

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 21 APRIL 2021

DIRECTOR OF PUBLIC HEALTH 2020 ANNUAL REPORT: A DAY IN THE LIFE OF

1. PURPOSE OF REPORT

- 1.1 The aim of this report is to provide Cabinet members with information about the Director of Public Health 2020 Annual Report.

2. RECOMMENDATIONS

- 2.1 That the contents of the Director of Public Health 2020 annual report be noted.

3. INTRODUCTION

- 3.1 Directors of Public Health in England have a statutory duty to write an Annual Public Health Report to demonstrate the state of health within their communities. It is a major opportunity for advocacy on behalf of the health of the population and as such can be extremely powerful both in talking to the community and to support fellow professionals in public health. As the reports are aimed at lay audiences, the key feature of the reports must be their accessibility to the wider public, which offers an opportunity for the Directors of Public Health to reconsider their rhetoric and focus on the key impact messages they want to convey.

4. PROPOSAL AND JUSTIFICATION

- 4.1 2020 has had an enormous impact on us all; how we live, how we work, how we travel, and most of all, how we feel. We are all experiencing and coping with the effects of COVID-19 differently, which may be having a toll on our physical and mental health. The pandemic will continue to affect us in many ways, and we've all had to find a new 'normal' in our everyday lives which has presented significant challenges.
- 4.2 In 2017, we captured a snapshot in time to illustrate the health and wellbeing of Barnsley's residents. Through the completion of a short diary, residents told us about their physical and mental health and what might have made it better or worse. The response we received was overwhelming and informed how our approach to promoting good health might need to change, from the decisions we make to the services we provide.

- 4.3 To help Barnsley Council and partners to fully understand the challenges that residents are currently facing, we once again asked that they completed a short diary on Tuesday 3rd November 2020. We received over 320 completed diaries which comprised of 191 A4 pages of typed narrative.
- 4.4 All diaries have been read and analysed with the following themes identified:
- *Having good mental health and keeping our spirits high*
 - *The importance of a good job and work life balance*
 - *Our connections with others*
 - *Helping each other and community spirit*
 - *Our self-care*
- 4.5 The report has already gained interest outside of Barnsley. The Local Government Association has asked that we present findings from 'A Day in the Life of' at a mental health, wellbeing and isolation webinar aimed at elected members across the country. This took place on 18th March 2021. PHE asked that findings were shared at a behaviour science workshop on 22nd February 2021 which was aimed at various community-based stakeholders across Yorkshire and the Humber.
- 4.6 The final report is an interactive document allowing readers to skip to sections they are most interested in reading.

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. Using quotes from the real-life diaries from our residents helps the report to be more powerful.

6. IMPLICATIONS FOR LOCAL PEOPLE/SERVICE USERS

- 6.1 The report provides a unique insight into the daily challenges that affect our residents' physical and mental health and a better understanding of what people think makes their health better or worse. This will enable us to have a better understanding and will help inform the Council's decision making with regards to health and wellbeing.

7. FINANCIAL IMPLICATIONS

- 7.1 Consultation on the financial implications has taken place with colleagues in Financial Services on behalf of the Service Director and Section 151 Officer – Finance.
- 7.2 The total cost for producing this report including design and photography is £879. This will increase slightly if hard copies are required but will be no more than £2,000. All costs will be contained within existing budget allocations.
- 7.3 The financial implications to this report are summarised in the attached Appendix A.

8. EMPLOYEE IMPLICATIONS

8.1 There are no employee implications.

9. LEGAL IMPLICATIONS

9.1 There are no legal implications.

10. CUSTOMER AND DIGITAL IMPLICATIONS

10.1 The report will be available in a digital format. A small number of copies will be printed to ensure all residents who want to read the report can do so in a format that meets their needs.

11. COMMUNICATIONS IMPLICATIONS

11.1 The Director of Public Health's 2020 annual report will be publicly launched. A communications plan will be produced with a significant focus on the use of social media.

12. CONSULTATIONS

12.1 The content of the report is based on all the diaries and comments we received from residents through proactive targeting. No other consultation has taken place.

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 The request for diaries 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 Some residents wrote about the financial impact of COVID-19 and the difficulties they were facing as a result of unemployment. These will be addressed through ongoing work to tackle poverty across the council.

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 A: Financial Implications

Appendix B: Director of Public Health Annual Report 2020: 'A Day in the Life of...'

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