

# PUBLIC HEALTH

# ANNUAL REPORT

## OF THE DIRECTOR OF PUBLIC HEALTH

EAST RIDING OF YORKSHIRE • 2017

PLUS CALENDAR FOR 2018



EAST RIDING  
OF YORKSHIRE COUNCIL

# INTRODUCTION

This is my fourteenth Annual Report as Director of Public Health in the East Riding of Yorkshire. I have always been keen to ensure that the reports are read and there is little use in producing a report that sits unread on a shelf, in a box or in a blue bin.

I hope that the use of a calendar design will mean that people will keep the report all year, take up some of the personal recommendations, note the highlighted dates for each month, as well as act on the organisational recommendations where relevant.

Public health work covers a wide range of activity. This report focuses largely on health improvement and on awareness of ill health. Other priorities such as tackling the underlying determinants of health or dealing with immediate threats to life and health are certainly no less important, but I have decided to keep the information relatively brief in this report and there is only space for certain areas of work.

I would like to thank Lincoln Sargeant, DPH in North Yorkshire for being happy for me to use a calendar for the report following his successful use of a calendar last year and I would like to thank Public Health England for provision of information.

I would also like to thank the following people who have made specific contributions to this report:

**ISABEL CARRICK**

**LAURIE FERGUSSON**

**NICKY FURNESS**

**ESTHER HALL**

**ANDY KINGDOM**

**TONY MARGETTS**

**MIKE MCDERMOTT**

**OWEN MORGAN**

**GILDA NUNEZ**

**SARAH OLIVER**

**LINDSAY SHELBOURN**

**JANET SMITH**

**LOUISE TROUGHTON**

**TIM WILLIAMS**

As always, I would welcome comments and feedback.



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# JANUARY

In the East Riding, 28.9% of people drink over 14 units a week and the amount of alcohol consumed by local people is above the national average. In England, a 2012 Cabinet Office estimate reported that alcohol misuse costs the economy £7.3 billion each year and alcohol consumption is linked to both long-term and short-term absence from work.

Inpatient admissions from the East Riding cost £18m in 2015/16 and overall costs to society are vastly more than this.

Only a small proportion of people who need treatment for alcohol misuse receive it.

**Men and women should not regularly exceed 14 units per week. This equates to:**



6

Glasses of wine  
(175ml) 13% ABV

OR



6

Pints of ordinary  
strength beer/  
lager/cider  
(568ml) 4% ABV

**ACTION FOR YOU:** Do you know how much you are drinking? Do you know how it might be affecting you? Visit the NHS Choices website and find out.

**WIDER RECOMMENDATION:** Tackling alcohol misuse should be recognised across the East Riding as a high priority and appropriate resources made available for effective interventions by all relevant organisations.

SUN	MON	TUE	WED	THU	FRI	SAT
31	1	2	3	4	5	6
	NEW YEAR'S DAY DRY JANUARY 1 - 31					
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

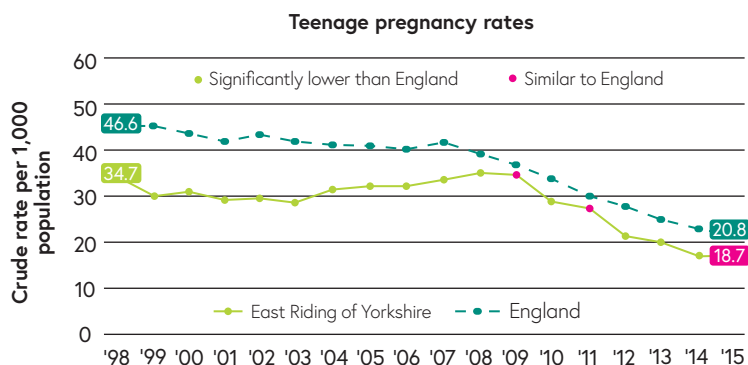


# FEBRUARY

Teenage pregnancy rates in the East Riding have been consistently below the England average. Latest figures for 2015 show a slight increase which represents 6 additional conceptions across the East Riding area.

A wide range of stakeholders came together in November 2017 for a Teenage Pregnancy summit. They are developing a joined up pathway linking all support available for young parents and individual organisations' action plans.

Sexual health services for all ages are available across the East Riding, at specialist clinics (Conifer) and in community settings.



**ACTION FOR YOU:** Is your contraception working for you? Access or review contraception choices at sexual health clinics or GPs – most practices offer long acting contraception (coils and implants) as well as the pill. Pharmacies offer emergency contraception (morning after pill).

**WIDER RECOMMENDATION:** Local organisations should support the joined up pathway for teenage pregnancy.

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	1	2	3
4	5	6	7	8	9	10

HEALTH AND WELLBEING BOARD



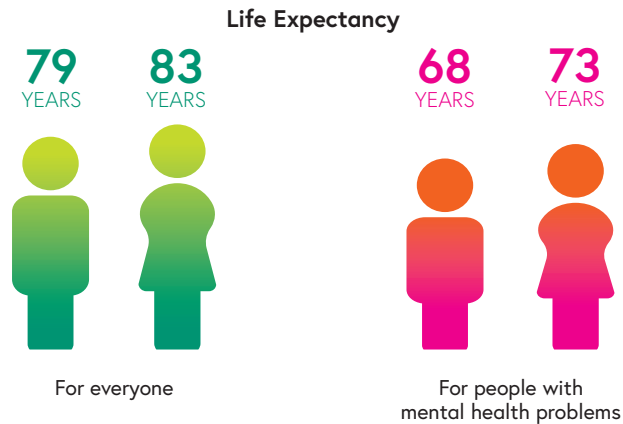


# MARCH

Every year in the UK 1 in 4 people will experience a mental health problem. Over half of mental health problems (excluding dementia) start by age 14, and 75% by 25 years old.

People with mental illness are at an increased risk of heart disease, stroke, liver and respiratory diseases as well as some cancers and have a lower life expectancy than their peers, as shown in the infographic below.

Mental illness can also influence day to day life including having a negative impact on employment and relationships. In the East Riding compared with England we have a lower number of school age pupils with social, emotional and mental health needs but we have a higher number of 15 year olds undertaking three or more risky behaviours than the England average.



**ACTION FOR YOU:** Think about the five ways to wellbeing: Connect; Be Active; Take Notice; Keep Learning; Give. See NHS Choices for more information.

**WIDER RECOMMENDATION:** Local organisations should give a high priority to increasing the life expectancy of people with mental health problems, including promoting their physical health and wellbeing.

SUN	MON	TUE	WED	THU	FRI	SAT
25	26	27	28	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

OVARIAN CANCER AWARENESS MONTH 1 - 31  
PROSTATE AWARENESS MONTH 1 - 31  
SELF INJURY/HARM AWARENESS DAY

INTERNATIONAL WOMEN'S DAY  
WORLD KIDNEY DAY

NUTRITION AND HYDRATION WEEK 11 - 17  
WORLD GLAUCOMA WEEK 11 - 17

NATIONAL SALT AWARENESS WEEK 12 - 18

HEALTH AND WELLBEING BOARD

WORLD ORAL HEALTH DAY

WORLD TB DAY

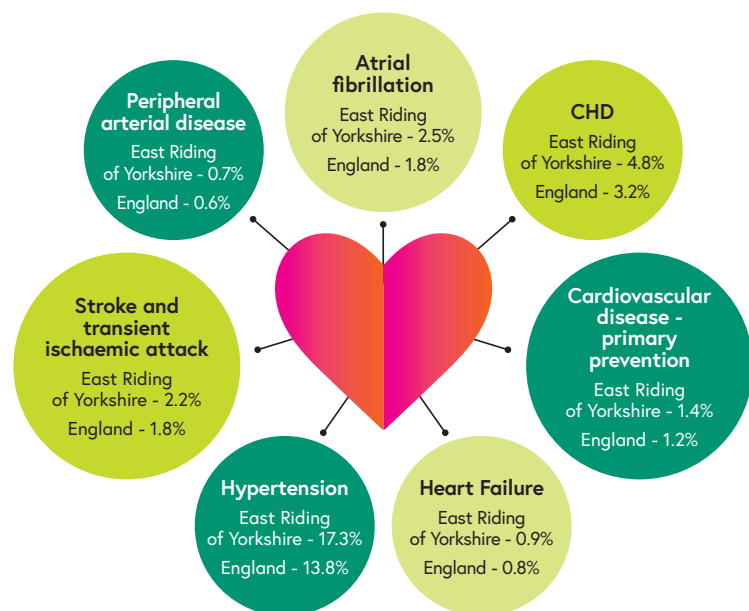
GOOD FRIDAY



# APRIL

Heart health is important at all ages. The East Riding has a lower heart and circulatory disease mortality rate for people aged under 75 than the national average but the local rate is not dropping as fast as the national one.

Also, local rates of heart disease and stroke are higher than average; this is related to the larger number of older people living locally and emphasises the importance of preventing heart disease and managing the conditions well.



**ACTION FOR YOU:** If you are aged 40-74, make an appointment with your local provider for your free NHS Health Check; search "NHS Health Check" for more information.

**WIDER RECOMMENDATION:** Local organisations should promote the systematic evidence-based identification and management of heart disease and high blood pressure.

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
BOWEL CANCER MONTH 1 - 30	EASTER MONDAY					WORLD HEALTH DAY
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
			NATIONAL SKIPPING DAY WORLD IMMUNISATION WEEK 23 - 29 THE BIG PEDAL 23 - 4 MAY			
29	30	1	2	3	4	5
6	7	8	9	10	11	12

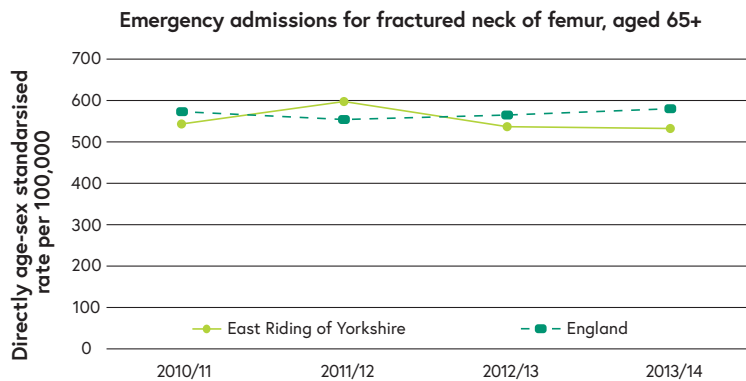


# MAY

Falls in the elderly are a significant issue; they are the largest cause of emergency admissions in this age group and can severely limit the independence of individuals. For example, injuries and complications from falls can result in reduced mobility and difficulties in self-care which can lead to increased need for care from others, either in their own home or in residential care.

Figures from Public Health England show that the over 65s have the highest risk of falls and estimate that approximately 30% of this age group living at home and about 50% of residents aged 80+ (living in residential care) will experience a fall at least once a year.

Public Health England estimate that the annual cost of falls nationally is £2 billion, accounting for over four million bed days.



**ACTION FOR YOU:** Encourage people at risk of falls to take measures to reduce risk such as staying active, having well-fitting foot wear and ensuring medication is reviewed.

**WIDER RECOMMENDATION:** Local organisations should promote systematic programmes of falls prevention.

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

TOUR DE YORKSHIRE 3 - 6

BANK HOLIDAY

SUN AWARENESS WEEK 9 - 15

MENTAL HEALTH AWARENESS WEEK 14 - 20

PUBLIC HEALTH CYCLE RIDE

DEMENTIA WEEK 21 - 27

HEALTH AND WELLBEING BOARD

BANK HOLIDAY



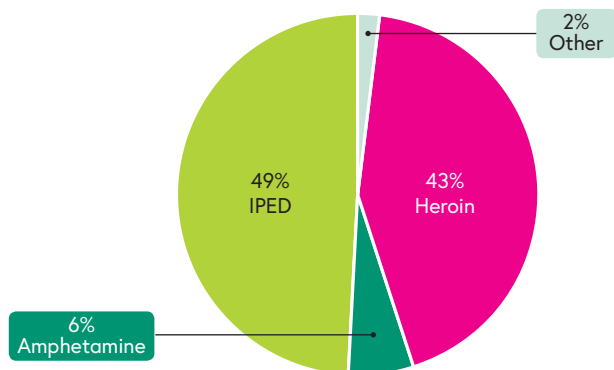
# JUNE

In recent years there has been concern about a rise in the use of injectable anabolic steroids and other Image and Performance Enhancing Drugs (IPEDs).

Needle exchanges provide clean injecting equipment to injecting drug users and collect used equipment up for safe disposal. First introduced in the 1980s they have been credited with preventing an epidemic of HIV among drug users.

Locally, needle exchange data have been particularly useful in tracking the rise in the numbers of injecting IPED users and have shown a risky delay in their registering with needle exchanges to receive equipment. Nearly half of the people using needle exchanges are using IPEDs.

Registration by Primary Substance (2015/16)



**ACTION FOR YOU:** Think about whether your family or friends may be using IPEDs and if so how they may be encouraged to access services..

Visit [www.nhs.uk/conditions/anabolic-steroid-misuse](http://www.nhs.uk/conditions/anabolic-steroid-misuse)

**WIDER RECOMMENDATION:** Local organisations should give a high priority to tackling substance misuse including IPEDs and prescription medication.

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
1	2	3	4	5	6	7

BREATHE EASY WEEK 10 - 17  
 MEN'S HEALTH WEEK 11 - 17  
 CARERS' WEEK 11 - 17  
 DIABETES WEEK 11 - 17

WORLD BLOOD DONOR DAY





# JULY

Summer time is great for getting out and enjoying ourselves and sunlight is our main source of vitamin D. However, we need to be careful to control sun exposure for ourselves and others and also look out for the potentially harmful effects of hot weather on more vulnerable people.

Nearly twice as many people were diagnosed with malignant melanoma in the East Riding of Yorkshire in 2015 compared with 2001.



2001



2015

**ACTION FOR YOU:** Follow Cancer Research Campaign's Sunsmart messages, ensure that children and vulnerable people take appropriate precautions in hot weather and don't use a sunbed.

**WIDER RECOMMENDATION:** Local organisations should ensure that plans are well developed to deal with the impact of heatwaves, especially at times when many people will be away from work.

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

GROUP STREP B SUPPORT  
AWARENESS MONTH 1 - 31

HEALTH AND WELLBEING BOARD

SAMARITANS  
AWARENESS DAY

WORLD HEPATITIS DAY

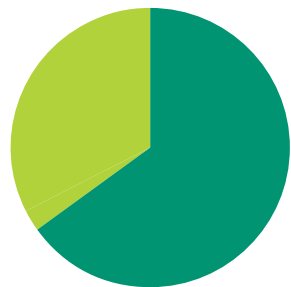


# AUGUST

Dementia is an important priority for the East Riding of Yorkshire. It is important to recognise that it is not a natural part of ageing. Dementia often starts by affecting short-term memory, causing people to repeat themselves and have difficulty recalling things that happened recently. Other symptoms include difficulties with planning, thinking things through, struggling to keep up with a conversation and sometimes changes in mood or behaviour.

Dementia does not just affect older people. Over 40,000 people under 65 in the UK have early onset dementia. Lifestyle changes may help prevent some types of dementia and early diagnosis may be important to allow for effective adaptation to living with dementia.

It is estimated that around 6% of the East Riding population aged over 65 have dementia and slightly more than a third of these people in the East Riding remain undiagnosed.



Proportion of people in the East Riding aged over 65 with Dementia

- Recorded dementia
- Estimate of undiagnosed

**ACTION FOR YOU:** Become a Dementia Friend by attending a Dementia Friends Information Session or watching the online video. For more information see [www.dementiafriends.org.uk](http://www.dementiafriends.org.uk)

**WIDER RECOMMENDATION:** Local organisations across the public, private and voluntary sectors should work to make the East Riding of Yorkshire dementia friendly and a place where people with dementia feel at home as valued members of the community.

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	29	30	31	1	2
3	4	5	6	7	8	9

NATIONAL BREASTFEEDING WEEK 1-7

BANK HOLIDAY



# SEPTEMBER

Childhood obesity remains a challenge both locally and nationally as shown by the most recent figures from the National Childhood Measurement Programme.

It is vital to take measures to encourage a healthy weight in order to improve the health and wellbeing of the next generation.

## Children in the East Riding of Yorkshire

Reception Year - 2016/17



Year 6 - 2016/17



Approximately 1% of children are underweight

**ACTION FOR YOU:** Encourage physical activity and healthy eating for ourselves and our friends and families – for example cutting back on sugar. Search "sugar swaps".

**WIDER RECOMMENDATION:** The Healthy Schools programme should be fully implemented and taken up by local schools.

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

BLOOD CANCER MONTH 1 - 30

SUICIDE PREVENTION WEEK

SEXUAL HEALTH WEEK 11 - 17

NATIONAL EYE WEEK 18 - 24

HEALTH AND WELLBEING BOARD

WORLD ALZHEIMER'S DAY

UROLOGY WEEK 25 - 29

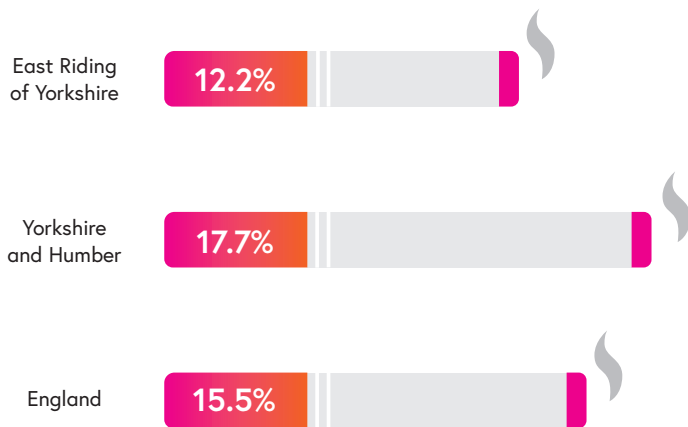


# OCTOBER

Smoking is still the most important preventable cause of illness and death both locally and nationally. Quitting smoking has an immediate effect on improving health and will also improve wellbeing.

Most people want to quit but need support to do so and the number of adults smoking in the East Riding continues to decline. However, rates of smoking are higher among people in manual occupations and people whose mental health is poor, while smoking in pregnancy remains a particular area of concern locally.

Smoking prevalence in adults



**ACTION FOR YOU:** Quitting is the best thing you can do for both you and your family's health. Contact your local Stop Smoking Service to discuss quit options tailored for you.

**WIDER RECOMMENDATION:** Local organisations and businesses across the East Riding should organise a stop smoking event within the workplace and signpost employees to the local Stop Smoking Service.

SUN	MON	TUE	WED	THU	FRI	SAT
30	1 INTERNATIONAL OLDER PEOPLES DAY BREAST CANCER AWARENESS MONTH 1-31 INTERNATIONAL WALK TO SCHOOL MONTH 1-31 INTERNATIONAL CHOLESTEROL MONTH 1-31	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17 WORLD MENTAL HEALTH DAY	18	19 WORLD ARTHRITIS DAY	20
21	22	23	24	25	26	27 WORLD OSTEOPOROSIS DAY
28	29	30	31	1	2	3
4	5	6	7	8	9	10

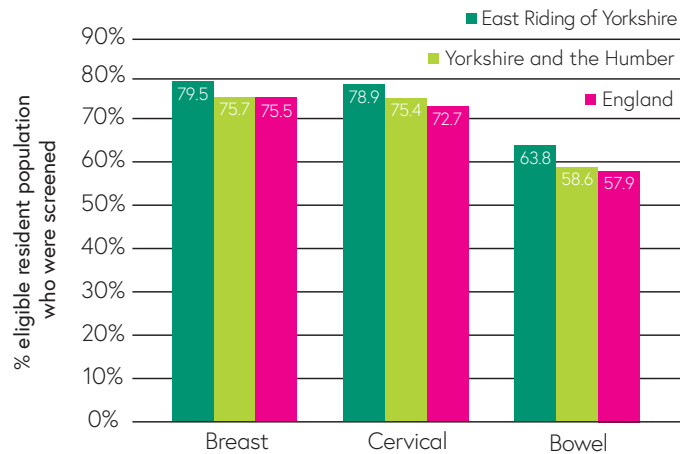


# NOVEMBER

This month offers an opportunity to focus on the awareness and early diagnosis of cancer. For many cancers, early diagnosis and treatment can make a huge difference to outcome.

Rates of early diagnosis can vary across different areas and it is important that people are not hesitant to come forward with symptoms and make use of early treatment. Screening is available for breast, cervical and colon cancer. Uptake of these programmes is good locally compared with other areas but can still be improved.

Percentage of people screened in the eligible resident population, 2016



**ACTION FOR YOU:** Take up invitations for screening when you are invited and encourage family and friends to do the same.

**WIDER RECOMMENDATION:** Local organisations should work with the Cancer Alliance to promote awareness and early diagnosis initiatives.

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	31	1 NATIONAL STRESS AWARENESS DAY HEALTH AND WELLBEING BOARD COPD AWARENESS MONTH 1 - 30 MOUTH CANCER AWARENESS MONTH 1 - 30 LUNG CANCER AWARENESS MONTH 1 - 30	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22 PANCREATIC CANCER AWARENESS DAY AND MONTH	23	24
25	26	27	28	29	30	1
2	3	4	5	6	7	8

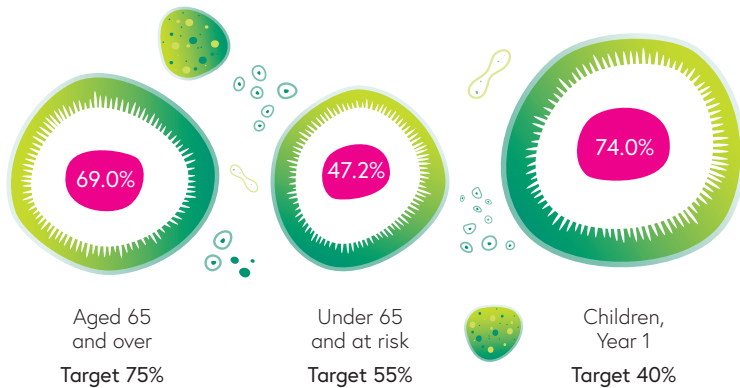


# DECEMBER

Influenza occurs every year, usually in the winter, which is why it is sometimes called seasonal flu. It is a highly infectious disease with symptoms that come on very quickly. Colds are much less serious and usually start gradually with a stuffy or runny nose and a sore throat. A bout of flu can be much worse than a heavy cold.

The most common symptoms of flu are fever, chills, headache, aches and pains in the joints and muscles, and extreme tiredness. Immunisation against influenza can be highly effective and immunising children can be a great help in stopping the spread of disease.

## Immunisation uptake rates 2016/17 in the East Riding:



**ACTION FOR YOU:** If you are in a risk group, get immunised and encourage others to get immunised if they are at risk.

**WIDER RECOMMENDATION:** Further effort should be made to increase rates of influenza immunisation, especially in groups where uptake is below target.

SUN	MON	TUE	WED	THU	FRI	SAT
25	26	27	28	29	30	1 <small>WORLD AIDS DAY</small>
2	3 <small>INTERNATIONAL DAY OF PEOPLE WITH DISABILITIES</small>	4	5	6	7	8
9	10	11	12	13 <small>HEALTH AND WELLBEING BOARD</small>	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31 <small>CHRISTMAS DAY</small>	1 <small>BOXING DAY</small>	2	3	4	5





# PROGRESS ON RECOMMENDATIONS FROM THE 2016 REPORT

**Further work should be undertaken at a national and regional level to develop the case for cost effective spending on public health and prevention.**

Work has been undertaken and tool kits have been produced, but there is still action needed to ensure that adequate attention is paid to the benefits of spending on public health and prevention.

**Local organisations should consider cost effective preventative spending as a core element of all their plans.**

This is being considered as part of the work of the Sustainability and Transformation Partnership and through the Improved Better Care Fund.

**The proportion of preventative spend within local and national public sector plans should be scrutinised.**

At a local level there has been consideration of spending proportions. Nationally there has been media focus on the reduction in the Public Health Grant and its implications for public health commissioned services such as drugs and alcohol and sexual health.

**Further work should be undertaken to increase breast feeding rates and reduce the rate of smoking in pregnancy in the East Riding of Yorkshire.**

An infant feeding strategy has been adopted in the East Riding and uptake rates are encouraging. Work continues to tackle smoking in pregnancy, but this remains a stubborn challenge.

**Concerted efforts should be made across the East Riding of Yorkshire to tackle childhood obesity.**

A healthy weight strategy is being prepared and the healthy schools programme is set to be launched in January 2018, but further work is needed across organisations in the East Riding to make significant progress.

**Tackling health inequalities should be a prominent feature of strategies and programmes.**

Health inequalities feature within a range of strategies and in the work of the Health and Wellbeing Board. Wider strategic work such as that relating to Health in All Policies, needs to include health inequalities.

**Reducing deaths and illness from strokes should continue to be a priority, including preventative initiatives such as blood pressure management.**

This continues to be a priority that needs further work.

**Readers should consider participating in events included in the health calendar.**

Success can be judged by the readers.







EAST RIDING  
OF YORKSHIRE COUNCIL