

The new public health

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Local Government Association

Setting the scene

- Mapping the new public health environment
- The role of local government
- Where do midwives sit?
- Why midwives are critical to improving public health
- Challenges and opportunities

What councils do

- Local councils are run by elected councillors who are voted for by local people. Councillors are responsible for making decisions on behalf of the community about local services including:
 - Education and Adult Learning
 - Children and Adult Social Services
 - Housing and Regeneration
 - Waste collection and Disposal
 - Roads and Buses
 - Arts, Sports and Culture
 - Community safety
 - Planning and Regulation
 - Community Cohesion
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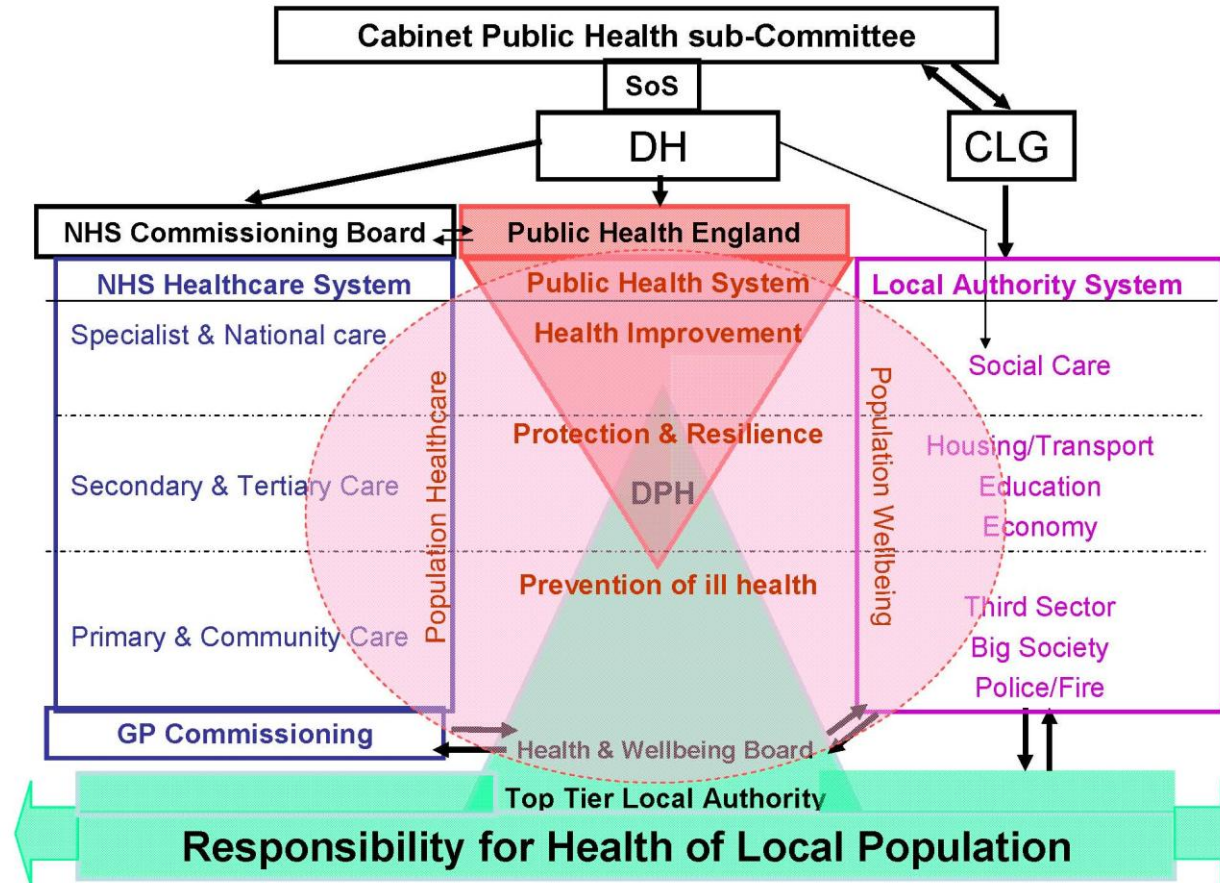
New responsibilities for public health

- Local authorities taking greater responsibility for health and wellbeing of local populations.
 - Council will receive a ring fenced budget to support local activity on health improvement with an expectation that the majority of services will be commissioned (HWB Boards, JHWS and JSNA)
 - The transfer of functions and accountabilities for many health improvement outcomes from PCT to Local Authority.
 - Local authorities will have a Director of Public Health who will be employed by local authorities and jointly appointed between the local authority and Public Health England .
 - Directors of Public Health will be the strategic leaders for public health and health inequalities in local communities, working in partnership with the local NHS and across the public, private and voluntary sectors.
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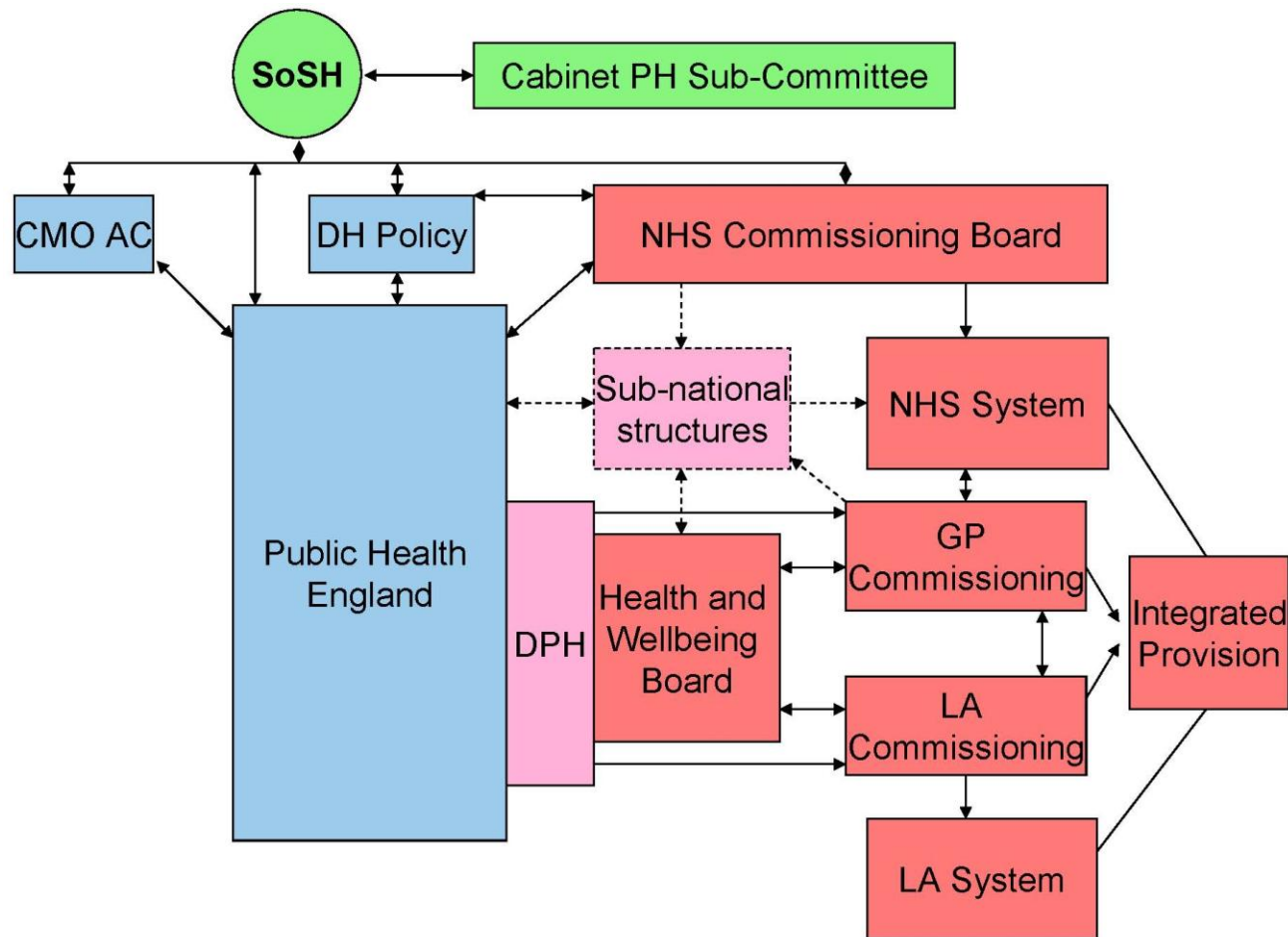
Coventry – Positive about Breastfeeding Social Marketing



Health System



Structures for Commissioning of Public Health



**Secretary
of state**

Public
Health
England

Health and
Wellbeing Boards



**Dept of
Health**

NHS
Commissioning
Board

Community
Commissioning boards

What the local health and wellbeing system needs to achieve

- A JSNA that tells the local story for health and wellbeing
 - A Health and Wellbeing board that drives the implementation of the JHW strategy
 - Well commissioned / integrated services (Health, Social Care, Voluntary Sector etc)
 - Leadership and vision for the place/area which mobilises all the partners for better outcomes and holds them to account
 - An approach for the whole area
 - Delivering quality outcomes for local people
 - Meets expectations of county and national frameworks
 - Involves the community and builds their engagement and resilience.
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Wigan – SWAP maternity support programme for migrant women



Marmot: Fair society: Healthy lives

- **Give every child the best start in life**
 - Reduce inequalities in the early development of physical and emotional health, and cognitive, linguistic, and social skills.
 - Ensure high quality maternity services, parenting programmes, childcare and early years education to meet need across the social gradient.
 - Build the resilience and well-being of young children across the social gradient.
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Why midwives are critical to improving public health

- Trusted health professional
- Identify vulnerability
- Wider influence
- Community facing
- Source of information



Challenges and Opportunities

- Maintaining wider influence on PH outcomes in the new system
 - Being part of a strategic approach to community wellbeing as well as a health service
 - Knowing what you can influence
 - Knowing how to influence (relationships, routes, roots and the system)
 - Developing a powerful voice (knowing who to speak to / influence and when)
 - Integrating into the system
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