

Public Health Priorities



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Public Health Priorities

VISION
2030
SANDWELL



“It’s where we call home and where we’re proud to belong - where we choose to bring up our families, where we feel safe and cared for, enjoying good health, rewarding work, feeling connected and valued in our neighbourhoods and communities, confident in the future, and benefiting fully from a revitalised West Midlands.”

How will we work?

In everything we do we will keep a focus on...



How will we work?

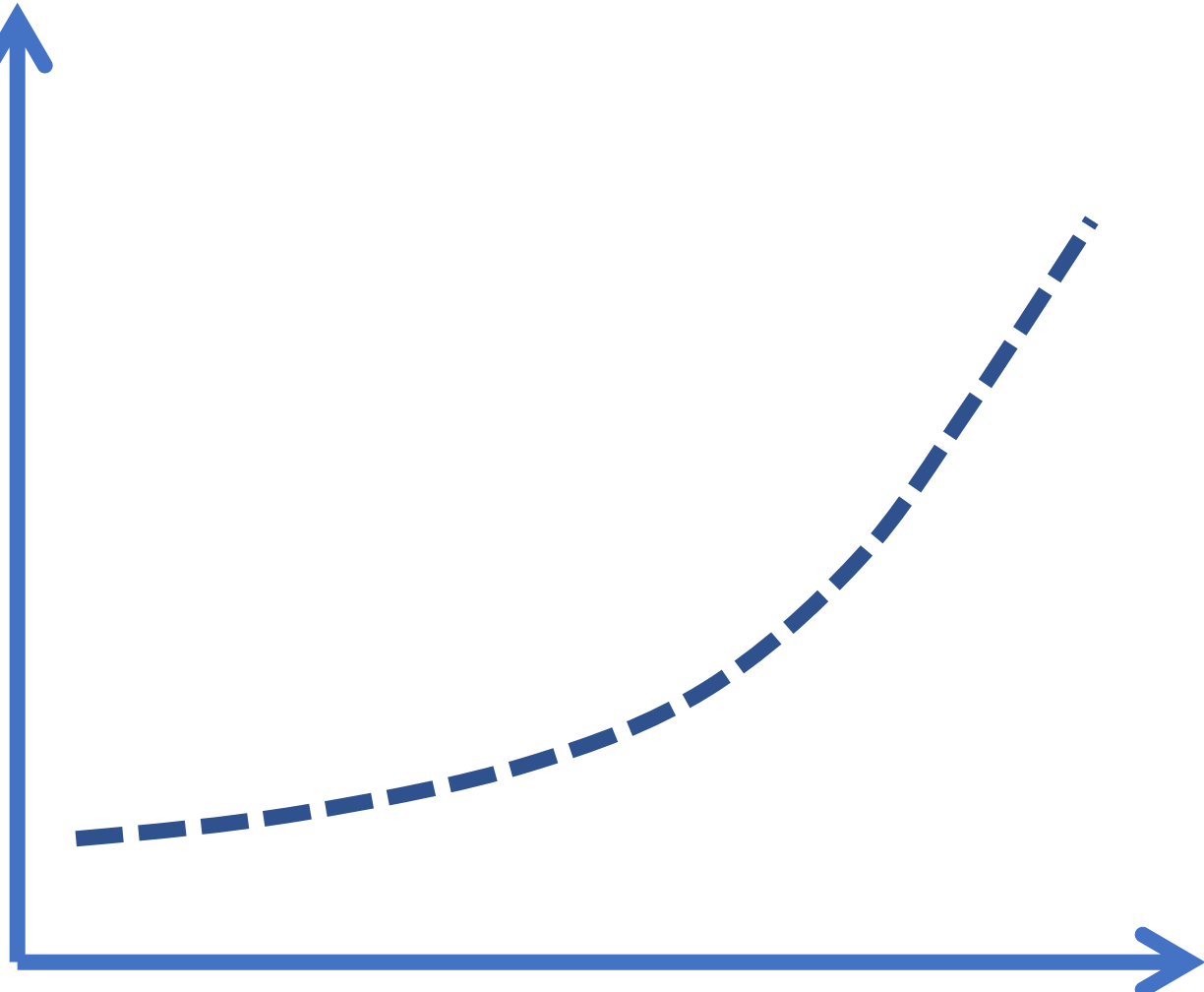
In everything we do we will keep a focus on...





Inequality

Adverse
Health
Outcomes



Deprivation or Disability

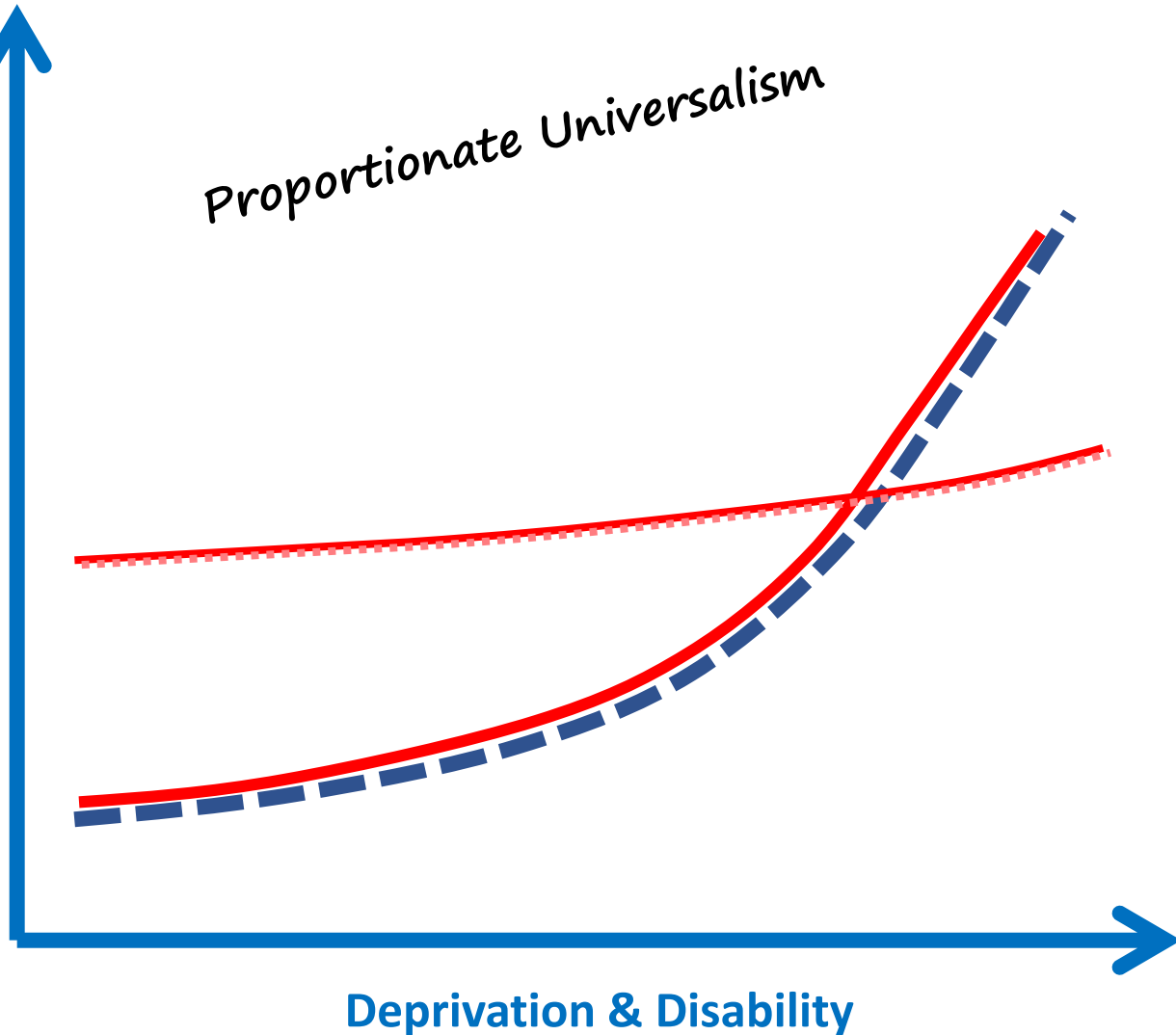


Does PH spend in the UK match need?

**Investment
In Prevention**



Proportionate Universalism





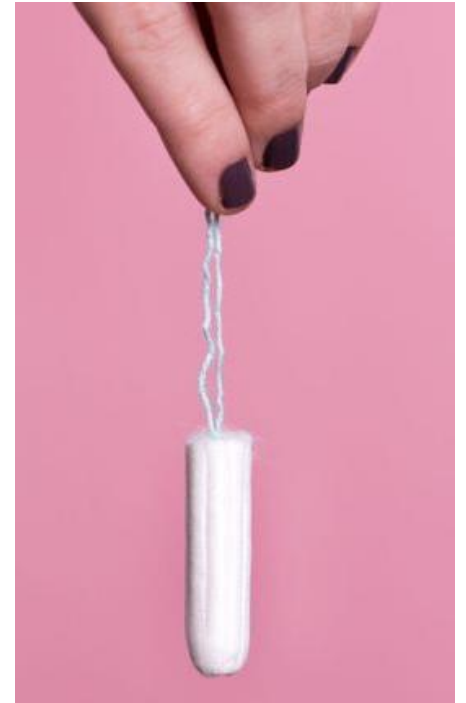
Example: Period Poverty

Period poverty can impact on education, bullying, self-esteem & health.

Work is underway to ensure girls in all secondary schools can access free sanitary products.

We will also make support available to primary schools and youth services.

In addition, NHS colleagues have joined our programme meaning we can extend the work out to hospital clinics and wards.



How will we work?

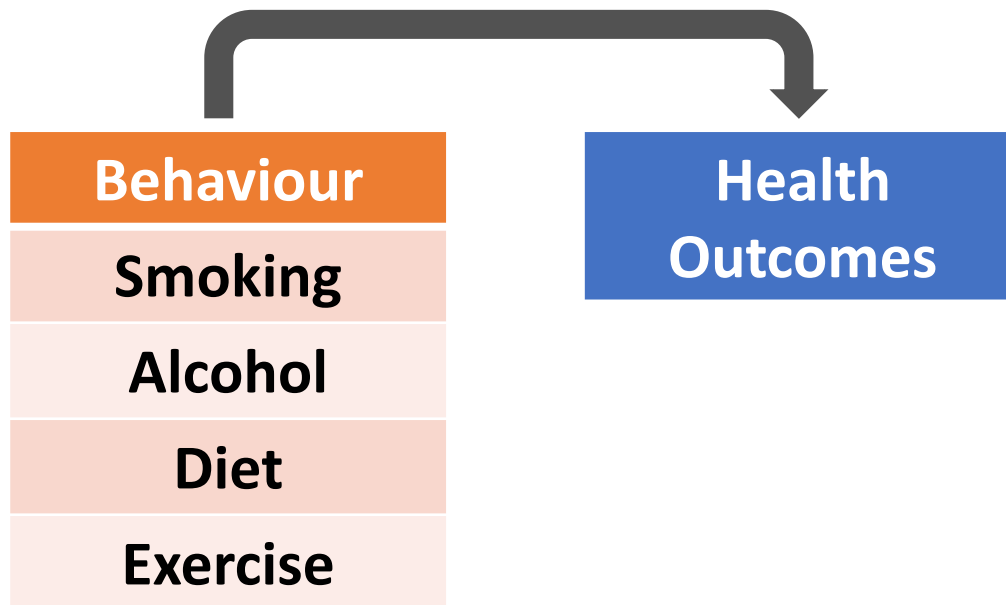
In everything we do we will keep a focus on...





Mental Health

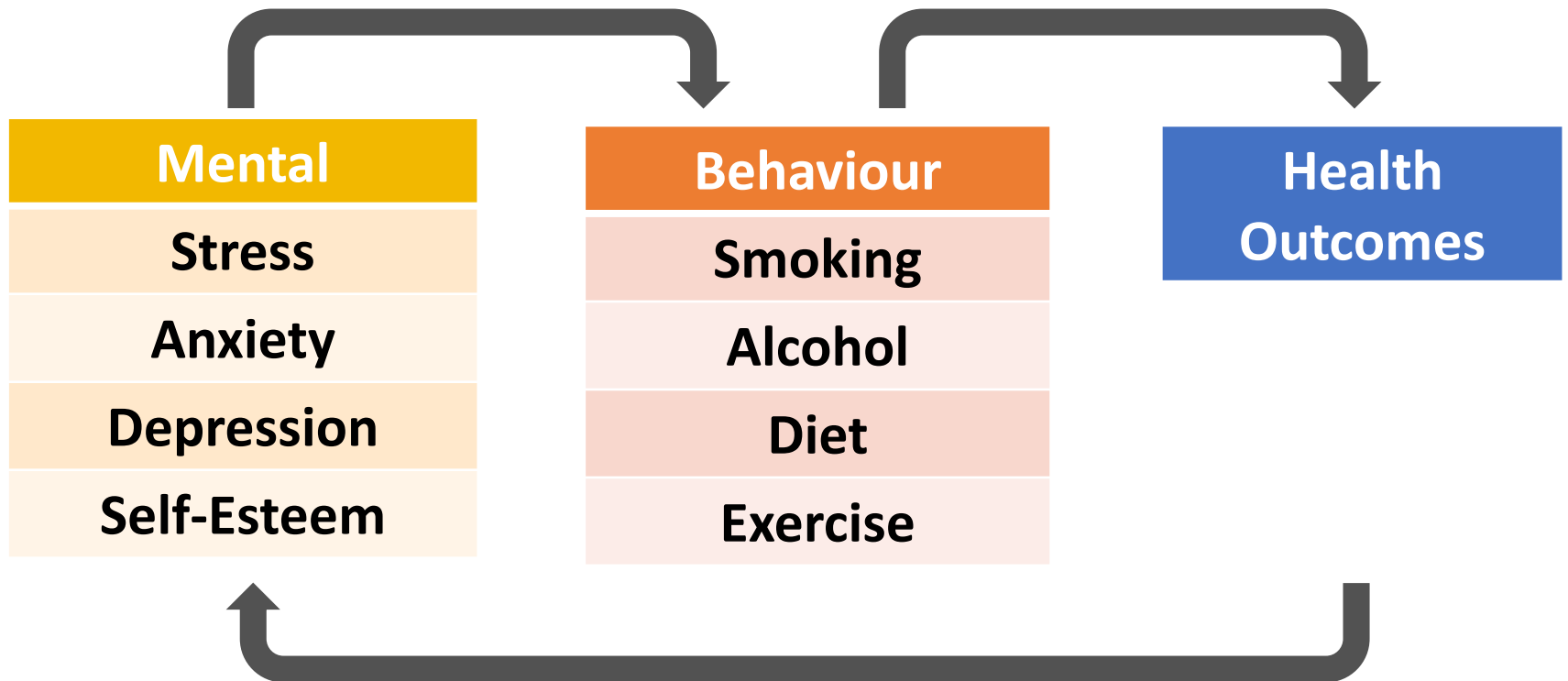
In Public Health we can often have 'behavioural blinkers'





Mental Health

But what drives those behaviours?



National Child Measurement Programme in Primary Schools

No improvement in child obesity in the UK in over a decade of the NCMP

Reports of adverse emotional reactions in children (Nnyanzi, 2015)



Poor mental well-being in childhood predicts adult obesity even when childhood weight is taken into account (Baldwin et al., 2016).

Low self esteem is more predictive of future eating disorders and compulsive eating than children's body weight (Nicholls et al., 2016).



We're in!

The Mental Health Challenge

Local councils championing mental health

THE CHALLENGE

The National Child Measurement Programme: Time for a shift in focus?

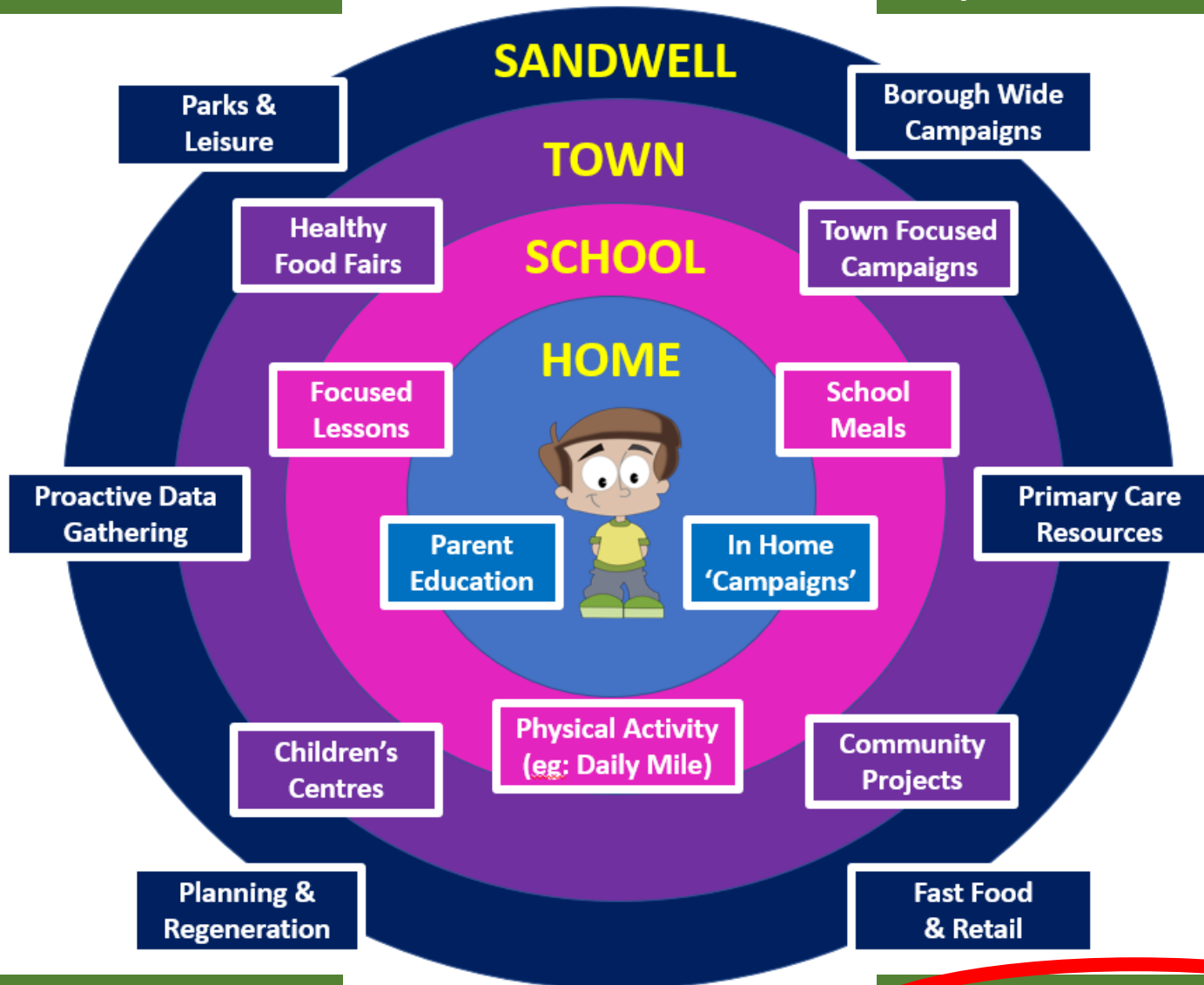
“Maybe we need to move away from weighing and measuring children and more towards understanding and supporting them.”

Principle 1:

System Wide Collaboration

Principle 2:

Co-produced with Residents



Principle 3:

Evidence Based

Principle 4:

Positive - No Stigma!



Example: Well-being Charter Mark

Developed by Educational Psychologists and the Public Health Team.

Funded via the PH Grant it includes...

- The Charter Mark School Audit
- The Healthy Mind, Happy Me Curriculum
- The Pupil Well-being Survey

So far, the Charter Mark is being carried out in 90 schools across Sandwell, with 31 already achieving their Charter Mark.



How will we work?

In everything we do we will keep a focus on...





Community Development


If you ask people...

“if you want to improve your health, where can you go?”

...what would they say?

- *“To my doctor”*
- *“To the gym?”*
- *“To my neighbours and friends?”*

Evidence suggests that the most significant and sustainable source of health improvement is our own local community.

A photograph of two elderly men playing soccer on a grassy field. The man on the left is wearing a light-colored cardigan, a light shirt, and a straw hat. The man on the right is wearing a brown sweater, a light shirt, and a dark cap. A soccer ball is in the air between them. The background shows trees and a red banner.

**The power of community to
create health is far greater than
any physician, clinic or hospital.**

Mark Hyman MD



Social Isolation

Impact on healthy LE, NELs, LTC onset & progression, DTOC and permanent admissions into care. (Review: McNally 2018)

Research has even shown that when people join a new, group-based social activity, the extent to which they need to see their doctor or go to hospital reduces significantly (Pikala et al 2009)

Addressing social isolation also has 'side effect' of improving health behaviour (eg: physical activity).



Example: Social Prescribing

Public Health is leading on the design and implementation of a new 'social prescribing network'.

This is in collaboration with CCG, Primary Care, Social Care, Libraries and the Voluntary Sector.

Aim – signposting to community support will be embedded within a wide range of local services.



Conclusion



Our Public Health Priorities are the same as the Council's priorities in its 2030 Vision.

In addressing these we'll ensure we never lose sight of the need to address inequality, promote good mental health and support community development.

This will be achieved in partnership with local people, and by doing Public Health work **with** people not **to** them.