

**HEALTH AND WELL-BEING BOARD  
28 SEPTEMBER 2021****DIRECTOR OF PUBLIC HEALTH ANNUAL REPORT**

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**Board Sponsor**

Councillor Karen May, Cabinet Member with Responsibility for Health and Well-being

**Author**

Dr Kathryn Cobain, Director of Public Health

(Please click below  
then on down arrow)

**Priorities**

Mental Health & Wellbeing

Yes

Being Active

Yes

Reducing harm from Alcohol

Yes

Other (specify below)

**Safeguarding**

Impact on Safeguarding Children

No

If yes please give details

Impact on Safeguarding Adults

No

If yes please give details

**Item for Decision, Consideration or Information**

Decision

**Recommendation**

- 1. The Health and Well-being Board is asked to note and support the findings of the 2020/21 Director of Public Health Annual Report and to agree to endorse the recommendations stated within.**

**Background**

2. Directors of Public Health have a statutory requirement to write an independent annual report on the health of their population and the Local Authority is required to publish it. The Director of Public Health Annual Report is a vehicle for informing local people about the health of their community, as well as providing information for decision makers in local health services and authorities on health gaps and priorities that need to be addressed.

**The Director of Public Health Annual Report 2020/21**

3. The theme of this year's Director of Public Health Annual Report, attached in draft at **Appendix A**, is the role of Primary Care in prevention, population health and narrowing health inequalities.

4. The Director of Public Health Annual Report considers opportunities to improve health and well-being through Primary Care in Worcestershire. This was considered a key area of the health and social care system to focus on, given its important role in ill-health prevention and the unique positioning which enables it to have a positive impact on health inequalities; the significance of which has been highlighted over the past year as a result of COVID-19.

5. The Director of Public Health Annual Report describes how Primary Care services have adapted through the pandemic, and how we access them and the wider services they act as a front door to. It makes recommendations to maximise the role of Primary Care in prevention and population health, to focus on places and assets as we move to a future where we live with COVID-19, tackle the health inequalities that have been exposed, and work together with our communities and partners, as part of new local Integrated Care Systems (ICS).

### **Dissemination**

6. The Health and Well-being Board is asked to consider how the partner organisations represented by its members might best endorse, and respond to, the recommendations of the report.

7. A marketing and communications plan will be prepared to ensure Director of Public Health Annual Report is communicated widely with partners across the health and care system, and Worcestershire residents.

### **Legal, Financial and HR Implications**

8. Every Director of Public Health must produce an annual report. This is a statutory requirement and must be complied with.

### **Privacy Impact Assessment**

9. Not applicable.

### **Equality and Diversity Implications**

10. An Equality Relevance Screening has been completed in respect of these recommendations. The screening did not identify any potential Equality considerations requiring further consideration during implementation.

### **Contact Points**

County Council Contact Points  
County Council: 01905 763763  
Worcestershire Hub: 01905 765765

Specific Contact Points for this report  
Dr Kathryn Cobain, Director of Public Health  
Tel: 01905 845863  
Email: [kcobain@worcestershire.gov.uk](mailto:kcobain@worcestershire.gov.uk)

### **Supporting Information**

- **Appendix A** – draft Director of Public Health Annual Report 2020/21