



Although a formal committee of the city council, the Health & Wellbeing Board has a remit which includes matters relating to the Clinical Commissioning Group (CCG), the Local Safeguarding Board for Children and Adults as well as Healthwatch. Papers come from a variety of sources. The format for Health & Wellbeing Board papers is consequently different from papers submitted to the city council for exclusive city council business.

1. Annual Report of the Director of Public Health 2015/16

- 1.1. The contents of this paper can be shared with the general public.
- 1.2 This paper is for the Health & Wellbeing Board meeting on the 7th June 2016.
- 1.3 Author of the paper and contact details:
Dr Peter Wilkinson, Acting Director of Public Health, Brighton & Hove City Council.
Email: peter.wilkinson@brighton-hove.gov.uk Tel 01273 296555

2. Summary

- 2.1 Directors of Public Health are required to produce an annual independent report on the state of local public health. There are no requirements as to the content or format of the report.
- 2.2 This year's Report "Public Health and the Embrace of Social Media" looks at social media and its relation to public health. The report has been produced in an on-line format. The paper copy is just one sheet with web links (Appendix one).



The report can be accessed here online: <https://www.brighton-hove.gov.uk/content/health/public-health-brighton-hove/annual-report-director-public-health-201516-social-media>

- 2.3 This report covers the period 2015/16; the last year of Dr Tom Scanlon's tenure as Director of Public Health.
- 2.4 The Acting Director of Public Health will make a brief presentation of the report.

3. Decisions, recommendations and any options

- 3.1 The report is presented to the Board for information.

4. Relevant information

- 4.1 The Report deals with areas of public health where on-line and social media behaviours and resources play a key role. As well as a broad overview of social media and public health, there are sections on diet, exercise, mental wellbeing, addictions, suicide, substance misuse, sexual health, important diseases, cyber-bullying, loneliness and social connections.
- 4.2 The Report also describes findings from the analysis of social media activity to see how this relates to issues such as anxiety, depression and self-harm.
- 4.3 The Report contains many links to local health information, research papers, and has links to over 100 films.

5. Important considerations and implications

Legal:

- 5.1 The NHS Act 2006 and the Health and Social Care Act 2012 requires Directors of Public Health to write an annual report on the health of their local population. The content and structure of the report can be determined locally.

Lawyer consulted: Natasha Watson Date: 26.05.16

Finance

- 5.2 None for this report, as for information only.



Finance Officer consulted: Mike Bentley

Date: 10/05/16

Equalities:

- 5.3 Where appropriate the report highlights local inequalities

Sustainability:

- 5.4 None identified

Health, social care, children's services and public health:

- 5.5 The Annual Report is relevant to all age groups and services.

6. Supporting documents and information

- 6.1 Appendix one: Public Health and the Embrace of Social Media summary booklet

