

22nd PUBLIC HEALTH ANNUAL REPORT – EXECUTIVE RESPONSE

RECOMMENDATION	EXECUTIVE PORTFOLIO	RESPONSE
PUBLIC HEALTH PROCESSES WITHIN AGENCIES		
1. I congratulate the Council, and the other agencies party to the Stockport Health Promise, on the commitments they have entered into in the Health Promise and I recommend that they continue wholeheartedly to pursue those commitments.	Independence and Wellbeing	The Executive acknowledges that the Stockport Health Promise has been an innovative approach to engaging a wide range of directorates in an extended public health offer. The Executive also acknowledges that this has resulted in wider partnership work outside of the Council particularly with the NHS Foundation Trust and Stockport Homes. The Health Promise continues to reflect the Council’s commitment to improving the health of our residents and reducing health inequalities.
2. I congratulate the various agencies party to Stockport Together on adopting a strategy which has a strong preventive component and which also seeks to pursue a balance of care which acknowledges the importance of proactive early intervention. I recommend that they continue wholeheartedly to pursue this strategy.	Independence and Wellbeing	The Executive acknowledges the Prevention and Empowerment model as one of the 4 key programmes in Stockport Together. The Executive is committed to ensuring that the focus on prevention and early identification remains at the forefront of new developments including Stockport Family and the Locality Work programme. The Executive acknowledges that implementing prevention in every pathway alongside the wider range of Public Health programmes delivered by the Council will make a significant contribution to improving health outcomes.
3. I congratulate the Stockport NHS Foundation Trust on its work, as a pilot area, on developing public health standards for hospitals and I recommend that it formally adopts them and continues to pursue a high level of achievement of these standards.	Independence and Wellbeing	The Executive would like to extend congratulations to Stockport NHS Foundation Trust on this work and recognises the contribution that the FT and its staff make to improving public health outcomes. The Executive recognises that this work, developed in Stockport, is likely to be taken forward on a Greater Manchester basis and fully supports this.
RESOURCE STRATEGY		
4. I congratulate the Council on pursuing a public sector reform strategy focused on reducing need through prevention, on the promotion of resilient communities, on the optimisation of resources to focus on outcomes and on radical service redesign. I recommend that it continues to do so. Indeed I believe that in current financial circumstances any other	Support and Governance	The Executive support this recommendation and point to the recent approval of Stockport’s Borough Plan (‘Investing in Stockport’) as testament to the continued commitment of the Local Authority and its Partners to work closely together to address challenges relating to demand and public sector finances within Stockport.

22nd PUBLIC HEALTH ANNUAL REPORT – EXECUTIVE RESPONSE

RECOMMENDATION	EXECUTIVE PORTFOLIO	RESPONSE
<p>approach would have highly damaging consequences.</p>		<p>The Local Authority’s recently refreshed 2016/17 Council Plan is aligned with the longer-term vision set out in the Borough Plan and continues to reflect a focus on outcomes. Within this, the priority on growth and reform continues, with an added emphasis on GM devolution, along with the development of a new approach towards inclusion.</p>
<p>5. I recommend that a health impact assessment tool be incorporated into the integrated impact assessment of Investing in Stockport business cases</p>	<p>Policy, Reform and Finance</p>	<p>The Local Authority completes Equality Impact Assessments as a fundamental part of its policy making and planning processes. The purpose of an Equality Impact Assessment (EIA) is to provide evidence that consideration has been given to equalities issues and whether proposals will impact on any equality groups. The Council’s Equality Impact Assessment toolkit provides guidance to Officers about how to complete an EIA and document it in a standard pro forma, providing a means of demonstrating compliance with the Public Sector Equality Duty.</p> <p>The Equality Impact Assessment is a 4 stage process. Stage 2 is an assessment of the evidence base for the decision. A range of potential data sources might be relevant here and data analysis informing policy decisions will include all sources of relevant data, e.g. JSNA or other health impact assessments, and health impacts might be identified as a result of this. Where these impacts are relevant to consideration of equalities issues this analysis will form part of the evidence base for the EIA.</p> <p>The Local Authority will add health impact assessments to the list of data sources that might be relevant to considering equalities issues in making policy decisions accompanied by guidance as to how these can be considered within an equality impact assessment. Likewise environmental impact assessments and economic impact assessments might be relevant data sources (if available).</p>

22nd PUBLIC HEALTH ANNUAL REPORT – EXECUTIVE RESPONSE

RECOMMENDATION	EXECUTIVE PORTFOLIO	RESPONSE
		<p>However, the Equality Impact Assessment must focus on the impact of a proposed change on the nine protected characteristics and data from other impact assessments will not always be relevant to this.</p>
<p>6. I recommend that Stockport Together aims to optimise resources across the whole of the health and social care system rather than treating the NHS and social care separately. Otherwise the consequences of reductions in social care expenditure will seriously add to pressures on the NHS.</p>	<p>Independence and Wellbeing/ Supporting Adults</p>	<p>The Executive acknowledges both the sustainability challenge that the health and social care economy faces in the coming years and the population pressures within the Borough. The Executive fully endorses the strategic aim of Stockport Together to enable the partner organisations to deliver the highest quality service whilst making efficiencies that will improve the experience the people of Stockport receive.</p>
<p>7. I value greatly the roles currently played by the police in local communities, in mental health, in crime prevention, and in the enforcement of laws relating to health.</p>	<p>Independence and Wellbeing</p>	<p>The Executive supports this recommendation and will ensure that the Safer Stockport Partnership is informed of the DPH’s acknowledgement of the contribution that the Police make in these areas. The Executive believes this will strengthen the other current programmes working with other partners such as the Greater Manchester Fire and Rescue Service.</p>
<p>NATIONAL ACTION TO IMPROVE HEALTH</p>		
<p>8. I recommend that Stockport MPs and political parties fully support the Government’s strategic welfare to work objective and debate how to improve its implementation.</p>	<p>Support and Governance</p>	<p>The Executive notes that this recommendation is addressed to Stockport MPs and political parties, who have been invited to respond directly to the Director of Public Health.</p> <p>The executive confirms that Stockport has implemented a local Council Tax Support scheme which is very closely aligned to the national Housing Benefit scheme. As such it mirrors the structure and level of award so as to encouraging people to move into work. Universal Credit is live in Stockport; the Councils role is to support people to claim UC which strongly focuses on getting people back to work. Stockport Council has placed an officer at the Job Centre Plus to enable him to offer immediate support to new UC claimants, ensuring they establish good budgetary habits and have in place the most appropriate payment arrangements for their UC.</p>

22nd PUBLIC HEALTH ANNUAL REPORT – EXECUTIVE RESPONSE

RECOMMENDATION	EXECUTIVE PORTFOLIO	RESPONSE
		Through offering positive support at the start of the claim, customers are less likely to fall into difficulties and are in a better position to focus on finding employment.
9. I recommend that Stockport MPs and political parties pursue the adoption at national level of a strategy based on the principles set out in recommendation 4.	Support and Governance	<p>The Executive notes that this recommendation is addressed to Stockport MPs and political parties, who have been invited to respond directly to the Director of Public Health.</p> <p>The Executive fully supports the strategy and principles outlined in their response to 4 above.</p>
10. I recommend that Stockport MPs and political parties debate the implications of Government protecting NHS budgets but cutting social care budgets in a situation where the two services operate as a coherent whole, increasingly with combined budgets.	Independence and Wellbeing/ Supporting Adults	The Executive notes that this recommendation is addressed to Stockport MPs and political parties, who have been invited to respond directly to the Director of Public Health.
11. I recommend that Stockport MPs and political parties also question the description of public health as a “non-NHS” service when it is part of the comprehensive health service which has, ever since 1948, been called “the NHS”, when the bulk of its expenditure is with NHS bodies and when prevention is central to NHS financial strategies.	Independence and Wellbeing	<p>The Executive notes that this recommendation is addressed to Stockport MPs and political parties, who have been invited to respond directly to the Director of Public Health.</p> <p>The Executive confirms that this recommendation was discussed in the debate opposing government health cuts in the Council meeting on 2nd July 2015 when the Public Health budget cuts were announced. It was emphasised that PH is an important contributor to the NHS.</p>
12. I recommend that Stockport MPs and political parties carefully consider and debate the implications of the scientific evidence on austerity and its implications for consideration of unconventional financial strategies.	Independence and Wellbeing/ Supporting Adults	The Executive notes that this recommendation is addressed to Stockport MPs and political parties, who have been invited to respond directly to the Director of Public Health.
13. I applaud the government on the successful implementation of the recent ban on smoking in cars with a person under 18 present and on smoke free prisons. I recommend that Stockport MPs and political parties acknowledge that effective national strategies	Independence and Wellbeing	<p>The Executive notes that this recommendation is addressed to Stockport MPs and political parties, who have been invited to respond directly to the Director of Public Health.</p> <p>The Executive fully supports initiatives that contribute to reducing</p>

22nd PUBLIC HEALTH ANNUAL REPORT – EXECUTIVE RESPONSE

RECOMMENDATION	EXECUTIVE PORTFOLIO	RESPONSE
<p>on tobacco, alcohol, and obesity (including sugar and physical activity) must be an essential part of containing NHS costs and that opposition to such strategies can therefore be viewed as carrying heavy financial costs which must be accounted for.</p>		<p>smoking prevalence in our population, recognising that smoking continues to be the major preventable cause of ill health.</p> <p>The Executive recognises the high cost of lifestyle behaviours that contribute to an increase in long term conditions, poor health and morbidity. It welcomes effective national strategies that address a more integrated approach to these behaviours.</p>
<p>14. I recommend that Stockport MPs and political parties fully understand and support the NHS Five Year Forward View.</p>	<p>Independence and Wellbeing</p>	<p>The Executive notes that this recommendation is addressed to Stockport MPs and political parties, who have been invited to respond directly to the Director of Public Health.</p> <p>The Executive encourages leaders, managers and staff in both the Council and the NHS to fully understand and support the local implementation of the NHS Five Year Forward View.</p>
<p>15. I recommend that Stockport MPs and political parties consider the proposals put forward by the North West Directors of Public Health as to priorities for Government action to improve health.</p> <p>http://www.cph.org.uk/publication/top-ten-for-number-ten-a-public-health-manifesto-from-the-north-west-directors-of-public-health/</p>	<p>Independence and Wellbeing</p>	<p>The Executive notes that this recommendation is addressed to Stockport MPs and political parties, who have been invited to respond directly to the Director of Public Health</p> <p>The Executive would expect consideration of the proposals to be included in the development of the new Health and Well Being Strategy.</p>
<p>16. I recommend that Stockport MPs and political parties consider the Due North report and also consider the opportunities for public health opened up by the Northern Powerhouse.</p> <p>http://www.instituteofhealthequity.org/projects/due-north-the-report-of-the-inquiry-on-health-equity-for-the-north</p>	<p>Independence and Wellbeing</p>	<p>The Executive notes that this recommendation is addressed to Stockport MPs and political parties, who have been invited to respond directly to the Director of Public Health.</p> <p>The Executive recognises, and is committed to reducing health inequalities in the Borough. The Investing in Stockport Borough Plan 2015-20 highlights the importance of addressing health inequalities</p> <p>The Executive supports the health inequalities programmes that have been running in the Priority neighbourhoods. The Health and Well Being Board and the Health and Well Being Scrutiny</p>

22nd PUBLIC HEALTH ANNUAL REPORT – EXECUTIVE RESPONSE

RECOMMENDATION	EXECUTIVE PORTFOLIO	RESPONSE
		Committee have received updates on these programmes. The particular focus on engaging communities in innovative ways to change health behaviours around smoking and uptake of preventative health care services is welcomed.
17. I recommend that Stockport MPs and political parties warmly welcome the increase in the national minimum wage and support further progress towards the living wage as originally defined (what is increasingly becoming called “the real living wage” although I dislike that term and would prefer a better one)	Support and Governance	The Executive notes that this recommendation is addressed to Stockport MPs and political parties, who have been invited to respond directly to the Director of Public Health
BEHAVIOUR CHANGE		
18. I present to the people of Stockport the advice contained in chapter 29 as to how they can improve their own health and I ask all agencies to consider how they can contribute to educating, encouraging, enabling and empowering this process, supported by engineering and enforcement where appropriate.	Independence and Wellbeing	The Executive acknowledges its Public Health leadership role in the Stockport Council Plan 2015-6. The Executive will work with Stockport Partnership, Stockport Together, Stockport Family and Investing in Communities to develop support to residents to secure improved health outcomes.
19. I recommend that all agencies consider how they can make healthy choices the most prominent choices.	Independence and Wellbeing	The Executive recognises the importance of making the environment, both within the Council and the wider community, more conducive to making healthy choices. For example by making recycling easier for our residents, making sure healthier foods are more prominent in our canteens and redirecting people to stairs rather than lifts. The Executive is keen to support further initiatives of this nature.
20. I recommend that all agencies consider whether there are areas where they can make healthy choices the default choices.	Independence and Wellbeing	The Executive acknowledges its Public Health leadership role in working with agencies, partners and communities to explore and support this recommendation. The Executive expects that staff within the Public Health directorate, staff working to deliver the Health Promise and staff in Stockport Together and Stockport Family will utilise opportunities in their partnership work with other agencies to promote this approach
21. I recommend that all agencies consider how they can	Independence and	The Executive supports both this approach in general and the

22nd PUBLIC HEALTH ANNUAL REPORT – EXECUTIVE RESPONSE

RECOMMENDATION	EXECUTIVE PORTFOLIO	RESPONSE
<p>indicate a welcoming approach to healthy choices, for example by displaying notices welcoming breastfeeding.</p>	<p>Wellbeing</p>	<p>specific work in promoting breast feeding as a way of ensuring that mothers in Stockport feel supported in their choice to breastfeed. The Health and Well Being Scrutiny Committee, in their January meeting, received a presentation from NHS and Public Health staff working in this area. Members welcomed the use of peer supporters and emphasised the benefits this could provide, particularly for those in the most deprived communities where breast feeding rates are low. It was commented that more effort was needed to overcome the cultural barriers that might discouraged start-up and maintenance to re-normalise breastfeeding. As such, there was an acknowledgement that all public sector organisations, the Council and NHS partners should be doing all they can to support and encourage breastfeeding</p>
<p>22. I recommend that steps be taken to ensure that the implications of loss aversion as a cognitive bias, and its implications for change strategies, are more fully understood.</p>	<p>Independence and Wellbeing</p>	<p>The Executive recognises the value of using Behavioural Insights as a mechanism to improve health and welcomes the opportunity to explore this approach to make a difference to people’s lives. The Executive encourages its staff and partners to consider successful behavioural change techniques in their approach to change management.</p>
<p>SOME FURTHER CONTRIBUTIONS OF HEALTH & SOCIAL CARE SYSTEMS TO PREVENTION</p>		
<p>23. I recommend that Stockport Together considers how the health and social care system can contribute to healthy ageing by avoiding iatrogenic ageing. The word “iatrogenic” means “caused by healthcare” and what I mean by “iatrogenic ageing” is the situation where people prematurely become dependent and frail as a result of a treatable illness being attributed to old age, or as a result of advice being given which encourages people to prematurely consider themselves old.</p>	<p>Independence and Wellbeing/ Supporting Adults</p>	<p>The Executive supports the promotion of a culture change where primary prevention is part of everyday lives and where person centred approaches encourage people to live the healthiest, most active lives they can. The Executive supports the aim to provide ‘more healthy years as well as longer lives’ by identifying people with health and social care needs earlier, and supporting them in an integrated way to self-manage.</p>
<p>24. As a specific example I recommend that Stockport Together considers how the health and social care system can contribute to healthy ageing by the better</p>	<p>Independence and Wellbeing/ Supporting Adults</p>	<p>The Executive recognises the importance of identifying needs as early as possible by providing health and social care services locally and by better understanding what motivates people to adopt</p>

22nd PUBLIC HEALTH ANNUAL REPORT – EXECUTIVE RESPONSE

RECOMMENDATION	EXECUTIVE PORTFOLIO	RESPONSE
identification of frailty and its treatment by physical activity.		healthy behaviours, including physical activity. The Executive supports the aim for the workforce to be champions for health by adopting active, healthy lifestyles. Through the LivewellWorkwell initiative, the Executive provides support and advice for staff wishing to improve their health and wellbeing.
25. I recommend that Stockport Together considers how the health and social care system can contribute to welfare to work strategies and to the well-being of sick and disabled people by recognising the therapeutic potential of helping keep people in work when they become chronically sick and work is appropriate.	Independence and Wellbeing/ Supporting Adults	The Executive acknowledges the roles that employment plays in promoting wellbeing. The Prevention and Empowerment and Proactive Care programmes of Stockport Together emphasise the importance of encouraging healthy behaviours, and harnessing community resources to support people to manage long term conditions. By providing support close to communities, people can be supported to remain in work for as long as possible.
26. I recommend that Stockport Together considers how, by promoting work and other forms of meaningful life activity where appropriate, the health and social care system can contribute to welfare to work strategies, to the well-being of people with mental health problems, and to resource optimisation in mental health services.	Independence and Wellbeing/ Supporting Adults	The Executives supports the ambition of Stockport Together to achieve parity of esteem and resource for mental and physical wellbeing, and acknowledges that these are often co-related dependencies in driving behaviour and motivation or capacity to change. People with mental health problems will be supported to stay well by building support and capacity in communities, and by being able to access expertise at the right time, in the right place.
27. I welcome the steps that have been taken to make NHS sites completely smoke free. I recommend stricter enforcement by Stockport NHSFT of its existing policy and I recommend that other providers follow its lead.	Independence and Wellbeing	The Executive supports the promotion of smoke free sites in all public areas and recognises the need for concerted action in this area. The Executive acknowledges the work of the Stockport Tobacco Alliance specifically in relation to smoke free workplaces.
Some Further Contributions of the Council to Prevention		
28. I recommend that providers of 'built' and 'green' infrastructure more closely co-ordinate their outputs in order to work towards a liveable and climate-resilient Town Centre including attention to Urban Heat Effect	Supporting Places	The Executive notes that this recommendation aligns with adopted Council planning policy and the National Planning Policy Framework.
29. I recommend that in its work on public realm the Council fully appreciate the social, environmental and	Supporting Places	In considering planning applications, the Executive seeks to ensure the minimisation of tree loss. Where negotiating in respect of

22nd PUBLIC HEALTH ANNUAL REPORT – EXECUTIVE RESPONSE

RECOMMENDATION	EXECUTIVE PORTFOLIO	RESPONSE
economic benefits of trees		development proposals which are accompanied by associated landscaping proposals, officers seek to ensure that appropriate levels of tree planting is secured through this process.
30. I recommend that there be serious consideration of much more widespread adoption of 20mph speed limits within the borough.	Supporting Places	Stockport Council supports the concept of introducing 20mph speed limits in appropriate areas. The Council has had a long term policy of developing 20mph limits on roads adjacent to schools and also of introducing 20mph areas in residential areas and district centres where they are supported by the public. The Council will seek opportunities to identify new areas as part of area schemes e.g. Cycle City Ambition Grant, A6 to Manchester Airport relief Road and the Town Centre Access Plan.
31. I recommend that the Council commit to a Council led development showcasing an exemplar approach to Green Infrastructure (including a green roof, green walls and accessible public space) to provide a local leading example of the economic, social and environmental benefits of such an approach.	Supporting Places	The Council approved a Green Infrastructure study for the town centre in 2015 which identified a number of opportunities for enhancement. Tree planting is being delivered as part of the Council's Town Centre Access Plan and regeneration schemes including a pilot tree scheme with Red Rose Forest and the local business community and accessible public realm in the Redrock Stockport development.
32. I recommend that Stockport Family considers how it can further develop its approach to promoting child safety and preventing child injury	Supporting Children	This recommendation is accepted. Child safety and preventing child injury are important objectives for Stockport Family. We will ensure that the Stockport Family team work very closely with the accident prevention co-ordinator.