



Portsmouth
CITY COUNCIL

NHS

Portsmouth

The changing landscape of public health: local government's role in health behaviour change



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What is Public Health?

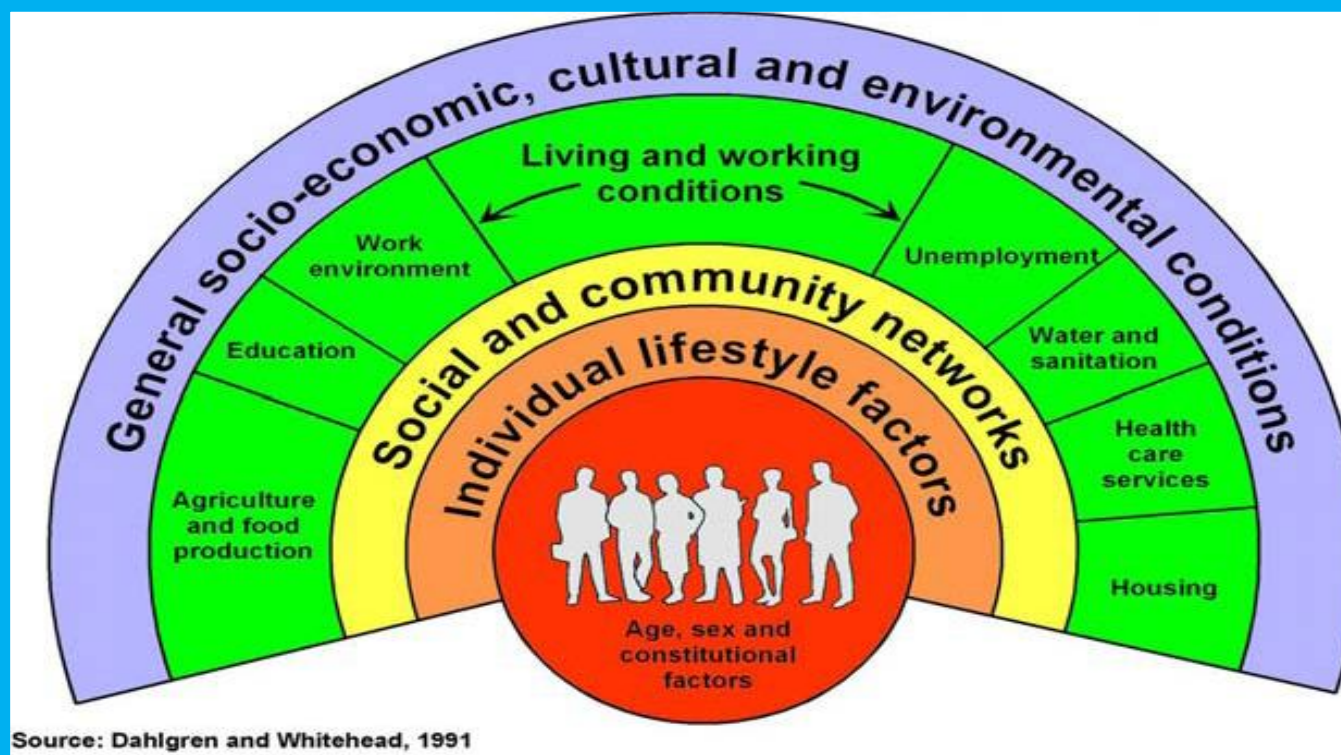
Public Health is the science and art of promoting and protecting health and well-being, preventing ill-health and prolonging life through the organised efforts of society.

The key principles of Public Health are:

- Population focussed and place based
- Supports and fosters collective and individual responsibility
- Acknowledges the key role of the state and local government
- Works in partnership with stakeholders, communities and individuals



Taking one small step from NHS to Local Government but making a quantum leap in changing health behaviours



Why do we need to change health behaviours?

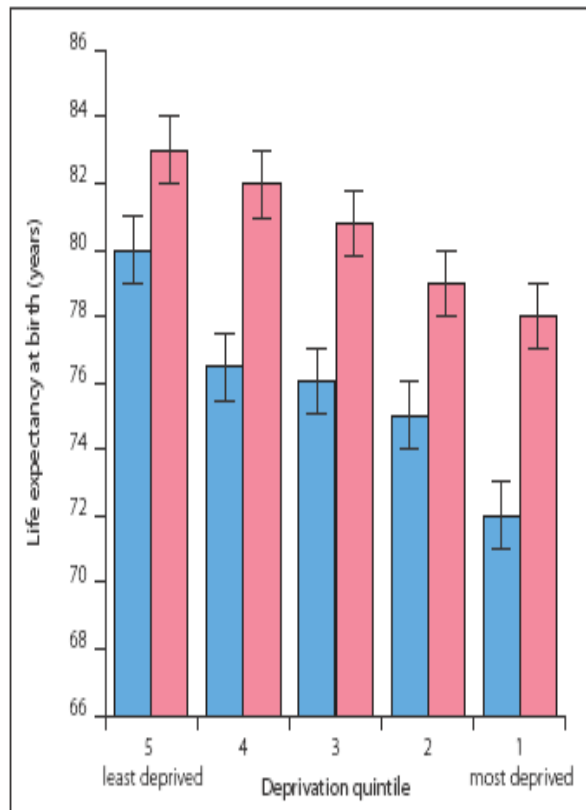


Figure 1a: Life expectancy: impact of deprivation on the gap observed within Portsmouth, 2002-2006

■ Males
■ Females

Source: Community Health Profiles 2008

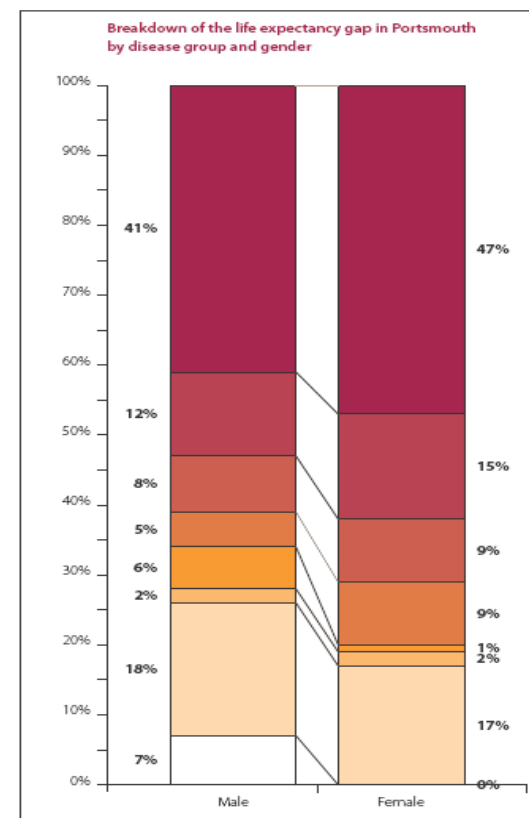


Figure 1b: Scarf plot: contributions made by disease categories to the differences in life expectancy between Portsmouth and England as a whole, 2003-2005.

■ All circulatory diseases
■ All cancers
■ Respiratory diseases
■ Digestive
■ External causes of injury and poisoning
■ Infectious and parasitic disease
■ Other
■ Deaths under 28 days

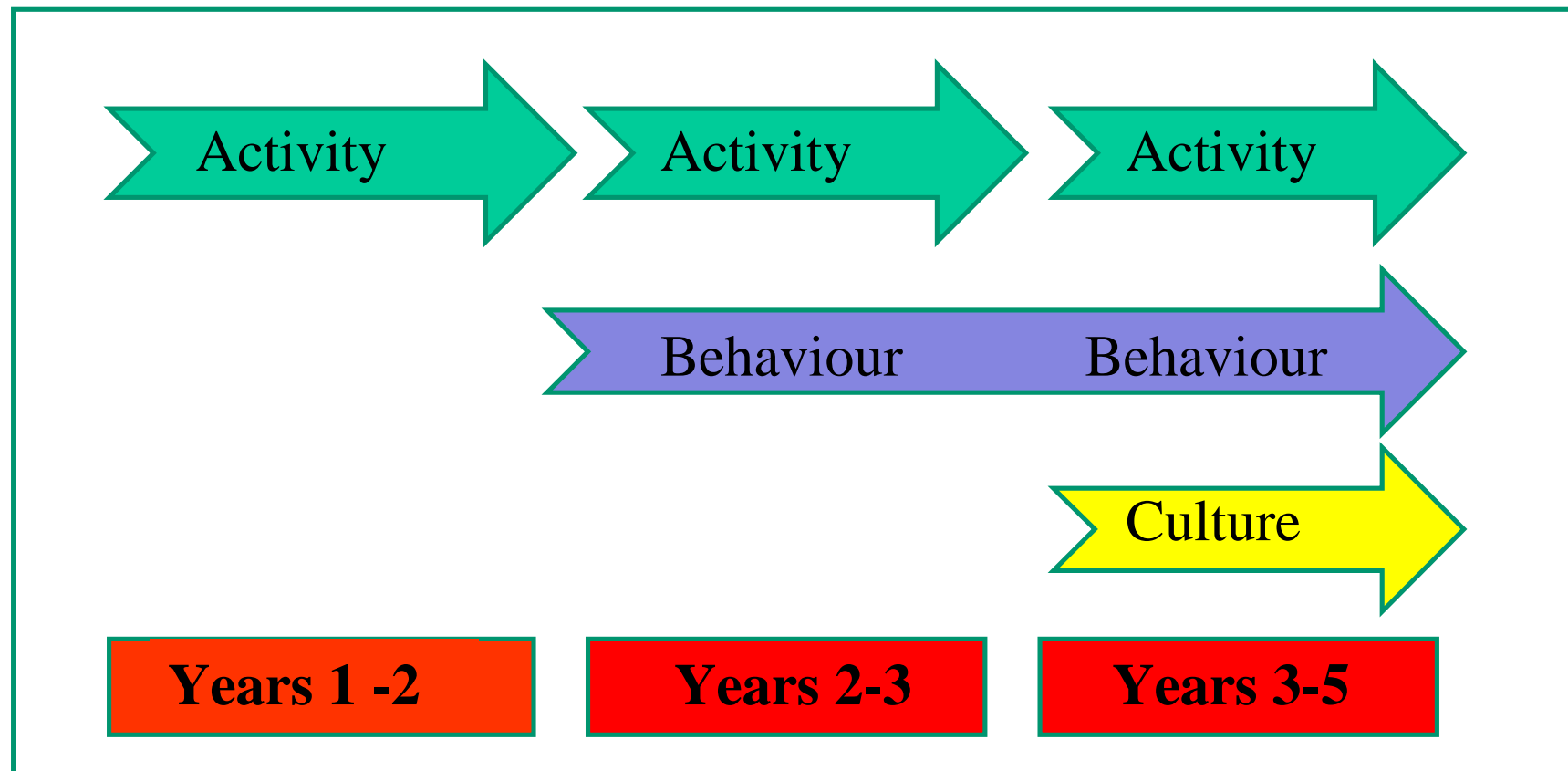
Source: London Public Health Observatory, 2007

References

1. Black Report (1980) *inequalities and health*. (DHSS)
2. Whitehead, M. (1987) *The health divide*. (Health Education Council)
3. Acheson, D. (1998) *Independent inquiry into inequalities in health*. (The Stationery Office)
4. DH (2003) *Tackling health inequalities: A programme for action*. (The Stationery Office)
5. H.M. Government (2007) *Public service agreement 18: Promote better health and wellbeing for all*. (H.M. Treasury)

Lifestyles Access Health Literacy Aspiration Ability to benefit

“Effecting Health Behaviour Change is as simple as A, B, C but it takes 3-5 years”



Vision for Public Health in Portsmouth

Public Health will be at the heart of everything that the City Council does in working to shape our great Waterfront City and will provide leadership and influence across all Council services and activities to improve the overall health and well-being of the people of Portsmouth, concentrating on improving the health of the poorest, fastest.

We will do this by focussing on four key underpinning principles

- **Needs Based** – we know our population and we know where our inequalities are;
- **Effective Delivery** - we are clear about the evidence base and the opportunity to innovate
- **Efficient Delivery** – we will work in the most cost effective, value for money way possible
- **Outcome Focussed** – we will use outcomes to focus our work and not simply chase targets

We will do it by also focussing on three clear themes:



Prevent and Target

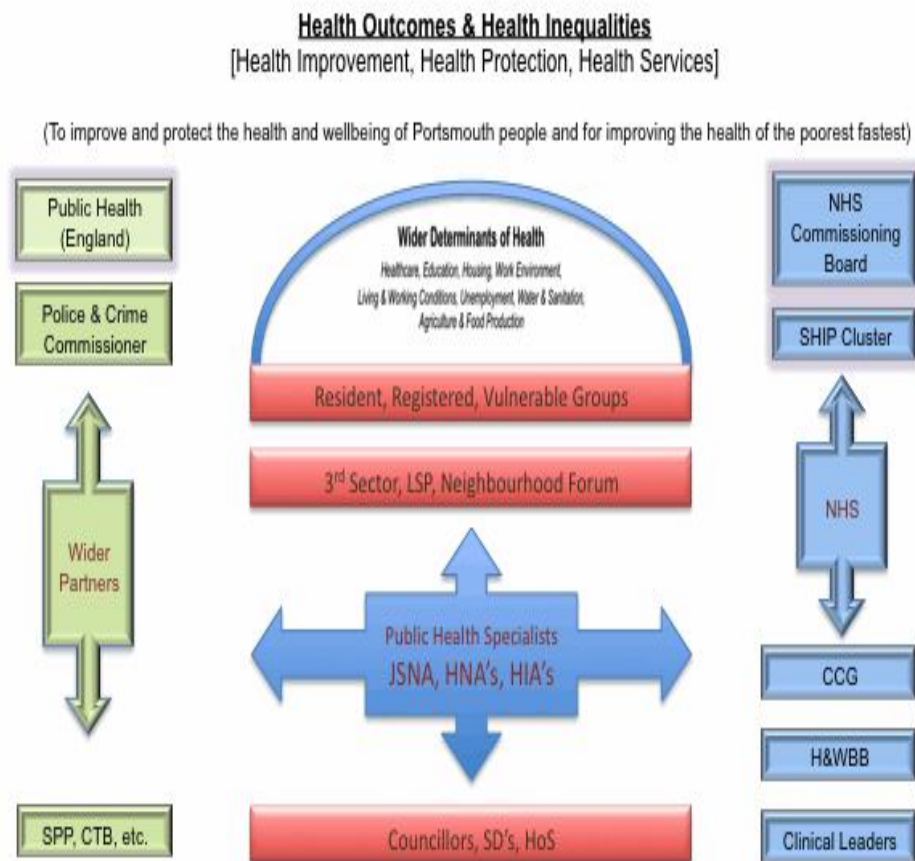


Treat and Help



Lobby and Influence

Making Public Health work in Portsmouth



Making Public Health work in Portsmouth

Health behaviour change is not just about individual lifestyle change but must happen at the strategic, tactical and operational levels

Category		Prevent/Target	Treat/Help	Lobby/Influence
Strategic		x	x	x
Tactical		x	x	x
Operational		x	x	x

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If we are to make that quantum leap in health behaviour change then public health needs to act as a “force multiplier” and need to ensure that we:

- Embrace change as it is the lifeblood of public health
- Be at the heart of all that local government does – not a peripheral silo
- Influence, lever and “milk” PH(E), NHS CB, CCGs and CSUs.
- Think strategically as well as tactically and operationally
- Health behaviour change requires PH leadership not PH management
- Demonstrate legitimacy by being needs based and outcome focussed
- Be bold, brave, confident, assertive, learn some new skills and have fun