

The role of District Councils in improving public health and the partnership approach that is being taken in Selby

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Selby Health Matters: Making Selby District a healthier and happier place to live and work

Background

North Yorkshire is a two tier Local Authority made up of one County Council and 7 district/borough councils. Selby District Council (SDC) is committed to improving population health and deliver locally against a range of North Yorkshire County Council (NYCC) public health strategic priorities; using the King's Fund report "The District Council Contribution to Public Health" (November 2015) as a framework. There is strong support from elected members that this work should be taken forward.

"District councils make a major, but often under-recognised, contribution to the health of their citizens and communities. As English devolution and the move towards integrated place-based public services gathers pace they will be critical partners for the NHS and other tiers of local government seeking to develop population health systems." Kings Fund (2015)

Reflections:

What has worked well?

- There is strong support from elected members and senior leaders in SDC.
- The work is owned by the District Council with support from Public Health
- Bringing together services such as economic development and public health to reduce inequalities
- Stimulating action in other areas of Selby District and joining partners together who have not traditionally worked together
- Community voice has been embedded throughout the process
- Greater acknowledgement that health is in everyone's agenda.

What were we trying to achieve?

There are more people in Selby dying early compared to the rest of North Yorkshire. NYCC and SDC have worked together to form the Selby Health Matters partnership to take work to deliver against two overarching outcomes:

- The population of Selby District is healthy and happy
- Healthy life expectancy is increased and health inequalities are reduced in the Selby District

What action have we taken?

A Selby Health Matters partnership group has been established led jointly by the District and County Council. The group is made up of partners from SDC, NYCC, Selby Big Local, Vale of York CCG, Community First Yorkshire and Inspiring Healthy Lifestyles.

An analysis of demographics and epidemiological data was undertaken. 2 lower super output areas (LSOAs), populated by approximately 3,500 people, fall within the 20% most deprived LSOAs nationally. Selby district has higher than average adult obesity levels, health inequalities in cardiovascular disease, cancer and diabetes, air quality issues related to town centre congestion and rural road safety issues.

Engagement with stakeholders has taken place to gather feedback on what they felt the health issues are for the population of Selby District. Partners were also asked what was working well and whether there were opportunities to work together better to improve the health of the population.

Key themes emerging from the data, previous consultations and engagement with stakeholders, were: mental health, obesity, air quality and transport, sexual health, health inequalities, social isolation and substance use.

A Selby Health Matters Event was held, attended by approximately 60 delegates from a range of agencies. The event explored the themes that had emerged from the engagement exercise. Delegates were asked to look at the story behind the issue and ideas for actions that could be developed to improve outcomes. There was positive feedback from the event, with many commenting on the "can do attitude" amongst delegates and the willingness to work together.



Outputs:

- A Selby Health Matters action plan is being drafted, structured around the areas from the Kings Fund report to ensure that health is embedded in the district council's core work. These include housing, leisure and green spaces, economic development, planning, environmental health and engaging with communities.
- This is underpinned by two principles: we will work to improve the health of the poorest fastest and reduce health inequalities and the action plan will focus on both physical and mental wellbeing.
- A virtual network has been set up to share information and ideas amongst professionals working in Selby, and to keep stakeholders up to date with developments.
- Ongoing engagement with stakeholders and the community.
- Links have been made with PHE to develop a "One You Selby" campaign.
- A business case is being developed to secure funds to develop an active travel strategy for Selby around healthy workplaces and active travel for families.
- Selby Big Local held an asset based health workshop and secured commitment to take action to develop asset based approaches to health.

Challenges:

- The need to identify quick wins to build confidence in the work
- Timescales are not aligned. For example planning documents cannot be updated immediately so changes to guidance on fast food takeaways will happen in the medium term
- Translating health in all policies is complex and will take time to embed
- Ensuring this work is sustainable
- Developing a targeted and meaningful action plan bringing together a range of priorities but also adding value

