

**HS Paper 03/20**

**Board Meeting: 14 February 2020**

**Chief Executive's Report**

**Recommendation/action required:**

The Board is asked to note the paper.

**Author:** Gerald McLaughlin, Chief Executive

6 February 2020

## **Chief Executive's Update**

### **Purpose**

1. The purpose of this paper is to provide an update to the Board on activities and matters involving the Chief Executive and Directors which are not covered by other papers on the agenda.

2. **Finance: 2019-20 Year End Forecast**

Our last update report provided to the Audit Committee was for the 6 months to 30 September 2019, which showed at year to date (YTD) underspend or surplus of £55k and a year-end (Y/E) forecast of £nil or break-even.

Our latest report for the 9 months to 31 December 2019 shows a YTD underspend or surplus of £85k and a y/e forecast of £nil or break-even. Included in the y/e forecast is a further £100k contribution to the £15m National Boards Savings Target for 2019/20. The National Boards have achieved an £11m recurring saving and expect to make £4m of non-recurring savings, which includes our additional £100k in 2019/20. We have retained a small surplus, which is allowed, in the y/e forecast to cover any unexpected costs in the final quarter of 2019/20.

An updated report on the 10 months to 31 January 2020 and a revised y/e forecast will be provided to the Audit Committee in early March.

3. **Suicide Prevention Branding**

At the previous Board meeting a question was asked about the proposed change to established suicide prevention branding in Scotland.

The Scottish Government published a new suicide prevention action plan (Every Life Matters) in 2018 and established a Ministerial National Leadership

Group (MNLG) to implement the 10 actions within it. One of those actions is to improve public awareness of suicide. Senior representatives of NHS Health Scotland and SAMH co-lead nationally the delivery of that action.

The National Leadership Group reviewed previous marketing research about brand recognition and engaged with a group of citizens with experience of suicide in deciding what was needed. Having taken account of research and evaluation, the group decided to end the use of the choose life brand and commission some expert research into what a new brand would be with the purpose of creating a social awareness and movement about suicide prevention rather than any single organisational identity.

Scottish Government funding has been used to commission the work. Currently, the contracted agency is finalising proposals for the new brand so that it can be market tested in keeping with established processes. Any new brand would be signed off in 2020/21 and a launch/implementation plan approved as part of that process.

#### **4. National Public Health Meetings**

##### **4.1 Faculty of Public Health Conference, 29 November 2019**

I attended the annual Faculty Conference in Scotland in which we had a strong leadership presence and contribution to our final conference as Health Scotland, including plenaries chaired by me and by the Board Chair.

##### **4.2 Four Nations Meeting, 17 January 2020**

Along with the Acting Director of Public Health Science, I attended the latest 4 Nations Public Health Meeting hosted in Glasgow and attended by the President of the Faculty of Public Health. Amongst the other business, the group received presentations from the Head of the Scottish Public Health Observatory and the Acting Director of Public Health Science on the

respective subjects of Stalling Trends in UK Life Expectancy and UK Burden of Disease.

#### **4.3 Gypsy Traveller Health & Social Care SLWG, 2 December 2019**

This is a national Short Life Working Group with authority delegated by the Chief Executive Group to Directors of Public Health, recognising the significant inequalities gradient of health outcomes for the Gypsy Traveller Community. The latest meeting heard directly from members of the Community and from Groups which provide services to them.

### **5. Other Key National Meetings**

#### **5.1 Meeting with Head of Department of Work and Pensions in Scotland.**

Together with the Director of Health Equity we met with the relatively new Head of DWP in Scotland who is keen to see them playing an active part in the new public health landscape in Scotland.

#### **5.2 First Minister's National Advisory Council on Women & Girls**

As a member of the Circle supporting the First Minister's Advisory Group I attended the latest meeting on 29 January at which the First Minister formally accepted the last Annual Report from the Advisory Group.

### **6. Final Meeting with Scottish Government Sponsor.**

Along with the Director of Strategy and the Organisational Lead for Policy and Outcomes I attended our final formal sponsorship meeting with Scottish Government, setting out our latest performance assessment and financial forecasts for Health Scotland. The Sponsor Team confirmed that they had received the necessary assurances and that any remaining issues between now and our dissolution will be managed on an ad hoc basis.

## **7. Complaints**

From 15 November to 5 February 2020 we received 31 complaints or concerns intended for other health bodies and 1 concern about the content of our website, healthscotland.scot

The concern was raised by someone who was looking to find information on our website on eating disorders and anorexia in particular. They expressed some disappointment that the information on our website was focussed on obesity and healthy weight. We responded explaining our specialist role and remit and that our website was not aimed at the general public and does not cover every topic area. We also signposted the person to some helpful information on anorexia on the NHS Inform website, including information on treatment and getting help.

## **8. Finance and Resource Implications**

There are no specific finance and resource implications as such arising from this paper.

## **9. Staff Partnership**

There are no partnership issues which are not addressed through other relevant plans.

## **10. Communication and engagement**

There are no specific communications issues arising from this paper which are not addressed through other relevant plans.

**11. Corporate Risk**

Any risks associated with this update are incorporated within related project plans.

**12. Promoting Fairness**

There are no specific issues arising from this paper.

**13. Sustainability and Environmental Management**

There are no specific environmental issues arising from this paper.

**14. Action/ Recommendations**

The Board is asked to note the paper.

**Gerald McLaughlin**

**Chief Executive**

**6 February 2020**