

Birmingham
Health and Wellbeing

Public Health and Housing: Local Leadership for Health Improvement

Thursday 20th January 2011
Saffron Centre, Moseley





The Public Health White Paper: what does it mean for Birmingham?

Dr Jacky Chambers

Director of Public Health

Heart of Birmingham Teaching PCT





The Public Health White Paper – What does it mean for Birmingham ?

Dr Jacky Chambers

HM Government

Healthy Lives, Healthy People:

Our strategy for public health in England

DH Department of Health

Healthy Lives, Healthy People: consultation on the funding and commissioning routes for public health

DH Department of Health

A Vision for Adult Social Care: *Capable Communities and Active Citizens*

Social Care

HM Government

Our Health and Wellbeing Today

NHS

Liberating the NHS:

Transparency in outcomes – a framework for the NHS

A consultation on proposals

DH Department of Health

Fair Society, Healthy Lives

The Marmot Review

Department of Health Publications
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NHS

Equity and excellence:

Liberating the NHS

DH Department of Health

Public Health White Paper: the facts

- Change of leadership and accountability for improving citizens health to local government
- New “expert” system for public health– Public Health England : national
- Local system : BCCouncil GP commissioning consortia + third sector
- Choice, diversity + range of service providers
- Governance : Statutory Health and Wellbeing boards

Public Health White Paper: the facts

Philosophy/Approach

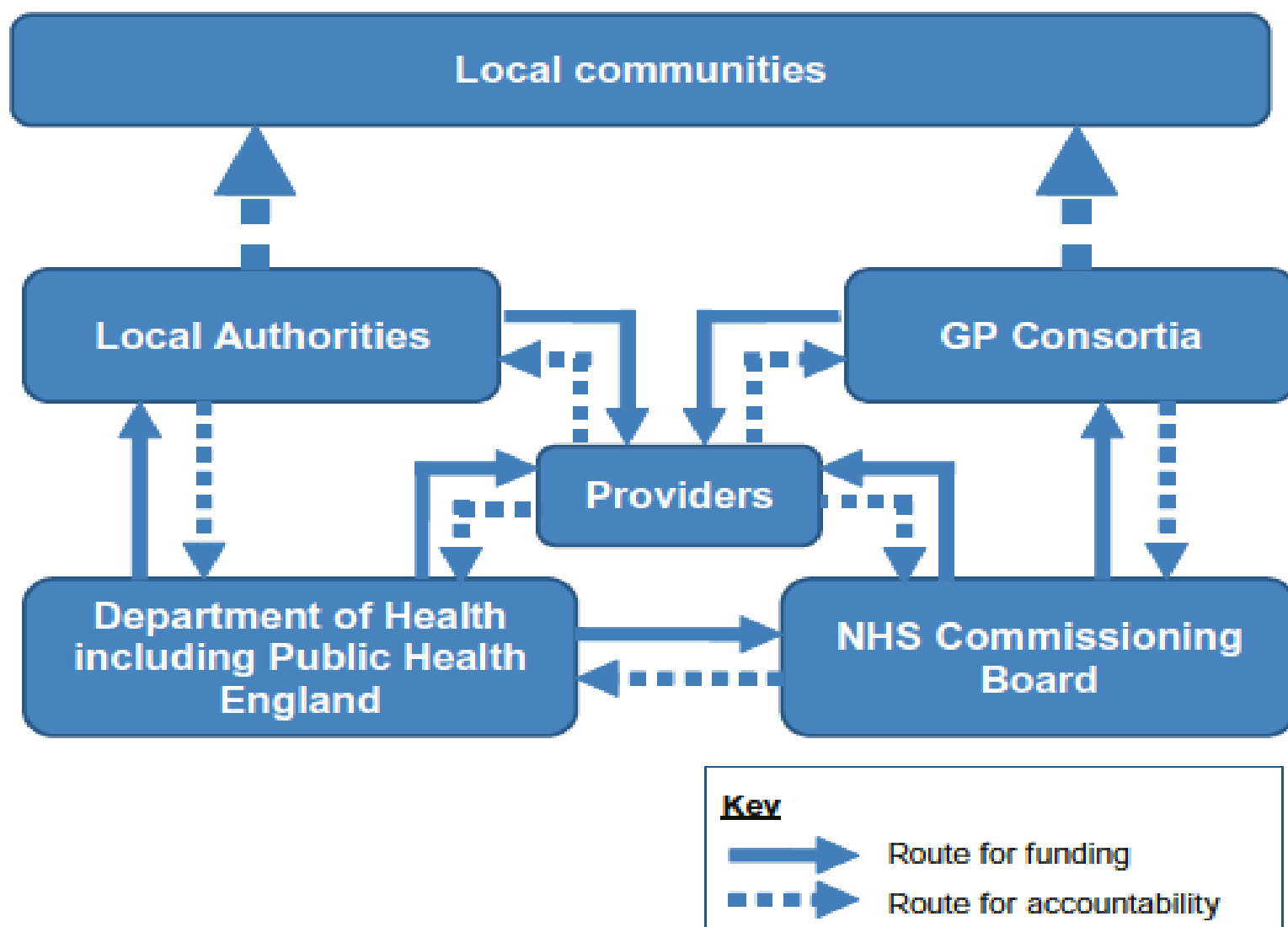
- Policy framework - lifecourse + key transition points
- “Nanny state “→ ladder of interventions , deals with industry
- Process measures /targets -> outcomes/ framework
- Specific accountability - public health outcomes framework – 1 of 3
- Commitment to reducing health inequalities – “nudge “

Public Health White Paper: the facts

Funding

- - ring fenced budget for public health –protected from NHS “ raids”
- - financial rewards for reducing HIs – health premium
- - ring fenced grant to local government : formula based : pace of change
- -Public Health England will hold the purse strings

Figure 4.1: Funding and accountability through the public health system



To improve and protect the nation's health and well-being and to improve the health of the poorest fastest.

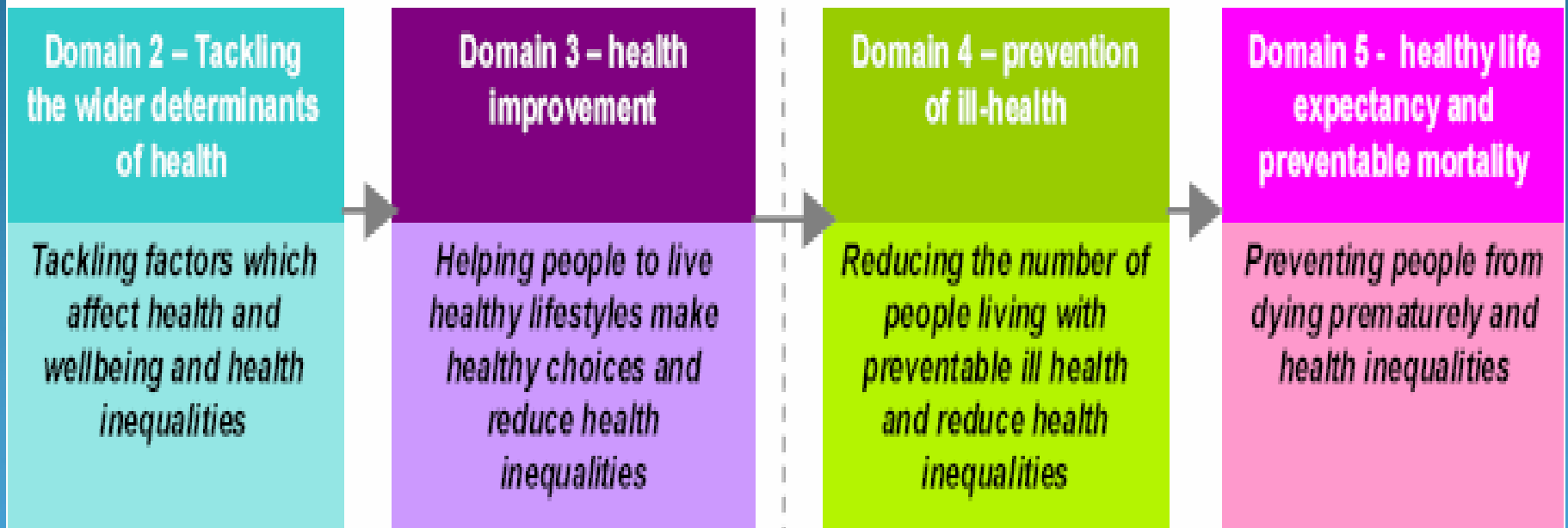
- Healthy life expectancy
- Healthy life expectancy gap between the least deprived and most deprived communities

Domain 1 – Health protection and resilience

Protect the population's health from major emergencies and remain resilient to harm

DETERMINANTS OF ILL HEALTH

OUTCOMES OF ILL HEALTH



Public Health White Paper: what it might mean for Birmingham ?



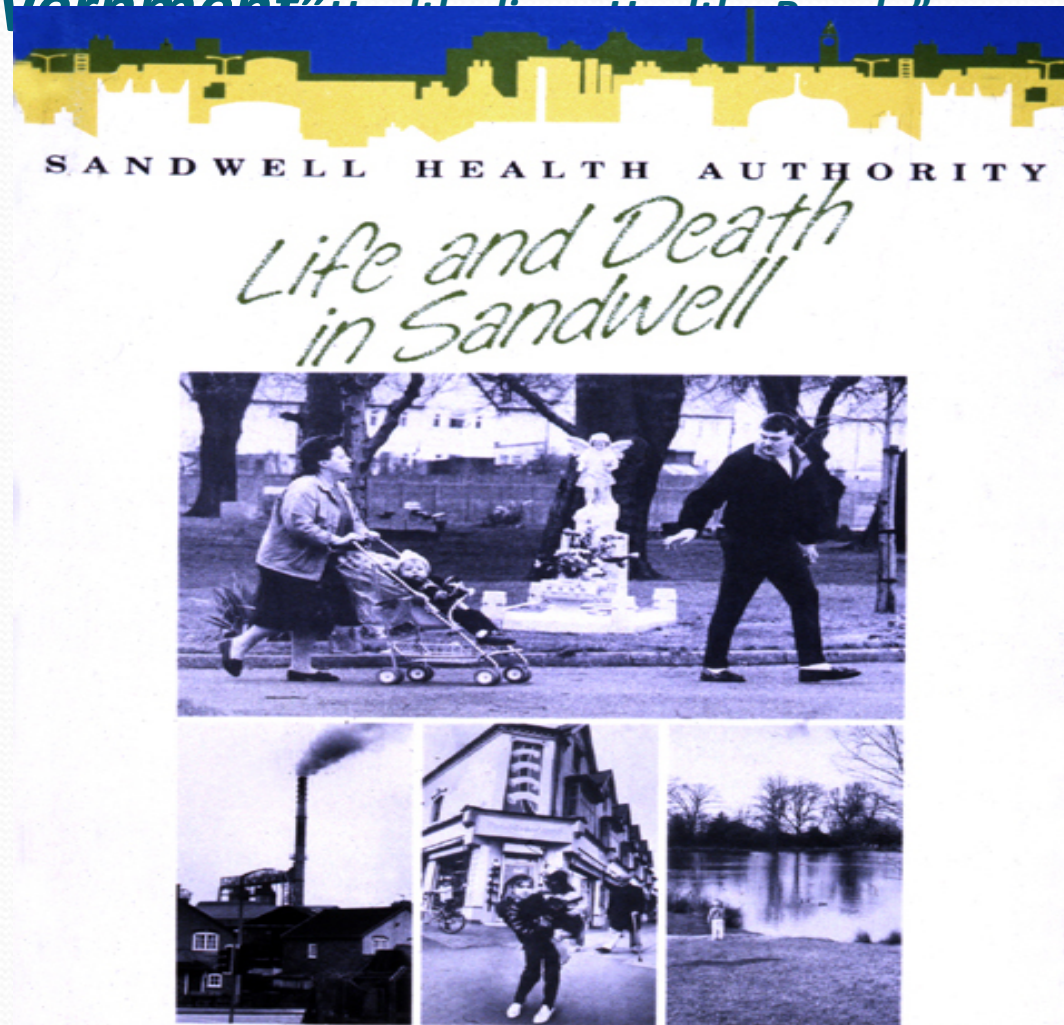
“*Return of local public health leadership and responsibility to local government*” *Healthy lives, Healthy People*”

- **“that the citizens I represent die younger than people in other parts of the country is not acceptable**
- **“ It is my mission to make sure that the children who grow up in my constituency are no longer the fattest in the country.”**
- **“ I want patients with diabetes to understand that they will only live to be grandparents if they give up smoking “**

“Return of local public health leadership and responsibility to local government”

it's not who your doctor is, it's who you vote for, that most affects your health

J Middleton
Sandwell DPH
Vice President
Faculty of Public Health



“Time to free up local communities to decide how best to improve their health and well being citizens...without interference from the centre

“Time to reassert the vol sectors critical role in connecting with local communities”

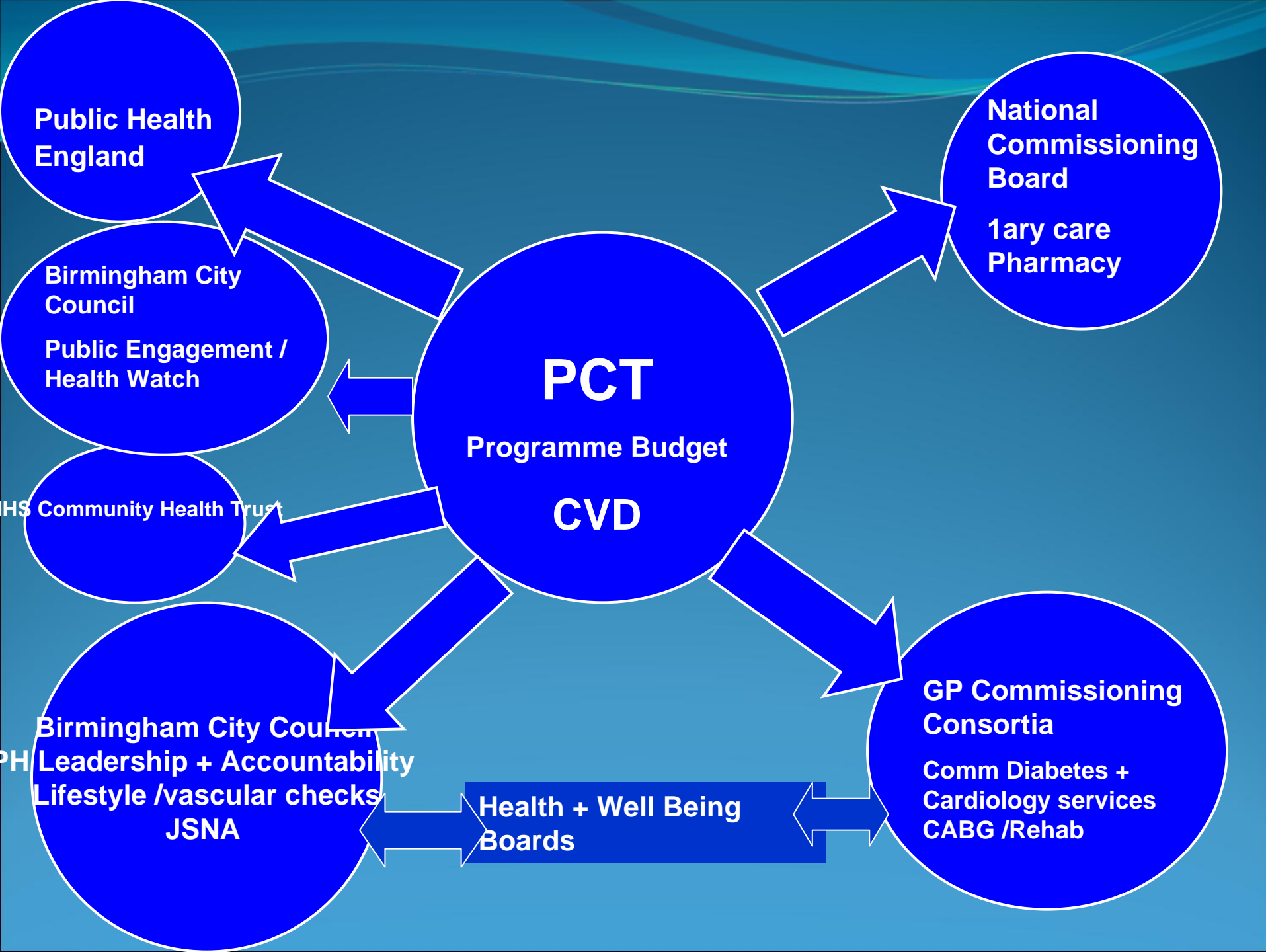


The New Public Health System

- Public Health England :central control by Dept Health /SOS
- local Health Protection Agency no longer independent
- joint appointment of DPH with Local Government : central accountability
- JSNA coproduction with GPCC ->analysis /modelling /accessible to public

The New Local Public Health System

- Commissioning of local NHS public health services moved from PCTs
- dental health , drugs , sexual health , school nursing, lifestyle -> BCC
- immunisation , screening , primary care QOF , health visiting -> National Commissioning Board



she can't
change her
environment....



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SERENID-D

For information on the benefits of Serenid-D, visit our website at www.serenid.com. Serenid-D is a prescription medication used to treat anxiety and depression. It is not intended for use in children, pregnant women, or women who are breastfeeding. Serenid-D may cause drowsiness and should be taken with caution. Always consult your doctor for more information.

Figure 31 The ultimate technological fix?

CARDIOVASCULAR DISEASE – THE FUTURE

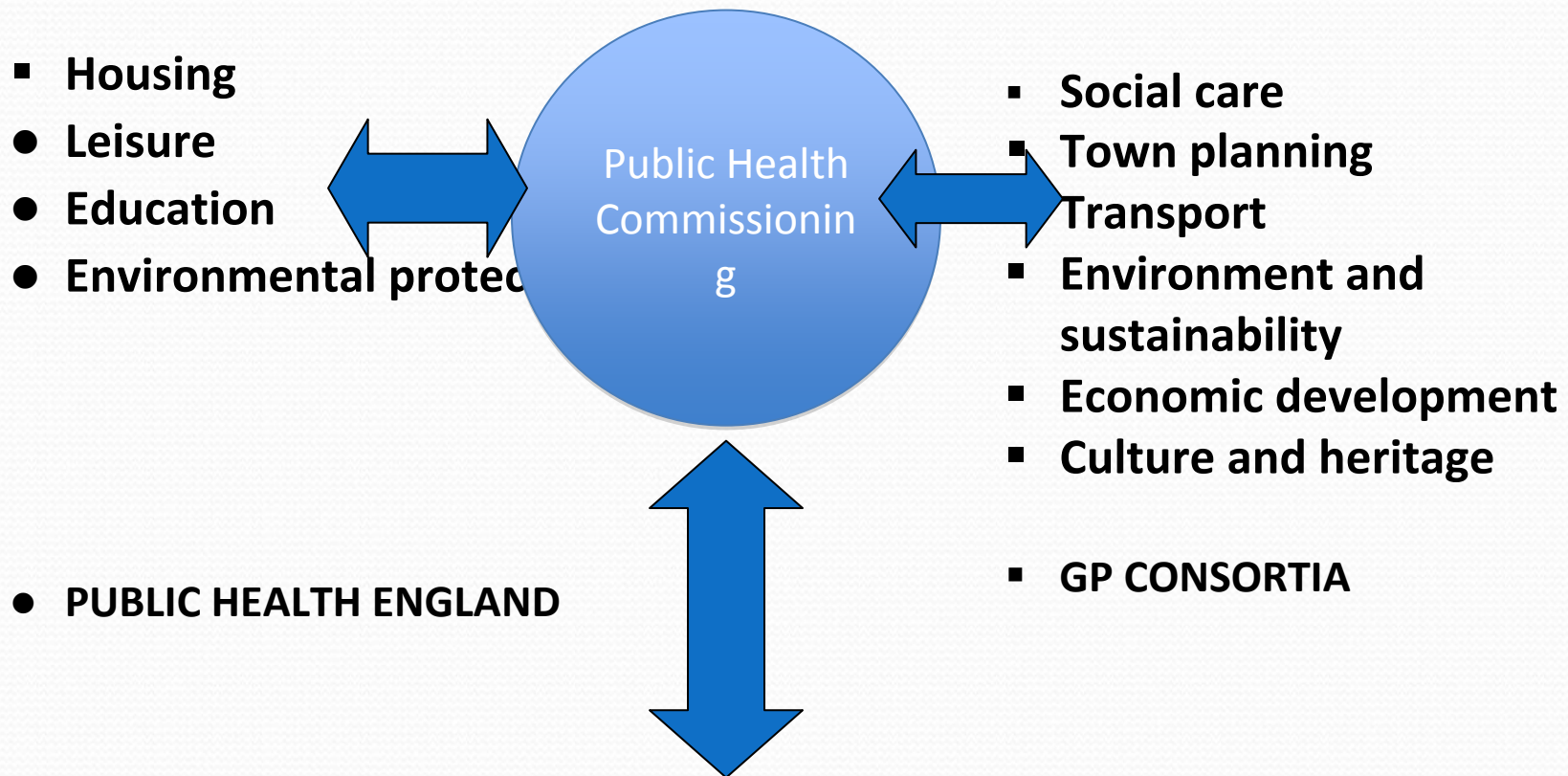
LIFE COURSE	CVD (Risk)	EFFECTIVE MEASURES	H&W B	WHO COMMISIONS / DELIVERS
Start Well	Low birth weight Nutrition – early years	Reduce smoking in pregnancy Breast feeding / Weaning		GP Consortia / NHS trusts BCC Children’s services – Under 5 Third sector-family support
Developing Well	Physical activity Intake of Fruit and vegetables ++	Active recreation School meals Parental engagement Walk /cycle to school Fast food outlets		BCC Children’s services /PHSE schools BCC Leisure / Constituency Transport / planning BCC Housing / neighbourhood planning
Living Well	Unemployment / Passive and active Smoking Alcohol ++ Physical activity	Access job opportunities Smoking cessation/smoke free homes Early intervention – primary care Active travel /Be Active		BCC – Economic partners BCC – Regulation/Public Health commissioning //third sector NCB /GP Consortia BCC – Transport /Leisure
Ageing Well	CVD disease - detection :survival >sudden death Extreme temps –	Illness prevention – CVD risk management Decent homes / fuel poverty		BCC- PH function National Commissioning Board BCC – Adults and communities BCC Housing /Adults and

What this might mean? – funding , risks and managing change

- A fair stab at complexity and disintengling corporate budgets BUT ALSO a recipe for turbulence and ill- feeling, wrangling, transaction costs, ‘profit’, ‘due diligence’, legal and financial costs

All screening	Public Health England will design, and provide the quality assurance and monitoring for all screening programmes	NHS Commissioning Board (cervical screening is included in GP contract)	-
Accidental injury prevention	Local initiatives such as falls prevention services	Local authority	-
Public mental health	Mental health promotion, mental illness prevention and suicide prevention	Local authority	Treatment for mental ill health
Nutrition	Running national nutrition programmes including Healthy Start Any locally-led initiatives	Public Health England some local authority activity	Nutrition as part of treatment services, dietary advice in a healthcare setting, and brief interventions in primary care
Physical activity	Local programmes to address inactivity and other interventions to promote physical activity, such as improving the built environment and maximising the physical activity opportunities offered by the natural environment	Local authority	Provision of brief advice during a primary care consultation e.g. Lets Get Moving
Obesity programmes	Local programmes to prevent and address obesity, e.g. delivering the National Child Measurement Programme and commissioning of weight management services	Local authority	NHS treatment of overweight and obese patients, e.g. provision of brief advice during a primary care consultation, dietary advice in a healthcare setting, or bariatric surgery
Drug misuse	Drug misuse services, prevention and treatment	Local authority	Brief interventions
Alcohol misuse	Alcohol misuse services, prevention and treatment	Local authority	Alcohol health workers in a variety of healthcare settings
Tobacco control	Tobacco control local activity, including stop smoking services, prevention activity, enforcement and communications	Local authority	Brief interventions in primary care, secondary, dental and maternity care
NHS Health Check Programme	Assessment and lifestyle interventions	Local authority	NHS treatment following NHS Health Check assessments and ongoing risk management
Health at work	Any local initiatives on workplace health	Local authority	NHS occupational health

Integration of NHS public health functions within LA



**Housing AND excess winter deaths,
Air quality AND heart disease,
Public parks AND being active
Fear of crime AND mental health
Littering AND smoking related disease**

What will it mean to have a ring fenced budget for improving health

Small , pump priming , short vs long term , add value ,pace of change

Local discretion but strings attached!

Timescale : shadow allocations 2012

Transfer : April 2013

CRITERIA FOR COMMISSIONING WITH RING FENCED GRANT

Health and Well being Board

Adding value/innovation

Encourage a mixed economy of provision eg voluntary sector in 'lifestyle' services

Services able to

- demonstrate *public value* –volunteers, social capital
- add value through pooling resources
- use funds to secure other sources of funding
- reduce cost of hospital and residential social care
- innovation - >sustained approach

What leverage will there be to move around funding to achieve better outcomes ?

Manage interface with Public Health England/National Commissioning Board !

The Health and Wellbeing board

- community involvement/advocacy

Shared outcomes - pooled NHS resources

Health premium - choice of indicators/early success

Health impact assessment/modelling

Workforce issues - NHS staff

Loss of public health staff in transitional period

Public health commissioning /influence over health care

Comparative paycales

Cultural shift to new employer , and to local democracy

What will this mean ? - managing change

Strategic leadership – Mr Peter Hay + Andy Donald /Cluster board

Programme management approach – change/delivery

- design vision and governance/health watch
- - public health intelligence
- - health inequalities
- - health protection
- - health care commissioning
- Building relationships language , culture
- Protecting capacity to engage with local communities

Challenges and responses

– new public health system

CHALLENGES	SOLUTIONS
Complexity	Governance – Statutory HWB
Fragmented	National / Local Commissioning framework
Outcomes – NHS / Public Health / Social Care	Partnership approach –focus on shared outcomes
Resilience	Manage staff –out and across new system
Community engagement – NHS PPI functions	Democratic mandate for health –LA structures and capacity

Thankyou ! jacky.chambers@nhs.net

