# Integration of Public Health into Local Government: Opportunities and Challenges

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# A whiz through….

- Context: Leisure, Culture and Community Health
- Public Health Transition and outcomes
- Marmot: Strategic Review of Health Inequalities
- Challenges within the system
- Opportunities
- Future position

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# Optimist or Pessimist?

- Increasing physical activity levels will contribute to the prevention and management of over 20 conditions and diseases
- Involvement in any kind of social activity has benefits for health and wellbeing. It could be the key to change
- No increases achieved over recent years – working against a tide of increasing inactivity
- Current approach doesn’t work

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# The new approach to public health

1. Leadership role for local authorities – so services are shaped by local needs
2. Supported by a new integrated public health service, Public Health England
3. Stronger focus health outcomes supported by the public health Outcomes Framework
4. Public health as a clear priority across government – supported by resource
5. The commitment to reduce health inequalities as a priority across the system

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# The role of Local Authorities

- Local leadership for all 3 ‘domain
  - Health protection
  - Health care quality
  - Health improvement
- Local Director of Public Health
- Ring fenced budget
- Mandated services
- From April 2013 but shadow format before then
- Health and Wellbeing Boards

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# Mandatory for LAs to deliver:

- Appropriate access to sexual health services
- Measures to protect the health of the population
- Ensuring that NHS Commissioners receive the Public Health advice they need
- The National Child Measurement Programme
- NHS Health Check Assessment
- Elements of the Healthy Child Programme

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# Other responsibilities

- Physical activity
- Tobacco
- Alcohol and drug misuse
- Nutrition
- Injury prevention
- Cancer prevention
- Winter deaths
- Obesity
- Social exclusion
- Birth defects
- Community safety
- Mental wellbeing
- Dental health
- Behaviour change campaigns
- Workplace health
- Support and review NHS programmes (eg immunisation)

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# Marmot – Review of Health Inequalities

- Give every child the best start in life
- All children, young people and adults maximise their potential
- Healthy and sustainable places and communities
- Strengthen the role and impact of ill health prevention
- Fair employment and good work / healthy standard of living

<u>Systematic universalism – life course approach</u>

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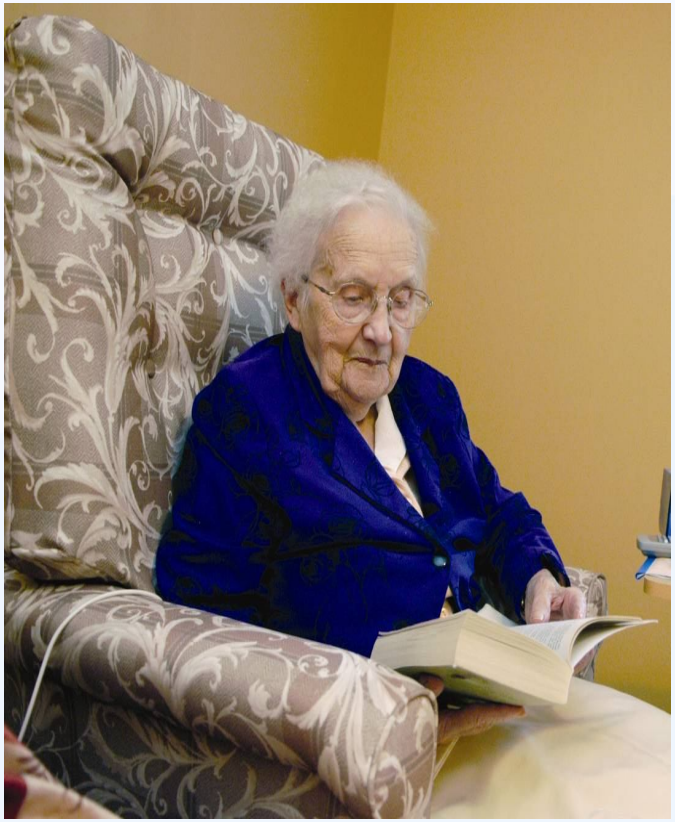
# Challenges



- Funding
- Achievement of outcomes – not delivery or processes
- Value for money - impact
- Population impact – scale / systematic / behaviour change
- Strategic approach - not departmental or silo
- Evidence versus local political views
- Commissioners / providers - who are the best value providers?

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# Opportunities

- Physical activity strategy
- Involvement in leisure and culture linked to wellbeing – big scale community involvement
- Leadership for strategy / commissioning of services – strong ally
- Service provision

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# Transition opportunities

- Public health outcomes – can we demonstrate impact from our programmes and services – appropriate data systems?
- Develop business cases for patient programmes and build relationships with CCGs
- Can we deliver competitively priced additional service benefits by diversifying?
- What should universal provision look like? Can we embrace all sectors and lead on population approaches?
- Shaping the Health and Wellbeing Strategy – developing the narrative and priorities

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# The future?

- Local Authorities are commissioning organisations nurturing public, private and community resources
- Being physically active is the norm through well designed communities and transport systems
- Leisure and cultural facilities are a focus for healthy living activities, advice and services
- Community champions support families to be fully engaged in locally run projects and services

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