

BARNSELY METROPOLITAN BOROUGH COUNCIL

This matter is a Key Decision within the Council's definition and has been included in the relevant Forward Plan

Report of the Director of Public Health

To Cabinet on 5th September 2018

PUBLIC HEALTH STRATEGY 2018-2021: RENEWING ACTION FOR A HEALTHIER BARNSELY

1. PURPOSE OF REPORT

- 1.1 Renewing our Public Health Strategy is an opportunity for us to reflect on what we have achieved with our partners to improve the health and wellbeing of Barnsley residents. We want to renew our actions for a healthier Barnsley by working with others to improve the health and wellbeing of Barnsley people at an accelerated pace. Our approach strengthens our efforts in prioritising policy level action to support individual behaviour change in order to improve healthy life expectancy and reduce health inequalities.

2. RECOMMENDATIONS

2.1 Cabinet is asked to

- **Note the Public Health Strategy which has been produced in consultation with key partners**
- **Support the delivery of the public health strategy**

3. INTRODUCTION

- 3.1 The refresh of the public health strategy has provided an opportunity to review our 2016-18 priorities. These work areas (smoking; physical activity and oral health) now have successfully established programmes in place and have achieved a number of significant results in the last 3 years.
- 3.2 To complement the three existing priorities, we have selected three new priority areas; alcohol, emotional resilience and food for our 2018-2021 refresh of the public health strategy.
- 3.3 All priority areas will have robust action plans developed and shared with partners.
- 3.4 Targets for our public health priorities will be aligned to the developing work on the outcomes framework for the emerging integrated care partnership.

4. PROPOSAL AND JUSTIFICATION

- 4.1 The refresh of the public health strategy continues to contribute to achieving the Barnsley Council vision and the three Barnsley Council outcomes: 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

4.2 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 therefore focused on three evidence based priority areas in our original 2016-2018 strategy:

- improving the oral health of children
- creating a smoke-free generation
- increasing levels of physical activity

4.3 Having made progress on the original priorities as outlined in strategy refresh document, we have now added three new priority areas:

- alcohol
- emotional resilience
- food

4.4 The delivery of each of the new priority areas will be supported by a detailed action plan to identify what we will do, how we will do it to and how we can demonstrate our impact.

5. CONSIDERATION OF ALTERNATIVE APPROACHES

5.1 It was decided to refresh rather than replace the public health strategy because the overall outcomes we want to achieve remain the same. We wanted an approach that adds value and complements the existing strategies of the council and its partners such as the Place Based Plan and the Health and Wellbeing Strategy rather than diverting attention away from them.

6. IMPLICATIONS FOR LOCAL PEOPLE / SERVICE USERS

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

7. FINANCIAL IMPLICATIONS

7.1 There are no direct financial implications associated with this report.

8. EMPLOYEE IMPLICATIONS

8.1 There are no direct employee implications associated with this report.

9. LEGAL IMPLICATIONS

9.1 No identified issues.

10. CUSTOMER AND DIGITAL IMPLICATIONS

10.1 No direct issues identified.

11. COMMUNICATIONS IMPLICATIONS

11.1 A communications plan will be developed for the implementation of the strategy refresh.

12. CONSULTATIONS

- 12.1 The refreshed strategy has been drafted in consultation with partners from Barnsley Hospital, SWYPFT, Healthwatch, Barnsley CCG and Barnsley Healthcare Federation. It has been shared with Directorate Management Team meetings in BMBC, and shared with a number of partnership boards,
- 12.2 The choice of the 3 new priorities was strongly informed by the two most recent annual DPH reports which involved hearing the views and experiences of Barnsley people in relation to health and wellbeing.

13. PROMOTING EQUALITY, DIVERSITY AND SOCIAL INCLUSION

- 13.1 The principle of the strategy is to give every child the best start in life and improve health outcomes for all our residents wherever they live and whoever they are.
- 13.2 The public health strategy promotes equity in access to public health interventions and advice to all of the community and in particular those who have the greatest need.

14. TACKLING HEALTH INEQUALITIES

- 14.1 A key foundation of the strategy is the commitment to work with partners to tackle the problem of poor health and health inequalities.

15. LIST OF APPENDICES


Appendix 1: Renewing action for a healthier Barnsley Public health strategy 2018-2021.

16. BACKGROUND PAPERS

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

Report author: [Julia Burrows]

Financial Implications/Consultation



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