

Part I

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All Wards

WELWYN HATFIELD BOROUGH COUNCIL

ENVIRONMENT OVERVIEW AND SCRUTINY COMMITTEE–13 NOVEMBER 2018
REPORT OF THE CORPORATE DIRECTOR (PUBLIC PROTECTION, PLANNING
AND GOVERNANCE)

HEALTH AND WELLBEING STRATEGY REVIEW

1 Executive Summary

- 1.1 This report provides members with an brief update regarding the Public Health work carried out by the Council since the inaugural Public Health and Wellbeing Framework 2014 and the vision for the next strategy and the process for taking forward both a corporate and Borough wide approach to Public Health and Wellbeing.

2 Recommendation(s)

- 2.1 For the committee to give delegated authority to the Head of Public Health and Protection in consultation with the Corporate Director of Public Protection, Planning and Governance and the Portfolio Holder for Public Health and Governance in order to organise a Public Health Summit for the Borough of Welwyn Hatfield; to write the conclusions up into a refreshed draft of the Public Health and Wellbeing Strategy and to carry out a consultation exercise with relevant stakeholders including residents.
- 2.2 Then the draft strategy is to be brought to EOSC for consideration and inclusion of the consultation responses prior to being sent to Cabinet for consideration and to Full Council for adoption.

3 Explanation

- 3.1 What is Public Health: Public health is about helping people to stay healthy and protecting them from threats to their health. Sometimes public health activities involve helping individuals, at other times they involve dealing with wider factors that have an impact on the health of many people (for example an age-group, an ethnic group, a locality, or a country). While medicine and nursing are vital for helping and supporting people when they fall ill, work in public health contributes to reducing the causes of ill-health and improving people's health and wellbeing
- 3.2 It does this through its work in three main 'domains': **health protection** - protecting people's health (for example from environmental or biological threats, such as food poisoning or radiation) **health improvement** - improving people's health (for example by helping people quit smoking or improving their living conditions) **healthcare public health** - ensuring that our health services are the most effective, most efficient and equally accessible
- 3.3 It has been defined as the art and science of preventing disease, prolonging life and promoting health.

- 3.4 The Wider Determinants of Health: it is widely accepted that a population's health is largely shaped by factors beyond access to health care. Rather than being something people just get at the doctor's or at hospital, health is something that starts in families, schools, communities and workplaces. It can be found in parks and in the air people breathe.
- 3.5 The Dahlgren-Whitehead rainbow model ⁽ⁱ⁾ remains one of the most effective illustrations of such wider health determinants, attempting to map the relationship between the individual, their environment and disease. It has had widespread impact in research on health inequality and influences.
- 3.6 It can be seen from this model how as a borough council we have the opportunity to influence many of these wider determinants of health through the day to day services which we provide. As the Marmot Review into health inequalities in England demonstrated in its report, *Fair Society, Healthy Lives* ([Marmot et al 2010](#)) ⁽ⁱⁱ⁾, the 'broader determinants of health' – people's local environment, housing, transport, employment, and their social interactions – can be significantly influenced by how local authorities deliver their core roles and functions
- 3.7 In a letter from Jeremy Hunt, then Secretary of State for Health, and Duncan Selbie, Chief Executive of Public Health England, to chief executives of local authorities, 10 January 2013 ⁽ⁱⁱⁱ⁾ it clearly states how local authorities are expected to play their part in the new legal framework for public health. "Supported by your Director of Public Health, you will be the local leader of the new public health system. You are best placed to understand the needs of your community and it will be your responsibility to tackle the wider determinants of health at a local level, putting people's health and wellbeing at the heart of everything you do – from adult social care to transport, housing, planning and environment."
- 3.8 In The Kings Fund Report " Improving the Public's health– a resource for Local Authorities^(iv) states that providing information is not enough; achieving change requires clarity of purpose, and a robust local framework that maximises the expertise and influence of the local director of public health and the partnerships they form. Such a framework should have outcomes-focused partnership at its heart and include a commitment to systematic health impact assessment. It states that partnership working and a clear focus on outcomes and an evidence based approach are vital to make a difference.
- 3.9 Our inaugural Public Health Strategy was published as the Public Health and Wellbeing Strategic Framework in 2014. This was our first document that formalised the work of the Local Authority and described the structure and framework to identify and deliver effective public health and wellbeing actions to reduce health inequalities and positively impact on the wider determinants of health.
- 3.10 Since this first document we have moved forward considerably. For example; we have set up new partnerships, both internally and externally, introduced Health Walks, started a Healthy Eating scheme with local businesses, and established the bi annual Healthfest, created the Dementia Action Alliance for the Borough, substantially increased our air quality monitoring programme and commissioned a series of men's healthy weight schemes. Ref SoSC report 2017^(v)
- 3.11 We are now in a position to carry on and utilise this momentum, to make use of our new working partnerships and knowledge. We intend to make the next strategy even more overarching and embedded into the key working of the Council,

specifically by revitalising the Public Health Officers Interest Group and by embracing Health In all Policies. We intend to make a difference to the lives of those in the borough by embracing the vision of the Marmot Review “Fair Society, Healthy Lives” by working with all partners to reduce Health Inequalities.

- 3.12 In order to do this we plan to map out our assets and carry out a gap analysis with key partners in Health and at County. We aim to hold a Public Health summit with relevant stakeholders including third sector to identify our principles, priorities and annual action plan. This will be the opportunity to seek views, discover good practice and debate the key themes and actions as a partnership. We will make use of the most recent evidence and data available to us, including Council commissioned research, the JSNA and health profiles. We will link in with other relevant Council strategies as well as the Hertfordshire County Council public health strategy (vi).
- 3.13 The strategy will be based on a whole systems approach for the service user. It will aim for working collaboratively to achieve shared outcomes, reduce costs and target services.
- 3.14 We will continue to be part of the Herts County Council Public Health Partnership (vii)

4 Implications

4.1 Legal Implication(s)

Sharing of information between partners

- 4.2 The transfer of responsibility for significant areas of public health took place in April 2013 under the Health and Social Care Act 2012 from the NHS to upper tier local government including a new duty to take such steps as it considers appropriate to improve the health of the people in its area.
- 4.3 In two tier local government areas, public health work (including health protection, health improvement and work to support the wider determinants of health) is split between the county council and the districts/boroughs.

5 Financial Implication(s)

Public health Partnership fund; resource needed to carry out any additional work in the action plan

6 Risk Management Implications

- 6.1 The risks related to this proposal are:
- 6.2 Failure to deliver the current proposals for the district offer within the agreed timescales could result in the loss of the shared partnership with HCC and our joint responsibility for improving and protecting the public’s health and well-being in the borough. If the required targets as set out in the District Offer are not met the County Council may recover the funds
- 6.3 Reputational risks of failing to achieve our stated aims.

7 Security and Terrorism Implication(s)

- 7.1 In complying with the Prevent duty Local Authorities need to ensure that publicly owned resources do not provide a platform for extremists and are not used to disseminate extremist views.

8 Procurement Implication(s)

- 8.1 The Public Health Partnership comprising of the County Council and the ten Districts and Boroughs has provided funding over the last four years for the implementation and commissioning of relevant projects. There is a further year of funding available. The procurement process is scrutinised by County and as yet has not fallen under WHBC procurement criteria.

9 Climate Change Implication(s)

- 9.1 The links between changing climate and public health are well documented, for example by the Health Protection Agency/Public Health England in their report "The Health Effects of Climate Change" (2012)
- 9.2 Some aspects of the strategy will relate to the Climate change strategy as well as encouraging and facilitating increased levels of physical activity, which in turn may reduce use of fossil fuelled transport.

10 Human Resources Implication(s)

- 10.1 Mandatory training for managers to ensure Health in All policies is understood and consistently applied.

11 Health and Wellbeing Implication(s)

- 11.1 Yes, positive impact.

12 Communication and Engagement Implication(s)

- 12.1 Yes, there will be a need for various forms of promotion and engagement for the consultation and organising the Summit as well as longer term need for various health improvement interventions. Similar work is currently being undertaken for health promotion.

13 Link to Corporate Priorities

- 13.1 The subject of this report is linked to the Council's Corporate Priority (Our Community), and specifically to the achievement of (improving public health and wellbeing) and is linked to the statutory requirements, under the Health and Social Care Act 2012.

14 Equality and Diversity

- 14.1 An EqIA was completed on 26 October 2018 and no negative impact was identified on any of the protected groups under Equalities legislation.

Name of author

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Title

Health and Wellbeing Strategy Update

Date

13 November 2018

Background papers to be listed (if applicable)

References

- i. Dahlgren-Whitehead rainbow model - Dahlgren G, Whitehead M. 1991. Policies and Strategies to Promote Social Equity in Health. Stockholm, Sweden: Institute for Futures Studies.
- ii. Fair Society, Healthy Lives- Report of Sir Michael Marmot as Chair of the independent review of health inequalities in England post 2010 commissioned by the DoH <https://www.local.gov.uk/marmot-review-report-fair-society-healthy-lives>, Strategic review of health inequalities in England post-2010
- iii. Letter from Jeremy Hunt then Secretary of State for Health and Duncan Selbie Chief Executive of Public Health England to all Local Authorities Chief Execs following the reforms made by The Health and Social Care Act 2012
- iv. The Kings Fund 2013 - Improving the public's health, A resource for local authorities A toolkit for Local Authorities following the reforms made by the Health and Social Care Act 2012
- v. Welwyn Hatfield Borough Council Social Overview and Scrutiny committee – 22 November 2017 report of the executive director (Public Protection, Planning and Governance) the public health partnership fund update
- vi. Hertfordshire Public Health Service Strategy 2017-2021
<https://www.hertfordshire.gov.uk/media-library/documents/about-the-council/partnerships/hertfordshire-health-and-wellbeing-strategy-2016-%E2%80%93-2020.pdf>
- vii. Public Health Partnership – Report of the Herts Director of Public Health on the “District Offer” <https://www.hertshealthevidence.org/documents/key-resources/hertfordshire-director-of-public-healths-annual-report-201516.pdf>