

## PLYMOUTH CITY COUNCIL

**Subject:** Director of Public Health Annual Report 2018  
“Plymouth a Place to Thrive: Year three of Thrive Plymouth”

**Committee:** Cabinet

**Date:** 14<sup>th</sup> August 2018

**Cabinet Member:** Councillor Ian Tuffin

**CMT Member:** Ruth Harrell (Director of Public Health)

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**Contact details:** 01752 304568

**Ref:**

**Key Decision:** No

**Part:** I

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### **Purpose of the report:**

There is a statutory requirement for all Directors of Public Health to produce an independent report each year. This year’s report focuses on year three of Thrive Plymouth, as the city’s ten year programme to improve health and reduce inequalities in health, with particular focus on localising the national One You campaign. The aim of the One You campaign is to reengage the sandwich generation with their health and tackle the urban myth that by middle age it is pointless to attempt to live a healthier life. The One You campaign has seven health behaviours as its focus, four of these behaviours match with Thrive Plymouth’s health behaviours: smoking, drinking alcohol, moving more and eating well. It was therefore logical to use one of the ten years of the Thrive Plymouth campaign to spread the One You message as far as possible through the community.

Plymouth City Council engaged so well with the One You campaign that they were chosen as a case study published on Public Health England’s website to encourage other Council’s to use One You more widely.

This DPH Annual Report describes the activities undertaken in year three of Thrive Plymouth by organisations that joined the Thrive Plymouth Network in November 2016.

The aim is to use the positive work being done to:

- further enthuse and galvanise all involved with Thrive Plymouth to continue this work
- encourage organisations, institutions and people to engage with Thrive Plymouth

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### **The Corporate Plan:**

This report describes some of the work being carried out under Thrive Plymouth – the ten year programme to reduce health inequalities and improve health in the city. This relates directly to the vision of achieving an outstanding quality of life for everyone. Strategic alignment of this report is to both A Caring City as well as A Growing City since a growing city provides the infrastructure, employment and lifestyle that supports health.

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

N/A (This is an independent report of the Director for Public Health)

**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 sharing good practice and enabling the Council and partners to address the challenges highlighted in the report.

**Equality and Diversity:**

Has an Equality Impact Assessment been undertaken? N/A (This is an independent report of the Director of Public Health)

**Recommendations and Reasons for recommended action:**

Cabinet is asked to:

1. Consider this report and offer reflection on the approaches being taken to support health and wellbeing of adults in the City through the partner activity described
2. Offer feedback and suggestions on dissemination of the report in council wards either as a whole or in aspects of its content.
3. Offer feedback on the challenges identified to support the reduction of health inequalities within Plymouth

**Alternative options considered and rejected:**

N/A (This is an independent report of the Director of Public Health)

**Published work / information:**

**Background papers:**

Title	Part I	Part II	Exemption Paragraph Number							
			1	2	3	4	5	6	7	

**Sign off:**

Fin	DJN 18.19 .61	Leg	DVS/ 29098	Mon Off	DVS/ 29098	HR		Assets		IT		Strat Proc	
Originating SMT Member Ruth Harrell													

Has the Cabinet Member(s) agreed the content of the report? N/A (this is an independent report of the Director of Public Health). Leader and the Cabinet member for public health have been briefed.