



ARTICLE NO: 1F

**CORPORATE OVERVIEW &
SCRUTINY COMMITTEE:**

MEMBERS UPDATE 2011/12

Article of: Director of People and Places

Relevant Head of Service: Assistant Director Community Services

Issue: 2 September 2011

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SUBJECT: HEALTH PROMOTION ANNUAL REPORT 2010 - 2011

Wards affected: Borough wide.

1.0 PURPOSE OF THE ARTICLE

- 1.1 To provide Members with information about the work of the Health Promotion Service in the year 2010-2011, as detailed in the Health Promotion Annual Report, (attached as Appendix 2).

2.0 BACKGROUND

- 2.1 The Health Promotion Service has again produced an Annual report, which details the work and the initiatives undertaken by the Service during 2010-2011.
- 2.2 The aim of the Health Promotion Service is to educate, promote and improve the health and wellbeing of local people. The Annual Report is seen as an effective means of showing how the Service works towards achieving this aim and of making more people aware of the wide range of work the service is able to offer and provide.
- 2.3 The work of the Service contributes significantly towards the Council's corporate priorities and values by maximising opportunities to work with partners to improve the health and wellbeing of local people.

3.0 CURRENT POSITION

- 3.1 The Health Promotion Annual Report for 2010-11 has now been produced by the Service and a copy is attached to this article as Appendix 2.

- 3.2 The Annual Report outlines the work undertaken by the Service and what is achieved. It provides details of the wide range of initiatives and campaigns, which have been undertaken by the Service between in the year 2010-2011. Feedback from all activities has once again been very positive.
- 3.3 Some examples of work undertaken by the Service are provided below.
- 3.4 Again there was a huge demand from schools for Hand Washing talks, following the success of last year's campaign. As a result, 52 talks were provided to schools in the area. The talks provided a very large number of children with the opportunity to learn about the importance of hand washing in a fun and informative way.
- 3.5 In the light of growing national concern about the incidence of childhood obesity, the Service provided primary schools with the opportunity to receive a talk on the Eatwell Model for healthy eating for their Year 4/5/6 classes or, in smaller schools, their Key Stage 2 classes. The response was excellent and 29 such talks were provided to schools in order to encourage the children to eat in a more healthy way.
- 3.6 The Service provided much support in the preparation work for the very successful implementation of the National Food Hygiene Rating Scheme in West Lancashire on 1 June 2011. This involved contacting all food businesses to advise them of the forthcoming scheme, ensuring the details relating to those businesses were accurate and up to date and increasing public awareness of the new scheme.
- 3.7 A Commercial Safety Newsletter was produced which contained a wide range of articles on current health promotion, food safety and health & safety issues. The Newsletter was distributed to all businesses in the West Lancashire area, providing them with an update on key current matters.
- 3.8 The Service has continued to work with other Divisions and Services of the Council, NHS Central Lancashire, the community, the voluntary and statutory sector to raise the profile of health issues.

4.0 ISSUES

- 4.1 By submitting the Health Promotion Annual Report to Members, it is hoped to provide local transparency and accountability, as well as increasing awareness of the type of work undertaken by the Service and the benefits for the Community.

5.0 PROPOSALS

- 5.1 The Health Promotion Annual Report for 2010-2011 is being submitted to Members to provide information on the recent work of the Health Promotion Service.

- 5.2 Copies of the Annual Report will be distributed to a variety of local partnership organisations including NHS Central Lancashire, Lancashire County Council, the Health Protection Agency, the Health & Wellbeing Thematic Group of the Local Strategic Partnership, local employers and voluntary sector organisations.
- 5.3 A full colour version of the report has been placed in the Members Library.
- 5.4 A copy of the Annual Report will also be put onto the Council's Web-Site for public information and will provide an opportunity for comments to be made on the work of the service. The Annual Report also provides a feedback opportunity to anyone who is interested in receiving a talk on a specific issue or would like to work in partnership in developing a particular project with the Health Promotion Service.

6.0 SUSTAINABILITY IMPLICATIONS/COMMUNITY STRATEGY

- 6.1 The Council's Health Promotion Service contributes significantly towards improving the health of the local communities within West Lancashire.

7.0 FINANCIAL AND RESOURCE IMPLICATIONS

- 7.1 The costs associated with the work of the service outlined in the Annual Report and with the production of the Annual Report have been met from existing budgets.

8.0 RISK ASSESSMENT

- 8.1 The Health Promotion Annual Report describes the work undertaken by the Service in the previous twelve-month period. If adequate resources were not available, the Council may not be able to deliver such a varied and effective health promotion service. Both the Food Standards Agency and the Health & Safety Commission continue to see the promotion of health improvement as an important part of food safety and health & safety interventions by local authorities.

Background Documents

The following background documents (as defined in Section 100D (5) of the Local Government Act 1972) have been relied on to a material extent in preparing this Report.

Date

Document

File Ref

July 2011 West Lancashire Borough Council Health Promotion Report 2010-2011

Equality Impact Assessment

There is a significant direct impact on members of the public, employees, elected members and / or stakeholders. Therefore an Equality Impact Assessment is required. A formal equality impact assessment is attached as an Appendix to this report, the results of which have been taken into account in the Recommendations contained within this report.

Appendices

1. Equality Impact Assessment
2. West Lancashire Borough Council - Health Promotion Report 2010-2011.

Appendix 1

Equality Impact Assessment

Question 1

Using information that you have gathered from service monitoring, surveys, consultation, and other sources such as anecdotal information fed back by members of staff, in your opinion, could your service/policy/strategy/decision (including decisions to cut or change a service or policy) disadvantage, or have a potentially disproportionately negative effect on, any of the following groups of people:

- People of different ages – including young and older people
- People with a disability
- People of different races/ethnicities/nationalities
- Men
- Women
- People of different religions/beliefs
- People of different sexual orientations
- People who are or have identified as transgender
- People who are married or in a civil partnership
- Women who are pregnant or on maternity leave or men whose partners are pregnant or on maternity leave
- People living in areas of deprivation or who are financially disadvantaged

No, there is no adverse effect.

Potentially, there could be an adverse effect on non-English speaking businesses workplaces and their ability to comply with food safety and health and safety legislation. However, this Council, the Department of Health, the food standards Agency and the Health and Safety Executive have provided suitable guidance in a range of languages to help and support businesses to comply with such legislation. Therefore, such businesses are able to achieve compliance.

Question 2

What sources of information have you used to come to this decision?

Guidance documents, leaflets and booklets published by the Department of Health, the Food Standards Agency and the Health and Safety Executive, relating to food safety and health and safety issues.

Question 3

How have you tried to involve people/groups in developing your service/policy/strategy or in making your decision (including decisions to cut or change a service or policy)?

The Food standards Agency and the Health and Safety Executive have involved a range of groups in developing their guidance on food safety and health and safety matters, which is used for a range of communities on a national basis.

Question 4

Could your service/policy/strategy or decision (including decisions to cut or change a service or policy) help or hamper our ability to meet our duties under the Equality Act 2010? Duties are to:

- Eliminate discrimination, harassment and victimisation
- Advance equality of opportunity (removing or minimising disadvantage, meeting the needs of people)
- Foster good relations between people who share a protected characteristic and those who do not share it

No. The actions detailed in this report aim to ensure compliance with the Equality Act 2010, as well as with relevant legislation and national best practice guidance.

Question 5

What actions will you take to address any issues raised in your answers above?

Through the Department of Health, the Food Standards Agency and the Health and Safety Executive, this Council will continue to provide suitable guidance in a range of languages to help and support businesses to comply with health and safety legislation.