



## Health & Wellbeing Board Report template

Bury Health and Wellbeing Board

Title of the Report	North West Directors of Public Health Manifesto: Top Ten for Number Ten
Date	9 <sup>th</sup> July 2014
Contact Officer	Lesley Jones, Director of Public Health
HWB Lead in this area	Lesley Jones, Director of Public Health

### 1. Executive Summary

Is this report for?	Information <input type="checkbox"/>	Discussion <input type="checkbox"/>	Decision <input type="checkbox"/>
Why is this report being brought to the Board?	To raise awareness of the NW DPH Manifesto and to discuss and agree a Board response.		
Please detail which, if any, of the Joint Health and Wellbeing Strategy priorities the report relates to. (See attached Strategy)   Living_well_in_Bury_Making_it_happen_to	All		
Please detail which, if any, of the Joint Strategic Needs Assessment priorities the report relates to. (See attached JSNA)   Bury JSNA - Final for HWBB 3.pdf	All		
Key Actions for the Health and Wellbeing Board to address – what action is needed from the Board and its members? Please state recommendations for action.	To discuss and agree a Board response to the Manifesto.		
What requirement is there for internal or external communication around this area?	Dependent on agreed response		
Assurance and tracking process – Has the report been considered at any other committee meeting of the	Raised as question in Council on 9 <sup>th</sup> July, 2014		

Council/meeting of the CCG Board/other stakeholders....please provide details.	
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## 2. Introduction / Background

The North West Group of the Association of Directors of Public Health (NW DPH Group) have developed a manifesto- "Top Ten for Number Ten" highlighting the top 10 policies that they believe would make the most significant difference to health. The aim is to raise awareness and gain cross party political and stakeholder support for these important evidenced based public health issues. It will also be used to influence national public health bodies.

The manifesto was formally launched on Tuesday 1st July at the Festival of Public Health in Manchester.

## 3. key issues for the Board to Consider

The actions identified within the manifesto lie largely outside local control. Implementation of these policies at a national level would however, have a significant impact on improving the health of the people of Bury and reducing health inequalities both within the borough and between Bury and the England average. Adoption of this manifesto would support the goals of our Health and Wellbeing Strategy and create the conditions that would enhance the impact of locally delivered interventions.

Despite our best efforts, life expectancy in Bury is significantly worse than the for England and the gap in life expectancy within the Borough is almost 7 years for men and over 11 years for women. Furthermore:

- Around 17% of Bury Children are living in poverty
- Around 12% of households in Bury are living in fuel poverty
- 1/5 of reception aged children, 1/3 of year 6 children and over 2/3 of adults in Bury are overweight or obese
- Bury has the worst rate of tooth decay among children in the Northwest
- There are around 1200 alcohol related hospital admissions a year from Bury
- Public Health England estimate that around 96 deaths per year in Bury are attributable to air pollution (mostly from road traffic) with an associated 947 life years lost.

These are wicked issues – there is no single solution. Knowledge and education is not enough to change health related behaviours. People’s health is determined by the extent to which they have access to the economic, social, and physical resources they need to meet their needs and deal with changes to their circumstances. Without addressing these wider determinants of health such as adequate income, housing, and environmental quality; strategies that focus on advocating change at the individual level will have very limited impact at a population level and may exacerbate inequalities.

Many so called ‘health choices’ are also strongly influenced and determined by the commercial sector which are driven by a profit motive vs a health motive. The alcohol, tobacco food, soft drinks and car industries for example put significant resources into product development, advertising and marketing products to increase sales.

Addressing these wider and commercial determinants of health requires action that can only be taken at a national level. For example the most significant interventions to impact on reducing smoking prevalence have been the ban on advertising, taxation policy, restriction on sales and the introduction of the smoke-free legislation.

The NW DPH group acknowledge that there would be significant challenges in implementing these policy measures but a seeking to build a broad consensus on priorities as a first step.

#### 4. Recommendations for action

- To discuss and agree a Board response to the NW DPH Manifesto

#### 5. Financial and legal implications (if any)

If necessary please see advice from the Council Monitoring Officer Jayne Hammond ([J.M.Hammond@bury.gov.uk](mailto:J.M.Hammond@bury.gov.uk)) or Section 151 Officer Steve Kenyon ([S.Kenyon@bury.gov.uk](mailto:S.Kenyon@bury.gov.uk)).

N/A

#### 6. Equality/Diversity Implications

N/A

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**Date:** 9<sup>th</sup> July, 2014