



Back to the Future

Annual report of Dr Lincoln Sargeant, Director of Public Health for North Yorkshire 2018

Summary



Start

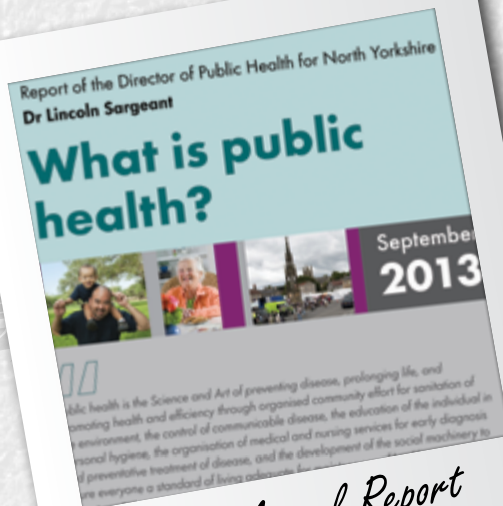
Five years ago, local government took on new responsibilities for public health and I had the great privilege of writing my first report as Director of Public Health for North Yorkshire.

In *Back to the Future*, I outline the content of my five previous annual reports; summarise the findings of our recent public engagement exercise; and look forward to 2025.



2018 report

Dr Lincoln Sargeant,
Director of Public Health for North Yorkshire



2013 Annual Report

Looking back

What is public health?

The DPHAR 2013

In my first annual report, I introduced the three main areas of public health work: improving people's health; protecting people from environmental threats - like flooding - and infectious disease outbreaks; and improving and maximising the effectiveness of health and social care services.

The report illustrated that everyone has a role in contributing to public health outcomes. It also provided a snapshot of the health needs in North Yorkshire, highlighting key features including: stark differences in death rates between communities; our ageing population; and our high levels of risky drinking behaviours and binge drinking when compared to England as a whole.

The report made recommendations to:

- reduce health inequalities between communities within North Yorkshire;
- focus on happy and healthy ageing;
- give every child the best start in life and ensure young people can move from education into employment in the county;
- ensure public health is considered in all plans;
- build on the enthusiasm and sense of wellbeing that has been created by hosting the Grand Depart of the Tour de France; and
- prevent health and social harms caused by high levels of alcohol consumption



Working with Communities: taking an asset based approach to public health.

The DPHAR 2014

My 2014 report focused on how we can work with communities to promote the health and wellbeing of people living in North Yorkshire. The report noted that the voluntary, community and social enterprise sector in the county are key assets for public health.

North Yorkshire has a healthy population, but has higher levels of people killed and seriously injured on the road; higher levels of obesity; and higher levels of smoking in pregnancy compared to the national average. Although the county overall experiences low levels of deprivation, there are significant areas of inequality, as well as challenges related to living in a rural area, affordable housing and fuel poverty.

The report made recommendations to:

- deliver a partnership approach to preventing and managing obesity;
- develop a mental health strategy;
- use North Yorkshire County Council's Better Care Fund to respond to community needs;
- work to increase the number of volunteers involved in delivering health and social care services;
- promote an asset based approach to working with local communities; and
- measure assets as well as needs in future needs assessments.

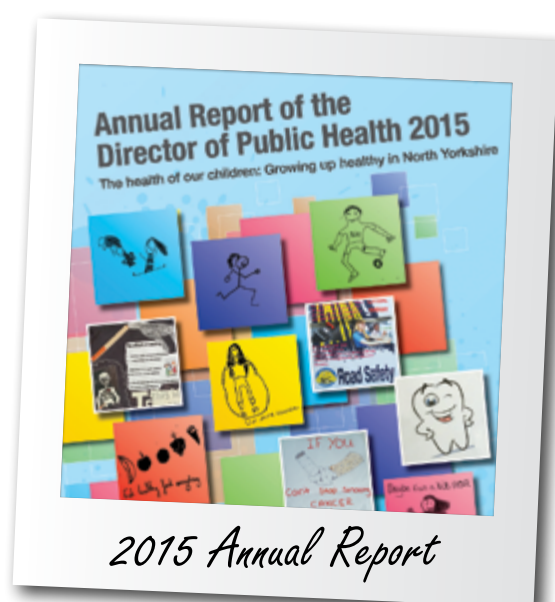
The health of our children, growing up healthy in North Yorkshire.

The DPHAR 2015

In 2015, my report focused on the health of children growing up in North Yorkshire. It highlighted the challenges that some children and young people face at different stages of their lives, and explored how these challenges can be removed or their impact reduced. I focused on how to support children and young people to be resilient.

The report includes recommendations to:

- work towards reducing child poverty;
- ensure the 0 -5 healthy child programme is reviewed and embedded as part of a wider range of prevention and early help services;
- make sure evidence-based parenting programmes are available;
- work towards reducing childhood obesity;
- deliver high quality personal, social and health education (PSHE) in schools; and
- maximise opportunities to support children's mental health



Good for work, good for you, good for business: the health and wellbeing of the working age population.

The DPHAR 2016

My 2016 report won first prize in the annual Association of Directors of Public Health report competition and focused on health, work and wellbeing. These topics are interlinked: working age adults who are unemployed are generally poorer when compared to those in paid employment, and this can lead to poorer health and wellbeing. Also, employers are concerned about the health of their employees because the bottom line is that a healthy workforce is a productive workforce.

In North Yorkshire, levels of unemployment are low compared to the national average, but this hides some real challenges. Our young working age population has already reduced, and continues to shrink. At the same time, it is a struggle to recruit people for some low paid but vital jobs in the health and social care sector.

My report's key recommendations were to:

- work with employers to create healthy workplaces, with a focus on increasing physical activity and creating smoke free environments. A further strand of this work is awareness-raising about road safety; the dangers of risky drinking; and the importance of healthy eating; and
- work with employers to build a healthy workforce. This includes focussing on recruitment, retention, training and rehabilitation; making adjustments to job specifications to broaden the potential recruitment field and encourage people into work; maximise employment opportunities to improve recruitment and retention of young people; to take action to overcome the skills shortage; to upskill the workforce; and make adjustments so that people living with long term conditions have the opportunity to work.

Healthy transitions: Growing old in North Yorkshire.

The DPHAR 2017

Last year's report focused on healthy ageing in North Yorkshire. The report examined why the achievement of longer lifespans must be matched by changes in our attitudes towards older people. The report was structured around three stages of life: moving from work into retirement; moving from independent living to needing support and care; and finally, preparing for the end of life.

The report made four recommendations to:

- develop Age Friendly communities;
- facilitate comprehensive retirement planning;
- identify and manage frailty; and
- ensure effective end of life planning.



Looking forward

What people told us

As part of looking to the future, I asked stakeholders – including people living in North Yorkshire - about their priorities for public health for our county in 2025. I asked:

- what do you see as the priorities for public health leading up to 2025?
- what role can you/your organisation play in supporting work around these priorities?
- are there any barriers and opportunities to this work?

The engagement results were grouped into themes focusing on the life course: start well, live well, and age well; and how we should work - deliver well.

Four strong themes emerged from the consultation. They are: health inequality, mental health, obesity and our ageing population, underpinned by views on how to embed public health so all our partners help us deliver services effectively.

The final question asked people whether there are any opportunities and barriers to delivering public health priorities. People identified more barriers than opportunities and, in some cases no opportunities were given at all. However, when a barrier was discussed, interviewees also considered whether the barrier could be reframed and viewed as an opportunity.

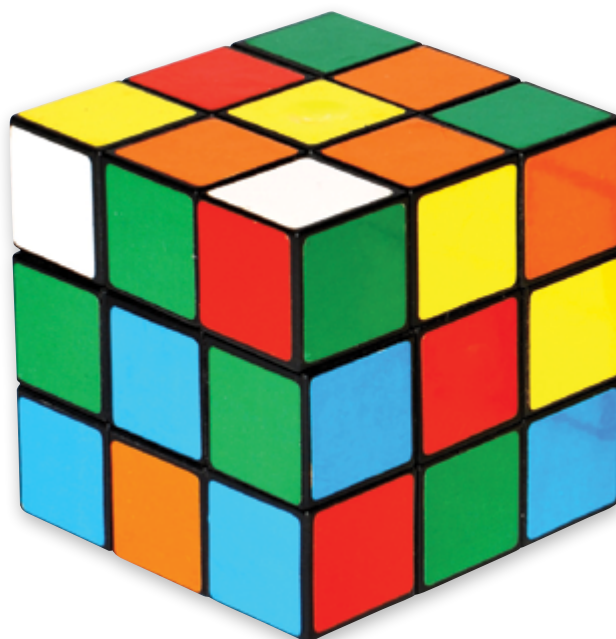
The following were identified:

Opportunities

Working in partnership
Social media and digitalisation
Localities
Community and voluntary sector

Barriers

Finance and resources
Geography of North Yorkshire
Partnership working
Access to services
National policy
Brexit
Training
Raising awareness and messages
Primary care
Individual choice



Back to the Future

In Back to Future, my recommendations are to:

Reduce health inequalities

Renew focused efforts to reduce health inequalities. Undertake work to understand the lives of the people in North Yorkshire living in the 10% most deprived communities and take action to reduce the difference in life expectancy they experience.

Improve public mental health

Develop a strong focus on public mental health, based around the five ways to wellbeing. Develop a strategic approach to understand the risk and protective factors for low level mental health problems across the life course and ensure support is in place to build resilient, caring and happy communities. Ensure people with mental health problems enjoy the same levels of physical health as the general population.

Embed public health in all we do

All partners in North Yorkshire must consider how to embed a public health approach into their practice, including impact on sustainability, integration, prevention and reducing inequalities; and increasing skills around data, evidence and evaluation. Partners in localities should work together to understand the health needs of local communities - and work together to meet those needs.



Conclusion

My hope is that everyone who reads Back to the Future will be inspired to see how they can put public health at the heart of what they do - and how important it is to do so.

Back to the Future can be downloaded from www.nypartnerships.org.uk/dphreport2018





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