



Borough of Telford and Wrekin

Cabinet

Thursday 11 April 2024

Annual Public Health Report 2024

Cabinet Member:	Cllr Kelly Middleton - Cabinet Member: Healthy, Safer & Stronger Communities & Partnerships
Lead Director:	Liz Noakes - Director: Health & Wellbeing (Statutory Director of Public Health)
Service Area:	Health & Wellbeing
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Wards Affected:	All Wards
Key Decision:	Key Decision
Forward Plan:	12 December 2023
Report considered by:	SMT - 30 January 2024 Policy Development - 7 February 2024 Health & Wellbeing Board - 21 March 2024 Cabinet - 11 April 2024

1.0 Recommendations for decision/noting:

- 1.1 The Cabinet is requested to endorse and support the recommendations of the Director of Public Health's Annual Report 2024, which are aimed at improving the emotional health and wellbeing of children and young people in the borough.

2.0 Purpose of Report

- 2.1 This paper introduces the 2024 Annual Report of the Statutory Director of Public Health. Happy, healthy children grow, learn, develop well to become our resilient adults of the future and this year's report focusses on the important issue of emotional health & wellbeing of children and young people. The report features insight on the thoughts and feelings shared by local young people and makes a

series of recommendations aimed at - enhancing support to ensure all our children feel valued, visible and included and emotionally well, providing them opportunities to achieve their aspirations and lead happy and fulfilling lives.

- 2.2 The annual report also updates our local position across the Public Health Outcomes Framework, providing a picture of population health indicators across the life course.

3.0 Background

- 3.1 Today's children and young people are our borough's greatest asset, and support for children and young people who need it most is a key priority to narrowing inequalities. Telford & Wrekin is a great place to grow up for most children. For some children however, life is more of a challenge, and often those from deprived backgrounds, disadvantaged families, those affected by abuse and additional needs are more at risk of developing physical health and emotional wellbeing problems, which will persist into adulthood.
- 3.2 The national 'Marmot Review 10 years on' published just before the pandemic, highlighted that the resilience and mental wellbeing of children and young people continued to be a significant cause for concern. The significant impact of the pandemic on our children and young people is well acknowledged, with lockdowns causing isolation and now the cost of living crisis and other global events together clearly affecting their mental health and emotional wellbeing, and their motivation and hopes for the future. It is also clear that that the demand for young people's mental health services has dramatically increased.
- 3.3 The Telford & Wrekin Best Start in Life Early Help Board (BSIL), a strategic partnership which reports to the Health & Wellbeing Board, oversees the local offer to children and young people. The BSIL board has a commitment to listen to and work closely with children, young people and their families. Improving social, emotional and mental health is a BSIL priority, and part of this commitment is improving access to mental health services and offering joined up integrated care and support in the community.

4.0 Summary of main proposals

- 4.1 Listening to children and young people is at the heart of this report, and the impressive participation level of 11-18 year olds from Telford & Wrekin in the UK Youth Parliament ballot in February 2022, started the journey described in the report.
- 4.2 The report summarises the thoughts and feelings of local children and young people heard through; a series of focus groups held at a range of young people's groups and forums, and also an online survey for secondary school pupils. The soundbites on the four theme areas of Friends and Family; Feelings; Fit and Healthy and Future Hopes and Dreams are highlighted in the chapters of the report, offering insight from 400+ local young people who shared their views with us.

- 4.3 Following the insight themes from young people chapters, the report showcases important work taking place in Telford & Wrekin, featuring the Youth Year of Wellbeing campaign work and celebrating some of the impressive projects and initiatives that aim to support and develop young people's emotional health and wellbeing. The case studies and stories used in this report show how our local targeted, community-based approach to improving outcomes and what we are doing in Telford & Wrekin is clearly aligned to recent Government guidance on what make a difference to improve the mental health of babies, children and young people
- 4.4 The Director of Public Health makes the following recommendations for the Health & Wellbeing Board partners and Cabinet to endorse:
- The Council should continue to work with partners through the new Youth Partnership Board to evolve our Youth Offer, ensuring that a range of accessible, inclusive activities, groups and opportunities for children & young people to socialise are widely promoted and publicised.
 - The Council should launch a grant-giving process to enhance the local Youth Offer – using the contents of this young person's survey and with a focus on improving emotional wellbeing.
 - The ICB should, as part of the re-commissioning of child and adolescent mental health services (currently BeeU service), ensure that future investment in the service adequately reflects the rising local need and demand for CYP mental health services.
 - The ICB with Telford & Wrekin Primary Care Networks, should expand and enhance the provision of youth social prescribing
 - Building on the YYoW campaign, a toolkit of information, advice and guidance should be co-produced with CYP and widely shared and promoted, this should include support for feelings of loneliness, inequality and selfefficacy and promote the safe use of social media and gaming platforms
 - Schools and education settings are encouraged to strengthen their approach to supporting young people improve their emotional wellbeing and resilience, for example through adopting the Future in Mind trauma informed toolkit to support those with adverse childhood experiences, by developing Youth Health Champion Programmes, or enhancing peer-led student support groups etc.
 - The Corporate Parenting Strategic Group should continue to review the care experiences of our looked after children, offering appropriate education, awareness or safeguarding activities to address challenges.
 - The availability and accessibility of life skills training which prepares young people for adulthood, focussing the practical things such as money management, cooking, paying bills and opening bank accounts should be reviewed.
- 4.5 The annual report includes the latest updates for the local position on the national Public Health Outcomes Framework indicators. For the first time, this year the

outcome indicators have been presented across the life course framework which underpins our health and wellbeing strategy - starting well, living well, ageing well.

5.0 Alternative Options

- 5.1 Producing an independent annual report is a statutory duty for the Director of Public Health and the local authority must publish the report, so not publishing a report would mean this duty is not complied with.

6.0 Key Risks

- 6.1 See finance comment regarding funding.

7.0 Council Priorities

- 7.1 Every child, young person and adult lives well in their community.

8.0 Financial Implications

- 8.1 The final Public health grant award to the Council has recently been announced for 2024/25 and for Telford & Wrekin Council is £13.876m. This ringfenced grant funds strategic public health services including a number of significant contracts i.e. Healthy Child programme(0-19), Drugs and alcohol services, Sexual health services etc. In addition the Council will receive the final year of grant to fund Family Hubs which is £1.09m in 2024/25. This is a 3 year(2022-25) grant totalling £3.1m and forms part of the "Best start for life" initiative. Consideration is being given to the sustainability of the programme if the grant award does not continue beyond 24/25.
- 8.2 However in order to deliver the actions and recommendations proposed in the report requires the input of multiple partners and funding sources. For the Council the recommendations proposed will be delivered from existing budgets and known sources of funding i.e. grant awards. Where there is cause to source additional funding for initiatives this will be proposed through the appropriate governance route for each organisation.

9.0 Legal and HR Implications

- 9.1 The Director of Public Health has a statutory duty to prepare an annual report on the health of the people in the area of the local authority under Section 73B (5) of the National Health Service Act 2006 (as amended). The report has to be published by the local authority under Section 73B (6). The attached report is produced by the Director of Public Health in order to meet these statutory responsibilities.

10.0 Ward Implications

- 10.1 Borough-wide impact, but particularly wards with highest levels socioeconomic deprivation.

11.0 Health, Social and Economic Implications

11.1 Positive experiences in early life are closely associated with a range of long-term outcomes - better performance at school, better social and emotional development, improved work outcomes, higher income and better life-long health.

12.0 Equality and Diversity Implications

12.1 Exposure to Adverse Childhood Experiences (ACEs) during childhood, such as: neglect, abuse, bereavement or separation from parents, domestic abuse, or parental substance misuse, can significantly impair children's brain development having long term consequences. Often the experience of trauma and ACEs are more prevalent in our most disadvantaged communities and families. ACEs can be particularly damaging if children repeatedly experience several of them while growing up and this can often be a feature for people with Equality Act protected characteristics..

13.0 Climate Change and Environmental Implications

13.1 The climate emergency and environmental issues were raised as a concern by young people through the focus groups, so this is clearly an agenda which is important to our younger generation.

14.0 Background Papers

None

15.0 Appendices

A Annual Public Health Report 2024 The emotional health and wellbeing of our children and young people matters.

16.0 Report Sign Off

Signed off by	Date sent	Date signed off	Initials
Director	23/01/2024	24/01/2024	LN
Legal	06/03/2024	07/03/2024	KF
Finance	23/01/2024	08/03/2024	RP