

APPENDIX 1 – Strategic Outcomes:

KCC Strategic Statement:

The commissioned services support KCC's outcome - **Kent Communities feel the benefits of being in work, healthy and enjoying a good quality of life.**

The following KCC Supporting Outcomes are also underpinned in this service:

- Physical and mental health is improved by supporting people to take more responsibility for their own health and well being
- Those with long-term conditions are supported to manage their conditions through access to good quality care and support
- Residents have greater choice and control over the health and social care services they receive.

KCC also has a statutory obligation under the Care Act to prevent the escalation of need which includes prevention, early identification and treatment of sexual disease.

Health Inequalities:

The services also supports Kent's Health Inequalities Action Plan 'Mind the Gap' which sets out what we are going to do to fulfil our new responsibilities to tackle health inequalities in our communities and to help keep us all -especially those with fewer advantages - to feel well and stay healthy. It focuses on:

- the long-term effects of a disadvantaged social position
- differences in access to information, services and resources
- differences in exposure to risk
- lack of control over one's own life circumstances
- a health system that may reinforce social and economic inequalities.

These factors all affect a person's ability to withstand the stressors -biological, social, psychological and economic - that can trigger ill health. They also affect the capacity to change behaviour.

Measures of health inequality are not primarily about health but of socio-economic status which has an impact on health and can lead to disease. Relative deprivation impacts on a person's ability to participate in or have access to employment, occupation, education, recreation, family and social activities and relationships which are commonly experienced by the mainstream. People in

deprived circumstances often do not present with major health problems until too late. Barriers to presentation include structural issues such as poor access and transport; language and literacy problems; poor knowledge; low expectation of health and health services; fear and denial and low self-esteem.

Public Health England Outcomes:

KCC has a statutory role to keep Kent well. This service is fundamentally a return on investment agenda which supports the following PHE Outcome 1:

'Increased healthy life expectancy - taking account of the health quality as well as the length of life'.

KCC require partner organisation to deliver an integrated healthy lifestyle One You Kent services in order to achieve the common objective of promoting healthy lifestyles among the Kent population in order to:

- Extend healthy life expectancy through prevention of chronic conditions such as obesity, cardiovascular diseases and diabetes.
- Reduce health inequalities
- Reduce avoidable demand on the health and care system in Kent.

The service supports the following PHE Outcome 2:

'Reduced differences in life expectancy and healthy life expectancy between communities through greater improvements in more disadvantaged communities such as those in the most deprived quintile.

Although the One You Kent offer is universal offer for adult 18 plus, KCC requires partners organisations to target more structured support to those living in the most deprived communities, this includes those in both quintiles 1 and 2 and in the 88 LSOA's identified in the Kent inequalities work. The key target groups including pregnant and routine and manual smokers, men and BME groups who are at risk of having excess weight and are unrepresented in services and individuals who have more likely to have multiple unhealthy behaviours.

Part of these services requires KCHFT to engage Kent businesses in Public Health, to deliver an effective and efficient service for Kent. This shall improve the health of their workforce and support a prosperous economy. With a target to engage 50 workplace per district. This is programme supports enables 'Kent communities to feel the benefits of economic growth by being in-work, healthy and enjoying a good quality of life through Workplace Health support for employers to improve the health of their workforce'.

The Workplace Health programme contributes to improvements in the Public Health Outcomes Framework and the KCC Strategic Outcomes as follows:

- economic performance through improved workforce health and wellbeing, measured by human resource indicators such as reduced sickness absence, reduced turnover and increased productivity;
- public health through increasing the number of adults who can return or stay in the workforce for longer, therefore stemming the flow of adults who fall out of employment due to ill health and long-term conditions; and
- physical and mental health is improved by supporting people to take more responsibility for their own health and wellbeing

The service takes a targeted approach to ensure that routine and manual occupations are targeted, as are micro enterprises (employing 9 people or fewer). Evidence shows that routine and manual workers have on average an additional 1.5 days off sick per year compared to office-based workers.

The national NHS Five Year Forward View highlighted the need to radically increase the role of prevention to achieve improvements in health outcomes for the public, reducing health inequalities and promoting healthier lifestyles generally. It outlines the importance of opportunistic prevention and making every contact count. The Service will support the

implementation of the NHS guidance on 'Making Every Contact Count'. KCHFT is trained and has rolled this out across the trust.

Sustainability and Transformation Plans

Sustainability and Transformation plans, NHS Long Term Plan 2019 (and NHS Five Year Forward View) – set out the need for radical changes and increase the role of prevention to achieve improvements in health outcomes for the public, reducing health inequalities and promoting healthier lifestyles. They aim to significantly reduce England's rate of obesity within the next ten years and are aiming for long-term, sustainable change which will only be achieved through the active engagement of schools, communities, families and individuals.

National Physical Activity strategies aim to increase physical activity as this has the potential to improve the physical and mental health and wellbeing of individuals, families, communities and the nation as a whole. Public Health England (PHE) wants to see more people being physically active.

The Kent STP set out priorities for action – prevention strand includes the following priorities:

- Obesity and Physical activity, delivering an almost fivefold increase in capacity in tier 2 weight management programmes
- Tailored smoking cessation services including for young people, pregnant smokers and people with mental health conditions
- Workplace health, working with employers on lifestyle interventions
- Reducing alcohol related harm in the population

One You Kent healthy lifestyle services align to the sustainability and transformation plan for Kent and Medway as adult health improvement and prevention are central part of this plan. There is a significant degree of overlap between the priorities identified in the prevention element and integrated lifestyle services, this including smoking, obesity, healthy weight and workplace health.

NHS Long Term Plan

The NHS 10 year plan sets out First, that the NHS will make a significant new contribution to making England a smoke-free society by: offering people admitted to hospital who smoke a NHS-funded tobacco treatment services, providing expectant mothers, and their partners, with a new smoke-free pregnancy pathway including focused sessions and treatments, and provide new universal smoking cessation offer as part of specialist mental health services for long-term users of specialist mental health, and in learning disability services. On the advice of PHE, this will include the option to switch to e-cigarettes while in inpatient settings.

The plan signals a clear focus on prevention, recognising that the NHS can take important action to 'complement' – but not replace – the role of local authorities and the contribution of government, communities, industry and individuals. A 'renewed' NHS prevention programme will focus on maximising the role of the NHS in influencing behaviour change, guided by the top five risk factors identified by the Global burden of disease study: smoking, poor diet, high blood pressure, obesity, and alcohol and drug use.