

BARNSELEY METROPOLITAN BOROUGH COUNCIL

This matter is not a Key Decision within the Council's definition and has not been included in the relevant Forward Plan

**Report of the Director of Public Health
22nd March 2017**

DIRECTOR OF PUBLIC HEALTH ANNUAL REPORT 2016

1. Purpose of report

The aim of this report is to provide Cabinet members with information about the Director of Public Health 2016 annual report.

2. Recommendations

That the contents of the Director of Public Health 2016 annual report be noted.

3. Introduction

3.1 National context

The Director of Public Health (DPH) is as independent advocate for the health of the population and system leadership for its improvement and protection. The independence is expressed through the DPH Annual Report – an important vehicle for providing advice and recommendations on population health to both professionals and public – providing added value over and above intelligence and information routinely available.

The annual report is the DPH's professional statement about the health of local communities, based on epidemiological evidence, and interpreted objectively. However it is not just the annual review of public health outcomes and activity. The annual report is an important vehicle by which the DPH can identify key issues, flag up problems, report progress and thereby serve their local populations.

It is a valuable process for internal reflection and team prioritisation as well as external engagement and awareness raising.

3.2 Local context:

For most people, what matters is not so much how many years they live, but being healthy for the years that they are alive. Many people are keen to state they do not want to live an extra ten years, if for those years they are suffering.

The Office for National Statistics publishes 'healthy life expectancy' figures. In Barnsley healthy life expectancy for men is 57.5 years and for women 56.3 years. This is the number of years lived in 'good' health.

Barnsley residents will spend a significant proportion of their lives not in good health and this begins early and well before retirement age. For women, almost a third of their lives could be spent in ill health.

The DPH annual report (2016) is a short film which aims to find out what 'being healthy' means to those living and working in Barnsley and how our approach to promoting good health might need to change from the decisions we make to the services we provide.

4. Proposal and justification

This short film will be used to communicate the work of the public health within BMBC to the public, BMBC staff and partners.

5. Consideration of alternative approaches

Instead of a traditional long paper report, a short video has been produced which will make the content more accessible to a wider audience. The video is easily understandable for members of the public and those professionals who are not public health specialists.

6. Implications for local people / service users

The video provides the views and opinions on what 'being healthy' means to those living and working in Barnsley to inform the Council's decision making with regards to improving healthy life expectancy.

7. Financial implications

There are no financial implications.

8. Employee implications

There are no employee implications.

9. Communications implications

The Director of Public Health's 2016 annual report will be publicly launched on 6th April 2017. A communications plan has been produced with a significant focus on the use of social media.

10. Consultations

The theme of the report has been shared with People, Place and Communities.

11. The Corporate Plan and the Council's Performance Management Framework

The film and subsequent actions to be taken will contribute to the 3 priorities within the Corporate Plan:

- thriving and vibrant economy
- people achieving their potential
- strong and resilient communities

12. Promoting equality, diversity, and social inclusion

The film and subsequent actions will ensure that commissioned services and programmes of work continue to promote equality, diversity and social inclusion.

13. Tackling the Impact of Poverty

There are no issues relating to tackling the impact of poverty.

14. Tackling health inequalities

The film and subsequent actions will ensure that commissioned services and programmes of work continue to tackle health inequalities

15. Reduction of crime and disorder

The film and subsequent actions will not impact on the reduction of crime and disorder.

16. Risk management issues

There are no risk management issues to consider.

17. Health, safety, and emergency resilience issues

There are no health, safety and emergency resilience issues to consider.

18. Compatibility with the European Convention on Human Rights

Not applicable

19. Conservation of biodiversity

Not applicable

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Financial Implications /
Consultation



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(To be signed by senior Financial Services officer
where no financial implications)