

Understanding how Public Health outcomes are being delivered across Shropshire Council

Public Health:

Population Health

Prevention is Better than Cure

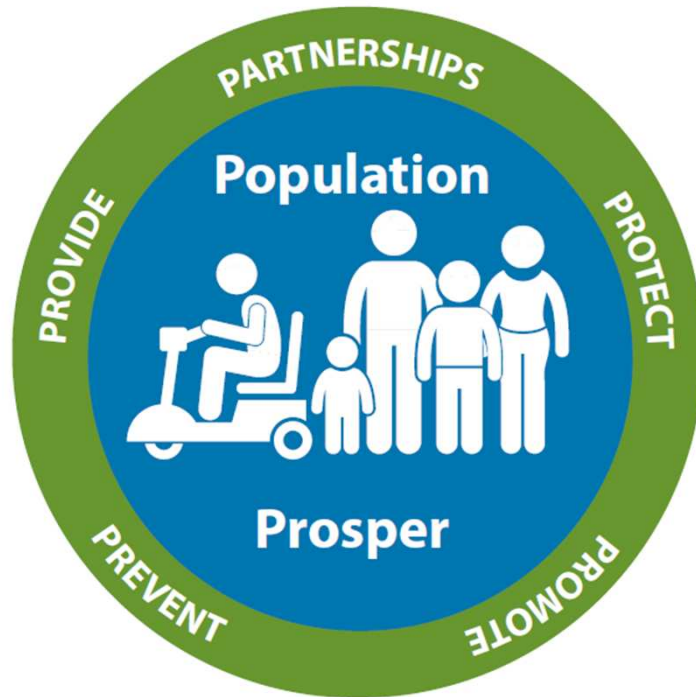
A Shared Responsibility

Content

- Context for delivery
- Public Health's key health and wellbeing priorities
- Work to deliver an ambition to redesign and co-produce a new model of Public Health
 - An update on the provision of smoking and weight management services
 - The approach assurance of delivery of Public Health outcomes including the substitution of funding

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Public Health and Good Health and Wellbeing: is a shared responsibility

“The science and art of **promoting** and **protecting** health and wellbeing, **preventing** ill-health and **prolonging** life through the organised efforts of society.” *The Faculty of Public Health*

- Public health is about improving and protecting the health of groups of people, using an evidence based approach: *Population Health*
- Targeting risk factors which promote, prolong and prevent ill health - *prevention*

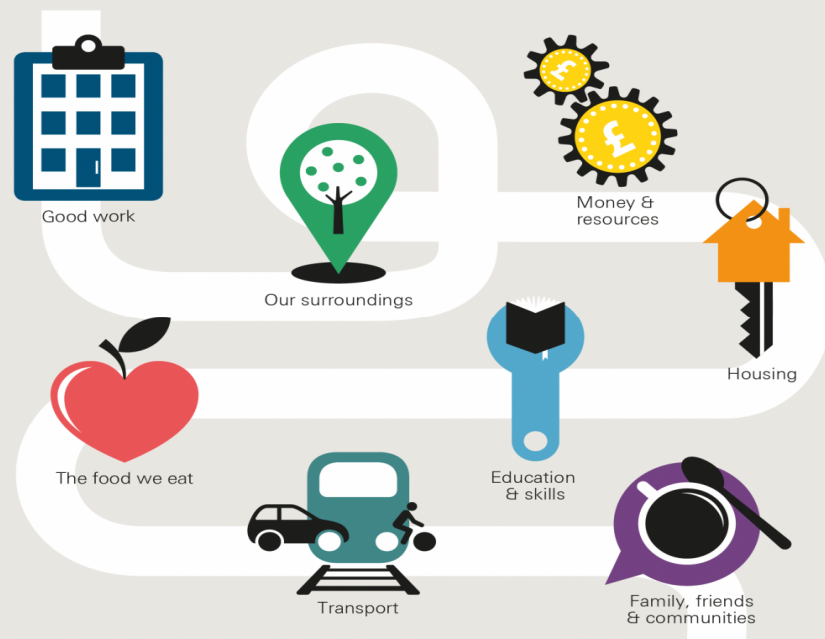
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What makes us healthy?

Good health matters, to individuals and to society. But we don't all have the same opportunities to live healthy lives.

To understand why, we need to look at the bigger picture:

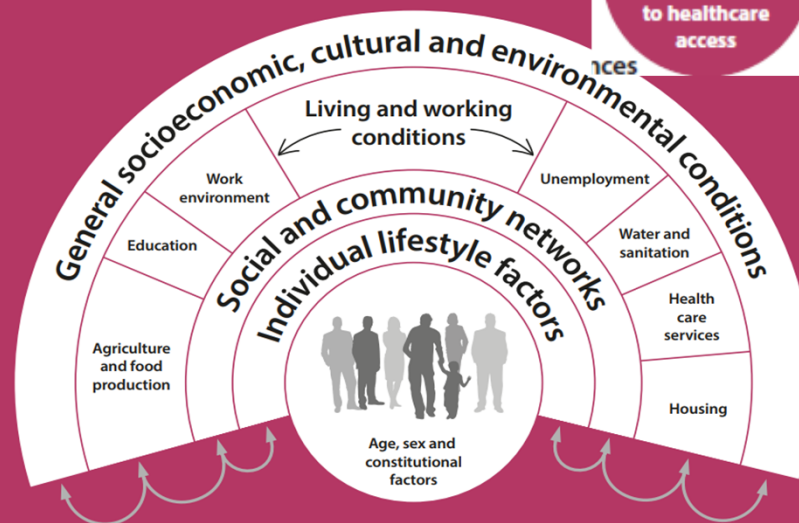


The healthy life expectancy gap between the most and least deprived areas in England is over **18** YEARS

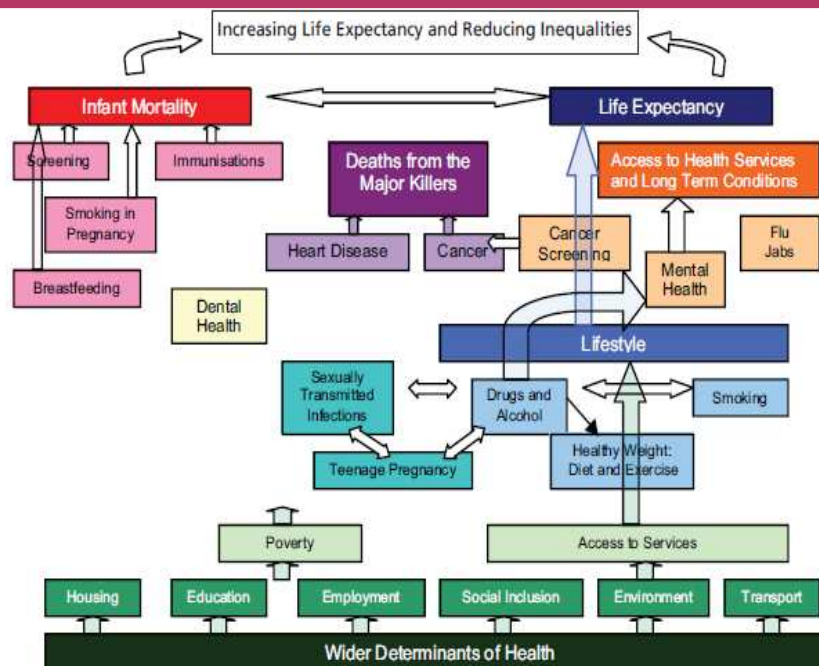
Find out more: health.org.uk/what-makes-us-healthy

What makes us Healthy?

10% of a population's health and wellbeing is linked to healthcare access



Dahlgren and Whitehead 1991



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“The best way of ensuring a long healthy life is to have the best start in life, a decent education, a warm and loving home and sufficient income to meet our needs. Or to put it more simply - a job, home, family and friends are the things that matter most to our health and wellbeing.”

Public Health England

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Prevention: Return on Investment

What is Prevention?

Prevention/Pre Risk

At risk or disease reduction at a population level. Maintaining Health. Not demand management

Early Intervention/ With Risk

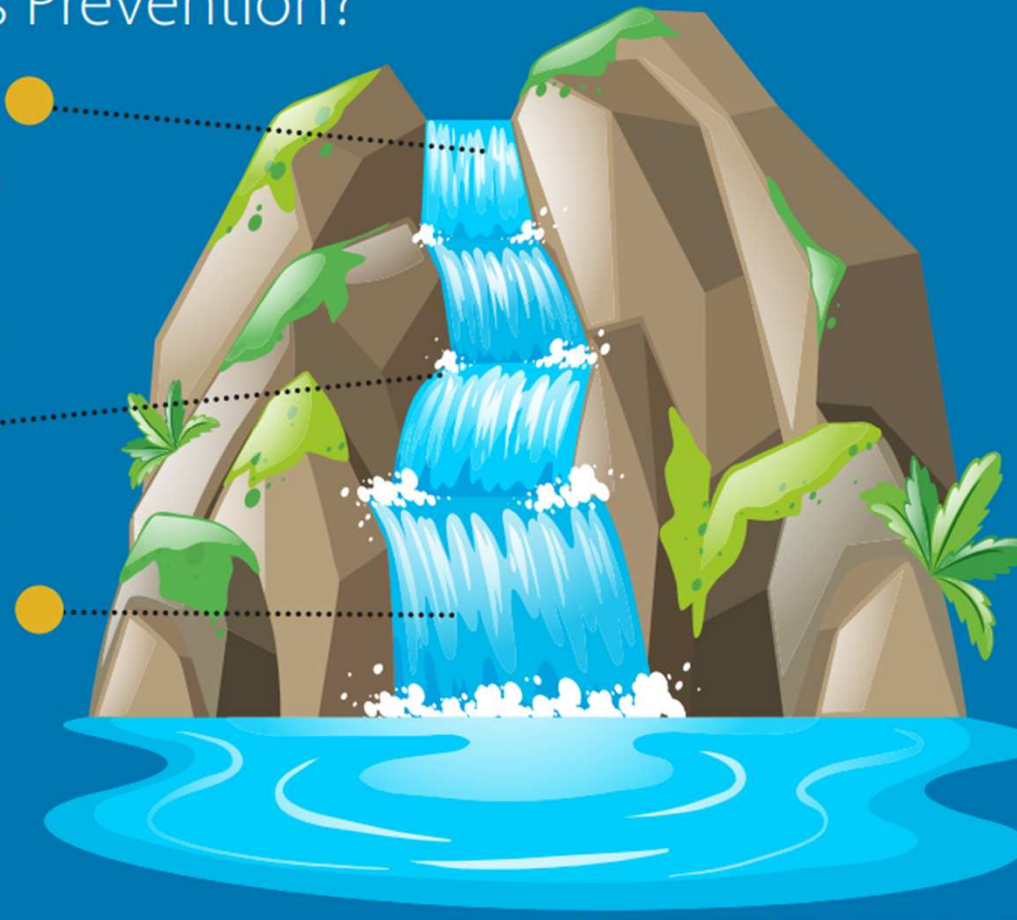
Identifying people at risk and supporting them to tackle the risks before it is too difficult to reverse

Secondary Prevention

Prevention in those who already have substantial risk. Those with substantial risk.

Tertiary Prevention

Maximises wellbeing and resilience, reducing dependency on services in those with disease by promoting healthy lifestyle behaviours. Those with ill health needs





Return on investment

Housing interventions to keep people warm, safe and free from cold and damp are an efficient use of resources. Every £1 spent on improving homes saves the NHS £70 over 10 years.

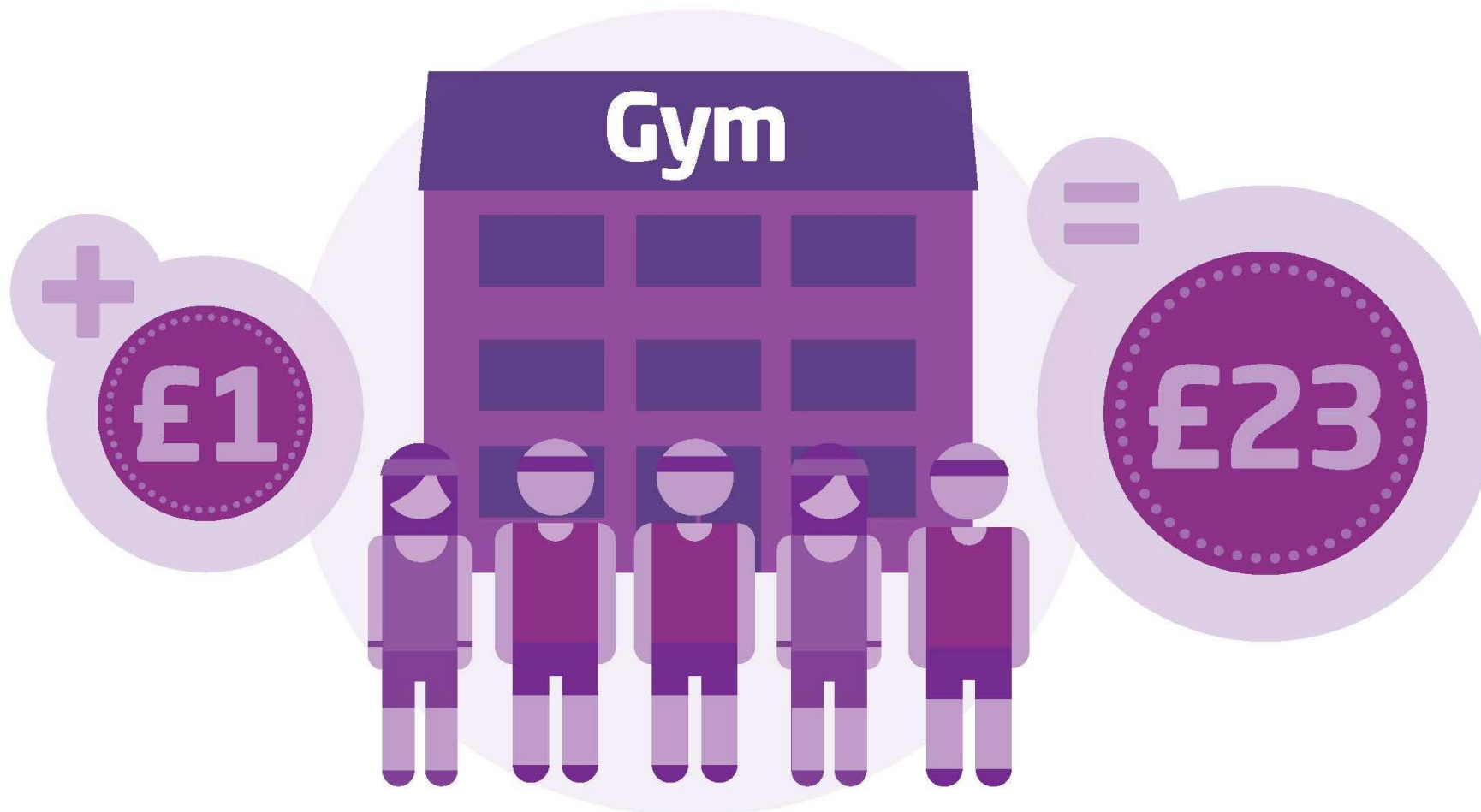
TheKingsFund>

Local
Government
Association

Slide 7

SCTMP14433 Can be removed

Susan Lloyd, 19/09/19



Return on investment

Birmingham's Be Active programme of free use of leisure centres and other initiatives returned an estimated £23 in quality of life, reduced NHS use and other gains for every £1 spent.

Slide 8

SCTMP14434 Can be removed

Susan Lloyd, 19/09/19

Return on Investment for prevention

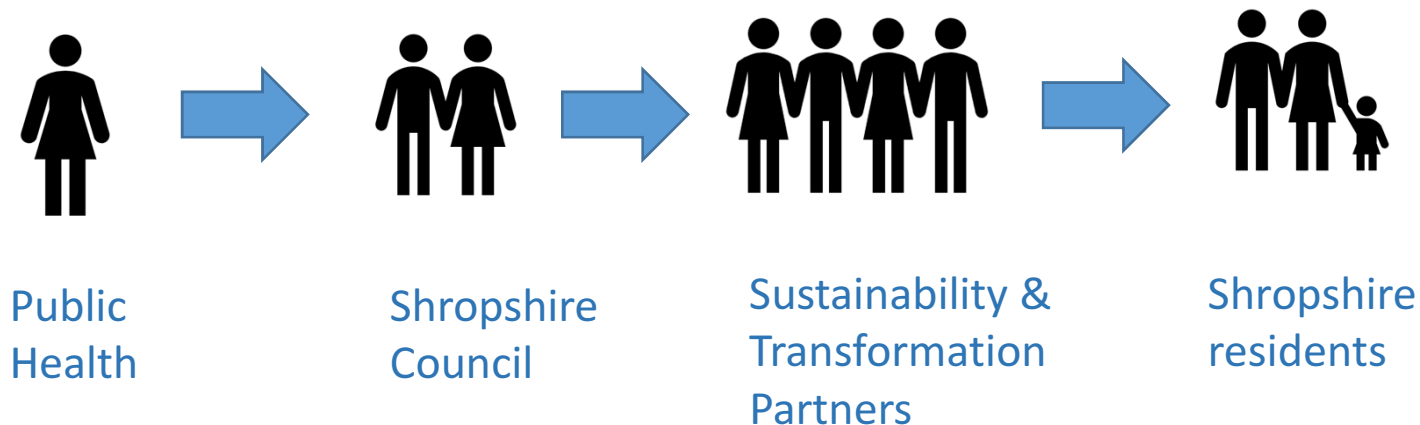
Source: From Kings Fund: Making the Case for Public Health Interventions: 2014 and Healthy Lives Programmes

Intervention	Return on Investment for every £1 invested to the wider health and social care economy
Teenage Pregnancy	£11 in healthcare costs
School Based: Smoking	£15
Parenting Programmes	£8 (over 6 years)
Keeping active: free use of leisure centres	£23 in quality of life, reduce NHS use and wider
Housing investments: warm safe homes	£70 (over 10 years to NHS alone)
Disadvantaged groups in work	£3 (reducing crime, homelessness and care)
Social Support: Befriending	£3.75 (mental health spend)
Motivational Interviewing	£5
Drug Treatment	£2.50 (health and care)
Mental Health Interventions	Between £1,26 and £39 (health and care)
Falls prevention	Between £1.37 to 7.34 (health and care)
Social Prescribing in Shropshire	£2.29 (Health and Social Care)

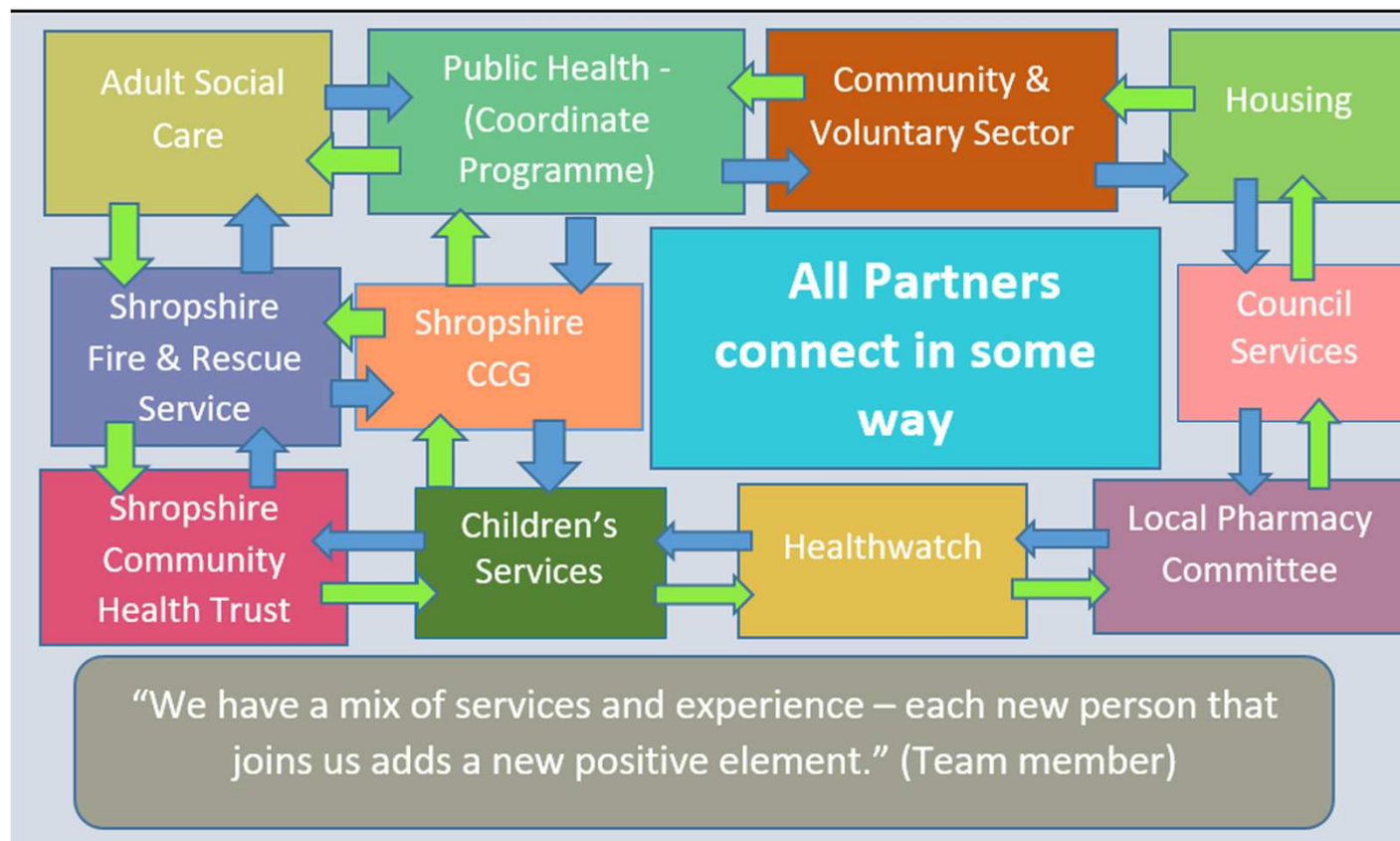


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Supporting people and communities to live the best lives they can being be as happy and healthy as is possible



Healthy Lives – A Team of Teams



Funding and Resource

	2016/17	2017/18	2018/19	2019/20
Grant received from Public Health England (£)	12,628,000	12,317,000	12,000,000	11,683,000
Shropshire grant per head of population (£)	40	39	38	37
Telford & Wrekin grant per head of population (£)	76	74	71	68
England mean avg grant per head of population (£)	69	66	64	62
Shropshire allocation as a % of T&W				54.2%
Shropshire allocation as a % of England mean avg				58.9%
Out of 149 Local Authority areas, Shropshire receives the 17th lowest grant allocation per head of population (2019/20).				

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Mandated functions

- Weighing and measuring of children - National Child Measurement Programme
NHS Health Check assessment every five years
- Sexual health services
- Drugs and Alcohol Services
- Children's 0-5 Services
- Public health advice service - to clinical commissioning groups
- Protecting the health of the local population
- Oral health - this includes initiation, variation and termination of fluoridation.
- Intelligence : Annual Report, Joint Strategic Needs Assessment
- **Substitutions**
- 16 projects and services have been identified as suitable

Public Health Shropshire ?

1. **Evidence base:** Population Health Management, JSNA
2. **Partnerships and relationships:** Individual, organisation
3. **Integration:** Shared responsibility
4. **Community/place based approach:** assets and targeted
5. **Prevention:** Early intervention, keeping people well for longer. Across all pathways, health promotion services commissioned

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1. Smoking in Pregnancy 2. Mental Health 3. Diabetes Diagnosis

- Statutory Homelessness
- Carers
- RTAs
- Excess Winter Deaths
- School Readiness
- Successful completion of drug treatment
- Place shaping, green infrastructure, transport and communications.



Health & wellbeing in
Shropshire



Priority Outcomes

- Significantly worse than England average
- Not significantly different from England average
- Significantly better than England average
- Not compared



	Indicator names	Period	Local count	Local value	Eng value	Eng worst		Eng best
Life expectancy and causes of death	1 Life expectancy at birth (Male)	2014 - 16	n/a	80.5	79.5	74.2		83.7
	2 Life expectancy at birth (Female)	2014 - 16	n/a	83.7	83.1	79.4		86.8
	3 Under 75 mortality rate: all causes	2014 - 16	2,818	295.3	333.8	545.7		215.2
	4 Under 75 mortality rate: cardiovascular	2014 - 16	616	63.6	73.5	141.3		42.3
	5 Under 75 mortality rate: cancer	2014 - 16	1,248	129.0	136.8	195.3		99.1
	6 Suicide rate	2014 - 16	64	7.8	9.9	18.3		4.6
Injuries and ill health	7 Killed and seriously injured on roads	2014 - 16	460	49.2	39.7	110.4		13.5
	8 Hospital stays for self-harm	2016/17	415	143.0	185.3	578.9		50.6
	9 Hip fractures in older people (aged 65+)	2016/17	407	549.7	575.0	854.2		364.7
	10 Cancer diagnosed at early stage	2016	774	50.6	52.6	39.3		61.9
	11 Diabetes diagnoses (aged 17+)	2017	n/a	71.3	77.1	54.3		96.3
	12 Dementia diagnoses (aged 65+)	2017	3,315	70.4	67.9	45.1		90.8
Behavioural risk factors	13 Alcohol-specific hospital stays (under 18s)	2014/15 - 16/17	48	26.9	34.2	100.0		6.5
	14 Alcohol-related harm hospital stays	2016/17	2,188	655.7	636.4	1,151.1		388.2
	15 Smoking prevalence in adults (aged 18+)	2017	35,782	14.0	14.9	24.8		4.6
	16 Physically active adults (aged 19+)	2016/17	n/a	68.2	66.0	53.3		78.8
	17 Excess weight in adults (aged 18+)	2016/17	n/a	70.3	61.3	74.9		40.5
	18 Under 18 conceptions	2016	82	15.2	18.8	36.7		3.3
Child health	19 Smoking status at time of delivery	2016/17	305	12.4	10.7	28.1		2.3
	20 Breastfeeding initiation	2016/17	2,019	78.4	74.5	37.9		96.7
	21 Infant mortality rate	2014 - 16	27	3.1	3.9	7.9		0.0
	22 Obese children (aged 10-11)	2016/17	422	16.9	20.0	29.2		8.8
	23 Deprivation score (IMD 2015)	2015	n/a	16.7	21.8	42.0		5.0
	24 Smoking prevalence: routine and manual occupations	2017	n/a	23.2	25.7	48.7		5.1
Wider determinants of health	25 Children in low income families (under 16s)	2015	5,825	12.1	16.8	30.5		5.7
	26 GCSEs achieved	2015/16	1,647	57.3	57.8	44.8		78.7
	27 Employment rate (aged 16-64)	2016/17	142,400	78.1	74.4	59.8		88.5
	28 Statutory homelessness	2016/17	354	2.6	0.8			
	29 Violent crime (violence offences)	2016/17	5,199	16.7	20.0	42.2		5.7
	30 Excess winter deaths	Aug 2013 - Jul 2016	630	20.7	17.9	30.3		6.3
Health protection	31 New sexually transmitted infections	2017	631	329.4	793.8	3,215.3		266.6
	32 New cases of tuberculosis	2014 - 16	26	2.8	10.9	69.0		0.0

For full details on each indicator, see the definitions tab of the Health Profiles online tool: www.healthprofiles.info

a great place to live, learn, work and visit

Public Health Outcomes: 3 year rolling rates

Indicator Name	2009 - 11	2010 - 12	2011 - 13	2012 - 14	2013 - 15	2014 - 16	2015 - 17	2016 - 18
Healthy Life Expectancy at birth: Female	66.6	66.4	66.1	66.0	65.5	67.5	65.4	-
Healthy Life Expectancy at birth: Male	65.3	64.4	64.3	64.7	64.7	65.4	64.5	-
Life expectancy at birth Female	83.2	83.6	83.7	84.0	83.8	83.7	83.4	-
Life expectancy at birth Male	79.5	79.7	80.0	80.1	80.3	80.5	80.4	-
Killed and seriously injured (KSI) on roads	42.7	42.5	41.7	43.7	43.0	49.1	53.0	-
Deaths from drug misuse	2.5	3.3	3.0	3.3	2.9	3.3	3.6	-
Infant mortality Persons <1 yr	3.8	3.1	3.2	3.3	3.1	3.1	4.1	-
Under 75 mortality rate from all cardiovascular diseases Female <75 yrs	42.1	41.7	41.4	39.2	39.0	39.3	37.7	-
Under 75 mortality rate from all cardiovascular diseases Male <75 yrs	101.9	98.8	95.0	91.1	89.0	89.1	86.7	-
Under 75 mortality rate from cancer Female <75 yrs	125.4	117.9	120.4	121.2	121.3	118.1	116.3	-
Under 75 mortality rate from cancer Male <75 yrs	157.3	149.3	150.4	142.2	140.3	140.5	138.5	-
Suicide rate Female 10+ yrs	6.4	4.7	5.0	5.1	4.8	3.5	2.6	3.6
Suicide rate Male 10+ yrs	18.1	19.4	17.6	16.7	14.9	12.2	13.5	13.9
Suicide rate Persons 10+ yrs	12.1	12.1	11.3	10.8	9.7	7.7	8.0	8.7
Statutory Homelessness	2.7	2.8	2.2	2.0	3.4	2.9	2.6	2.8

Value (Green = Better than England, Yellow = Similar to England, Red = Worse than England)

Source: Fingertips

Place Plan Area	Cancer	Stroke	CHD	Obesity	Depression	Diabetes	Palliative Care	Dementia	LD	Mental Health
Albrighton	5.2%	3.3%	5.3%	12.6%	6.5%	8.5%	0.7%	1.8%	0.4%	0.7%
Bishop's Castle	4.4%	2.7%	4.1%	10.9%	8.7%	6.7%	0.7%	0.9%	0.8%	0.8%
Bridgnorth	4.7%	2.8%	4.2%	8.1%	9.3%	6.7%	0.4%	1.4%	0.4%	0.7%
Broseley	3.4%	2.8%	3.7%	12.9%	9.4%	6.5%	0.3%	0.5%	0.3%	0.5%
Church Stretton	4.6%	3.3%	4.9%	11.0%	8.6%	6.5%	0.5%	2.0%	0.3%	0.7%
Cleobury Mortimer	4.2%	2.7%	3.7%	9.4%	10.5%	7.6%	0.4%	0.9%	0.2%	0.5%
Craven Arms	4.1%	3.2%	4.5%	18.6%	13.6%	7.2%	0.3%	1.0%	0.4%	1.1%
Ellesmere	3.6%	2.6%	4.3%	15.1%	10.1%	7.1%	0.7%	1.2%	0.4%	0.8%
Highley	3.3%	2.7%	3.7%	10.0%	15.3%	8.5%	0.4%	1.1%	0.4%	0.4%
Ludlow	4.6%	3.0%	4.3%	10.4%	14.6%	6.9%	0.6%	1.6%	0.5%	1.1%
Market Drayton	3.5%	2.3%	3.3%	8.2%	8.5%	7.1%	0.5%	1.0%	0.4%	0.6%
Much Wenlock	3.9%	2.5%	4.1%	8.5%	11.0%	6.5%	0.3%	1.1%	0.4%	0.5%
North East Shrewsbury	2.3%	1.9%	2.8%	10.0%	12.6%	6.6%	0.3%	0.9%	0.5%	0.9%
North Oswestry	3.4%	2.5%	3.8%	14.3%	10.3%	6.7%	0.4%	1.1%	0.4%	0.7%
Oswestry Town	3.2%	2.5%	3.4%	11.9%	13.6%	7.2%	0.3%	1.1%	1.1%	0.9%
Pontesbury and Minsterley	4.7%	2.6%	3.8%	10.1%	15.4%	6.8%	0.4%	1.3%	0.7%	0.8%
Shifnal	3.3%	2.0%	3.5%	9.1%	8.6%	6.3%	0.1%	0.6%	0.3%	0.5%
Shrewsbury Rural	3.7%	2.4%	3.0%	10.4%	9.7%	6.4%	0.2%	0.6%	0.6%	0.6%
South & East Oswestry	4.4%	2.3%	3.1%	13.1%	10.9%	5.9%	0.3%	0.7%	0.3%	0.3%
South Shrewsbury	3.7%	2.7%	3.8%	11.2%	11.7%	6.8%	0.5%	1.3%	0.6%	1.0%
Wem	3.1%	2.2%	3.1%	9.2%	7.8%	5.5%	0.2%	0.9%	0.4%	0.7%
West and Central Shrewsbury	3.3%	2.5%	3.7%	9.7%	11.0%	6.8%	0.4%	1.0%	0.6%	1.0%
Whitchurch	3.7%	3.6%	4.9%	21.2%	12.7%	9.5%	0.5%	1.7%	0.4%	1.0%
England	2.7%	1.8%	3.1%	9.8%	9.9%	6.8%	0.4%	0.8%	0.5%	0.9%

Healthy life expectancy and life expectancy

Area	Oswestry	Shrewsbury
Healthy Life Expectancy	66.1 years	72.7 years
Life Expectancy	82.1 years	84.4 years

Delivery of improved Public Health outcomes

1. Integration, Partnerships, Workforce and Relationships
2. Evidence Based Approach
3. Prevention
4. Community/Place/Neighbourhood Based Approach
5. Substitutions

Progress

1. Functions and Commissioning

2. Priorities

- Mandated services
- Smoking in pregnancy
- Diabetes
- Social prescribing
- Evidence-base – JSNA etc
- Relationship building
- Substitutions (building capacity)
- Local Plan
- Mental Health

Smoking and Weight Management

- Help2slim and help2quit decommissioned
- Smoking in pregnancy, NHS Health Check and Social Prescribing remain
- Letter drafted for GPs
- Best Evidence for improved outcomes
- NHS Long Term Plan
- Work to segment the population:
 - Pregnancy, families, pre-conception
 - Mental Health
 - Outpatients
 - Targetting

1. Care Closer to Home
2. MSK
3. SEND
4. Next steps report

“Already making a difference”

“Supports our decision making”

“This is what we needed”

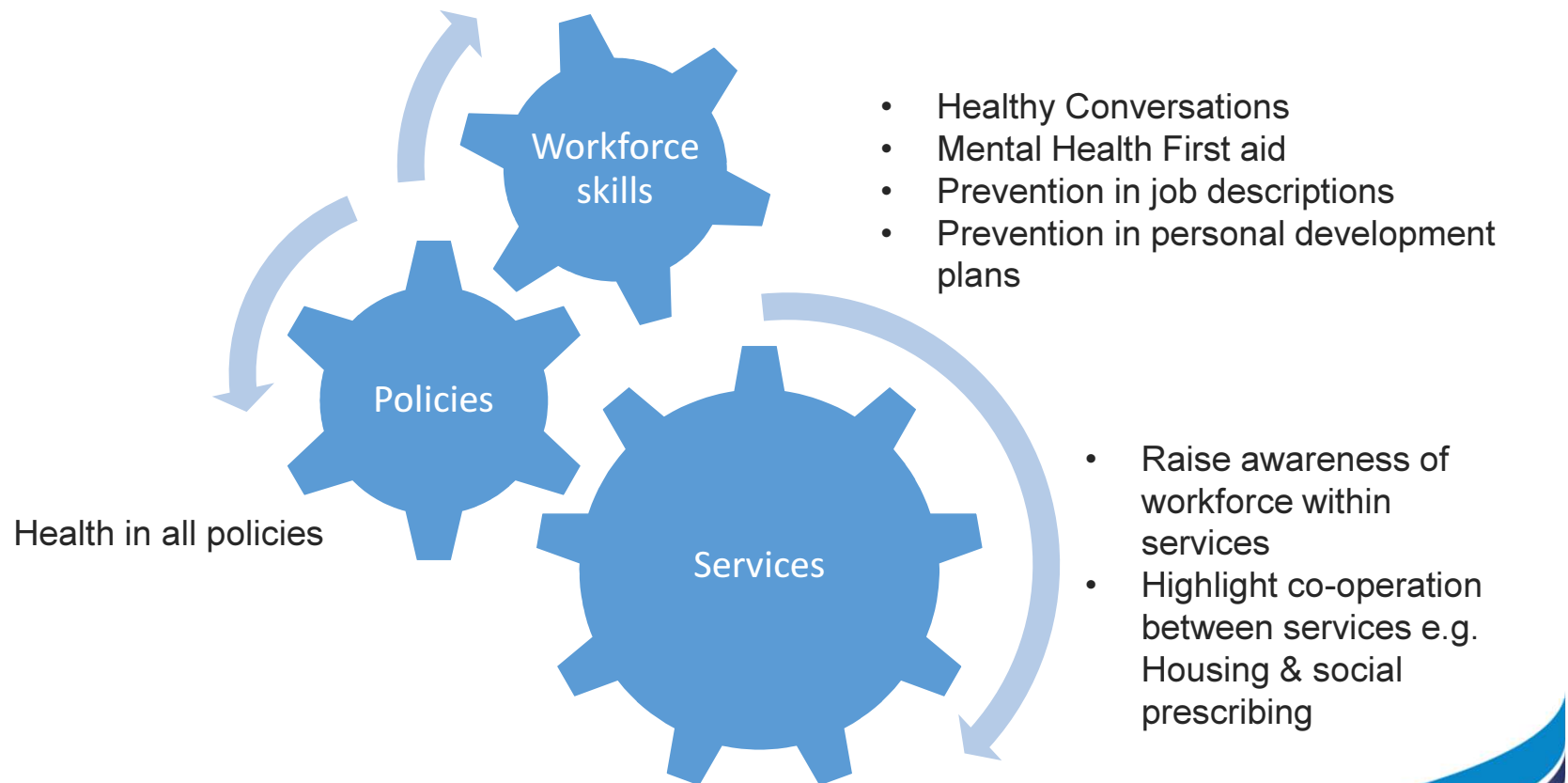
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Substitution Outcomes

Leisure and Culture – Wild Teams

Investment: £42,350

Outcome	Number	Saving per person	Total	Savings accrued by
Discharged entirely from the Community Mental Health Team service	2	£2,197	£4,394	SC
Volunteers moved into work, education or voluntary posts	15	£10,321	£154,815	DWP
Ready to be referred onto employment agencies such as Enable	5		£0	
Reduced weekly staff visits	30	£8,112	£243,360	SC
Abstinence from alcohol	2	£2,015	£4,030	CCG
Give up smoking or begin a healthier diet	8		£0	
Reduced depression/ anxiety as a result of social network/ reduction in social isolation	40	£977	£39,080	SC/ NHS
Present at A&E	3	£134	£402	NHS
Be admitted to hospital	3	£2,800	£8,400	NHS
Total			£454,481	
ROI			£6.16	

Local Plan

1. Wellbeing in current plan but not included in place shaping conversations
2. New Local Plan in development (to be complete 2020)
3. Wellbeing priorities will be defined using the JSNA and Health and Wellbeing Strategy
4. Wellbeing will be embedded in 2 ways
 - In underpinning policies e.g. leisure, environment, transport, housing quality and design etc
 - As a health policy including health impact assessment, active travel, access to healthy food

We will achieve this through working with colleagues in services e.g. environment, place shaping etc. & working directly with planning colleagues

Partnerships and Relationships

- ***Together as one, transforming health and care for Shropshire, Telford & Wrekin :***
- Together we need to tackle the **cause of the problems** such as loneliness, poverty and obesity, and work differently so that services are joined up, making the most of new digital technology and using buildings that are fit for modern day health and care
- We need to do more to support people **lead happier and healthier lifestyles** by encouraging people to be more physically active, manage their weight or change habits such as stop smoking or alcohol abuse
- By joining up local services and working in **collaboration with local people and our voluntary sector**, we can achieve much greater benefits for our community
- **Provide a greater emphasis on prevention and self-care**

Questions?