

EXECUTIVE BOARD DECISION



REPORT OF: Executive Member for
Health and Adult Social Care

LEAD OFFICERS: Director of Public Health
(Please Select)

DATE: 12 October 2017

**PORTFOLIO/S
AFFECTED:** Health and Adult Social Care

WARD/S AFFECTED: All

KEY DECISION: YES NO

SUBJECT: Annual Report of the Director of Public Health, 2016/17

1. EXECUTIVE SUMMARY

The Director of Public Health has a duty to produce an Annual Report, which is traditionally a professional statement about the health of local communities and increasingly an important vehicle by which Directors of Public Health can identify local issues, flag problems and report progress. The report is publicly accessible and a key resource to inform local inter-agency action for health and wellbeing.

The 2016/17 Annual Report for Blackburn with Darwen is set out in two parts;

1. Health as a Social Movement describing the major cultural change required to address current health and wellbeing challenges and,
2. The Integrated Strategic Needs Assessment (ISNA) Summary Review setting out the environmental and social context of Blackburn with Darwen as a place and associated impact on the wellbeing of the population.

2. RECOMMENDATIONS

The Executive Board is recommended to;

- 1) Note the content of the Public Health Annual Report 2016/17
- 2) Support the recommendations of the report including the approach to improving health and wellbeing by supporting social movements for health

3. BACKGROUND

Under the Health & Social Care Act 2012 (section 31), the Director of Public Health has a duty to write an Annual Report on the health of the local population. Within the same section of the Act, the Local Authority has a duty to publish the report.

The Public Health Annual Report is traditionally a professional statement about the health of local communities and, increasingly an important vehicle by which Directors of Public Health can identify local issues, flag problems and report progress. The Report, which should be considered alongside the local Joint Strategic Needs Assessment and Joint Health and Wellbeing Strategy, is publicly accessible and a key resource to inform local inter-agency action for health and wellbeing,

The report this year is set out in two parts: Health as a Social Movement and the Integrated Strategic Needs Assessment (ISNA) Summary Review.

The first section of the Report highlights how social movements can energise the major cultural change required to address current health and wellbeing challenges. A social movement for health refers to “*a persevering, people-powered effort to promote or resist change in the experience of health, or the systems that shape it*” (Nesta 2016) and can have transformative effects on society (as has been shown by the success of the HIV and disability rights movements, for example).

A social movement for health is needed now because the existing model of health and social care service delivery is no longer fit for purpose to address the current causes and patterns of disease, and citizens are asking for much deeper involvement in choices related to their health and wellbeing. Indeed, Simon Stevens, Chief Executive of the NHS, states in the [Five Year Forward View](#) that large scale social movements are ‘mission critical’ for the future of the NHS. The work reflected in the report is also being developed as part of the Pennine Lancashire (health and care) Transformation Programme.

The ISNA Summary Review forms the second part of the report and documents the social and environmental context of Blackburn with Darwen as a place and the impact these factors have on the physical and mental wellbeing of the population collectively, and as individuals. This section begins with a profile of the borough’s population and local economy with subsequent sections arranged under the three themes of the Joint Health and Wellbeing Strategy: ‘Start Well’, ‘Live Well’ and ‘Age Well’. The ISNA demonstrates the scale of our challenge – doing more of what we have always done will not be sufficient to secure the improvements in health and wellbeing that people aspire to and are demanding – reinforcing the need to fully embrace the power of social movements for health.

The ISNA Summary Review was strongly commended by the Health and Wellbeing Board Peer Review team in 2015 and inclusion of an updated version in the latest Public Health Annual Report broadens its exposure.

3. KEY ISSUES & RISKS

The report makes the following key recommendations for adoption by the Council and its partners;

Recommendation 1 – Becoming a ‘Changemaking’ Place

Improve working culture and practices by adopting and encouraging the three ‘changemaking’ values:

- **Creativity** - ideas and initiative cannot be the sole reserve of a few senior individuals but must be encouraged and valued by everybody.
- **Self-determination** - freedom and willingness to respond quickly and creatively giving employees license to act on their own initiative and to try new approaches without waiting for permission
- **Collaboration** - effective collaboration across departments and with external partners and the public will extend changemaking values, build trust and prevent duplication of efforts.

Recommendation 2 - Work With Communities To Support The Growth Of Social Movements For Health

- Develop strong and sustained networks: recognise the importance of and support shared learning through communities of interest and other networks beyond time-limited programmes of work
- Identify and support organisational and community social movement 'champions' to promote social movements for health within their formal and informal networks
- Create learning and development opportunities in support of - and in the spirit of - social movements for health
- Deliver a rolling programme of celebration and learning to include an annual Festival of Strengths

Recommendation 3: Embed Social Movements In Practice

- Identify and develop exemplar social movements, in order to create real-world examples of communities mobilised for health and care
- Understand and demonstrate 'what works' through continuous engagement and evaluation.
- Support and encourage spread of movements, by developing approaches that could be scaled, adapted and adopted in other communities.

5. POLICY IMPLICATIONS

The Public Health Annual Report is intended to influence local priorities and plans for improving health and wellbeing.

6. FINANCIAL IMPLICATIONS

There are no financial implications of this report for Blackburn with Darwen Borough Council or their partners.

7. LEGAL IMPLICATIONS

Under the Health & Social Care Act 2012 (section 31), the Director of Public Health has a duty to write an Annual Report on the health of the local population. Within the same section of the Act, the Local Authority has a duty to publish the report.

8. RESOURCE IMPLICATIONS

There are no resource implications of this report for Blackburn with Darwen Borough Council or their partners.

9. EQUALITY AND HEALTH IMPLICATIONS

Please select one of the options below. Where appropriate please include the hyperlink to the EIA.

Option 1 Equality Impact Assessment (EIA) not required – the EIA checklist has been completed.

Option 2 In determining this matter the Executive Member needs to consider the EIA associated with this item in advance of making the decision. (*insert EIA link here*)

Option 3 In determining this matter the Executive Board Members need to consider the EIA associated with this item in advance of making the decision. *(insert EIA attachment)*

10. CONSULTATIONS

The Public Health Annual Report is a professional statement of the Director of Public Health and not in its own right subject to consultation.

11. STATEMENT OF COMPLIANCE

The recommendations are made further to advice from the Monitoring Officer and the Section 151 Officer has confirmed that they do not incur unlawful expenditure. They are also compliant with equality legislation and an equality analysis and impact assessment has been considered. The recommendations reflect the core principles of good governance set out in the Council's Code of Corporate Governance.

12. DECLARATION OF INTEREST

All Declarations of Interest of any Executive Member consulted and note of any dispensation granted by the Chief Executive will be recorded in the Summary of Decisions published on the day following the meeting.

VERSION:	1
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CONTACT OFFICER:	Laura Wharton
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DATE:	14 th August 2017
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	Report also shared with the Health & Wellbeing Board 26 th September 2017
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BACKGROUND PAPER:	
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