BRIEFING TO OLDHAM HEALTH AND WELLBEING BOARD

Report Title:
Public Health Annual Report 2014
A Fresh Perspective on Health Inequalities …. Seizing Opportunities

Report Author: Alan Higgins, Director of Public Health

Date: 11th November 2014

What the issue is:

The annual report of the Director of Public Health is the professional statement about
the health of the people of Oldham and recommended action to improve health. It is
a statutory requirement for the council to publish a public health report. The report is
structured to include a substantial main section that constitutes the theme of the
report and sub themes touching on other aspects of health and wellbeing or on the
work of the council on public health.

Requirement from the Health and Wellbeing Board:

The Health and Wellbeing board is asked to discuss the content of the 2014 Public
Health Annual Report, to approve plans for the further distribution of the report and to
note receipt of the Public Health Annual Report 2014.

Background / Current Position:

This year’s main theme is inequalities in health in Oldham and in particular what a
council could do to reduce inequalities in health. The sub themes are a review of
current work on health protection in Oldham and a review of four public health
programmes that have been underway in the previous year. The final section is
inclusion of the North West Directors of Public Health call to action on health and
wellbeing.

Infographics have been used this year, instead of line graphs and bar charts to
present information and set the context for the narrative and recommendations.
A relatively small number of copies of the report have been printed mainly for use with councillors and partner organisations. Access for the general public will mainly be through the council’s website where a copy of the report will be available to access online or print as a PDF.

**Main messages on Inequalities in Health**

Nine actions recommended by a national report earlier this year as key elements of work to reduce inequalities in health are set out. For each a brief assessment is made of progress made in Oldham against the actions.

The nine actions are:

1. Implementing a living wage policy
2. Early years education and care provision
3. 20mph speed restrictions in residential areas
4. A health first approach to worklessness
5. Using participatory budgeting to engage communities
6. The scope of adult and further education to reduce health inequalities
7. Addressing differences in health by ethnicity
8. Building age friendly communities
9. Making good use of evidence and cost effectiveness data

The overall conclusion is generally positive with Oldham Council, or partners, leading on innovative work against most of the actions. The challenge is to sustain the innovation at sufficient scale to fully engage with communities in Oldham.

The views of the Health & Wellbeing Board on the content and format of the report is requested

**Distribution of the Annual Report**

The report is distributed in a printed form to the Health and Wellbeing Board as well as all Councillors, Directors, Assistant Executive Directors and the CCG Board.

The intention of doing this would be to provide interaction with the audience on the recommendations and whether the assessment of current progress is about right and how might more be done to reduce inequalities in health in Oldham.

**Recommendations:**

- The Health & Wellbeing Board is asked to discuss and comment on the main findings and to note receipt of the report.