PUBLIC HEALTH REFERENCE GROUP – UPDATE

To: Health and Wellbeing Board

Date: 30 April 2015

From: Dr Liz Robin, Director of Public Health

1.0   PURPOSE

1.1   To provide a brief update report on the work of the Public Health Reference Group.

2.0   BACKGROUND

2.1   At the January meeting of the Health and Wellbeing Board, the Board approved the creation of a multi-agency Public Health Reference Group (PHRG) for a trial period of one year. The Board also proposed that rather than an annual report from the PHRG, it would be preferable to receive shorter and more frequent reports. The first meeting of the PHRG took place on 1st April 2015.

3.0   KEY POINTS

3.1   The terms of reference agreed for the PHRG included a proposal that it should be co-chaired by a member of the Cambridgeshire Public Service Board (CPSB) and the Director of Public Health. Paul Medd, Chief Executive of Fenland District Council,has agreed to Co-Chair the PHRG.

3.2   Cambridgeshire Health and Wellbeing Board was supportive of inviting representatives from Peterborough to the PHRG. The Head of Business Management and Commercial Operations - People and Communities, from Peterborough City Council attended the first meeting.

3.3   The PHRG discussed priorities and potential contributions across the member organisations involved. Discussion started with the Health and Wellbeing Strategy priorities, then covered the County Council Health Committee's development of a public health integration strategy, the CCG and health system's priorities for prevention, Public Health England national priorities, Cambridge Institute of Public Health research interests, and Peterborough priorities. There was strong mutual interest in the following areas of work:

- Actions to promote physical activity and healthy diet at a population level – which will help to reduce the health burden of obesity, amongst other benefits.
- Community Engagement on health issues, using an asset based approach

3.4   A task group was established to:

- Further review the public health evidence base on the two identified priorities.
- Propose a small number of key actions to be taken by our organisations to improve public health outcomes, considering both impact and cost effectiveness.
- Identify research/evaluation resources.
- Circulate proposals to PHRG members for comment before the next meeting on 9th July 2015.
- Present proposals for decision at the PHRG meeting on 9th July 2015

4.0   ALIGNMENT WITH THE CAMBRIDGESHIRE HEALTH AND WELLBEING STRATEGY

4.1   The mutual priorities identified by the PHRG align with the following Health and Wellbeing Strategy priorities and focus areas:

- Priority 3: Encourage healthy lifestyles and behaviours in all actions and activities while respecting people's personal choices:
  o Encourage individuals and communities to get involved and take more responsibility for their health and wellbeing
  o Increase participation in sport and physical activity and encourage a healthy diet, to reduce the rate of development of long term conditions, increase the proportion of older people who are active and and retain their independence, and increase the proportion of children and adults with a healthy weight.

- Priority 5: Create a sustainable environment in which communities can flourish
  o Encourage the use of green.open spaces including public rights of way and activities such as walking and cycling
  o Seek the views of local people and build on the strengths of local communities, including the local voluntary sector, to enhance social cohesion and promote social inclusion of marginalised groups and individuals.

5.0   RECOMMENDATIONS

5.1   The Health and Wellbeing Board is asked to:

a) Note and endorse the work of the Public Health Reference Group to take forward Priorities 3 and 5 of the Health and Wellbeing Strategy.

Source Documents	Location
Proposal to establish a multi-agency public health reference group. Paper to Health and Wellbeing Board January 2015	http://www2.cambridgeshire.gov.uk/CommitteeMinutes/Committees/AgendaItem.aspx?agendaItemID=10961