

EAST HERTS COUNCIL

HEALTH AND WELLBEING SCRUTINY – 8 DECEMBER 2015

REPORT BY EXECUTIVE MEMBER FOR HEALTH AND WELLBEING

EAST HERTS HEALTH AND WELLBEING STRATEGY: VIEWING OF PUBLIC HEALTH TRAINING VIDEO

WARD(S) AFFECTED: ALL

Purpose/Summary of Report

- To view the recently produced public health film which was part of a three-phase training approach for members and officers involved in the work of the Health and Wellbeing Scrutiny Committee (formerly the Health and Wellbeing Panel).

RECOMMENDATIONS FOR HEALTH AND WELLBEING SCRUTINY:

That:

(A)	the wider dissemination of the film through Members Development Group, external partners and public health promotion channels be supported; and
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(B)	The future adoption of appropriate public health training and development approaches be supported.
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1.0 Background

On October 16 2013 the Council approved its second Public Health Strategy, the East Herts Health and Wellbeing Strategy 2013-2018. The new strategy combines the public health wellbeing, prevention and protection principles of the first East Herts Public Health Strategy alongside the life course approach linked with the central aspects of environmental, social, health economic and population factors.

This strategy seeks to mainstream the public health role within the Council and its partners, recognising the contribution and joint working by different services (both inter-departmental and external). It will enable us to deliver projects and partnership approaches that contribute to the areas highlighted as being of

greater importance to East Herts residents, based on statistical data that is available.

1.1 In September 2012, following reflection on the training and development needs of members and officers who were involved in the then Health and Wellbeing Panel, the Director of Neighbourhood Services suggested a training package be developed to enable increased public health knowledge and application of the Council public health role. Richard Shircore who ran an independent public health promotion consultancy and was known to East Herts through his work on the Royal Society of Public Health (RSPH) Awards process (2011 and 2014) was approached to develop a training package.

2.0 Report

2.1 The training package consisted of four elements:

Initial Phase – scoping exercise took place through series of interviews with members and officers carried out in December 2012 and January 2013. A report was produced and these findings supported the informed development of the successive phases.

Phase one - drafting of facilitated training package.

These training needs and proposals were originally linked to the development of the video production in May 2013. Since this time the majority of these training aspects have occurred in bite-size workshops over the past 3 years and been integrated into new Members orientation.

Phase two - writing and production of support video

Phase three - planning and running of facilitated training Programmes.

Examples of training that have been recommended by the Members Development Group have included Making Every Contact Count (MECC) individual online training, specific training on using the JSNA more effectively and opportunities to attend the RSPH Health Improvement Training courses.

2.2 The public health film represented in phase two has been a substantial project featuring a range of public health professionals,

partners, members of the public, members and officers who contribute together to the health and wellbeing work of East Herts. Due to the complexity of the project both in representing the diversity of the health and wellbeing profile and the technical aspects of film making the project has taken longer than expected. The film entitled “Bedrocks and building blocks, the changing nature of the public health landscape” is one film with three complimentary strands:

The importance of public health

What is public health?

The future of public health

- 2.2 The public health film, whilst originally intended specifically for training and development purposes; has seen an additional wider remit develop in terms of promoting and showcasing the work of the Council public health role and its partners. It is suggested that it could be promoted through Members Development Group and a number of public health partners and venues who could be asked to display it on a range of media sources.

Selected portions of the film will be shown at the December Health and Wellbeing Scrutiny Committee meeting so members and officers can experience watching the film for themselves.

- 2.3 Members are asked to note that during production of the film the Health and Wellbeing Panel became a full scrutiny committee, increased its size and has also taken on a more influential role. The training and development need of officers and members may also have changed and be different to when the original training programme package was proposed.

3.0 Implications/Consultations

- 3.1 Information on any corporate issues and consultation associated with this report can be found within **Essential Reference Paper ‘A’**.

Background Papers

- East Herts Public Health Strategy ([link](#))
- East Herts Health and Wellbeing Strategy 2013-2018 ([link](#))
- HWP Training Development Report – final

- Proposal for training programme 2013

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