

**Adult Social Care and Health
Overview and Scrutiny Committee
26th September 2018**

Director of Public Health Annual Report 2018

Recommendations

That the Committee:

1. **Notes and support the Director of Public Health Annual Report 2018**
2. **Agrees to endorse the recommendations stated in the report.**

1. Background

- Directors of Public Health have a statutory requirement to write an annual report on the health of their population, and the local authority is required to publish it.
- The Director of Public Health Annual Report is a vehicle for informing local people about the health of their community, as well as providing necessary information for decision makers in local health services and authorities on health gaps and priorities that need to be addressed.

2. Purpose

- This year's report includes: an overview of the health and wellbeing of the Warwickshire population, and provides a focus on the theme of this year's report; the impact of social media on young people growing up in Warwickshire, together with information on progress with the 2017 recommendations.
- The report will make a series of recommendations which require a concerted joint effort if they are to be achieved.

3. Key Headlines

3.1 Health and Wellbeing

- Rate of teenage conceptions continue to fall from 19.5% per 1,000 in 2015 to 18.7% per 1,000 in 2016.

- Hospital admissions as a result of self-harm in 10-24 year olds in Warwickshire have reduced from 510.7 per 100,000 in 2015/16 to 502.9 per 100,000 in 2016/17.
- The percentage of children living in low income families has decreased from 14.0% in 2014 to 11.8% in 2015.
- The percentage of children achieving good level of development at the end of Reception has increased from 71.0% in 2015 to 72.6% in 2016/17.
- The rate of hospital admissions caused by unintentional and deliberate injuries in children aged 0-14 years has decreased from 124.7 per 10,000 in 2015/16 to 119.0 per 10,000 in 2016/17.

3.2 Growing up in Warwickshire with Social Media

- 69% of young people said they felt included and connected to friends through social media
- 55% of young people said they could be themselves on social media
- 58% of young people do not think the amount of time spent on social media affects their physical activity
- 44% of young people are inspired to be active by what they saw on social media
- 68% of young people say they would stick up for a friend if they were being bullied on social media
- 31% of young people say social media affects the amount of sleep they get.

3.3 Progress on 2017 recommendations

- In autumn 2017, WCC Equalities representatives endorsed the recommendation to expand EqIA where relevant to include vulnerable groups.
- WCC will seek to evaluate the impact of hubs in 2018/19, to include access of vulnerable people.
- WCC Cabinet established a Loneliness Advisory Group take steps to reduce loneliness and social isolation in Warwickshire.
- WCC Cabinet announced investment of £300,000 to tackle homelessness.
- Nine schools have so far achieved the Warwickshire Young Carers award and others in progress.

4. Next Steps

4.1 Dissemination

- A detailed marketing and communications plan will be prepared to ensure the report is communicated widely within WCC, as well as across partners and the public. A survey will be created to obtain feedback about the report.

4.2 Audit

- The report will be subjected to an audit process and will be subject to peer review by external public health colleagues. Progress against the recommendations will also be monitored and reported. We welcome any feedback on the content of the report. Comments can be addressed to the editorial team.

Background Papers

None

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