

<h1>BRIEFING</h1>	<b>TO:</b>	Health Select Commission
	<b>DATE:</b>	9 <sup>th</sup> July 2020
	<b>LEAD OFFICER:</b>	Teresa Roche, Director of Public Health Tel: 01709 255845, 07788 386974 E-mail: Teresa.roche@rotherham.gov.uk
	<b>TITLE:</b>	2019 Annual Report of the Director of Public Health

## 1. Background

<b>1.1</b>	Directors of Public Health (DsPH) in England have a statutory duty to write an Annual Public Health Report to demonstrate the state of health within their communities. It is a major opportunity for advocacy on behalf of the health of the population and as such can be powerful both in talking to the community and also to support fellow professionals in across the Council and partner organisations.
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## 2. Key Issues

<b>2.1</b>	For 2019's Annual Report, I have chosen to return to one of the most important areas of the life course, namely the period of life between conception and a child's second birthday, the so-called "1001 Critical Days".
<b>2.2</b>	Evidence shows that the first 1001 days is critical to life-long health and wellbeing. Importantly, it is not only a significant time for the child, but also incredibly relevant to parents and would be parents. It is difficult to reverse negative consequences beyond 1001 days.
<b>2.3</b>	However, we know from the science that not every baby born in Rotherham has the same opportunities as their peers for a healthy and fulfilled life. This can be caused by several parental behaviours such as smoking and drinking alcohol during pregnancy, not eating a balanced diet and taking little exercise. And the well-being of the family can be influenced by wider determinants of health, including socio-economic, environment, Income and inequality
<b>2.4</b>	The first 1001 days are a time of unique potential and vulnerability. During this time so many health and developmental advantages and disadvantages are laid down with lifelong consequences for an individual's life chances.
<b>2.5</b>	The report has also been an opportunity to showcase some of the steps that services across Rotherham are doing and planning, with the aim of laying the foundations for lifelong health for Rotherham's next generation and enabling them to realise their full potential. It includes input from RMBC Early Years, 0-19 Integrated Public Health Nursing Service and Breast-Feeding support.

<b>2.6</b>	Early public investment in the first 1001 days sets the foundation for greater societal return on such investment, help to reduce inequalities, and can hopefully lessen expensive interventions that would have potentially been required later in life.
<b>3. Key Actions and Timelines</b>	
<b>3.1</b>	The report concludes with recommendations that we should consider first 1001 days as an opportunity to work with families to improve their 'health and wellbeing' and reduce inequalities, building on the good practice which is happening within Rotherham.
<b>4. Recommendations</b>	
<b>4.1</b>	<p>HSC members are requested to work jointly with all stakeholders and partners, to develop a clear and ambitious plan to improve support for children, parents and families in the first 1001 days. A lot is happening already, but the following areas continue to need your support:</p> <ol style="list-style-type: none"> <li>1. Reduction in Smoking in Pregnancy rates</li> <li>2. Improve diet and nutrition</li> <li>3. Promote physical activity</li> <li>4. Increase breastfeeding prevalence</li> <li>5. Increase Ages and Stages Questionnaire -3</li> <li>6. Improve air pollution</li> <li>7. Referrals to Public Health Commissioned Services, Get Healthy Rotherham, Drug and Alcohol Services, as well as supporting Early Years and 0-19 Integrated PH Nursing</li> </ol>