

NORTH YORKSHIRE COUNTY COUNCIL

8 November 2017

**STATEMENT OF THE PUBLIC HEALTH, PREVENTION & SUPPORTED HOUSING
PORTFOLIO HOLDER COUNTY COUNCILLOR CAROLINE DICKINSON**

Director of Public Health Annual Report

Our Director of Public Health launched his 5th annual report in October. The report focuses on our older population in North Yorkshire. Dr Sargeant has structured his report around three transitions that affect older people – moving from working life into healthy retirement, increasing need for support and end of life. The report celebrates the vital contributions older people make as active citizens in North Yorkshire and makes recommendations to ensure older people can make healthy transitions at each stage to the end of their lives.

In last year's report Dr Sargeant focused on the working age population. One of the actions that has resulted is the commissioning of our Trading Standards team to develop and deliver a North Yorkshire workplace health and wellbeing charter. The framework will be based on national examples of good practice from other councils who have already developed a workplace wellbeing charter. The resulting charter will be piloted and evaluated with a view to further roll out across public and private sector businesses within the county.

Selby Health Matters

I was pleased to chair the Selby Health Matters event which was held on Wednesday 18th October. The event brought together 70 delegates from a broad range of organisations across Selby District, to identify priority areas for public health action and plan a multi-agency response. Partners attended workshops focusing on the priority areas identified: mental health, sexual health, obesity, health inequalities, air quality and transport, social isolation and substance use. It is hoped there will be support to create a Selby Health Matters network which will deliver an action plan based on the workshop outputs.

Stoptober

I have been supporting the public health team with media to promote Stoptober which is the country's biggest mass campaign to support smokers to quit.

Despite smoking prevalence being at an all-time low, smoking remains the biggest preventable cause of ill health and early death in North Yorkshire. Smoking rates remain high in certain groups such as users of mental health services and 1 in 7 pregnant women in North Yorkshire are smoking at time of delivery.

We know that kicking the habit can be a real challenge but Stoptober provides an excellent opportunity to quit for good, with plenty of support and encouragement. Research shows that stopping smoking for 28 days means you're five times more likely to stop for good.

We have been promoting the 'Stoptober' online website to encourage smokers access free support, advice and information, including Facebook chat. In North Yorkshire, there's additional free support available from Smokefreelife North Yorkshire, the stop smoking service funded by the County Council.

Innovation Fund

I was very pleased to receive the impact report for the evaluation of the third of the four rounds of the Innovation Fund

Round 3 saw the delivery of 32 projects across North Yorkshire between August 2014 and August 2015 offering a diverse range of activities aimed at preventing, reducing and delaying participants from accessing long-term statutory support services.

Projects included new ways to offer advice on winter health; falls prevention; ways to reduce isolation and to improve mental and emotional wellbeing as well as helping people to develop IT skills.

14 projects were awarded additional funding through to October 2016, based on successful achievement of their contractual targets and their progression towards project sustainability.

The impact report shows how the Innovation Fund had a measurable impact on the health and well-being of the North Yorkshire residents that took part. There were measurable improvements in mental health, perception of personal value and improvements in social connections.

The programme was delivered on budget and proved to be value for money - £320 per participant across the overall partnership – and gave a positive networking opportunity to those diverse VCS organisations involved in the delivery.

World Mental Health Day – 10 October 2017

I was delighted to take part in marking World Mental Health Day which, this year, focused on workplace mental health. NYCC is already signed up to the national accreditation for being a 'Mindful Employer'. Our local response was also launched by Gareth Atkinson, who works in the Council's Technology and Change department. He has experienced mental health issues for over 16 years and has fought hard to get the help and support he needs. He is a passionate advocate for being more open about mental health and is taking part in work to look at how we can make the Council a better place in which to work. Taking up photography has been a major step in helping him improve his mental health and he has produced a calendar for the last two years, showcasing his wildlife photos and raising donations for Young Minds, a fantastic cause supporting young people and children with their mental health issues. Anyone wanting to place an order for a calendar, can do so by emailing gareth.atkinson@northyorks.gov.uk or through his Facebook Page: Gaz Atkinson Photography or at his website www.gazatkinsonphotography.co.uk

Calendars are £10 each, with all profits going to the charity.

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