

Birmingham City Council

Report to Cabinet

17th September 2019



Subject: PUBLIC HEALTH GREEN PAPER - CONSULTATION RESPONSE

Report of: Director of Public Health

Relevant Cabinet Member: Councillor Paulette Hamilton - Health & Social Care

Relevant O &S Chair(s): Councillor Rob Pocock - Health & Social Care

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Are specific wards affected?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No – All wards affected
If yes, name(s) of ward(s):		
Is this a key decision?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
If relevant, add Forward Plan Reference: 006746/2019		
Is the decision eligible for call-in?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Does the report contain confidential or exempt information?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
If relevant, state which appendix is exempt, and provide exempt information paragraph number or reason if confidential :		

1 Executive Summary

- 1.1 In March-May 2019 the Public Health Division ran a public consultation exercise on its Public Health Green Paper. The aim of the Green Paper was to initiate a conversation with the public on key areas of inequality and need observed within the City.
- 1.2 The public consultation process comprised an on-line questionnaire hosted on the Council's Be Heard website; hard copy questionnaires made available in a number of community locations such as GP practices and ward forum venues; and community based focus groups.

- 1.3 In total 447 consultation responses were received and the views of approximately 600 members of public were gathered at ward forums and community based focus groups.
- 1.4 The headline responses from the public consultation were as follows:
 - 1.4.1 Strong support for the overarching theme of reducing health inequalities and significant support for work to reduce rates of infant mortality.
 - 1.4.2 A gap was identified around a specific public health focus on mental health and wellbeing.
 - 1.4.3 A need to better articulate the health and wellbeing benefits of the Commonwealth Games to the population. Although it is important to note that the consultation pre-dates the public launch in August and the development of the legacy work-stream on physical activity and wellbeing which will help bring these benefits out more clearly.
- 1.5 As a result of the consultation responses the Health and Wellbeing Board has established four new sub-forums to accelerate partnership action on health inequalities in the city, this includes a new forum focused on mental health and wellbeing.
- 1.6 Public feedback on the consultation and its impact will be made available through a “We Asked, You Said, We Did” report which will be published on the Be Heard website; the raw consultation response data and commissioned focus group reports will be made available for public view in the Council House and where requested the Public Health Division will return to Ward Forums who participated in the consultation to feedback.

2 Recommendations

- 2.1 Cabinet is asked to note:
 - 2.1.1 The findings from the Public Health Green Paper public consultation as summarised in Section 1.4 of this report and **Appendices A-D**.
 - 2.1.2 The mechanisms by which the issues raised will be progressed.

3 Background

- 3.1 Approval to consult on the Public Health Green Paper was granted by Cabinet at its meeting on 5 March 2019.
- 3.2 It was requested that the findings of this consultation be reported back to Cabinet.

4 Consultation

- 4.1 In March-May 2019 the Public Health Division ran a public consultation exercise on its Public Health Green paper. The aim of the Green Paper was to initiate a

conversation with the public on key areas of inequality and need observed within the City.

- 4.2 The public consultation process comprised an on-line questionnaire hosted on the Council's Be Heard website; hard copy questionnaires made available in a number of community locations such as GP practices and ward forum venues; and, community based focus groups.
- 4.3 The Public Health Division attended 21 ward forums to discuss the consultation and commissioned a number of local community organisation to deliver targeted engagement activities to strengthen participation from under-represented groups through an open tender process. The Division also commissioned BeatFreaks to develop an interactive prioritisation installation that was used in community settings to engage citizens in a different way about the priorities.
- 4.4 The consultation was supported with a suite of consultation products such as infographics and detailed presentations on the proposed priority areas of need identified within the consultation.
- 4.5 In total 447 consultation responses were received and the views of approximately 600 members of public were gathered at ward forums and community based focus groups.
- 4.6 The headline responses from the public consultation were as follows:
 - 4.6.1 Strong support for the overarching theme of reducing health inequalities and significant support for work to reduce rates of infant mortality.
 - 4.6.2 A gap was identified around specific public health focus on mental health and wellbeing.
 - 4.6.3 A need to better articulate the health and wellbeing benefits of the Commonwealth Games to the population. Although it is important to note that the consultation pre-dates the public launch in August and the development of the legacy work-stream on physical activity and wellbeing which will help bring these benefits out more clearly.
- 4.7 The consultation approach highlights some key lessons to improve consultation, these include:
 - 4.7.1 Recognising the long lead in time to gain inclusion in ward forum agendas.
 - 4.7.2 The use of real-time demographic analysis of responses was useful to be able to commission additional targeted engagement activity to address under-representation.
 - 4.7.3 There is a need to develop easy read resources as part of the consultation materials to improve participation and access for people with learning disabilities and low levels of English reading skills.
 - 4.7.4 Specific consideration is needed to improve meaningful consultation and engagement with children and young people and to enable children's voice

in complex consultations, similar consideration is needed for other protected characteristic groups, especially those with learning disabilities.

- 4.8 The consultation findings are available in **Appendices A-D**.

5 Options considered and Recommended Proposal

- 5.1 The consultation response supported the priorities set out in the Green Paper and highlighted a gap around public health prioritisation of mental health and wellbeing.
- 5.2 In discussion with CMT and the Cabinet Member for Health and Social Care options were considered to address the supported priorities through the Health and Wellbeing Board. However, this was felt to not provide enough focus to drive action and change and so a proposal was taken forward to create four new sub-forums of the Health and Wellbeing Board to deliver the priorities. This proposal was approved by the Health and Wellbeing Board in August and the Forums will meet formally for the first time in October.
- 5.3 As a result of the responses received, the Health and Wellbeing Board has established five sub-groups to oversee development and delivery of shared action to drive City-wide improvement in the following areas:
- 5.3.1 Creating a Mentally Healthy City Forum
 - 5.3.2 Creating a Healthy Food Forum
 - 5.3.3 Creating an Active City Forum
 - 5.3.4 Creating a City without Inequality Forum
 - 5.3.5 Health Protection Forum (already established)
- 5.4 These Forums will be chaired by Cabinet Members and will involve cross party representation as well as key strategic partners from across the City and region to accelerate action and will strengthen the connection between the Health and Wellbeing Board and other City and regional partnership bodies. These Forums will hold their initial meetings in October 2019. Each will report progress to the Health and Wellbeing Board on an annual rotational basis.
- 5.5 Action on addressing infant mortality will be taken forward through the existing Birmingham United Maternity Partnership (BUMP) and through the Child Death Overview Panel. The consultation reinforced many of the recommendations set out in the 2018 Director of Public Health Annual Report: Fulfilling Lives for Under Fives and this links into the Children's health transformation work being led by Birmingham and Solihull Clinical Commissioning Group.
- 5.6 Work to increase the understanding and visibility of the health and wellbeing benefits of the Commonwealth Games is being taken forward by the Director of Public Health (DPH), who is the lead DPH for the West Midlands Association of Directors of Public Health for the Games, and is part of the leadership group developing the physical activity and wellbeing legacy workstream.

- 5.7 Feedback on the consultation findings and our response will be through a public “We Asked, You Said, We Did” document and where requested the Public Health Division will return to Ward Forums that participated in the consultation to feedback in person.
- 5.8 The Director of Public Health has been commissioned by the Health and Wellbeing Board to write a Creating a Healthy City Framework which will provide an overarching framework for the Health and Wellbeing Board’s shared ambition to protect and improve the health and wellbeing of the citizens of Birmingham. The Framework approach will identify the actions led through a matrix of strategies and action plans across the Council and its partners to deliver change. This will be developed over the Winter/Spring 2019/20.

6 Risk Management

- 6.1 Risks around the delivery of measurable improvements to reduce health inequalities in the City will be monitored via each of the Health and Wellbeing Board sub-groups and reported to the Board.

7 Compliance Issues:

7.1 How are the recommended decisions consistent with the City Council’s priorities, plans and strategies?

- 7.1.1 The Public Health priorities are supported by an overarching commitment to reduce health inequalities (a duty of the Local Council under the Health and Social Care Act 2012).
- 7.1.2 The Health and Wellbeing Board has agreed a number of sub-groups to progress action to improve health inequalities in the City: Creating a Mentally Healthy City Forum; Creating a Healthy Food Forum; Creating an Active City Forum; Creating a City without Inequality Forum and the Health Protection Forum.
- 7.1.3 The Public Health priorities consulted upon within the Green Paper were designed to mirror the City Council’s priorities and life course approach as follows:

An aspirational city to grow up in \cong Child health priorities

An entrepreneurial city to learn, work and invest in \cong Working age adults priorities

A fulfilling city to age well in \cong Aging well priorities

A great city to live in; climate change \cong Healthy environment priorities.

Birmingham Residents gain the maximum benefit from hosting the Commonwealth Games \cong Maximising the public health gains of hosting the Commonwealth Games

7.2 Legal Implications

- 7.2.1 Section 12 of the Health and Social Care Act (2012) introduced a duty for local authorities in England to take appropriate steps to improve the health of the people who live in their areas. The Public Health Green Paper consultation process set out the priority areas to improve the residents of Birmingham's health based upon evidenced need.
- 7.2.2 In addition to its range of activities to reduce health inequalities, the Local Authority is mandated to provide a number of functions under the Health and Social Care Act 2012: weighing and measuring of children; health-check assessments; conduct of health-checks; sexual health services; public health advice services and protecting the health of the local population.

7.3 Financial Implications

- 7.3.1 Local authorities receive an annual ring fenced Public Health grant from the Department of Health. The ring fenced grant funding for 2019/20 is £88.428m (down by £2.4m from last year's grant and is annually announced). The core condition of this grant is that it should be used only for the purposes of the Public Health functions of local authorities.
- 7.3.2 The consultation on the priorities reinforced the investment of the Public health Grant into prevention across the life course and supports the proportional universalism approach to public health service provision which provides a universal baseline of service and access with progressively increasing support based on need.
- 7.3.3 Further details will be presented to Cabinet in the forthcoming Public Health Budget report F/P Ref No. 006656/2019.

7.4 Procurement Implications (if required)

- 7.4.1 None identified

7.5 Human Resources Implications (if required)

- 7.5.1 None identified

7.6 Public Sector Equality Duty

- 7.6.1 An initial Equality Impact Assessment was submitted for the Public Health Green Paper consultation – no adverse impact was identified.
- 7.6.2 The Public Health Division used active demographic monitoring of online responses to commission additional focus group and engagement activities to increase participation from under-represented groups, this was partially successful and is an area for future consultations to consider.

8 Appendices

Appendix A - Public Health Green Paper Consultation Summary Feedback

Appendix B - Public Health Green Paper respondents

Appendix C - Public Health Green Paper consultation responses (excel)

Appendix D - Public Health Green Paper focus group feedback

9 Background Documents

Cabinet Report 5th March 2019 – Public Health Green Paper Approval to Consult