

<h1>BRIEFING</h1>	TO:	Rotherham Health and Wellbeing Board
	DATE:	18 th September 2019
	LEAD OFFICER	Becky Woolley, Policy and Partnerships Officer
	TITLE:	'Advancing our Health: Prevention in the 2020s' consultation
1. Background		
1.1	On 22 nd July, a consultation on the prevention green paper was launched, following from the prevention vision, which was published in November 2018. At the heart of both of these documents is the ambition that people enjoy at least five extra healthy, independent years of life by 2035, whilst narrowing the gap between the experience of the richest and the poorest.	
1.2	Additionally, this paper outlines the vision that in the 2020s, people will not be passive recipients of care, but will be equipped with the knowledge and confidence they need to help themselves. Key to this will be embedding an asset-based approach across health and social care systems, with people viewing their health as an asset to invest in throughout their lives and not just a problem to fix when it goes wrong.	
1.3	<p>Opportunities</p> <p>The paper places a significant focus on the role of the latest technology in delivering on the vision, including enhanced use of data, digital innovations and genomics. There is also a shift away from universalist interventions and towards greater personalisation with interventions stratified by risk.</p>	
1.4	<p>Key commitments to make best use of these opportunities include:</p> <ul style="list-style-type: none"> • A greater focus on predictive prevention. This includes work to support the evaluation and modelling of predictive prevention at scale and exploring ways to support the West Midlands Combined Authority Radical Prevention Fund. • Transformation of two of the largest existing programmes – screening and NHS Health Checks, with an emphasis on more targeted intervention and improving uptake. • Publishing a National Genomics Strategy in Autumn 2019 with the ambition that the UK becomes the home to the 'genomic revolution.' • Tackling current and future threats, including anti-microbial resistance and the gradual decline in vaccination uptake. 	
1.5	<p>Challenges</p> <p>Three key areas are identified as our biggest challenges nationally: being smoke-free, eating a healthy diet/staying active and taking care of our mental health. The paper also acknowledges wider factors such as alcohol, drug use and sleep.</p>	
1.6	<p>Key commitments to address these challenges include:</p> <ul style="list-style-type: none"> • Announcing a smoke-free 2030 ambition. Delivering on this vision may include, introducing a levy on the tobacco industry, based on the principle of the 'polluter pays' and including inserts in tobacco products giving quitting advice and calling 	

<p>1.7</p> <p>1.8</p>	<p>for independent evidence on the effectiveness of heated tobacco products in helping people to quit smoking and reducing health harms from smoking.</p> <ul style="list-style-type: none"> • Publishing Chapter 3 of the Childhood Obesity Strategy, including bold action on: infant feeding, clear labelling, food reformulation and support for individuals to achieve and maintain a healthier weight. It will also be explored whether the sugar tax should be extended to include milk-based drinks. • Driving forward policies in Chapter 2, including ending the sale of energy drinks to children. • Launching a mental health prevention package, including the national launch of Every Mind Matters. A key ambition of this is to achieve parity of esteem for mental and physical health. • Increasing the availability of alcohol-free and low-alcohol products by 2025. • Furthering policy development in relation to prescribed and illicit opioid use. • Reviewing the evidence of sleep and health and determining what can be done to ensure that those in care settings get the amount of rest they need. <p>Strong foundations</p> <p>The paper emphasises that everybody in this country should have a solid foundation on which to build their health. Key to this is early years and ensuring that all children get the best start in life. Actions to push for a stronger focus on prevention at both a national and local level are also outlined in this section.</p> <p>Key commitments to build strong foundations for health include:</p> <ul style="list-style-type: none"> • Launching a new health index to help track the health of the nation, which will be used to influence and evaluate the impact of government policies alongside other indicators like GDP. • Modernising the Healthy Child Programme, including making better linkages to other health records, adding components including a digital support tool and new pathways for speech and language development and pre-conception and pregnancy advice. • Developing a consensus statement on Healthy Ageing. • Taking action on children’s oral health, including consulting as a new school tooth brushing scheme and supporting water fluoridation.
<p>2. Key Issues</p>	
<p>2.1</p> <p>2.2</p> <p>2.3</p>	<p>Reception</p> <p>A number of the commitments within the consultation paper have been widely commended, such as the ambition to develop a national health index and to become a smoke-free nation by 2030. However, the paper has also attracted some criticism.</p> <p>The Kings Fund described the paper as a ‘missed opportunity to build on the success of the sugar tax by taking a bolder approach to using tax and regulation to improve public health.’ The response also included a call for the Prime Minister to ‘move quickly to restore confidence that the population’s health will be a key priority for the new government.’ This response was likely shaped by the fact that shortly before the publication of the consultation paper, Boris Johnson pledged to review “sin taxes” on sugary, salty and fatty foods.¹</p> <p>The paper is also unlikely to include proposals to reverse cuts to Public Health budgets,</p>

¹ The Kings Fund, ‘The prevention Green Paper: the right time to put it in its place?’
<https://www.kingsfund.org.uk/blog/2019/05/prevention-green-paper>

2.4	<p>with Ian Hudspeth, chairman of the Local Government Association’s Community Wellbeing Board calling for government to ‘prioritise preventative services by using the upcoming Spending Review to reverse the £700m of public health funding cuts over the last five years.’² This has been echoed by a number of other commentators, including Paul Najsarek, Solace spokesperson for Community Wellbeing and Jo Bibby, the director of health at the Health Foundation thinktank.</p> <p>It has also been observed that whilst ‘there’s a nod to the importance of issues such as housing, planning, and transport in the paper, it fails to provide a coherent approach to tackling these root causes.’³</p>
3. Key Actions and Relevant Timelines	
3.1	The consultation on the proposals within the green paper will close on 14 th October 2019.
3.2	<p>It is proposed that the Health and Wellbeing Board reviews the paper, and contributes towards a Rotherham Health and Wellbeing Board response to the consultation. The full report can be found via the following link (https://www.gov.uk/government/consultations/advancing-our-health-prevention-in-the-2020s) and consultation questions are appended to this cover report.</p>
3.3	In order to develop this response, a discussion will take place at the Health and Wellbeing Board on 18 th September 2019. Following this discussion, members will be invited to send any further comments to the policy support officer to the Health and Wellbeing Board by 30 th September 2019.
4. Recommendations	
4.1	That Health and Wellbeing Board members to contribute towards a Rotherham response to the ‘Advancing our Health: Prevention in the 2020s’ consultation.

² William Eichler, ‘Prevention green paper blasted as ‘shopping list of half-complete ideas’ <https://www.localgov.co.uk/Prevention-green-paper-blasted-as-shopping-list-of-half-complete-ideas/47848>

³ Adam Briggs and Tim Elwell-Sutton, ‘The prevention green paper – blink and you’ll miss it’ <https://blogs.bmj.com/bmj/2019/07/24/adam-briggs-and-tim-elwell-sutton-the-prevention-green-paper-blink-and-youll-miss-it/>

Appendix One: 'Advancing our Health: Prevention in the 2020s' consultation questions

- Which health and social care policies should be reviewed to improve the health of people living in poorer communities, or excluded groups?
- Do you have any ideas for how the NHS Health Checks programme could be improved?
- What ideas should the government consider to raise funds for helping people stop smoking?
- How can we do more to support mothers to breastfeed?
- How can we support families with children aged 0 to 5 years to eat well?
- How else can we help people reach and stay at a healthier weight?
- Have you got any examples or ideas of what would help people to do more strength and balance exercises?
- Can you give any examples of local schemes that help people to do more strength and balance exercises?
- 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?
- 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?
- Have you got examples or ideas for services and or advice that could be delivered by community pharmacies to promote health?
- What should the role of water companies be in fluoridation schemes?
- What would you like to see in a call for evidence on musculoskeletal (MSK) health?
- What could the government do to help people live more healthily: in homes and neighbourhoods; when going somewhere; in workplaces; in communities?
- 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 _____
- What government policies (outside of health and social care) do you think have the biggest impact on people's mental and physical health?
- How can we make better use of existing assets – across both the public and private sectors – to promote the prevention agenda?
- What more can we do to help local authorities and NHS bodies work well together?

- What are the top three things you'd like to see covered in a future strategy on sexual and reproductive health?
- What other areas (in addition to those set out in this green paper) would you like future government policy on prevention to cover?