

PUBLIC HEALTH REFERENCE GROUP REPORT

To: Health and Wellbeing Board

Meeting Date: 30 March 2017

From: Director of Public Health

Recommendations: The Health and Wellbeing Board is asked to:

1. Note and comment on the Public Health Reference Group report of activity in 2016/17

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1. PURPOSE

- 1.1 The purpose of this paper is to report on the work of and outcomes achieved by the Cambridgeshire Public Health Reference Group over the year 2016/17.

2 BACKGROUND

- 2.1 The purpose of the Cambridgeshire Public Health Reference Group (PHRG) is to provide whole system leadership and multi-agency co-ordination for public health initiatives in Cambridgeshire focussed on improving outcomes for residents and reducing health inequalities. It meets quarterly and includes senior officer membership from the County Council, all District/City Councils, the Clinical Commissioning Group, Public Health England, the Cambridge University Public Health Institute, Community and Voluntary sector, Police and Crime Commissioners Office and Regional Housing Board.
- 2.2 The PHRG reports primarily to Cambridgeshire Health and Wellbeing Board, but also to the County Council Health Committee (in its public health executive function) and the Cambridgeshire Public Service Board.
- 2.3 The PHRG provides a report on activities and outcomes achieved to the Health and Wellbeing Board on an annual basis. The previous report was brought on January 14th 2016.

3. MAIN ISSUES

The activities led and overseen by the PHRG during 2016/17 have been as follows:

3.1 Implementation and Evaluation of diet/physical activity pilots

An initial focus of the PHRG was to fund small local pilots of initiatives to improve healthy eating and physical activity rates in identified populations or communities, which had a good fit with the developing national evidence base. The expectation was that where pilots were successful they would be self-sustaining and potentially provide a model which other local areas could follow. These pilots commenced in 2015/16 and continued during part of 2016/17. The total funding allocated from the County Council's public health grant was £73k. The evaluation summary for the pilot projects is attached as Appendix A. Key points and outcomes include:

- Good uptake of **Soil Association Food For Life (FFL) Early Years Award** by nurseries invited to participate. This programme supports nurseries with training, resources and an award scheme over a prolonged period as they adopt an evidence based and sustainable whole setting approach to healthy eating. This models and embeds healthy eating behaviours for the young children attending the nurseries. The funding was targeted to nurseries in areas of higher deprivation. This programme is being continued in 2017/18 through a contract variation of the existing Soil Association Food for Life contract with primary schools.

- Active participation by District Councils in the **Healthy Workplace** initiative for their staff, including training of in-house health champions. A pilot weight management course was held for a group of staff at Addenbrooke's hospital, which evaluated well against generally recognised benchmarks for average weight loss of participants.
- Other small programmes such as Fenland Walk Buggy and Physical Activity for two-five year olds, where participating organisations expressed the intention to continue with the activities after the end of the funded pilot. More recently funding has been awarded for the establishment of a Junior Park Run and two others are in development.

Overall, the pilots provide useful examples of initiatives which can be taken forward in different settings with limited funding. The majority of spend was on the Soil Association FFL Early Years Award, which is a more in depth programme leading to evidence based changes in policy and practice in nursery and early years settings.

3.2 **Cambridgeshire Healthy Weight Strategy**

Achieving a Healthy Weight for the population is a major public health challenge. Healthy weight is fundamental for good health and wellbeing and demands a joined up collaborative whole systems wide approach if it is to be addressed effectively. The PHRG led the development of a Cambridgeshire Healthy Weight Strategy, of which a draft version was approved for consultation by the Cambridgeshire County Council Health Committee in July 2016. A 'Strategy on a page' summary is attached as Appendix B.

The Strategy describes a whole system, joined up approach to healthy weight across the three key themes of:

- **Environment:** Adopt policies and programmes for the built and natural environments that support a healthy weight
- **Settings:** Ensure that the places or social context in which people engage in daily activities support a healthy weight
- **Information and Skills:** Create opportunities for individuals, communities and organisations to build knowledge and skills that support a healthy weight

The public consultation lasted from August to November 2016 and the findings were presented at a stakeholder consultation event in November, which included input from a range of external speakers. Local stakeholders were asked to prioritise the different areas of the Strategy, taking into account feedback from the consultation, and the PHRG members are developing a multi-agency action plan to deliver against the identified priorities. The final draft Strategy and Action Plan will be brought back to the Health Committee

3.3 Developing a locality delivery model to increase physical activity levels across Cambridgeshire

The PHRG led and supported development of the Collaborative District Physical Activity Programme - part of a system wide approach to increasing the numbers of people who are physically active in the county. This is the first example of this kind in Cambridgeshire, of a consistent collaborative programme for health improvement between all the district authorities and their partner Living Sport. It has been commissioned by the County Council using public health grant funding, and was approved as a key decision by the Council's Health Committee in November 2016 (total contract value £513k over two years). Further details are provided in Appendix C.

This proposal aims to deliver a consistent and comprehensive pilot physical activity programme across the county. It acknowledges that there has been a varied approach amongst the district councils to delivering their health and leisure activities. The programme reflects the system wide approach that evidence indicates is necessary to increase levels of physical activity. It will include evidence based interventions at a population level and also for higher risk inactive individuals in a range of settings.

The Programme is branded as "Let's Get Moving Cambridgeshire". Each district will implement the programme and will have a district co-ordinator who will be employed and managed by the district authorities. This will ensure that all local authority health and leisure services are integrated into the Programme. A countywide coordinator will ensure consistency and quality across all the district projects along with co-ordinating elements of the Programme that are countywide.

3.4 Joint working between District Councils and public health

District Councils play an essential role in improving public health by delivering a number of services which have a direct impact on health including environmental health, general environmental services, housing, licensing, physical activity and leisure, planning, economic development and benefits advice. In addition, District Councils often have a close relationship with the local community, including residents, businesses and voluntary sector organisations.

Recognising this, the PHRG led the co-production of a delivery plan for joint working between the District and City Councils in Cambridgeshire and Cambridgeshire County Council Public Health Directorate, to maximise the public health impact of district council policies and services. We will do this by achieving the following priorities:

- Priority 1: Improve understanding and support of the role of district council services in improving the health of the public.
- Priority 2: Embed health in the planning, delivery and evaluation of all district council services and policies.
- Priority 3: Improve the translation of the Joint Strategy Needs Assessment into strategic action by the district councils to improve health outcomes.

- Overarching principle: Improve the ways district councils and the county council public health team work together to maximise the public health impact of district council services.

Each District Council has identified a number of actions that they wish to work with the County Council public health team to deliver, and our learning from these will be shared with other District Councils and public health colleagues so that we can improve how we are working together. Delivery of the action plan has already started, including 'Health is Everyone's Business' workshops for officers and members in district councils.

3.5 Promoting academic links

The membership of the PHRG means that it is a useful forum for organisations in the wider public health system in the county to exchange information and advice based on the expertise of PHRG members. For example senior officers planning services have found academic input on the latest relevant research evidence valuable, while researchers have learned about local organisations and services which may offer research opportunities. During 2016/17 the Cambridge Institute of Public Health prepared an ambitious bid to the Wellcome Trust to create a **Translational Centre for Global Ageing**, which would be dedicated to providing a multi-disciplinary approach to the generation of new evidence for sustainable health improvement and wellbeing of ageing populations. The intention was to carry out international research to understand community priorities and test interventions in five communities, of which one would be Fenland, Cambridgeshire. The research proposal was brought to the PHRG for comment before submission. Although the bid was shortlisted it was not ultimately successful. However further bids are likely to be submitted in future.

3.6 Other issues/programmes on which the PHRG has made an input

The PHRG has acted as a stakeholder group for discussion of:

- Development of a joint '**Be Well in Cambridgeshire**' communications strategy and web-pages which will be launched shortly as part of the Cambridgeshire County Council public health transformation workstream. The PHRG discussion resulted in agreement amongst all district/city councils to participate in the programme and district representatives have regularly attended the steering group. 'Be Well in Cambridgeshire' will link to pages on each District/City Council website, and will provide information about relevant local activities.
- The **Cambridgeshire and Peterborough Sustainability and Transformation Plan (STP)** – following approval of the C&P Health System Prevention Strategy by Cambridgeshire Health and Wellbeing Board in January 2016, the PHRG have received regular updates on the development of the STP.
- The successful Cambridgeshire and Peterborough CCG bid to NHS England to participate in the second wave of the **National Diabetes Prevention Programme (NDPP)**. The NDPP provides intensive lifestyle support for people identified from blood tests and other factors as being at high risk of developing type 2 diabetes.

- The successful ‘**Healthy New Towns Bid**’ for Northstowe – a joint bid to NHS England from South Cambridgeshire District Council, Cambridge University Hospitals Trust and the Homes and Communities Agency. More detail is available on <https://www.england.nhs.uk/ourwork/innovation/healthy-new-towns/northstowe/>
- Early work on how the wider public health research evidence base could contribute to taking forward the following commitment in the **Cambridgeshire and Peterborough devolution proposal** ‘The Government and the Combined Authority will also focus on tackling socio-economic issues in areas of deprivation, such as parts of Fenland, Cambridge, Huntingdon and Peterborough, to improve the quality of life for local residents.’

4 RECOMMENDATIONS

- 4.1 The Health and Wellbeing Board is asked to Note and comment on the Public Health Reference Group report of activity in 2016/17

5 ALIGNMENT WITH THE CAMBRIDGESHIRE HEALTH AND WELLBEING STRATEGY

- 5.1 The work of the PHRG to date has some relevance to all priorities of the Health and Wellbeing Strategy with the strongest emphasis on priorities 3, 5 and 6:
- Priority 3: Encourage healthy lifestyles and behaviours in all actions and activities while respecting people’s personal choices.
 - Priority 5: Create a sustainable environment in which communities can flourish.
 - Priority 6: Work together effectively.

Source Documents	Location
Public Health Reference Group Terms of Reference (Public Health Reference Group Update Appendix B)	https://cmis.cambridgeshire.gov.uk/ccclive/Meetings/tabid/70/ctl/ViewMeetingPublic/mid/397/Meeting/22/Committee/12/Default.aspx
Cambridgeshire Healthy Weight Strategy consultation draft	https://cmis.cambridgeshire.gov.uk/ccclive/Meetings/tabid/70/ctl/ViewMeetingPublic/mid/397/Meeting/189/Committee/6/Default.aspx
Paper to Cambridgeshire County Council Health Committee: Proposal for a locality delivery model to increase physical activity levels across Cambridgeshire	https://cmis.cambridgeshire.gov.uk/ccclive/Meetings/tabid/70/ctl/ViewMeetingPublic/mid/397/Meeting/191/Committee/6/Default.aspx