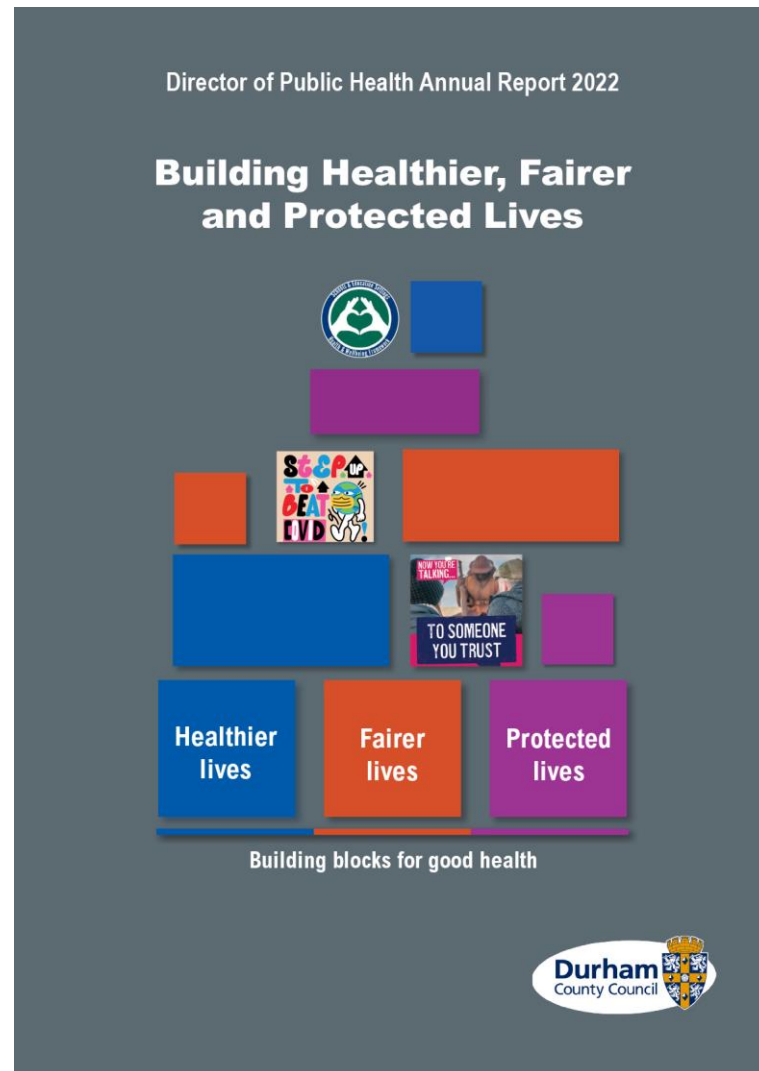


# Director of Public Health Annual Report 2022

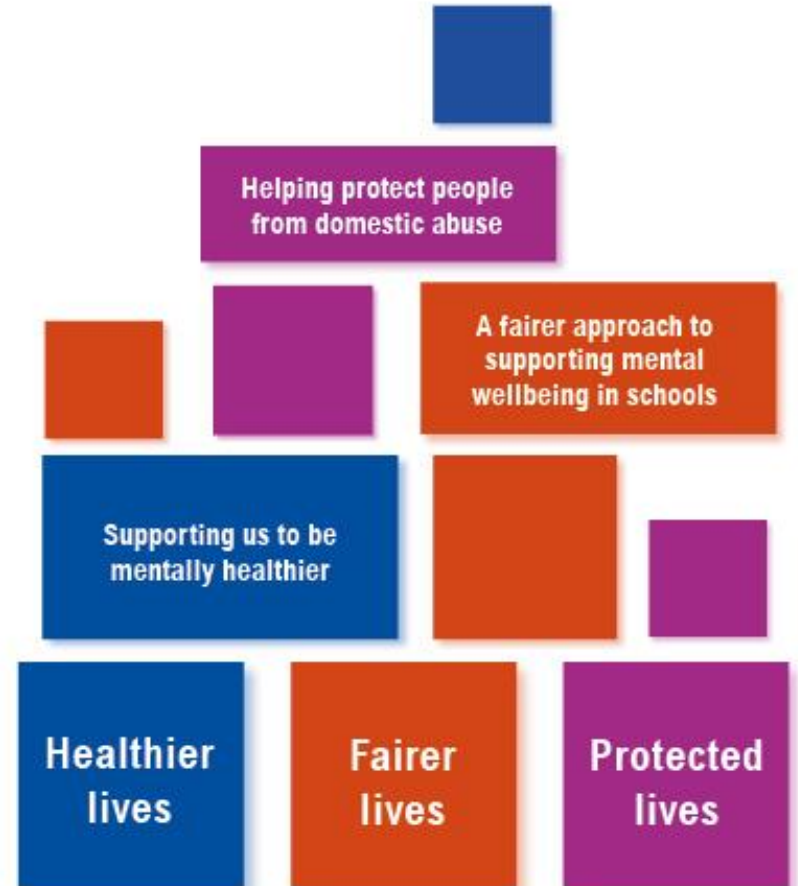
Adults, Wellbeing and  
Health Overview and  
Scrutiny Committee  
16 January 2023

Amanda Healy  
Director of Public Health



# Building blocks for good health

- Social and environmental conditions in which we are born, grow up and live with do not give us all an equal chance.
- How much money we have, the quality of the house we live in, the natural environment surrounding us,
- Our access to transport, education and work,
- Ability to choose healthy options,
- All impact on our chances of living a long and healthy life.



# Health and wellbeing – impact of COVID-19

- The COVID-19 pandemic impact on the health and wellbeing of residents of County Durham.



**20%**

in demand projected  
for CYP Mental  
Health services over  
the next 5 years

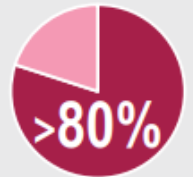
The proportion of children in County Durham  
eligible for free school meals has increased

**5.4%**

during the pandemic



COVID-19 vaccination  
coverage >80% for those  
aged **50+** for first 3 doses



- Challenges to health and wellbeing especially as we move towards living with COVID-19.
- However County Durham also has many assets that can support and protect the health of our 530,000 residents.
- Communities have worked together and alongside us to both strengthen existing assets and develop new ones.



# Health and wellbeing across County Durham

- The health and wellbeing of the people in County Durham is worse than the England average.
- Health inequalities remain persistent and pervasive.
- There are inequalities within County Durham too.

**We want all people to have the best length of life and quality of life that they can**

Girls and boys born in County Durham today can expect to live 81.2 years and 77.7 years respectively. However, people are spending years living with illness and disability which affects the quality of their lives.

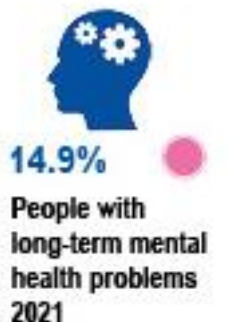
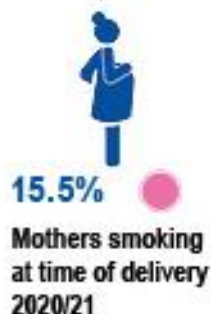
## Life Expectancy and Healthy Life Expectancy (2018-2020)



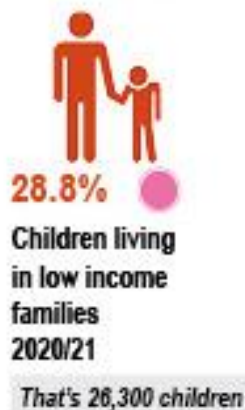
# Health and wellbeing across County Durham

- Working together, we can strive to reduce inequalities

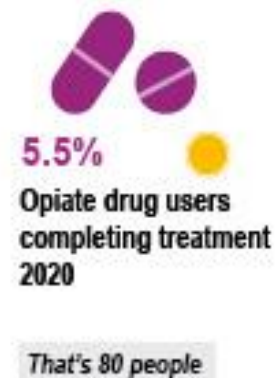
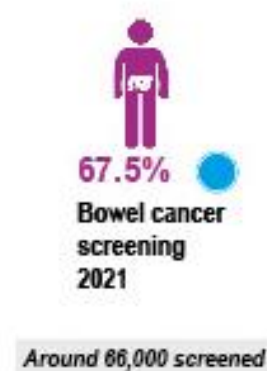
## Healthier lives



## Fairer lives



## Protected lives



### Key



Significantly worse than England



Not significantly different to England



Significantly better than England



# Health and wellbeing – approach to wellbeing

- How we work together to put communities at the heart of local decision making. The Approach to Wellbeing has developed over a period of years and has been evaluated during 2022 to see what is working and what needs to be improved

## Durham mental wellbeing alliance

The new County Durham Mental Wellbeing Alliance includes a range of mental health providers, including small charities and larger national organisations, and its structure enables members to work together to shape the development and delivery of contracts based on knowledge of local need.

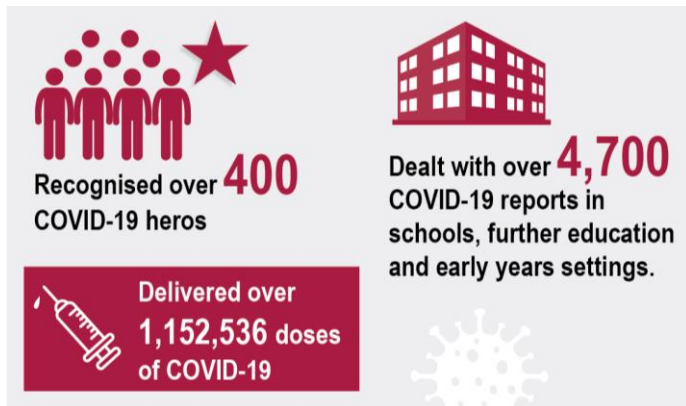


# Living with COVID-19

- We have moved from response to living with COVID-19
- Continued support from communities
- Leave no-one behind vaccination campaign
- Focus on key settings and groups most at risk



## During the pandemic we have....



# Living with COVID-19

- Over 400 COVID-19 heroes have been nominated for an award recognising the contribution of County Durham residents during the pandemic.
- Beat Covid NE campaigns and award

Chloe played a key role in our Get Tested COVID Safe County marketing campaign.



## County Durham winner COVID acts of kindness award

During lockdown, Alfie used money that he'd saved for his birthday to buy supplies to create coronavirus "survival packs" which he delivered to youngsters across County Durham.





# Making smoking history – recommendation from 2021

Smoking remains the single largest cause of preventable deaths and one of the largest causes of health inequalities.

## Smoking in County Durham – Our challenges

### Smoking still kills

**894**  
people die  
per year  
from causes  
linked to  
smoking



**1 in 6**  
adult deaths are  
smoking related



Deaths from COPD  
and lung cancer are  
significantly higher  
than England

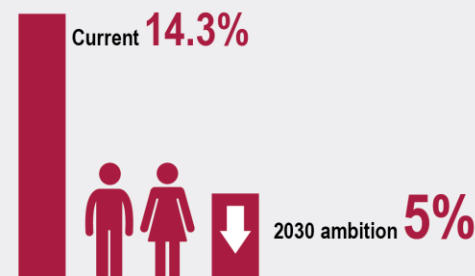
## Smoking levels in County Durham

Prevalence is reducing within County Durham. However, it is still higher than the North East and England averages.

In County Durham we want to achieve a prevalence of 5% by 2030. To get to this figure we would need 40,100 fewer smokers and no new smokers

**40,100**

fewer smokers. Similar to the  
population of Bishop Auckland  
and Shildon.



# Making smoking history – our local plans

The Tobacco Control Alliance is a group with many different agencies who work together to reduce the County Durham smoking prevalence. The plan to reduce smoking to 5% by 2030 is focussed around seven key areas of work.

## 1 Use of an integrated evidence-based strategic approach to reducing smoking prevalence in County Durham

- Undertake proactive and reactive work to influence policy and legislation
- Work together to achieve the 5% by 2030

## 2 Reducing Exposure to Second-hand Smoke



- Providing training and information on the harms that are linked to second-hand smoke
- Working with local housing providers to see how we can support them to reduce exposure to second hand smoke, e.g. offering vapes as options
- Working with partners in education and children's services to reduce the exposure that children have to second-hand smoke

## 3 Motivating and supporting smokers to stop and stay stopped

- Providing our local stop smoking service
- Targeted provision at key groups— routine and manual workers, pregnant women, people with serious mental illness

## 4 Media, communications and engagement



- Share communications about the harms associated with tobacco
- Providing training about how to have a conversation with someone who would like to stop smoking

## 5 Reducing the demand and supply of illegal tobacco products, increasing price and addressing the supply of tobacco to children

- Tackling underage sales
- Advocating for the age of sale to be increased



## 6 Tobacco Regulation and reducing tobacco promotion



- Enforcement around illicit tobacco

## 7 Research, monitoring and evaluation

- Review data and responding to local needs



# Giving up smoking – local peoples experiences

## **Cathy's experience**

Cathy lost one of her lungs to cancer through smoking and has been urging others to quit and not wait until it is too late... “ My advice would be to never think that poor health or cancer won't happen to you and if you're trying to quit then ring your local stop smoking service.



## **Alan's experience**

“I have smoked for 41 years and now I'm really looking forward to telling my friends and family that I have quit. My health has improved, I am saving money and people are telling me I look well.



# Priorities looking ahead

- Focused on the building blocks of good health
- Healthier lives, fairer lives and protected lives
  
- Healthier: Supporting us to be mentally healthier - The 'Now You're Talking' campaign
  
- Fairer: A fairer approach to supporting mental wellbeing in schools – the Young People's Health and Wellbeing Framework
  
- Protected: Helping protect people from Domestic Abuse



# Healthier, Fairer and Protected

**Healthier:**  
The 'Now You're Talking' campaign



**Fairer:**  
The Young People's Health and Wellbeing Framework – Oxclose Primary School

**Protected:**  
Respect Young People's Programme – Kelly and Talia's story



# Conclusion

- Building blocks for good health
- Transition from pandemic to living with COVID-19
- Increased focus on making smoking history
- Healthier, Fairer and Protected priorities
- Work with others to reduce poverty and contribute inclusive economic growth
- Working with partners and most importantly our local communities

