

Public Health Priorities Green Paper Consultation

Health and Wellbeing Board
March 2019



Making a positive difference everyday to people's lives

Public Health Green Paper Consultation

WHAT IS THE PUBLIC HEALTH GREEN PAPER?



The Public Health Priorities Green Paper

The Green Paper sets out the proposed priority areas to improve the health and wellbeing of Birmingham's population at every stage of life. These priority areas:

- Are informed by data and intelligence on the areas of need in our City.
- Align with the Council's vision for Birmingham.
- 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.

Public Health Green Paper Consultation

WHAT IS OUR AMBITION FOR THE CONSULTATION?



Consultation ambition

Our ambition for the consultation is to:

- Engage citizens, organisations and stakeholders in recognising and responding to the priorities for the health of the City of Birmingham.

Consultation objectives

- Constructive engagement responses
- Strengthen partnership relationships
- Positive conversations with citizens
- Increase the awareness and understanding of Birmingham's public health challenges
- Highlight some of the current plans/frameworks and actions in train to address the City's health and wellbeing challenges
- Promote the HealthyBrum brand 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

Consultation timeline

- Consultation was agreed by Cabinet on 5th March
- Launch at the Health and Wellbeing Board on 19th March
- Due to run for 8 weeks
- This timeline will allow the strategy and priorities to go back to Cabinet in July and Full council by the end of September.

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WHAT ARE OUR ENGAGEMENT PLANS?



Consultation activities

- Formal boards (HWB, Scrutiny, STP...)
- Elected members
- Key stakeholder and citizen forums including Ward Forums
- Targeted engagement at different sectors or groups of people
- Themed 'World café' community events.
- Social media virtual engagement – 'twitter chats'

Consultation materials

- Public Health Priorities on a page
- Public Health Green Paper
- Green Paper consultation questionnaire (Be Heard website)
- Suite of infographics for each priority area
- Detailed slide set for each priority area

Public Health Priorities on a Page

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

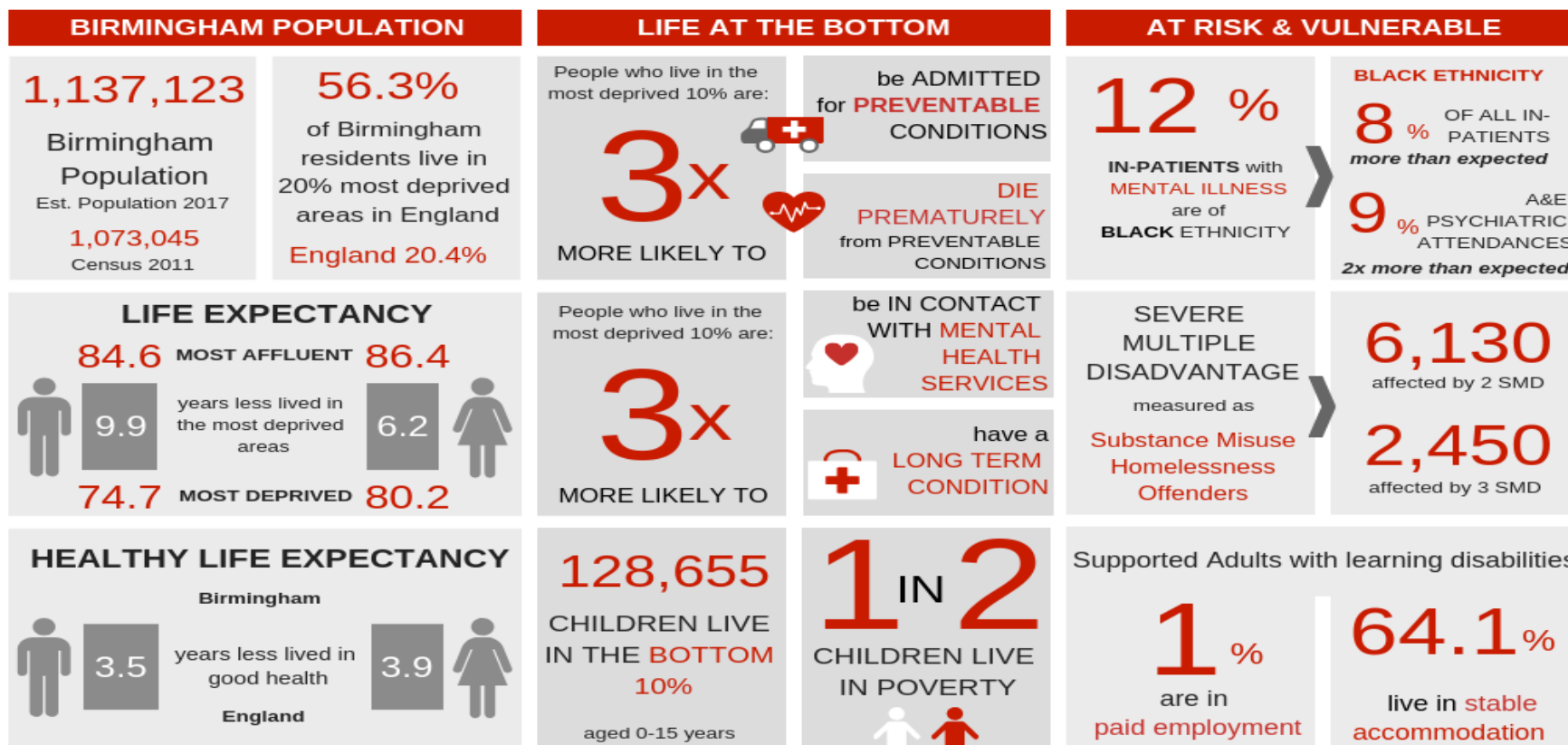
Infographics: high level sheets (eg)

BIRMINGHAM

WORKING TOWARDS A HEALTHY CITY: HEALTH INEQUALITIES



Public Health, March 2019
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Numbers have been rounded



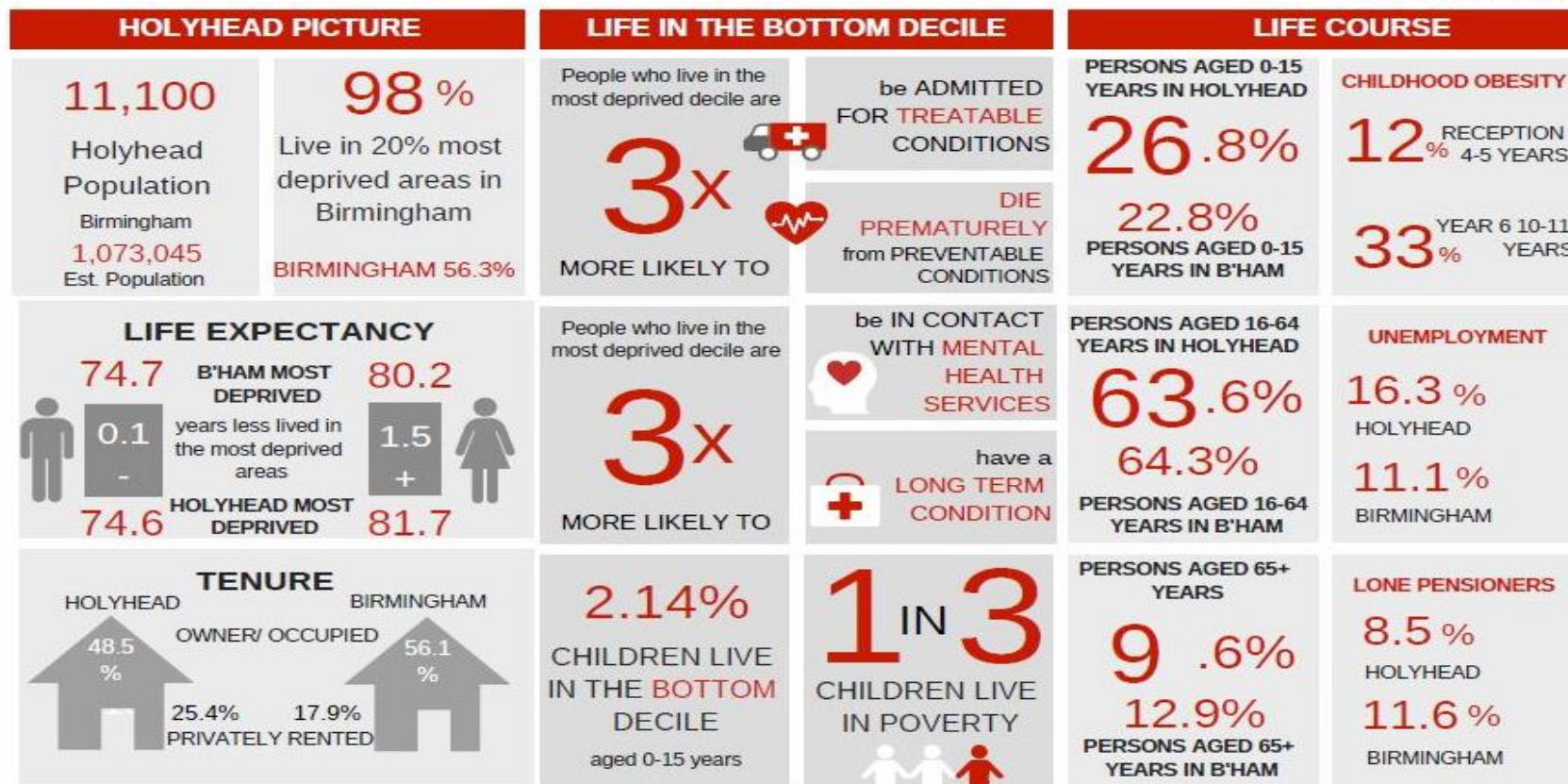
Data sourced from: population Census 2011 and Census population estimate 2015; life expectancy 2013-2015, Public Health Outcome Framework; Deprivation IMD index; and Exeter GP Registered population data; Poverty, Hard Edge Report; Graphics: Canva; The Noun Project

Infographics – Ward Profile

BIRMINGHAM HOLYHEAD WARD WORKING TOWARDS A HEALTHY CITY: HEALTH INEQUALITIES



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Data sourced from: population Census 2011 and Census population estimate 2015; life expectancy 2013-2015, Public Health Outcome Framework; Deprivation IMD Index; and Exeter GP Registered population data; Poverty, Hard Edge Report; Graphics: Canva; The Noun Project

Summary Detailed Sheet and Banners for each of the Priorities

BIRMINGHAM PUBLIC HEALTH PRIORITIES GREEN PAPER

INFANT MORTALITY

Priority 1: CHILDREN



INFANT MORTALITY

What is it?

Infant Mortality is the term used to describe any deaths of children who are born alive but who die before their first birthday.

Infant Mortality is normally described as a rate, i.e. the number of deaths of infants aged under 1yr per 1,000 live births.

RISK FACTORS

What are the risk factors?

There are a range of risk factors that have been found through research that can reduce the risk of an infant dying before its' first birthday. These include:

- Maternal age <20yrs or >35yrs
- Maternal obesity
- Consanguineous (marriage between 1st/2nd cousins)
- Smoking in pregnancy
- Catching infections during pregnancy e.g. Rubella
- South Asian, Caribbean or Pakistani ethnicity
- Gestational diabetes (diabetes in pregnancy)
- Substance misuse during pregnancy
- Low socio-economic status (poverty)
- Previous Stillbirth

BIRMINGHAM PICTURE

How big an issue is it?

The rate of infant mortality in Birmingham is significantly higher than across the West Midlands and the average across England.

Birmingham	7.8 / 1,000 live births
West Midlands	5.9 / 1,000 live births
England	3.9 / 1,000 live births

CAUSES

What causes infant mortality?

The most common causes of death in children under the age of 1yr in the UK are:

- Birth defects
- Pre-term birth and Low birth weight
- Sudden Infant Death Syndrome (SIDS)
- Pregnancy complications
- Accidents

OPPORTUNITIES FOR ACTION

There are several opportunities for action to reduce the risk of infant mortality, including:

- Pre-conception counselling and advice, especially for high risk couples
- Maternal & infant vaccination
- Good engagement with maternity services and health visitors after birth
- Antenatal education
- Smoking cessation support for parents
- Bereavement counselling and support

HEALTHY BRUM

TELL US WHAT YOU THINK ABOUT BIRMINGHAM'S PUBLIC HEALTH PRIORITIES AT WWW.BEHAVIOUR

BIRMINGHAM PUBLIC HEALTH PRIORITIES GREEN PAPER

CHILDHOOD OBESITY

Priority 1: CHILDREN

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VULNERABLE ADULTS' HEALTH & WELLBEING

Priority 2: ADULTS

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IMPROVING AIR QUALITY

Priority 4: HEALTHY ENVIRONMENTS

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VULNERABLE CHILDRENS' HEALTH & WELLBEING

Priority 1: CHILDREN

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SELF MANAGEMENT

Priority 3: OLDER ADULTS

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REALISING HEALTH GAINS FROM THE BUILT ENVIRONMENT

Priority 4: HEALTHY ENVIRONMENTS

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WORKPLACE HEALTH & WELLBEING

Priority 2: ADULTS

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DEVELOPING COMMUNITY ASSETS

Priority 3: OLDER ADULTS

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HEALTH PROTECTION

Priority 4: HEALTHY ENVIRONMENTS

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UNHEALTHY BEHAVIOURS

Priority 2: ADULTS

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SUPPORTING VULNERABLE OLDER ADULTS

Priority 3: OLDER ADULTS

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MAXIMISE THE HEALTH BENEFITS OF THE COMMONWEALTH GAMES

Priority 5: COMMONWEALTH GAMES

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WHAT ARE OUR NEXT STEPS?



Post-consultation

- Consultation findings report – produced by early June.
- Birmingham health inequalities framework
 - Birmingham health inequalities priority areas
 - Show where work to improve these areas aligns with other strategies in the City
 - Embed actions from framework into core and partner strategies and action plans



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