



26 April 2017

Agenda Item: 4

**REPORT OF DIRECTOR OF PUBLIC HEALTH
APPROACHES TO DISEASE PREVENTION - PUTTING THE BUILDING
BLOCKS IN PLACE**

Purpose of the Report

1. To outline the increasing prioritisation of the Disease Prevention agenda across the Health and Social Care system in Nottinghamshire.
2. To identify how aligning the three existing work streams of Making Every Contact Count (MECC), the Declaration on Tobacco Control and the Wellbeing@Work workplace health scheme will avoid duplication and offer a unique opportunity to deliver this Disease Prevention agenda in a systematic and sustainable way that streamlines workloads for busy organisations.

Information and Advice

3. Several key drivers exist which support the necessity of the Disease Prevention agenda to deliver sustainable changes in the ways that communities can address the challenges of future Health and Social Care provision.
4. The Health and Wellbeing Board Strategy for Nottinghamshire identifies the four key priorities as:
 - For everyone to have a good start in life
 - For people to live well, making healthier choices and living healthier lives
 - That people cope well and that we help and support people to improve their own health and wellbeing, to be independent and reduce their need for traditional health and social care services where we can
 - To get everyone to work together”
5. The Board endorses the approach to disease prevention and identifies the areas where the Board can have the biggest impact to achieve its ambitions, including:-
 - Reduce the number of people who smoke
 - Reduce the number of people who are overweight and obese
 - Improve services to reduce drug and alcohol misuse
 - Reduce sexually transmitted disease and unplanned pregnancies
 - Increase the number of eligible people who have a Healthcheck
 - Improving workplace health and wellbeing

6. In order to achieve these ambitions the Health and Wellbeing Board has consistently supported the disease prevention agenda through:
 - Support for Tobacco Control, being a signatory to the National Declaration on Tobacco Control and the Nottinghamshire and Nottingham Declaration on Tobacco Control
 - Endorsement of the Nottinghamshire County Wellbeing@Work workplace health scheme, with Board member organisations signed up to the scheme
 - Making Every Contact Count by utilising the thousands of opportunities for prevention to be discussed across the organisations it represents.
7. At the same time the NHS Five Year Forward View sets out the challenges the NHS faces and calls for a “*radical upgrade in prevention and Public Health*”, saying: “Traditionally efficiencies have been delivered through more efficient delivery of care, but meeting the NHS’s current efficiency goals will require a new solution and a focus on stemming demand through delaying or preventing the onset of need.”
8. In support of this a Joint Report from Public Health England East Midlands and the East Midlands Clinical Senate (2016) *Meeting the Prevention Challenge in the East Midlands, A Call to Action* aims to provide practical help to commissioner and provider organisations to support the required shift towards a prevention focused health and care system.
9. The Nottingham and Nottinghamshire Sustainability and Transformation Programme (STP) identifies five high impact areas, the first being to: Promote wellbeing, prevention, independence and self-care. The STP states its ambition as follows: “Our main focus is to prevent illness, disease and frailty to enable our citizens to live healthy and independent lives. We will tackle inequalities in health by targeting our support to those individuals and communities where ill-health and the occurrence of unhealthy lifestyles is greatest. We will measure our success by increases in healthy life expectancy, a reduction in inequalities across population groups, and supporting people to live healthy lifestyles.”
10. The increasing prioritisation of the Prevention agenda offers an opportunity to streamline local existing preventative work streams in a cohesive way, to support the delivery of all the programmes and to increase their impact and reach.

Making Every Contact Count (MECC)

11. MECC is an approach to behaviour change that utilises the millions of day to day interactions that organisations and individuals have with other people to support them in making positive changes to their physical and mental health and wellbeing.
12. MECC promotes the opportunistic delivery of consistent and concise healthy lifestyle information and enables individuals to engage in conversations about their health at scale across organisations and populations.
13. The fundamental idea underpinning the MECC approach is simple. It recognises that staff across health, local authority and voluntary sectors, have thousands of contacts every day with individuals and are ideally placed to promote health and healthy lifestyles.

14. MECC focuses on the lifestyle issues that, when addressed, can make the greatest improvement to an individual's health:
- Stopping smoking
 - Drinking alcohol only within the recommended limits
 - Healthy eating
 - Being physically active
 - Keeping to a healthy weight
 - Improving mental health and wellbeing.
15. The current expectation is that all NHS organisations will commit to MECC. NHS England has included MECC in its 2016/17 NHS Standard Contract Service Conditions.
16. All NHS organisations also now have a National Health and Wellbeing Commissioning for Quality and Innovation (CQUIN) indicator. The CQUIN incentivises organisations to improve their offer as an employer to look after the health and wellbeing of their staff.
17. A national NHS CQUIN (Preventing ill health by risky behaviours - alcohol and tobacco) commences in April 2017, initially in mental health trusts.
18. Further details are in Appendix 1.

The Nottinghamshire County and Nottingham City Declaration on Tobacco Control

19. The Local Government Tobacco Declaration is a commitment to take action, a statement about a Local Authority's dedication to protecting their local communities from the harms caused by smoking, a demonstration of local leadership and an acknowledgement of best practice.
20. The Nottinghamshire County and Nottingham City Declaration on Tobacco Control is an extension of the original Local Government Declaration.
21. This locally developed, innovative document enables organisations across the whole of the county and city to sign up to the principles of the Local Authority Declaration and be supported to develop an action plan. This includes organisations in the public, private and voluntary sectors and significantly extends the scope and impact of the initiative.
22. Many local organisations have already made commitments to sign the local declaration and have started work on individual action plans to support this, including borough/district councils, clinical commissioning groups (CCGs), secondary care trusts and Public Health England. By the end of May 2017 all members of the HWB should have a formally approved action plan.
23. Work to date has focused on preparing foundations for the Tobacco Declaration work through the Nottinghamshire Wellbeing at Work Scheme. Work is now progressing to enable new organisations, including the Mansfield BID (Business Improvement District), to sign up to the Declaration.

24. Partnership working and a co-ordinated approach has been encouraged through the support mechanism provided by the Public Health Tobacco Control Team. Examples of good practice are given in Appendix 2.

Wellbeing@Work Workplace Health Scheme

25. The Nottinghamshire Health and Wellbeing Strategy identified Workplace Health and the Wellbeing@Work Scheme as a priority initiative that encompasses a range of lifestyle related benefits across local workplaces, with the aim of improving health and well-being and promoting active engagement.

26. In line with MECC principles, the initiative works across all sectors to improve the wellbeing of the workforce across Nottinghamshire workplaces.

27. The scheme's aim is to provide small, medium and large sized organisations with the opportunity to promote and enable better health and wellbeing in the workplace. It is open to all organisations, regardless of industry (or sector).

28. Nottinghamshire's seven borough/district councils are signed up to the scheme, all at different levels of achievement, and are active participants as part of the workplace strategy group

29. The existing workplace health toolkit is being updated and digitised to be accessible through the workplace health webpage on the Notts Help Yourself website. Appendix 3

Current Situation

30. Historically much positive work and training has taken place across organisations in Nottinghamshire across all of these work streams. However, this work has often been delivered in an ad hoc way and has not been part of a systematic approach to prevention across the whole organisational system. Often these work streams have been delivered in isolation and have not realised the potential of a combined approach.

31. As there is significant overlap between these three initiatives a joined up, strategic approach to their delivery provides the opportunity to streamline workloads and increase impact as shown in Appendix 4

Proposal

32. It is proposed that a combined disease prevention approach be adopted to optimise the opportunities afforded by all three agendas in an effective, sustainable and systematic way.

33. All provider organisations will be supported to streamline local existing disease preventative work streams cohesively to support the delivery of all programmes and to increase their impact and reach.

34. All commissioning organisations will be expected to embed the three disease prevention initiatives within all contracts ensuring data collection and contract management reflects MECC outcomes.

35. The Health and Wellbeing Board has a unique opportunity to support this combined initiative by encouraging:

- Partners to take an integrated approach across these 3 work programmes
- Local disease prevention initiatives to be linked to and supported by appropriate lifestyle and social support services
- The appropriate commissioning of Lifestyle Services (tobacco control, substance misuse, sexual health, obesity and weight management, mental health) to meet the identified needs and deliver the objectives of all 3 programmes.

Other Options Considered

36. The current position of delivering these three initiatives without integration could be maintained but the advantages of delivering in a co-ordinated way would be missed.

Reason/s for Recommendation/s

37. An integrated approach is recommended in order to avoid duplication and offer a unique opportunity to deliver this Disease Prevention agenda in a systematic and sustainable way that streamlines workloads for busy organisations.

Statutory and Policy Implications

38. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the NHS Constitution (Public Health only), the public sector equality duty, safeguarding of children and vulnerable adults, service users, sustainability and the environment and ways of working and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

RECOMMENDATION/S

1) The Health and Wellbeing Board is asked to support this integrated disease prevention approach.

John Tomlinson
Consultant in Public Health

For any enquiries about this report please contact:

Lindsay Price
Senior Public Health and Commissioning Manager
Mobile 07775627502
Lindsay.price@nottscg.gov.uk

Constitutional Comments (LMc 11/04/2017)

The recommendations in the report fall within the Terms of Reference of the Health and Well Being Board.

Financial Comments (KAS 03/04/2017)

There are no financial implications contained within the report.

Background Papers and Published Documents

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

None

Electoral Division(s) and Member(s) Affected

All

See also Chair's Report:

7. ASSIST project
41. [Evidence Brief special: England's Cycling Potential](#)
42. [Alcohol licensing: understanding and applying public health data](#)
43. [Cheap as chips: is a healthy diet affordable?](#)
45. [Adult smoking habits in the UK: 2015](#)
47. [Everybody Active, Every Day: Two years on an update on the national physical activity framework](#)
48. [Guidance on smoking cessation in secondary care in acute settings: self-assessment tool](#)
49. [System change interventions for smoking cessation](#)
50. [European Food and Nutrition Action Plan 2015 to 2020](#)
51. [Culture matters: using a cultural contexts of health approach to enhance policy-making](#)
56. [Communicating the UK Chief Medical Officers' low risk drinking guidelines](#)
57. [Conflicts and controversies in contemporary tobacco control](#)
80. [Workplace wellbeing charter: analysis of take-up and impact](#)