

# Southend Health & Wellbeing Board

Agenda  
Item No.

Report of the Director of Public Health

To  
Health & Wellbeing Board

on  
8<sup>th</sup> September 2020

Report prepared by: Krishna Ramkhelawon, Director of  
Public Health

For information only		For discussion	X	Approval required	
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## Annual Public Health Report 2019

### Part 1 (Public Agenda Item)

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#### 1. Purpose of Report

1.1 To present the 2019 Annual Report of the Director of Public Health.

#### 2. Recommendation

2.1. That HWB Board considers and notes the content and recommendations of the 2019 Annual Report of the Director of Public Health and progress made to-date in regards to the recommendations from the previous report in 2018.

#### 3.0 Background

3.1 The Health and Social Care Act 2012 requires the Director of Public Health to prepare an annual report on the health of the local population. This is an independent report which the local authority is required to publish. The report is an opportunity to focus attention on particular issues that impact on the health and wellbeing of the local population, highlight any concerns and make recommendations for further action.

#### 4.0 The 2019 Annual Report of the Director of Public Health

4.1 The Report this year provides an update on last year's report (2018 Annual Public Health Report) and covers the following themes:

- ✓ Health Protecting and Preventing Ill-health - Focus on the measles outbreak; MMR immunisation and with the challenge of the pandemic, we consider Flu Immunisation and building on improving Air Quality;

- ✓ Tackling Wider Inequalities – Focus on reviewing our food environment in tackling the rise of Obesity and in shaping of our Local Plan for development; we explore the challenges around parenthood and the consequences leading to adverse childhood experiences (ACES), all critical in mitigating for the negative impact on the mental health and wellbeing of children and young people, which has been further exacerbated by the ‘new normal’ and serious disruption to their education.

4.2 In 2018, we highlighted that we had a focus on three key themes and nine recommendations:

- Healthy Lives – Focus on cardiovascular conditions, diabetes and the implementation of the harm reduction strategy – we note some progress although most actions were delayed due to the pandemic. We are picking these up again within the SE Essex Alliance workplan.
- Community Safety – Focus on disrupting drug-associated criminal behaviours and protecting our young residents, and re-focusing our efforts on reducing teenage conceptions – we note significant progress made across these areas with the Health and Wellbeing Board poised to ratify the Teenage Pregnancy Implementation Plan in September.
- Infrastructure planning – Focus on developing a new Local Plan and maximising the health and wellbeing impact – we note some very good progress in these areas with further work in development.

A RAG-rated summary of actions against each of the nine recommendations has been included in the report’s appendix section.

4.3 The Southend 2050 Ambition and the NHS Long Term Plan collectively set out the key things we can expect to work as partners to turn the ambitions into improvements in services and build community resilience.

4.4 Working with local partners, we will ensure that the learning and actions from the Measles outbreak in the learning disability community progressed and that some of the learning will also contribute to the prevention work against communicable diseases as well as in aiding our continued management of the coronavirus pandemic.

4.5.1 We will continue to enhance our campaigning to ensure the highest level of MMR immunisation in our communities. We continue to explore new ways of communicating the benefits of this vaccine to our families as well as promoting the uptake amongst our adult population with a learning disability who may have missed this important public health intervention in their early years.

4.5.2 With the ongoing coronavirus pandemic, it is going to be essential to significantly increase our uptake of flu vaccines locally, especially as Southend has one of the lowest rates in the East of England. With the recent announcement that we will now offer this vaccine free to all those 50 years and over, we have started planning our approach in Southend much of which will need to be innovative and scalable.

- 4.6 There is growing evidence of the links between good spatial planning, design principles and the health impacts. The development of a new Local Plan is a real opportunity for public health, public protection and planning to work together to shape the natural and built environment. These measures will have a positive gain from reduced air pollution and how we tackle obesity in shaping our food environment.
- 4.7 Healthy parent involvement and intervention in the child's day-to-day life lay the foundation for better social, emotional and academic skills. In Southend, we want to support parents to ensure that children have the best start in life. We need to look at the service provision and co-produce our local approach to get the best out of our social and financial investment.
- 4.8 The impact of adult's poor mental health and the low levels of parenting skills on children and young people's mental health and wellbeing, coupled with them spending an innumerable amount of time on their digital devices, is stark. The rate of ill-health has been growing steadily over the years and with the additional impact of the pandemic, we will need to more than double our efforts to provide a safer growing environment for them.
- 4.9 The seven key recommendations for the Cabinet to note are:

4.9.1 Health Protection & Preventing Ill-health:

**R1.1 Flu Immunisation** – Early planning and delivery of a more innovative approach to significantly increase our uptake of flu jabs will be prioritised;

**R1.2 MMR Immunisation** – We will review our engagement and marketing approach and co-produce the information and advice for parents, in line with the insights gathered. We will also ensure that all our eligible residents with learning disabilities have received their MMR dosage;

**R1.3 Lessons from Outbreaks** – We will implement all the key actions following the measles outbreak and ensure we continue to closely collaborate in managing the coronavirus pandemic.

**R1.4 Air Quality** – We will explore innovative ways to monitor the level of pollution locally, and further expand our work on promoting active travel and more social media engagement to raise awareness and support the National Clean Air Day, especially in our younger populace.

4.9.2 Tackling Wider Inequalities:

**R2.1 Obesity** - With the increasing childhood obesity trend, we must now consider more innovative and drastic interventions. We will review our engagement with the local food environment in three ways:

- (1) Improve our healthier eating campaign reach
- (2) Use the Local Plan to reshape our food environment
- (3) Co-produce our physical activity offer

**R2.2 Parenting** - We should ensure strategic alignment across the partnership to support families on their parental journey. We must also ensure we are making effective use of good practice;

**R2.3 Mental Wellbeing** – We must continue to take a collective approach in preventing or reducing the impact of perinatal mental ill-health, while exploring more innovative ways of supporting children and young people and in co-producing more meaningful information and guidance for them.