

## **Committee: Health and Wellbeing Board**

**Date: 25<sup>th</sup> November 2014**

Wards: All

### **Subject: Annual Public Health Report and Update**

Lead officer: Dr Kay Eilbert, Director of Public Health

Lead member: Councillor Caroline Cooper-Marbiah

Forward Plan reference number:

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### **Recommendations:**

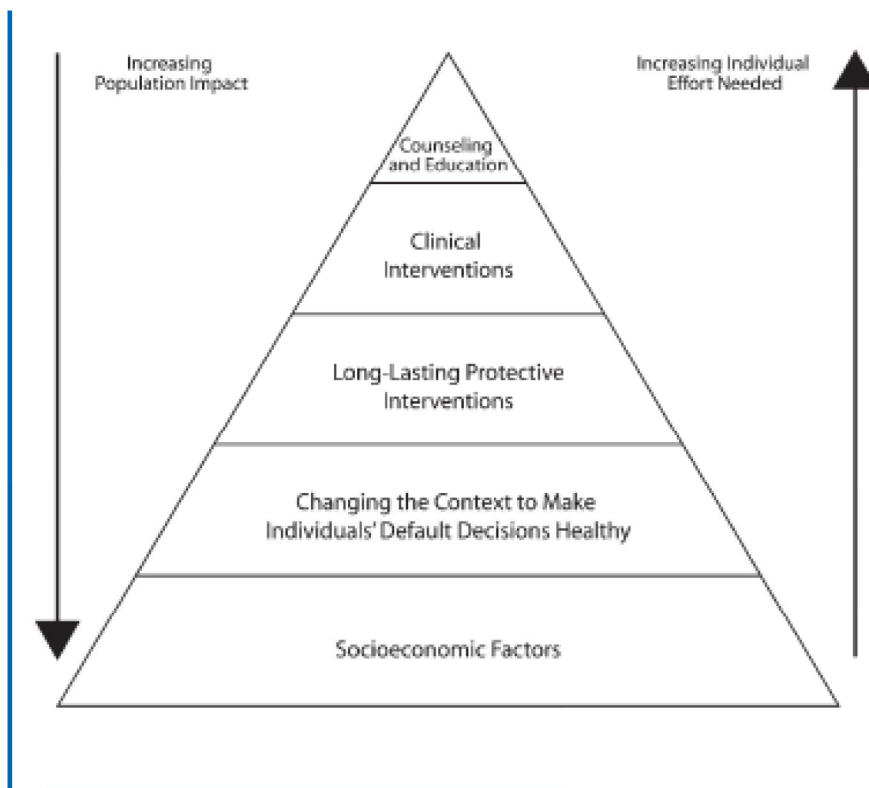
- A To note Merton's first Annual Public Health Report and the work of Public Health as part of the Council.
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#### **1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY**

This report presents Merton's first Annual Public Health Report and gives an update on Public Health work.

#### **2. DETAILS**

- 2.1 Since transition to the Council, Public Health has focused on embedding health in Council services with a particular emphasis on addressing the wider determinants. This reflects increasing recognition, at national policy as well as local level, that prevention is key to sustainability.
- 2.2 A number of recent reports, including London Health Commission's Better Health for London and the NHS Five year Forward View recognise the need for a radical shift in our approach to health and wellbeing, away from a clinical focus, to working across the determinants of health and prevention.
- 2.3 Public Health in Merton is well placed to take forward these calls for change, as we have been advocating priority for services that prevent future problems, such as early child development, good school achievement, good work, a safe community and a healthy green and built environment. These are, in fact, the proposed themes for the refresh of the Merton Health and Wellbeing Strategy currently being developed.
- 2.4 This approach uses evidence that shows the biggest impact on health comes about by influencing the environment in which people make their health choices, where we attempt to make the healthy choice the easy one. This approach, set out in the figure below, has the most significant potential for local government as it controls many of these levers



**FIGURE 1—The health impact pyramid.**

## 2.5 Public Health Work Plan

The Public Health Team now has a consultant in Public Health specialising in prevention who will support the Director of Public Health to work across the Council with and with partners. A few examples of current work include:

## 2.6 In the Council

- signing up the Council to the London Healthy Workplace Charter that supports and recognises employers who invest in the health and wellbeing of their staff
- working to improve partner use of needs analysis and evidence to guide commissioning decisions, including proposals to develop of a 'knowledge hub' to provide support across the Council.
- Public Health staff working alongside colleagues across Directorates to add value to improve local people's health, with joint work plans agreed with all Directorates and joint working groups now established with Children Schools and Families and Environment and Regeneration with further plans to establish for all.

## 2.7 In the community

- promoting Community Health Champions within the Livewell service, through a range of community organisations, representing different groups of residents, mainly in the more deprived East of the borough. Community groups encourage their members to adopt healthier lifestyles and take up prevention services.

the Community Health Champions programme recently won a local Compact award and was shortlisted for the national Compact awards.

- undertaking a community audit to identify assets that can be built on for a place-based pilot around Pollards Hill.

## **2.8 Working with Merton CCG:**

- to advocate a focus on the east of the borough - the CCG is developing a new model of care in East Merton and are working towards developing a pilot 'Proactive GP Practice' model in the East of the borough.
- to support Merton CCG priorities, Public Health staff participate in five (Children. Early Detection and Management, Elderly and Vulnerable Adults – Merton Model, Mental Health and Prevention) of the six CCG Priority Groups achieving a close working relationship and bringing the public health approach of evidence based work.

## **2.9 Public Health integrated approach**

Following transition, an integration approach was agreed, where Public Health staff work alongside Council colleagues across Directorates to add value to improve local people's health. There have been some successes in embedding Public Health but the actual configuration will be kept under review to ensure that it develops effectively.

The Public Health team is now up to full capacity, with the addition of four public health specialists to work on children, older people, public health intelligence and prevention. The full team is now working with each Council Directorate on agreed plans of work to deliver the Public Health investments. There will be no increase in the Public Health budget next year representing a real terms decrease making it even more important to find efficiencies through integrating and sharing work.

## **2.10 Annual Public Health Report 2013-14**

Merton's first Annual Public Health report was launched on 21 October at Vestry Halls, Mitcham at an event attended by Council members and officers together with representatives of the CCG and the voluntary sector. A copy of the report is on the Council website at

<http://www.merton.gov.uk/health-social-care/publichealth.htm>

The 2013-14 Annual Public Health report invites partners in the NHS, the voluntary sector and the Council to work together to reduce the significant

health inequalities across Merton. The report calls for a priority to the early years and school age, to ready children for their adult years by giving them the resources required to be independent and to make healthy choices. At the same time, a focus on the factors that create health in the environment in which we grow, work and live has the potential to increase availability of healthy options, making these the easier choice for individuals.

These are reflected in the 5 themes that were agreed at Merton Partnership Health Inequalities Conference as making up 'a good life in Merton' and It is planned to develop a brand around this for all Public Health work.

## **2.11 Next Steps**

2.11.1 The Public Health TOM (Target Operating Model) will be finalised by the end of 2014, effectively integrating Public Health into the Council, demonstrated by, for example, taking on certain Safer Merton functions, considering a future Public Health role as a 'knowledge hub' for the Council and identifying further opportunities to take forward the role of Public Health in the Council up to and beyond 2015/16 when the ring fence is planned to be removed.

2.11.2 The focus on prevention and the wider determinants to tackle health inequalities will continue through a number of initiatives by the Public Health team and will be reflected in the review and refresh of the Health and Wellbeing Strategy 2015.

2.11.3 Public health will continue to work across our health partnerships in the Council, the MCCG and the voluntary sector by adding value to the work of each. It will seek new opportunities to embed health as everyone's business and use available levers and policies that impact on health.

## **3. ALTERNATIVE OPTIONS**

None for the purpose of this report.

## **4. CONSULTATION UNDERTAKEN OR PROPOSED**

Not for the purpose of this report.

## **5. TIMETABLE**

Not for the purpose of this report.

## **6. FINANCIAL, RESOURCE AND PROPERTY IMPLICATIONS**

Not for the purpose of this report

## **7. LEGAL AND STATUTORY IMPLICATIONS**

Not for the purpose of this report.

- 8. HUMAN RIGHTS, EQUALITIES AND COMMUNITY COHESION IMPLICATIONS**  
The work of Public Health is focused on addressing inequalities of health.
- 9. CRIME AND DISORDER IMPLICATIONS**  
Not for the purpose of this report.
- 10. RISK MANAGEMENT AND HEALTH AND SAFETY IMPLICATIONS**  
Not for the purpose of this report. .
- 11. APPENDICES – the following documents are to be published with this report and form part of the report**  
Appendix I Merton Annual Public Health Report 2014  
<http://www.merton.gov.uk/health-social-care/publichealth.htm>
- 12. BACKGROUND PAPERS**

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