

To: Kent Health and Wellbeing Board - 18th November 2015

From: Graham Gibbens, Kent County Council Cabinet Member for Adult Social Care and Health

Andrew Scott Clark, Director of Public Health

Subject: Public Health Services Transformation and Commissioning Plans

Summary

The Public Health team at Kent County Council (KCC) are undertaking a review of the programmes commissioned from the public health grant. Engagement is taking place with a range of partners, to develop and improve our approach to public health. Our aim is to ensure that we promote health and wellbeing locally in collaboration with all partners, and that key services are focused on tackling health inequalities. This paper outlines some of the work to date.

Kent Health and Wellbeing Board is asked to:

1. Endorse the work to date.
2. Endorse the public consultation on public health programmes which is being conducted during November and December, and undertake to promote it with their stakeholders.

1. Introduction

- 1.1. This paper is to update the members of the Kent Health and Wellbeing Board on the Public Health transformation programme that is currently underway.

2. Background

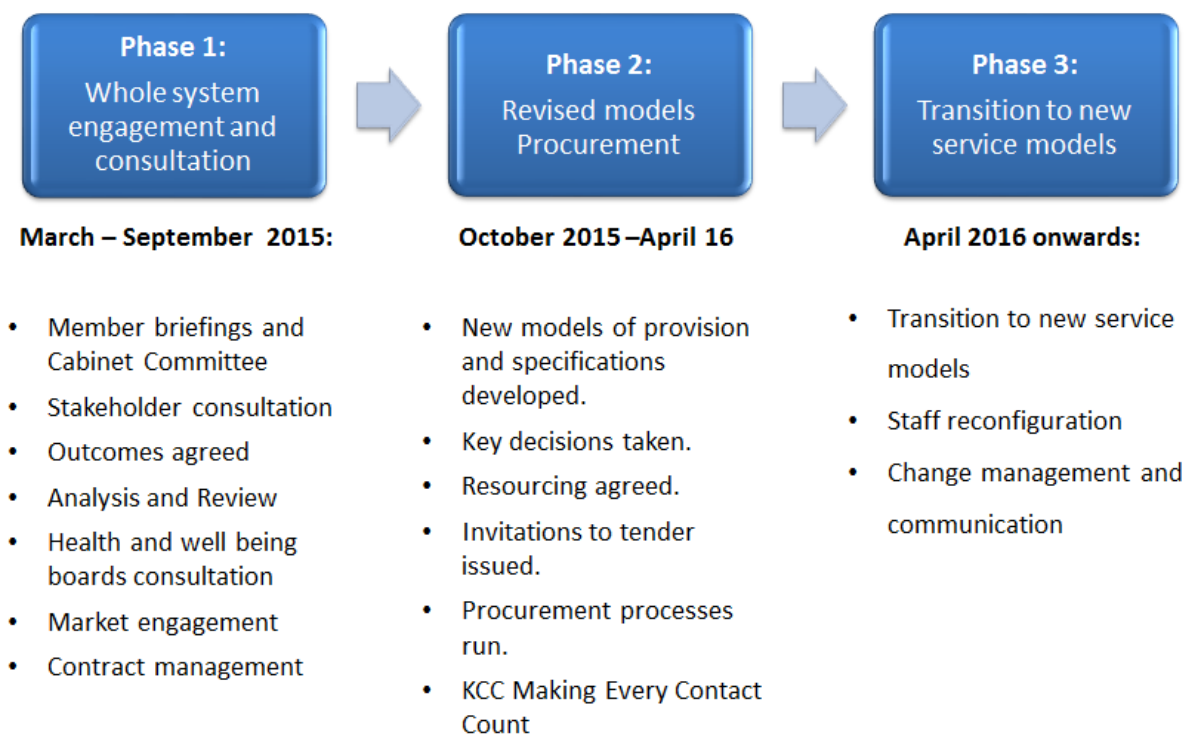
- 2.1. In February 2015 KCC decided to review the programmes commissioned through the Public health grant. National drivers for this review included The NHS Five Year Forward View which identifies the need to radically increase the role of prevention, and The Care Act which describes new responsibilities that clearly show that effective prevention is crucial, whilst locally the Kent Health and Wellbeing Strategy clearly lays out the approaches that the health and social care system should take to the commissioning of services, namely integrated services, built around people.
- 2.2. Kent is not the only Local Authority to undertake this programme of work. It is clear that in many parts of the country Local Authorities are examining the approach to public health, in particular the adult health improvement services that are commissioned.
- 2.3. Reports such as The King's Fund Report – *Clustering of Unhealthy Behaviours Over Time* (2012) set out the need to review services and focus on a holistic approach to health improvement and the wider health system. Other parts of the country are also

proposing changes in line with these drivers, with the aim to integrate and realign these services.

- 2.4. The Public Health team have therefore been conducting a review and analysis of the programmes commissioned through the Public Health grant. This review is providing a more thorough understanding of the potential and the limitations of the current services and there are clear opportunities for a new and more integrated approach.
- 2.5. In line with the Health and Wellbeing Strategy, we have particularly examined the quality and provision of preventative services in areas of highest need.
- 2.6. This work is in line with outcome 2 of the Health and Wellbeing Strategy, with a focus on how people are given the tools to take responsibility for their own health.

3. Timeline

- 3.1. The timeline for this programme of work is as follows.



- 3.2. A full public consultation of the proposals will be undertaken during November and December 2015.

4. Progress to date

- 4.1. In June 2015 KCC Adult Social Care and Public Health Cabinet Committee agreed to extend, as needed, and align all of the current adult health improvement contract dates so that a new model of provision could include within scope the range of services currently commissioned as standalone services.

- 4.2. Using the drivers for change outlined above a vision and outcomes framework has been developed. The vision is: “to improve and protect the health of the people across Kent, enabling them to lead healthy lives, with a focus on the differences in outcomes within and between communities”.
- 4.3. The analysis has been structured locally, and also into a Life Course approach as outlined in Sir Michael Marmot’s review. This life course review structures the understanding of our approach into the following
- Starting Well
 - Living Well
 - Ageing Well
- 4.4. The health outcomes and priorities have been mapped with each stage of the Life Course Approach. The priority areas are:
- Smoking
 - Healthy eating, physical activity and obesity
 - Alcohol and substance abuse
 - Wellbeing (including Mental Health and Social Isolation)
 - Sexual Health & Communicable Disease
 - Wider Determinants of health

5. Wider engagement

- 5.1. Public Health have conducted a series of market engagement events which indicated a strong willingness by many providers to engage in the transformation work. The exercise involved representatives from more than 80 service provider organisations from the public, private and voluntary sector. Feedback included the following points :
- A strong appetite to engage in the programme.
 - Suggestions that go beyond traditional ‘service-based’ approaches e.g. using behavioural science and marketing approaches to generate motivation.
 - Different models emerging nationwide: many providers come with knowledge wider than Kent and are keen to share what has and hasn’t worked elsewhere.
 - Keenness to collaborate between public, private and voluntary sector providers.
 - Providers keen to explore new contract opportunities, in many cases beyond services that they are already providing - many providers are keen to diversify the service offer
 - A number of different providers suggested commissioning a generic ‘behaviour change service’

6. Public Consultation

- 6.1 The next phase of the programme is to talk to the public about whether the emerging proposals will meet their needs. To ensure that a comprehensive picture is developed there are three elements to the consultation, which will run during November and the first half of December.
- 6.2 The first of the three elements is some behavioural insight work, which will focus on trying to develop an understanding of why those people with the unhealthiest lifestyles are likely to engage with our services. The key role of this study will be to further our understanding of the issues raised in The King's Fund report 'Clustering of unhealthy behaviours over time - Implications for policy and practice' (August 2012), which gave insight into which groups are at risk of engaging in multiple unhealthy behaviours.
- 6.3 The second element will consist of focus groups are also being run to investigate further into people's attitudes to services, why they would or wouldn't access them, and testing our assumptions about the services and the proposed model. The main focus group study will be conducted in each district, capturing information from numerous age groups and social groups. However, further focus groups will be held with Gypsy and Traveller communities, with individuals with learning disabilities, and with carers. These were areas identified by the Equalities Impact Assessment as likely to benefit from a more focussed look.
- 6.4 The final element is online/paper consultation is currently being undertaken, similar to the focus groups, but not as in-depth. This will allow us to engage with the wider public so that we can explain the proposed model, the options we have also looked at, and ascertain their opinions of the service.
- 6.5 Each of these studies will enable us to create an informed, intelligence led service that has the customer at the forefront of its design.

7. Emerging themes

- 7.1 A number of themes have come out of the stakeholder engagement, including discussion at the majority of Local Health and Wellbeing boards, which will inform some of the core principles for the approach moving forwards.

7.2 Health promotion across the population

One of the strongest pieces of feedback from stakeholders has been that communications play a significant role in supporting people to take responsibility for their health, and that the approach to public health messaging could be hugely strengthened and coordinated much more with partners. There is a need for a highly proactive approach to increase the use of campaigns, social marketing and communication channels across partners to produce high profile, high impact messages. The customer engagement that is being conducted, specifically the focus groups and behavioural insights work, will enable us to identify what messages and support will be most effective in driving behaviour change.

7.3 A focus on health inequalities

A key theme for both children and adult services has been to further identify the opportunity to enhance public health into partner programmes of work already in place

in communities where there are high health inequalities. It is also clear that better use of data and intelligence that is available can be used to target communities with high health inequalities. Work has now begun on a follow up to 'Mind the Gap', Kent's Health Inequalities strategy. Professor Chris Bentley is working in an advisory capacity to enable much greater targeting of health inequalities in the top 10 % most deprived areas in Kent, using data from the recent release of the updated Indices of Multiple Deprivation.

7.4 Locally flexible services

The current approach has been based on a one size fits all model across Kent. Future procurement should include local representation to ensure a model which varies according to local priorities. The service models in development must enable better alignment with local population need. Local representatives are welcomed to be involved in developing this model. It is clear from the feedback from the engagement described above, that a key element of work moving forward will be around ensuring that community based assets are working to support people to develop and maintain healthy lifestyles, recognising that services alone will not be enough to meet the health challenges outlined in the Kent Health and Wellbeing Strategy, and the Five Year Forward View.

7.5 Adult health improvement services

A core theme has been to move from provision which only tackles one health issue, to a more integrated approach, in line with the approaches laid out in the Kent Health and Wellbeing Strategy.

7.6 Children and Young People's services

7.6.1 A review of Children and Young People's services is also underway, including the School Public Health (School Nursing) service and Substance Misuse services for young people. In addition from October 2015 KCC has inherited the commissioning responsibility for the Health Visiting Service from NHS England. Prior to transfer we have worked closely with CCG's, General Practice and KCC to ask them for their experience of the service, and to develop the specification for the service from October 2015.

7.6.2 Key themes from these reviews have been a need for better visibility of core services, shared records, the importance of the safeguarding role and a more closely aligned approach with KCC Early help services, particularly in relation to emotional wellbeing and drug and alcohol services. In addition there must be a much more integrated approach to embedding health in core children's and families services.

8 **Conclusion**

8.1 Since February, Public Health has been undertaking a review and analysis of the services commissioned through the public health grant to ensure they are fit for purpose and reflect the approaches laid out in the Health and Wellbeing Strategy. The themes emerging from the stakeholder engagement clearly point to the need to ensure that the wider public sector; including Local Health and Wellbeing board partners, CCGs and all aspects of local authorities coordinate their approach to population level health promotion.

9 Recommendation

9.1 The Kent Health and Wellbeing Board are asked to:

1. Endorse the work to date;
2. Endorse the public consultation on public health programmes which is being conducted during November and December, and undertake to promote it with their stakeholders.

Report Author

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