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| 13th March 2014 | | ITEM: 12 |
| Health and Well-Being Board | | |
| PUBLIC HEALTH RESPONSIBILITY DEAL | | |
| Report of: Debbie Maynard, Head of Public Health | | |
| Wards and communities affected: All | Key Decision: Non-key | |
| Accountable Head of Service: Debbie Maynard, Head of Public Health | | |
| Accountable Director: Roger Harris Director of Adults Health and Commissioning and Andrea Atherton, Director of Public Health | | |
| This report is Public | | |
| Purpose of Report: The purpose of this report is to inform Health and Well-Being Board about the Public Health Responsibility Deal (PHRD) and that a report will be going to Cabinet on 19 th March to seek members' agreement for officers to sign up to 12 individual pledges as indicated in appendix 1. The Responsibility Deal will promote the role of public health within the Council by supporting the local campaign "new Year, New You" and the national Change 4 Life "Smart Swaps" campaign. | | |

EXECUTIVE SUMMARY

The Public Health Responsibility Deal (PHRD) will harness the potential for the Council and local businesses to play their part in shaping an environment which supports people to make healthier choices. People's health can impact greatly on their work performance as well as whether they are off work temporarily or permanently. This will clearly affect the Council's productivity, service delivery, and local businesses' profitability.

The Health and Well-Being Board is being asked to discuss and endorse the 12 pledges set out in appendix 1 which will demonstrate the Council's commitment to improving public health in Thurrock. This will allow officers to take action to support the Responsibility Deal's ambitions which will deliver a number of benefits to Thurrock consumers and workforce including better health, healthier diet, improved lifestyles and well being, a reduction in long term health conditions and slower disease progression. The benefits as an employer will include: a healthier workforce, reduced absenteeism, increased productivity and improvement in service delivery.

1. RECOMMENDATIONS:

Members of Health and Well-Being Board are asked to:

1.1 Discuss and endorse each of the 12 pledges in appendix 1.

2. INTRODUCTION AND BACKGROUND:

- 2.1 Thurrock Council became responsible for local public health functions on 1st April 2013, following the enactment of The Health and Social Care Act 2012, with a statutory duty to improve the health of people who live work or visit Thurrock. The Responsibility Deal is a national programme to harness the potential for local businesses (including the Council) to play their part in shaping an environment which supports people to make healthier choices. The Government is keen for local authorities to support local businesses and other organisations to improve public health and help to tackle health inequalities through their influence over food, physical activity, alcohol, and health in the workplace.
- 2.2 Individual responsibility for health and self-care has been consistent themes in health policy in England over the last decade. The Wanless review of healthcare funding (2002) outlined how having the public fully engaged in health would lead to longer healthier lives, fewer working days lost and reduced health care costs. *Choosing Health* (2004) looked at how information, services, business and the voluntary and community sectors could make healthy lifestyles 'an easier option' for people.
- 2.3 More recently the Government's overall strategy for public health, *Healthy lives, Healthy People'* (2010), again clarified that everyone has a part to play in improving public health, including individual's themselves.

3. ISSUES, OPTIONS AND ANALYSIS OF OPTIONS:

ISSUES

- 3.1 Stress related absence continues to be a serious issue for the Council. "Despite the implementation of a variety of initiatives and mechanisms, sickness absence remains a challenge for the council – absence in the first quarter showing an increase above last year and suggesting an outturn for the full year. Stress related absence has also increased"
- (Source: Corporate Overview & Scrutiny Committee, 12 September 2013).*
- 3.2 There is a strong business case which can be made in terms of savings generated by reduced staff absence, increased productivity and reduced staff turnover.
- 64% of staff either don't know or do not think there is sufficient support in place to help manage health and wellbeing.
 - 74% of staff either don't know or do not believe the Council provides sufficient support to handle work related stress.
 - Nearly 50% of staff do not believe the Council takes sufficient care over wellbeing.
- (Source: Thurrock Health and wellbeing survey 27 September 2012)*
- 3.3 People's lifestyles have a major impact on their health and wellbeing. Addressing the behavioural risk factors of poor diet, drinking above the lower-risk guidelines, physical inactivity and smoking plays a vital role in reducing premature mortality, preventing people from developing long term conditions and slowing disease progression.

- 3.4 The lifestyle choices that we make have an impact on others – ill-health as a result of poor choices places costs on the NHS, on local government and on the benefits system. It also costs employers money in the form of reduced productivity and sickness absence. Working age ill-health is estimated to cost the UK economy over £100 billion a year with 23.4 million days lost in 2009/10.

OPTIONS

- 3.5 Do nothing.

This option will not tackle health inequalities and will not improve the health of people who live, work and visit Thurrock.

- 3.6 Implement the Responsibility Deal in Thurrock by encouraging key council departments and local businesses in Thurrock to voluntarily sign Responsibility Deal pledges.

This option will help to promote health and wellbeing in the workforce, in local businesses and other organisations in Thurrock.

ANALYSIS OF OPTIONS

- 3.7 This report recommends that Health and Well-Being Board endorse the following 12 pledges:

THE 12 PLEDGES

- H01. Chronic Conditions Guide
- H02. Occupational Health Standards
- H03. Health & Wellbeing Report
- H04. Healthier Staff Restaurants
- H05. Smoking Cessation/Respiratory Health
- H06. Staff Health Checks
- H07. Mental Health and Wellbeing
- H10. Construction and Civil Engineering Industries (Housing)
- A4. Tackling Under-Age Alcohol Sales
- P3. Active Travel
- P4. Physical Activity in the Workplace
- S1. Local Business engagement on the Responsibility Deal agenda

ORGANISATIONAL DEVELOPMENT / HUMAN RESOURCES

- 3.8 The health at work pledges will help to support existing measures and plans to manage sickness absence levels and create a healthy workforce environment by raising the standard of occupational health and improving the workplace support for people with long-term chronic conditions. The pledges will build on existing initiatives to improve workplace support and reduce sickness absence rates.
- 3.9 H01. Chronic Conditions Guide will involve embedding some key tried and tested principles within our HR and equality procedures.

- 3.10 H03 Health and Wellbeing report - Data reports on sickness absence rates are already recorded and publicly available, albeit somewhat hidden within the Overview & Scrutiny committee on the web site. Therefore it should be relatively easy to make the same information available on both the intranet and the public facing internet for the benefit of all staff and potential employees which would demonstrate that the Council is actively monitoring and managing sickness absence.
- 3.11 H05. Smoking Cessation/Respiratory Health – will support existing initiatives and embed smoking cessation as a regular workplace feature. H06 Health checks - the pledge will support existing initiatives and improve outreach to satellite offices.

BUSINESS SERVICES (HSG) (H04. Healthier Staff Restaurants)

- 3.12 Introducing healthy eating options will make it easier for employees to choose and maintain a healthier diet whilst at work. Simple changes such as providing plastic cups alongside free drinking water will improve health and reduce dehydration. A communications campaign will support the introduction of healthy options to coincide with New Years' resolutions, and the "New Year, New You" campaign which in turn supports the national Change 4 life "Smart Swaps" campaign.
- 3.13 South Essex College (SEC) provides restaurant facilities for the staff restaurant at the civic office, South Essex College, High House Production Park and Thameside theatre. They are keen to progress the Healthier Staff Restaurants pledge, by providing healthier options in the restaurants and vending machines, improving the labelling and providing calorie guidelines on all products.

HOUSING (H10. Construction and Civil Engineering Industries)

- 3.14 The responsibility Deal will support the Thurrock's regeneration and housing ambition to deliver 26,000 new jobs and 18,500 new homes by 2021 by engaging contractors and sub-contractors who bid for tenders in Thurrock. Construction workers tend to be itinerant and male dominated, and therefore hard to reach. This pledge can be adopted and included in all contract tender documents for potential bidders, thereby improving the health of construction workers contracted to council regeneration projects.

TRADING STANDARDS (A4 Tackling under-age alcohol)

- 3.15 Tackling under-age alcohol pledge will support the Challenge 25 initiative already in place within Trading Standard. The Trading Standard team are piloting Challenge 25 in the Stanford area. It is a legal requirement for businesses to have an age verification scheme in place. These schemes require on and off-trade staff to ask for an agreed form of identification before selling alcohol, to reduce the number of illegal purchases by under-18s. The trading standards team are active on the Tobacco Work stream and a tobacco plan has been endorsed for 2014.

PHYSICAL ACTIVITY (P3 Active Travel) (P4 Activity in the work place)

- 3.16 These two pledges will build on current initiatives that are already operating such as 'travel to work by walking and cycling' and swimming activities. The public health team

are working with Active Essex to bring more resources into Thurrock to support physical activity for local people.

SUMMARY

- 3.17 The Responsibility Deal will not introduce new initiatives, but will support existing projects or programmes by increasing the availability of healthier options and choices. We will encourage eligible employees to participate in NHS Health Checks for vascular disease and other NHS screening programmes (for example breast or bowel cancer). It will support the alcohol challenge and physical activities such as active travel, swimming programmes and cycling initiatives. We will also work with local businesses and partners to explore how we can attract alcohol free bars to the main town centres such as Lakeside and Grays.

4. TIMETABLE

- 4.1 See appendix 2.
- 4.2 Each pledge must be registered on the PHRD website. We will subsequently provide and submit a brief delivery plan within six weeks of sign up. It is proposed that each pledge is owned and managed by the appropriate department management team (DMT) with support from the public health to draft and submit the delivery plan.
- 4.3 At the end of April each year, an annual update will be published on the PHRD web site which will set out in more detail, what has been achieved over the previous year, April to March.

5. REASONS FOR RECOMMENDATION:

- 5.1 Endorsing the 12 pledges will enable the officers to improve the health of people who live, work or visit Thurrock and reduce health inequalities.
- 5.2 Healthier employees tend to be more resilient, productive and reduce the costs of sickness absence. Healthier options and choices for customers can help to reduce the huge costs that poor health places on society and the economy.
- 5.3 Each pledge mentioned in appendix 1, also lists the benefits to public health and the benefits to employers and employees. Local businesses can sign individual pledges themselves, however, it is more likely they will sign up if the Council leads by example.

6. CONSULTATION (including Overview and Scrutiny, if applicable)

- 6.1 N/a.

7. IMPACT ON CORPORATE POLICIES, PRIORITIES, PERFORMANCE AND COMMUNITY IMPACT

- 7.1 PHRD supports the delivery of the Community Strategy and it will help deliver the strategic priority to “**Improve health and well-being**”. The objectives are:
- Ensure people stay healthy longer, adding years to life and life to years
 - Reduce inequalities in health and well-being
 - Empower communities to take responsibility for their own health and well-being
- 7.2 PHRD will also support the Health and Wellbeing strategy priority:
- People stay healthy longer, adding years to life and life to years;
 - Inequalities in health and wellbeing are reduced; and
 - Communities are empowered to take responsibility for their own health and wellbeing.

8. IMPLICATIONS

8.1 Financial

Implications verified by: **Mike Jones**
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mxjones@thurrock.gov.uk

The scheme detailed within the report will be financed through the ring-fenced public health grant. These have been considered as part of the Council’s medium term financial strategy.

8.2 Legal

Implications verified by: **Michael Henson-Webb**
Telephone and email: **020 8227 3800**
Michael.Henson-Webb@bdtlegal.org.uk

There are no legal implications in this report.

8.3 Diversity and Equality

Implications verified by: **Natalie Warren**
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The Council has a statutory duty to improve the health of the local population and reduce health inequalities. The Responsibility Deal will help the Council improve the health of people who work, live and visit Thurrock.

8.4 Other implications (where significant) – i.e. Section 17, Risk Assessment, Health Impact Assessment, Sustainability, IT, Environmental

None

BACKGROUND PAPERS USED IN PREPARING THIS REPORT (include their location and identify whether any are exempt or protected by copyright):

- [The Public Health Responsibility Deal March 2011](#)
- Public Health Responsibility Deal – Outline Business Case

APPENDICES TO THIS REPORT:

- Appendix 1 – PHRD Pledges
- Appendix 2 - PHRD timetable

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