

Public Health Overview

Health and Overview Scrutiny Committee

July 2022

What is Public Health?

- **Public health is about helping people to stay healthy and protecting them from threats to their health;**
- **Sometimes public health activities involve helping individuals, at other times they involve dealing with wider factors that have an impact on the health of many people (for example an age-group, an ethnic group, a locality, or a country);**
- **While medicine and nursing are vital for helping and supporting people when they fall ill, work in public health contributes to reducing the causes of ill-health and improving people's health and wellbeing.**

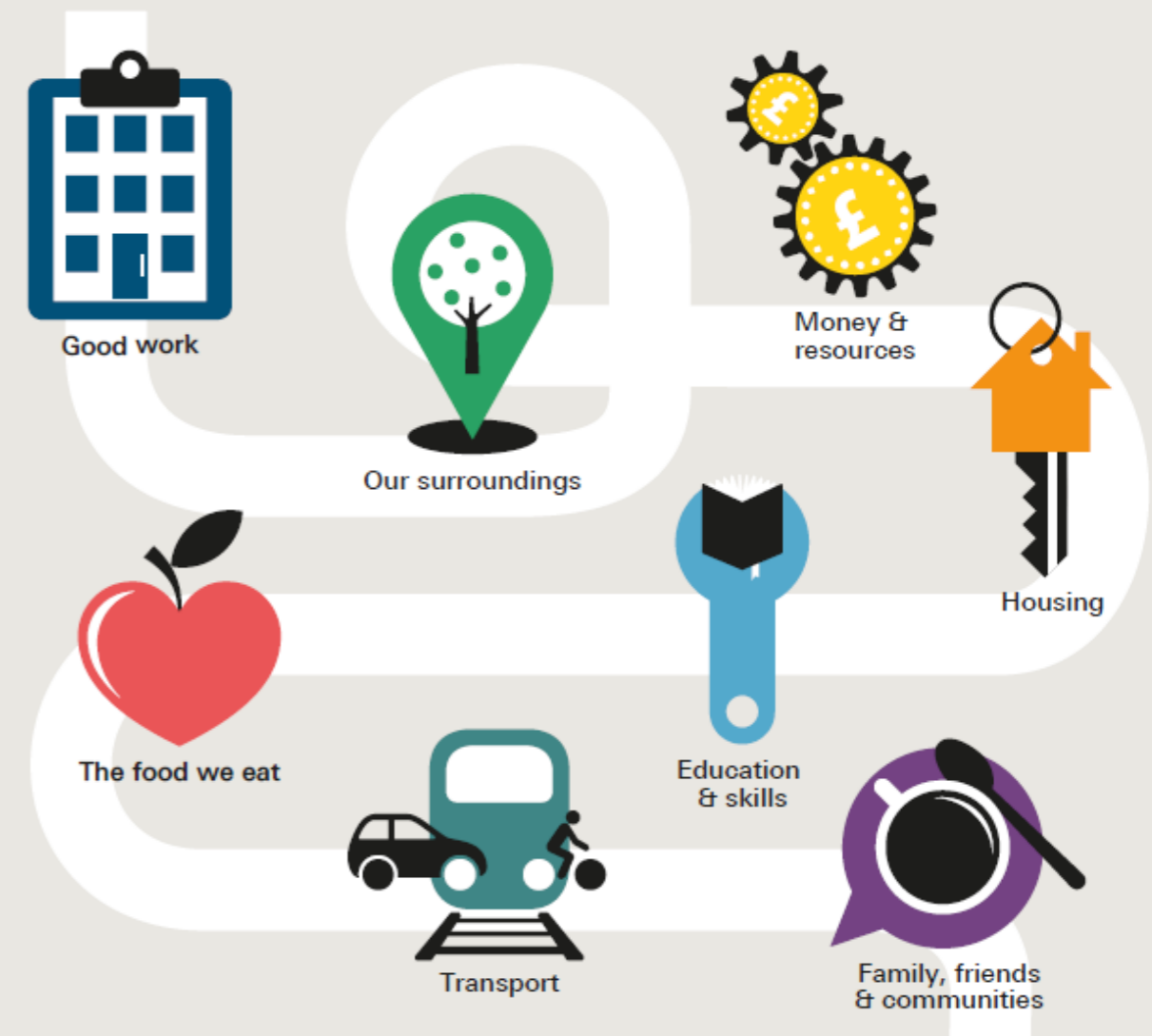
Public Health is more than just health...

What makes us healthy?

AS LITTLE AS

10% of a population's health and wellbeing is linked to access to health care.

We need to look at the bigger picture:



But the picture isn't the same for everyone.

The healthy life expectancy gap between the most and least deprived areas in the UK is: **19** YEARS

Public Health Functions

- Director of Public Health is Chief Officer with statutory responsibility to deliver Public Health Outcomes using ring-fenced public health grant
- Jointly appointed by LBB and Secretary of State, Regional Director of PH from Public Health England London. Regional Director of PH, Prof Kevin Fenton is Health Advisor to Mayor of London.

Statutory services

Sexual health services

National Child Measurement Programme (NCMP)

NHS health checks

0 – 19 Healthy Child Programme

Providing advice to the NHS

Health Protection

Joint Strategic Needs Assessment [Joint Strategic Needs Assessment – Barnet Open Data](#)

Ensuring that PH Grant is spent to improve public health outcomes

Discretionary services

Drugs and alcohol services

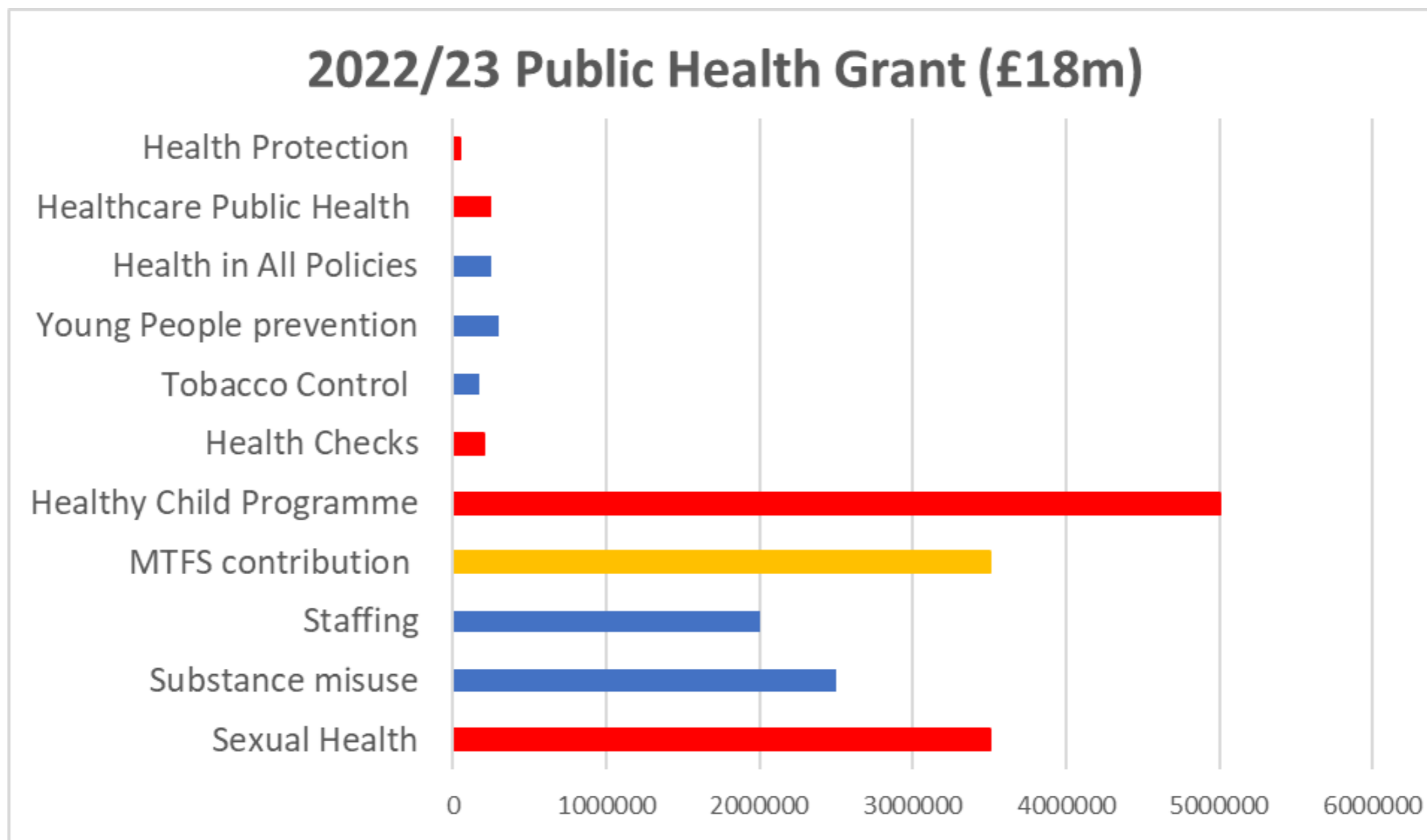
Lifestyle and risky behaviour (healthy weight, smoking, physical exercise)

Health in All Policies and Healthy Places

Workplace Wellbeing

<https://employeeportal.lbbarnet.local/home/resources/Workplace-health-and-wellbeing-hub.html>

Barnet Public Health Grant Spend 2022/23

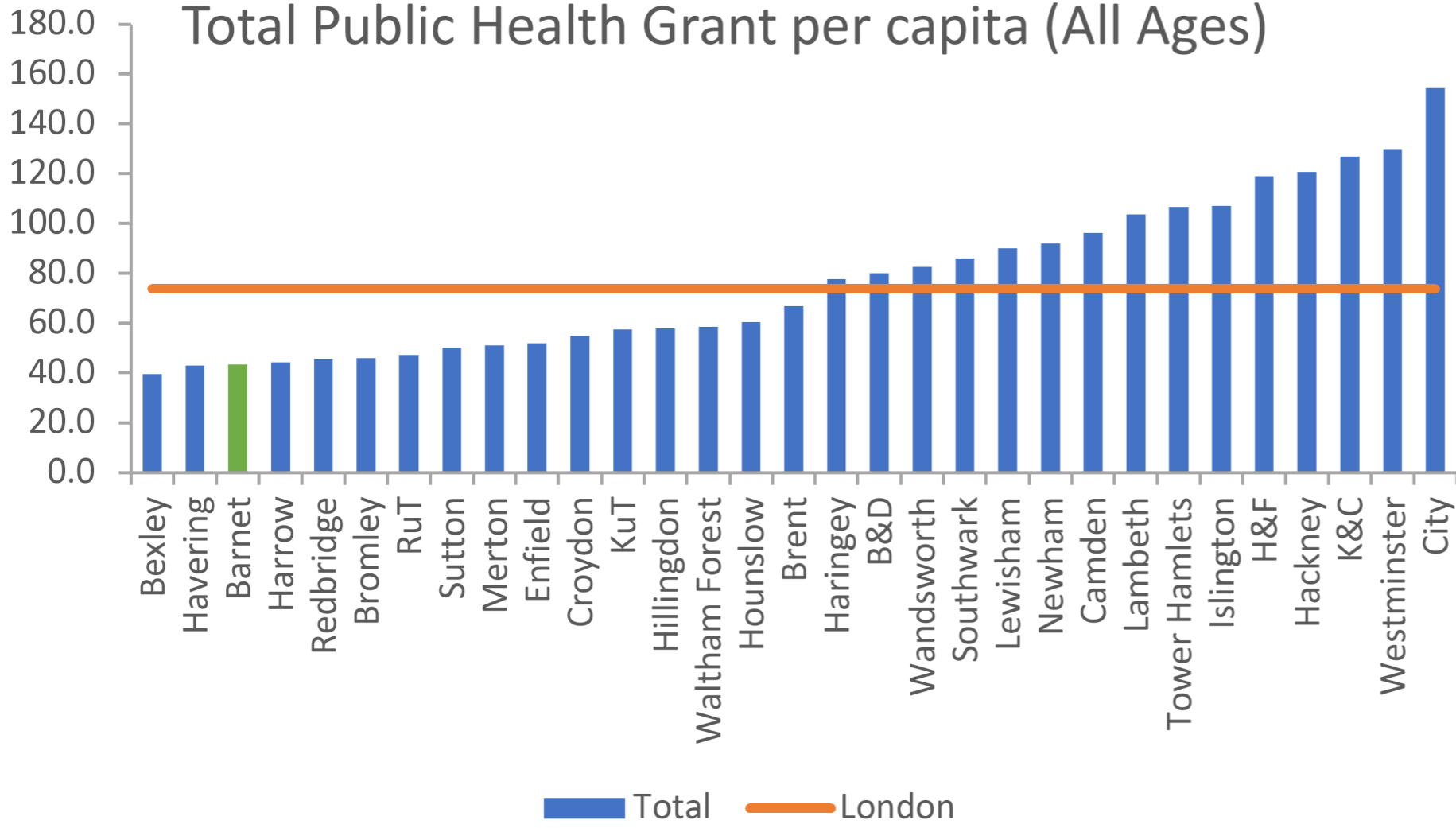


RED – Statutory Services

BLUE – Areas linked to PH Outcomes Framework

YELLOW – PH Contribution to wider Council Prevention Agenda

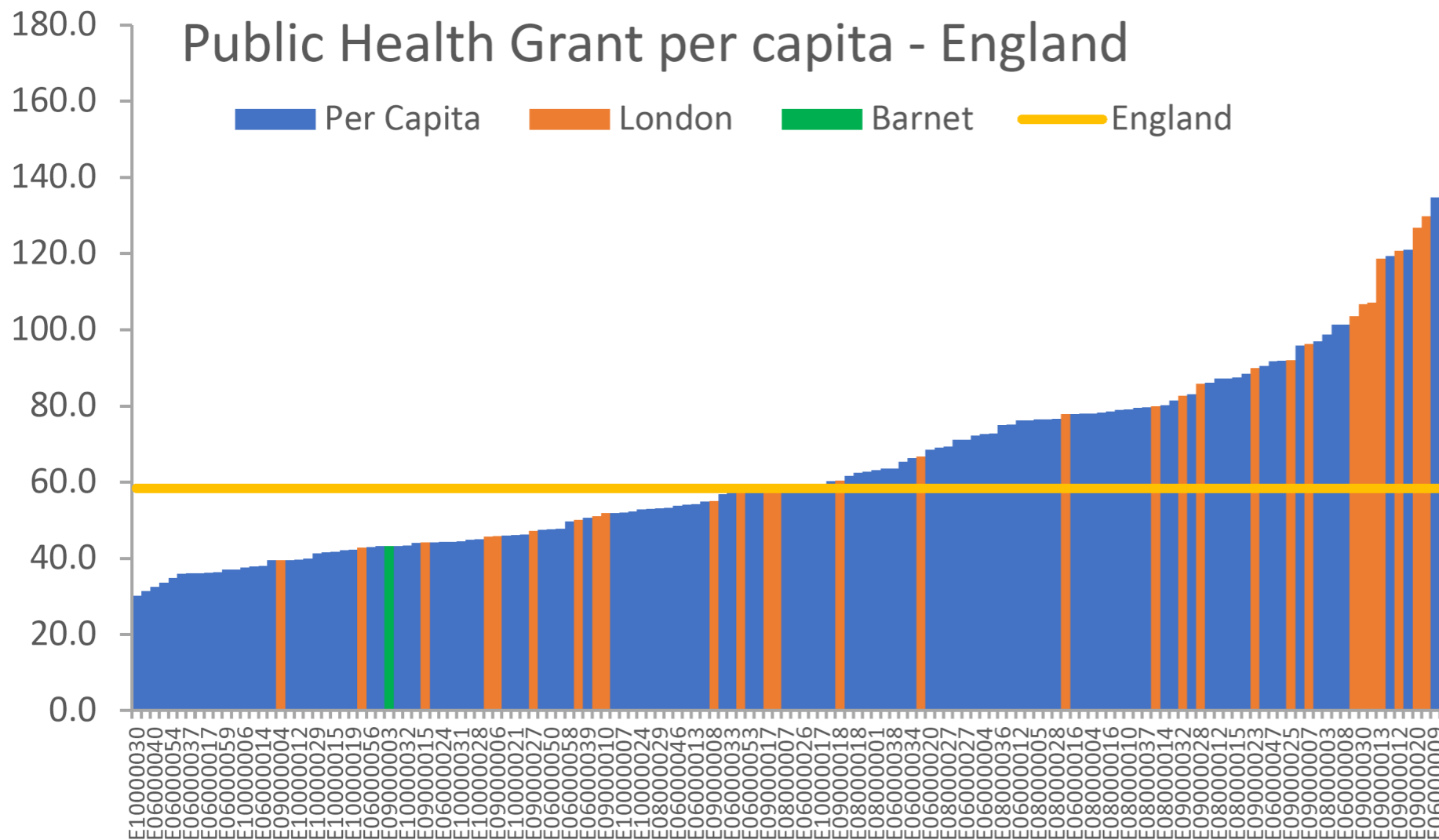
Total PH Grant per capita - London



London average is £74, with range from £40 to £154.

Barnet is third lowest at £43.

Total PH Grant per capita – England



England average is £58, while the London average is £74. The range in England is from £30 to £154.

Barnet is lowest quintile nationally with app. £43 per head.

How healthy are we in Barnet?

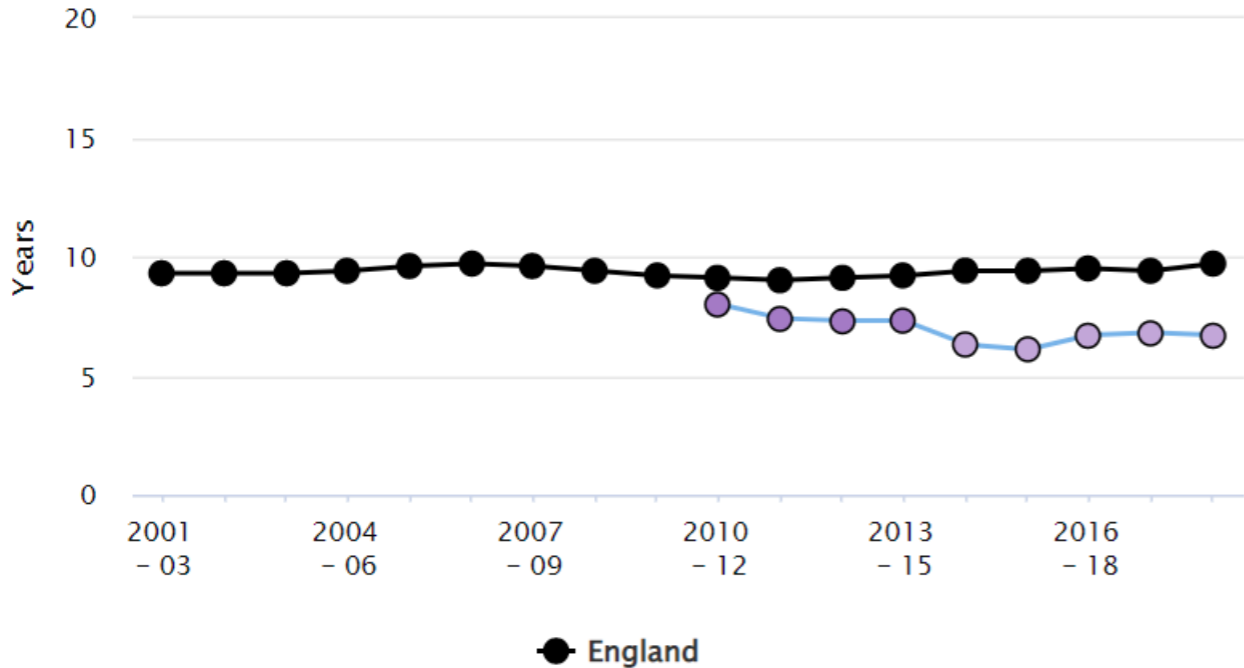
Barnet's population, on average, have good health and wellbeing

- Life expectancy in Barnet is better than England's and London's average;
- We have one of the lowest premature mortality due to cancers in the country;
- People live longer but later years in life are spent in poor health;
- Main causes of premature mortality are cardiovascular diseases, cancer and Alzheimer disease.

[Joint Strategic Needs Assessment – Barnet Open Data](#)

However.....men living in most deprived areas live, on average, 6.7 years less than men in most affluent wards

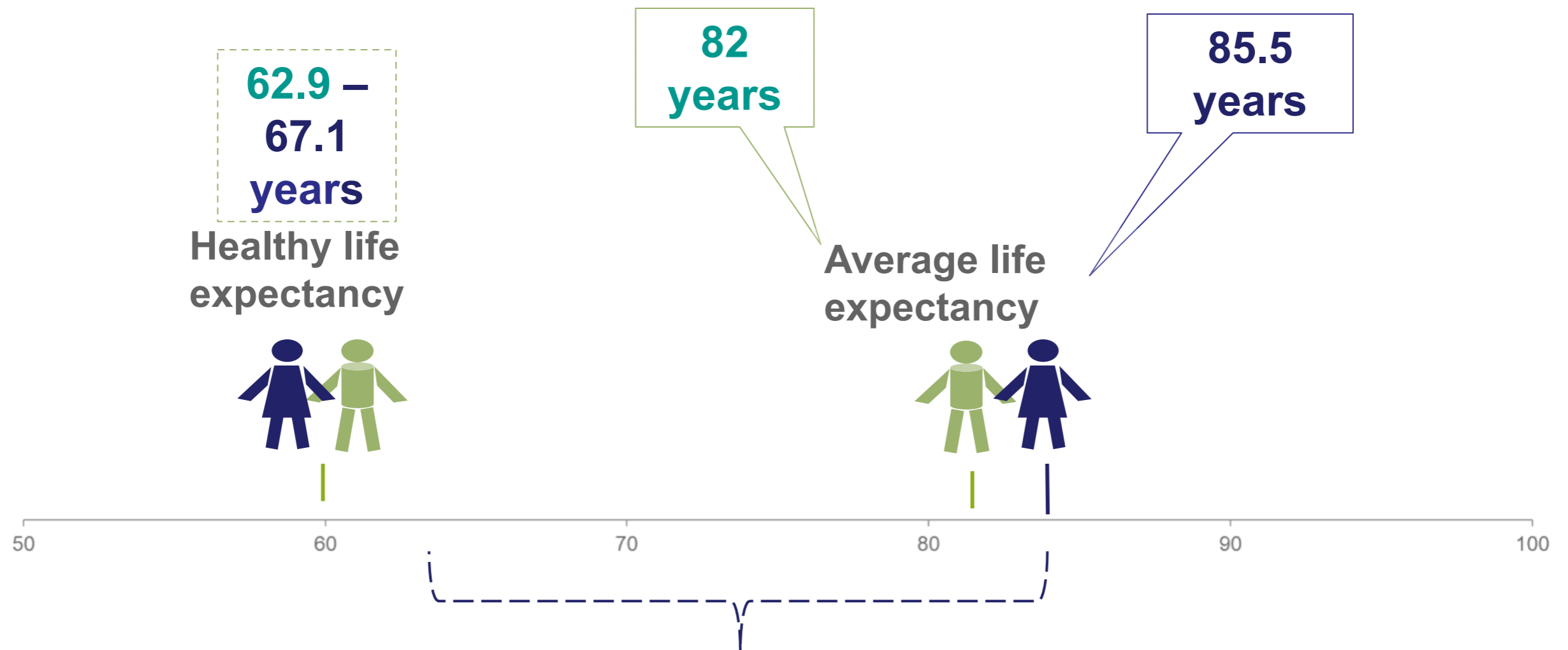
Gap in life expectancy at birth in males is narrowing in Barnet (6.7 years)



Gap in life expectancy at birth in females remained similar (5.7 years)



Life expectancy is high in Barnet but people live late life in poor healthdue to long-term conditions and mental ill health



On average, people in Barnet live 18-19 years of their later life in poor health

What do we do and how we engage with communities to reduce inequalities?

Vision and three key areas

Our Vision for health in Barnet

A healthy borough results in a healthy and happy population. It is where the environment around us supports and promotes our health and wellbeing. In a healthy borough, there is broad access to a good education, good quality housing and secure employment. A healthy borough supports access to open green spaces and active travel. High quality health and social care is available for anyone when they need it. A healthy borough reaches out to, supports and protects the most vulnerable, generating opportunities to thrive. With healthier and happier residents, communities are strengthened to support each other, and the local culture and economy flourishes.

Our key areas and commitments

Creating a healthier place and resilient communities

Integrate healthier places in all policies

We will ensure that all of our policies and strategies across the system include specific actions on improving health and health equity through creating good housing, employment opportunities, active travel links and other economic and commercial conditions in Barnet

Create a healthier environment

We will create healthier choices locally with a focus on improving access to clean air, water, healthy food and physical exercise

Strengthen community capacity and secure investment to deliver healthier places

We will facilitate networking and capacity building between local communities and promote safety and cohesion while preventing violence and crime. We will make domestic abuse and violence against women and girls everyone's business.

Starting, living and ageing well

Improve children's life chances

We will improve children's life chances by supporting their health and wellbeing from very early age and through to their transition into adulthood

Promote mental health and wellbeing

We will promote good mental and emotional health across all ages and different communities and work together to prevent severe mental illness, substance misuse and suicide

Get everyone moving

We will improve choices for physical activities locally for all ages and abilities, and ensure residents know how to access it

Support a healthier workforce

We will invest time and resources to ensure our workforce is supported to be healthy, happy and productive at work.

Prevent long term conditions

We will work with communities to understand what support can be offered to reduce risks of developing long term conditions and recognise early signs and symptoms.

Ensuring delivery of coordinated and holistic care, when we need it

Support digital transformation of services

We will work together to provide digital care and support for all who can benefit from it, as well as using the power of linked electronic health and care records to improve population health

Enable carers health and wellbeing

We will support care staff and informal carers to look after their health and wellbeing

Deliver population health integrated care

We will work together to ensure the Barnet Integrated Care Partnership is centred around resident's need, aims to reduce health inequalities, promotes good physical and mental health and enables seamless access to health and care services across the life course, delivered in collaboration with local communities at neighbourhood level.

Some recent initiatives








COVID-19 HASN'T GONE AWAY

BARNET LONDON BOROUGH



Healthier High Streets - the Five Schemes



| Name | Healthier Catering Commitment  | Refill  | Breastfeeding Welcome  | Dementia Friendly Barnet  | Community Toilet Scheme  |
|-------------|---|--|--|---|--|
| Description | Making changes to how food is prepared making it healthier. E.g. using a different cooking oil | Campaign to help prevent plastic pollution and reduce the use of single use plastic. Make drinking water accessible. | Providing mothers with a space to comfortably breastfeed in a public space | Support people living with dementia to live well in their community and enable them to continue doing everyday things | A borough wide scheme to provide accessible, clean & safe toilets in convenient locations |
| Eligibility | Food hygiene rating of 3 or above | Provide a water dispenser or tap that people/staff can use | Friendly and welcoming attitude | Staff training & access to info to increase awareness & understanding of dementia | Toilet facilities that can be accessed easily |
| Evaluation | Meet a minimum of eight criteria from a list of 25. Assess the current food options on offer. | Tap or water dispenser on offer must be clean, hygienic, stand-alone. Not located in toilets or over open drain. | Clean, hygienic venue. Breastfeeding Welcome logo to be displayed in prominent location. Staff to read BW info. BW customers feel comfortable. | Dementia friendly language and environmental changes to business. Conduct building audit. Check staff fully trained and understand dementia. Display sticker. | Clean and hygienic facilities. Visitors can use without purchase. Display sticker to show participation in scheme. |

Clean Air Day and Air Quality



- Barnet publicly marked Clear Air Day on 16 June
- Public Health is working with teams across the Council on ways of improving access to and promoting Active Travel, for example by walking, wheeling, cycling or scooting

Community Vaccine Champions Programme

DLUHC funded Barnet £485,000 to address disparities in vaccine uptake. There are 5 distinct workstreams under this programme that target groups in the borough with the lowest vaccine uptake.

Each workstream engages the public and local VCS organisations in the following ways:

| Insight & Communications | Health Champions | VCS Grant | Asylum Outreach | Training |
|--|--|--|--|--|
| <p>Insight gathering – interviewed 136 people in target groups</p> <p>New Comms and Engagement Officers to work with VCS partners</p> <p>Co-Production of materials and assets with communities</p> | <p>Increasing volunteer health champions across the borough</p> <p>Recruiting paid health ambassadors in target groups</p> | <p>2 rounds of a VCS grant Includes:</p> <ul style="list-style-type: none">• Joint induction with VCS partner• Developing local VCS capacity | <p>Recruiting 1 x Asylum Outreach Officer to work with asylum seekers in contingency hotels</p> | <p>Three-level training offer for all new staff – upskilling local VCS partners in Vaccine Hesitancy and MECC</p> |

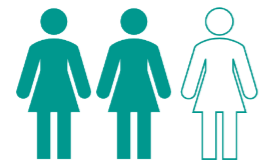
Social Prescribing

Started in December 2019. Service moved to Age UK Barnet in June 2020, and is delivered by 20 Link Workers via all Primary Care Networks

IN 2020/21:

12,424

Total number of appointments made



2/3 referrals were female

50%

increase in referrals this year

87%

Patients said their wellbeing improved

Most common referral reasons in people 75+

1. Social support (loneliness and isolation)
2. Carers support
3. Mental health support

3224

Total number of referrals



Highest rate of referrals in those aged 85 and over

60%

Patients reported decreased anxiety levels

Most common referral reason in young people aged 18-35

1. Mental health (depression and anxiety)
2. Housing, welfare, benefits and employment



Young Mental Health First Aiders

Delivered as part of the Barnet Resilient Schools Programme



**191 Trained Youth Mental Health First Aiders (school staff)
48 Peer Champions across 2 pilot schools (school pupils)**



89 schools have at least one Youth Mental Health First Aider.



Further training is scheduled. We aim to have 223 Youth Mental Health First Aiders and 62 Peer Champions trained by July 2022.

We are developing a Public Health communications strategy

Objectives

- Support the work of Barnet Public Health to improve health outcomes for residents by providing timely, accurate and relevant information that is accessible and understandable for the target audiences.
- Support the improvement of health outcomes across the borough by empowering people to make healthier choices
- Tackle health inequalities by providing relevant information to targeted audiences via community engagement.

Areas of focus

Cardiovascular
Disease Prevention

Public Mental
Health

Healthy Start and
Early Years

Healthier
Environments

Health Protection

Output

- **Strategic campaigns** – borough-wide, multi-channel, high level campaigns
 - 4 quarterly campaigns addressing key identified priorities across the Public Health portfolio
- **Community-specific campaigns** – targeted, tailored approach
 - particularly CVC project and partnership working to deliver targeted campaigns + engagement events
- **'Always on' / BAU communications**
 - Signposting to services / service updates, including refresh of microsite
 - Supporting national awareness campaigns, incorporating localised messaging/signposting
- All proactive and reactive communications will be **insight-led** and **evidence-based**

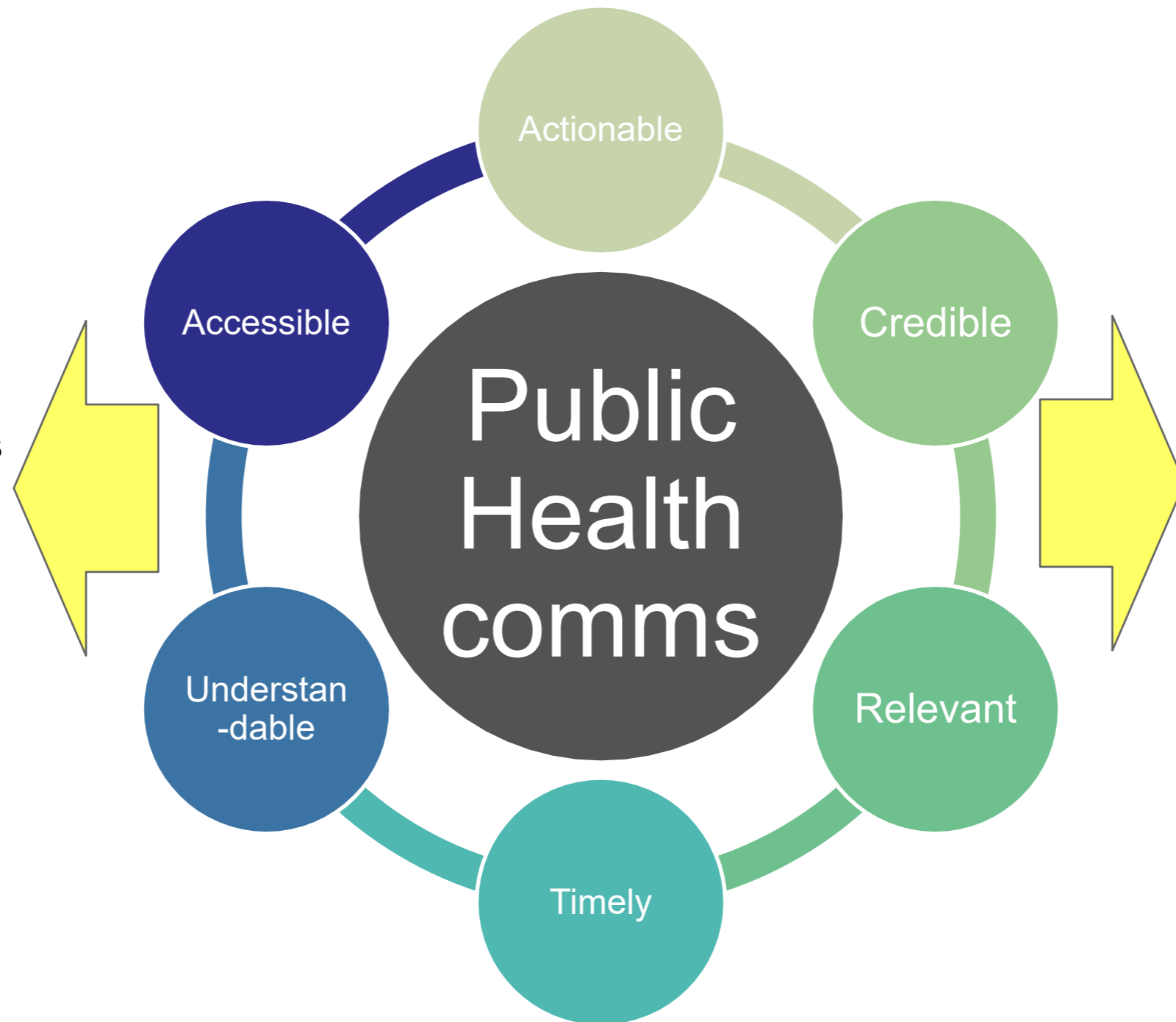
Strategic communications framework

Evidence-based
messaging

Data and research
to inform comms
methods/channels

Digital vs print vs
face to face
Community events
Case study led –
human approach +
facts/figures
Language &
Literacy

Evaluation &
uplift to ensure
campaigns are
resonating with
target audiences



Individual **Barnet**
residents

Communities
including **Health**
Champions

VCSF partners &
sector

NCL partners /
London Councils

Public Health
professionals

NHS / UKHSA

Internal: Barnet
staff, Members &
stakeholders