

Report to Health Scrutiny Committee

Mayor's Healthy Living Campaign

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Purpose of the Report

To provide Health Scrutiny Committee with an overview of the Mayor's Healthy Living Campaign for 2019/20.

Requirement from Health Scrutiny Committee:

Health Scrutiny Committee is asked to note the update and to support the Mayor during her time in office.

Mayor's Healthy Living Campaign

1 Background

- 1.1 The role of the Mayor is to be an ambassador for Oldham and represent the Borough at a variety of events and functions. As an ambassador, the Mayor is committed to raising the profile of Oldham and forging links with the private, voluntary and public sector.
- 1.2 Each year, the Mayor is approached to see whether they have any particular areas of health and wellbeing they would like to actively support and raise awareness of during their term in office.
- 1.3 For 2019/20, Councillor Ginny Alexander will be the Mayor of Oldham. The Deputy Mayor will be Councillor Jenny Harrison, who is also the Chair of Oldham's Health and Wellbeing Board.

2 Plans for 2019- 2020

- 2.1 Councillor Moores, Councillor McLaren and the Principal Policy Officer for Health and Wellbeing met with the Mayor to discuss the themes that she would like to focus on during her term in office.
- 2.2 The Mayor confirmed that she would like to support the following health and wellbeing themes:
 - Mental Health and Emotional Wellbeing
 - Healthy Eating
 - Early Detection and Diagnosis of health conditions
- 2.3 The Mayor will explore opportunities to role-model and promote health and wellbeing messages as part of her mayoral duties. The chosen themes will be developed in to a work programme for the Mayor, involving relevant officers from the Council and partners as required.
- 2.4 The Mayor is also committed to ensuring that Oldham residents are able to access information about the range of support and advice services that are available in the borough. This includes health and wellbeing services. As such, she posts information about services and activities that are available in the borough via her social media channels and encourages others to do the same. She would also like to support the development of any other signposting approaches, in a range of different formats, so that people are able to access information when they need it and get the help and support that they require.
- 2.5 The Health Scrutiny committee will be updated throughout the year as to the activity the Mayor has been involved in to promote healthy living in the borough.

3 Recommendation

- 3.1 Health Scrutiny sub-committee is asked to note the update and support the Mayor during her time in office.