

NORTH YORKSHIRE COUNTY COUNCIL**12 NOVEMBER 2014****STATEMENT OF THE PORTFOLIO HOLDER FOR
PUBLIC HEALTH AND PREVENTION
COUNTY COUNCILLOR DON MACKENZIE****Report of the Director of Public Health**

The Director of Public Health, Dr Lincoln Sargeant, has published his second Annual Report, which continues to show that North Yorkshire is one of the country's healthiest counties. Of the 32 indicators included in the county's Public Health England Profile, 20 were significantly better compared to the England average whilst just three were worse: namely, road injuries and deaths, smoking in pregnancy and excess weight in adults.

Action is being taken to address these three areas: the public health grant contributes to the Council's funding of the work of the 95 Alive Road Safety Partnership to improve road safety; the capacity of specialist stop-smoking advisors to encourage pregnant women to quit has been boosted; extra funding has been invested in weight management services for obese adults.

A further area of concern in the report is the widening gap in life expectancy for children born in Scarborough compared to Hambleton, where residents enjoy the best health and longest life expectancy in the Yorkshire and the Humber region.

Targeted public health work in Scarborough

We are ensuring that the public health services which we commission are effective, represent good value for money, and target those with greatest needs. Our public health team has been working with colleagues at Scarborough Borough Council and Scarborough and Ryedale Clinical Commissioning Group to increase the uptake of preventative services by residents in the district.

In particular, we have invested in initiatives to increase uptake of NHS Health Checks to identify those at risk of heart disease. By so doing, we can reduce the level of premature death in Scarborough. We have also joined with the CCG in providing funding for a team of NHS specialists who offer free advice about the risks of smoking in pregnancy. Their work is targeted at women giving birth at Scarborough Hospital.

Further initiatives in the borough include the promotion of breast feeding, which has been proven to support good childhood development, to reduce childhood infections and to lower the risk of obesity in later life.

Healthy Child Programme (HCP)

The Council has now awarded contracts following completion of the tender for HCP services for children aged 5-19 years. The Programme, which commences on 1 April 2015, sets out national good practice guidance for prevention and early intervention including weight management. The procurement coincided with the establishment of an integrated 0-19 years prevention service by the Children and Young People's Services directorate.

North Yorkshire Horizons

I was present at the launch of North Yorkshire Horizons, the newly commissioned service providing treatment and recovery across North Yorkshire for adults with drug and alcohol misuse and dependence. The service commenced on 1 October and features a single point of contact - a first for the county - as well as five service hubs located in Harrogate, Northallerton, Scarborough, Selby and Skipton, and additional outreach provision across the county. We are one of the first authorities to re-commission a core public health service since the transfer from the NHS in 2013.

Winter health

Each winter across North Yorkshire hundreds of people have died from the effects of being cold in their own home. Although they may have had underlying health problems they would not have been expected to die. Cold makes underlying health problems much worse, prompting heart disease, strokes and breathing problems. Cold also increases the risk of trips and falls with serious consequences for the frail and elderly.

We are leading work with partners to raise awareness of winter health and to assist the most vulnerable to “Keep Well, Keep Warm and Keep Safe”.

Keep Well – by increasing uptake of flu vaccination for vulnerable groups.

Keep Warm – by promoting energy efficiency, reducing fuels bills, supplying emergency warm packs and providing funds to cover the cost of repairs to fires and boilers.

Keep Safe – by improving security and fire safety in the home as well as falls prevention.

Innovation Fund

In my statement to Council in July, I informed members of the launch of the third round of awards from the Innovation Fund, which is supported by Health and Adult Social Care, using money from Public Health and the Supporting People programme. In the first two rounds, £934,000 has been made available to the voluntary sector to pay for effective community-based projects in areas of priority identified by North Yorkshire County Council.

The results of the bidding for the third round of awards totalling £458,385 were announced in August: 41 schemes were successful in obtaining funding of up to £15,000 each.

The areas of priority for the bids were:

- Reducing loneliness and isolation
- Preventing falls
- Supporting people to remain in their own homes

The programme is managed on the Council's behalf by Your Consortium, which has developed very close links with the voluntary and community sector. This organisation will ensure that the schemes deliver what has been agreed.

DON MACKENZIE