

# 2011 ANNUAL REPORT OF THE DIRECTOR OF PUBLIC HEALTH FOR CENTRAL AND EASTERN CHESHIRE

## INTRODUCTION

1. One of the statutory duties of the Director of Public Health is the production of an annual report on the state of the health of local residents. This is an independent report by the director and is used to inform local planning and the provision of services.
2. This report introduces the 2011 Annual Report of the Director of Public Health for Central and Eastern Cheshire.

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3. **Helping people live healthy lifestyles, make healthy choices and reduce health inequalities**  
This chapter describes the lifestyle choices and behaviours that affect the health of the residents of Central and Eastern Cheshire and which are of particular concern. It also highlights examples of national and local actions to improve health and prevent illness caused by these lifestyle choices and behaviours. Linked to this chapter Appendix Two identifies a number of examples of where within the Central and Eastern Cheshire area health improvement and lifestyle services have either been commissioned by the PCT or work has occurred in partnership with other agencies to target areas of need and reduce health inequalities. Those indicators that are in the four Public Health Outcomes Framework domains (Appendix One) and which are a direct indicator against / for a specific lifestyle area are also highlighted in this chapter.
4. **New approaches to achieving improvements in the public's health**  
This chapter provides a high level commentary on opportunities to improve the public's health, including the opportunities to 'make every contact count', the asset approach, possible impact of the Localism bill and, as a lead into Chapter Three, the role NHS Commissioners can play in improving the Public's Health.
5. **Public Health support to NHS Commissioning**  
This chapter describes how health services can contribute significantly to improving population health gain outcomes when available resources are used to deliver needs led, effective services. It provides an overview of public health support to NHS Commissioners, examples of how locally in Central and Eastern Cheshire we have provided our Clinical Commissioning Groups with support towards their commissioning priorities.

6. A full copy of the report is available on the Central and Eastern Cheshire Primary Care Trust website: [www.cecpct.nhs.uk/about-us/public-health/public-health-report-2011/](http://www.cecpct.nhs.uk/about-us/public-health/public-health-report-2011/).

## **RECOMMENDATIONS**

7. The Cheshire East Health and Wellbeing Scrutiny Committee is asked to note the 2011 Annual Report of the Director of Public Health for Central and Eastern Cheshire and to endorse the recommendations made in the report.

**Dr Heather Grimbaldeston**

Director of Public Health

Central and Eastern Cheshire Primary Care Trust