

# Public Health Annual Report 2019

## The First 1001 Days

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Rotherham  
Metropolitan  
Borough Council 

# Annual Report of the Director of Public Health

- Statutory duty to write independent report on health and wellbeing of local population
- The annual report continues to be one of the ways in which DPH can highlight specific issues that will improve the health and wellbeing of the population of Rotherham
- 2018 previous Annual Report focussed on ‘What keeps us happy and well in Rotherham?’



# Progress on recommendations from last year (2018)

- 1) Re-launch of JSNA
- 2) Raising awareness/training mental health
- 3) Workforce development and training as part of the Thriving Neighbourhoods strategy
- 4) Support the expansion of the offer of social prescribing
- 5) All partners to continue to support the 'Working Win'
- 6) Rotherham launch of the South Yorkshire BeWell@Work Award
- 7) Interactive artwork at the Rotherham Show



# 2019 Annual Report - Focus of Report

- The First 1001 Days – A legacy for life
- Key Influencers on the First 1001 Days
- Preparing for Parenthood
- Pregnancy
- The First 2 Years of Life, including showcasing what we are doing in Rotherham

Rotherham 'Influencers on health' model, based on Dahlgren and Whitehead 1991



# The First 1001 Days – Window of Opportunity



- Between conception and a child's second birthday
- Critical to life-long health and wellbeing
- Not every baby has the same opportunities in Rotherham
- Impact of parental behaviours
- Wider societal influences e.g. living in areas with polluted air



# Recommendations

In Rotherham we will develop, jointly with all stakeholders and partners, a clear and ambitious plan to improve support for children, parents and families in the first 1001 days; key actions are outlined below.



# What we can do together

Work in a partnership with our services to improve the health and wellbeing of families and their young children. In particular have a focus on:

1. Reduction in Smoking in Pregnancy rates
2. Improve diet and nutrition
3. Promote physical activity
4. Increase breastfeeding prevalence
5. Increase Ages and Stages Questionnaire -3
6. Improve air pollution
7. Support offered by Public Health Commissioned Services



**Any questions?**

