

‘Advancing our Health: Prevention in the 2020s’ consultation

Developing our response as
Rotherham Health and Wellbeing
Board



Background

- On 22nd July, a consultation on the prevention green paper was launched. The consultation period runs until 14th October.
- This paper builds on previous policy developments, including NHS long term plan and the national prevention vision.
- Board members are asked to:
 1. Contribute towards a Rotherham Health and Wellbeing Board response to the 'Advancing our Health: Prevention in the 2020s' consultation.



Cross-cutting themes of the paper

- **Emphasis on technology, digital and innovation** over other factors such as the wider determinants of health.
- **Focus on greater personalisation and a targeted approach**, with a shift away from universalist interventions and towards interventions stratified by risk.
- **Increasingly important role for regulation and taxation** including exploring the introduction of a levy on the tobacco industry, based on the principle of the ‘polluter pays’ and exploring how the sugar tax should be extended to include milk-based drinks.



Cross-cutting themes of the paper

- **Focussing on the early years** including modernising the Healthy Child programme and taking action on children's oral health.
- **Closing the 'prevention gap'** and achieving parity of esteem not just for how mental health conditions are treated, but also for how they are prevented.
- **Seeing health as an asset** to invest in throughout life, and not just a problem to fix when it goes wrong.



Key themes of the paper

- **Some of the key areas of focus include:**
 - Delivering on the ambition to be smoke-free by 2030
 - Healthy weight and physical activity, including publishing Chapter 3 of the Childhood Obesity Strategy
 - Launching a mental health prevention package
 - Alcohol, drug-use and sleep
 - Developing a national genomics strategy and leading the ‘genomics revolution’
 - Transforming screening and NHS Health Checks
 - 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



Where are the gaps?

- **Partnership working and taking an integrated approach to prevention** does not come through as a strong focus of the paper.
- **Very little focus on the wider determinants of health** and no coherent strategy as to how these will be addressed.
- The Kings Fund stated that the paper could have taken a **bolder approach to using tax and regulation** to improve public health.
- **Overall, there are a number of unanswered questions** particularly around funding for Public Health and social care.



Questions to the Health and Wellbeing Board

- What comments and feedback would board members like to be included in a response?
- What does this paper mean for Rotherham?
- What do board members think of the paper from the perspective of reducing health inequalities?
- Do board members feel that there are any gaps that need resolving?



Next steps

- A response will be developed based on the feedback from the board.
- A draft will be shared with the board via email by **4th October.**
- If there are any additional comments, please contact: rebecca.woolley@rotherham.gov.uk

