

Title	<ul style="list-style-type: none"> • The Health of Children and Young People Director of Public Health Annual Report 2014 • DPHAR CYP Data Supplement
Date	20 November 2014
Report of:	Dr Jane O'Grady Director Public of Health
Lead contacts:	Katie McDonald Health and Wellbeing and Lead

Purpose of this report:

The Director of Public Health has a statutory duty to write an annual report reviewing the health of the local population and the county council has a duty to publish it.¹ The content, focus and structure of Director of Public Health Annual Reports are decided locally.

Summary of main issues:

This report combines the views and ideas of young people in Buckinghamshire with what local and national evidence tells us about some of the key health issues and what works to address them. The health areas focused on in this report were determined by the schools that helped to shape it, as being relevant issues that are faced by young people today, resulting in the recommendations in the report that aim to help keep our children and young people as happy and healthy as they can be, and to achieve their full potential. The report is designed to be read on line and features content developed by young people including videos and infographics. The full report is supported by a data supplement that provides more detail on the health of the population.

The work carried out with the children and young people for the report is not a stand-alone project but part of a wider collaboration to encourage health promotion in schools. The report is underpinned by the results from a social norms project 'RUDifferent' commissioned by public health to raise awareness and reduce the pressure young people feel to get involved in risky behaviours.

The report includes 8 overarching recommendations:

1. Partners should continue to work together to ensure that more women are in good physical and mental health during and after pregnancy.
2. Continue to invest in evidence based interventions in the early years that support families and support children to develop well and reach their full potential
3. Continue to invest in evidence based interventions that promote emotional wellbeing and resilience in children and young people. This is vital as it supports them to achieve what they want from life and cope with adversity. It

¹ As outlined in section 73B(5) & (6) of the 2006 Act, and inserted by section 31 of the 2012 Health and Social Care Act)

reduces the adoption of health damaging behaviours and supports the adoption of health promoting behaviours.

4. Continue to use the views, ideas and enthusiasm of young people to shape strategies and projects to improve their health and wellbeing and the services they receive.
5. Increase young people's awareness of the services and support available to them and use their advice to inform how best to communicate this information.
6. All partners should work closely together to improve outcomes and services for children and young people at risk of poorer health and wellbeing such as young carers, looked after children, those living in more disadvantaged areas and those with chronic illness or disability.
7. Ensure the health promoting potential of schools is as fully realised as possible.
8. Improve the data and information available on the health of mothers, babies, children and young people to guide our strategies and monitor progress.

The report and data supplement along with further information on the work carried out by public health can be found on the public health webpages <http://www.buckscc.gov.uk/public-health>.

Recommendation for the Health and Wellbeing Board:

The Health and Wellbeing Board is asked to note the Annual Report of the Director of Public Health and supporting Data Supplement, review the recommendations and discuss any actions required.

Background documents:

N/A