

*“A fairer, healthier
Derbyshire”*

The Director of Public Health
Annual Report 2014

Director of Public Health Annual Report

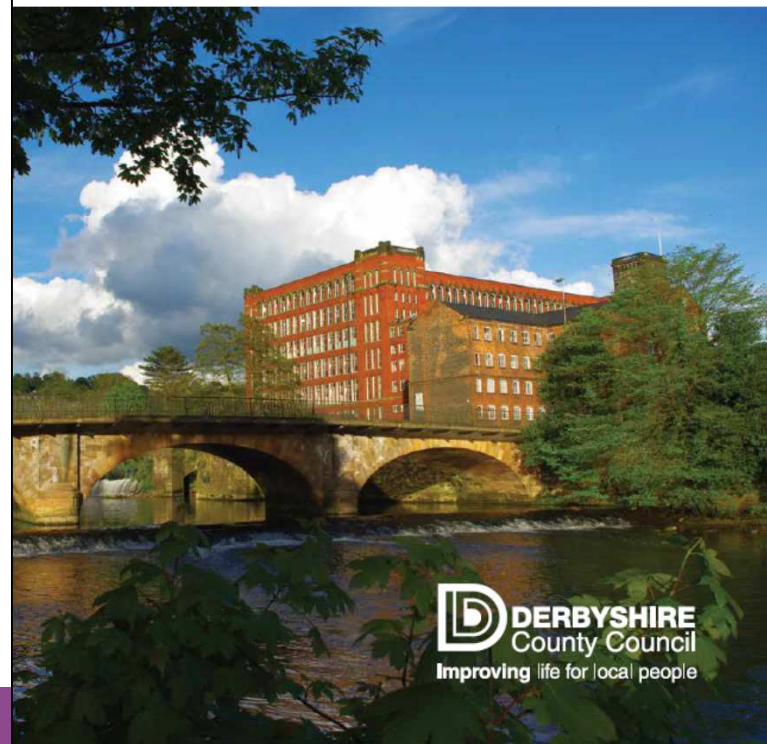
- It's a statutory duty for each Director of Public Health to publish an annual report on the health of the population
- It provides an opportunity for informing local people and organisations about the health of their community
- The report is independent and so allows the Director to highlight local issues and priorities

A fairer, healthier Derbyshire

- This 2014 report is the first since Public Health's move to Derbyshire County Council
- The report focuses on the health impacts of poverty
- It provides a positive narrative about what would work to strengthen anti-poverty responses across Derbyshire

A fairer, healthier Derbyshire

Derbyshire Director of Public Health
Annual Report 2014



A fairer, healthier Derbyshire

- The report makes a total of 17 recommendations across 4 themes
- Recommendations are aimed at individuals, communities and organisations
- Taken together, they demonstrate how individuals, communities and organisations across Derbyshire can collaboratively work to improve health and wellbeing by reducing the impact of poverty

Health dimensions of poverty considered under 4 chapters:

- Improving financial inclusion
- Reducing child poverty
- The importance of the economy and work
- Reducing the impact of cold weather



Improving financial inclusion

Derbyshire financial inclusion facts:

- there are an estimated 100,000 financially excluded people
- there has been a 25% increase in demand for benefits and debt advice over the last 3 years
- there are 22 food banks that provide emergency food parcels
- an estimated £112m of benefits goes unclaimed each year
- welfare reforms will remove £219m from the local economy each year

Improving financial inclusion

Recommendations focus on actions to:

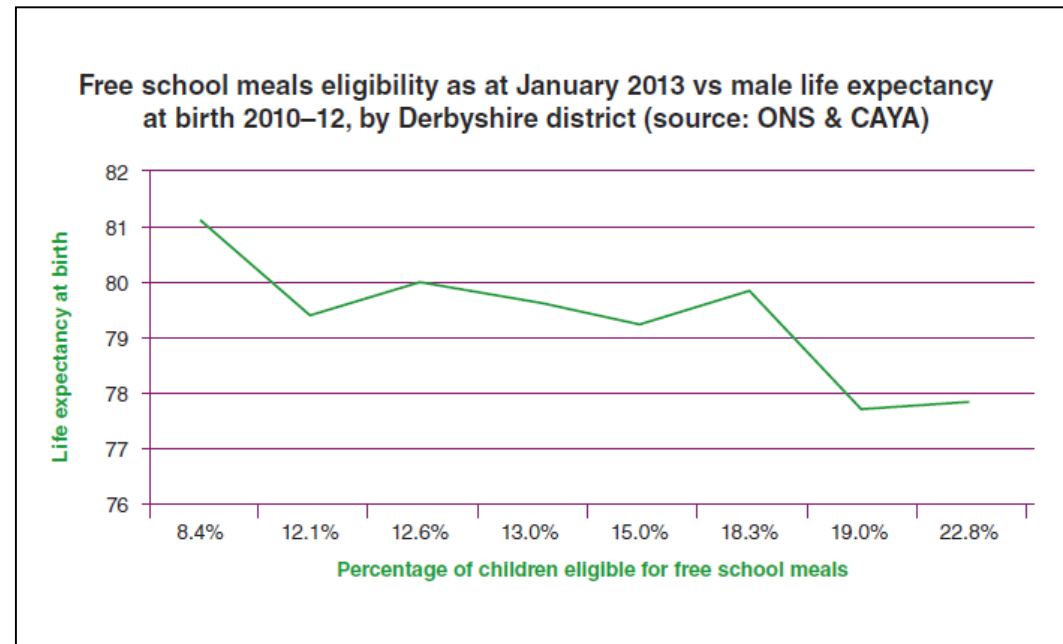
- make Derbyshire a “Living Wage” economy
- tackle under-claiming of benefits



- provide money management skills training
- expand the use of Derbyshire's credit unions

Reducing child poverty

- Approx 23,000 children under 16 live in poverty in Derbyshire
- Children living in poverty are 4 times more likely to be poor adults
- Uptake of free early years education is as low as 31% in parts of Derbyshire



Reducing child poverty

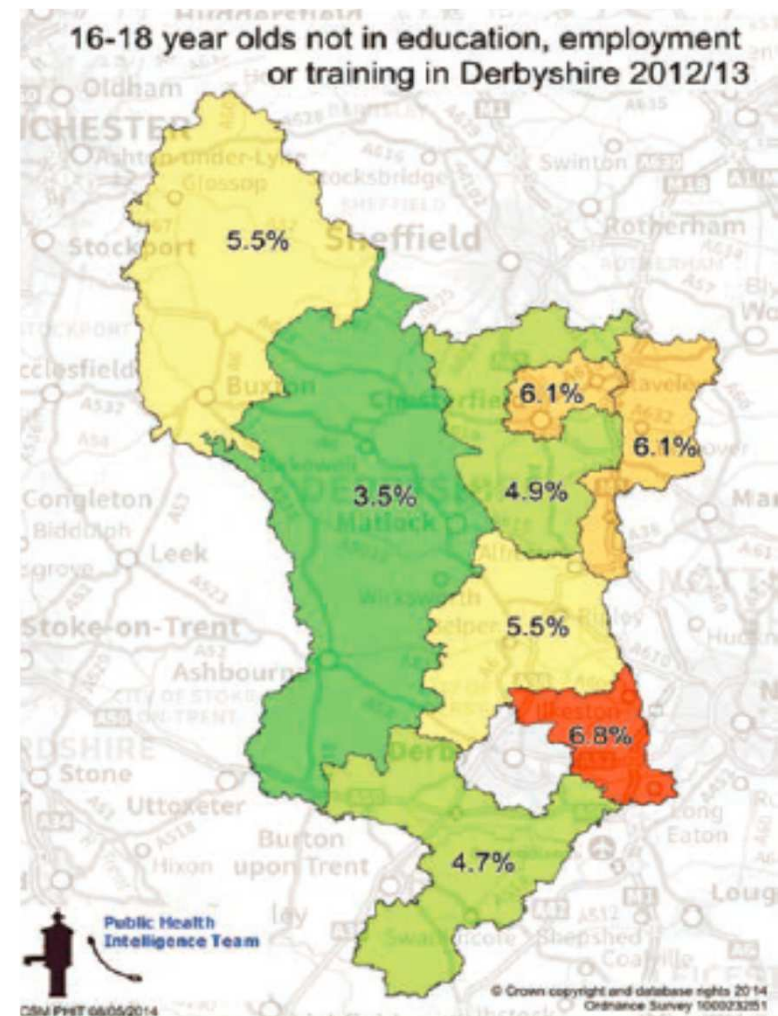
Recommendations:

- ensuring appropriate and flexible childcare that allows parents to improve employment opportunities
- increase uptake of free school meals and breakfast clubs
- increase uptake of free early education places



The importance of the economy and work

- 1 in 5 wards in Derbyshire have an unemployment rate higher than the national average
- Unemployment rates double amongst those with a disability
- The recession disproportionately affected young people's job prospects



The importance of the economy and work

Recommendations highlight the need for:

- Improved employment opportunities for young people
- Embedding of social value commissioning by public sector organisations
- Development of healthy workplaces
- Inclusion of health and social care sector in local economic strategies



Juniper's 'Mint' programme, in the High Peak, aims to help 16 to 19 year olds not in education, employment or training to attain skills. Training is completed in interesting ways to meet the needs of young people that have previously had negative experiences at school. They operate a 100% progression promise and aim to progress every student in to sustainable jobs with training or apprenticeships.

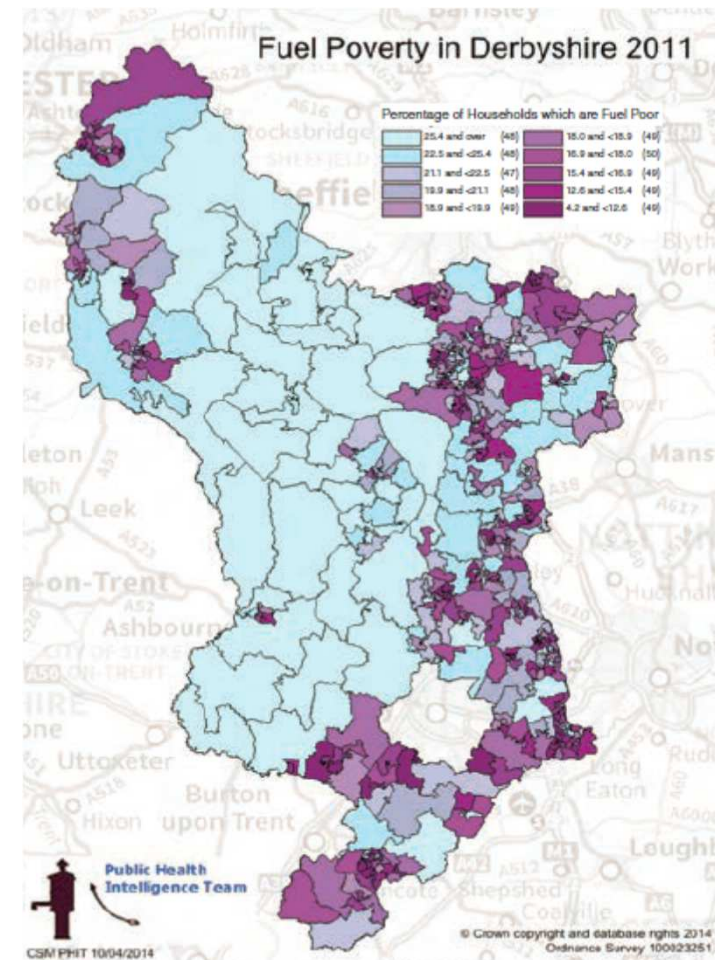
Reducing the impact of cold weather

- There are 463 excess winter deaths in Derbyshire and 83,000 households living in fuel poverty
- Individuals at highest risk of fuel poverty and poor health in winter are:
 - people with long-term respiratory or cardiovascular illness, and
 - people on low incomes, especially
 - those living in rural locations with restricted fuel choices, or
 - families with young children living in poorly insulated, private rented accommodation, or
 - older people unable to economically heat a larger family home



Reducing the impact of cold weather

- Recommendations highlight need to:
 - maximise access to affordable warmth schemes and grants
 - systematically identify and refer vulnerable households
 - lobby central government to reduce the impact of housing-related policies



Challenges to partners

How can your organisation contribute to reducing the impact of poverty in Derbyshire?

- Do all employed staff and those in commissioned services receive a Living Wage?
- Could staff do more to maximise the uptake of benefits and entitlements amongst clients?
- Are Credit Unions actively promoted within your organisation, for example through pay packet messages?

Challenges to partners

- Are childcare arrangements and flexible working in place to support parents to improve employment opportunities?
- Does your organisation consider social value in commissioning plans?
- How does your organisation support 16-24 year olds to access training, education or employment opportunities?
Could it offer graduate placements or apprenticeships?
- Can staff contribute to identifying and referring vulnerable individuals and households at increased risk of winter mortality?

If your organisation wants to make a commitment, please contact Mandy Chambers, Public Health, Derbyshire County Council

Email: mandy.chambers@derbyshire.gov.uk

Tel: 07768468452

Copies of the report can be downloaded from:

www.derbyshire.gov.uk/social_health/improving_public_health/public_health_annual_report/default.asp