

**Manchester Health and Wellbeing Board
Report for Resolution**

Report to: Manchester Health and Wellbeing Board – 28 August 2019

Subject: Prevention Green Paper Consultation

Report of: Director of Public Health/Population Health
Consultants in Public Health

Summary

This report provides a very brief overview of the Prevention Green Paper, issued for consultation on 23 July 2019, and the opportunity for the Health and Wellbeing Board to contribute to the consultation response.

Recommendations

The Board is asked to:

- i) Note the report; and
 - ii) Respond to the consultation as set out in section 3.3
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Board Priority(s) Addressed:

Health and Wellbeing Strategy priority	Summary of contribution to the strategy
Getting the youngest people in our communities off to the best start	The Prevention Green Paper relates to all seven strategic priorities.
Improving people's mental health and wellbeing	
Bringing people into employment and ensuring good work for all	
Enabling people to keep well and live independently as they grow older	
Turning round the lives of troubled families as part of the Confident and Achieving Manchester programme	
One health and care system – right care, right place, right time	
Self-care	

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Background documents (available for public inspection): None

1. Introduction

- 1.1 The Prevention Green Paper was published on Monday 22 July 2019 and received limited media coverage because of the pending announcement of the new Prime Minister the following day.
- 1.2 The Secretary of State, Matt Hancock, has retained his role in the new Government and the Department of Health and Social Care are encouraging responses to the Green Paper by 14 October 2019.

2. Structure of the document

- 2.1 The document has three chapters and the Executive Summary is provided below:

Executive Summary

Chapter 1. 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)

Chapter 2. 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; and
- 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.⁵
- **Launching a mental health prevention package**, including the national

Chapter 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 toothbrushing 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.

- 2.2 It is evident that Chapter 1 reflects some of the personal interests of the Secretary of State (e.g. precision medicine), Chapter 2 presents a traditional public health approach in relation to lifestyles whilst Chapter 3 does acknowledge the wider determinants of health (e.g. early years, work and health).

2.3 The link to the full document is provided below:

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

2.4 Throughout the document there are a series of consultation questions and these are listed below under each of the sub-headings:

- **From life span to health span**

Which health and social care policies should be reviewed to improve the health of: people living in poorer communities, or excluded groups?

- **Intelligent health checks**

Do you have any ideas for how the NHS Health Checks programme could be improved?

- **Supporting smokers to quit**

What ideas should the government consider to raise funds for helping people stop smoking?

- **Eating a healthy diet**

How can we do more to support mothers to breastfeed?

How can we better support families with children aged 0 to 5 years to eat well?

- **Support for individuals to achieve and maintain a healthy weight**

How else can we help people reach and stay at a healthier weight?

- **Staying active**

Have you got examples or ideas that would help people to do more strength and balance exercises?

Can you give any examples of any local schemes that help people to do more strength and balance exercises?

- **Taking care of our mental health**

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?

Have you got examples or ideas about using technology to prevent mental ill-health, and promote good mental health and wellbeing?

- **Sleep**

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?

- **Prevention in the NHS**

Have you got examples or ideas for services or advice that could be delivered by community pharmacies to promote health?

- **Children's Oral Health**

What should the role of water companies be in water fluoridation schemes?

- **Musculoskeletal conditions**

What would you like to see included in a call for evidence on musculoskeletal (MSK) health?

- **Creating health spaces**

What could the government do to help people live more healthily:

- In homes and neighbourhoods
- When going somewhere
- In workplaces
- In communities

- **Active ageing**

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
- 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

(Please expand on the reasons for your choice)

- **Prevention in wider policies**

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

- **Value for money**

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

- **Local action**

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

- **Sexual and reproductive health**

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

- **Next steps**

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

3. Health and Wellbeing Board response to the consultation

3.1 The Association of Directors of Public Health (ADPH) have given a cautious welcome to the publication of the Green Paper. The ADPH have acknowledged that there is a small window of opportunity to influence the prevention policy of the current Government. They are encouraging every Local Authority area to provide a detailed response to the consultation.

3.2 It is likely that the Office of the Mayor of Greater Manchester will submit a response on behalf of the Combined Authority and it will be important to ensure consistency with local responses. However, given the population health challenges faced by Manchester it is proposed that the Manchester Population Health Team co-ordinates a Manchester system wide response on behalf of the Health and Wellbeing Board.

3.3 The organisations represented on the Board are encouraged to discuss the Green Paper in their respective meetings, forums and networks and send any responses to the Director of Public Health/Director of Population Health (DPH) via Vicky Schofield, Business Support for the Director of Population Health, at the email address below by 30 September 2019:

v.schofield@manchester.gov.uk

3.4 The DPH and his team will then collate all of the responses and the Manchester submission to the Government will be signed off by the Chair of the Health and Wellbeing Board in advance of 14 October consultation.