

BARNSELEY 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 20th MARCH

The 2018 Director of Public Health Annual Report

'Are You Contactless? Changing the Way we Connect in a Digital World'

1. PURPOSE OF REPORT

- 1.1 The aim of this report is to provide Cabinet members with information about the Director of Public Health 2018 Annual Report.

2. RECOMMENDATIONS

- 2.1 That the contents of the Director of Public Health 2018 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

The 2017 Director of Public Health report in Barnsley, *A Day in the Life of* captured a snapshot in time to illustrate the health and wellbeing of Barnsley's residents. Through the completion of a diary, residents told us about their physical and mental health on 7 November 2017 and what might have made it better or worse.

More residents wrote about loneliness, social isolation and the importance of connections with others than any other subject. An eighty-four year old female resident wrote: "I'm going out today – looking forward to this, even if it is to a hospital appointment." This diary entry was a stark reminder of the importance of our connections with other people, no matter how brief they may be.

Loneliness is one of the greatest public health challenges of our time and so public health welcomes the Government strategy for tackling loneliness, '*A Connected Society*', which was published in October 2018. The strategy suggests how we must all lay the foundations for change which are described in the recommendations of '*Are You Contactless?*'

4. PROPOSAL AND JUSTIFICATION

- 4.1 The report will be used to communicate the work of the public health team within BMBC to the public, BMBC staff and partners. The public health team will work with partners, both internal and external, to coordinate delivery of the recommendations throughout 2019 which will be reported in the next DPH Annual Report.

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. The report will take a Digital First approach and will be web based. A small number of hard copies will be made available to community groups.

6. IMPLICATIONS FOR LOCAL PEOPLE/SERVICE USERS

- 6.1 The report provides a unique insight into the impact of loneliness and connections on residents' lives. This will enable us to have a better understanding and will help inform the Council's decision making with regards to health and wellbeing; both physical and mental.

7. FINANCIAL IMPLICATIONS

- 7.1 There are no resource implications. The 'call to action' includes signposting to Live Well Barnsley and Town Spirit.

The allocated budget for the design, print and photography of the annual report was £1,500 and it is not expected to exceed this amount.

8. EMPLOYEE IMPLICATIONS

- 8.1 There are no employee implications.

9. LEGAL IMPLICATIONS

- 9.1 None

10. CUSTOMER AND DIGITAL IMPLICATIONS

- 10.1 The report will take a Digital First approach and will be web based. A small number of hard copies will be made available to community groups. The 'call to action' includes signposting to Live Well Barnsley and Town Spirit.

11. COMMUNICATIONS IMPLICATIONS

- 11.1 The Director of Public Health's 2018 report will be publicly launched following presentation to the Health and Wellbeing Board (date to be confirmed).

12. CONSULTATIONS

- 12.1 The report has been shared with People, Place and Communities Directorates.

13. THE CORPORATE PLAN AND THE COUNCIL'S PERFORMANCE MANAGEMENT FRAMEWORK

- 13.1 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

14. PROMOTING EQUALITY, DIVERSITY AND SOCIAL INCLUSION

- 14.1 Extensive public engagement took place to develop this year's annual report and 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.

15. TACKLING THE IMPACT OF POVERTY

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

16. TACKLING HEALTH INEQUALITIES

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

17. LIST OF APPENDICES

Appendix 1: *Are You Contactless? Changing the Way we Connect in a Digital World.*

Report author: Diane Lee, Head of Public Health

Financial Implications/Consultation



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