

TELFORD & WREKIN COUNCIL

31/05/2022 - Senior Management Team

09/06/2022 – Business Briefing

22/06/2022 - Health & Wellbeing Board

14/07/2022 - Cabinet

ANNUAL PUBLIC HEALTH REPORT 2022: Tackling inequalities - everyone's business

REPORT OF LIZ NOAKES, DIRECTOR - HEALTH & WELLBEING, STATUTORY DIRECTOR OF PUBLIC HEALTH

LEAD CABINET MEMBER – CLLR Kelly Middleton

PART A) – SUMMARY REPORT

1. SUMMARY OF MAIN PROPOSALS

1.1 Introduction

This paper introduces the 2022 Annual Report of the Statutory Director of Public Health (DPH). The report has a focus of 'making tackling inequalities everyone's business'. It outlines our health inequalities gaps and sets out case studies, largely drawn from across council teams, that demonstrate how we are working together to narrow these gaps. Our collaborative and community-based approach is celebrated, recognizing the collective commitment from partners to reducing inequalities affecting the local population. However further collaborative action is needed to ensure we embed the approach and monitor progress in tackling these avoidable and unfair differences in health between different groups within our population. The DPH's report therefore make recommendations for enhancing collaborative action to improve wellbeing and narrow inequalities.

An update on the local position across the Public Health Outcomes Framework is also included, providing a picture of population health indicators across the life course.

1.2. Report Summary

Overview

Men and women living in the poorest areas of the borough live on average 7.3 or 4.1 years less respectively than those in the most affluent areas. Between 2010-12 and 2018-20 life expectancy has improved in our most deprived areas but this improvement may be short-lived given the longer term impact of the pandemic and the cost of living crises. The gap remains unacceptable and unfair.

The chapters in this report mirror our inequalities plan priorities, published in September 2021. The key outcomes and inequalities gaps that we know about are described i.e. those which affect people of different ethnic backgrounds, age groups and deprived versus affluent communities. Where possible, the impact of the pandemic on these outcome measures are highlighted. The case studies and stories are used in the report to show how our targeted, community-based approach is improving the experiences and life chances of our residents who are most likely to face inequalities. There are many more local examples that could be celebrated and a library of good practice will be developed and publicised.

Summary of chapters

- **Achieving the Best Start in Life** is fundamental given that experiences before birth and in the first years of life and the teenage years strongly influence outcomes in a wide range of ways, which ultimately drive inequalities. Our levels of child poverty are higher than average, and there were clear inequalities gaps in numerous outcomes for children and young people before the pandemic – many of these have got worse in the past two years although there has been notable improvement in the number of young people not in education, employment or training.
- **Economic opportunity** ensures residents are able to make the most of their skills and talent and provides income, as well as offering social interaction, and an opportunity for people feel that they have a clear identity and purpose. Since the start of the pandemic economic inequalities gaps have widened between those residents living in the most and least deprived parts of the borough, between men and women and between younger and older residents. Improving job opportunities, raising aspirations and welfare support is crucial given the impact of the pandemic, the recession and cost of living crisis.
- **Public health and prevention** - Our life expectancy inequalities gaps are largely caused by preventable illnesses, such as circulatory disease, cancer and respiratory disease. The main lifestyle factors which contribute are smoking, diet, alcohol and low activity levels. Improving lifestyle behaviours is a key role for the council and the NHS and early diagnosis, screening and immunisation are all important areas for prevention.
- **Community and place** reflects a key council priority- that all neighbourhoods are a great place to live. The environment and circumstances that we live in makes an enormous difference to our health, feeling secure and safe and good social networks are all vital. Community and place are key wider determinants of health and impact significantly on inequalities. Community-centered approaches engage residents and use local assets to increase people's control over their lives to build connected and empowered communities.

- **Health and social care integration** is evermore important given the intense impact of the pandemic on health and social care which has affected many aspects of healthcare services. Shropshire, Telford and Wrekin Integrated Care System (ICS), is working closely to transform health and care services and deliver world class care to meet current and future needs of our residents. The Telford & Wrekin Integrated Place Partnership (TWIPP) delivers healthcare integration priorities through a truly joined up, asset-based approach focusing on early detection and prevention resolving issues for people and families as early as possible
- **COVID impact** can be seen throughout the preceding chapters, but is discussed in detail here. COVID-19 infection rates have been high in Telford & Wrekin, especially in younger people, although older people have been hospitalised or died more often. COVID-19 death rates have been lower than the national average. Research shows that vaccination can reduce the risk of long-COVID by 41%. Vaccination rates have been high in Telford & Wrekin, however there are clear inequalities related to resident’s ethnic background and deprivation levels. Our vaccination bus ‘Betty’ and pop-up vaccination sessions have supported the reduction in these inequalities but there is more work to do to continue this important work.

2. RECOMMENDATIONS

The Health & Wellbeing Board and Cabinet is asked to endorse and support the following 2022 Annual Report of the Director of Public Health recommendations:

- 2.1 The Health & Wellbeing Board should ensure that the Health Inequalities plan is refreshed in 2022/23 and that future Health & Wellbeing Strategy maintains a commitment to tackle health inequalities.
- 2.2. The Health & Wellbeing Board should ensure that there is a clear ‘Best Start in Life’ priority in the next Health & Wellbeing Strategy.
- 2.3. NHS partners should work with the Council and partners, as part of the Shropshire, Telford & Wrekin ICS, to identify and implement place-based programmes to improve the physical and mental health and associated inequalities of our children & young people.
- 2.4 The Shropshire, Telford & Wrekin Integrated Care System should ensure that their plans to roll out NHS prevention programmes and the delivery of services that tackle healthcare inequalities (as defined by NHS England) are prioritised, resourced and delivered to those communities most in need.
- 2.5 The Shropshire, Telford & Wrekin Covid vaccination programme should ensure that the necessary resources and capacity are appropriately directed to reduce vaccine inequalities, specifically encouraging people from deprived communities, those from black and minority ethnic backgrounds and other

groups with low uptake to get vaccinated.

2.6 The Council's Insight team, working with intelligence teams in the NHS and other partner organisations, should continue to develop the intelligence base to more fully understand the 'picture' of inequalities within the borough to both inform and monitor our inequalities programme of work.

2.7 The Health & Wellbeing Board should explore ways of ensuring work to tackle health inequalities is recognized and visible across our multiple partnerships – this could entail becoming a 'Marmot Borough'.

3. SUMMARY IMPACT ASSESSMENT

COMMUNITY IMPACT	Do these proposals contribute to specific Co-Operative Council priority objective(s)?	
	Yes	Improve the health and wellbeing of our communities and address health inequalities
	Will the proposals impact on specific groups of people?	
	Yes	Infants, children and young adults Individuals with complex needs Population living with drug and alcohol dependency Older population (aged 65+ years)
TARGET COMPLETION/DELIVERY DATE	The Annual Public Health Report includes actions that the council will take with key partners and communities for the next 12 – 18 months	
FINANCIAL/VALUE FOR MONEY IMPACT	Yes	The actions and recommendations proposed in the report require the input of multiple partners and funding sources. 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. RP-19.5.22

LEGAL ISSUES	Yes	<p>Legal Comment: Annual Public Health Report</p> <p>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).</p> <p>The report has to be published by the local authority under Section 73B (6).</p> <p>The attached report is produced by the Director of Public Health in order to meet these statutory responsibilities.</p>
OTHER IMPACTS, RISKS & OPPORTUNITIES	No	
IMPACT ON SPECIFIC WARDS	Yes	Borough-wide impact but particularly wards with highest levels socioeconomic deprivation.

PART B) – ADDITIONAL INFORMATION

The impact of poverty, poor housing, insecure and low-paid jobs and stress harms our physical and mental health. Poor emotional and mental health increases our blood pressure and weakens the immune system, contributing to cardiovascular disease and cancer which reduce life expectancy the most.

By reducing inequalities, we can strengthen people's resilience and wellbeing and make our communities healthier. Vital building blocks are the best start in life, quality education, good housing and jobs, and opportunities for all, especially for the most vulnerable and excluded people.

4. IMPACT ASSESSMENT – ADDITIONAL INFORMATION

None

5. PREVIOUS MINUTES

Previous Annual Reports of the Director of Public Health for Telford & Wrekin were presented to the HWB in: July 2013, December 2014, December 2016, March 2017, September 2018 and September 2019.

6. BACKGROUND PAPERS

None

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