

REPORT TO THE HEALTH AND WELLBEING BOARD

8 December 2015

PUBLIC HEALTH STRATEGY 2016-18

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1. Purpose of Report

1.1 To present the Public Health Strategy 2016-2018 to the Health and Wellbeing Board.

2. Recommendations

2.1 Health and Wellbeing Board members are asked:-

- Note the content of the Public Health Strategy.
- Consider how the strategy's outcomes and priorities and can be aligned to the work of their organisations.

3. Introduction/ Background

3.1 A Healthier Happier Barnsley is our three-year Public Health Strategy for the borough. The strategy demonstrates the commitment of the council to work with partners to improve the health of all people living in Barnsley. It outlines our Public Health vision 'children have the best start in life and everyone enjoys a happy healthy life wherever they live and whoever they are' and includes four long term public health outcomes as well as three short term public health priorities.

3.2 We know that what happens to children before they are born and their experiences as they grow and develop can affect their health and opportunities later in life. We also know that children and young people who grow up in a safe environment and have a positive relationship with their families and communities are more likely to do better as they go through life. Therefore, the council is committed to work with partners to tackle the problem of poor health and health inequalities by focusing our efforts on children, young people and their families across the borough.

3.3 The strategy contributes to achieving the Barnsley Council vision, a brighter future and a better Barnsley and the three Barnsley Council priorities, thriving and vibrant economy, people achieving their potential and strong and resilient communities through our four long term public health outcomes:

- Our residents will start life healthy and stay healthy
- Our residents will live longer healthier lives
- We narrow the gap in life expectancy and health between the most and least healthy
- We protect our communities from harm, major incidents and other preventable health threats

3.4 To demonstrate we are making a difference in the short term we recognise that we must focus our resources in order to achieve the biggest impact on public health and wellbeing. We have therefore focused on three evidence based priority areas:

- improving the oral health of children
- creating a smokefree generation
- increasing levels of physical activity.

4. Conclusion/ Next Steps

4.1 A separate action plan will be developed for each of the three priority areas to identify in greater detail what we will do and how we will do it to. This will also provide evidence to demonstrate how the distributed model of public health is working in Barnsley.

4.2 The strategy will be used as a resource to embed public health outcomes and priorities into day to day working as a public health council. The strategy will be shared with all partners involved in building a sustainable public health system in Barnsley. It will also be made available to residents on the Barnsley Council website.

5. Financial Implications

5.1 There are no financial considerations at this time.

6. Consultation with stakeholders

- 6.1 The strategy has been drafted in consultation with colleagues from the People, Place, Communities Directorates, Barnsley CCG, Healthwatch and presented to the Barnsley Public Health Forum.
- 6.2 The report has been discussed by Senior Management Team and the Senior Strategic Development Group.

7. Appendices

- 7.1 Appendix 1 – A Healthier Happier Barnsley: Our Public Health Strategy 2016-2018.

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