

<b>Report to:</b>	<b>Birmingham Health and Social Care Overview and Scrutiny Committee</b>
<b>Date:</b>	<b>19 March 2019</b>
<b>TITLE:</b>	<b>BIRMINGHAM PUBLIC HEALTH GREEN PAPER – CONSULTATION UPDATE</b>
<b>Presenting Officer</b>	<b>Dr Justin Varney, Director of Public Health</b>

<b>Report Type:</b>	<b>Information report</b>
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**1. Purpose:**

The purpose of this report is to inform the Committee of the public consultation on the Public Health Green Paper. The Public Health Green Paper, Priorities on a Page and consultation questionnaire are attached for the Committee's information.

**2. Recommendations**

The Health and Social Care Overview and Scrutiny Committee is asked to note that the Birmingham Public Health Green Paper consultation runs from 18 March 2019- 28 April 2019.

**3. Background**

The Director of Public Health has launched a public consultation exercise to seek the views of the people of Birmingham, strategic partners and key agencies on the proposed public health priorities for the City, set out in the Public Health Green Paper.

The Green Paper outlines the proposed priorities to improve the health and wellbeing of Birmingham's population at every stage of life. These priorities have been informed by data and intelligence on the areas of need in our City. The Green Paper sets out the reasons each priority has been chosen and the actions that we and our partners would like to take to address each priority area.

The priorities have been designed to support the shared ambition across the Council and its partners in the NHS, Police, Fire Service, Voluntary and Community Sector to improve the health and wellbeing of local people and support them to achieve their potential in life.

The four priorities align with the Council vision of Birmingham as an aspirational city to grow up in, an entrepreneurial city to live, work and invest in, a fulfilling city to age well in and a great city to live in. We also recognise in the Green Paper the shared objective that Birmingham citizens gain the maximum benefit from hosting the Commonwealth Games.

The public consultation on the Green Paper runs from the 18 March – 28 April 2019; the ambition of this consultation is to engage citizens, organisations and stakeholders in recognising and responding to the priorities for the health of the City of Birmingham.

The objectives of the Green Paper public consultation are to:

- Achieve a significant scale of constructive engagement responses in the consultation exercise
- Use the consultation to strengthen partnership relationships with stakeholders and a positive conversation with citizens
- Use the consultation to increase the awareness and understanding of the public health challenges facing the City
- Highlight some of the current plans/frameworks and actions in train to address the City's health and wellbeing challenges
- Promote the HealthyBrum brand (used across Birmingham Public Health's social media) as the single point of trusted evidence based knowledge of the health of the city
- Identify engaged and constructive potential partners for the next stage of framework development

The Public Health division are developing a consultation and engagement plan which includes opportunities for presentations at key stakeholder and citizen forums including Ward Forums and 'World café' community events. The division is also looking at how to effectively use social media to strengthen the virtual engagement through things like 'twitter chats'. Alongside the core Green Paper documents the division is creating a suite of infographics and slide sets on individual priorities to provide deeper background and context in accessible formats and exploring the potential to develop Youtube content as well. We would welcome recommendations from the Committee on community engagement events where the division can support further awareness and engagement in the consultation.

The Committee is asked to note the Public Health Green Paper and to encourage its networks to formally respond to the consultation and actively promote engagement.