

REPORT TO: Executive Board

DATE: 20 November 2014

REPORTING OFFICER: Director of Public Health

PORTFOLIO: Health and Wellbeing

SUBJECT: Public Health Annual Report 2013-14- Drinking Less and Living Longer

WARDS: Borough wide

1.0 PURPOSE OF THE REPORT

- 1.1 The purpose of this report is to provide some background information on the 2013/14 Public Health Annual Report.

RECOMMENDATION: That the Board note the contents of the report and support the recommendations.

2.0 SUPPORTING INFORMATION

Public Health Annual Report

- 2.1 Since 1988 Directors of Public Health have been tasked with preparing annual reports - an independent assessment of the health of local populations. The annual report is the DPH's professional statement about the health of local communities, based on sound epidemiological evidence, and interpreted objectively. The annual report is an important vehicle by which a DPH can identify key issues, flag problems, report progress and, thereby, serve their local populations. It will also be a key resource to inform local inter-agency action. The annual report is a key means by which the DPH is accountable to the population they serve.
- 2.2 This year's Public Health Annual Report focusses on the topic of alcohol-related harm and sets out how we are working in partnership to reduce alcohol harm for individuals, families and communities. Alcohol-related harm affects all age groups within Halton. The report is therefore written from a life-course perspective and sets out key actions that will be taken for each group. A communities chapter is also included which covers issues that affect people of all ages e.g. crime and community safety, alcohol availability and price.
- 2.3 Reducing alcohol-related harm was chosen as a topic as it demonstrates the importance of working in partnership and what can be achieved when organisations work together across organisational boundaries. The public health team are currently working in partnership to develop a local alcohol

harm reduction strategy. In addition Halton is one of only twenty areas in the country to be awarded the status of being a Local Alcohol Action Area.

2.4 Chapters included in the report are as follows:

- Starting well: Promoting an alcohol free pregnancy and protecting Halton babies and toddlers from alcohol-related harm
- Growing well: Reducing underage drinking in Halton
- Living well: Promoting safe and sensible drinking among adults
- Aging well: Promoting safe and sensible drinking among older people
- Keeping our local communities safe from alcohol-related harm

Each chapter outlines the current levels of alcohol-related harm, describes current local activity to reduce alcohol-related harm, outlines gaps in current activities and makes recommendations for future actions.

3.0 POLICY IMPLICATIONS

3.1 Reducing alcohol harm is a key priority within the Health and Wellbeing Strategy and across the wider partnership. By highlighting the issue of alcohol harm within the Public Health Annual Report further emphasis is drawn to the importance of the issue and the partnership approach required to reduce alcohol-related harm in Halton.

4.0 OTHER/FINANCIAL IMPLICATIONS

4.1 There are no financial implications relating to the production of the Public Health Annual Report, however, the implementation of the recommendations set out within it may require investment. These will be considered as part of the Alcohol Harm Reduction Strategy and reported to the Board as appropriate.

5.0 IMPLICATIONS FOR THE COUNCIL'S PRIORITIES

5.1 Children and Young People in Halton

Alcohol harm can affect children and young people in a variety of different ways including; the harm caused by maternal alcohol consumption during pregnancy, parental alcohol consumption may impact on a child's health, development and safety, older children may drink alcohol to excess which can lead to both short term and long-term negative consequences. The report makes recommendations to reduce the impact of alcohol on children and young people in Halton.

5.2 Employment, Learning and Skills in Halton

Alcohol can affect an individual's ability to access or maintain employment as well as have a detrimental effect on educational attainment. The PHAR highlights these issues that will also be addressed through the Alcohol Harm Reduction Strategy.

5.3 A Healthy Halton

Reducing alcohol-related harm in Halton is a key priority within the Health and Wellbeing Strategy.

5.4 A Safer Halton

Alcohol misuse has a significant impact on community safety. Halton suffers from high levels of alcohol-related crime and anti-social behaviour. The report makes recommendations for actions to improve community safety in Halton.

5.5 Halton's Urban Renewal

A key objective set out in the report to reduce alcohol-related harm is the promotion of a diverse and vibrant local night time economy which does not centre on excessive drinking.

6.0 RISK ANALYSIS

There is no risk associated with the publication of the Public Health Annual Report.

7.0 EQUALITY AND DIVERSITY ISSUES

This report is in line with all equality and diversity issues in Halton.

8.0 REASON(S) FOR DECISION

The Public Health Annual Report is a statutory document.

9.0 ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

No alternative options considered.

10.0 IMPLEMENTATION DATE

With immediate effect following approval by Executive Board.

11.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972

Document	Place of Inspection	Contact Officer
Public Health Annual Report 2013-14- Drinking Less and Living Longer	HBC Website	Elspeth Anwar Elspeth.anwar@halton.gov.uk