

NORTH YORKSHIRE COUNTY COUNCIL

21 MAY 2014

STATEMENT OF THE PORTFOLIO HOLDER FOR PUBLIC HEALTH AND PREVENTION COUNTY COUNCILLOR DON MACKENZIE

First Anniversary

The Council has now completed the first year of delivering its public health responsibilities for the residents of North Yorkshire. At the start of the year, we saw the transfer of over 70 contracts relating to public health services from the NHS to the Council. The Public Health Team with the support of legal and contracting teams have been undertaking the ambitious task of reviewing and re-procuring public health services to ensure they offer high quality and best value for money for our residents.

On 1 April 2013, five full time and 3 part time members of staff transferred to the Council. Over the year we have built capacity in the Public Health Team through recruitment and secondment of existing Council staff to ensure that we can effectively discharge our responsibilities for the new public health functions.

Public health services

I have updated colleagues throughout the year of progress in our re-tendering of public health services. The Public Health and Contracts and Quality Assurance Teams have completed the evaluation of the tender for an integrated, adult drug and alcohol service across North Yorkshire. Bidding organisations were notified of the outcome on 12 May 2014. Safe and effective handover from existing to new services will be managed over a minimum 12 week period and the new integrated service will open on 1 October 2014.

The formal procurement process for the 5-19 Healthy Child Programme has commenced and the target date for the new services to be in place is 1 April 2015. Responsibility for the 0-5 Healthy Children Programme will transfer to us in October 2015.

We have now completed a review of sexual health services and expect to start the formal re-tender process at the end of May 2014 with a target start date for new services in the first quarter of the 2014/15 financial year. Smoking cessation services and tobacco control are currently under review.

Alcohol Strategy

Many of the public health issues in North Yorkshire cannot be effectively tackled by a single organisation. I am pleased to announce that we have launched a four week engagement on a countywide alcohol strategy. Using the evidence and guidance produced nationally we have set the local strategic direction for dealing with the harms from alcohol within North Yorkshire.

We have adopted the vision statement:

'Working together to reduce the harm caused by alcohol to individuals, families, communities and businesses in North Yorkshire while ensuring that people are able to enjoy alcohol responsibly'

In order to achieve that vision, we have identified three target areas:

- Establish responsible and sensible drinking as the norm for example through greater awareness in at risk groups; school education; increase the capacity to prevent irresponsible and unlawful sales; and explore the feasibility of working with businesses to set a local minimum price for alcohol
- Identify and support those who need help into treatment through recovery, for example through establishing clear pathways of support and referral, and training professionals who regularly come into contact with people affected by alcohol to identify the problem and to give advice; and ensure specialist treatment services provide support where it is needed most
- Reduce alcohol-related crime and disorder through better application of the licensing laws; work with the North Yorkshire Community Safety Partnership and local partnerships to manage effectively the night time economy

We have also identified three underpinning themes or values to achieve those outcomes:

- Working in partnership
- Reducing variations in health outcomes and protecting the vulnerable
- Ensuring effectiveness and value for money whilst encouraging innovation

We are developing an implementation plan to complement this strategy and will set up the right governance structures to ensure success. We will measure success by results, including alcohol related deaths, crime and disorder rates and admissions to hospital with alcohol-related illnesses.

Developing a distinctive public health agenda

We intend to establish a distinctive agenda for public health in North Yorkshire. The awarding of contracts for core public health services in areas like substance misuse, sexual health and smoking gives us the opportunity to be responsive to needs of the county.

We will focus increasingly on issues identified through the Joint Strategic Needs Assessment (JSNA) and the Joint Health and Wellbeing Strategy such as loneliness and isolation, mental health and affordable warmth that are particular challenges for this county. We will be aligning our investment to interventions and approaches to enable the people of the county to lead healthy and fulfilling lives through their childhood, their working years and into retirement.

DON MACKENZIE