



Health and Wellbeing Board
10 March 2016

Developing a Preventative Approach: Priority Status Update

Purpose of the report: Performance management

To provide the Health and Wellbeing Board with an update on progress against the 'Developing a Preventative Approach' priority in the Joint Health and Wellbeing Strategy since the Board's last update in November 2015.

Recommendations:

The Health and Wellbeing Board is asked to:

- i. Note the content of the report
- ii. support the direction of travel around development of a Child and Family Healthy Weight Strategy;
- iii. endorse the use of the Prevention Plan Dashboard;
- iv. assuming a positive evaluation of the Surrey-wide Winter Preparedness Plan, recommend that the Surrey Health and Wellbeing Board's Communications Sub-Group run a Surrey-wide Campaign for 2016-17.

Introduction:

1. 'Developing a preventative approach' is the second priority in the Joint Health and Wellbeing Strategy (JHWS). The aim of this priority is to prevent ill-health as well as spot potential problems as early as possible and ensure effective support for people. National and international evidence tells us that there is a clear link between social status, income and health which creates a significant gap in life expectancy. Put simply are healthy when they have a good start in life; reach their full potential and have control over their lives; have a healthy standard of living; have good jobs and working conditions, live in healthy and sustainable communities.

2. The Health and Well Being Board last considered the Prevention Priority in November 2015. At that meeting there was an update of progress of the local prevention plans in each CCG geographical area and a description of how all the plans covered similar objectives including: improving healthy eating, reducing smoking and alcohol intake. Some elements of the plans differ due to the needs of local people. Highlights of some of the plans were presented to the board.
3. Since the Board received its last update, the Developing a Preventative Approach priority has been progressed in a number of key areas, more details on this has been provided below. Furthermore, the new NHS Planning Guidance requires Clinical Commissioning Groups (CCGs), in collaboration with partners, to demonstrate how they are addressing prevention as part of the new five-year place-based Sustainability and Transformation Plans (STPs) which are due to be submitted in June.

Performance Overview:

4. The Health and Wellbeing Board Developing a Preventative Approach Priority is implemented largely through local CCG prevention plans as well as relevant local Health and Wellbeing Strategies. Work on local plans has proved effective with a variety of initiatives progressing well. Several CCGs (e.g. Guildford and Waverley and East Surrey) are currently refreshing their prevention plans in light of the new NHS Guidance to ensure the Prevention Priority is well embedded in the day to day working of the CCGs.
5. Rather than focus on the work that individual CCGs and the Districts and Boroughs are undertaking, this report focuses on three key areas where partners are addressing prevention at a Surrey-wide partnership level. Described in greater detail below, the three areas are:
 - Pilot evaluation of the Public Health England (PHE) Child Obesity Prioritisation Tool as a step towards developing a comprehensive Child and Family Healthy Weight Strategy.
 - Development of a dynamic Prevention Plan Dashboard to allow local areas to monitor progress on areas addressed in the Prevention Plans.
 - Development and delivery of county-wide communications plan for winter preparedness.

Key Achievements and Outcomes

Pilot Evaluation of the PHE Child Obesity Prioritisation Toolkit

6. As members of the Health and Wellbeing Board are aware, child obesity is an important public health concern. It is associated with health and psychological problems within childhood itself and may put individuals at greater risk of type 2 diabetes, coronary heart disease, hypertension and some forms of cancer in the future. In addition, children with excess weight are likely to experience bullying or stigma. It is estimated that 57,000 children aged 2-15 years in Surrey have excess weight. The

National Child Measurement Programme (NCMP) 2013/14 data showed the proportion of 10-11 year olds who were obese was double that of the 4-5 year olds. The prevalence of excess weight is higher in the areas of the County identified as being more deprived.

7. Childhood obesity is an area for action in both the Improving Children's Health and Wellbeing Priority and the Prevention Priority within the Joint Health and Wellbeing Strategy (JHWS).
8. In recognition of the importance of this issue, the Health and Wellbeing Board sponsored a Child Obesity Summit.
9. Over 160 people attended from a wide range of organisations and professions including: elected members; strategic leads (commissioners and providers), nurses, teachers, as well as staff from parks and leisure services. After discussion on the strengths, challenges and gaps to delivering work on child obesity, participants developed borough/ district locality partner joint action plans.
10. In October 2015, Surrey County Council (SCC) Public Health was approached by PHE to participate in piloting a toolkit they have been developing to help local authorities prioritise their actions around child obesity. PHE particularly wanted to work with SCC to ensure that the toolkit was suitable for use within two-tier authorities. SCC agreed to participate as it seemed like a useful approach to build on last year's obesity summit and position Surrey to develop a local Child and Family Healthy Weight Strategy once the national strategy is published (March 2016).
11. Working with the Cabinet Member for Wellbeing and Health (Helyn Clack) and the Cabinet Associate for Children, Schools and Families Wellbeing (Mary Lewis) as well as the consultancy, Shared Intelligence, who are conducting the evaluation of the toolkit on behalf of PHE, Public Health, with support from Children's Services, have organised three meetings to work through the steps in the toolkit.
12. The first meeting involved a small group of invited representatives from different directorates within SCC, Active Surrey as well as Districts and Boroughs working through a series of questions about the extent to which child obesity is a strategic priority for local partners. The general conclusion from this meeting was that while child obesity is receiving lots of attention from different partners with pockets of excellent work, there is not a whole systems approach to addressing this important health issue.
13. The second meeting in February focused on identifying gaps in provision/action based on targeting areas of highest child excess weight. The invitation for this meeting was extended to those who attended last year's obesity summit and was facilitated by Shared Intelligence. As this pilot evaluation is currently being implemented, an update of the finding of this and the subsequent workshop will be presented at the March Health and Wellbeing Board.

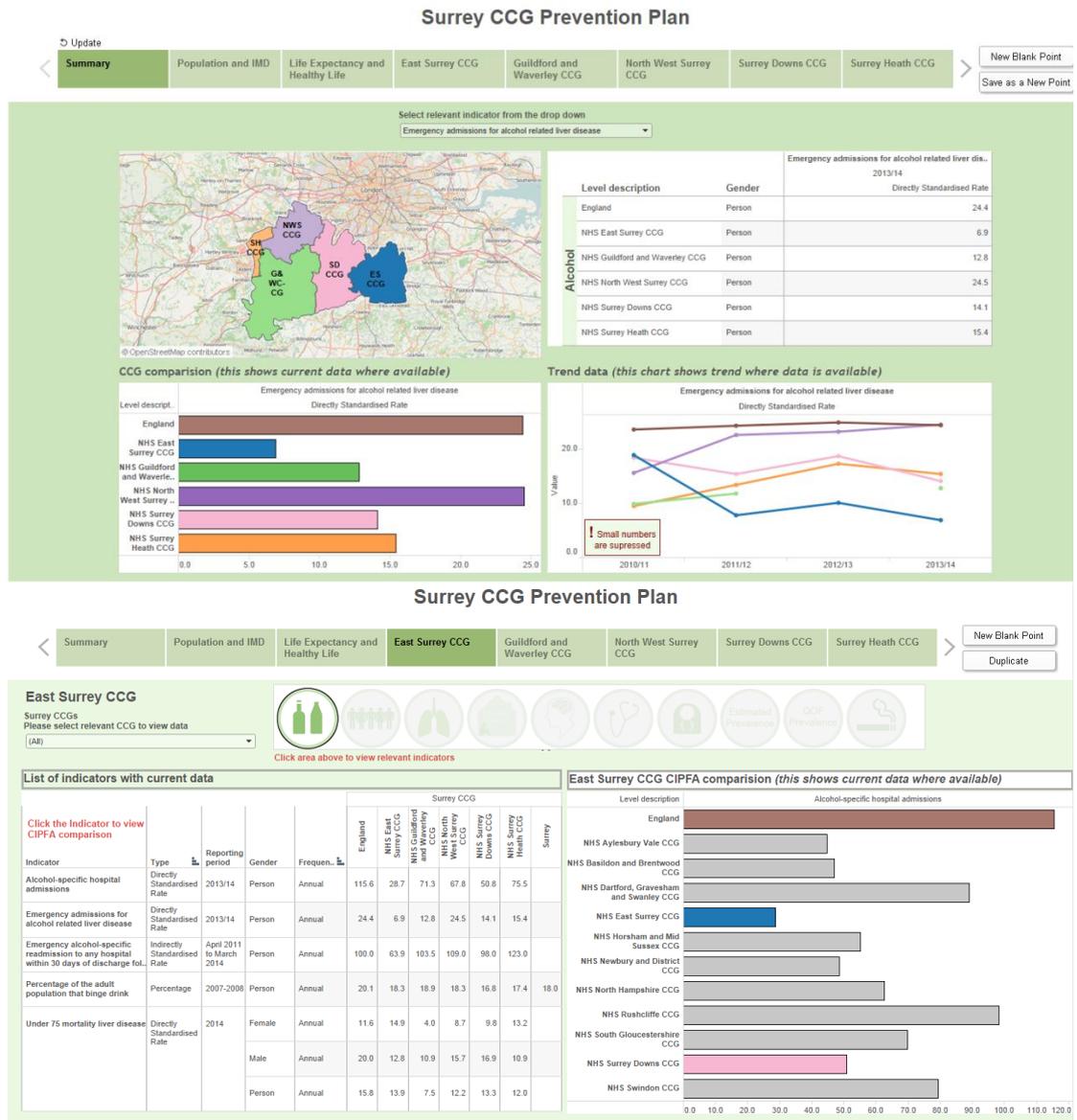
14. The third meeting, scheduled for early March, will focus on identifying priorities for action based on the findings from the previous two workshops and again facilitated by Shared Intelligence. The identified priorities, along with the new national Child Obesity Strategy, will form the basis for the draft Surrey Child and Family Healthy Weight strategy which will be brought back to the Health and Wellbeing Board for discussion in due course.
15. Throughout, Public Health have been feeding back to Shared Intelligence about the usefulness of the toolkit and how it can be adapted to accommodate two tier authorities, thereby influencing the national agenda around this topic.
16. Participating in the evaluation of the Toolkit is helping Health and Wellbeing Board partners within Surrey to identify priorities to address child obesity. This is enabling partner organisations to develop a draft Surrey Child and Family Healthy Weight strategy which will be brought back to the Health and Wellbeing Board for discussion.

Development of Dynamic Prevention Plan Dashboard

17. In order to monitor progress of the actions within the local prevention plans, an online dashboard has been developed and published on Surrey ([Prevention Dashboard Surrey-i](#)). It brings together indicators that are included within the current five CCG prevention plans. These include indicators from the following areas:
 - Smoking;
 - Alcohol;
 - Mental Health;
 - Health Checks;
 - Children and Young People;
 - Obesity;
 - Domestic Abuse; and
 - Disease Prevalence –Estimated and Quality and Outcome Framework-reported
18. Existing indicators from a variety of frameworks (Public Health Outcomes Frameworks (PHOF), CCG Outcomes Frameworks (CCGOF), NHS Outcomes Frameworks (NHSOF), and others) have been brought together to ensure that there is no indicator creep.
19. Data is presented at CCG level in an interactive dashboard format and the online tool allows comparison of the five Surrey CCGs together with the viewing of indicator trends (where data is available). It also allows each indicator to be compared against their Chartered Institute of Public Finance and Accountancy (CIPFA) comparators (where data is available).
20. The Prevention Dashboard will be updated when new data is available and an indicative update schedule has also been published on Surrey. The indicators included within the dashboard will be reviewed regularly to

ensure that they continue to reflect the content of the local prevention plans as these are updated and refreshed.

- The two figures below are screen shots of the Surrey CCG Prevention Plan dashboard.



Surrey Winter Preparedness Communications Plan

- Winter presents a variety of health risks and is a challenging time for health and social care agencies. In previous years, Surrey organisations had each run their own winter preparedness campaigns, resulting in a plethora of mixed images and messages, sometimes leading to confusion both for residents and professionals. This year, the Surrey Health and Wellbeing Board's Communications Group was asked by the Board to look at developing a county-wide communications plan for winter preparedness, so that all agencies - the CCGs, health providers, both tiers of local government, and the voluntary sector - could unite around a common communications framework.

23. A workshop was held on 1 July 2015 with the aim of uniting agencies around a single communications approach with universal messages and with some targeting for "at risk" and vulnerable groups. This was warmly received and plans proceeded to develop a local campaign plan. In addition, the group worked on developing a local signposting toolkit for professionals and agencies, who work with the "at risk" groups.
24. Within weeks, however, a joint national initiative from NHS England and Public Health England, called Stay Well This Winter, was announced. The communications group worked hard to align the two campaigns, as the messages were essentially the same. The national campaign's launch date kept slipping so it was agreed to launch the Surrey Winter Wellness campaign in September in advance of the national campaign. The toolkit was made available to download (via Healthy Surrey) and promoted to local organisations to share with their frontline staff.
25. The national campaign was launched in mid-October to help people aged 65 or over, those with long-term health conditions, pregnant women and parents of children aged two, three and four and in school years 1 and 2 stay well this winter. The national campaign focused on helping those who are most vulnerable to falling seriously ill with winter ailments avoid needing hospital treatment by providing simple advice to protect them. Advice included recommendations around seasonal flu vaccination, adequate heating, seeking advice from pharmacies, keeping an eye on elderly friends, neighbour and relatives, and timely use of medications.
26. The Surrey campaign added a local flavour to these messages and the toolkit was able to signpost patients and residents to local services for support. In order to differentiate from the national campaign as well as create the ability to measure local activity, the hashtag, #SurreyWinterWellness, has been used with social media. Initiatives, such as road shows, leaflet drops, and local radio advertising, have all supported the campaign in the county.
27. The success of the campaign is being evaluated. Preliminary results will be available to present at the March Health and Wellbeing Board.

Key Challenges

28. One of the key challenges, but also one of the greatest opportunities for implementation of prevention priorities, is the new NHS Planning Guidance which requires CCGs to ensure prevention is part of their place-based Sustainability and Transformation Plans (STPs) to be submitted in June. This provides a fresh impetus for ensuring these plans are well-embedded in the work of the CCGs, but also provides challenges around adapting the plans to reflect the proposed supra-CCG level footprints for the STPs.
29. An additional challenge around continuing to develop work around child obesity is responding to the financial constraints affecting all partners in Surrey, but particularly being live to the unintended consequences of

reductions in services which potentially affect supporting families to ensure a healthy weight for their children.

Conclusions:

30. Participating in the evaluation of the PHE Child Obesity Prioritisation Toolkit is helping Health and Wellbeing Board partners within Surrey to identify priorities to address around child obesity. This work will position the partners well to develop a Child and Family Healthy Weight Strategy over the coming year.
31. Development of a dynamic Prevention Dashboard provides a resource for Health and Wellbeing Board local partners to assess the impact of prevention plans while allowing for local metrics if required. The information in the tool will be updated, as new data becomes available and additional indicators can be incorporated as required.
32. Early indications are that the Surrey Winter Preparedness Communications plan has been a success, although the results of the formal evaluation are not available at the time of report writing. However, should the evaluation be positive, a similar approach should be considered for the forthcoming year.

Next steps:

Once the evaluation of the pilot Child Obesity Prioritisation Toolkit is complete and the national Child Obesity Strategy is complete, partners will begin work on development of a local Surrey Child and Family Healthy Weight Strategy.

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Sources/background papers:

None

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