

## **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  
to Cabinet on Wednesday 21<sup>st</sup> February 2018**

### **DIRECTOR OF PUBLIC HEALTH ANNUAL REPORT 2017**

#### **1. PURPOSE OF REPORT**

- 1.1 The aim of this report is to provide Cabinet members with information about the Director of Public Health 2017 annual report.

#### **2. RECOMMENDATIONS**

- 2.1 That the contents of the Director of Public Health 2017 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:

In the 2017 report, we have tried to capture a snapshot in time to illustrate the health and wellbeing of Barnsley's residents. Through the completion of a short diary, residents told us about their physical and mental health on 7 November 2017 and what might have made it better, or worse.

'A day in the life of' has provided us with an invaluable and unique insight into the daily challenges that affect our residents' physical and mental health and a better understanding of what people think makes their health better or worse.

Five themes were identified from the diary entries received:

1. The importance of being resilient
2. The importance of our connections with others
3. The importance of Five Ways to Wellbeing
4. The importance of sleep
5. The importance of work

'A day in the life of' has been designed in the form of a 'flipbook' and will be distributed electronically and through social media platforms. A small number of hard copies will also be produced. It will then be stored, along with the original diaries; in the Barnsley Archives where we hope it will form a piece of social history by providing generations to come with a record of everyday life in Barnsley.

#### **4. PROPOSAL AND JUSTIFICATION**

- 4.1 This report will be used to communicate the work of public health within BMBC to the public, BMBC staff and partners and will also give us all a better understanding of our resident's daily life and health and wellbeing challenges they face.

#### **5. CONSIDERATION OF ALTERNATIVE APPROACHES**

- 5.1 The report is easily understandable for members of the public and those professionals who are not public health specialists. Using quotes from the real life diaries from our residents helps the report to be more powerful.

#### **6. IMPLICATIONS FOR LOCAL PEOPLE/SERVICE USERS**

- 6.1 The report provides a unique insight into the daily challenges that affect our residents' physical and mental health and a better understanding of what people think makes their health better or worse, enabling us to have a better understanding and will help inform the Council's decision making with regards to health and wellbeing.

#### **7. FINANCIAL IMPLICATIONS**

- 7.1 The total cost for producing this report including design, photography and printing is £2215. All costs will be contained within existing budget allocations.

#### **8. EMPLOYEE IMPLICATIONS**

- 8.1 There are no employee implications.

#### **9. COMMUNICATIONS IMPLICATIONS**

- 9.1 The Director of Public Health's 2017 annual report will be publicly launched on 8 March 2018. A communications plan has been produced with a significant focus on the use of social media.

**10. CONSULTATIONS**

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

**11. THE CORPORATE PLAN AND THE COUNCIL'S PERFORMANCE MANAGEMENT FRAMEWORK**

11.1 The report 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**

12.1 The request for diaries was promoted through many routes to ensure a diverse response. Groups consulted included Refugee Council, Barnsley Together Forum, Race Equality, Barnsley Advocacy Service, Disability Forum, Deaf Forum, LGBT Forum, Age UK, Dementia Support and service user networks.

**13. TACKLING THE IMPACT OF POVERTY**

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

**14. TACKLING HEALTH INEQUALITIES**

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

**15. LIST OF APPENDICES**

Appendix 1: 'A day in the life of'. Director of Public Health Annual Report 2017

If you would like to inspect background papers for this report, please email [governance@barnsley.gov.uk](mailto:governance@barnsley.gov.uk) so that appropriate arrangements can be made

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Financial Implications/Consultation



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