

Health & Wellbeing Board

7 September 2016

Director of Public Health Annual Report 2016

Recommendation(s)

That the Health and Wellbeing Board:

1. **Note and support the Director of Public Health Annual Report 2016.**
2. **Agree to endorse the recommendations stated in the report.**

1.0 Background

- 1.1 Directors of Public Health have a statutory requirement to write an annual report on the health of their population. The Director of Public Health (DPH) 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.

2.0 Purpose

- 2.1 This year's report has three main sections which include: an overview of the latest health and wellbeing needs and trends; evidence of how public health has and can make a difference; and outlines achievements against recommendations set out in my previous six annual reports.
- 2.2 The report emphasises the importance of preventing people getting ill, by promoting and protecting health and wellbeing. Prevention and early intervention will not only halt the increasing demand on health and social care, reduce inequalities and improve quality and quantity of life but it is also very cost effective.
- 2.3 It should be recognised that the recommendations and outcomes outlined in the report are 'everybody's business' and require a concerted joint effort if they are to be achieved.
- 2.4 It is important that the Health & Wellbeing Board ensures its constituents organisations renew their focus on prevention and early intervention and that the board provides leadership across all partners.

3.0 Key Headlines

3.1 Health and Wellbeing

There have been improvements in a number of key public health areas:

- physical activity in adults has improved across all district and boroughs - all are now similar to or better than the England average;
- smoking during pregnancy is now below the England average;
- teenage conceptions continue to fall; and
- number of Dementia Friends in Warwickshire has increased to over 11,000.

3.2 Return on Investment

Case studies have been used to highlight where public health and preventions has made a difference, examples include:

- every £1 spent on behavioural support for pregnant smokers to stop smoking results in £13.60 in savings in future healthcare costs;
- every £1 spent preventing teenage pregnancy saves £11 in health care costs; and
- every £1 spent on physical activity/healthy lifestyle on referral services yields £19.59 in cost savings and improved outcomes e.g. heart disease.

3.3 The Director of Public Health Annual Report: a tool for Public Health advocacy

This report reviews the impact of the previous annual reports as tools or interventions for changes in policy and services. Over the last six reports, 203 recommendations have been made by the DPH to improve the health and wellbeing of the Warwickshire population. Overall 17% have been implemented completely and almost 70% are in progress.

4.0 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 publichealthintelligence@warwickshire.gov.uk.

Background Papers

None

	Name	Contact Information
Editorial team	Rachel Robinson, Katie Wilson Helen King, Kathryn Millard,	rachelrobinson@warwickshire.gov.uk katiewilson@warwickshire.gov.uk helenking@warwickshire.gov.uk kathrynmillard@warwickshire.gov.uk
Head of Service	Dr John Linnane	johnlinnane@warwickshire.gov.uk
Strategic Director	Monica Fogarty	monicafogarty@warwickshire.gov.uk
Portfolio Holder	Cllr Les Caborn	lescaborn@warwickshire.gov.uk