

Report to:	Birmingham Health and Social Care Overview and Scrutiny Committee
Date:	20 November 2018
TITLE:	BIRMINGHAM PUBLIC HEALTH STRATEGY (GREEN PAPER) – DEVELOPMENT UPDATE
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Report Type:	Information report
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1. Purpose:

This information report sets out the rationale for developing a Public Health Strategy for Birmingham and the proposed process for consulting on the development of the Strategy in a Birmingham Public Health Strategy Green Paper.

2. Recommendations

The Health and Social Care Overview and Scrutiny Committee is asked to note:

- that the Birmingham Public Health Strategy is currently in development; and
- that a public consultation on the Public Health Strategy (Green Paper) is proposed in Spring 2019.

3. Background

A Public Health Strategy for the City of Birmingham, 2019-2021 is in development. The purpose of the Strategy is to:

- Guide resource decisions,
- Raise awareness of Public Health and the City’s Public Health priorities; and
- Identify specific actions and ownership for delivery of the Strategy across the health and social care system.

The Strategy will be informed by a public and partner consultation exercise; a Public Health Strategy Green Paper is in development with a view to opening the consultation in Spring 2019.

It is proposed that the overarching priority framework for the Strategy align with the life course approach adopted in the Birmingham and Solihull Sustainability and

Transformation Strategy (BSOL STP) and Birmingham City Council's top priorities. The priority framework for the draft Strategy therefore has the following headline priority areas:

1. Child health
2. Working age adults
3. Aging well
4. Healthy environment.

These priority areas are supported by the overarching commitment to:

- Address health inequalities; and to
- Maximise the public health gains from hosting the Commonwealth Games.

Within this framework a number of draft priorities have been selected for the basis of the Green Paper consultation (the latest draft, version 1.6, is attached to this report). These draft priorities have been selected as they are areas where:

- There is evidence of need in the JSNA (Joint Strategic Needs Assessment) i.e. because Birmingham is poorly performing in the PHOF (Public Health Outcomes Framework).
- There is significant evidence of poor health outcomes.
- Evidence based preventative interventions are available.

Prior to the launch of the consultation on the Public Health Strategy Green Paper, members of the Birmingham Public Health team will be meeting with the Council's Directorates; the Children's trust; the two Clinical Commissioning Groups (CCG's); and the two Sustainability and Transformation Partnerships (STPs) to ensure that suitable actions and targets are identified to allow progress against the proposed priorities.

The consultation on the Public Health Strategy Green Paper in Spring 2019 will seek views from the public, partners and relevant Overview and Scrutiny Committees on whether the proposed priorities are the right ones. The Public Health Strategy will be informed by the consultation findings; the final decision will be made via the Council's formal governance procedures.

Birmingham Public Health: Priorities on a Page

Addressing health inequalities because every child, citizen and place matters

**Priority 1:
Child health**

- Reducing infant mortality
- Taking a whole systems approach to childhood obesity
- Supporting the mental and physical health of our most vulnerable children

**Priority 2:
Working age adults**

- Supporting workplaces to improve their employee wellbeing offer
- Addressing the cumulative impact of unhealthy behaviours such as tobacco control, substance misuse and physical inactivity
- Supporting the mental and physical health of our most vulnerable adults

**Priority 3:
Ageing well**

- Reducing social isolation
- Providing system wide information, advice and support to enable self-management
- Developing community assets
- Supporting the mental and physical health of our most vulnerable older people

**Priority 4:
Healthy environment**

- Improving air quality
- Increasing the health gains of new developments and transport schemes
- Health protection assurance and response including screening, immunisation and communicable diseases

Maximising the public health gains from hosting the Commonwealth Games

Our vision:

To improve and protect the health and wellbeing of Birmingham’s population by reducing inequalities in health and enabling people to help themselves

Our values:

- Equity
- Prevention
- Evidence based practice

Our approach:

- Population based
- Proportionate universalism
- Intelligence led
- Strategic influence
- Communication
- Joint working
- Health in all policies