

# Public Health Update Health Scrutiny

March 2026



# Public Health Update

- PH Grant & Assurance
  - Overview
  - Drug and alcohol resource
- Update on specific programme areas:
  - Inclusion
  - Public Health Intelligence
  - Infant Feeding
  - Smoking cessation



# Public Health Grant.

## What's new ?

- 3 year settlement
- Modest uplift 5.6% over 3 years
- Simplification and consolidating separate funding streams
  - 26/27 £34.3m (D&A 11.7, SC 1.2)
  - 27/28 £34.7m (D&A 11.6, SC 1.2)
  - 28/29 £35.2m (D&A 11.7, SC 1.2)
- Retention of individual reporting arrangements for D&A, Tobacco
- Revised conditions/ sign off



**Aim is to have a combined intelligence framework to support local public health delivery, with clear priorities, improved understanding, and focused support**

## Clear Priority Setting

- Priority public health outcomes embedded in the Local Outcomes Framework (LOF)

## Understanding Challenges

- Strengthening of Public Health Grant assurance process to better understand financial performance, challenges, and delivery of outcomes

## Support and Improvement

- A new public health support and improvement offer, including Peer Reviews to support LAs improve public health outcomes



# Drugs and Alcohol Allocation

- Roughly equivalent to what has been previously received for drug and alcohol
- Separate reporting requirements showing planned and actual expenditure across specified reporting areas
- Majority for service provision, but also includes System Coordination and Commissioning costs (PH staff) and an amount for Local Authority Overheads
- Requirement that the full amount is used for the purposes listed
- Any year-on-year underspend/slippage must be protected and used for the same purposes



# Healthy Communities

## Inclusion Health

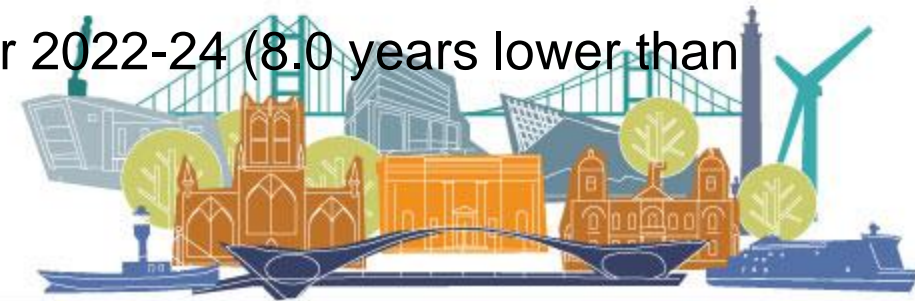
- New Programme Lead for Inclusion within the Public Health team, allowing dedicated capacity to consider our approach to Inclusion Health across Public Health
- Work undergoing around addressing stigma experienced by those with multiple unmet needs
- We are continuing to work towards becoming a trauma informed city, working collaboratively with partners across the city. We will soon be launching a citywide pledge for organisations to demonstrate their commitment to working in a trauma informed way.



# Public Health Intelligence

## Hull Joint Strategic Needs Assessment

- There are 108 content, news or menu pages on the JSNA. In the last three months, 59 (55%) have been updated in the last three months, 15 (14%) 3-6 months ago, and 6 (6%) 6-9 months ago. All except three pages that have been updated or checked more than 9 months ago are menu pages or content pages (such as the 'contact us' page) that rarely change.
- [Life expectancy](#) has increased in the last year. Life expectancy at birth is higher in England compared to Hull by 4.0 years for men and by 2.9 years for women.
- Life expectancy differs across Hull's wards from 69.7 years in Central to 80.0 years in Ings for men, and from 75.2 years in Central to 83.8 years in Holderness for women.
- [Healthy life expectancy](#) at birth for Hull men is 53.1 years for 2022-24 (7.8 years lower than England). Healthy life expectancy among Hull men has decreased by 1.2 years between 2021-23 and 2022-24.
- Healthy life expectancy at birth for Hull women is 53.3 years for 2022-24 (8.0 years lower than England). Healthy life expectancy among Hull women has decreased by 1.3 years between 2021-23 and 2022-24.



# Hull celebrates historic milestone as more than half of local babies are now breastfed

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- **Over 50% of babies in Hull are being breastfed at six weeks** for the first time in the city's history.
- Milestone supports the ambitions set out in Hull City Council's [Community Plan](#) to become a child-friendly city, to give every child the best start in life, and to ensure Hull is a great place to grow up and raise a family.
- Aligns local progress with national priorities to improve outcomes for babies, children and families – as set out in the Government's 'Giving Every Child the Best Start in Life' strategy.
- Increasing breastfeeding rates – one of the earliest and most effective health interventions – is a key priority for improving long-term health outcomes across the city.



# Tobacco use in Hull

Quitting smoking will  
help you to be happier  
and healthier.



- The **significant decrease in Smoking at Time of Delivery (SATOD)** recently reported amongst mothers from Hull. SATOD dropped from 11.1% – 8.6% comparing Q2 in 24/25 with Q2 in 25/26
- The high level of quit activity in our Stop Smoking Service SS: Raw data from January 2026 indicates a **44% increase in quit attempts compared to January 2025 last year.**
- A documentary called "**Quitters**" was produced that showed the stories of 5 people as they go through the process of quitting smoking. The powerful documentary will be available in full format and also available in short bitesize clips for the benefit of raising awareness of quitting through social media.

# "Quitters" film



## 'Quitters'

Our journey towards a smokefree life.



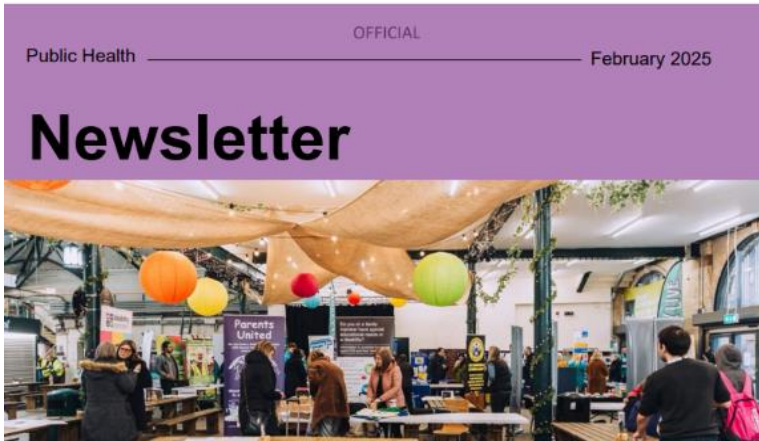
Smoke  
Free  
Hull



Hull  
City Council



# Newsletters



## Public Protection Update - February 25

### Hallmarking and Misrepresentation

During February, Trading Standards Officers have been carrying out multi agency market surveillance visits at premises in Hull supplying jewellery, working closely with the Natural Diamond Council and the Sheffield Assay Office. During a two-day project, Officers seized over 2.5K worth of un-hallmarked gold jewellery been sold from the High Street. An amount of jewellery was also counterfeit, bearing unauthorised use of registered trademarks. Officers also identified a 9ct Gold ring with a synthetic sapphire purported as a natural gemstone, which is misleading description offence under the Consumer Protection from Unfair Trading Regulations 2008. As a result of the Officer's actions and in accordance with the Enforcement Concordat, criminal investigations have now been undertaken and those traders supplying unlawful jewellery will be pursued by Trading Standards Officers for criminal offences committed under the Hallmarking Act 1973 and Trademark's Act 1994.

### Awareness Days- March

- Brain Tumour Awareness Month
- Ovarian Cancer Awareness Month
- Zero Discrimination Day 1<sup>st</sup> March
- International Women's Day 8<sup>th</sup> March
- No Smoking Day 11<sup>th</sup> March
- Young Carer's Action Day 11<sup>th</sup> March
- World Kidney Day 12<sup>th</sup> March
- World Sleep Day 13<sup>th</sup> March
- Nutrition and Hydration Week 16-22<sup>nd</sup> March
- World Oral Health Day 20<sup>th</sup> March
- International Day for the Elimination of Racial Discrimination 21<sup>st</sup> March
- World Down Syndrome Day 21<sup>st</sup> March

### Updates:

- Hull celebrates historic milestone as more than half of local babies are now breastfed!
- Alcohol & Drug Strategy Refresh
- Healthy Weight in Childhood eLearning Programme
- Tobacco and Vape Bill Update
- No Smoking Day 11<sup>th</sup> March
- Turning Corners
- Social Prescribing Day Celebration Event
- Free Prostate Cancer awareness sessions for all
- Public Health Intelligence Updates

