

Chief Executive's department

The main contributions to public health from the Chief Executive's department are made through the Kent Public Health Department and the Supporting Independence Programme.

Kent Public Health Department

The Kent Public Health Department is part of the Chief Executive's Department at KCC. Its purpose is to:

develop the priorities of the people of Kent, the County Council and its partner organisations and stakeholders by ensuring that the promotion of health and wellbeing is a major consideration in all future plans and developments. It will aim to harness the joint resources of the County Council and other organisations, especially the NHS, to support communities, involve the public and give greater control and choice to individuals in order to improve their health and lifestyles.

Greater independence will mean less reliance on the NHS and local authorities across a wide range of services enabling more efficient and effective use of resources. These benefits should accrue to all KCC directorates and NHS organisations.

The Director of Public Health (DPH) for Kent (Meradin Peachey) is a joint appointment between KCC and the two PCTs that cover the Kent county area. The DPH is responsible for the whole public health function in Kent, managing the Deputy Directors of Public Health in the two PCTs and the Kent Department of Public Health sited at KCC. The DPH sits on both PCT Boards reports to the Chief Executives of both PCTs and KCC and chairs the multi-agency Public Health Board.

Since it was established in November 2006 there have been a number of achievements for the Department so far:

- Communities For Health money, granted by the DH to local authorities for innovative work towards the Choosing Health priorities, has been secured for three initiatives:
- The Kent Lifestyle Survey (£75k)
- Activmobs (£100k)
- Private sector partnership for smoking cessation (£50k)
- Activmobs, in partnership with the Design Council, has been showcased nationally by the Communities For Health programme and by the IdeA. It was also featured at the National Health Promotion Conference in March, and is currently being adopted by the Innovations Unit for national funding and expansion.

- A successful Big Lottery fund bid (in partnership with district councils, the voluntary sector, and the PCTs) for projects to promote physical activity, better diet and nutrition, and mental health and wellbeing across the county resulted in the award of £991k.
- For the first time the PCT “Choosing Health” funding (£4.1m) has been fully allocated to public health priorities. The process for allocation has also become far more transparent with a much greater emphasis on partnership working including KCC.
- The Public Health Strategy, the DPH Annual Report and the Health Inequalities Action Plan have all been published.
- The Joint Strategic Needs Assessments have been produced.
- The Public Health Library received Stage 2 accreditation with identified areas of excellence from external assessors
- The new KDPH smoking policy for KCC – was commended as “gold standard” and an exemplar for other authorities by the DH National Support Team.
- The Kent teenage pregnancy/sexual health outreach workers won the national Brook Exceptional Achievement award,

The key activities of the Public Health Department for 08/09 are:

Project or development	Objective
Health promotion in former mining communities (Betteshanger Ward)	Increase in number of people taking regular physical exercise Increase in consumption of healthy foods and better nutrition
Interreg IVa Project - Coastal Deprivation	Identify models of intervention to reduce health inequalities in coastal towns
Smoking cessation- Private sector and PCTs	Increased number of 4 week quitters through new models of working with young people
Physical activity for adults	Increase in number of people taking regular physical exercise
Public Health	Improve and increase the amount of data,

<p>Observatory for Kent</p> <p>Towards 2010 target 50</p>	<p>information and analysis available to the public health workforce</p>
<p>Introduce a hard-hitting public health campaign targeted at young people to increase their awareness and so reduce the damaging effects of smoking, alcohol, drug and early or unprotected sex.</p>	<p>Reduce the numbers of young people engaging in behaviour potentially damaging to their health</p>
<p>Charlton Athletic activity programme for adults</p>	<p>Increase in number of people taking regular physical exercise and more people taking responsibility for their own health to prevent the onset of chronic conditions</p>
<p>Implementation of Health Inequalities Action Plan</p>	<p>Establishing partnerships to reduce the inequalities in health within and between Kent districts</p>
<p>Kent Health Watch</p>	<p>Establish Kent Health Watch</p>
<p>Implement Alcohol Strategy</p>	<p>Reduce number of people suffering from the harmful effects of alcohol</p>
<p>Develop KCC policy on Health Impact assessment</p>	<p>Increase numbers of HIA's completed</p>