

Report to:	Health and Wellbeing Board
Relevant Officer:	Dr Arif Rajpura, Director of Public Health
Relevant Cabinet Member	Councillor Amy Cross, Cabinet Member for Adult Services and Health
Date of Meeting	10 October 2018

PUBLIC HEALTH ANNUAL REPORT 2017

1.0 Purpose of the report:

- 1.1 To present “From the Ground Up: Annual report on the health of the people of Blackpool 2017” the Director of Public Health’s latest annual independent assessment of local health needs, determinants and concerns.

2.0 Recommendation(s):

- 2.1 To receive the Public Health Annual Report 2017 (attached at Appendix 4a).
- 2.2 To consider any action from the Board regarding and to endorse the report’s headline statements namely:
1. To welcome the forthcoming Blackpool Housing Strategy and to note that the key to success will be to deliver all the actions identified within the strategy, at scale and pace.
 2. To note that Blackpool Council has experienced amongst the highest budget cuts of authorities across the country and this has been especially challenging given the high levels of need and transience within the town. Although the Council has been very creative in managing these significant challenges, it is important now to recognise the need for future funding formulas to fully incorporate the high level of need and address the root causes of ill health locally.

3.0 Reasons for recommendation(s):

- 3.1 This year’s report starts with a look back at trends for a selection of key population health indicators and describes the changes seen over the past ten years. Over the decade, the health of the population has improved. There have been significant

reductions in early deaths from major killers including heart disease and cancer, as well as in deaths from suicide. There is good progress too in reducing smoking rates, one of the major lifestyle factors influencing health. There is also a strong trend in reducing rates of teenage pregnancies. This progress shows the importance of having in place population-wide strategies based on good academic evidence to address key issues affecting our public's health. There are, however, some emerging challenges and it is of concern to note the steep rise in rates of self-harm, and of drug and alcohol misuse. Effective action by the Big Lottery's HeadStart programme, and the implementation of a new Drug Prevention Strategy both offer chances to make a difference.

This year's report presents detailed analyses of the impact of population change on our population health statistics and considers the role of the local housing market in driving this change. The picture that emerges from these analyses is that an abundance of low-cost accommodation is driving inward migration of a younger population that is less healthy and less well-educated into central areas of the town. This is increasing the population level inequalities in health experienced within the town.

The report contains headline statements as follows:

1. It welcomes the forthcoming Blackpool Housing Strategy. The key to success will be to deliver all the actions identified within the strategy, at scale and pace.
2. Blackpool Council has experienced amongst the highest budget cuts of authorities across the country and this has been especially challenging given the high levels of need and transience within the town. Although the Council has been very creative in managing these significant challenges, it is important now to recognise the need for future funding formulas to fully incorporate the high level of need and address the root causes of ill health locally.

3.2a Is the recommendation contrary to a plan or strategy adopted or approved by the Council? No

3.2b Is the recommendation in accordance with the Council's approved budget? Yes

3.3 Other alternative options to be considered:

None.

4.0 Council Priority:

4.1 The relevant Council Priority is “Communities: Creating stronger communities and increasing resilience”.

5.0 Background Information

5.1 The Director of Public Health has a statutory duty to write an annual report on the health of the local population.

5.2 The Annual Report on the Health of the People of Blackpool 2017 is the latest in the series of annual reports and is circulated widely across senior leaders and partners across the town. These reports are available for public viewing the Libraries and recent ones are published electronically on the Blackpool Joint Strategic Needs Assessment (JSNA) website at www.blackpooljsna.org.uk.

5.3 Does the information submitted include any exempt information? No

5.4 List of Appendices:

Appendix 4a: From the Ground Up Public Health Annual Report 2017

6.0 Legal considerations:

6.1 The local authority has a duty to publish the annual report of the Director of Public Health (section 73B(5) and (6) of the 2006 Act, inserted by section 31 of the 2012 Act).

7.0 Human Resources considerations:

7.1 None.

8.0 Equalities considerations:

8.1 Reducing inequalities in health is a key activity for public health and features and a fundamental consideration in many of the work areas and initiatives discussed in the report.

9.0 Financial considerations:

9.1 None.

10.0 Risk management considerations:

10.1 None.

11.0 Ethical considerations:

11.1 None.

12.0 Internal/ External Consultation undertaken:

12.1 None.

13.0 Background papers:

13.1 None.