

Healthy Lives, Healthy People – public health white paper 2010

Health and wellbeing throughout life – Summary of Actions

The Marmot Review adopts an approach which addresses the wider factors that affect people at different stages and key transition points in their lives. In response to this the government wants all parts of society taking responsibility for health and wellbeing, where most action happens locally, tailoring support to the needs of individuals and families at different stages in their lives:

Starting well

Early intervention and prevention is a key priority for government, developing universal public health and early education with an increased focus on disadvantaged families:

- The Department of Health (DoH) will work with the NHS to strengthen the prevention aspects of maternity services
- The Department for Education (DfE) will continue to offer all families 15 hours a week of free nursery care for pre-school children
- The healthy Child Programme will continue to be delivered by increased numbers of health visitors and their teams providing support to families
- In local government there will be new opportunities to develop integrated local strategies between health services, children's services and the NHS.
- The family partnership programme (FNP) will be doubled in capacity, to support families in need of more intensive support. The first phase of Community Budgets for families with complex needs will enable focus on prevention through locally co-ordinated support
- Children's centres will focus particularly on engaging with families where children are at risk of poor outcomes – they will act as hubs for family support and as a base for voluntary and community groups
- Central government will continue to tackle child poverty, aiming to eradicate it by 2020 and will publish a strategy during spring 2011
- The Department of health will work in partnership with employers to encourage breastfeeding-friendly employment policies

Developing well

The shift in power from central government to schools and local communities will provide opportunities and incentives to forge partnerships to deliver better health outcomes for children and young people:

- Directors of Public Health (DPH) will be able to work with their local authority children's services colleagues, schools and other partners to determine local strategies for improving child health
- Healthy Schools, healthy Further Education and healthy Universities programmes will continue to be developed where appropriate
- Schools will continue to provide age-appropriate teaching on relationships and sexual health, substance misuse, diet, physical activity and some mental health issues through the current non-statutory PSHE framework.
- The DfE will conduct an internal review to determine how schools can be supported to improve the quality of PSHE teaching
- Young people will be helped to reduce their susceptibility to harmful influences, such as sexual health, drugs and alcohol through easy access to young-people friendly services such as 'You're Welcome'. Public health funding, alongside the new early intervention grant will allow areas to develop tailored approaches for young people
- Improving self-esteem and developing positive social norms throughout school years will be the focus of local strategies
- The DoH will broaden the Change4Life programme to take a more holistic approach to childhood issues, e.g. covering mental wellbeing and strategies to help parents talk to their children about other health behaviours
- The DfE will ensure the requirement to provide PE in all maintained schools is retained and will provide support to encourage take-up of competitive sports
- The Healthy Child Programme for school-age children will continue to be commissioned to provide a clinical evidence based framework
- The national child measurement programme will continue to run to provide information about levels of overweight and obesity in children

- The school nursing programme will work with other professionals to support schools in developing health reviews at school entry and key transitions
- For children and adolescents with mental health problems, central government will support interventions that promote mental health resilience and effective early treatment. The DoH will set out its approach in a mental health strategy to be published shortly
- Government will address point of sale tobacco advertising, through plain packaging and protect children through tobacco control legislation and enforcement
- Legislation to stop tobacco sales from vending machines will come into force on 1 October 2011
- The forthcoming Special Educational Needs and Disability Green Paper will set out in detail the government's plans to improve outcomes for children and young people
- The government pledges to create 75,000 additional apprenticeship places by 2014/15 to support the transition from school to work

Living well

The government is proposing to turn to local communities to devise local solutions which work for them:

- The Public Health Responsibility Deal will be launched early 2011, which includes collaboration with the business and voluntary sector to announce agreements on reformation of food to reduce salt, better information for consumers about food and promotion of socially responsible retailing and consumption of alcohol
- During January 2011, the Change4Life 'Great Swapathon' will see partners giving vouchers to make healthy lifestyle choices easier
- Defra have recommended that food containing fruit and vegetables with other types of food should be added to the 5 A Day licensing scheme
- The DoH will support local areas by proving good evidence on how to make regular physical activity and healthy food choices easier for their populations
- The Department for Transport's £560 million Local Sustainable Transport Fund will promote sustainable and active travel
- The Department for Culture Media and Sport (DCMS) has announced a £100 million Mass Participation and Community Sport Legacy Programme, which will improve community sport facilities, improve and protect playing fields, provide opportunities for sports volunteers and leaders and deliver an open programme of personal challenge
- The Walking for Health programme of volunteer-led health walks and Let's Get Moving will also provide important opportunities for people to be active
- The Department for Communities and Local Government (DCLG) will support local areas with streamlined planning policy that aligns social, economic, environmental and health priorities into one place
- DCLG is working with Defra to create a new designation to protect green areas of particular importance to local communities and provide practical guidance to support community groups in the ownership of public spaces
- Defra will also lead a campaign to increase tree-planting throughout England, particularly in areas where increased tree-cover would help improve residents' quality of life The Home Office will seek to overhaul the Licensing Act to give local authorities and police stronger powers to remove licenses from, or refuse licenses to, any clubs, bars and pubs that are causing problems, close any shop or bar found to be persistently selling to children and charge more for late-night licenses
- Reducing smoking will continue to be a focus for public health; the DoH will publish the Tobacco Control Plan shortly
- NHS health Checks will continue to be offered to men and women aged 40-74
- The DoH will align funding streams on drug and alcohol treatment services across the community and in criminal justice settings
- Details of how public health professionals will work locally to prevent people from taking harmful drugs, reduce drug use of existing users and to help people to be drug free, will be published in the forthcoming cross-government drugs strategy
- Government propose to work towards an integrated model of service delivery to allow easy access to confidential, non-judgmental sexual health services. The DoH is piloting interventions on alcohol misuse linked to sexual health risks in order to manage broader risk-taking behaviour

- Public health services will have a role in tackling violence and abuse – the DoH have produced *Improving services for women and child victims of violence* which sets out how the health response to violence will be improved

Working well

Local government, central government and businesses will work to create new jobs and opportunities:

- Central government will support the creation of apprenticeships, internships, work pairing and college and workplace training places, as well as promoting the expansion of volunteering and opportunities for an effective route to gaining skills and employment
- Central government will make it pay to work; a reformed Welfare to Work programme is being developed, replacing existing means-tested working-age benefits with a single Universal Credit.
- Central government will also help people stay in work through the innovative Fit for Work Service; pilot projects are currently being delivered which support workers who are off sick back to work faster and to keep them in work
- The Fit Note was introduced April 2010, allowing GPs and individuals to focus on how to get people on sick leave back into work
- New provisions in the Equality Act 2010 prohibits employers from asking health or health-related questions before offering employment, except where it is intrinsic to the job
- Central government, in conjunction with the Faculty of Occupational Medicine, is developing an accreditation process for the new occupational health service standards.
- The DoH will work in partnership with employers, through the Public Health Responsibility Deal to improve health at work
- Central government will provide evidence and data to raise awareness among employers of the clear case for investing in the health of their employees – including further development of the Change4Life employee wellness programme
- NHS will lead by example in looking after the health and wellbeing of its staff; all NHS organisations will produce local health and wellbeing strategies for staff during 2011

Ageing well

All western countries are experiencing ageing populations, which is a major challenge for health and care systems typically geared towards treating short-term sickness, rather than preventing and managing long-term mental and physical conditions in later life:

- Public health will be better integrated with areas such as social care, transport, leisure, planning and housing
- Strong partnerships between communities, business and the voluntary sector will help address a range of health challenges such as depression and winter deaths e.g. the Department for Energy and Climate Change will develop a Green Deal to improve energy efficiency and warmth of homes from 2012
- Local government provides a range of services to promote active ageing and help people live independently in their homes, a commitment is being made to keep people on their homes longer through funding for adaptations and programmes such as Supporting People, the Disabled facilities Grant and Decent Homes
- The DoH carers' strategy sets out how government will support carers to recognise the value of their contribution, involve them in care delivery and support their mental and physical health
- The government's vision for adult social care sets out the ambition to increase prevention action, keeping people active and independent in the community
- DPH and Directors of Adult Social Services will be able to work together to commission specific services for older people and those who care for them
- Social norms and attitudes will also need to be changed, the Equality Act 2010 prohibits age discrimination against people over 18 when providing a service or exercising a public function
- Local and central government will work in partnership with businesses, voluntary groups and older people to create opportunities to become active and reduce social isolation
- The Department for Work and Pensions will provide Active@60 grants to voluntary and community groups to establish Community Agents in their area
- The default retirement age will be phased out, enabling people who wish to, work for longer to maintain their health and wellbeing
- The DoH will continue to promote the implementation of the End of Life Care Strategy