

TRAFFORD COUNCIL

Report to: Health & Well Being Board
Date: 1st April 2014
Report for: Information
Report of: Abdul Razzaq, Director of Public Health

Report Title

The Public's Health – A Strategic Plan for Greater Manchester

Summary

The Greater Manchester Directors of Public Health Group has been working at both district and Greater Manchester (GM) level to implement Public Service Reform (PSR) work streams.

Following a review of Greater Manchester public health activities in 2013 it was recognised that achievement of the PSR ambitions could be accelerated by the creation of a Greater Manchester strategic plan for the public's health.

Recommendations

The Health and Well Being Board notes the direction and progress in relation to the development of the Public Health strategic plan for Greater Manchester.

Contact person for access to background papers and further information:

Name: Abdul Razzaq, Director of Public Health x1300

The Public's Health – A Strategic Plan for Greater Manchester

Introduction

The Greater Manchester Directors of Public Health Group has been working at both district and Greater Manchester (GM) level to implement Public Service Reform (PSR) work streams.

Following a review of GM public health activities in 2013 it was recognised that achievement of the PSR ambitions could be accelerated by the creation of a GM strategic plan for the public's health.

Background

In 2013-2014 work was undertaken with a range of partners from academia, public services, private sector and the community sector to give shape to those areas of activity where the potential to minimise risks to health and secure health improvement were the greatest. These conversations also explored opportunities to change the use of existing resources and identified where there were resources including partnerships, relationships, knowledge and access to population groups that could be used to maximise the impact of the GM strategic plan for the public's health.

This work also identified a shared desire to create a new perspective in GM on the public's health that moved beyond traditional health improvement activities such as smoking cessation or diet and also disentangled the actions needed to sustain or improve the public's health from the conversations about treatment and care within the NHS.

In October 2013 a stakeholder event was held where over 150 partners provided their views on the areas that should be prioritised for action in Greater Manchester. The headline areas identified included:

1. Children and young people
2. Environment
3. Employment, skills and income
4. Primary care
5. Mental wellbeing
6. Resilience – community and individual

Directors of Public Health in each district are now leading work with partners and colleagues to test these priorities and identify those areas where there is greatest potential for impactful change to happen at scale.

Context

The costs of poor health to the GM economy – in terms of reduced potential for growth and increased costs for public services - have been articulated in both the Greater Manchester Strategy (GMS) and in GM PSR work. The Health and Social Care Integration, Troubled Families and Work and Skills PSR work streams have striven to develop more effective models of treatment and care that reduce the costs associated with ill health. This will continue through the new focus on complex dependency. However, as yet there has not been a comprehensive review of the actions required to both keep people in good health and also to reduce the impact of health conditions on individuals' ability to fully participate in creating economic and social wellbeing for GM.

The GM strategic plan for the public's health will enable partners to work together to minimise the risks to health by reshaping current activities within existing resources in ways that will have positive impacts on the health of local people. The strategic plan will also identify areas where the scale of changes will require reprioritising of current resources or changes to the way that services are commissioned.

GM Directors of Public Health recognise that they will need to facilitate these changes through the decommissioning of some of the services transferred from the NHS and the commissioning of new models of public health services.

Overview

The GM strategic plan for the public's health will:

- Set out an intelligent approach to value for money spending by showing how lower cost early intervention and prevention activities will reduce current and future cost pressures by improving the public's health and, therefore, their ability to be economically and socially active.
- Acknowledge that some of the interventions to improve the public's health will take time to demonstrate their full impact.
- Underpin the GM PSR programme by identifying those early interventions that are a serious alternative to expensive, and sometimes ineffective, later intervention.
- Bridge the current gaps between the policies and practices amongst GM public services by drawing together a coherent vision for the public's health and to identify those actions that, when services work together, will keep the population healthy.
- Provide a framework for action by GM partners that will reduce the risk of economic or social exclusion resulting from poor health.

Influencing National Policy Agendas

The establishment of Public Health England (PHE) as a national body responsible for public health that sits outside of the NHS has resulted in a significant shift in the Government's narrative around what good health means for the economic and social wellbeing of the country. From this there is emerging a new dialogue about the financial benefits of good health to all parts of the public sector – rather than the previous focus on the benefits accrued to the NHS through public health interventions.

This shift in national policy towards one that acknowledges the importance of the public's health in securing economic growth and reducing the need for high cost interventions mirrors the GM approach to growth and reform (at this stage in a much less developed way). This alignment creates an opportunity for PHE to support GM in national policy conversations and also for GM to influence the further development of PHE's approach.

Reform and Growth

The strategic plan will enable the delivery of the GMS by drawing together the prevention actions required at GM level to deliver the Growth and Reform priorities.

Growth

The GM economy needs all residents of all districts to be equipped with the right skills to be able to play a full part in the labour market. Ill health and poor management of chronic conditions has been shown to reduce opportunities for employees to gain skills in the workplace and reduces opportunities for in-work progression. Health related unemployment is higher in GM than the rest of the North West or England.

The international evidence base shows that the following factors are associated with lower levels of participation in the workplace:

- Poor mental health¹
- Cancer Rates²
- Drug and Alcohol Misuse³

¹ Mental health and work: United Kingdom OECD February 2014

² Cancer and economic growth in an aging population: Swift 2007

³ Pathways back to work for problem alcohol users – Policy Studies Vol 34 2013

Actions that reduce the prevalence of these factors amongst the GM population, or secure an early intervention to address these issues, will minimise the rates of economic inactivity associated with these. To secure a societal shift in approaches to the causes of disease, GM will need to put in place a 'whole system' approach to the public's health.

Reform

The GM PSR work streams have identified that dealing with the consequences of poor mental and physical health is key to stepping individuals down from high cost interventions. Within the Early Years work stream, actions have been undertaken to identify those early interventions that will divert children and young people from high cost later interventions. The development of the strategic plan will provide an opportunity to consistently identify those early intervention and prevention activities that will divert at risk population groups from being stepped up into services, whether at a high or moderate intensity.

Responsibilities and Leadership

Development of the strategic plan will be led by the Greater Manchester Directors of Public Health Group. The plan will:

- Work with districts to develop a collective analysis about the actions needed to reduce future risk to the health of individuals and will provide examples and tools to all GM districts to take forward this work through their local Health and Wellbeing Boards.
- Identify a small number of strategic actions that when scaled-up will enable the necessary level of change.

Governance for the strategic framework will be through the Greater Manchester Interim Health and Wellbeing Board.

Recommendation

- The Health and Well Being Board notes the direction and progress in relation to the development of the Public Health strategic plan for Greater Manchester.