

# **Public Health Annual Report 2018**

Update on  
recommendations  
from 2017



**Doncaster  
Council**

# Update on recommendations from 2017

If you have any questions or comments about any aspect of the report, please send them to me at: [PublicHealthEnquiries@doncaster.gov.uk](mailto:PublicHealthEnquiries@doncaster.gov.uk)



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## Give every child the best start in life

The first 1001 days (conception to second birthday) of a child’s life has lifelong effects on health, wellbeing, educational achievement and economic status.

The Doncaster Place Plan partners are developing a proposal for a consistent, sustainable and preventative integrated offer for the first 1001 days, which is locally available and strengthens family engagement as partners in securing the best start in life.

The effectiveness of Early Help was recognised in the January 2018 OFSTED inspection report. The number of children receiving Early Help continues to increase and, although multi-agency support has declined over the year, this is exceeded by the rate of growth in single agency work. However, re-referral rates into Early Help remain high. Work is being undertaken to explore this further.

Family Hubs are developing and all localities have a self-evaluation form which is updated four times a year. In the last year, judgements have moved from ‘requires improvement’ to ‘good’ as a result of the increased

participation of children and families. The integrated local offer working in and through Family Hubs focusses on health and development, employment support and children, family stability and supporting families with complex needs.

Healthy Learning Healthy Lives provides a framework and support for schools to work towards providing a health promoting environment for children. This includes specific criteria on providing a wide range of physically active opportunities.

There are over 30 primary schools providing the Daily Mile to children across Doncaster. Support and resources are available for any school to be able to deliver the Daily Mile to help embed physical activity into the day.

A Get Doncaster Moving ‘Active Schools’ group has been set up, to provide Borough-wide coordination and support for schools to increase and improve the quality of physical activity.

## Make good growth our watchword for economic development

The council has developed a social value policy that was published in December 2018 in order to maximise the social value of the 'Doncaster pound'. This will be followed up with a practical social value toolkit to assist with the embedding of social value within the commissioning and procurement of works, goods and services.

The Better Working Futures (National Work and Health Programme) is fully operational across South Yorkshire and is delivered by Reed in Partnership. Working Win (Work and Health Unit Trial) is fully operational and delivered by the South Yorkshire Housing Association. Both these approaches are directed at those who are out of work and have a health condition, with Working Win also helping those in work but at risk of becoming unemployed through health issues. The Local Integration Board ensures activity is fully aligned and that system barriers can be overcome through partnership working across Doncaster.

The Be Well @ Work award will be launched in the new year to support businesses to improve and maintain the health of their workforce. This is currently being piloted across several South Yorkshire businesses. The new award will be supported with an online portal containing toolkits, template policies and guides to support employers on a number of issues including

mental health, sleep and absence management. A joint event with Public Health England is being organised on issues that employers face with employee wellbeing including mental health support to issues around appropriate use of fit notes and what can be done to address those barriers. Workshops are being offered to local employers on mental health/ stress awareness, resilience and sleep.

A men's health football tournament was held in summer 2018, with 18 teams entered from a number of workplaces across Doncaster. 144 men attended the event where a range of health promotion activity was provided addressing cancer awareness, physical activity, mental health and smoking cessation.

Since the launch of the council's energy company, Great North Energy (GNE), in November 2017, over 4,300 supplies have switched. A cheaper energy supply for these residents equates to at least £250,000 of savings. The promotion of GNE adds to a list of other services the council is able to support residents with. These include: The Public Health funded Boiler on Prescription scheme (also known as the Winter Warmth Project). The Neighbourhood Energy Action project; the Energy Company Obligation grant and a variety of support services the Energy Team is able to refer to via a proactive home visit approach.

## Improve healthy life expectancy through preventing disabilities

The Doncaster Health and Wellbeing Board approved the prevention framework in September 2018 and this approach will be adopted by health and care partners.

Specific prevention work to address smoking in adults in contact with hospital services and making every contact count is being rolled out.

Get Doncaster Moving aims to help Doncaster's communities become healthier and more vibrant by increasing participation in physical activity and sport. In the past 12 months Doncaster has become one of 12 national Sport England Local Delivery Pilot sites to create innovative solutions that make it easier for people in our communities to become active. In addition we have developed a wide number of approaches including:

- Dance On aimed at providing easy dance sessions for women aged 60 and above.
- Sports Officer supporting local clubs and communities.
- Active Travel Officer to improve places to walk and cycle.
- Walking Officer to support communities to have walking opportunities for everyone.
- Active Dearne which will provide community champions and grants to support local people and organisations.

The Good Food Doncaster (GFD) Partnership is now established and Doncaster identified as a sustainable food city. Work has begun to address food insecurity, holiday hunger, food banks and vegetable box schemes/ sustainable food initiatives, particularly in relation to the town centre and wool market developments.

GFD includes people from Bentley Urban Farm, Jam Horse, the Real Junk Food Project, the Rotary Club, Flourish, Rotherham Doncaster and South Humber NHS Foundation Trust, Centre for Nutrition and Behaviour, VKN Digital, St Leger Homes, and the council. The sustainability of the partnership will be a key focus for 2019 in terms of charitable status and fundraising opportunities.

The council has incorporated controls on the increasing numbers of hot-food-takeaways and fast food outlets into the draft Doncaster Local Plan. New applications will be directed towards town, district and local centres and clustering of such premises should not undermine objectives to promote healthy living. Specific proposals relate to new planning applications within 400 metres of schools where the intention is to limit opening hours to after 5pm on weekdays with no over counter sales before that time.

The Food Enforcement Team continue to undertake inspections of existing takeaways and fast food outlets to ensure that they meet legislative requirements regarding food hygiene, labelling and composition, in particular that they comply with provisions relating to informing the public about allergens in food.

South Yorkshire Fire and Rescue are working with the council to consolidate and improve the Safe and Well referral scheme. This scheme identifies vulnerable residents who may be at an increased risk of accidental dwelling fire and provide them with a Home Safety Check and address any other concerns or support needs residents may have. In the last year 835 Safe and Well checks were completed, 223 of which resulted in onward referral. Following the successful introduction of the scheme in Doncaster, it is in the process of it being rolled out across all of South Yorkshire.

# Tackle unfairness and health inequalities

The council has adopted health implications in all cabinet and council reports. Key areas of focus this year have been supporting developing a ‘healthy’ local plan and ensuring health elements are reflected in the ‘inclusive growth strategy’.

**The Community Engagement Strategy was agreed by Cabinet in October 2018. This strategy sets out some key areas of focus for engagement, and where appropriate, co-design services with local people. The six areas of focus cover:**

- Active Citizen Voice – we will develop one consistent approach to enable consultation with our communities that is easy to access, where gaps exist, we will identify opportunities for communities to engage with us through a variety of forums and we will improve our internal processes to ensure our community information is readily available and up to date.
- Supporting volunteering – we will support the potential that volunteering offers by promoting and supporting the vast number of people and local businesses that give up their time to make a difference in the community.
- Supporting the Voluntary, Community and Faith (VCF) sector - we will create a clear partnership position on support for the sector including funding advice, training opportunities, and infrastructure support, making it clear how this will take place and how other VCF organisations can access it.
- Opportunities for training and development - we will develop a training plan that will support Elected Members and staff to better understand their role in community engagement, particularly when undertaking consultation. The aim is to consistently support the effective use of tools and techniques.
- Embedding social value in what we do - we will ensure that we consider economic, social and environmental factors when we make decisions about the use of public money.
- Bringing people together through the use of our Community Assets – we will use our assets creatively to support local communities to improve their areas and bring people together.

A revised Joint Strategic Needs Assessment (JSNA) policy was agreed in September 2018 to establish a new approach with three component parts – Open data, commissioned deep dives and an annual state of health report. An integral part of this will be an online repository of published data and information to share insights and enable evidence based commissioning, design and decision making. This will be a significant move away from legacy ways of JSNA creation and publication in static PDF documents.

The council is also investing in rolling out its new Business Intelligence solution. This is taking a ‘start small and build’ approach so developments with this tool will be built over time, with an ambitious and broad pipeline of requests primarily initially focussing on areas of highest risk and impact.

The first part of the Black Asian and Minority Ethnic (BAME) health needs assessment work was reported in March 2017. Since then a number of focus groups have been held with local BAME residents and this identified a need to develop on-going engagement. A BAME health advisory group has been established and a three-year action plan proposed which emphasises building capacity, trust and communication networks.

The approach to identifying and understanding unequal access and outcomes to the Improving Access to Psychological Therapy service for our BAME residents has been developed. This work has led to service adaptations and we are in the process of rolling the method out to other areas.

I'm keen to hear your views on this report.

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