

CHESHIRE EAST HEALTH AND WELLBEING BOARD
Reports Cover Sheet

Title of Report:	Cheshire East Director of Public Health Annual Report 2024
Report Reference Number:	HWB71
Date of meeting:	21 January 2025
Written by:	Dr Matt Tyrer, Director of Public Health Joel Hammond-Gant, Health Protection Officer Gisele Spencer, Specialty Training Registrar (ST2)
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Health & Wellbeing Board Lead:	Helen Charlesworth-May, Executive Director Adults, Health and Integration

Executive Summary

Is this report for:	Information <input checked="" type="checkbox"/>	Discussion <input checked="" type="checkbox"/>	Decision <input type="checkbox"/>
Why is the report being brought to the board?	<p>All Directors of Public Health in England have a statutory duty to produce a report on the health of the local population they are responsible for supporting and serving. These reports are required to be published as independent reports from Directors of Public Health.</p> <p>Through this meeting of the Cheshire East Health and Wellbeing Board, Cheshire East Council will be completing its statutory duty to publish the Director of Public Health Annual Report, and will enable its members to discuss how its contents and recommendations will be taken forward.</p>		
Please detail which, if any, of the Health & Wellbeing Strategic Outcomes this report relates to?	<ol style="list-style-type: none"> Cheshire East is a place that supports good health and wellbeing for everyone <input type="checkbox"/> Our children and young people experience good physical and emotional health and wellbeing <input type="checkbox"/> The mental health and wellbeing of people living and working in Cheshire East is improved <input type="checkbox"/> That more people live and age well, remaining independent; and that their lives end with peace and dignity in their chosen place <input type="checkbox"/> <p>All of the above <input checked="" type="checkbox"/></p>		
Please detail which, if any, of the Health & Wellbeing Principles this report relates to?	<p>Equality and Fairness <input type="checkbox"/></p> <p>Accessibility <input type="checkbox"/></p> <p>Integration <input type="checkbox"/></p> <p>Quality <input type="checkbox"/></p> <p>Sustainability <input type="checkbox"/></p> <p>Safeguarding <input type="checkbox"/></p> <p>All of the above <input checked="" type="checkbox"/></p>		

Key Actions for the Health & Wellbeing Board to address. Please state recommendations for action.	<p>The Cheshire East Health and Wellbeing Board is asked to:</p> <ul style="list-style-type: none"> • Receive and note the Director of Public Health Annual Report for 2024. • Consider how the Director of Public Health's recommendations and opportunities for change can be addressed, by whom, and by when.
Has the report been considered at any other committee meeting of the Council/meeting of the CCG board/stakeholders?	This report has been considered by the Cheshire East Public Health Senior Management Team, and progress was closely monitored by the Director of Public Health.
Has public, service user, patient feedback/consultation informed the recommendations of this report?	N/A.
If recommendations are adopted, how will residents benefit? Detail benefits and reasons why they will benefit.	Each of the recommendations presented in the report will help to reduce the influence and harm to health impacts that the commercial determinants of health and unhealthy commodity industries have, thus improving health and wellbeing outcomes.

1 Report Summary

- 1.1 All Directors of Public Health in England are statutorily required to produce an annual report on the health of the local population. This is the Cheshire East Director of Public Health Annual Report for 2024, which focuses on the harmful health impacts of the commercial determinants of health (CDOH) and unhealthy commodity industries (UCIs) to Cheshire East residents.
- 1.2 This report presents an opportunity for Cheshire East Council and key partners to consider and focus efforts on counteracting and reducing the harmful impacts of CDOH and UCIs, and ultimately improve the long-term health and wellbeing of Cheshire East residents.

2 Recommendations

- 2.1 Receive and note the Director of Public Health Annual Report 2024.
- 2.2 Consider how the Director of Public Health's recommendations and opportunities for change can be addressed, by whom, and by when.

3 Reasons for Recommendations

- 3.1 The recommendations put forward by the Director of Public Health are based on data from wide and varied sources, as well as evidence of learning from interventions and actions already undertaken by other local authorities and partnerships.
- 3.2 As such, these recommendations are presented with confidence that they can and will have a positive impact on Cheshire East residents and will support Cheshire East Council and

Cheshire East health partners to develop more effective, efficient, collaborative approaches to counteracting and tackling the negative influence of CDOH and UCIs.

4 Impact on Health and Wellbeing Strategic Outcomes

4.1 This report and its recommendations supports all four strategic outcomes of the Joint Local Health and Wellbeing Strategy for the Population of Cheshire East 2023-28:

- 1) Cheshire East is a place that supports good health and wellbeing for everyone
- 2) Our children and young people experience good physical and emotional health and wellbeing
- 3) The mental health and wellbeing of people living and working in Cheshire East is improved
- 4) That more people live and age well, remaining independent; and that their lives end with peace and dignity in their chosen place

5 Background and Options

- 5.1 Our health is influenced by a combination of factors relating to where we live, the environment around us, as well as our own individual characteristics and behaviours. Almost every aspect of our lives impacts our health and wellbeing. These factors, known as the wider determinants of health, provide the context for how healthy we are now, will be in the future, and how long we will ultimately live.
- 5.2 The wider determinants of health are shaped by a broad set of forces including global and national economies, government policies, as well as regional and local strategies. It has been well documented in recent years, for example, that both the NHS and local government have been affected by reductions in national funding, or funding that is not proportionate to population growth and service demand, which has influenced the way these institutions have had to budget and plan the delivery of public services.
- 5.3 The **commercial determinants of health** are defined as the various ways by which commercial actors (ranging from global multinational industries, through to local small and medium sized businesses) can influence and impact the health and wellbeing of populations. These commercial actors, particularly the global multinational industries, have the social, economic, and political gravity to shape the world in ways that governments and health departments cannot.
- 5.4 These commercial actors therefore shape the physical and social environments in which people live, grow, learn and work. Recent research has shown that the tobacco, alcohol, gambling, unhealthy food and drink, and fossil fuel industries account for over a third of global deaths each year, as well as considerably widen existing health inequalities, and negatively impacting overall health outcomes.

- 5.5 It is crucial that the work of Cheshire East Council, the Cheshire East Health and Wellbeing Board, and all partners working together to serve and improve the health of local residents, incorporates a growing appreciation for the commercial determinants of health alongside the more commonly understood 'social' determinants of health, to ensure residents are beneficiaries of the most holistic, sustainable population health strategies, policies and interventions.

6 Access to Information

- 6.1 The background papers relating to this report can be inspected by contacting the report writer:

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