

Southend-on-Sea Borough Council

Agenda
Item No.

Report of Director of Public Health
to
Health and Wellbeing Board
on
30th January 2014

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Public Health Responsibility Deal

1. Purpose of Report

- 1.1 To update the Health and Wellbeing Board on the actions being taken to improve the health and wellbeing of local people through the establishment of a Public Health Responsibility Deal for Southend.

2. Recommendations:

- 2.1 Members of the Health and Wellbeing Board are requested:
- To note the progress with the development of a Public Health Responsibility Deal for Southend
 - To note the intention for Southend-on-Sea Borough Council to become a signatory to the national Public Health Responsibility Deal in order to strengthen its work on population health improvement
 - To encourage other organisations to sign up to the Public Health Responsibility Deal to take action to improve the health and wellbeing of their staff and customers

3. Background

- 3.1 People's lifestyles have a major impact on their health and wellbeing. Addressing the behavioural risk factors of poor diet, drinking above the lower-risk guidelines, physical inactivity and smoking plays a vital role in reducing premature mortality, preventing people from developing long term conditions and slowing disease progression.
- 3.2 The lifestyle choices that we make have an impact on others, ill-health as a result of poor choices places costs on the NHS, on local government and on the benefits system. It also costs employers money in the form of reduced productivity and sickness absence. Working age ill-health is estimated to cost the UK economy over £100 billion a year.
- 3.3 Individual responsibility for health and self-care have been consistent themes in health

policy in England over the last decade. The Wanless review of healthcare funding (2002) outlined how having the public fully engaged in their health would lead to longer healthier lives, fewer working days lost and reduced health care costs. *Choosing Health* (2004) looked at how information, services, business and the voluntary and community sectors could make healthy lifestyles 'an easier option' for people.

3.4 More recently the Government's overall strategy for public health, *Healthy Lives, Healthy People*' (2010), again clarified that everyone has a part to play in improving public health, including individuals themselves. In 2011, the national Public Health Responsibility Deal was introduced as a way of harnessing the contribution of businesses and other organisations to improve public health and tackle health inequalities through their influence over food people eat, the amount of alcohol they drink, the amount of physical activity they take, and their health in the workplace.

3.5 The Government is encouraging organisations from all sectors to become signatories to the Deal and there has been a particular focus on the involvement of the food and drink manufacturing and retail sectors. Nationally over 600 organisations have made commitments covering alcohol, food, health at work and physical activity. Examples include:

- Over 70% of high street market fast food and takeaway meals sold have calories clearly labelled.
- Since March 2012, 38 leading food and drink companies have signed up to the calorie reduction pledge, making a commitment to reduce the calories in their products and to positively encourage people to eat healthier foods.

3.6 The Deal has three main elements: five core commitments; five supporting pledges; and a number of collective and individual pledges. Signatories to the Deal must work in support of all five core commitments, all five supporting pledges, and at least one collective pledge.

3.7 The core commitments made by all signatories are:

- We recognise that we have a vital role to play in improving people's health
- We will encourage and enable people to adopt a healthier diet
- We will foster a culture of responsible drinking, which will help people to drink within guidelines
- We will encourage and assist people to become more physically active
- We will actively support our workforce to lead healthier lives

3.8 The five supporting pledges made by all signatories are:

- We will support the approach of the Public Health Responsibility Deal and encourage other organisations to sign up.
- We acknowledge that the Deal's strength comes from organisations of different types across varying sectors working together to improve people's health.
- We will contribute to the monitoring and evaluation of progress against the pledges.
- Where we offer people information to help make healthier choices, we will use messages which are consistent with Government public health advice.

- We will broaden and deepen the impact of the Public Health Responsibility Deal by working to develop further pledges in support of the five core commitments.

3.9 There are 19 collective pledges to which signatories must make at least one commitment.

3.10 In April 2013, the Department of Health issued a Public Health Responsibility Deal Toolkit for Local Authorities, specifically aimed at supporting small and medium enterprises to take action to improve the health and wellbeing of their staff and customers. In addition it invited local authorities to consider signing up to national Responsibility Deal themselves as well as encouraging businesses in their area to sign up to the national Deal in place of or in addition to a local Deal.

4.0 Southend-on-Sea Borough Council sign up to the National Public Health Responsibility Deal

4.1 A task and finish group comprising representatives from all Council departments was established to review the national Public Health Responsibility Deal and to consider the development of a Southend Public Health Responsibility Deal. The group identified a number of pledges it believed will enhance the support the Council provides to improve employee health, and made recommendations for sign up. The identified pledges are listed in Appendix A.

4.2 As a signatory to the national Deal, the Council is required to develop an action plan for each pledge and publish its progress on achievement as part of an annual reporting mechanism. Progress and updates are required to be submitted annually to the Department of Health.

5.0 Developing a locally relevant Public Health Responsibility Deal for Southend Organisations

5.1 The task and finish group identified 232 small /medium sized local organisations that the Council currently has existing and regular engagement with. Of these organisations, 30 will be encouraged to sign up to the local Deal as “Southend pathfinder organisations”. The menu of support services that local businesses will be able to access is currently being developed. Support will consist mainly of existing council/commissioned programmes. Organisations will also be signposted to other available local/national services. Feedback and evaluation from local pathfinders will be used to refine the Deal prior to an incremental rollout to the remaining 202 organisations.

5.2 A menu of 12 pledges has been developed and will form the initial commitments that “pathfinder organisations” will be required to sign up to. Organisations will be asked to commit to a minimum of one pledge and produce a delivery plan for each pledge. Organisations will complete a self-validation every two years with moderation to ensure that commitments are being maintained. Validation and moderation will provide opportunities to encourage organisations to commit to further pledges to increase their impact

on population health and wellbeing. The Southend Public Health Responsibility Deal pledges are listed in Appendix B.

- 5.3 Organisations will be recognised and awarded a certificate following successful completion of the process. A communications plan is being developed which will ensure that those organisations that sign up to the Deal receive appropriate benefits of doing so, including publication of their commitment to the local population's health.

6.0 Reasons for Recommendations

- 6.1 From 1st April 2013, the Council has a new statutory duty to improve the health of the population. Many of the indicators in the Public Health Outcomes Framework could be improved by action taken through a Responsibility Deal model.

7.0 Corporate Implications

7.1 Contribution to Council's Vision & Corporate Priorities

The wide ranging nature of actions in the delivery of the local and national Public Health Responsibility Deal will have implications across the Council's corporate priorities. A healthy population will reduce demands on services and provide a healthier workforce to contribute to the economic prosperity of the borough.

7.2 Financial Implications

National sign up has no direct financial cost, it is envisaged that the development and delivery of an organisational action plan would be completed within existing resources. Sign up to the national Responsibility Deal and completion of the related action plans could produce longer term financial savings through improved staff productivity and reduced sickness absence, as well as improved staff and population health and wellbeing.

The development of the menu of support for the local Responsibility Deal includes mapping available resources to deliver this. Resources to support the Council's local Public Health Responsibility Deal form part of the Council's planned delivery of public health services for the local population. The local Responsibility Deal has the potential to have long term benefits including economic growth and improved population health and wellbeing.

7.3 Legal Implications

None.

7.4 People Implications

None.

7.5 Property Implications

None.

7.6 Consultation

The Council's task and finish group is developing a communications plan for use in engagement with local small and medium businesses about the Public Health Responsibility Deal.

7.7 Equalities and Diversity Implications

No assessment has been undertaken at this stage.

7.8 Risk Assessment

A risk assessment will be undertaken of the proposed local scheme prior to launch.

7.9 Value for Money

The National Institute for Health and Care Excellence are currently undertaking a systematic review of the implications and cost benefits of workplace health interventions. During 2011/12, 1.1 million working people had a work-related illness. Half a million of these were new conditions that started during the year. (1). Work-related illness was responsible for an estimated 27 million days lost in 2011/12 and cost society an estimated £13.4 billion in 2010/11 (excluding cancer) (1).

7.10 Environmental Impact

No implications.

8.0 Appendices

Appendix 1: National Public Health Responsibility Commitments and Pledges which Southend Borough Council will commit to by March 31st 2014.

Appendix 2: Local (Southend-on-Sea) Public Health Responsibility Deal Pledges.

References

1. Health and Safety Executive (2013). The Health and Safety Executive Annual Statistics Report 2011/12

Appendix 1: National Public Health Responsibility Commitments and Pledges which Southend Borough Council will commit to by March 31st 2014.

Responsibility Deal Core Commitments (Responsibility Deal Signatories need to commit to all 5 of these).

1. We recognise that we have a vital role to play in improving people's health.
2. We will encourage and enable people to adopt a healthier diet.
3. We will foster a culture of responsible drinking, which will help people to drink within guidelines.
4. We will encourage and assist people to become more physically active.
5. We will actively support our workforce to lead healthier lives.

Responsibility Deal Supporting Pledges (Responsibility Deal Signatories need to commit to all 5 of these).

1. We will support the approach of the Public Health Responsibility Deal and encourage other organisations to sign up.
2. We acknowledge that the Deal's strength comes from organisations of different types across varying sectors working together to improve people's health.
3. We will contribute to the monitoring and evaluation of progress against the pledges.
4. Where we offer people information to help make healthier choices, we will use messages which are consistent with Government public health advice.
5. We will broaden and deepen the impact of the Public Health Responsibility Deal by working to develop further pledges in support of the five core commitments.

Responsibility Deal Collective Pledges.

Food:

- F6. Fruit and vegetables- We will do more to create a positive environment that supports and enables people to increase their consumption of fruit and vegetables.

Alcohol:

- A4. Tackling Under-Age Alcohol Sales – We commit to ensuring effective action is taken in all premises to reduce and prevent under-age sales of alcohol (primarily through rigorous application of Challenge 21 and Challenge 25).
- A7. Community Actions to Tackle Alcohol Harms – In local communities we will provide support for schemes appropriate for local areas that wish to use them to address issues around social and health harms, and will act together to improve joined up working between such schemes operating in local areas as:
- Best Bar None and Pubwatch, which set standards for on-trade premises
 - Purple Flag which make awards to safe, consumer friendly areas
 - Community Alcohol Partnerships, which currently support local partnership working to address issues such as under-age sales and alcohol related crime, are to be extended to work with health and education partners in local Government
 - Business Improvement Districts, which can improve the local commercial environment

Health at Work:

- H1. Chronic conditions guide – We will embed the principles of the chronic conditions guides (developed through the Responsibility Deal’s health at work network) within our HR procedures to ensure that those with chronic conditions at work are managed in the best way possible with the necessary flexibilities and workplace adjustments.
- H2. Occupational health standards – We will use only occupational health services which meet the new occupational health standards and aim to be accredited by 2012/13.
- H3. Health & wellbeing report – We will include a section on the health and wellbeing of employees within annual reports and/or websites. This will include staff sickness absence rates.
- H4. Healthier staff restaurants – We will implement some basic measures for encouraging healthier staff restaurants/vending outlets/buffets, including:
- Ensuring the availability of healthier foods and beverages in all available channels to employees
 - Working with caterers to reformulate recipes to provide lower fat, salt, artificial Trans Fatty Acids and energy meals
 - Provision of responsibly sized portions of foods within food outlets
 - Provision and promotion of the consumption of fruit and vegetables through availability and price promotion
 - Provision of calories and/or Guideline Daily Amounts on menus per portion as a minimum (further nutrients optional)
 - Water is visible and freely available
- H5. Smoking Cessation/Respiratory Health- We will encourage staff to stop smoking, by facilitating onsite stop smoking support services or by encouraging them to attend local stop smoking services during working time without loss of pay. We will also take action to reduce other risks to respiratory health arising in the workplace.
- H6. Staff Health Checks- We will offer staff health checks, e.g. the NHS Lifecheck, with appropriate follow up and audit. We will also encourage eligible employees to participate in the NHS Health Check for vascular disease, and other NHS screening programmes (for example for breast or bowel cancer).
- H7. Mental Health Adjustment- We will embed the principles of the Mental Health Workplace Adjustments Guide (developed through the Responsibility Deal’s health at work network) within HR procedures to ensure that people with mental health conditions are managed at work in the best way possible with reasonable flexibilities and workplace adjustments.

Physical Activity:

- P1. Physical activity: Community – We will use our local presence to get more children and adults more active, more often including engaging communities in planning and delivery.

- P2. Physical activity guidelines – We will contribute to the communication and promotion of the Chief Medical Officers’ revised physical activity guidelines.
- P3. Active travel – We will promote and support more active travel (walking and cycling). We will set measurable targets for this health enhancing behaviour.
- P4. Physical activity in the workplace – We will increase physical activity in the workplace, for example through modifying the environment, promoting workplace champions and removing barriers to physical activity during the working day.
- P5. Physical activity: Inclusion – We will tackle the barriers to participation in physical activity faced by some of the most inactive groups in society.

General:

- S1. Local engagement on the Responsibility Deal agenda- Guided by the Public Health Responsibility Deal Toolkit, we will encourage and support small and medium sized organizations in our area to help their employees and/or their customers to improve their health and wellbeing.

Appendix 2- Local (Southend-on-Sea) Public Health Responsibility Deal Pledges

Workplace Health:

- WH1: Complete a workplace health needs assessment to shape future workplace health work
- WH2: Supporting Staff Attendance
e.g. Monitoring Sickness Rates to understand the impact of sickness absence on your business.
- WH3: Support Staff to give up smoking and support a Smoke Free environment
e.g. Sign post to local stop smoking service, larger organisations or groups of SME's may be able to have stop smoking groups at lunch time, Ensuring those that do choose to smoke are away from access doors, or implementing a no-smoking on grounds policy.
- WH4: Support your staff to live physically active lifestyles
e.g. Run a lunch time walking group, promote stair use over lifts, or use the workplace challenge website
- WH5: Sign up to be a Change4Life local supporter and utilise Change4Life resources to support the national campaign.

Physical Activity:

- PA1: Encourage customers/service users to be more physically active
e.g. Provide cycle storage, or signpost to physical activity opportunities

Healthy Eating:

- HE1: Offer healthy option for adults and children on menu's
e.g. Smaller portion options, alternatives to high calorie sides such as chips

HE2: Provide free drinking water or if water is for sale display it prominently
e.g. At eye level in fridges etc.

HE3: Sign up to the Essex Healthy Eating Award

Alcohol:

A1: Support Challenge 25 (for business' selling alcohol)

Mental Health:

MH1: Raise awareness of mental health issues amongst staff and customers
e.g. Provide mental health awareness training to staff

General:

G1: Make Every Contact Count with visitors, customers and staff to improve the
population's health and wellbeing
e.g. Attend Making Every Contact Count training, signpost to health
improvement services or display materials that educate on health and
wellbeing.