

North Yorkshire County Council**Transport, Economy & Environment Overview and Scrutiny Committee****1 February 2017****North Yorkshire Director of Public Health Annual Report Update****1 Purpose of Report**

- 1.1 This report provides an overview of progress on the Director of Public Health (DPH) Annual Report 2016 about the working age population and their health and wellbeing.

2 Background

- 2.1 An annual report which outlines the health of the local population is a statutory duty of the Director of Public Health. In North Yorkshire, these reports have provided a suite of interconnected and related reference documents which have systematically outlined the role and function of public health, opportunities to strengthen communities, children and young people, working age adults and (in 2017) older people.

The 2016 report was published September 2016 and focused on the health and wellbeing of the 61% of people in the working age population. The report recommended two strategic priorities for action which were to;

1. Create healthy workplaces and
2. Build a healthy workforce.

In addition to providing an overview of key issues the report was intended to be a “call to action” for use by individual organisations and serve as a catalyst for workplace health.

In the context of the Council Plan and the growth agenda, this DPH Annual Report allows us to focus on the benefits of economic growth that provides good jobs which enhance health and wellbeing in North Yorkshire. There are opportunities to promote business growth that is inclusive and helps to reduce variations in health outcomes. Progress towards the two strategic objectives above are outlined below.

3 Create healthy workplaces

- 3.1 The link between healthy workplaces and business outcomes such as performance productivity, staff engagement, organisational reputation is well established. The report recommends action at a policy level to promote healthy lifestyles in workplace settings.
- 3.2 Public Health England recommends the use of the national workplace wellbeing charter to drive change and health improvement within workplaces. Consequently a business case was developed which requested use of the

public health grant to provide support and practical guidance to help them promote health within the workplace. The proposed model would provide a comprehensive health improvement service to organisations and would include the following components:

- Support in developing a health needs assessment and ensuring that activities are planned according to the needs of the population
- Ensuring that interventions are evidence based
- Signposting to other workplace service providers and commissioned services e.g health checks, stop smoking service
- Developing the wider public health workforce by providing quality training to organisational champions on health and wellbeing and other mental and physical health issues e.g managing mental health in the workplace, back care.
- Assessing organisations against the national wellbeing charter standards.

3.2 North Yorkshire County Council is committed to this agenda and has convened a cross directorate healthy workplace group to ensure it is taking proactive action to be a health improving employer. The group has led on conducting a health needs assessment and developing work streams on leadership, smoking and mental health. NYCC is working towards the national workplace wellbeing charter and has signed up to the national Mindful Employer charter.

4 Build healthy workforces

4.1 Action to build healthy workforces has focused on the delivery and development of the national public health concept *Making Every Contact Count (MECC)*. Briefly, this approach seeks to equip people with the knowledge, skills and confidence to maximize everyday interactions and provide brief evidence based opportunistic advice on lifestyle issues and mental health. National evidence suggests the impact of the MECC approach is widespread and has positive outcomes for organizations in creating healthy workforces.

4.2 As one of the largest employers in North Yorkshire, with a strong customer facing role, MECC was firstly implemented in North Yorkshire County Council. The training model was developed to include an eLearning component (to increase knowledge), complemented by a face to face training session (to increase skills and confidence). The project has been comprehensively evaluated and also embedded within the health and social care case management system, so MECC conversations with customers are recorded.

4.3 Since September 2015 over 1,000 NYCC staff (785 e-learning, 1149 face to face) have been trained in this approach.

4.4 We have recently completed a procurement process and a provider has been appointed who will provide training to the wider public health workforce. This one year project will use a train the trainer model to build capacity within organizations to deliver MECC internally.

4.5 We are also developing distinct organizational pilot projects with Yorkshire Ambulance Service and Yorkshire Fire and Rescue Service.

5 Recommendation

5.1 The overview and scrutiny committee are asked to discuss and champion the Wellbeing Charter and the MECC approach and support progress towards creating 'good, healthy growth' in the population as detailed in this report.

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