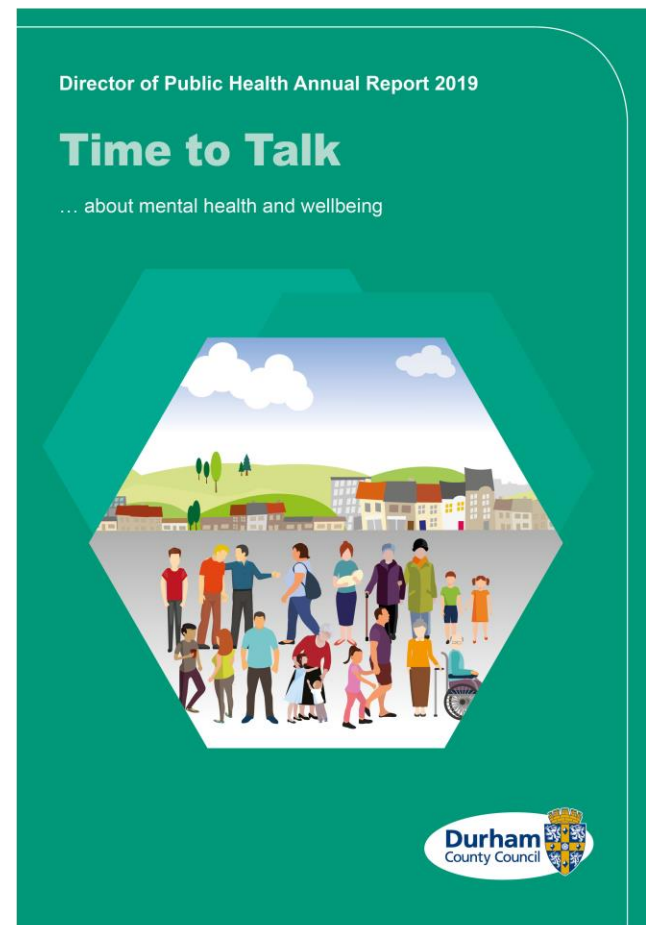


Director of Public Health Annual Report 2019

**Adults Wellbeing and Health
OSC
15 November 2019**

**Amanda Healy
(Director of Public Health)**



Health and wellbeing across County Durham

www.durhaminsight.info

- Special Educational Needs and Disabilities (SEND)
- Children Looked After (CLA)
- Infographics to support Primary Care Networks (PCNs)



Where we live, our services, our communities



Our priorities



Our priorities and progress towards them

**Good jobs
and places to
live, learn and
play**

Action

- Set out a plan to restrict the increase in take-away food.

Progress

- Published our 'Working towards a healthy weight in County Durham' (2018) to guide planning and licensing including hot food takeaways.

**Every child to
have the best
start in life**

- Introduce breastfeeding friendly venues.

- 155 local businesses are now signed up to the Breastfeeding Friendly County Durham scheme.

**High quality
drug and
alcohol
services**

- Promote awareness about sensible levels of alcohol intake.

- Making alcohol unit guidelines more visible through work with licensing.



Our priorities and progress towards them

Action

Progress

Promoting positive behaviours

- Introduce Active 30 to help children to become more active.

- 150 schools have pledged to provide children and young people with up to 30 minutes of fun physical activities every day in school.

Better quality of life through integrated health and care services

- Support people to get involved in local social and physical activities to reduce social isolation.

- Continue to fund local social activities and groups including Ways to Wellbeing, Crees/Men's Sheds, Area Action Partnerships (AAP) projects and Macmillan Joining the Dots. We are working with GP practices to develop link worker roles to support the most vulnerable in our communities.



What our work has meant for the Taylor family



John and Sarah

- John's employer is working to achieve the Better Health at Work Award, this has changed the culture in the workplace enabling John to be more confident to discuss his mental health.
- Sarah stopped drinking in early pregnancy with the support from her local children's centre.

Dan

- Dan has accessed services for his drug misuse. This support together with the responsibilities he has in his role as lifeguard has helped him to stay drug free.

Callum and Olivia

- Callum and Olivia's school has signed up to the Active 30 pledge and Callum and Olivia are enjoying being more active.

Jean and George

- Jean and George have both taken up their free flu vaccination



Mental health at scale

Why is this important?



Around **80,000** adults
are estimated to have a
common mental health
disorder in County Durham

What we have done

- We have worked with Business Durham and its networks to find out how we can support small and medium businesses to reduce mental health stigma and discrimination.
- We worked with students (aged 14-16) and men (aged 40-49) to gather their opinions, perspectives and thoughts on mental health stigma.
- World Mental Health Day 2018 - Durham County Council and Pioneering Care Partnership signed the Time to Change employer pledge.
- In March 2019, County Durham was successful in becoming a funded Time to Change Hub.



Healthy workforce

Why is this important?

19%

of long-term
sickness absence in
England is attributed
to mental ill health

The annual cost
to employers is
estimated to be
between £33 and
£42 billion

What we have done

- 56 workplaces received mental health training.
- Over 320,000 contacts with a health campaign in a County Durham workplace.
- Hitachi campaign to raise awareness of Mental Health First Aid.
- Durham County Council – 80 Time to Change Champions tackling stigma and discrimination.



How has this work benefitted the Taylors



- John has become a Mental Health First Aider (MHFA) at work. This will help him access the support he needs and help him to offer support to his family and work colleagues, directing them to support services.
- John feels his MHFA training has helped him to support Sarah through her postnatal depression.
- John has admitted that he worries about the family finances. Durham Savers delivered a financial wellbeing workshop at his team meeting. John intends to save money through the Credit Union and in future borrow from them, providing him with a low-cost lender and a financial safety net. John has supported Dan in seeking support and counselling for his mental health.



Recommendations

Mental health at scale:

1. Increase the number of organisations involved in our collective approach to workforce development on mental health.
2. Take a proactive approach to reaching small and medium sized businesses.
3. Continue our focus on Time to Change and tackling stigma and discrimination by more employers signing the Time to Change Employers Pledge and support the Time to Change Hub.

Healthy workforce:

1. Help create healthy workforces across County Durham by ensuring alignment with key strategies such as the County Durham Joint Health and Wellbeing Strategy.
2. Attract more businesses to participate and achieve the Better Health at Work award.
3. Encourage and support progress through Better Health at Work award levels.

