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The multiagency approach to public health behaviour change: enlisting the support of local authorities, the third sector and communities

Claire McDonald
Behaviour Change Lead

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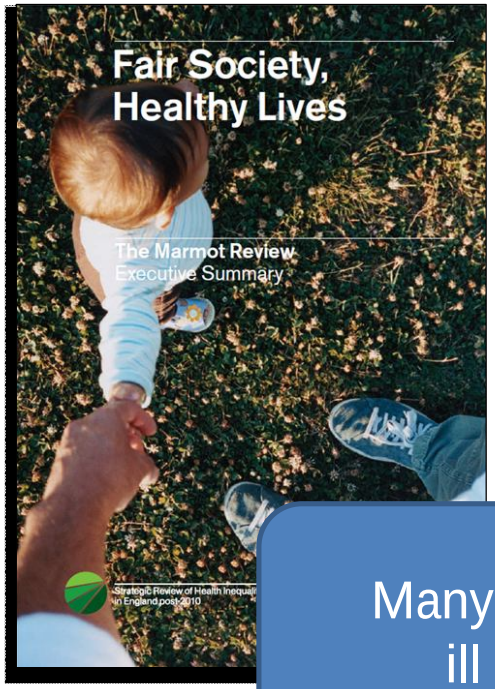
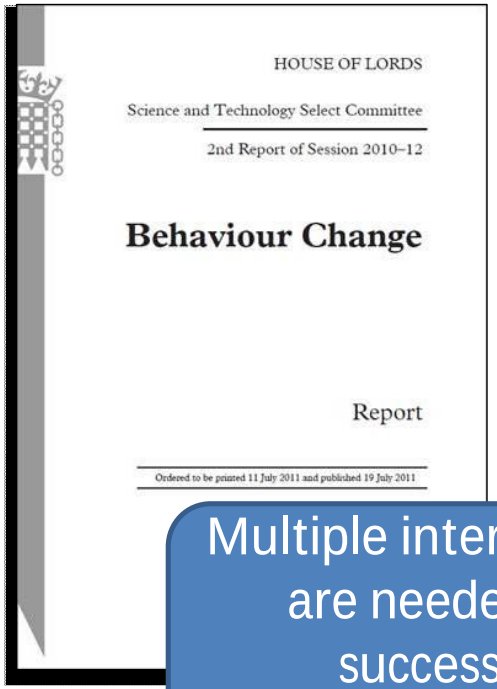


Many causes of ill health



Multiple interventions are needed for successful interventions

Makes sense that multiple parties and agencies are required for successful long term behaviour change

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Who are the potential partners and collaborators?

- Basically everyone...

…retailers, **employers**, community groups, **local authorities**, **charities**, social enterprises, **faith groups**, government, **NHS** and health services, third sector organisations, **statutory bodies**, foundations, **schools**, colleges, universities, nurseries, **online forums**, social media networks...

There is a role for everyone

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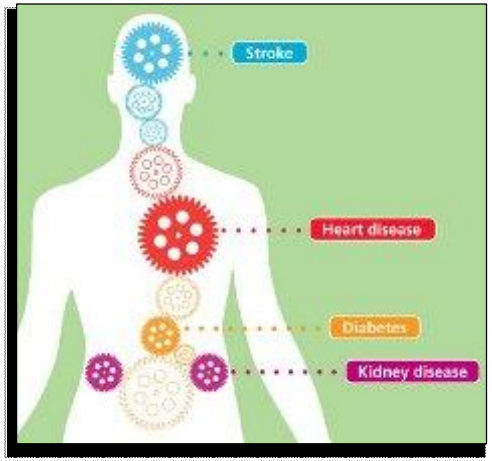
For real behaviour change – partnerships are absolutely essential

- GP delivering health checks...**advising better eating and exercise**



- ...hard work for the patient to implement when **local environment encourages other behaviour**...but **beyond the GPs control**

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Making the business case...

For many health is or has been the **job of the NHS**...for external organisations to engage there often need to be **other outcomes and benefits** additional to health outcomes and it needs to be sold in

- Changes in the way that **public health is managed** will impact on the **manner in which it is delivered...**

...already opportunities arising...**Directors of Adult Social Services** see benefits in public health interventions that will lead to a **decrease in the number of adults** requiring assistance

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More than just **communications...**often the **first thought** is that **other organisations are the gatekeepers to audiences**

Need to think of the **why and how other organisations** would **benefit from better health for all**

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In many places real partnerships are already in place

Bromley by Bow centre – **unique partnership** between faith groups, health care providers, social care providers and local businesses

bromley by bow centre

NOTTINGHAMSHIRE POLICE

Policing for you

Police available in doctors surgeries

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Benefits

Sometimes the case is obvious... benefits to the **fire service** to talk about **smoking cessation**

County Durham and Darlington
Fire and Rescue Service

...other times the **links aren't as obvious**

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Benefits to others ...working with local authorities

Local authorities managing housing find its **less expensive to decorate the homes** of non smokers than smokers...**Islington Council realised the benefits of not having to redecorate** as often that came from smoking cessation

rockpool, research associates

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Benefits to others ...working with third sector and charities

- Already vast number of **third sector organisations and charities that are commissioned** to deliver public health behaviourr change...because **they are the experts**

BE CLEAR ON CANCER

CANCER RESEARCH UK

- **Many more** who will ensure that key messages get through to their audience because it **benefits their members**

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Benefits to others ...working with commercial partners

Need to reach groups of **mothers who don't engage with maternity services** early enough ...

...created materials that **worked in the retail environment** and could be displayed alongside value pregnancy tests

Benefits to the **NHS of earlier engagement**...benefit to retailer of **association with NHS**

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Benefits to others...forming partnerships

London Health Improvement Board

New board – statute from April 2013, uniquely made up of the

- **Greater London Assembly**
- London Councils - **33 local authorities**
- The **NHS in London – hundreds of organisations**

LONDON HEALTH IMPROVEMENT BOARD

- All tackling 3 city wide Health priorities, **Childhood Obesity**, **Alcohol** and **Prevention and Early Diagnosis of Cancer**...and doing it once for London

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Benefits to others...forming partnerships

- Tobacco control zones such as Fresh only work because of **partnership and collaboration** and an understanding that **each partner is benefiting** from the approach – partners include trading standards, fire and rescue, councils, childrens services and the local NHS among others

fresh* Smoke Free North East

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How do others undertake behaviour change?

- **Formalise it and pass on responsibility** – public health to local authorities, plastic bag tax ...
- **Form official partnerships** – LHIB, Fresh NE...
- **Persuade and build the business case** – ASAP, Islington Council Housing...

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How do we...

- decide on **who takes the lead**
- decide **on funding** – if benefit is shared shouldn't the cost be?
- ensure **learning is shared** across sectors/partners
- find out what the **unknown benefits of health interventions** are?

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Thank you