

BARNSELEY METROPOLITAN BOROUGH COUNCIL (BMBC)

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

RESPONSE TO THE SCRUTINY TASK AND FINISH GROUP (TFG) REPORT ON THE PUBLIC HEALTH STRATEGY 2016-18

1. Purpose of report

- 1.1 To respond to the recommendations as set out in the Overview & Scrutiny Committee's (OSC) TFG report as a result of its investigation on the Public Health Strategy 2016-18.

2. Recommendations

- 2.1 **Members endorse the responses to each of the recommendations made by Public Health and Core Services as outlined in section 4 of the report.**

3. Introduction/Background

- 3.1 As part of its work programme the OSC agreed to undertake a TFG investigation of the Council's Public Health Strategy 2016-18. Further to previous investigations undertaken by the OSC and its TFGs, the OSC felt it was an opportune time to follow up on this work.

4. Specific Recommendations and Responses

- 4.1 From the investigation, nine recommendations were made, each recommendation has been considered and the response included below.
- 4.2 **Recommendation 1: Targeted communications work is done with Elected Members, School Governors and Barnsley Alliance to promote public health messages and initiatives in schools**

Public Health supports this recommendation. The Health and Wellbeing Officer supporting Public Health Nursing has attended the Primary and Secondary Heads' meetings as well as Barnsley Schools' Alliance to update on local public health initiatives and offer support. Following this, Primary and Secondary Heads' have nominated public health champions for their schools. New resources and guidance are regularly sent to these contacts.

The Governors' annual brochure and termly Governing Body Meetings are used to update schools. An example of this is a briefing paper which was prepared to update on the upcoming changes to Relationships and Sex Education, which will become statutory in 2019. In addition, the School's E-bulletin is used to communicate public health messages. To support this recommendation a contact

list of key elected members will be created and used to share resources, guidance and local initiatives in relation to public health in schools.

4.3 Recommendation 2: Services to explore the use of carbon monoxide measuring devices to discourage parents from smoking

Public Health supports this recommendation and will explore this option. The National Institute for Health and Care Excellence (NICE) guidance around smoking in pregnancy recommends screening all pregnant women for smoking using carbon monoxide (CO) monitoring. This recommendation is in place in Barnsley. We have an opt out system in place and all pregnant women are asked if they smoke, and are all CO monitored by the Midwife. All pregnant women that are smokers are referred to the specialist stop smoking Midwife Service. More investment has been made into the Stop Smoking Midwifery service at Barnsley Hospital NHS Foundation Trust to continue to support work to achieve an increased reduction in reduction in smoking rates among pregnant women.

4.4 Recommendation 3: Area Councils purchase tooth brushing packs via the Council's Public Health service

Public Health supports this recommendation and has notified the Area Managers. Area Councils are able to order tooth brushing packs at a discounted cost and oral health leaflets are available free of charge to all Area Councils. Both resources can be accessed via the Public Health Team.

4.5 Recommendation 4: An Elected Member from the OSC sits on the Council's Oral Health Improvement Action Group

Public Health supports this recommendation. Cllr Hayward has very kindly volunteered to sit on the Oral Health Improvement Advisory Group (OHIAG) and attended his first meeting on 23 April 2018. Several links and actions have already been implemented as a result of this engagement.

4.6 Recommendation 5: Specific communication activity is undertaken to raise awareness regarding access to dental services

Public Health supports this recommendation. The OHIAG has a plan in place for a campaign around dentist availability to be tied in with Smile Month (14th May-14th June 2018). The campaign will refer people to the NHS Choices website to find out the Barnsley dental practices that are accepting new NHS patients and dispel the myths on access to dental care. Through the Local Dental Committee we will ensure that the list of available dentists on NHS Choices is kept up to date. The campaign will be shared and promoted by all OHIAG partners.

4.7 Recommendation 6: An All Member Information Briefing (AMIB) is held on 'emotional resilience'

Public Health supports this recommendation. Public Health welcomes the opportunity to work collaboratively with Elected Members to hold an All Member Briefing on emotional resilience to aid them in supporting their communities. Planning work for this Briefing is underway.

4.8 Recommendation 7: In Council Cabinet Reports, the section on ‘Implications for Local People/Service Users’ makes specific reference to ‘Mental Wellbeing’ implications of decisions

Public Health supports this recommendation and would welcome inclusion of a specific reference to ‘Mental Wellbeing’ implications of decisions in Council Cabinet Reports. We would also support the introduction of a Mental Health Impact Assessment for major projects. Public Health are liaising with the Council Governance Team to make these arrangements.

4.9 Recommendation 8: Health and Social Care services consider how they can all focus investment in preventative and early help services

Public Health supports this recommendation. The multi-agency Stronger Communities Partnership brings together responsible authorities, statutory and voluntary services, and local people to provide system-wide leadership to the community and early help offer; it’s focus is on transforming the ways in which services from across the borough interact with individuals, families and communities – making more effective use of assets within communities.

Through collaborative working the Partnership and the Adults and Children’s Early Help Sub Groups aim to ensure a coordinated approach to prevention and early intervention, ensuring that individuals and families have easy access to all forms of early help, making best use of their own skills and resources and preventing needs escalating.

4.10 Recommendation 9: Communication activity is accessible to all Barnsley communities including those with disabilities and where English is an additional language

Public Health supports this recommendation. The Council uses many channels of communication, including the local media, its social media accounts, Facebook and Twitter; Openmail – an e-bulletin that goes out to a list of subscribers; the Barnsley Schools Bulletin; via Ward Councillors and Area Councils. It also shares news and information with its many partners and provides information in marketing materials such as posters, leaflets, flyers and advertising. The Equality and Inclusion Team offer support to Council Officers to assess projects and associated materials for their equality impact. This approach will enable us to ensure that services are promoted to and accessible to all Barnsley communities.

An example of this is the work underway to improve all Barnsley communities’ ability to understand or make use of every day health information. Improving Health Literacy is a key element to enable good self-care and requires culture change at individual, community, organisational and system level.

5. Implications for local people / service users

5.1 The recommendations made are in support of improving health outcomes for people in Barnsley.

6. Financial implications

- 6.1 There are no specific financial implications in responding to the recommendations in the report.

7. Employee implications

- 7.1 There are no specific employee implications in responding to the recommendations in the report.

8. Communications implications

- 8.1 The recommendations and responses consistently highlight the importance of effective communication in relation to key health messages and the availability of services. This includes both clarity of information contained within resources, as well as utilising specific communication channels to ensure messages reach target audiences.

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

- 9.1 As outlined in the Corporate Plan, the three priorities for Barnsley are: a thriving and vibrant economy, strong and resilient communities; and citizens achieving their potential. Positive physical and mental wellbeing are central to achieving all of these priorities, therefore it is essential the Council and its partner organisations work together to support these aims.

10. Promoting equality & diversity and social inclusion

- 10.1 It is essential that all our communities understand how to access Council services and activities. In undertaking any awareness campaigns a variety of methods will be used so that the information is accessible to all our communities.

11. Tackling the impact of poverty

- 11.1 Given the complexity of interconnection between people's income and health, a broad approach to improving the health of those who experience limited resources is important. Evidence suggests that supporting emotional resilience and encouraging people to have healthy lifestyles can help in tackling the impact of poverty.

12. Tackling Health Inequalities

- 12.1 Health inequalities exist between Barnsley and England and within Barnsley itself. Improving health and reducing health inequalities will help local people to reach their full potential. Actions in response to the recommendations identified above support improving health outcomes across the borough; with recognition that additional work is required in particular communities, to help address health inequalities.

13. Risk management issues

13.1 This issue relates to the following risks currently logged on the Council's Strategic Risk Register (SRR), as follows:

- 3026 – 'Failure to achieve a reduction in Health inequalities within the Borough'
- 3047 – 'Failure to protect the health of the population from preventable health threats'

13.2 It is likely the recommended activities detailed in this report will contribute further to the effective mitigation of these risks, and it would be appropriate for any follow-up report regarding community engagement to be cognisant of these risks.

14. Glossary

AMIB – All Member Information Briefing
BMBC – Barnsley Metropolitan borough Council
OSC – Overview and Scrutiny Committee
TFG – Task and Finish Group
NICE - National Institute for Health and Care Excellence
CO - Carbon Monoxide
OHIAG - Oral Health Improvement Advisory Group
SRR – Strategic Risk Register

15. Background papers

- Public Health Strategy 2016-18 Cabinet Report (Cab.16.12.2015/6):
<http://barnsleymbc.moderngov.co.uk/documents/s6332/Public%20Health%20Strategy%20Report.pdf>
- Public Health Strategy 2016-18:
<http://barnsleymbc.moderngov.co.uk/documents/s6333/Public%20Health%20Strategy.pdf>
- Scrutiny Task And Finish Group Report on the Public Health Strategy 2016-18
<http://barnsleymbc.moderngov.co.uk/documents/s32296/Overview%20and%20Scrutiny%20Committee%20-%20Task%20and%20Finish%20Group%20-%20Public%20Health%20Strategy%202016-18%20Cab.21.3.2.pdf>

Report Author: Rebecca Clarke Date: 27th April 2018