
Meeting	Health and Well-Being Board
Date	21 st November 2013
Subject	Barnet and Harrow on the Move: The Annual Report of the Director of Public Health, 2013
Report of	Director of Public Health
Summary of item and decision being sought	The report is a call to action on physical activity across the Boroughs of Barnet and Harrow from the Director of Public Health. It looks at the levels of physical activity in different groups in the populations and considers the evidence of what works to get more people active. It then gives some ideas that individuals, groups and organisations might want to adopt to help us make Barnet and Harrow healthier and more active places.

Officer Contributors	Carole Furlong, Consultant in Public Health Leah Desouza-Thomas, Knowledge Manager Plus contributions from many others within and outside the Public Health team
Reason for Report	One of the duties of the Director of Public Health is to publish an independent report on the state of the public health in the area for which they are responsible. With the Joint Strategic Needs Assessment providing a snap shot of health needs, the annual report has taken a thematic approach looking at physical activity.
Partnership flexibility being exercised	N/A
Wards Affected	Whole Borough
Contact for further information	Carole Furlong, Consultant in Public Health, carole.furlong@harrow.gov.uk
Appendices	Appendix A: The Annual Public Health Report on Physical Activity

1. RECOMMENDATIONS

- 1.1 That the Health and Well-Being Board notes the report, considers the possible actions and supports the Director of Public Health's Challenge.**
- 1.2 That the Health and Well-Being Board should consider the full implementation of the "what could we do" sections, taking account of available resources.**

2. RELEVANT PREVIOUS DISCUSSIONS AND WHERE HELD

- 2.1 The report supplements the Joint Strategic Needs Assessment and the Health and Well-Being Strategy.

3. LINK AND IMPLICATIONS FOR STRATEGIC PARTNERSHIP-WIDE GOALS (SUSTAINABLE COMMUNITY STRATEGY; HEALTH AND WELL-BEING STRATEGY; COMMISSIONING STRATEGIES)

- 3.1 The report supports the Health and Well-Being Strategy, particularly the 'How We Live' section.

4 NEEDS ASSESSMENT AND EQUALITIES IMPLICATIONS

- 4.1 The Equality Act 2010 places specific and general duties on service providers and public bodies. This includes having due regard to the equality implications when making policy decisions around service provision.
- 4.2 This report is split into different age groups and has sections covering people with a disability and those with mental health problems. The report highlights that in some age groups there are gender and ethnic group differences in the number of people undertaking physical activity. It also highlights the impact that physical activity can have on different groups e.g. For young adults, physical activity can improve self-esteem, result in lower levels of anxiety and stress and have a positive impact on educational attainment, for older adults, physical activity can reduce the risk of heart disease, stroke, type 2 diabetes and cancer. In relation to mental health, research shows that if people are more active, this may result in an improved ability to deal with stress, improved mood and mental wellbeing. More evaluation is needed on the existing programmes to identify whether they have a positive impact on mental health. For people with disability, physical activity can reduce social isolation and create a positive role model for disabled people.
- 4.3 The report contains steps which public bodies and individuals can take to increase the number of people who are undertaking physical activity. When public bodies are making relevant decisions on policies such as planning and infrastructure, funding of services and contractual arrangements with third party providers, the information contained in this report should be used to identify any impact of these decisions on specific protected groups under the Equality Act 2010.

5. RISK MANAGEMENT

- 5.1 None identified.

6. LEGAL POWERS AND IMPLICATIONS

- 6.1 The Health and Social Care Act 2012 added in a new s.73A to the National Health Service Act 2006 requiring the appointment of a Director of Public Health. Under subsection s.73B (5), the Director is required to prepare an annual report on the health of the people in the area of the Local Authority and the Local Authority is required to publish this report.

7. USE OF RESOURCES IMPLICATIONS- FINANCE, STAFFING, IT ETC

- 7.1 There are no financial implications from the recommendations of this report.

8. COMMUNICATION AND ENGAGEMENT WITH USERS AND STAKEHOLDERS

- 8.1 The report has been compiled with contributions from commissioners, planners, providers and some community groups to illustrate the wide availability of physical activity opportunities across Barnet.
- 8.2 The report is an independent report from the Director of Public Health and as such has not been consulted on with stakeholders and users. There will however be engagement with stakeholders as part of the dissemination of the report. This will include presentations and the use of social media to promote the Director of Public Health's Challenge.

9. ENGAGEMENT AND INVOLVEMENT WITH PROVIDERS

- 9.1 See 8.1.

10. DETAILS

- 10.1 The first annual public health report (APHR) from Dr Andrew Howe, Director of Public Health for the London Boroughs of Barnet and Harrow, is a 'call to action' on physical activity. It details the best available evidence on the importance of physical activity across the life-course and in specific population groups.
- 10.2 The first chapter covers the importance of physical activity and how it relates to the Health and Well-Being Strategies in both Boroughs.
- 10.3 Chapters 2 to 5 are based on different age groups and reference the Government's guidelines, provide a better understanding of physical activity at the national, regional and local level and details the services and projects that relate to physical activity, offered by both Councils.
- 10.4 There are a further two chapters dedicated to how levels of physical activity impact on mental health and wellbeing and a chapter on how the environment within which we work, live and play also impacts on one's ability to take physical activity. Again, the best available evidence is outlined to support more active lifestyles for better mental health and wellbeing and also recommendations made to councils, employers and schools to encourage them to create environments that support physical activity.
- 10.5 This APHR offers more than the usual Public Health rhetoric in a move that it is hoped will engage and motivate residents to become more physically active, Dr Howe has put forward the 'Director of Public Health's Challenge'. The Challenge encourages residents to see what they can do to become more physically active themselves as well as help

family, friends or others in the community to do so. Helpful hints and tips are offered. These range from setting achievable goals to building preferred physical activity into daily life through to ways to get and maintain motivation.

- 10.6 Residents are being encouraged to share their successes using social media. The use of the stated hash-tags (#dphchallengeharrow or #dphchallengebarnet) should allow the Public Health team to gain insights into how successful the Challenge has been. In May 2014 the team intends to shortlist all Challenge entries and showcase the three most inspiring stories from Barnet and Harrow each of which will be awarded a prize. Prizes will also be awarded for one community group and one primary and secondary school in each Borough. All shortlisted entries will be invited to attend the first Public Health Awards ceremony in June 2014 to celebrate their success stories.
- 10.7 The intention of this report was to move beyond the more traditional recitation of data and knowledge of where the problems of the Boroughs lie. This 'call to action' is a more interactive, inclusive, solution-designed format that allows our residents to be a part of the positive changes the Public Health team is trying to achieve, rather than residents merely being talked at.

11 BACKGROUND PAPERS

11.1 None.

Legal – SW

CFO – AD