

Cabinet

30 October 2013

Durham County Council Public Health
Pledge



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Lucy Hovvells, Portfolio Holder for Safer and Healthier Communities

Purpose of the Report

1. This report presents the Durham County Council Public Health Pledge to Cabinet for approval.

Background

2. Following the Health & Social Care Act 2012, Durham County Council has a new statutory duty to improve the health and wellbeing of the population of County Durham.
3. To demonstrate the commitment of the Council to this new duty the Leader and Portfolio Holder for Safer and Healthier Communities wish to launch a Durham County Council Public Health Pledge (attached at Appendix 2). The wording of this has been agreed in earlier discussions with both the Leader and the Portfolio Holder.

Recommendations

4. Cabinet is requested to:
 - a. Approve the Durham County Council Public Health Pledge
 - b. Recommend the adoption of the pledge by full Council.

Background Papers

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Appendix 1: Implications

Finance

No implications

Staffing

No implications

Risk

No implications

Equality and Diversity / Public Sector Equality Duty

No implications

Accommodation

No implications

Crime and Disorder

No implications

Human Rights

No implications

Consultation

No implications

Procurement

No implications

Disability Issues

No implications

Legal Implications

No implications

DURHAM COUNTY COUNCIL PUBLIC HEALTH PLEDGE

Our Ambition for County Durham

Durham County Council is committed to working with residents across the County to work with them where possible to take ownership of issues that impact on their health and wellbeing. We believe it is simply not acceptable that residents in some of our communities die more than 8 years earlier than residents in other parts of the County. Our ambition is that County Durham residents enjoy good health and wellbeing, equal or better than the average across England.

How will we do this?

The Council is already committed to the Area Action Partnership model of shared planning and community participation and we will build on this in relation to the public health responsibilities that transferred to the Council on 1st April 2013. We will work with these geographical communities and well as our communities of interest and identity, valuing their diversity, building on their strengths and assets and on issues they feel will have the greatest impact on their health and wellbeing. Our way of working will be a co- production between the Council and our communities.

Working Differently

It has long been acknowledged that, factors known as the wider or social determinants of health such as education, income, housing, workplaces, employment etc. have a great impact on the health and wellbeing of our communities. The new public health team will work with members and officers in the Council to ensure that all opportunities to improve health and wellbeing and to reduce health inequalities are taken.

Evidence- based practice

We will ensure that action taken to improve health and wellbeing and to reduce health inequalities is supported by research and best practice and that at the same time we encourage innovative approaches in our communities. We will provide up to date information about the health of our communities and information on ways that health can be improved locally.

Partnership working to improve health and wellbeing

We will work with a range of partner organisations locally, regionally and nationally to galvanise action to improve the health and wellbeing of County Durham residents. This will include the new and existing NHS organisations, local authorities in the North East, our voluntary and community partners, the universities and of course Public Health England, the new national public health organisation that will be supporting and providing professional advice and information to the Council as we work collaboratively to improve health outcomes for our communities.

Strategies to improve health and wellbeing

We will ensure that Council strategies explore opportunities to improve the health and wellbeing of our residents. The County Durham Joint Health and Wellbeing Strategy is our first strategy with a clear vision that makes clear the role of the Council and our partners in working together to improve the health and wellbeing of residents. The current financial challenges for the Council mean that wherever possible, health and wellbeing must demonstrate added value for both the Council, partners and also for our residents. We do believe that everyone has a role to play- health and wellbeing is everybody's business, including individuals and communities as well as the private and voluntary sectors.

Protecting the health of our residents

We will work with experts in Public Health England to ensure that the health of County Durham residents is protected from harm from infectious and communicable diseases. We will ensure that effective immunisations and screening programmes are available to our communities and work with partners to encourage uptake of these highly effective public health programmes.

Who will lead this work?

The Director of Public Health for County Durham and the public health team transferred to the Council on the 1st April 2013 from the NHS. This specialist public health team will ensure the Council develops a clearer understanding of its role in improving health and wellbeing and the actions that can be taken across the organisation to achieve this. The Council will ensure effective use of the public health grant and we will commission services that improve the health and wellbeing of residents. Where it makes sense we will work with our partners across the North East to achieve better health outcomes and be advocates for the health and wellbeing of our residents at every opportunity.

Signed..... Date.....
Leader of the Council

Signed..... Date.....
Portfolio Holder for Safer and Healthier Communities