

PLYMOUTH CITY COUNCIL

Subject: Positive choices for better health in a growing city - Director of Public Health Annual Report 2014/15

Committee: Cabinet

Date: 7 July 2015

Cabinet Member: Councillor McDonald

CMT Member: Kelechi Nnoaham (Director of Public Health)

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Ref:

Key Decision: No

Part: I

Purpose of the report:

There is a statutory requirement for all Directors of Public Health to produce an independent report each year and for the local authority to publish it.. This year's report focuses on Thrive Plymouth (4-4-54) and is the baseline report for the 10 year programme to reduce health inequalities in Plymouth. Thrive Plymouth was adopted by the full Council on 11 November 2014 and has cross-party support. Reducing health inequalities in Plymouth requires a focus on positive choices (lifestyle behaviour changes) and influencing the 'context of choice' within the city. The report refers to the ambitions of both the Plymouth Plan and the Plymouth Health & Wellbeing Board.

Thrive Plymouth (based on the 4-4-54 construct) highlights that poor diet, lack of physical activity, tobacco use and excess alcohol consumption are risk factors for coronary heart disease, stroke, cancers and respiratory problems which together contribute to 54% of deaths in Plymouth. Changing these four behaviours would help prevent four diseases and reduce health inequalities in the city.

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

The four themes of the ODPH vision and hence of Thrive Plymouth have been linked to the four values in the Councils' Corporate Plan (democratic, responsible, fair, and partners) and the four objectives in the Council's Corporate Plan (pioneering, growing, caring and confident).

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

None directly from the recommendations of this report.)

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

There are no direct risks to the Plymouth population as a result of the DPH annual report being published. In fact, having and acting on information contained within the report should improve the overall health and wellbeing of residents by enabling targeted interventions to be put in place by the Council and partners to address the issues highlighted in the report.

Equality and Diversity

Has an Equality Impact Assessment been undertaken? This is an independent report of the Director of Public Health

Recommendations and Reasons for recommended action:

Cabinet is asked to endorse the report and commend it to the Health and Wellbeing Board.

Alternative options considered and rejected:

This is an independent report of the Director of Public Health and the Council has a duty to publish an annual report on the health of the people in the area of the local authority.

Published work / information:

None

Background papers:

None

Sign off:

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Originating SMT Member: Kelechi Nnoaham													
Has the Cabinet Member(s) agreed the contents of the report? Yes													