



**Report of Amanda Healy, Director of Public Health County Durham and Gill O'Neill,
Consultant in Public Health, Adult and Health Services, Durham County Council**

Purpose of the Report

1. This report asks the Health and Wellbeing Board to receive the 2016/17 annual report of the Director of Public Health (DPH) for County Durham.

Background

2. Under the Health & Social Care Act 2012, one of the statutory requirements of each Director of Public Health is to produce an annual report about the health of the local population. The relevant local authority has a duty to publish the report. The government has not specified what the annual report might contain and has made it clear that this is a decision for individual Directors of Public Health to determine.
3. It is important to note that most data and information on the health status of the communities in County Durham is detailed in the Joint Strategic Needs Assessment (part of the Integrated Needs Assessment). Further information on public health programmes can also be found in the Joint Health and Wellbeing Strategy. Detailed information on health protection issues for County Durham residents is contained in a Public Health England report – *Protecting the population of the North East from communicable diseases and other hazards – Annual Report 2014/15*. This is available on request.
4. The 2016/17 Director of Public Health annual report focuses on the importance of good work with a specific emphasis on our mid-life population (age 40 -70 years). As the UK workforce continues to age and stay in work longer and more workers develop long term health conditions; policy makers, employers, clinicians and older workers themselves will need to work together to improve their health and employment outcomes. Whilst there remains much to be done to support those not in employment, this report focuses on keeping those already in employment productive and functioning well.
5. The workplace itself is an environment where healthy behaviours can be fostered. In some cases, changes in health habits can be ‘nudged’ by making the healthier choice the easier choice. In County Durham over 80% of our business sector comprises small to medium enterprises (SMEs). This report draws out the opportunities presented to SMEs and highlights the small steps that businesses can take to look after staff wellbeing and to work more collectively within the communities in which they are based. With an aging population good work is vital to maintain a strong sense of self-worth and to be able to contribute to the economic prosperity of County Durham. “*Work and You*” is the title of the annual

report and aims to provide practical steps for employers and employees to work together to improve health outcomes.

6. A monthly calendar of health promoting campaigns is in the report which aligns to the county wide Better Health at Work Award and the Healthy Living Pharmacy programme. These campaigns can also be communicated through Area Action Partnerships (AAPs) who work collaboratively with local businesses. By working together at scale local businesses and residents will benefit from the health promoting messages and support structures being championed. Appendix 2 of the report highlights the campaign calendar.
7. The recommendations in DPH report are simple with the outcomes working towards reducing the gap in healthy life expectancy. The recommendations emphasise self-help and enabling people to make small changes to improve their health within their working day. In addition to what individuals can do for themselves there is guidance on what employers can do to improve the health and wellbeing of their staff within the context of the community in which the business resides. Appendix 3 of this report highlights the DPH report recommendations
8. The annual report will be uploaded onto the council website and hard copies provided to a range of organisations and individuals including local business leaders, the County Durham clinical commissioning groups, NHS England, third sector organisations, NHS foundation trusts, Public Health England etc.

Recommendations

9. The Health & Wellbeing Board is requested to:
 - Receive the 2016/17 annual report of the Director of Public Health, County Durham.
 - Share the Annual Report with other relevant partners to incorporate, where appropriate into future work programmes
 - Agree to receive an update on the recommendations in this report as part of next DPH annual report
 - Agree to receive a separate update on the outcomes from the last DPH annual report on obesity.

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Appendix 1: Implications

Finance

The publication of the report is funded by the ring fenced public health grant.

Staffing

No impact

Risk

No impact

Equality and Diversity / Public Sector Equality Duty

No impact

Accommodation

No impact

Crime and Disorder

No impact

Human Rights

No impact

Consultation

This is the independent report of the Director of Public Health and is not subject to consultation

Procurement

No impact but should inform council commissioning plans in relation to services that impact on the health of the population

Disability Issues

No impact

Legal Implications

No impact

Appendix 2: Campaigns calendar

Campaign calendar

Why not help motivate and support your workforce to make and sustain changes that improve their health by participating in these national campaigns?

January	February	March	April
<p>Dry January</p> <p>Bid booze goodbye, keep January dry.</p> <p>Take the 31 day challenge – find out more at www.DryJanuary.org.uk</p>	<p>One You – healthy eating</p> <p>What you eat and how much is so important for your health and your waistline. Choosing healthier foods is easier than you might think.</p> <p>Find out more by searching One You.</p>	<p>Stoke Act F.A.S.T</p> <p>Can you recognise the symptoms of a stroke?</p> <p>Even if you are not sure, act FAST, make the call, dial 999</p>	<p>Stress and you</p> <p>There is no quick-fix cure for stress but there are simple things you can do to help you stress less. These include relaxing, exercise, eating a healthy and balanced diet and talking to someone.</p> <p>Find out more by searching One You / stress</p>
May	June	July	August
<p>One You – physical activity</p> <p>Fitting some physical activity into your day is easier than you think. Being active is really good for your body, mind and health – and there are lots of easy ways you and your family can get moving! Find out more by searching One You / moving.</p>	<p>Be clear on cancer</p> <p>Aim to improve early diagnosis of cancer by raising awareness of signs and / symptoms of cancer and to encourage people to see their GP without delay.</p>	<p>Couch to 5k</p> <p>The Couch to 5k plan is designed to get just about anyone off the couch and running 5km in nine weeks.</p> <p>Find out more at www.nhs.uk/Livewell</p>	<p>Be clear on cancer</p> <p>Aim to improve early diagnosis of cancer by raising awareness of signs and / symptoms of cancer and to encourage people to see their GP without delay.</p>
September	October	November	December
<p>Time for change</p> <p>1 in 4 people will experience a mental health problem in any given year.</p> <p>Let's change the way we all think and act about mental health. Search Time to Change.</p>	<p>Stoptober</p> <p>Research shows that smokers who make it to 28 days smokefree are 5 times more likely to stay quit for good. Search "Stoptober" online to find out about a range of free and proven support available to help you start your quitting journey for 28 days and beyond.</p>	<p>Get your flu jab</p> <p>Don't put off getting the flu vaccination. If you are eligible get it now. It's free because you need it. Visit www.nhs.uk.staywell</p>	<p>Stay well this winter</p> <p>If you start to feel unwell even if it is just a cough or cold, don't wait until it gets more serious, get help from your pharmacist. The sooner you get advice the better – pharmacies are here to help you stay well this winter. Visit www.nhs.uk/staywell for more information.</p>

Appendix 3: DPH report 2016/17 recommendations

There will be many initiatives and activities taking place across County Durham and being progressed by a whole range of partners. The recommendations below hopefully build on your local business priorities and provide some new ideas for you to explore.

Recommendations

- Mid-life is a place to start not to stop. Complete the One You quiz and take it from there.
- If you are a large employer then sign up for the Better Health at Work Award today. All 30 employers in County Durham with 250+ staff should be leading the way to improve the health of their staff. Showcase your work and celebrate your achievements.
- Any small / medium business can also sign up for the Better Health at Work Award either as cluster of work places or individually.
- Go to your local healthy living pharmacy and ask if they will support you with some health campaigns this year for your staff. They will say yes!

You could also consider these approaches:

- Micro business, think about “Work and You”, what could improve your own health and wellbeing?
- Considering putting a tender in for a contract? How could you best utilise the social values section to improve the health and wellbeing of residents in County Durham. Remember small businesses are likely to employ local people.
- Think community – you don’t have to do this as a stand-alone business. Work as a high street to improve the food and activity offer for your staff. It will benefit the local community too.
- Time to Change. We would all benefit from looking after our mental health. Pledge to time for change and eradicate stigma.
- Talk to your staff and find out what good health means to them. Take a moment to pause and talk to each other. Work is so important for social connections.
- Primary care colleagues could consider how the impact of work can be brought into consultation conversations. Keeping people in work will help with the NHS and social care. It will save the local economy money.
- Consider flexible working arrangements for staff and try to retain, retain and recruit.
- Lead by example and take care of your own health.