

BARNSLEY 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 Executive
Director of Public Health**

A HEALTHIER HAPPIER BARNSLEY: OUR PUBLIC HEALTH STRATEGY 2016-18

1. Purpose of report

- 1.1 The Public Health Strategy sets out our vision to give every child the best start in life and improve health outcomes for all our residents. It articulates how our long term public health outcomes and short term priorities contribute to the council vision and priorities. The delivery of the strategy will demonstrate the commitment of the council to work with partners to improve the health of all people living in Barnsley.

2. Recommendations

2.1 Cabinet is asked to

- **Note the Public Health Strategy which has been produced in consultation with key partners.**
- **Support this Strategy as elected members working with Area Councils.**

3. Introduction

- 3.1 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.

4. Consideration of alternative approaches

- 4.1 This has not been considered given the importance of a strategic and systematic approach to public health.

5. Proposal and justification

- 5.1 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

- 5.2 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 have therefore focused on three evidence based priority areas:

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

- 5.3 The delivery of each of the three 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.

6. Implications for local people / service users

- 6.1 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.

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. Communications implications

9.1 A communications has been developed for the implementation of the strategy.

10. Consultations

The strategy has been drafted in consultation with colleagues from the People, Place, Communities Directorates, Barnsley Clinical Commissioning Group, Healthwatch and presented to the Barnsley Public Health Forum.

The report has been agreed by the Senior Management Team and the Senior Strategic Development Group. It is scheduled to be presented to the Health and Wellbeing Board on the 8th December 2015.

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

11.1 The strategy has been developed in line with the Barnsley Council's Corporate Plan and Performance Management Framework.

12. Tackling health inequalities

12.1 The primary focus of the strategy is the commitment 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 through actions aimed at giving every child in Barnsley the best start in life.

13. Climate Change & Sustainable Energy Act 2006

13.1 There are no known issues, however, promoting active transport plans such as walking and cycling will support this.

14. Risk management issues

14.1 Governance arrangements are in place via the detailed action plans and performance measures that ensure visibility of risks and allow for a process of escalation to the appropriate bodies.

15. Health, safety, and emergency resilience issues

15.1 There are no known issues.

16. Compatibility with the European Convention on Human Rights

16.1 There are no known issues.

17. Promoting equality, diversity, and social inclusion

17.1 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.

17.2 The strategy does not prevent us in anyway in meeting the equality and diversity duties. The 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.

18. Reduction of crime and disorder

18.1 There are no identified issues.

19. Conservation of biodiversity

19.1 There are no identified issues.

20. Glossary

Not necessary

21. List of appendices

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

22. Background papers

22.1 None.

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Financial Implications /
Consultation



MARK WOOD

26 November 2015

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