

PLYMOUTH CITY COUNCIL

Subject: Office of the Director of Public Health Annual Report for Plymouth 2013/14

Committee: Cabinet

Date: 11 February 2014

Cabinet Member: Councillor McDonald

CMT Member: Dr Stephen Horsley (Interim Director of Public Health)

Author: Dr Stephen Horsley, Interim Director of Public Health

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Ref:

Key Decision: No

Part: 1

Purpose of the report:

The report from the Director of Public Health identifies how Local Government can play a part in improving the health of the public in Plymouth.

The Brilliant Co-operative Council Corporate Plan 2013/14 -2016/17:

The report supports the Corporate Plan and recommends key motives that could be supported by the Council in 2014/15.

Implications for Medium Term Financial Plan and Resource Implications: Including finance, human, IT and land

The key priorities recommended are funded from the ring fenced Public Health Grant.

Other Implications: e.g. Child Poverty, Community Safety, Health and Safety and Risk Management:

There are no specific implications.

Equality and Diversity

Has an Equality Impact Assessment been undertaken? No

The recommendations refer to the whole population of Plymouth

Recommendations and Reasons for recommended action:

The Cabinet is asked to support the key priorities identified in the report.

- Building on the 'LoveLIFE campaign, the launch of a 'Healthy Plymouth' campaign to address the poor health outcomes experienced by many of the City's residents.
- Taking further action across the life course to reduce rates of smoking, alcohol consumption and obesity in the city.
- Raising awareness of and providing a coordinated approach to the promotion of mental health and wellbeing, helping to build resilience in our local people and communities and to tackle the stigma that surrounds mental health.

Alternative options considered and rejected:

None

Published work / information:

None

Background papers:

None

Sign off:

Fin	djn13 14.33	Leg	19486 DVS	Mon Off	19486 DVS	HR	n/a	Assets	n/a	IT	n/a	Strat Proc	n/a
Originating SMT Member: Dr Stephen Horsley													
Has the Cabinet Member(s) agreed the contents of the report? Yes													