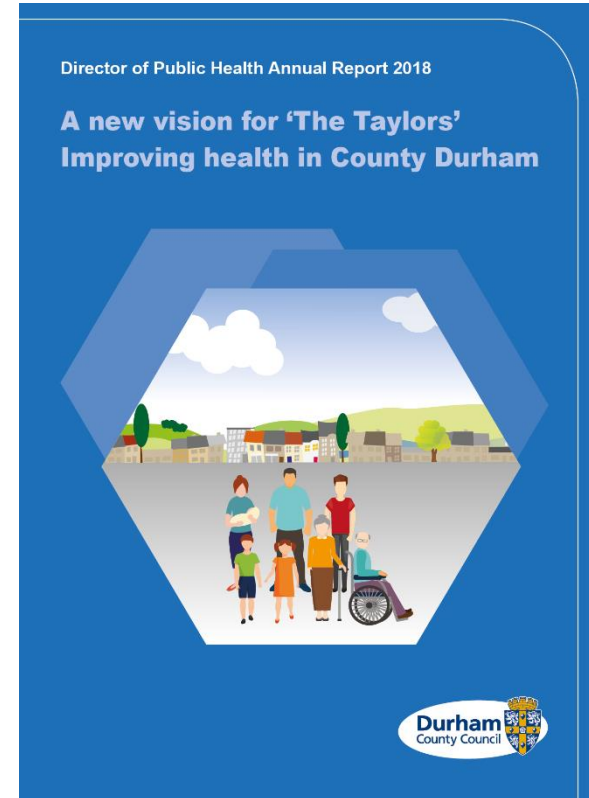


Director of Public Health Annual Report

Health & Wellbeing Board
29 November 2018

Amanda Healy
Director of Public Health





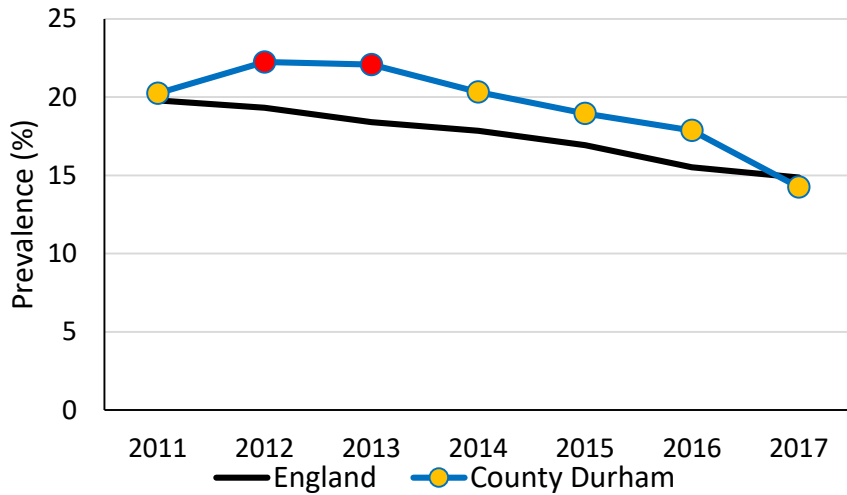
Health and wellbeing across County Durham

- **Our county**
- **Our children**
- **Our adults**
- **Our older people**
- **Our assets**

<https://www.durhaminsight.info/>



Where are we now?



This is a reduction of nearly **22,000** smokers

- Statistically significantly worse than England
- Not statistically significantly different to England
- Significantly better than England



Making smoking history in County Durham

Our achievements

Reducing exposure to secondhand smoke

Smokefree families



Reducing the availability of tobacco products

Protecting children from under age sales



Helping smokers quit

A new stop smoking service launched in 2016
Working with maternity services to reduce smoking in pregnancy
Wellness on wheels



Tobacco regulation



Smokefree play parks



Smokefree touchlines



Media, communications and social marketing



Stoptober

Reducing tobacco promotion

Infrastructure to deliver tobacco control



Research, monitoring and evaluation

Targeted wellbeing community asset based approach
Health Equity Audit
Small area geography



Reducing the supply of illicit tobacco

Stamping down on illicit tobacco sales -
detection dogs highlight dangers of
illegal tobacco

Lead commissioner of Fresh, an award winning tobacco programme
Fire service safe and well visit referrals to the stop smoking service
A Smokefree NHS, leading the way



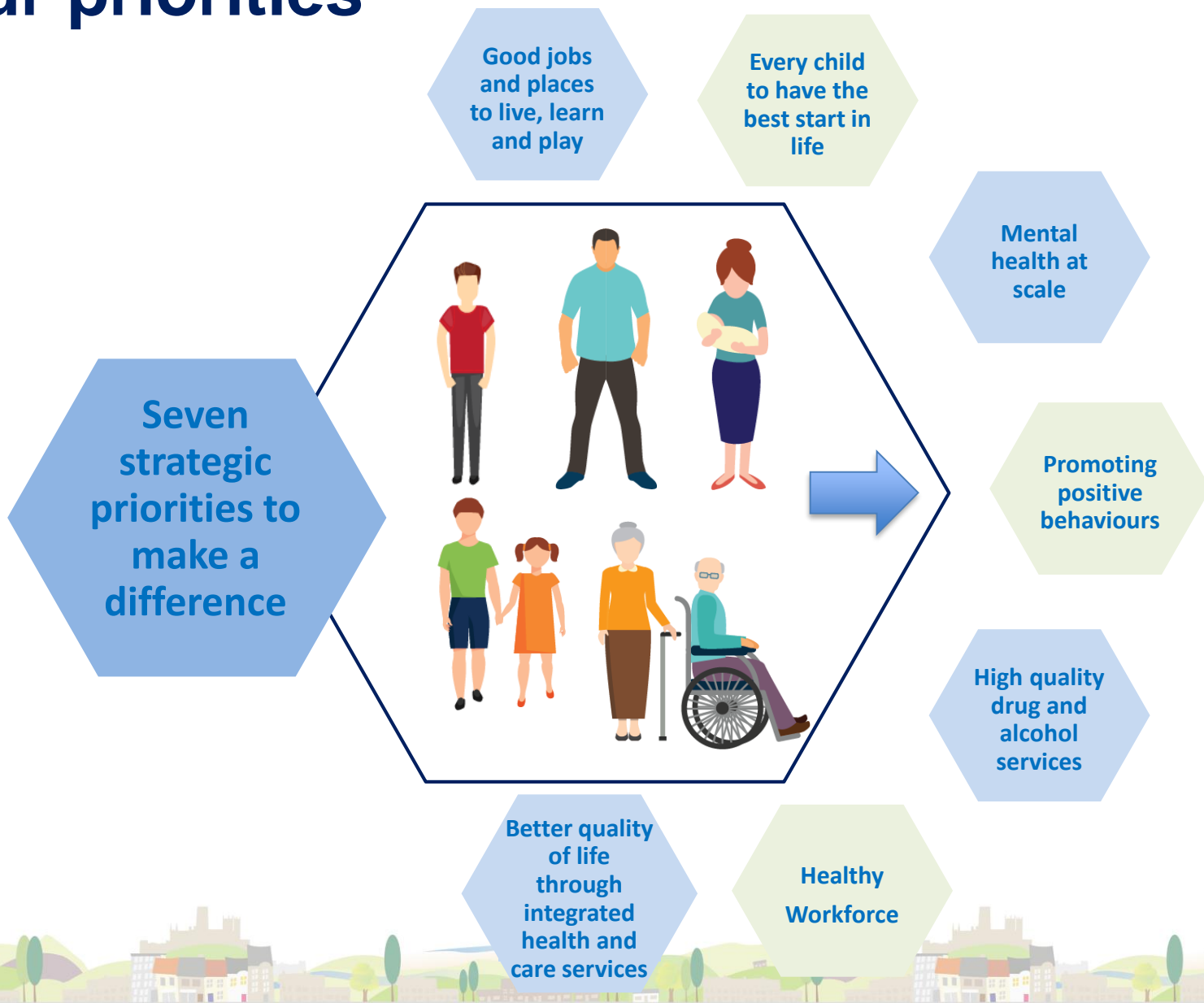
Durham receives CleaR award
for local tobacco control work



Introducing the Taylor family



Our priorities



Our actions

Good jobs and
places to live,
learn and play

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

Every child
to have the
best start in
life

- All schools in County Durham working towards healthy schools with emphasis on mental health

Mental
Health at
scale

- Get involved in *time to change* to reduce stigma and discrimination due to mental health



Our actions

Promoting positive behaviours

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

High quality drug and alcohol services

- To support people needing help with our new drug and alcohol service

Healthy workforce

- To reach more organisations with our Better Health at Work award

Better quality of life through integrated health and care services

- To work with health and social care organisations to integrate services to improve quality of life



What will this mean for the Taylor family





Recommendations

1. Develop the use of assets within the Joint Strategic Needs Assessment
2. Continue with the key ambition of 5% smoking levels by 2025
3. Implement the actions for each priority, working with partners across County Durham:
 - Every child to have the best start in life
 - Mental health at scale
 - Promoting positive behaviours
 - Better quality of life through integrated health and care services
 - Healthy workforce
 - High quality drug and alcohol services
 - Good jobs and places to live, learn and play



Proposed new structure for County Durham JSNA process

Health & Wellbeing Board

Statutory duty to produce JSNA

JSNA Strategic Group (Quarterly)

Set strategic direction, ensure JSNA co-production, topic prioritisation

JSNA Delivery Group (Monthly)

Manage delivery and development of JSNA and co-production of topic sections

Priorities



DCC management teams (CP, AHS, REAL, TAP)
CCGs
Integrated Commissioning Board
Strategic Partnerships
AAPs, Community & Voluntary sector



Named link to co-produce factsheets, quality control, dissemination

