

Kent and Medway Sustainability and Transformation Plan Prevention Action Plan

To shift the balance of care from reactive to proactive

Priority Outcomes	Priority outcomes for the integrated change programme	Actions	Timescales	Progress
<p>People are aware of how to look after themselves and are encouraged and assisted to take responsibility for their own health.</p>	<ul style="list-style-type: none"> Fewer people smoke Fewer people are overweight or obese More people undertake the recommended amount and mix of physical activity Fewer people drink to excess More people have positive mental wellbeing 	<ul style="list-style-type: none"> Advertising, media and social media campaigns (One You Kent, A Better Medway) boost awareness of what people can do to look after their health and why it is important – linking in with national media coverage and opportunities (e.g. Taking Care of Dad) Advertising, media and social media campaigns (One You Kent, A Better Medway) boost awareness of range of services to help people become healthier, including apps, websites (such as Explore Kent), and local fitness / community opportunities Health and wellbeing champions/Health Champions (such as hairdressers) and peer supporters (such as for breastfeeding) are trained to talk to people about their health/ ways to improve their health Primary and community care staff, including pharmacists, have materials and training to make use of “teachable moments” with people at point when they are ready to change and give out clear messages to patients about benefits of healthy lifestyle 	<p>Sept/Oct 2018</p> <p>Sept/Oct 2018</p> <p>April 2019</p> <p>April 2019</p>	<ul style="list-style-type: none"> - Smoking prevalence in Medway is now down from 19% (2016) to 17.6% (2018). Routine and manual prevalence is also down from 34.2% (2016) to 23.9% (2016) which is lower than the England average of 25.7% - (22/08/18) -Smoking Prevalence in Kent is currently 16.3% (1.4% above the national average). (DS 12/9/18) - Ashford One You shop has provided drop in advice and support for members of the public who wish to improve healthy lifestyles (DS 17/1/19) - There have been 5,500 healthy lifestyle interventions in the shop since it opened in February 2017 (DS 17/5/19) -Nationally the number of people setting a quit date fell for the sixth consecutive year in 2017/18. This represents a national decrease of 11% on 2016/17. Medway demonstrated a 7% increase in number of quits. (22/08/18). while rates continue to decline in Kent (by 8.1% in 2017/18) (DS 17/5/19) -A Better Medway website has been refreshed and relaunched. A ‘Book Now’ feature will be launched in for the Medway digital smoking service on 1st October -Review of Medway Champions programme complete. New MECC focussed prog now live , 350 Better Medway Champions have been trained to date(AG, 16/10) -Several community events were held across Medway in the last quarter, this led to 6 healthcheck

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		<ul style="list-style-type: none"> • Make use of public spaces e.g. libraries, children's centres, to publicise events such as Splashathon, Medway Mile, Park Run, local fitness events (such as half marathons) and resources such as One You Kent, Explore Kent • Evidence-based work with parents and children to set healthy habits, in particular around healthy eating and nutrition 	<p>April 2020</p> <p>April 2020</p>	<p>referrals and 20 stop smoking referrals. 473 blood pressure checks carried out aligned with the Know your Score campaign; 121 people that were referred back to their GP for further testing and 10 people that needed an urgent referral as their blood pressure reading gave serious cause for concern and several referrals to stop smoking services (AG 16/10)</p> <p>-Evaluation post 6 month following changes to the delivery of infant feeding support in Kent – report due early 2019 may help identify need for and opportunities for wider health messaging. (WJ 24/9/18)</p> <p>Infant feeding service integrated within the Health Visiting Service</p> <p>Evaluation of school health lifestyle package of care and family weight management pilot with University of Kent.</p> <p>Continued integration with Children's Centres (Early Help) and Health Visitors eg co-delivery of Parenting Programmes with Health Visiting and Early Help Staff.</p> <p>Oral Health Promotion – Child to Dentist by one (VT 26/10/18)</p> <p>- Infant feeding strategy approved at Medway H&WB. Multi-agency strategy to improve healthy eating and nutrition in children (AG, 16/10)</p> <p>Medway has successfully awarded the first 15 nursery and pre-schools with bronze status for its newly launched Healthy Early Years Award. (SE 15/11/18)</p>

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				Medway has launched its Stay Well This Winter campaign mainly using social and print media to advice at risk people to get a flu jab and general health messages for the winter period (SE, 19/12)

<p>People are involved in decision making and care planning</p> <ul style="list-style-type: none"> People enabled to make decisions about where, when and how they access health & social care in primary, secondary, and independent sector, within the Local Care Model. Promote use of Health Help Now, commissioned across most of Kent and Medway, which has 	<ul style="list-style-type: none"> Staff competent to support people in prioritising their needs, helping them get information to make informed choices. People are able to access different types of support dependant on their needs- (range of different providers/options) Integrated rehabilitation between community health services and social care enablement. Supporting a person-centred assessment and care plan. 	<ul style="list-style-type: none"> Reduction in those accessing ambulatory A&E (target TBC) increase in proportion of older people supported to live at home (Social Care Metric) Proportion of people who use services who have control over their daily life (2015/16 baseline) Develop a tool to record patient involvement in decision making. 	<p>April 2020</p> <p>April 2020</p> <p>April 2020</p> <p>April 2020</p>	<ul style="list-style-type: none"> Kent and Medway care record have just secured funding for the second phase Medway long term condition self care pilot, is underway, individuals with three or more long term conditions registered with GP practices in the pilot area have been invited to attend a self management course or self management event tailored to their existing level of skills and knowledge in managing their condition. Course delivery is currently underway. CE 11/04/19 Development of a Social Prescribing model in Medway that is being used with care navigation and VCS contracts and external funding bids <p>Medway their first multi-partner social prescribing</p>
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<p>information about local services and advice on which to use for different symptoms</p>	<ul style="list-style-type: none"> • People have the maximum opportunity to remain at home, while receiving effective clinical and social care. • Promote the use of social prescribing. 			<p>event, with a wide range of public, voluntary and academic sector partners joining. The network aims to work collaboratively to deliver social prescribing at scale, to realise the benefits to people and the system (SE, 19/12)</p>
<p>Improve early detection and treatment of risk factors related to non-communicable diseases</p> <ul style="list-style-type: none"> • Consistent assessments of need • Reduce and eventually minimise inconsistency in both primary and secondary care i.e. consistent systems of care through care pathways, guidelines and information given to the patient and carers wherever possible • [Effective referral system for all relevant services] • Continue to develop high-quality, consistent care that is evidence based, protocol driven, safe and of a high standard that improves 	<ul style="list-style-type: none"> • Consistent assessments of need • Minimise inconsistency in both primary and secondary care i.e. consistent systems of care through care pathways, guidelines and information given to the patients and carers wherever possible <p>Effective referral system, with common points of access and integrated triage.</p> <ul style="list-style-type: none"> • Continue to develop high-quality, evidence based care that improves patient outcomes • Increase availability of 	<ul style="list-style-type: none"> • Case management targets achieved for example: <ul style="list-style-type: none"> - Increase the number of patients diagnosed with hypertension, increasing the completeness of Hypertension registers - Improve the care of those already diagnosed with hypertension, supporting adherence to treatment and lifestyle by increasing self-monitoring of BP % of patients on QOF Hypertension register - Increase the number of people with respiratory conditions (COPD, asthma) who have a seasonal influenza vaccination - Improve the management of those diagnosed with COPD and support COPD patients who smoke to quit - Develop comprehensive COPD programmes using Right Care - Improve the detection of atrial 	<p>April 2019</p> <p>April 2019</p> <p>Dec 2018</p> <p>Dec 2018</p> <p>Dec 2018</p>	<p>- In the 6 months of the delivery of the Health Checks outreach project in Medway, of the 782 checked, 23% of those were identified with possible hypertension and were referred on to their GP for further treatment. – (22/08/18)</p> <p>-September 10th sees the launch of know your numbers week in Medway, offering free BP checks for all. – (JT 21/09/2018) Data is still being collated, however so far the following were carried out:</p> <ul style="list-style-type: none"> • BP Checks – 320 • Non Urgent Referrals – 74 • Urgent referrals – 7 • Health Check referrals- 17 <p>-Medway CCG are piloting a new model for people with frequent exacerbations of COPD</p> <p>- Medway Public Health (PH) have been working with the CCG to ensure that referral pathways are in place between PH and GP’s for those identified at risk of AF.</p> <p>- (JT21/09/18) Referral pathways have been agreed with the CCG. To date 14, 1 lead ECG’s have</p>

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<p>patient outcomes</p> <ul style="list-style-type: none"> Local public mental health campaign 	<p>digital self-care packages</p> <ul style="list-style-type: none"> Individuals are identified as at risk of a LTC, or having a LTC Increased public mental health campaigns based on local needs and behavioural insight principles 	<p>fibrillation (AF) to match that of comparator organisations</p> <ul style="list-style-type: none"> Improve the care of those already diagnosed with atrial fibrillation, such as offering anticoagulants to those who would benefit Prevent the onset of type 2 diabetes in people at risk of the condition, including a full rollout of the DPP and an increased marketing of the service Improve the prevention and management of those with diabetes Improve the management of type 2 diabetes, increasing proportion of patients with optimal treatment to national good practice levels Establish IAPT programmes for patients with LTC Implement care navigation programmes across STP footprint. Perform local public health needs assessments for mental health and suicide prevention Implement guidance on local authority actions to prevent suicide Use behavioural insight/economics to develop messaging around public mental 	<p>April 2019</p> <p>April 2019</p> <p>April 2019</p> <p>April 2019</p> <p>April 2020</p> <p>Dec 2018</p> <p>June 2018</p>	<p>been carried out, all reported as normal.</p> <ul style="list-style-type: none"> -Link to the maternal weight needs assessment - Gestational diabetes linked to maternal obesity which increase the risk of type 2 diabetes for the mum and child. (WJ 24/09/18) -(JM 24/09/18) Kent public health needs assessments for mental health and suicide prevention complete -Medway suicide prevention mapping and analysis is complete, full JSNA chapter to be completed in 2019. CE 11/04/19. Partners in Medway successfully awarded “Organic Time to Change hub” status in March. Awarded £25k STP funding to deliver plans. The partnership is aimed at ending mental health stigma. Detailed hub plans are being developed but will include campaigns and training community champions with lived experience of mental health stigma to hold community events that will challenge mental health stigma. CE 11/04/19 -Suicide prevention guidance/actions is included in K+M suicide prevention strategy – implemented by quarterly steering group. -Expansion of release the pressure suicide prevention campaign was undertaken in 2019, resulted in significant increase in number of calls to the release the pressure helpline. CE 11/04/19 Extra Release the Pressure comms activity for World Suicide Prevention day increased hits on the website from 200 in week before to 900 in week after campaign CE 15/11/18 Innovation fund (Saving Lives) allowing local groups to bid for funds to tackle suicide in local community has now awarded funding to 27 successful bids
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		<p>health campaigns, including 6 ways campaign</p>	<p>across K+M (over £80k funding allocated). Projects will be implemented by 2018. CE 15/11/18. Showcase network event for innovation fund projects held in November. "Stay Alive" safety planning app for those at risk of suicide launching this month. CE 20/12/18 -2019/20 funding has been confirmed for the STP Suicide Prevention project at the same level as 2018/19 (£667,000) Suicide prevention awareness training has been commissioned and has now opened for booking. Over 900 people have already booked a place. Further training for children and young people and e-learning is in development. CE 15/11/18 KMPT (mental health trust) have appointed a lead to progress their suicide prevention projects focusing on zero suicides among inpatients and enhancing support following discharge from inpatient mental health services CE 15/11/18 Recently published statistics have shown that the suicide rates in Kent and Medway have fallen faster than the national rates. This is positive; however the Kent and Medway rates are still higher than national levels. There are a wide range of STP funded suicide prevention projects underway including further promotion of release the pressure, commissioned suicide prevention training and an innovation fund which has awarded funding to 27 projects across the STP footprint. KMPT are leading on five transformation projects within their services and the Kent Safeguarding Children's Board is leading on a Thematic Review of Suicides Amongst Children. (TW 22/11/18)</p>
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			<p>-The providers of the two major training elements have been secured after a procurement process (public announcement shortly)</p> <p>-The £82,000 Innovation Fund has been launched (deadline October 11th) www.kent.gov.uk/savinglives</p> <p>HeadStart Kent – building young people’s resilience Emotional Mental Health and Wellbeing support embedded and with School Public Health Service. (VT 26/10/18)</p> <ul style="list-style-type: none"> • Successful STP Suicide Prevention conference held 14.May. 230 delegates. Strong TV, radio and online coverage secured. Very good feedback from delegates and presenters • Hosted two day visit from NICHE external researcher evaluating the STP Suicide Prevention programme. Awaiting formal feedback • KMPT drafted Zero Suicide Plan and presented to STP MH meeting • Productive KCC / KMPT meeting re co-occurring conditions • Innovative partnership with Maidstone BC secured to pilot what Borough Councils can do to support suicide prevention • Suicide Prevention e-learning now available – we can provide to any Trust that would like to add it to their internal e-learning options • Depression pathway stakeholder workshop held (16.May) (TW 23/5/19)
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<p>Optimise workforce Capacity and Capability</p> <ul style="list-style-type: none"> There is a competent and knowledgeable workforce with the appropriate skills to be responsive to the populations needs. 	<ul style="list-style-type: none"> Integrated care pathways used to plan workforce development across health, social care and other settings Role descriptions and individual 	<ul style="list-style-type: none"> Targets and measures to be agreed and set by LWAB to include: <ul style="list-style-type: none"> x amount of staff trained all new job descriptions reflecting prevention agenda record uplift in volumes of referrals 	<p>April 2019</p>	<ul style="list-style-type: none"> -SBF and CBT contracts awarded for tier 3 MECC training and dates confirmed and will be available on Eventbrite by the end of 2018 (JH 12/12) -Tier 2 and 3 MECC programmes agreed and ready for roll out across Medway and West Kent from Jan 2019 (JH 12/12)
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<ul style="list-style-type: none"> The workforce is trained to deliver health promotion advice Front line staff are supported and encouraged to contribute to continuous improvement as well as to provide high quality, responsive person-centred care. 	<p>responsibilities are amended to enable sufficient flexibility to allow realignment of services as required to meet the changing needs of patients</p> <ul style="list-style-type: none"> Education and training programmes are developed to ensure the workforce has appropriate clinical and interpersonal competencies that include behaviour change and self-management Ensure appropriate staff are aware and trained in Making Every Contact Count and social prescribing Develop programme of multi-skilled workforce and hybrid workers Promote the use of social prescribing 	<p>(to see if the contacts do count and conversations are leading to higher rates of referrals to services)</p>		<ul style="list-style-type: none"> -Tier 1 MECC training in Medway Underway and over 100 people trained already, (JH 12/12) -MECC baseline survey is live, currently 500 responses across Medway, more required across Kent (total target of 750). (JH 12/12) -Youth Mental Health First Aid training rolled out in Medway in 2018 and already over 80 professionals trained across the workforce with more sessions scheduled in 2019 (JH 12/12) - Connect 5 training being rolled out in Medway with 12 trainers in place and over 160 people trained (JH 12/12) -
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<p>Effective Commissioning</p> <ul style="list-style-type: none"> Use new and existing STP resources to support primary secondary and tertiary prevention A collaborative approach to 	<ul style="list-style-type: none"> Reduce duplication of care through clear and effective governance of service provision, for both individuals and services as a whole. Effective and efficient use of all resources; 	<ul style="list-style-type: none"> Clear service specifications for evidence based prevention interventions in place and integrated prevention pathways in place across Kent and Medway. 	<p>April 2020</p>	<ul style="list-style-type: none"> -Medway 0-19, Sexual Health, Domestic Abuse and Substance Misuse (AG 16/10) contracts fully embedded prevention. CCG/MC community services, Care navigation. CVS specs have embedded prevention and social prescribing Kent Substance Misuse Service linking in the Mental
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<p>Smoking Cessation and Tobacco Control</p>	<ul style="list-style-type: none"> • Reduce the prevalence of smoking in Kent and Medway • Provide direct smoking cessation support after discharge • Assure that there is tailored support for people with mental health conditions • Move to smoke free status across Kent and Medway • Greater signposting of smokers to smoking cessation • Work with appropriate agencies to reduce the availability of illicit tobacco in communities • Target populations with highest smoking prevalence (i.e. routine and manual workers) to attend a cessation support service • Reducing smoking at time of delivery • Smoke Free School Gates • Provide a range of digital quit support services and smoking cessation campaigns 	<ul style="list-style-type: none"> • Ensure smoking advisors located in each of the acute trust sites across Kent and Medway • All Acute and Community Trusts and the mental health trust to be smoke free across Kent and Medway • GPs and other health professionals are encouraged to develop routing CO monitoring and encourage smoking cessation services for patients. • Introduce Very Brief Advice for smokers to be delivered by health care professionals and incorporating asking and recoding smoking status, advice on the best way of quitting and offering referral to specialist support and the prescription of medication if appropriate. • Use MECC or similar programme(s) to ensure all pregnant women are CO monitored and referred to smoking cessation services when needed. • Use MECC or a similar programme to raise awareness of the harms of smoking in pregnancy and develop routine CO monitoring in clinical settings followed by referral to smoking cessation services where required. • Implement smokefree school gates and measure the number of schools with smokefree policies. • Roll-out of Kent and Medway 	<p>April 2019</p> <p>Sep 2018</p> <p>Sep 2018</p> <p>Sep 2018</p> <p>Sep 2018</p> <p>Sep 2018</p>	<p>-Acute advisors within MFT and discussions with the Medway planned care board are about to commence, regarding stop before the op policy mobilisation. Joint meetings planned for September 18 - (22/08/18) - (JT21/09/2018) Meeting cancelled due to CCG capacity</p> <p>-In Kent, Smoking Advisors are located in each of the Acute Trusts. Specialist Midwives with a lead in Smoking in Pregnancy are working towards ensuring all women are CO monitored at first ante-natal booking and again at 16 and 36 weeks all [DAS 15/2/19] all identified smokers referred directly to Stop Smoking Services. SIP midwives are also running cessation clinics for pregnant women who smoke and who have declined core stop smoking services. Quit rates are high and cessation groups can include partners who also want to quit smoking. EKHUFT have recruited two maternity staff with responsibility for discharge which involves taking a CO reading and providing information on second hand smoke and a smokefree home.</p> <p>What the Bump Smoking in Pregnancy campaign is being launched across East Kent and will be rolled out across West Kent later in the year. The campaign will also be delivered through Social Media (DS 17/5/19)</p> <p>What the Bump campaign targeting pregnant women who smoke is being rolled out across South Kent Coast and Thanet CCG areas. (DS 15/2/19) Smoking in Pregnancy rates in Kent are currently 14.4% (DS 15.2.19)</p> <p>Very Brief Advice smoking cessation training scheduled for GP and surgery staff at Local Care</p>
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		<p>smoking cessation campaigns based on behavioural insight work, collaborating with partners</p>	<p>Team meeting in February 2019 (SE 15/11/18)</p> <ul style="list-style-type: none"> -Smoking Plus pilot commenced in Ashford from 4th February where GPs in Ashford will identifying smoking status of patients (as part of QOF) and either referring smokers to stop smoking services or prescribe patients with dual NRT or champix to help them quit. (DS 15.2.19) (DS 17/5/19) -Specialist Midwives in Kent are currently training Acute Trust health professionals and midwifery staff in very brief advice on smoking and championing Smokefree Hospital Sites. -Home Visit Advisers are delivering home-visit quit support to pregnant women who smoke in Thanet and South Kent Coast CCGs. They have supported 76 quitters to date. There are further plans to expand this initiative across the whole of Kent from August 2019 (DS 17.5.19) -MFT is already smoke free and will be holding a 2 year celebration event on the 17th of October 2018 (22/08/1/). - JT 21/09/2018 MFT and Medway Council will be signing up to the declaration at the launch event <p>East Kent District Authorities are developing an East Kent wide Illicit Tobacco Action Plan that will demonstrate local authorities' contribution to the illicit tobacco agenda. (DS 17.5.19)</p> <ul style="list-style-type: none"> -Plans are underway working with Kent Trading Standards to deliver an East Kent wide Illicit Tobacco workshop to engage district council partners in ways to tackle illicit tobacco in the area. (12/9/18). On 11th January there was a workshop to scope the potential and an action plan is being developed (DS 17.1.19)
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			<ul style="list-style-type: none"> -The Medway Maternal Smoking Strategy has been approved by Medway HWB with the action plan being progressed by the strategy partnership. Performance is being managed and monitored by the LMS - (22/08/18). Smoking at time of delivery rates are decreasing across Medway and have reduced from 19% in Qtr 1 to 15.9% in Qtr 4 (2017/18) -VBA training for Health visitors will be delivered to Health visitors with a Workforce development role with the aim to effectively offer information on the risks and harms to children caused by second hand smoke and offer referrals into the Stop Smoking Support Services. (DS 24/9/18) -Stoptober campaign delivered across Kent with support of NHS and district authorities. -VBA training mandatory for all community and acute midwives at MFT. 2017/18 Medway PH trained 337 staff: <ul style="list-style-type: none"> • 166 Midwives • 133 Health visitors • 55 Undergraduates 5 Children centre staff - (22/08/18) - All 6-8 week and 1 year checks by health visitors include CO testing as standard from May 2018 (resulting in 75 referrals into the service) (JH 12/12) -All materials for the 'Whats the bump campaign' disseminated across Medway - (22/08/18) -A digital platform is being delivered to improve self-help and motivational advice to encourage smokers to quit. This will be delivered as part of Smoking Plus (DS 24/0/18) -Ashford and Canterbury have implemented Smokefree School gates in targeted Primary
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			<p>Schools. Thanet schools plan to roll this out in October/November. Shepway and Dover are also in to process of developing smoke free school gates initiatives. (12/9/18)</p> <ul style="list-style-type: none"> -Quit Clubs are being delivered across local businesses as part of workplace health. (DS 24/9/18) -The Quit Coach programme has been redesigned to respond to the resource pressures on youth services. (DS 24/9/18) Appropriate bespoke training for peer mentors is planned for August 2019 so that the pilot can commence in Ashford from September 2019. The aim is for 60 young people to quit smoking as a result of the peer mentor programme. (DS 17.5.19) -Kent PH E cigarette paper has been shared for consultation and will be finalised in October 2018 (DS 24/9/18)
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<p>Obesity and Physical Activity</p>	<ul style="list-style-type: none"> • Care pathway changes to all long-term conditions • Whole Systems Approach • Environmental changes • Planning restrictions • Physical activity • Weight Management • Support adults and children to achieve a healthy weight • Increase breastfeeding rates • Create healthy settings for children and employees 	<ul style="list-style-type: none"> • Public Health professionals to work with appropriate clinicians within specialist teams to implement routine process of obesity related subjects being discussed, recorded and reported within routine treatment • Adopt a Whole Systems Approach to tackling obesity, obesogenic environments and lack of physical activity across adults and children • All NHS and Care sites to become healthy setting with changes to food offer, placement and pricing. • Explore ways of working with planning colleagues to reduce obesity and overweight • All NHS and Care sites to support physical activity for staff, patients and visitors • Collaboration with Public Health England on the Whole System Approach – including information and training sessions and implementation of Let's Get Moving • Scale up existing Tier 2 weight management for adults across Kent and Medway • Explore provision of a universal Tier 2 weight management service for children and families across Kent and Medway, ensuring equity of access for residents • Scale up existing Tier 3 weight management for adults across Kent 	<p>All - Sep 2020</p>	<ul style="list-style-type: none"> -Medway healthy weight summit taking place on 25th September -Man vs Fat pilot was a huge success with the Medway league achieves the highest ever recorded weight loss for the 80 players of all the national leagues (almost 700k lost by 80 participants in 15 weeks) SE, 19/12 -Medway Local Plan is currently in development with strong policies being developed to bolster the hot food takeaway guidance note -In Kent pilot programme to link Primary School Health short intervention with practical activity and nutrition sessions led by districts councils in Dartford and Gravesham. -In Kent working in partnership with KCHFT to implement the healthy weight pathway for health visiting. Pathway is being delivered in Primary School Health Service. Initial discussions underway to develop intervention in secondary school health service. -KCHFT Health Visiting Service have achieved stage 2 BFI accreditation. KCC Children centres achieved level 2 BFI status March 2019 supported by KCHFT and will now work towards both WJ 23/5/19 services achieving stage 3 by the end of 2019. (SB 24/09/18) -Sugar Smart Medway campaign is planned for launch in July 2018, encouraging residents and organisations to reduce their sugar intake - restricted frenulum pathway communication has been developed for maternity services, GP, third sector providers] in Kent. Further amendments made following infant feeding interim evaluation of the revised model of IF support. To be disseminated imminently. The increased skill set
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		<p>and Medway</p> <ul style="list-style-type: none"> • Implement Tier 3 weight management for children across Kent and Medway with a multi-disciplinary team • Develop referral pathways with both primary and secondary care services to ensure that people are referred to appropriate services • Develop a care pathway within the school public health and health visiting services in line with their contractual obligations • Promoting healthy eating, physical activity and healthy weight campaigns to the public and professionals, reinforcing messages of how to achieve a healthy weight • Support all appropriate and community sites to achieve the highest standard of UNICEF Baby Friendly accreditation and implement a range of evidence based infant feeding initiatives • Work with schools, pre-schools and employers to ensure settings promote physical activity when they can and develop a whole food approach • Support children and adults to achieve basic physical literacy skills and develop home cooking skills and confidence • Identify and/or develop a range of digital support solutions (such as 	<p>amongst health visitors in Kent to use the Bristol Tongue Assessment Tool has identified more tongue tie. The capacity of frenulum division services is insufficient to meet demand. WJ 23/5/19</p> <p>-BFI stage 3 assessment at MFT being prepared and neonatal stage 1 assessment</p> <p>KCHFT BFI accredited stage 2 Children’s Centres working towards stage 2. KCHFT working towards Stage 3.</p> <p>-Medway schools and pre-schools healthy settings award being launched in 2018</p> <p>-Ante and post-natal Infant feeding pathways disseminated June 2018 and revised November 2018. [WJ 18/12/18]</p> <p>-Activity to develop an LMS whole system communication [social media/website] re infant feeding including the benefits of breast feeding within the first hour following birth. . Business case to be developed [WJ 18/12/18]</p> <p>- Agreed to adopt and develop the Medway ‘Beside You’ campaign across the LMS. WJ 23/5/19</p> <p>-Incorporated additional contact in HV service spec re child weight at 3-3½ years to those where weight/diet a concern at the final mandated contact.</p> <p>-Kent public health financing the UNICEF assessments in maternity trusts.</p> <p>-KCC children centres level 2 assessment currently deferred.</p> <p>-KCHFT BFI level 2 achieved September 2018. MTW NHS Trust working towards BFI level 2 assessment. [WJ 18/121/8] Neonatal assessment Level 1 November 2018</p> <p>-Dartford & Gravesham NHS Trust have recently</p>
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		<p>apps) that can support people to lead healthier lives and promote these services to residents</p>	<p>achieved BFI level 3 -EKHUFT commenced BFI process with presentation May 2019. WJ 23/5/19 -Medway will be kicking off a consultation with residents to ask about their preferences for a digital weight management service, starting with an online survey for existing and potential service users (SE, 19/12)</p>
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<p>Improved prevention of cardiovascular disease, cancer and maternal health</p>	<p>Collaboration with Public Health England on the primary and secondary prevention of cardiovascular disease</p>	<p>Detection and treatment of atrial fibrillation</p>	<p>April 2019</p>	<p>-See above.</p>
	<p></p>	<p>Detection and treatment of hypertension</p>	<p>April 2019</p>	<p>-Kent and Medway Cancer screening group joining Medway 20 event to raise awareness</p>
	<p>Collaborate with the local Cancer Alliance, PHE and partners around cancer screening and cancer prevention</p>	<p>Detection and treatment of hypercholesterolaemia</p>	<p>April 2019</p>	<p>- Public Health represented at STP cancer strategy development day in October, prevention and screening highlighted</p>
	<p>Collaborate with the Local Maternity System around healthy lifestyles and improved maternal health</p>	<p>Use the local Health Protection Committees to assure the cancer screening services and local immunisations. Work with partners in the cancer network on developing opportunities to discuss healthy living and survivorship with cancer patients Work with partners on primary and secondary cancer prevention e.g. smoking cessation</p>	<p>April 2019</p>	<p>-First joint Swale & Medway Cancer Steering Group will take place on Tuesday 24th July</p> <p>- Kent and Medway Maternal weight needs assessment being undertaken and completed WJ 23/5/19. Draft completed & with colleagues for feedback[18.12.18 WJ] Evidence re high BMI at booking, speed of weight gain and impact on child obesity as early as age 2 ½ -3 yrs Need to prioritise preconception care. (WJ 24/09/18) and the impact of no contraception use because of weight (WJ 19/10/18). Pre conception care is included in the LMS plan 2019/20 submitted to NHSE [WJ 18.12.18]</p> <p>Health Visitors – antenatal contact action plan, creation of Baby Hubs, Development and delivery of “You and Your Baby” antenatal programme in Children’s Centres. (VT 26/10/18)</p>
	<p>Work with partners to develop messages around maternal health e.g. smoking cessation, healthy weight maintenance, alcohol and immunisations.</p>			<p>Grow My Brain campaign scheduled to go live in</p>

To shift the balance of care from reactive to proactive

				February 2019, promoting interactions between parents and infants in order to support breastfeeding and other maternal health agendas (SE 15/11/18)
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To shift the balance of care from reactive to proactive
Embedding Prevention Work Across All Workstreams and STP

Leads from Prevention are engaged in the following STP Workstreams

Workstream/Group	PH Reps	Activity to date	Future activity
Clinical Board	James Williams Andy Scott Clarke		
Programme Board	James Williams Andy Scott Clarke	Deep dive into prevention workstream in April 2018	
Communications and engagement	Emma Burns		
Estates	Su Ormes		
Local care	James Williams Andy Scott Clarke David Whiting Allison Duggal		
Mental health	Clare Ebberson Jess Mookerjee		
Workforce	Aeilish Geldenhuys Allison Duggal	Sept 18 - Developed LWAB strategy - identified opportunities to better embed prevention within the strategy; including embedding MECC principles into new medical school and social care academy. (AG 16/10)	PH team drafting project plan and specifications for the training.
Stroke	David Whiting James Williams	Consultation has now closed with input from PH throughout process. June 2018: Medway PH Intelligence team and the Shared Health Analytics Board are	PH team is providing analytical support to the stroke programme board, to inform the selection process.

To shift the balance of care from reactive to proactive

		submitting a joint proposal to support further analysis of stroke options.	
Digital	Abraham George		
Local Maternity Strategy (SATOD)	Julia Thomas Debbie Smith	April 18 - The LMS task and finish group have noted that Medway Foundation Trust (MFT) need to have a specialist midwife for smoking in pregnancy to support a consistent approach across the LMS system. I'm aware that KCC have supported these specialist midwives for 1 more year but now need maternity commissioners to continue funding so that resources can be invested in stop smoking initiatives such as Home Visit Quit smoking programmes.	
LMS	Julia Thomas Wendy Jeffreys	21/09/18 Smoking in pregnancy KPI's have been agreed by the LMS: <ul style="list-style-type: none"> • 95% C.O. at booking rates • 90% referral to stop smoking services rate and • 100% C.O. testing at 36 weeks or delivery Monitoring processes are currently being developed via support from the Public Health intelligence team.	
Hospital care			

Kent and Medway Sustainability and Transformation Plan Prevention Action Plan

To shift the balance of care from reactive to proactive

LMS (infant feeding)	Wendy Jeffries		
Productivity	???		
System transformation	???		
East Kent	Not applicable		
Medway and North West Kent	James Williams Ian Sutherland		
Finance modelling group	Abraham George and David Whiting		
Finance group	James Williams and Andy Scott Clarke		
Partnership board	Not applicable		
Patient and Public Advisory Group	Gary Frost and Sarah Horley		
Workstreams lead group	Allison Dougall		
Clinical strategy	Andy Scott Clarke		
Cancer			
Primary Care			