

Title	Director of Public Health Report Annual Report 2015 and Active Bucks Campaign
Date	7 June 2016
Report of:	Dr Jane O'Grady, Director of Public Health Buckinghamshire
Lead contacts:	Katie McDonald, Health and Wellbeing Lead Officer kamcdonald@buckscc.gov.uk 01296 382043

Purpose of this report:

1. Director of Public Health Annual Report

It is a statutory duty for the Director of Public Health to produce an annual report on the health of the population and the county council has a duty to publish it.

This year's report focuses on physical activity and highlights the wide range of benefits a more active population can bring. The report shows that places with active communities tend to have better social connectedness, be safer, greener and wealthier. Active communities are good for business and the taxpayer alike, increasing business productivity and reducing demands on health and social care services.

The report is of particular relevance to the Health and Wellbeing Board because it provides further evidence and local information to strengthen the [Bucks Physical Activity Strategy 2014-17](#) formally endorsed by the Board to '**make physical activity a priority**' as part of its Joint Health and Wellbeing Strategy in May 2014. The report is also published in the same year as the launch of new community based physical activity opportunities in Buckinghamshire as part of the [Active Bucks Programme](#).

Given the huge benefits of physical activity and the missed opportunities resulting from low levels of physical activity evidenced in Buckinghamshire, the report calls for an urgent need for action across all sectors to improve the health and wellbeing of individuals and our communities to make the county an even better place to live.

The report was submitted to Buckinghamshire County Council Cabinet on 4 April and Cabinet members endorsed it as a basis for discussion with cabinet members and partners. The full report has been included in the agenda pack and is available alongside the supporting data supplement on the Public Health webpages.

<http://www.healthandwellbeingbucks.org/Resources/Councils/bucks-public-health/DPHAR%20single%20new%20version.PDF>

<http://www.healthandwellbeingbucks.org/Resources/Councils/bucks-public-health/APPENDIX%20PH%20Outcomes%20Grid%202015.pdf>

Summary of Recommendations of the 2015/16 DPHAR

Active environments

Local government and partners should work to ensure that:

- We make active travel a safe and attractive option for Buckinghamshire residents so they can easily build being active into their busy lives
- The design of the built environment promotes physical activity for all ages and abilities including provision of safe green spaces for play and recreation close to where people live
- New housing developments should be designed to promote physical activity and active travel
- Green spaces in urban areas are maintained or improved, especially in areas where there is poorer access to high quality green space and higher health needs
- Opportunities to be active throughout Buckinghamshire are widely promoted to residents and visitors.

Active communities

- Continue to work with communities to explore how best to make physical activity part of the social “norm” for that community, ensuring community ownership and engagement that can help bring about the changes needed.

Communities can also help by supporting and participating in local activities to help ensure they are sustainable. People can also become physical activity Community Champions as part of the Active Bucks programme to help promote physical activity opportunities in their community.

Local organisations and other bodies such as housing trusts and parish councils should consider whether there are more ways they could help their communities be more active.

Children and young people

- Buckinghamshire County Council, early years centres and schools should continue to work together to ensure all settings are able to deliver physical literacy skills to 3-7 year old children.
- Buckinghamshire County Council should continue to work with young people and their families, schools and other partners to ensure more children and young people are physically active particularly in the teenage years.

Working age adults

- Local businesses and employers should explore whether they could help more employees become more active e.g. through increasing active travel, greater awareness of opportunities to be active, participation in the Workplace Challenge initiative or by volunteering to support community activities. NHS organisations and local government as very significant local employers have a key role in this area.

Older adults

- Local organisations should continue to develop more opportunities for older adults to access regular group-based physical activity opportunities as a vital way to maintain health and independence and social networks.
- Ensure design of the built environment supports older people to be more active.
- Ensure that more residential care settings develop more opportunities for older adults to participate in regular evidence based physical activity that will help prevent falls and maintain physical and mental health.
- Social care services and commissioners should consider how best to support frontline staff in encouraging older people to be more active.

Health services

Ensure the promotion of physical activity is a major part of the “radical upgrade in prevention” that the NHS has to deliver by:

- Ensuring physical activity is a key part of the care planning discussions with patients and that patients can be signposted to appropriate local physical activity opportunities
- Commissioning clinical services that offer consistent physical activity advice as part of the treatment discussions with patients including services for people with diabetes, heart disease, cancer and musculoskeletal services
- Continuing to commission appropriate clinical services such as cardiac rehabilitation and pulmonary rehabilitation with evidence based physical activity components.
- Ensure appropriate training for the workforce to ensure they are skilled and confident in brief behaviour change advice, motivational interviewing and providing advice about physical activity to the people they are caring for.

Residents

- Residents should consider how they could build more activity into their daily lives to reap the benefits of a more active life.

2. Active Bucks

The Active Bucks project aspires to help all Buckinghamshire residents lead happier, healthier lives. Following consultation with Buckinghamshire residents last year, a wide range of activities have now been commissioned at both a Local Area Forum (LAF) and countywide level.

The Active Bucks promotional campaign launches on the 6 June. The Director of Public Health will provide an update on the campaign and activities at the Health and Wellbeing Board meeting on 7 June.

Overview:

The campaign offers a free first activity session, using the campaign website to link people with the ideal activity for them, from over 4000 activities across Buckinghamshire (including Active Bucks activities). 19 Community champions

(volunteers) have been recruited to support sustainability of the project and recruitment will continue for the duration. 142 Active Bucks activity programmes have been commissioned and each will run for 6 months, delivering 3408 Active Bucks activity sessions in total.

Up to date information about all Active Bucks activity sessions, including a description of the activity, venue, time etc. can be found on the Active Bucks webpages: www.buckscc.gov.uk/activebucks.

Recommendations for the Health and Wellbeing Board:

1. Director of Public Health Annual Report:

- 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.
- Members to identify how they will support the recommendations in the report

2. Active Bucks

- The Health and Wellbeing Board is asked to identify how they can support and promote the launch of Active Bucks activities to engage communities, particularly inactive people.

Background documents:

Director of Public Health Annual Report 2015

Appendix – Director of Public Health Annual Report 2015 – Public Health Outcomes Grid