

Cabinet Meeting

16 September 2015

Report title	Director of Public Health Annual Report 2014/15	
Decision designation	AMBER	
Cabinet member with lead responsibility	Councillor Sandra Samuels Public Health and Wellbeing	
Key decision	No	
In forward plan	No	
Wards affected	All	
Accountable director	Linda Sanders, People Directorate	
Originating service	Public Health	
Accountable employee(s)	Ros Jervis	Service Director for Public Health and Wellbeing
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Report has been considered by	People Leadership Team	1 June 2015
	Health and Wellbeing Board	29 July 2015
	Strategic Executive Board	18 August 2015 and 1 September 2015

Recommendation for action or decision:

The Cabinet is recommended to:

1. support the prevention agenda outlined within the Director of Public Health Annual Report for 2014/15
2. publish the Director of Public Health Annual Report for 2014/15

Recommendations for noting:

The Cabinet is asked to note:

1. the high rate of preventable conditions within the current population of Wolverhampton that will escalate if nothing is done to halt poor inter-generational lifestyle choices that impact on health and wellbeing outcomes and create increasing demand for health and social care resources

1.0 Purpose

- 1.1 The Health and Social Care Act 2012 states that 'the Director of Public Health for a local authority must prepare an annual report on the health of the people in the area of the local authority.....the local authority must publish the report'.¹
- 1.2 The purpose of this report is to present the draft Director of Public Health Annual Report for 2014/15 which addresses the prevention of lifestyle risk factors that impact on poor health outcomes and premature death.

2.0 Background

- 2.1 In 2002, an independent review of the long-term resource requirements for the National Health Service was undertaken by Derek Wanless. The review clearly illustrated the significant impact lifestyle changes such as smoking cessation, a healthier diet and increased activity can have on increasing life expectancy and reducing the level of resource needed for future health care.
- 2.2 The benefits of investing in health promotion and disease prevention was highlighted throughout the 'Wanless' review, with an emphasis on evidence based Public Health commissioned services.
- 2.3 Thirteen years on, *The NHS Five Year Forward View*² highlights the outcome of the failure to take prevention seriously as advocated by the Wanless Report. There are escalating health inequalities, increasing demands for services and unsustainable pressures on health and social care resources.
- 2.4 A prevention strategy and plan is long overdue for the residents of Wolverhampton. Although improving, life expectancy for men (77.5 years) and women (82.0 years) is lower than the England average (79.4 years and 83.1 years respectively, 2011-13). There are an increasing number of individuals living with long term conditions and the major conditions that contribute to the high rate of premature deaths before the age of 75 years are known
- 2.5 These major causes of premature deaths in Wolverhampton are the result of primarily preventable conditions that are inextricably linked to poor lifestyle choices and deprivation.
- 2.6 It has been estimated that around 80% of deaths from major diseases, for example, cancer and heart disease, are attributable to lifestyle risk factors such as smoking, excess alcohol consumption, lack of exercise and an unhealthy diet.³

¹ *Health and Social Care Act 2012 (c7) Part 1 – The health service in England* pg 60. The Stationery Office: London
http://www.legislation.gov.uk/ukpga/2012/7/pdfs/ukpga_20120007_en.pdf [accessed 4th August 2015]

² NHS England (2014) *The NHS Five Year Forward View*. NHS England: London

³ World Health Organization (2011) *Global status report on non-communicable diseases 2010*. Geneva: World Health Organization

- 2.7 A number of lifestyle risk factors are routinely recorded (smoking, obesity, physical activity, alcohol related indicators) and current performance against these indicators in Wolverhampton is poor, compared to the regional and national average.
- 2.8 The *NHS Five Year Forward View* advocated a 'radical upgrade in prevention and public health' to halt the rapidly increasing burden of avoidable ill-health. Public Health Wolverhampton has begun this process through the development of a five year prevention strategy to improve lifestyle risk which has informed the prevention plan detailed within the Director of Public Health Annual Report.

3.0 Director of Public Health Annual Report

- 3.1 The Director of Public Health Annual Report 2014/15 aims to promote healthy lifestyle choices, reduce lifestyle risk and prevent lifestyle related disease across three horizons; short-term, medium term and long-term.
- 3.2 There is strong evidence to demonstrate that the prevention of disease and death can be achieved through the promotion of healthier lifestyle choices across the life course. Over time this will have a significant impact on the demand for health and social care services, alongside a demonstrable positive impact on health and social care resources.
- 3.3 The report uses Wolverhampton data, presented using info-graphics, to highlight key facts on specific lifestyle choices. A life course approach was adopted with evidence based recommendations for children and adolescents, pregnant women and adults across the individual lifestyle risk factors.
- 3.4 The focus of the report is on the prevention of:
- Smoking
 - Obesity
 - Physical Inactivity and
 - Substance Misuse
- 3.5 Poor mental health and wellbeing is also included to underline the importance of balancing mental and physical health, in combination with social interactions, to prevent the development of chronic disease.
- 3.6 The evidence based recommendations include revision of current services and the commissioning of new services alongside the development of local indicators and scoping the feasibility of experimental, integrated interventions. Measures of success have also been included to illustrate how progress in health improvement will be monitored following implementation.
- 3.7 The Director of Public Health Annual Report for 2014/15 ultimately outlines a prevention plan focused on promoting better lifestyle choices for the population of Wolverhampton. There are significant health and social care benefits in preventing the onset of disease by influencing individuals and communities to make healthier choices.

- 3.8 Successful delivery of this five year prevention plan will result in improved health outcomes for every resident of Wolverhampton, helping to make a healthier choice, an easier choice for future generations

4.0 Financial implications

- 4.1 Funding for Public Health is provided to the Council by the Department of Health in the form of a ring-fenced grant. The initial funding allocation for Public Health for 2015/16 is £19.3 million; this is subject to a half year funding reduction for which consultation is currently in progress to determine the actual impact of the proposed announcement on the Council.
- 4.2 Any costs incurred for the delivery of the Public Health related recommendations within the annual report will be contained within the Public Health ring-fenced grant.
[NM/02092015/J]

5.0 Legal implications

- 5.1 There are no anticipated legal implications related to this report.
[RB/02092015/B]

6.0 Equalities implications

- 6.1 This report does address inequalities as the annual report recommendations have been drafted taking into account the needs of the population at risk. The recommendations will directly impact on service delivery and an equalities analysis will be an integral part of any commissioned services.

7.0 Environmental implications

- 7.1 There are no anticipated environmental implications of the report.

8.0 Human resources implications

- 8.1 There are no anticipated human resource implications related to this report.

9.0 Corporate landlord implications

- 9.1 There are no corporate landlord implications for the Council's property portfolio in relation to this report.

10.0 Schedule of background papers

10.1 The following documents underpin the Director of Public Health Annual Report:

- A Five Year Prevention Strategy to Improve Lifestyle Choices 2015 - 2020. Public Health Wolverhampton: June 2015. This is a technical internal document that provides detailed evidence that informs the recommendations within the report.
- Five Year Prevention Strategy 2015 - 2020: Recommendations and Measures of Success. Public Health Wolverhampton: June 2015. This is a summary document of the recommendations, presented by time-frame (short, medium and long-term) and organisation. The document also includes indicators for measuring successful outcomes following implementation of the recommendations.