

NORTH LINCOLNSHIRE COUNCIL

CABINET

The Director of Public Health's Annual Report (DPHAR)

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 The purpose of this report is to present the Annual Report of the Director of Public Health (DPH). The report is made in video format, primarily to increase accessibility and dissemination. The report will be hosted on a popular video sharing platform, and the link to it will be shared through a number of means.
- 1.2 The report showcases the exemplary public health related activity that is taking place across the place of North Lincolnshire in support of promoting the health and wellbeing of local people, and delivering agreed health and wellbeing related priorities.
- 1.3 Cabinet is asked to note the Director of Public Health's Annual Report (DPHAR), to consider the DPH's recommendations, and to assist with its wider dissemination.

2. BACKGROUND INFORMATION

- 2.1 The Director of Public Health (DPH) is an independent advocate for the health of the population of North Lincolnshire, and plays a key role in providing system leadership for service improvement, resident health and wellbeing, and health protection. The independence is expressed through the DPH Annual Report – an important document which provides advice and recommendations on population health to both professionals and public – providing added value over and above local intelligence.
- 2.2 The annual report is the DPH's professional judgement and statement about the health of local communities. It is intended to be useful for both professionals and the public.
- 2.3 Key functions of the report are
 - to present an annual review of public health outcomes and activities,
 - to identify key issues and trends,

- to provide a report on progress on our overarching priorities going forward.
- To inform stakeholders of priorities and recommended actions to improve and protect the health of local communities.

2.4 This year a decision was made to produce the report in video format, enabling it to be hosted on popular video sharing platforms, with the link available to be shared easily and widely. This reflects a trend in the production of public health reports which retains existing audiences, whilst enabling communication with audiences that would not normally access and read a paper report. This report effectively showcases local achievements against public health priorities in terms of our people and our place, and identifies opportunities to improve further.

2.5 The report is approximately 13 minutes in length and presents:

- The DPH's introduction and purpose for the report
- Progress achieved in improving breastfeeding initiation and support
- An overview of the services provided by North Lincolnshire Council's Healthy Lifestyle Service following its formation
- The impact of the Walking the Way to Health scheme to its members
- An introduction to, and progress made, in the delivery of public health training courses
- An introduction to the whole systems approach to reduce obesity
- The achievements of the Healthy Workplace Award Scheme and examples of the activity of Workplace Health Champions
- A discussion of the benefits that could be achieved through increasing physical activity and active travel
- An overview of targeted work to reduce childhood obesity
- The DPH's recommendations and goals for the coming year

2.6 The report is currently hosted on YouTube, the link is

<https://www.youtube.com/watch?v=4121gHVbsQ0&feature=youtu.be>

2.7 The link will be presented on the Public Health and the Health and Wellbeing Board pages of North Lincolnshire Council's website, where the links to previous reports are displayed. It will also be embedded in a range of key documents and reports, be shared through the Council's social media channels, and will be made available to stakeholders.

2.8 It is intended to distribute this link as widely as possible to both professionals and the public

3. **OPTIONS FOR CONSIDERATION**

3.1 Cabinet is asked to note the DPH Annual Report and to recommend opportunities through which it could be further disseminated

4. ANALYSIS OF OPTIONS

4.1 The DPH Annual Report is a statutory public document intended to raise awareness of public health work, challenges, successes and goals. It is intended to be promoted to as wide an audience as possible. There are no negative implications for members or organisations disseminating the link to the report, or recommending further channels through which the report could be disseminated.

5. FINANCIAL AND OTHER RESOURCE IMPLICATIONS (e.g. LEGAL, HR, PROPERTY, IT, COMMUNICATIONS etc.)

5.1 The promotion of health and wellbeing is a key priority within North Lincolnshire, and forms the basis of the “Well” priority of the council. Effective public health can have significant benefits to local people, and can prevent people from becoming ill. Communication implications are discussed within this report.

6. OTHER RELEVANT IMPLICATIONS (e.g. CRIME AND DISORDER, EQUALITIES, COUNCIL PLAN, ENVIRONMENTAL, RISK etc.)

6.1 The Director of Public Health’s report is a key statutory document that is used widely across North Lincolnshire when considering service delivery and commissioning.

7. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)

7.1 N/A

8. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED

8.1 N/A

9. RECOMMENDATIONS

9.1 That (i) Cabinet note and welcome the DPHAR, (ii) that Cabinet consider the DPH’s recommendations within the report, and (iii) Cabinet assist in disseminating the DPHAR widely, including the good practice achieved around key public health priorities across North Lincolnshire.

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Background Papers used in the preparation of this report –

North Lincolnshire Council Public Health summary of data 2019

The role of the Director of Public Health in Local authority Department of health and social care 2012