing. The majority of the social housing stock in the county meets the Decent Homes Standard but the majority of private rented accommodation does not, mostly because of poor energy efficiency. Fuel poverty is a feature of rural deprivation and the NHS has a key role to play in identifying and supporting patients at risk from cold homes.
- Low levels of affordable homes are a feature of areas which are attractive to second home owners but this can potentially be addressed through policies incorporated into Neighbourhood Plans. The changing population demographics mean that housing adaptations and support for older people is a major strategic challenge.
- Transport enables individuals and communities to remain connected and active. It also enables access to leisure activities, employment and education. Walking and cycling has positive benefits for health and wellbeing but is more difficult as a means of travel in rural communities where car ownership and usage is more common. Combining walking and cycling with public transport where possible is an alternative option for building physical activity into people's daily lives.
- The report makes the following recommendations:
 - Embed a Health in All Policies approach to policy and strategy development across Council activity;
 - Use the Making Every Contact Count approach to enable frontline service staff to support vulnerable people living in poor housing;
 - Use the Better Health at Work Award to encourage employers to develop travel plans which support active travel;
 - Consider a multi-agency review of patient/service user transport to maximise collective resources;
 - Embed a 'More than Medicine' approach into patient care, connecting clinical consultations with non-clinical interventions;
 - Use the NICE Quality Standards on preventing excess winter deaths to improve the commissioning and delivery of health and social care.

These recommendations if taken forward could potentially impact on the health and wellbeing of the majority of residents in Northumberland.

Background

Directors of Public Health in England have a statutory duty to write an Annual Public Health Report on the health of the local population; the Local Authority has a duty to publish it. The DPH Annual Report is a vehicle for informing local people about the health of their community, as well as providing necessary information for commissioners and providers of services on health and wellbeing issues and priorities that need to be addressed.

This year's report focuses on the wider (or social) determinants of health - the so called 'causes of the causes'. It explains how unmet needs in communities (deprivation) is measured and why that may not effectively reflect the challenges facing rural communities. It also describes some of the demographic challenges facing the county in terms of the urban/rural split. The report explores education, employment, housing and transport as wider determinants of health in more detail and outlines some of the advantages and disadvantages of the impact of these determinants in the rural context. It also identifies the contribution that the NHS may make to addressing issues around the wider determinants of health. The Council already recognises many of the challenges of rurality and examples of some of the initiatives that are already in place have been showcased. Finally, the report highlights some of the opportunities that may be presented through, for instance, North of Tyne devolution and makes a small number of recommendations on how the Northumberland system can contribute to improving health and wellbeing through action on these wider determinants.

This report was presented to the Health and Wellbeing Board on 10th May 2018 and the recommendations were supported.

Implications

Policy	Any suggested policy implications will be proposed as separate recommendations with supporting evidence
Finance and value for money	N/A
Legal	This report meets the statutory requirement of the DPH to produce an annual report on a health issue relevant to the LA population.
Procurement	N/A
Human Resources	N/A
Property	N/A
Equalities	

(Impact Assessment attached) Yes <input type="checkbox"/> No <input type="checkbox"/> N/A <input checked="" type="checkbox"/>	
Risk Assessment	Not undertaken
Crime & Disorder	N/A
Customer Consideration	N/A
Carbon reduction	The report in itself does not impact on carbon reduction although recommendations to increase active transport will, if put into effect.
Wards	This report relates to the health and wellbeing of all wards.

Background papers:

N/A

Appendices

Appendix 1. Draft DPH Annual Report 2017. The Causes of the Causes. A look at some of the wider determinants of health in Northumberland. Available from :

<http://www.northumberland.gov.uk/Northumberland-Knowledge-and-JSNA/JSNA/Director-of-Public-Health-Reports.aspx>

Report sign off.

Authors must ensure that officers and members have agreed the content of the report:

	initials
Monitoring Officer/Legal	N/A
Executive Director of Finance & S151 Officer	N/A
Relevant Executive Director	
Chief Executive	
Portfolio Holder(s)	

Author and Contact Details:

Elizabeth Morgan FFPH - Director of Public Health

Tel: 01670 620111 email Elizabeth.morgan@northumberland.gov.uk