

ROTHERHAM BOROUGH COUNCIL – REPORT TO CABINET

1.	Meeting	Cabinet
2.	Date	19/03/2014
3.	Title	Public Health Commissioning Plan
4.	Directorate	Public Health

5. Summary

The purpose of this paper is to set out the local framework for the use of the Public Health Grant to support the Council's statutory functions of health improvement, health protection and healthcare public health advice to the Rotherham Clinical Commissioning Group. The Public Health Grant to Local Authorities needs to be employed to make the most impact on the Public Health Outcomes Framework (PHOF) indicators and the Health and Wellbeing Strategy. This paper sets out the framework for the future delivery of Public Health Services. The paper is split into three areas which outline the commissioned activities, statutory functions and future opportunities. Public Health needs to have a mix of proactive and reactive commissioned activities to make the most impact on Public Health in the short, medium and long term.

6. Recommendations

That Cabinet approve;

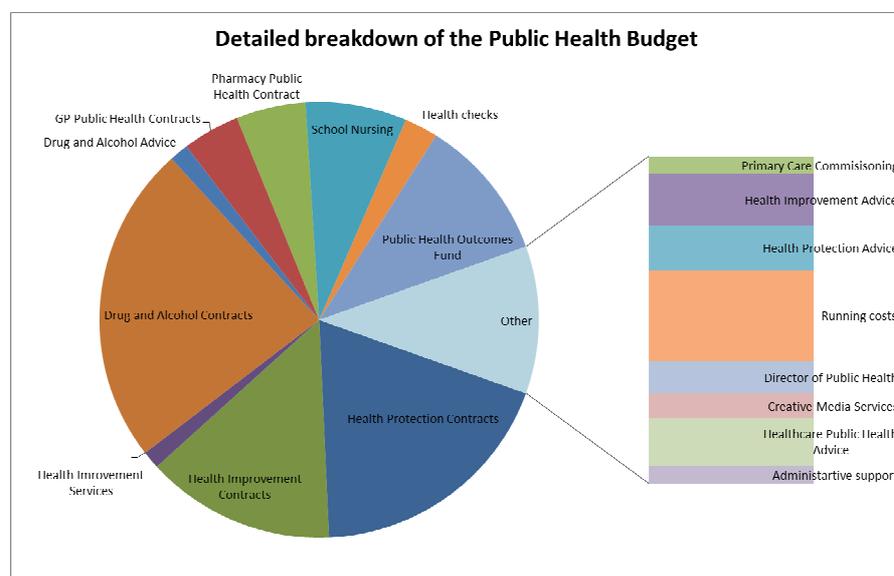
- the Public Health Commissioning Plan and its proposed impact on the public health priorities and areas for improvement.
- the prioritisation of Public Health Outcomes Framework priorities in the reallocation of resources to Council services to deliver improved health for Rotherham people .

7. Proposals and details

Public Health has reviewed the Commissioned Services and statutory functions as part of our transfer to the Local Authority from April 2013. This has resulted in efficiency savings which are to be reallocated as part of the Public Health Commissioning Plan. The Commissioning Plan will be completed alongside the updated risk register to ensure that all public health activity is coordinated to achieve better health outcomes for the people of Rotherham.

A visual breakdown of Public Health spend is shown in Figure 1

Figure1:



The structure for Public Health commissioning for 2014 onwards is set out in three ways;

- Delivering the statutory functions
- Commissioned activity
- Delivering the Public Health Outcomes Framework and Health and Wellbeing Strategy

7.1 Delivering the statutory functions

Public Health has three statutory functions which need to be delivered by appropriately trained, qualified and competent public health staff; these are health improvement, health protection and healthcare public health advice to the Rotherham Clinical Commissioning Group through a Memorandum of Understanding (MoU). The MoU includes Creative Media Service support. There is also an additional section on Primary Care Commissioning and Drug and Alcohol Service coordination and commissioning.

7.1.1. Health Protection

Health protection provides the coordination, planning and responses to threats and incidents arising from communicable diseases. It includes our infection control lead, the commissioning and service improvement of the sexual health services and adult safeguarding. Value: £210,190.

7.1.2 Healthcare Public Health

Healthcare public health provides public health Intelligence, leadership and technical advice that encompasses quality, clinical effectiveness, support for commissioning, audit and evaluation, service planning, efficiency, clinical governance, support to research governance and sustainable approaches to prioritisation across the healthcare sector. Value: £228,600.

7.1.3 Health Improvement

Health improvement provides the commissioning and service improvement for health promoting healthy behaviours and tackling unhealthy behaviours, e.g. obesity, smoking, physical activity, infant health, mental health and wellbeing. Value: £245,222.

7.1.4 Public Health Services

There are two public facing support services within the Health Improvement statutory function; they are the Health Trainers, Value: £126,500 and the Rotherham Occupational Health Advisory Service (ROHAS), Value: £60,634.

There is also the Creative Media Services team within Public Health which provides advice and creative products for all of the Public Health team and to RCCG. It delivers social marketing support for public health campaigns and manages Rotherham Public Health TV which runs across GP surgeries and health settings. Value: £114,240.

7.1.5 Primary Care Commissioning

We have responsibility for contracting public health activity with 36 GP Practices and 62 Pharmacies. Value: £82,944.

7.1.6 Drugs and Alcohol

We have responsibility for the strategic planning, coordination and delivery of the alcohol and drug prevention and treatment services across Rotherham. This includes rehabilitation of offenders, control of blood borne viruses, needle exchange and supervision of drug and alcohol rehabilitation programmes in General Practice and Community Pharmacies. Value: £200,035.

7.1.7 Public Health Administration Support

Public health administration team provide business support to the team. Value: £82,332

7.1.8 Statutory function costs

The total cost of supporting the statutory functions is £1,294,717 which is 10.63% of the full allocation.

7.2 Commissioned activity

Public health commissioned activity covers a range of mandated local authority services, NHS services and services delivering Health and Wellbeing Strategy priorities. These include; sexual health services, drugs and alcohol services, tobacco control, school nursing, weight management, teenage pregnancy, NHS Healthcheck, school nursing, dental public health, and public mental health. All services have been reviewed and service specifications/contracts reissued or tendered. Rotherham Public Health is keen to develop value for money service specifications to ensure that Rotherham communities have access to quality services.

7.2.1 Commissioned services and programmes (from 2013/14 budget book)

Sexual health

- Specialist Genito-urinary Medicine (GUM) £1,420,000
- Non-contracted activity (Out of area) £120,000
- Contraception and sexual Health (CaSH) £700,000
- Condom distribution £14,000
- Sexual health grants £15,000
- Chlamydia screening £350,000
- HIV Prevention Services £45,000

Tobacco Control

- Stop Smoking Services and tobacco control £815,450

Drugs and Alcohol

- Adult Drug & Alcohol Services (incl criminal justice) £2,606,733
- GP Primary Care drug service £225,000
- Specialist Young People's Drug and Alcohol Service £216,304
- Tier 2 Alcohol Provision (Lifeline) previously NAS £124,000
- Peer support and service user involvement £66,000
- Specialist midwifery service £94,000
- IT in pharmacies NEO £7,000
- Drug Improvement Grants £15,000

Obesity

- Tier 2 Adult weight management £120,000

• Tier 2 Children's weight management	£170,000
• Tier 3 Adult and Children weight management	£428,000
• Tier 4 children's weight management	£76,000
School Nursing	
• School Nursing Service	£1,056,000
NHS Healthcheck	
• NHS Healthcheck	£350,000
Oral health promotion	
• Oral health promotion	£78,000
• Epidemiology	£12,500
Teenage pregnancy	
• Targeted Youth support (IYSS)	£180,000
• Teenage Pregnancy Care pathway Project	£43,000
Public mental health	
• Mental health promotion	£30,000

7.2.2 Primary Care Commissioned Services

There are public health contracts with General Practice and Pharmacies.

- GP Public Health Services include, intrauterine coil fitting, chlamydia testing, long acting contraception, stop smoking, community drug treatment and alcohol screening and treatment. The values of these contracts are £596,000.
- Community Pharmacy Public Health Services include drug programmed and needle exchange, Emergency Hormonal Contraception, and Nicotine Replacement Therapy. This funding covers the costs of the providing and dispensing the products. The values of these contracts are £724,000.
- Primary Care Commissioning also contract of the Chlamydia service and Healthchecks within Primary Care, both valued at £350,000 per service, see 7.2.1.

7.3 Public Health Outcomes Fund

Public Health has a ring fenced budget to deliver public health activities to improve and protect the health of the Rotherham population. Rotherham Public Health budget benchmarks below comparator Local Authorities and has received an uplift of 2.8% which is equivalent to total grant of £54 per head of the population served for 2014/15.

Area	Grant per head 2013/14	Uplift 2014/15	Grant per head 2014/15
Barnsley	58	4.9%	60
Doncaster	65	2.8%	66
Wakefield	61	2.8%	62
Rotherham	53	2.8%	54

The size of the Public Health grant has been set taking account of estimates of baseline spending, including from PCT resources and a fair shares formula based on the recommendations of the Advisory Committee for Resource Allocation.

The proposed £1.5m of savings and uplift will be reallocated to delivering the Public Health Outcomes Framework objectives from April 2014 onwards. We plan to invest the Public Health unallocated grant in services across the Council that contribute to improvements to the Public Health Outcomes Framework, see appendix 2.

It is proposed that identified Council programmes will have simple Service Level Agreements (SLA) developed to ensure that the activity commissioned delivers against the Public Health Outcomes Framework. It is anticipated that this approach will drive improvement by focusing on the Public Health outcomes through service development.

The service level agreements will be performance managed by the Public Health team as part of their strategic programmes of activity in line with the policy agreed by Cabinet on the monitoring of the PHOF. This will ensure that there is a coordinated programme of activity between the three areas of the commissioning plan. The performance management of the SLAs will be aligned to the PHOF to create synergy and avoid duplication.

9. Risks and uncertainties

Applications for funding under the Grant will need to demonstrate they are meeting the statutory public health duties of the Council, the Health and Wellbeing Strategy or improving population health outcomes as measured by the Public Health Outcome Framework. Services will need to demonstrate improvements in PHOF targets to continue to be funded year on year. The level of grant funding for Public Health will influence the amount of funding available for this work.

10. Policy and Performance Agenda Implications

The delivery of the Public Health Commissioning Plan supports the ambitions of the Health and Wellbeing Strategy and the Public Health White paper, Healthy Lives Healthy People: Our strategy for public health in England. It is essential to invest in activities that will promote health within the Rotherham population and prevent ill health.

11. Background Papers and Consultation

- **Public Health Commissioning Intentions 2014 -15**
- **Public health efficiencies**
- **Public health performance – PHOF**

12. Keywords: Savings, Efficiencies, Outcomes, Public health

Officer: Dr John Radford GMC No. 2630063

Director of Public Health

Telephone: 01709 255845

Email: john.radford@rotherham.gov.uk

Web: www.rotherham.gov.uk/publichealth

Appendix 1: Delivering the Public Health Outcomes Framework

Summary

New contributions

(Appendix 2)

Directorate	2013/14	2014/15	Comments
NAS	£0.00	£496,000.00	
CYPS	£67,000.00	£448,000.00	
EDS	£683,000.00	-£100,000.00	minus £100K from 2014/15 for Sports Dev
Total	£750,000.00	£844,000.00	

Existing contributions

(Appendix 3)

Directorate	2013/14	2014/15	Comments
NAS	£164,000.00	£40,000.00	
CYPS	£353,000.00	£15,000.00	
EDS	£0.00	£0.00	

Full contributions

Directorate	2013/14	2014/15	Comments
NAS	£164,000.00	£536,000.00	
CYPS	£420,000.00	£463,000.00	
EDS	£683,000.00	-£100,000.00	
Public Health contribution	£1,267,000.00	£899,000.00	
Total commitment		£2,166,000.00	

Appendix 2: RMBC Budget realignment 2013/14 – 2014/15

PH outcome contribution to RMBC

PH Outcome contribution	Value 2013/14	Value 2014/15	SLA value for 2014/15
School readiness (1.02i)	£400,000.00		£400,000.00
Physically active adults (2.13i, 2.13ii)	£147,000.00	–£100,000.00	£47,000.00
Utilisation of outdoor space for exercise /health (1.16)	£41,000.00		£41,000.00
Utilisation of outdoor space for exercise /health (1.16)	£95,000.00		£95,000.00
People presenting with HIV (3.04)		£49,000.00	£49,000.00
Mortality rate from causes considered preventable (4.03)	£8,000.00	£39,000.00	£47,000.00
Domestic abuse (1.11)		£146,000.00	£146,000.00
Successful completion of drug treatment (2.15i, 2.15ii)		£30,000.00	£30,000.00
Successful completion of drug treatment (2.15i, 2.15ii)		£32,000.00	£32,000.00
Injuries due to falls (2.24i) Killed and seriously injured (1.10) Fuel poverty (1.17)		£64,000.00	£64,000.00
Population affected by noise (1.14i)		£50,000.00	£50,000.00
Fraction of mortality attributed to particulate air pollution (3.01)		£80,000.00	£80,000.00
Self-reported wellbeing (2.23 i-iv) Fuel poverty (1.17) Excess winter deaths(4.15)		£20,000.00	£20,000.00
children in poverty (1.01) Infant mortality (4.01), School readiness (1.02i)	£59,000.00	£123,000.00	£182,000.00
16-18 NEETs (1.05)		£70,000.00	£70,000.00
Under 18/16 conceptions (2.04) children in poverty (1.01)		£216,000.00	£216,000.00
Statutory homelessness (1.15)		£25,000.00	£25,000.00
TOTAL	£750,000.00	£844,000.00	£1,594,000.00

Appendix 3: Existing contributions to RMBC services

Service name	Budget code	Directorate	2013/14	2014/15
Healthy Schools		CYPS	£150,000.00	
IYSS Health Grant		CYPS	£180,000.00	
Breast Buddies (peer support)		CYPS	£23,000.00	
Ministry of Food		NAS	£40,000.00	
Lifeline (tier 2 alcohol services)		NAS	£124,000.00	
Trading standards tobacco control		NAS		£40,000.00
Young people's education and prevention activity - tobacco control		CYPS		£15,000.00
Total each year			£517,000.00	£55,000.00
Total existing contribution				£572,000.00