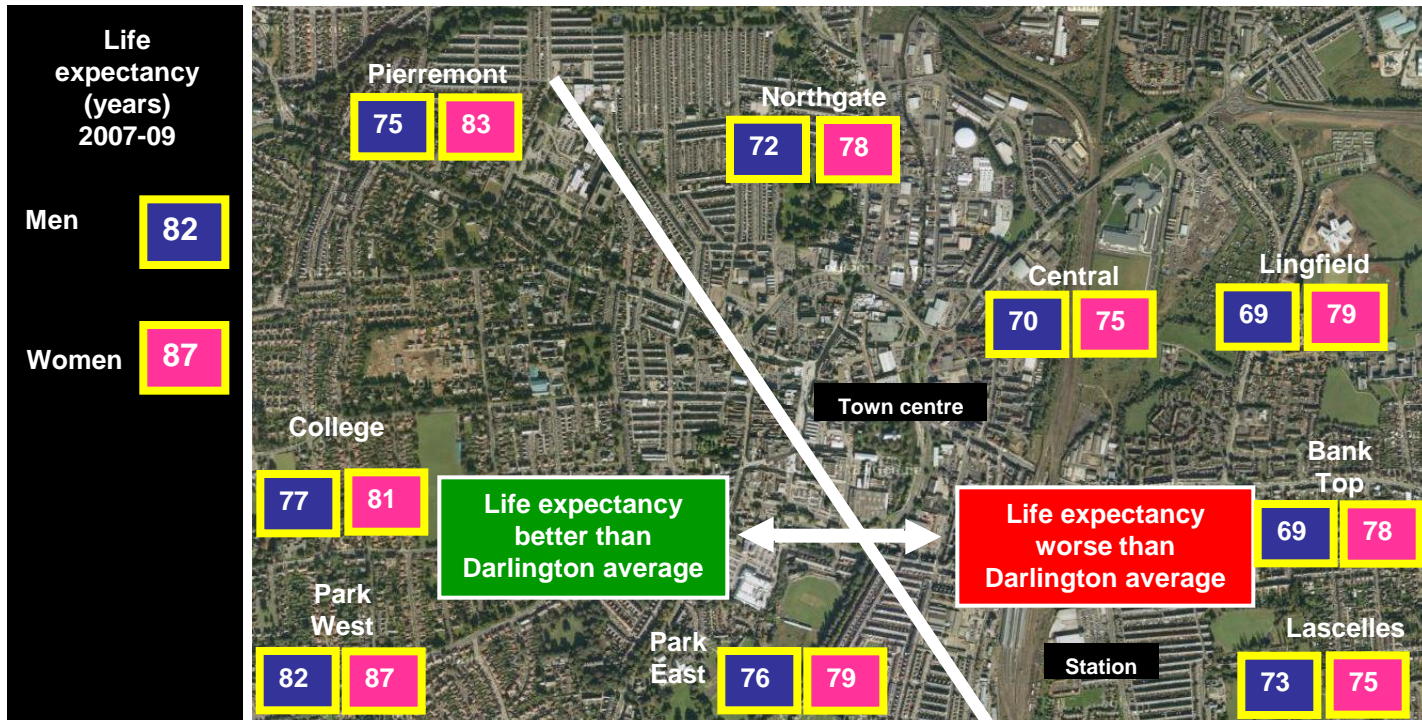

Building Blocks for Good Health in Darlington

Annual Report of the Director of Public Health

2013



Demography



East meets west – the scale of inequality in life expectancy in Darlington



Building Blocks for Good Health

Demography

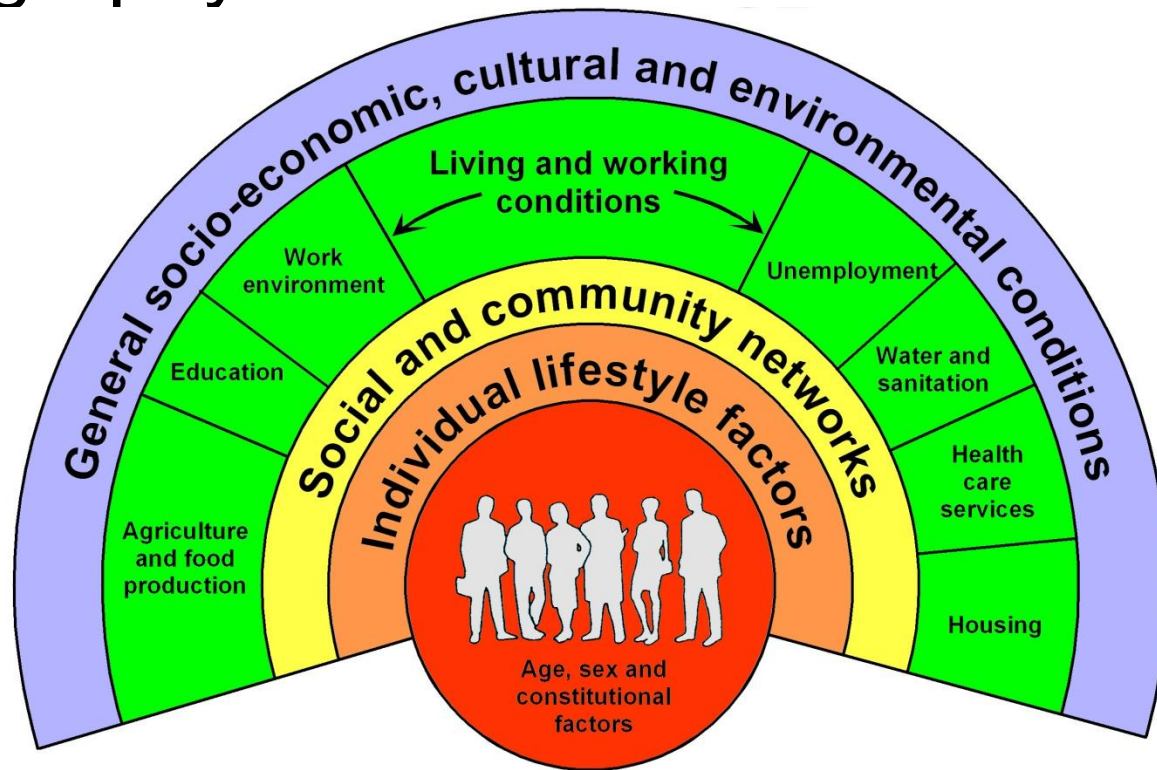


- There is wider variation in the experience of health and wellbeing and ill health and early deaths in Darlington.
- Men from the least deprived areas of Darlington live nearly 15 (14.6) years longer than those from the most deprived areas and the difference for women is nearly 12 (11.6) years.



Building Blocks for Good Health

Demography



Source: Dahlgren and Whitehead, 1991



The Best Start

Children & Young People's Health

“Disadvantage starts before birth and accumulates through life”

Professor Sir Michael Marmot

- Infant mortality rates are low, lower than the England average, however a focus is needed on a healthy pregnancy and support for families to meet need.
- The percentage of mothers smoking in pregnancy (19.6%) is significantly worse than the England average (13.3%). Darlington is one of the first Councils in the North East to commission the **Baby Clear** pilot which provided women and families with intensive support.
- The National Child Measurement Programme indicates that we have average levels of obesity overall in our children however by Y6 levels vary within Darlington and a whole life course approach is needed.



Disease & Poor Health

“In order to address health inequalities, create the conditions for people to take control over their own lives” Professor Sir Michael Marmot

- Death rates from heart disease and stroke have shown a decline since 2006/08 however remain higher than the England average.
- Common causes of premature deaths include poverty, smoking, alcohol, poor diet and inactivity and high blood pressure.
- The NHS Health Check Programme is a national risk assessment and management programme for people aged 40-74 years.



Health & Lifestyle

“Inequality occurs at many levels, inequality in choice impacts heavily on lifestyle factors”

- DAAT commissions a range of services for adults and young people to promote prevention, harm reduction, treatment and recovery.
- Effective actions to tackle harm from alcohol focus on availability of alcohol, price and the “normalisations” of alcohol to the point where there are increasingly few alcohol free leisure activities.
- The sexual health of young people is often the focus of public health initiatives, however sexual health is the entitlement of people of all ages and is an integral element of health and wellbeing.



No Health Without Mental Health

- Improving mental health and wellbeing is a core part of improving the health of people in Darlington. A clear plan will be developed to describe “universal” actions, early intervention for people at risk and targeted actions to strengthen the role of ill health prevention.
- Mental Health First Aid training and applied suicide intervention skills training (ASSIST) have been delivered in Darlington and we need to review that the most appropriate groups are accessing the training.



No Health without Mental Health

Five ways to wellbeing

Connect

With the people around you. With family, friends, colleagues and neighbours. At home, work, school or in your local community. Think of these as the cornerstones of your life and invest time in developing them. Building these connections will support and enrich you every day.

Be active

Go for a walk or run. Step outside. Cycle. Play a game. Garden. Dance. Exercising makes you feel good. Most importantly, discover a physical activity you enjoy and that suits your level of mobility and fitness.

Take notice

Be curious. Catch sight of the beautiful. Remark on the unusual. Notice the changing seasons. Savour the moment, whether you are walking to work, eating lunch or talking to friends. Be aware of the world around you and what you are feeling. Reflecting on your experiences will help you appreciate what matters to you.

Keep learning

Try something new. Rediscover an old interest. Sign up for that course. Take on a different responsibility at work. Fix a bike. Learn to play an instrument or how to cook your favourite food. Set a challenge you will enjoy achieving. Learning new things will make you more confident as well as being fun.

Give

Do something nice for a friend, or a stranger. Thank someone. Smile. Volunteer your time. Join a community group. Look out, as well as in. Seeing yourself, and your happiness, linked to the wider community can be incredibly rewarding and creates connections with the people around you.



Growing Older, Ageing Well

“Good Friends is a pioneering scheme which aims in its first year to recruit 1,000 volunteers to help 1,500 older and vulnerable people with simple day-to-day tasks in a bid to increase independence, combat isolation and improve quality of life”

- Our population is getting older due to improved health and wellbeing.
- Carers (of all ages) form over 10% of the total population, they should have access to support if required and an improved understanding of the range of conditions they cope with. Nearly 2,500 carers are over 65 years old.



Building Better Health Outcomes

Working Well

“Darlington Cares is a partnership of the town’s leading employers committed to making Darlington a better place through a coordinated approach to corporate social responsibility and employee-volunteering.”

- Employers of all sizes and across sectors can access the support provided by the Darlington Investors in Health Award or the North East Better Health at Work Award.



Improving Health in a Fairer Way

- The wider determinants of health include housing, water and sanitation, unemployment, work environment, food production and availability, leisure opportunities, education, community networks and access to health care services.
- People in rural areas can be experiencing inequalities that may not be easy to identify.



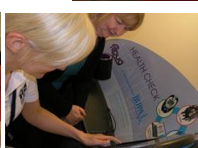
Building Resilient Communities

- Resilience is the capacity of people to deal with life's challenges – key factors that affect resilience include activities that promote wellbeing and building social capital.
- Actions that promote wellbeing are not just an individual responsibility, they can be shaped by communities coming together to promote opportunities for being active, connecting, continuing learning and looking after their environment.



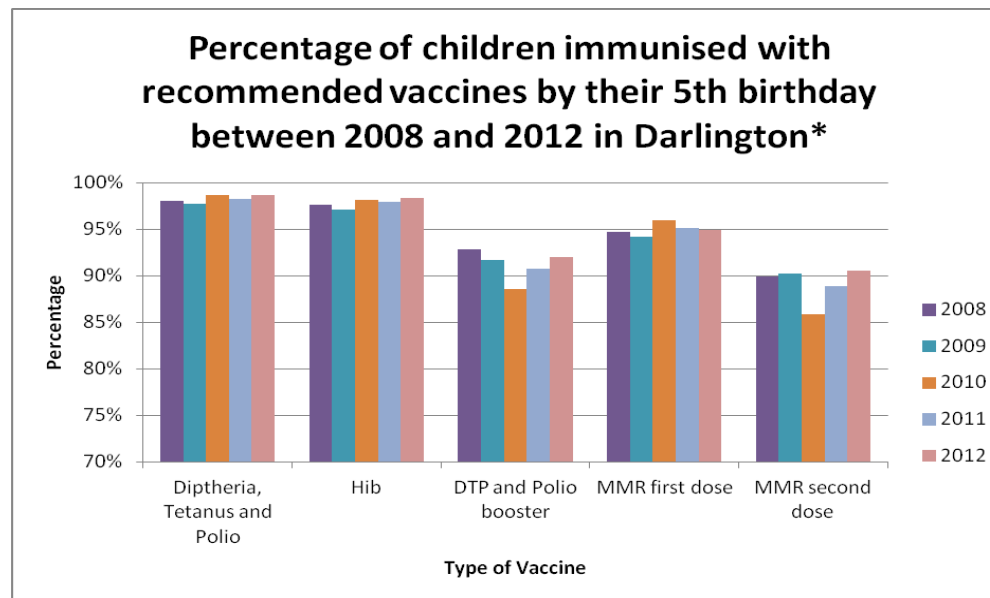
Investing Together : Value for Money

- Local services should be planned by agencies working together, with common aims and measures to reduce health inequalities.
- The financial pressures on public services increases the need to make the most efficient use of all resources.



Health Protection

- Health protection is one of the domains of Public Health, the Director of Public Health has responsibility for the overview, prevention and control of infection and communicable disease in the population.



Inequalities & Health Protection

“Health protection risks do not affect all parts of our community equality. Some individuals and communities are disproportionately affected by particular health threats resulting in poorer health and a greater likelihood of illness and disease”.

- Some of the individuals and communities can include:
- People in travelling communities who have lower rates of immunisation than non-travelling communities
- Men who have sex with men
- Immunising children with physical or learning disabilities
- Vulnerable adults e.g. homeless
- People who inject drugs

