

4 March 2019**Agenda Item: 11****REPORT OF THE DIRECTOR OF PUBLIC HEALTH****ADULT SOCIAL CARE AND PUBLIC HEALTH - EVENTS, ACTIVITIES AND
COMMUNICATIONS****Purpose of the Report**

1. To seek Committee approval to proceed with a range of events and activities within adult social care and public health and undertake promotional work to publicise activities as described in the report.

Information

2. Over the course of the year, the range of public events, publicity and promotional activities that may be undertaken by adult social care and public health are wide ranging and there are a variety of reasons for doing so, for example:
 - promotion of services to give information to people in need of social care and public health services and their carers
 - encouraging interest in recruitment campaigns for staff, carers and volunteers
 - engagement of communities with services in their locality
 - generation of income through public events.
3. Over the next quarter, adult social care and public health would like to undertake the events and activities detailed in **paragraphs 4 - 9**.

Protect against Sexually Transmitted Infections (STI) campaign

4. Chlamydia is the most commonly diagnosed sexually transmitted infection (STI) in the UK, affecting both men and women. Since 2016, the detection rate in Nottinghamshire has been below the national and regional averages. In November 2017, Nottinghamshire Public Health commissioned an online chlamydia testing service to increase access to testing and to improve testing rates.
5. The Public Health division within Nottinghamshire County Council proposes to run a local sexual health campaign to promote condom use and advocate chlamydia screening, specifically directing people to the online testing site (<https://www.freetest.me/local/nottinghamshire>). It is recommended that tests should be offered to men and women under 25 who have ever been sexually active, annually or on change of sexual partner.

6. This campaign will include the distribution of posters to partner agencies including GP surgeries, libraries and third sector organisations in areas of high socioeconomic disadvantage across Nottinghamshire, where there is an association with poorer sexual health outcomes. Sexual health promotion teams will use their social media outlets to run targeted social media campaign to target those most at risk. The core materials will be adopted from those produced by Public Health England which have been market-tested to engage effectively with defined disadvantaged populations. Briefings will also be produced to raise awareness of the online testing service amongst health professionals and people working with young people.

Clean Air Day 2019 – Thursday 29th June

7. Air quality and air pollution is a public health issue as it contributes to premature death and respiratory illness, particularly in the most vulnerable groups such as older people and children. Part of our Nottinghamshire partnership approach to improve air quality is to engage and communicate to the public and partner organisations so people are better equipped to understand the issue and know what they can do to help.
8. Clean Air Day is an annual event co-ordinated by the small charity Global Action Plan and supported by a wide range of international and national agencies, local authorities and other public sector organisations. It is one of the largest campaigns to reduce air pollution in the UK. The aim of Clean Air Day is to promote awareness of the importance of clean air, and for the public to find out what they can do to improve air quality and the related health benefits.
9. The Public Health Division proposes to coordinate messages in traditional and social media, with circulation of some print information, as part of Clean Air Day 2019. This will aim to raise awareness of the importance of good air quality, and the good work going on in Nottinghamshire that helps reduce pollution and make our air cleaner. It will comprise showcasing good news stories from NCC such as work with transport, with partners in districts and borough councils, schools, NHS and other workplaces to promote what is being done locally to improve air quality. In addition this will be accompanied by messages around air quality, why it is important and what residents can do help.

Other Options Considered

10. To not undertake events, activities and publicity relevant to adult social care and public health would result in lack of awareness or understanding of services available and lack of engagement with local communities.

Reason/s for Recommendation/s

11. To ensure that people in need of adult social care and public health services and their carers are aware of the range of services on offer; encourage engagement with local communities, increase income generation and highlight and share good practice.
12. To enable the Local Authority to contribute to the overarching aims and outcomes of the air quality population awareness campaigns as described in **paragraphs 7 - 9** above.

Statutory and Policy Implications

13. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance, finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability and the environment and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Financial Implications

14. Costs associated with the production and distribution of promotional materials for the Sexual Health promotion campaign described in **paragraphs 4 - 6** will be met from the Public Health service budget. With regards the Clean Air Day, the charity which runs the campaign has suggested a contribution of £650 from each participating local authority and this cost can be met from the Public Health budget.

Human Resources Implications

15. There are no human resource implications.

Implications in relation to the NHS Constitution

16. The Public Health communications outlined above support the ethos of the NHS constitution to “...*improve our health and wellbeing, supporting us to keep mentally and physically well, to get better when we are ill and, when we cannot fully recover, to stay as well as we can to the end of our lives*”.

Public Sector Equality Duty implications

17. The aim of the Sexual Health campaign as described above supports the principles of reducing stigma and increasing access to chlamydia screening, which is particularly important for younger people (age 15-25) who are most at risk.
18. The aim of the clean air day campaign is to educate and raise awareness in the population around air quality, which has particular impact on older people, children, and those with existing health conditions.

RECOMMENDATION/S

- 1) That Committee approves the plan of events, activities and publicity set out in the report.

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Constitutional Comments (KK 28.01.2019)

19. The proposal in this report is within the remit of the Adult Social Care and Public Health Committee.

Financial Comments (DG 28.01.19)

20. The financial implications are contained within paragraph 14 of this report.

Background Papers and Published Documents

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

None.

Electoral Division(s) and Member(s) Affected

All.