



- Covering:
- Diet
 - Sex
 - Drug use
 - Isolation
 - Cyber-bullying
 - Exercise
 - Disease patterns
 - Addictions
 - Self-harm

PUBLIC HEALTH AND THE EMBRACE OF SOCIAL MEDIA

2015/16

ANNUAL REPORT OF THE DIRECTOR OF PUBLIC HEALTH



Watch the report's opening and closing films at:

YouTube <http://bit.ly/PBHintro>
<http://bit.ly/PHBsummary>

5731 Brighton & Hove City Council Communications Team



USES & ABUSES

In 2015, **61% of adults** in the UK used social media on the internet. How does such widespread adoption affect public health and the surrounding issues?

- Right to disappear
- Revenge Porn
- Internet Trolls
- Hacking
- Cyber Warfare
- Radicalisation
- Online Security
- Whistleblowing

Read this chapter online at www.brighton-hove.gov.uk/health-report

DISEASE & SOCIAL MEDIA

We and others are using social media to help with mapping drug use, racism and mortality

Find out more at: <http://bit.ly/bhcc454>

To view live Studybugs data for Brighton & Hove, visit www.studybugs.com/clientdata/brightoncc

Studybugs

- 80% Parents
- 3000 Pupils
- 10 Schools

Studybugs is an online service which helps schools manage and maximise attendance.

Read this chapter online at www.brighton-hove.gov.uk/health-report

SEXUAL HEALTH

Social media – a conduit to more risk and a fast track to treating people

Sexually transmitted infections – a **large** local difficulty. What are we observing, and how we are responding

Read this chapter online at www.brighton-hove.gov.uk/health-report

DIET & EXERCISE

TEN CANCERS

caused by obesity – Read the report!

Takeaway apps and **social media** are changing the way people eat

Take a look at **how people stay fit** in Brighton & Hove

Sugar levels are impacting public health
Find out what we are doing about it

Read this chapter online at www.brighton-hove.gov.uk/health-report

ADDICTION

Find out what's happening with **legal highs** in Brighton & Hove

Social media and addictions can go hand in hand – we look at drugs, alcohol, gambling and even addiction to social media itself.

Take a look at what **school children** want to know

Read this chapter online at www.brighton-hove.gov.uk/health-report

MENTAL HEALTH

A **tipping point** – more older people are using the internet

79% can (with confidence) use e-mail (92% of 55+)

Take a look at some of the **worrying self-harm images and conversations** shared on-line

Find out how we're using a **whole-school approach** to reduce bullying across the city

Read this chapter online at www.brighton-hove.gov.uk/health-report