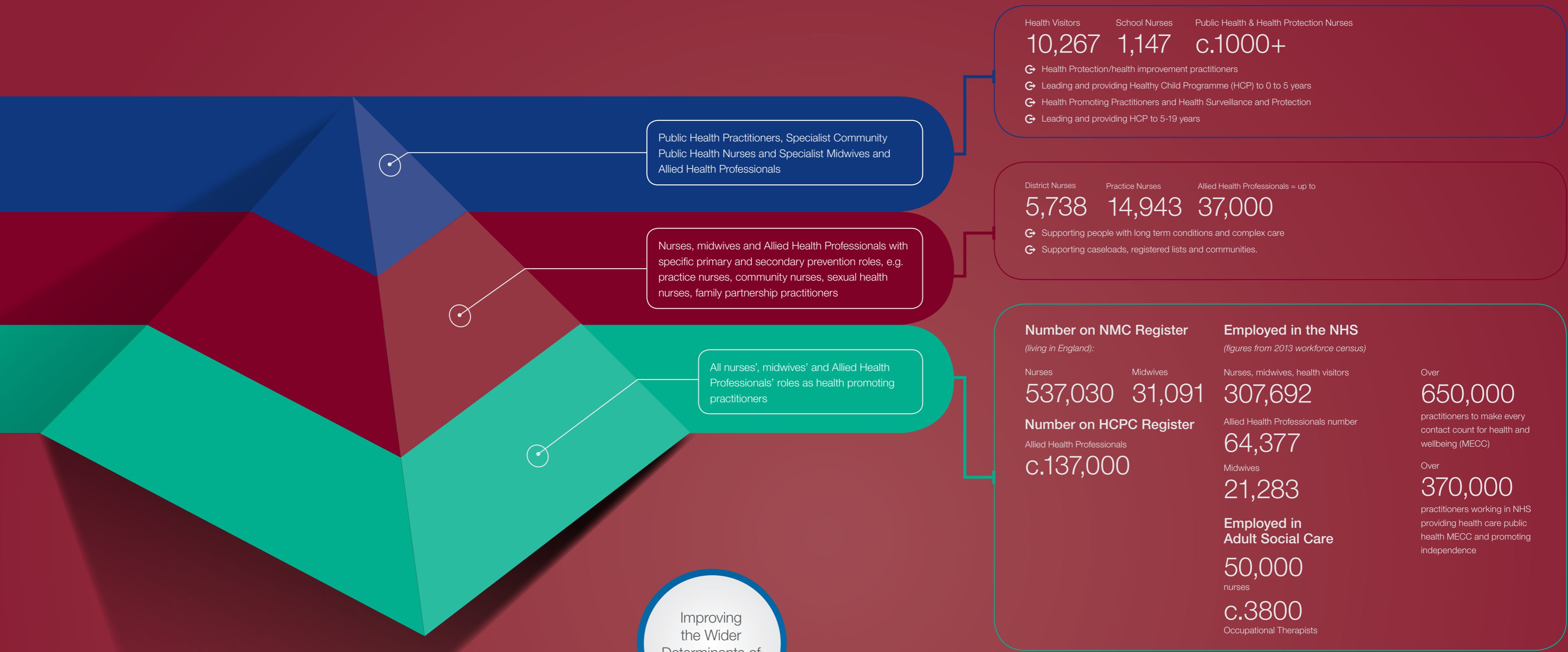




Personalised Care *and* Population Health



Challenges

- Persistent inequalities in health.
- Disadvantage because of education, income, or social position associated with a larger burden of disease especially multi-morbidity.

Response

- We need to*
- Maximise the value of health and incentives for healthy behaviour; promote healthy choices as a default;
 - Minimise the factors that create a culture and environment which promotes unhealthy behaviour
 - Use better understanding of the contribution of individual behaviours and lifestyle choices to health outcomes in order to shape support and care
 - Ensure healthcare practitioners use 'health promoting practice' encompassing disease prevention, early intervention and promotion of health and wellbeing as well as excellent personalised care when people are ill.
 - Create a Culture for Health



Outcome measures

Public Health Outcome Indicators	NHS Outcome Indicators
Adult Social Care Outcome Indicators	Other relevant specific indicators

Challenges – the facts in 2012

- 62,000 people under the age of 75 died of cancer (not including liver cancer)
- 33,000 people under the age of 75 died of cardiovascular diseases
- 14,000 people under the age of 75 died of respiratory diseases
- 8,000 people under the age of 75 died of liver conditions
- Liver disease up by 23% in last decade.
- Lack of physical activity contributes to 17% of premature deaths.
- 66.6% men are overweight or obese
- 57.2% women are overweight or obese
- Smoking is the primary cause of preventable morbidity and premature death accounting for nearly 80,000 deaths in England in 2011.
- Long-term musculoskeletal conditions account for 7.6 million working days lost each year
- Number of people living with more than one long-term condition will increase from 1.9 to 2.9 million over next 10 years
- Persistent inequalities in health: Men in richer areas live in good health for nearly 20 years more than men in poorer areas.

Health Promoting Practice – People and Population Health and Wellbeing ACROSS the LIFE COURSE



Infant/Child/Young People

There were **729,674** births in England & Wales in 2012

There are **3,393,400** infants and children under 5

There are **9,377,800** children and young people 5-19

- Infant**
- Lead and provide universal public health programme for children and young people 'Healthy Child Programme pregnancy to 19'
 - Support transition to parenthood for the vital first 1001 days when baby's brain and neurological pathways are set for life
 - Provide antenatal 'be smoke free services' that reduce the 1 in 8 babies exposed to tobacco in the womb
 - Promote breast feeding to improve on the 69% still breast fed at one week
 - Be maternal mental health champions for care for 70,000 women who suffer post natal depression
- Children**
- Advise parents on nutrition and physical activity to reduce the 1 in 10 children obese at age of 4yrs and 1 in 10 children with tooth decay at 5yrs
- Use ASQ (Ages and Stages Questionnaire) to provide high coverage, high quality reviews at 2 years with early help where needed to improve on over 40% of children in England who fail to achieve satisfactory development to be ready for school
 - Use the Healthy Child Programme and deliver the Early Years 6 High Impact Areas
- Older children and young people**
- Support young people to access sexual health services to reduce chlamydia in young people from the current 135,000 cases per annum
 - Provide services to build emotional resilience to address the fact that the majority of those who self-harm are aged 11-25
 - Support England's 166,000 young carers to respect their caring roles and their right to a childhood



Working Aged Adults

Working Age Adults **28,653,300**

- 'Make every contact count' - using behavioural insights and motivational interviewing
- Advocate smoke free lifestyles and provide smoking cessation services to reduce the c.80,000 preventable and premature deaths in England each year
- Promote safe drinking and provide alcohol advisory services to reverse the 23% increase in liver disease deaths over last decade
- Provide professional advice on diet, physical activity and behavioural change and weight management and exercise programmes to reduce 66.6% men and 57.2% women who are overweight or obese and the 17% premature deaths contributed to by physical inactivity
- Leading and provide services to excluded groups and reducing inequalities, improving life expectancy for homeless people who have an estimated life span of just 47 years
- Advocate parity of esteem for mental health: 1 in 4 people experience mental health problems at some point in their life - promote self-esteem and life and coping skills
- Provide people with mental illness opportunities and support to improve physical health
- Promote and provide NHS Health checks



Older Adults

Adults over 65 **8,618,400**

- 'Make every contact count' and support independence
- Provide integrated services recognising that the incidence of multiple long term conditions rises with age
- Provide support for self-care including use of technology
- Build positive relationships with Care Homes where 400,000 people live
- Promote and refer to services to reduce incidence of falls which 1 in 2 people over 80 currently have, the majority of whom do not return to their previous state of health
- Implement a dementia care pathway to support the 800,000 people in the UK with dementia and 670,000 carers of people with dementia in the UK.
- Promote understanding to reduce isolation and stigma and become a Dementia Friend
- Improve the level of malnutrition and dehydration by early identification and intervention
- Work to address social isolation and loneliness and reduce the million people always or often feeling lonely and the 20% with depression

• Making every contact count for health and wellbeing •

Healthcare Public Health

- Practice in order to increase prevention, symptom awareness, signpost/referral for early diagnosis and treatment
- Improve access by leading and providing services for excluded groups
- Reduce the 103,000 avoidable deaths of those under 75
- Support care coordination and self-management for 1.9m people with multiple long-term conditions
- Provide prevention and health improvement services to reduce the forecast 2.9m increase in long-term conditions in 10 years

Health Protection

- Take action on antimicrobial resistance by reducing healthcare acquired infections, responsible prescribing dispensing and advising on medications and education: 'spread the message not the infection'
- Help control tuberculosis and reduce 9,000 new cases pa in UK - prevention through the UK BCG immunisation, early identification of tuberculosis through education and contact tracing and supporting people to complete treatment
- Immunisation works. Take every opportunity to discuss and promote immunisation with individuals and communities. Each year, immunisation averts an estimated 2-3 million deaths globally.

Wider Determinants of Health

- Make places UNICEF baby friendly
- Facilitate Asset Based Community Development (ABCD)
- Advocate for individuals and communities for improved health environment
- Use Health Equalities Framework (HEF) for people with learning disability to reduce 1,200 premature deaths
- Promote mental health resilience – 5 ways to well being: Connect, Be Active, Take Notice, Keep Learning and Give
- Contribute local and clinical knowledge to commissioning
- Be Part of creating 'A Culture for Health.'