

## Gloucestershire Health and Wellbeing Board

<b>Report Title</b>	Advancing our health: prevention in the 2020s - consultation
<b>Item for decision or information?</b>	Decision and information
<b>Sponsor</b>	Sarah Scott, Director of Public Health
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<b>Organisation</b>	Gloucestershire County Council
<b>Key Issues:</b>	
<p>The Prevention Green Paper, <i>Advancing our health: prevention in the 2020s</i>, sets out plans to tackle the causes of preventable ill health in England. This covers a wide range of health and wellbeing issues. There is an opportunity to comment through the consultation process up until 14<sup>th</sup> October 2019.</p>	
<b>Recommendations to Board:</b>	
<ol style="list-style-type: none"> <li>1. Review <i>Advancing our health: prevention in the 2020s</i> (<a href="https://www.gov.uk/government/consultations/advancing-our-health-prevention-in-the-2020s/advancing-our-health-prevention-in-the-2020s-consultation-document">https://www.gov.uk/government/consultations/advancing-our-health-prevention-in-the-2020s/advancing-our-health-prevention-in-the-2020s-consultation-document</a>)</li> <li>2. Discuss the Gloucestershire Health and Wellbeing Board response to the following: <ol style="list-style-type: none"> <li>i. Which health and social care policies should be reviewed to improve the health of people living in poorer communities, or excluded groups?</li> <li>ii. What government policies (outside of health and social care) do you think have the biggest impact on people's mental and physical health? Please describe a top 3.</li> <li>iii. How can we make better use of existing assets - across both the public and private sectors - to promote the prevention agenda?</li> <li>iv. What more can we do to help local authorities and NHS bodies work well together?</li> <li>v. What other areas (in addition to those set out in this green paper) would you like future government policy on prevention to cover?</li> </ol> </li> </ol>	
<b>Financial/Resource Implications:</b>	
None identified	

# Advancing our health: prevention in the 2020s – consultation

## 1. Introduction

The Department for Health & Social Care (DHSC) have published their Prevention Green Paper *Advancing our health: prevention in the 2020s*. It sets out plans to tackle the causes of preventable ill health in England. This is out for consultation until the 14<sup>th</sup> October 2019.

The purpose of this paper is to provide a brief overview to assist with the discussion at the Gloucestershire Health and Wellbeing Board to form a response to the consultation.

## 2. Overview

The Green Paper highlights that over the decades, traditional public health interventions have led to significant improvements in the health of the nation. However, it stresses that there are still significant challenges around health issues from smoking, obesity and dementia to musculoskeletal conditions, mental ill health and sleep deprivation.

Overall, it covers a very wide number of health and wellbeing issues, It contains new and restated policy commitments and sets out plans for a number of future consultations or reviews. It describes a large range of initiatives and actions to be implemented in the 2020s.

The document highlights opportunities for a more proactive, predictive and personalised approach, with targeted support, tailored lifestyle advice, personalised care and greater protection against future threats.

It sets out a view of health as our most precious asset, and not just a problem to fix when it goes wrong. “Good health is the foundation of happy families, thriving communities, and a strong economy. When our health is good, we take it for granted. When our health is bad, we expect the NHS to do their best to fix it. We need to lay the foundations for good health so everyone has a chance to live a healthy and happy life.”

See [appendix 1](#) for the executive summary from the Green Paper. The detailed commitments outlined in the green paper can be found online here:

<https://www.gov.uk/government/consultations/advancing-our-health-prevention-in-the-2020s/advancing-our-health-prevention-in-the-2020s-consultation-document>

## 3. Local action

The document makes reference to place based working and local systems including Health and wellbeing Boards and Integrated Care Systems (ICS):

“Prevention policies are not experienced in the abstract, but in the neighbourhoods and communities in which people live. That’s why the role of ‘place’ will be an integral part of any prevention strategy. Local authorities will have a key role to play, given that they:

- have specific responsibilities around prevention, for example sexual health, children’s health, adult social care and support, and drug and alcohol services

- control many of the assets for good health, for example parks and green spaces, leisure facilities, and cycling and walking infrastructure
- have decision-making power for areas like housing policy, planning and social care and support, which have a big impact on people’s health
- shape other policies relevant to health, including economic development, education, and growing the voluntary and community sector”

It goes on to add that “The role of local Health and Wellbeing Boards is to bring together the local partners in local government, the NHS and more widely, to assess needs and to develop effective strategies that meet them. The potential of local authorities to influence the wider determinants of health and provide local leadership for health improvement action was one of the key factors for returning a major health role to them in 2013. There are already examples of integration working well across the country.

The shift towards Integrated Care Systems (ICSs) should help deliver more progress in this area by bringing together commissioners, providers and local authorities, to make decisions that are in the best interest of the entire health economy, not just individual organisations. Health and Wellbeing Boards should form a key part of the local infrastructure on prevention, working with ICSs. We believe that the key tools that are needed – such as flexibility to pool budgets – already exist, and that Health and Wellbeing Boards in particular should have an important role to play in the new structures.”

#### 4. The consultation

The consultation closes on 14 October 2019. There are more than 20 questions and respondents can answer as many or as few questions as they wish, focusing on where they have relevant views and evidence to share. The full list of questions is included in [appendix 2](#).

**Questions particularly relevant to the health and Wellbeing Board include:**

1. Which health and social care policies should be reviewed to improve the health of people living in poorer communities, or excluded groups? Please restrict your answer to 250 words.
2. What government policies (outside of health and social care) do you think have the biggest impact on people's mental and physical health? Please describe a top 3.
3. How can we make better use of existing assets - across both the public and private sectors - to promote the prevention agenda?
4. What more can we do to help local authorities and NHS bodies work well together?
5. What other areas (in addition to those set out in this green paper) would you like future government policy on prevention to cover?

## Appendix 1: Advancing our health: prevention in the 2020s - Executive Summary

### Opportunities

The 2020s will be the decade of proactive, predictive, and personalised prevention. This means:

- targeted support
- tailored lifestyle advice
- personalised care
- greater protection against future threats

New technologies such as genomics and artificial intelligence will help us create a new prevention model that means the NHS will be there for people even before they are born. For example, if a child had inherited a rare disease we might be able to diagnose and start treatment while they are still in the womb, so they are born healthy.

Using data held by the NHS, and generated by smart devices worn by individuals, we will be able to usher in a new wave of intelligent public health where everyone has access to their health information and many more health interventions are personalised.

In the 2020s, people will not be passive recipients of care. They will be co-creators of their own health. The challenge is to equip them with the skills, knowledge and confidence they need to help themselves.

We are:

- embedding genomics in routine healthcare and making the UK the home of the genomic revolution
- reviewing the NHS Health Check and setting out a bold future vision for NHS screening
- launching phase 1 of a Predictive Prevention work programme from Public Health England (PHE)

### Challenges

Over the decades, traditional public health interventions have led to significant improvements in the nation's health.

Thanks to our concerted efforts on smoking, we now have one of the lowest smoking rates in Europe with fewer than 1 in 6 adults smoking. Yet, for the 14% of adults who still smoke, it's the main risk to health. Smokers are disproportionately located in areas of high deprivation. In Blackpool, 1 in 4 pregnant women smoke. In Westminster, it's 1 in 50.

Obesity is a major health challenge that we've been less successful in tackling. And clean air will continue to be challenging for the next decade. On mental health, we've improved access to services. In the 2020s, we need to work towards 'parity of esteem' not just for how conditions are treated, but also for how they are prevented. On dementia, we know 'what's good for your heart is also good for your head'. A timely diagnosis also enables people with dementia to access the advice, information, care and support that can help them to live well with the condition, and to remain independent for as long as possible.

The new personalised prevention model offers the opportunity to build on the success of traditional public health interventions and rise to these new challenges.

The NHS is also doing more on prevention. The Long Term Plan contained a whole chapter on prevention, and set out a package of new measures, including:

- all smokers who are admitted to hospital being offered support to stop smoking
- doubling the Diabetes Prevention Programme
- establishing alcohol care teams in more areas
- almost 1 million people benefiting from social prescribing by 2023 to 2024

These measures will help to shift the health system away from just treating illness, and towards preventing problems in the first place.

We are:

- announcing a smoke-free 2030 ambition, including options for revenue raising to support action on smoking cessation
- publishing Chapter 3 of the Childhood Obesity Strategy, including bold action on: infant feeding, clear labelling, food reformulation improving the nutritional content of foods, and support for individuals to achieve and maintain a healthier weight. In addition, driving forward policies in Chapter 2, including ending the sale of energy drinks to children
- launching a mental health prevention package, including the national launch of Every Mind Matters

### **3. Strong foundations**

When our health is good, we take it for granted. When it's bad, we expect the NHS to do their best to fix it. We need to view health as an asset to invest in throughout our lives, and not just a problem to fix when it goes wrong. Everybody in this country should have a solid foundation on which to build their health.

This is particularly important in the early years of life. Most children are born into safe and loving homes that help them develop and thrive. But this is not always the case. We must help all children get a good start in life.

This 'asset-based approach' should then follow through to other stages of life, including adulthood and later life. It's difficult to live a fulfilling life if you're worried about money, live in cold or damp conditions, or feel cut-off from those around you.

At national level, we will lay the foundations for good health by pushing for a stronger focus on prevention across all areas of government policy. At local level, we expect different organisations to be working together on prevention. This means moving from dealing with the consequences of poor health to promoting the conditions for good health and designing services around user need, not just the way we've done things in the past.

We will:

- launch a new health index to help us track the health of the nation, alongside other top-level indicators like GDP
- modernise the Healthy Child Programme
- consult on a new school tooth brushing scheme, and support water fluoridation

### **Conclusion**

The commitments outlined in this green paper signal a new approach for the health and care system. It will mean the government, both local and national, working with the health and care system, to put prevention at the centre of all our decision-making. But for it to succeed, and for us to transform the NHS and improve the nation's health over the next decade, individuals and communities must play their part too. Health is a shared responsibility and only by working together can we achieve our vision of healthier and happier lives for everyone.

## Appendix 2: Consultation questions

1. Which health and social care policies should be reviewed to improve the health of people living in poorer communities, or excluded groups? Please restrict your answer to 250 words.
  2. Do you have any ideas for how the NHS Health Checks programme could be improved?
  3. What ideas should the government consider to raise funds for helping people stop smoking?
  4. How can we do more to support mothers to breastfeed?
  5. How can we better support families with children aged 0 to 5 years to eat well?
  6. How else can we help people reach and stay at a healthier weight?
  7. Have you got examples or ideas that would help people to do more strength and balance exercises?
  8. Can you give any examples of any local schemes that help people to do more strength and balance exercises?
  9. There are many factors affecting people's mental health. How can we support the things that are good for mental health and prevent the things that are bad for mental health, in addition to the mental health actions in the green paper?
  10. Have you got examples or ideas about using technology to prevent mental ill-health, and promote good mental health and wellbeing?
  11. We recognise that sleep deprivation (not getting enough sleep) is bad for your health in several ways. What would help people get 7 to 9 hours of sleep a night?
  12. Have you got examples or ideas for services or advice that could be delivered by community pharmacies to promote health?
  13. What should the role of water companies be in water fluoridation schemes?
  14. What would you like to see included in a call for evidence on musculoskeletal (MSK) health?
  15. What could the government do to help people live more healthily:
    - In homes and neighbourhoods
    - When going somewhere
    - In workplaces
    - In communities
  16. What is your priority for making England the best country in the world to grow old in, alongside the work of Public Health England and national partner organisations?
    - Support people with staying in work
    - Support people with training to change careers in later life
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- Support people with caring for a loved one
- Improve homes to meet the needs of older people
- Improve neighbourhoods to meet the needs of older people
- Other

If other, please specify

Please expand on the reasons for your choice

17. What government policies (outside of health and social care) do you think have the biggest impact on people's mental and physical health? Please describe a top 3.

18. How can we make better use of existing assets - across both the public and private sectors - to promote the prevention agenda?

19. What more can we do to help local authorities and NHS bodies work well together?

20. What are the top 3 things you'd like to see covered in a future strategy on sexual and reproductive health?

21. What other areas (in addition to those set out in this green paper) would you like future government policy on prevention to cover?

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