



The Time for Prevention is Now

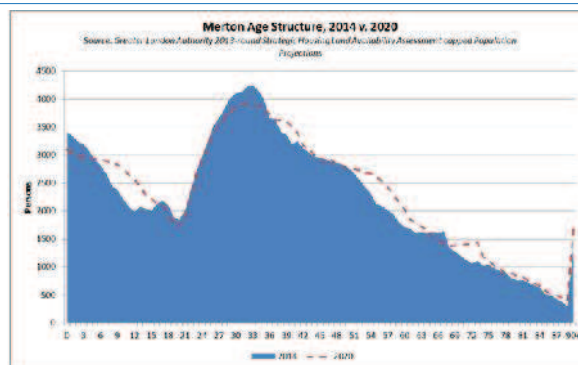
Keeping People Healthy Reduces Health Inequalities



Merton's Second Annual Public Health Report
2014/15

The Case for Prevention

- **Ageing population with changing health and social care needs**
- **Changing patient and public expectations** with greater choice demanded by patients
- **Advances in medical technologies**, including pharmaceuticals as knowledge expands to cure and extend life



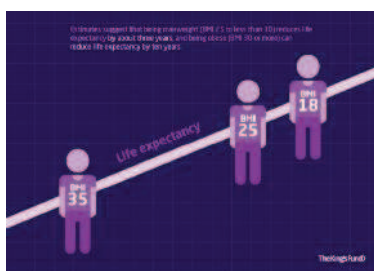
The Case for Prevention

Spending and costs

The costs of health and care services are not widely known. Some costs can be avoided or reduced through cost-effective public health interventions.



The Case for Prevention



Being overweight can reduce life expectancy by three years; being obese by 10 years

Smoking, diet, lack of exercise, and alcohol can contribute to poor health outcomes



The Case for Prevention



Every £1 invested in support for alcohol and drug addictions can return up to £5 in terms of savings to health and social care and criminal justice.



Work is good for your health as it increases self esteem and can reduce costs in terms of crime and health care

Health Impact Pyramid – a two pronged approach

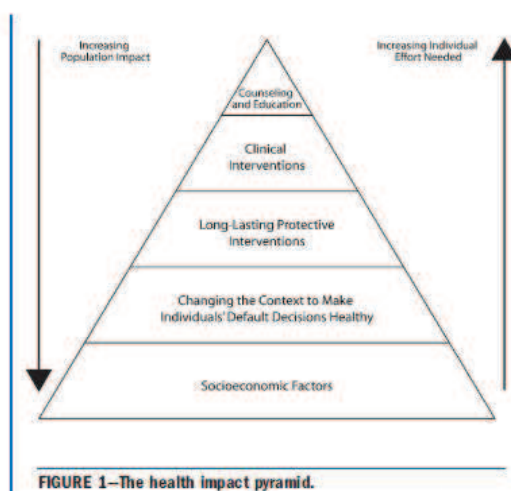
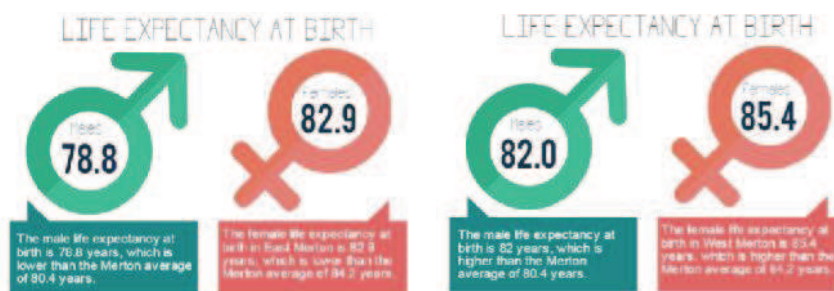


FIGURE 1—The health impact pyramid.

Merton the Place for a Good Life

East Merton

West Merton



The difference in life expectancy can be as much as 7.9 years for men and 5.2 years for women between the most and least deprived areas of Merton.

What we are doing in Public Health - Best start in life

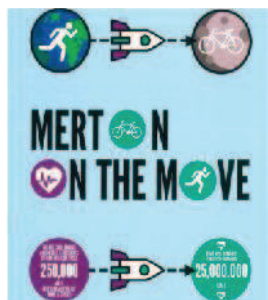


From October 2015, Public Health took on commissioning of the Healthy Child 0-5 services, which includes health visiting and Family Nurse Partnership

Work on children and young people addresses inequalities through improved outcomes in readiness for school and school achievement, as well as embedding prevention.



What we are doing in Public Health - Good health



Merton on the Move is a cross borough physical activity campaign with a collective goal to travel the equivalent of 250,000 miles from Merton to the Moon.

Our Proactive GP pilot aims to embed prevention in GP practices



Age UK Handyperson subsidy scheme for Falls Prevention helps older, more deprived people to identify and reduce risks of falling



What we are doing in Public Health – Life skills, lifelong learning and good work

Support English for Speakers of Other Languages

- Classes that embed health messages, while providing language skills to increase control over one's life



Commission Healthy Workplace schemes

- Within the Council for staff to encourage healthy lifestyles and to ensure the Council provides healthy options



What we are doing in Public Health – Community participation and feeling safe

Work through communities to build resilience and capacity:

- Health Champions
- Healthy Pollards Hill
- Contribute to reductions in social isolation of older people

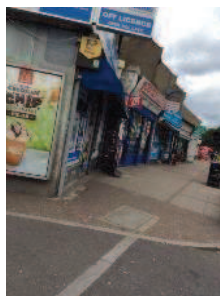


Merton Befriending Scheme

provides face-to-face and telephonic befriending through volunteers on a one-to-one basis. In the first six months MBS has befriended and made a difference to the lives of 51 of the most vulnerable older people in Merton

What we are doing in Public Health – A good natural and built environment

Before



Public Health supported development of a Cumulative Impact Zone by working with local Youth Inspectors to audit alcohol availability and with Healthwatch Merton who organised a pop-up café to gather residents views



After



What we are doing in Public Health – Understanding Merton's Health

Developed user-friendly summary versions of the Joint Strategic Needs Assessment and Ward Profiles



Challenging Times – an Opportunity for Prevention

- Much has been achieved but many challenges remain
- More progress needed to convince local decision makers to embed prevention and reduce health inequalities
- Increasing financial pressures mean the focus remains on the more urgent health care and social care – but this could just be the catalyst for increased prevention
- Lets grasp this opportunity to focus on keeping our residents healthy and reduce the significant health inequalities in Merton.



Issues for consideration

- Can we agree that we should be using all our levers effectively to improve health?
- If so, which ones and how?