

**From:** Dan Watkins, Cabinet Member for Adult Social Care and Public Health  
Dr Anjan Ghosh, Director of Public Health

**To:** Health Reform and Public Health Cabinet Committee – 05 March 2024

**Subject:** **Performance of Public Health Commissioned Services (Quarter 3 2023/2024)**

**Classification:** Unrestricted

**Previous Pathway of Paper:** None

**Future Pathway of Paper:** None

**Electoral Division:** All

**Summary:** This report provides an overview of the Key Performance Indicators for Public Health commissioned services. In the latest available quarter, October to December 2023, of 15 Key Performance Indicators eleven were RAG rated Green and three Amber. One Key Performance Indicator was not available at the time of writing this report. This is detailed below.

Number of people successfully completing drug and/or alcohol treatment of all those in service.

**Recommendation:** The Health Reform and Public Health Cabinet Committee is asked to **NOTE** the performance of Public Health commissioned services in Q3 2023/2024.

## 1. Introduction

- 1.1 A core function of the Cabinet Committee is to review the performance of services which fall within its remit.
- 1.2 This report provides an overview of the Key Performance Indicators (KPIs) for the Public Health services commissioned by Kent County Council (KCC) and includes the KPIs presented to Cabinet via the KCC Quarterly Performance Report (QPR). Appendix 1 contains the full table of KPIs and performance over the previous five quarters.
- 1.3 This report also provides some additional details in response to previous points raised by this committee.

## **2. Overview of Performance**

- 2.1 Of the 15 targeted KPIs for Public Health commissioned services, eleven achieved target (Green) and three were below target although did achieve the floor standard (Amber). One KPI was not available at the time of writing this report: Number of people successfully completing drug and/or alcohol treatment of all those in service.

## **3. Health Visiting**

- 3.1 In Q3 2023/2024, the Health Visiting Service delivered 17,198 mandated universal health and wellbeing reviews, slightly lower than the previous quarter (17,320). The service remains on track to meet the increased annual target of 68,000 (by the end of the year). Four of the five mandated contacts met or exceeded the targets with the proportion of new birth visits delivered within 10–14 days at 94%, slightly below the 95% target. Overall, 99% of new birth visits were delivered within 30 days and families with additional needs are always prioritised.

The service launched a universal digital antenatal offer in January available to all families in Kent accessible via [Kent Baby](#). Two antenatal infant feeding sessions per district are being launched for families to book. This is in addition to the weekly infant feeding drop-ins already available in each district. Local breastfeeding support is the subject of a current 'Beside You' campaign. More information is available at [#Beside You | Breastfeeding support in Kent and Medway](#).

At the end of Q3 2023/2024, there were 5,637 children on the health visiting specialist caseload. The specialist caseload includes children and families who require intensive support for complex or multiple needs, and families where there are safeguarding concerns. There are also 1,986 children on the targeted caseload. The targeted caseload includes children and families who require extra help to improve education, parenting, behaviour or to meet specific health needs.

## **4. Adult Health Improvement**

- 4.1 In Q3 2023/2024, there were 7,322 NHS Health Checks delivered to the eligible population. This represents a slight reduction from 7,767 checks delivered in the previous quarter. However, this aligns with the historical lower uptake seen in December each year. A total of 30,188 checks were delivered in the 12 months to December 2023, exceeding the target of 23,844. Additionally, the number of first invitations sent out during this quarter was 20,433 compared to 20,020 (Q2) and 18,607 (Q1).

Of the total 20,433 first invitations sent out to the eligible population this quarter, 2,739 were SMS text invitations as part of the new SMS pilot. This is the first quarter that SMS invitations have been implemented and the service is awaiting the data to explore the potential impact on uptake of NHS Health Checks. Each SMS invitation sent represents a cost saving of £1.14 compared to the physical

letter invitation, in addition to reducing our carbon footprint, aligning with our broader commitment to environmental responsibilities.

- 4.2 In Q3 2023/2024, there were 1,191 people setting a quit date through the Smoking Cessation Service. At the 4-week follow-up, 58% (690 people) of those setting a quit date had successfully quit. This quarter the Smoking Cessation Service continued to support people to quit smoking and has eliminated the waiting list.

The service continues to support people through a variety of different projects including the nationally funded Swap to Stop scheme. This offers existing smokers over the age of 18 the option of using e-cigarettes as a means of quitting smoking. The evidence suggests this can be an effective approach with entrenched smokers who may not engage in traditional stop smoking services. Kent Community Health NHS Foundation Trust's selected provider of vapes does not promote disposable vapes to KCC clients and KCC policy does not endorse disposable vapes, which will soon be withdrawn as part of the [proposed Government legislation](#) announced in late January 2024. A variety of different flavours of e-cigarettes at different strengths are offered to meet the needs of people based upon the amount they usually smoke.

- 4.2 In Q3 2023/2024, there were 3,286 people active in the One You Kent (OYK) Lifestyle Service, with 1,896 (58%) of those supported from Quintiles 1 and 2. There has been an increase in referrals during this quarter and commissioners continue to work with the providers to create efficiencies within the service. This includes streamlining weight referrals and better defining the service criteria, to ensure that people are referred to the right service. These measures should increase capacity within the OYK service.

## **5. Sexual Health**

- 5.1 In Q3 2023/2024, 8,458 (99%) patients were offered a full sexual health screen, which achieved the 95% target. In this quarter, 10,414 online STI testing kits were ordered and sent to Kent residents. The integrated commissioning team is currently working on the Public Health Transformation Programme objectives for shaping the future of KCC commissioned sexual health services, and this continues to be a key priority moving into 2024/2025.

## **6. Drug and Alcohol Services**

- 6.1 The Community Drug and Alcohol Services data for Q3 2023/2024 was not yet released at the time of writing this report.
- 6.2 The Young People's Drug and Alcohol Service received 154 referrals in Q3 2023/2024 with 116 referrals suitable for structured treatment – an increase of 17.2% from the previous quarter (99). Of the 38 young people who were not suitable for structured treatment, 15 were offered a brief intervention – this includes advice, information, and harm reduction. The remaining 23 young people were deemed to be 'inappropriate'. The provider is required to submit a breakdown of these young people for discussion at quarterly contract

monitoring; common themes include not responding to multiple attempts/methods of contact, being referred without consent (this is always addressed with the referrer), moving out of the area, requiring an onward referral to a more appropriate service, or the young person stating they do not want support from the service. The latter is the most common reason – 14 young people this quarter representing 61% of those deemed inappropriate. The provider reports that “disguised compliance” is common in young people, where they consent to the referral to please the person making the referral or to avoid negative consequences, such as exclusion from school. In instances where the young person decides they do not want support from the service, the referrer is informed. Young people can always be re-referred should circumstances change, and one young person previously deemed inappropriate is now in contact with an allocated worker to resume support.

The amount of young people exiting treatment in a planned way was slightly below the target, achieving 84% during Q3 2023/2024. This represents 52 planned exits, one transfer and eight unplanned exits, the latter mainly due to non-engagement with treatment. Young people who have not engaged with treatment are sent an SMS survey to understand if there was anything different that could have encouraged them to engage with support and all feedback is reviewed. The service always works with referrers and parents/carers (where consent is given) to maximise the chances of engagement. Of those young people who exited treatment in a planned way, 21% reported abstinence (target = 24%). It is recognised that not all young people wish to achieve abstinence, so the service also monitors health and wellbeing outcomes. This quarter, 77% of young people indicated an improvement in their satisfaction with life, 30% reported an improvement in their anxiety levels, and 74% reported feeling happier.

## **7. Mental Health and Wellbeing Service**

7.1 In Q3 2023/2024, Live Well Kent and Medway (LWKM) continued to achieve good outcomes with 87% of people maintaining or improving their SWEMWBS (Short Warwick Edinburgh Mental Well-being Scale) and wider wellbeing being score during the quarter. The service continued to prepare to play an integral role in the Community Mental Health Framework (Community Mental Health Transformation) with Thanet chosen as a trailblazer site starting delivery of new ways of working in January 2024. This quarter also saw the beginning of a transition to DIALOG+, a new approach to measuring people’s satisfaction with their mental health and wellbeing that fully integrates with health partners.

## **8. Conclusion**

8.1. Eleven of the fifteen KPIs remain above target and were RAG rated Green.

8.2. Commissioners continue to explore other forms of delivery, to ensure current provision is fit for purpose and able to account for increasing demand levels and changing patterns of need. This will include ongoing market review and needs analysis.

## 9. Recommendations

Recommendation: The Health Reform and Public Health Cabinet Committee is asked to **NOTE** the performance of Public Health commissioned services in Q3 2023/2024.

## 10. Background Documents

None

## 11. Appendices

Appendix 1: Public Health commissioned services KPIs and activity.

## 12. Report Authors

Victoria Tovey  
Assistant Director of Integrated Commissioning  
03000 416779  
[victoria.tovey@kent.gov.uk](mailto:victoria.tovey@kent.gov.uk)

Yozanne Perrett  
Performance and Analytics Manager, Strategic Commissioning  
03000 417150  
[yozanne.perrett@kent.gov.uk](mailto:yozanne.perrett@kent.gov.uk)

### Lead Director

Anjan Ghosh  
Director of Public Health  
03000 412633  
[anjan.ghosh@kent.gov.uk](mailto:anjan.ghosh@kent.gov.uk)