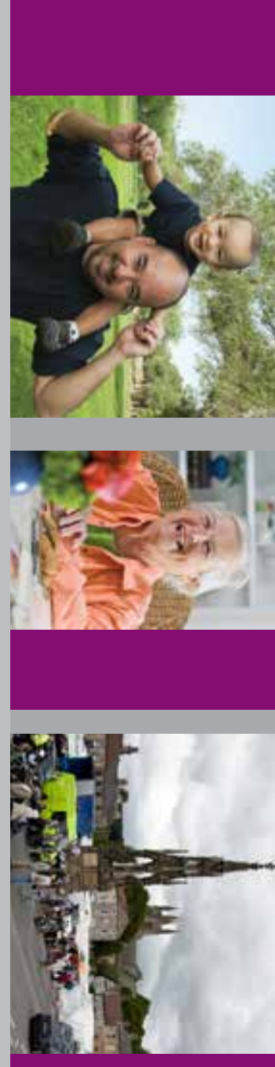


September  
2013



Public health is the Science and Art of preventing disease, prolonging life, and promoting health and efficiency through organised community effort for sanitation of the environment, the control of communicable disease, the education of the individual in personal hygiene, the organisation of medical and nursing services for early diagnosis and preventative treatment of disease, and the development of the social machinery to insure everyone a standard of living adequate for maintenance of health, so organising these benefits as to enable every citizen to realise his birthright of health and longevity

Charles-Edward Winslow in his paper "The untilled fields of public health" published in the Journal Science in 1920

- supporting everyone to live happy and healthy lives,
- making the most of the money we spend on health and social care,
- protecting the population from diseases and environmental hazards.

## What is public health?

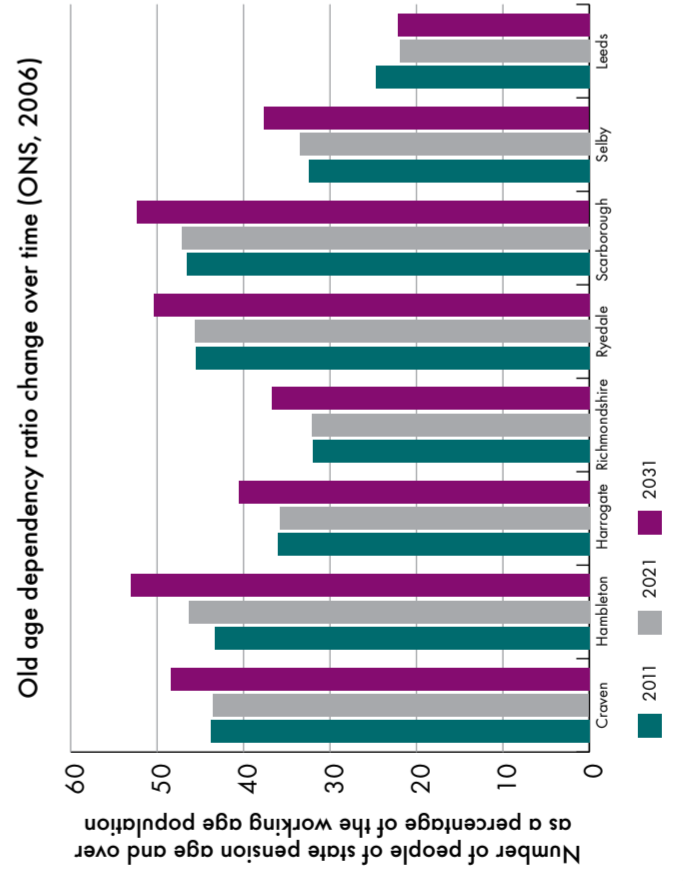
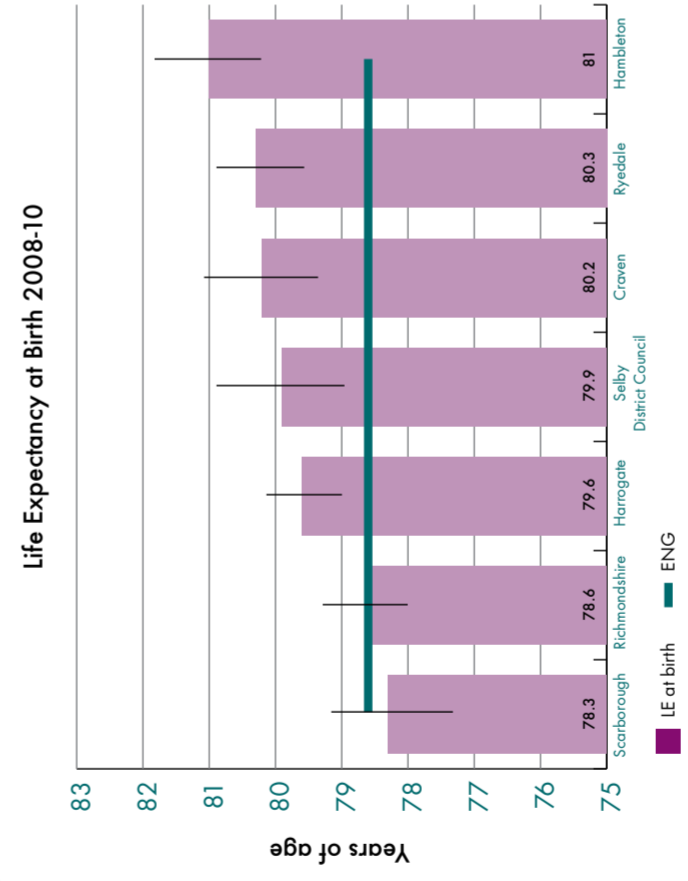
Report of the Director of Public Health for North Yorkshire  
Dr Lincoln Sargeant

### Health Needs in North Yorkshire – the Key Facts

Overall we know that the health of the North Yorkshire population is very good and compares very well against the England average for most health indicators. However, the North Yorkshire averages hide some key features of the local population that we must be aware of and take action on now to prevent problems in the future.

**The variations in health indicators across the county are wide and largely relate to areas of social and economic deprivation**

A public health focus on the health experience of an area also seeks to identify communities where public health outcomes are lagging behind those achieved by the majority of residents. The difference in life expectancy for a child in North Yorkshire can vary by up to eight years depending on where he or she was born in the county. Large numbers of people in the county die prematurely as a result of illnesses that could be prevented or identified and treated early. Between 2009 and 2011 there were 5,398 premature deaths in North Yorkshire. The leading cause of death for those dying prematurely (<75 years) in North Yorkshire is cancer, accounting for 43% of all deaths. This is followed by cardiovascular diseases which account for 27% of deaths and respiratory diseases 8%. This premature



mortality varies greatly across North Yorkshire with Scarborough being significantly higher for cardiovascular disease deaths than the county average. Yorkshire is forecast to have a population of 650,400 and by 2021 there will be over 160,000 people over 65.

This change in population can be examined by looking at the ratio of people over the retirement age against the number of people at working age. In North Yorkshire this is already high and set to increase, whereas

#### The population is ageing

The current population of North Yorkshire is around 600,000 but it is increasing in size and it is ageing. By 2035 North



## The Director of Public Health's Recommendations for Action

My recommendations

1. Reduce the inequalities in health that are apparent across the county between the most affluent communities and those that suffer from high levels of social and economic deprivation.
2. Focus on happy and healthy ageing, helping people to maintain their health and independence as they grow older and move into retirement.
3. Continue to support Sir Michael Marmot's principle of giving every child the best start in life, and also consider how we can ensure that our young people can move from education into employment in the county.
4. Have the public's health and wellbeing as a central consideration in the decision making of all of the organisations and agencies within North Yorkshire; particularly North Yorkshire County Council, the Clinical Commissioning Groups and the District Councils, recognising that public health is about the big picture in our society not just individual choice and behaviour.
5. Harness the enthusiasm and sense of wellbeing that has been created by hosting the Grand Départ of the 2014 Tour de France, with the aim of creating a social and physical activity legacy in the county.
6. Prevent the health and social harms caused by high levels of alcohol consumption and lack of awareness of the dangers of increased drinking, not just in our town centres but in our homes.

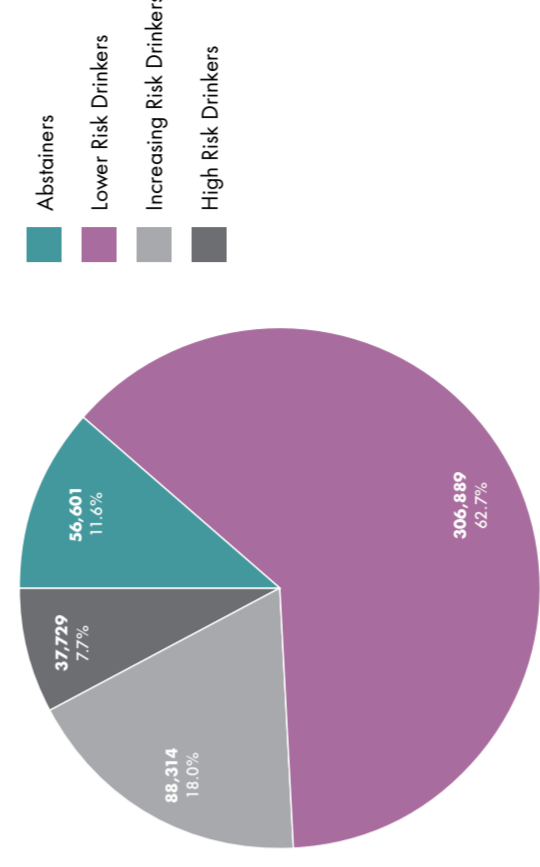
in neighbouring cities (such as Leeds) this ratio is set to reduce by 2031.

An ageing population brings with it an increased prevalence of certain conditions such as dementia. The number of people aged 75 and over with dementia is forecast to nearly double to 15,000 people in 2030. In the 85 and over aged group the number is forecast to more than double to 9,000 people in 2030.

**Alcohol use is causing a large burden on the local health and social care economy**

Estimates show increasing risk and higher risk drinking in North

North Yorkshire Number and Proportion of the Population by Drinking Risk Category (2007, mid year population aged 16 and over)



Yorkshire was 25.7% (higher than the national average of 23.6%) and ranged between 20.0% in Scarborough and 30.0% in Hambleton. This means that over 125,000 adults in North Yorkshire regularly drink above recommended levels.

#### Local Alcohol Profile Definitions

Definition	Do not consume alcohol
Abstainers	Do not consume alcohol
Lower Risk Drinking	Men who regularly drink no more than 3 to 4 units per day and women who regularly drink no more than 2 to 3 units per day. Weekly limits are no more than 21 units per week for a man and 14 units per week for a woman.
Increasing Risk Drinking	Men who regularly drink over 3 to 4 units per day and women who regularly drink over 2 to 3 units per day. Weekly limits are more than 21 units to 50 units for a man and more than 14 units to 35 units for a woman. Often referred to as "hazardous drinking".
Higher Risk Drinking	Men who regularly drink over 8 units per day or over 50 units per week and women who regularly drink over 6 units per day and over 35 units per week. Often referred to as 'harmful' drinking.
Binge Drinking	Adults who consume at least twice the daily recommended amount of alcohol in a single drinking session (that is 8 or more units for men and 6 or more units for women)

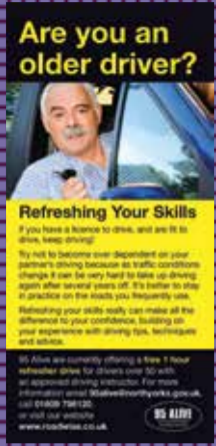
Alcohol misuse causes a range of issues that impact across the whole of society causing a burden on families, communities, the policing and justice system, the NHS, employers and the economy. It is estimated that alcohol costs society in England between £17.7 billion and £25.1 billion annually.

In particular the health related harms of alcohol have led to increasing numbers of deaths and alcohol related admissions for a range of conditions including cancers, cardiovascular diseases, injuries as a result of assaults, mental health issues, injuries as a result of a fall etc. Hospital Admissions for Alcohol Related Conditions in 2009/10 cost North Yorkshire health services £16.4 million.

# What is public health in North Yorkshire? It's everyone's business...

## Older Drivers Programme - NYCC and 95 Alive Partnerships

Over 50? If you have a licence to drive and are fit to drive - keep driving! Free 1 hour refresher drive if you live in North Yorkshire.



## The Beacon - Veteran Support Project

Let's give a tomorrow to the veterans who helped us to stay safe; we're stronger together.



## Enhanced Pass Plus

Passed your test but want to improve your driving skills and reduce your insurance? Enhanced Pass Plus training can help. Ask 95 Alive how.



## MoreLife Childhood Weight Management

MoreLife (UK) delivers weight management programmes to individuals, families and communities to help them improve their health and wellbeing.

## Whitby

## Smoking in Pregnancy in Scarborough and Ryedale

This project will help reduce the number of women who smoke through their pregnancies in this area and so improve their health and the health of their babies.



## North Yorkshire Risk Taking/Sexual Health Services Three Year Project (2010-2014)

Ensuring a whole-school approach to tackle risk taking behaviours in young people.

## Tackling Social Isolation and Loneliness in Older People

Partnership to fund up to £40,000 for a voluntary/community/faith sector organisation to deliver a self-sustaining intervention/initiative tackling social isolation and loneliness in older people in rural areas.

## Exercise Referral in Hambleton

Exercise is the best medicine in Hambleton!

## Malton Air Quality Management Area

Partnership working to reduce the ambient levels of nitrogen dioxide from road vehicle exhaust emissions in the Malton Air Quality Management Area.

## Scarborough

## Scarborough Accident and Emergency Alcohol Project

Alcohol advice/brief interventions to individuals attending to Scarborough A&E Department, and an opportunity to refer dependent drinkers into community treatment services.



## Pioneer Projects (Celebratory Arts) Ltd - Creative Connections for Wellbeing

Pioneer Projects nurtures the health and wellbeing of individuals and communities through creativity and celebration.



## Illness Linked to Petting Farms

Always remember to practice good hand hygiene when visiting farm attractions to avoid sickness and diarrhoea.

## Food For Life Partnership

Boroughbridge High School & FFLP work to improve health, education & sustainability using food to make strong links with their community.



## Malton

## Making Every Contact Count in York and North Yorkshire Probation Trust

Training Probation staff to feel competent and confident at raising lifestyle issues with their clients and to signpost on to other services where appropriate.



## Skipton

## Harrogate

## Horton Community Café

Café culture - community cafés, in Sherburn, Tadcaster and Selby, for older people, people with disabilities, or emotional/mental health issues. Come in any time we are open for refreshments and a chat.

## Selby

## Selby North: Working Together to Tackle Multiple Deprivation

Working together better to create a community where people know and support one another to live healthier, happier lives with real choices.



## Horton Housing - GaTEWAY (Gypsy & Traveller Empowerment Working Across Yorkshire) North Yorkshire

Support across North Yorkshire for Gypsies and Travellers wishing to live independently in the community and maintain their cultural identity.

## Risk Taking Behaviour Service (Compass Reach)

Support for young people engaged in risk taking behaviour to make sustainable lifestyle changes to improve their long term health, resilience and emotional wellbeing, reduce risk to themselves and others and to reach their potential.

## North Yorkshire Adult Substance Misuse Services Reconfiguration

The road to recovery from substance-misuse problems in North Yorkshire.



## Horton Housing - st@y (Supporting Tenancies @ Yorkshire) Selby

Housing support service for vulnerable people in the Selby district.

- Key**
- District/borough council boundary
  - Airedale, Wharfedale and Craven Clinical Commissioning Group (CCG)
  - Hambleton, Richmondshire and Whitby CCG
  - Harrogate and Rural District CCG
  - Scarborough and Ryedale CCG
  - Vale of York CCG
  - Cumbria CCG
  - Outside North Yorkshire County Council boundary

## Extra Care Housing

Extra care simply seeks to offer the choice of having and maintaining your own home in specially designed accommodation suited to your needs and with the added value of having accessible care and support at hand 24 hours a day, 365 days a year.