

North East Hampshire and Farnham Clinical Commissioning Group Board Public Health Update February 2015

This report updates the North East Hampshire and Farnham Clinical Commissioning Group (CCG) on the delivery of specialist public health advice to the CCG by Hampshire public health as set out in the Memorandum of Understanding (MOU) and on general public health issues.

1. Memorandum of Understanding

The Public Health specialist advice to support the development of strategic and commissioning work for the CCG over the last two months has included:

- Development of alcohol in reach service pilot for A&E and emergency admissions in Frimley Park.
- Participation in Director of Nursing recruitment stakeholder event.
- Advice on development of CCG assisted conception policy.
- Advice to Deloitte integrated care workshops, and a draft health needs assessment for Yateley Integrated Care Team.

2. General Public Health Update

2.1 National update

The Board should be aware of the following key messages for CCGs from Public Health England and other relevant bodies.

- a. **Ebola guidelines** for health providers and information for the public
<https://www.gov.uk/government/news/public-health-england-ebola-support-and-surveillance-continues-but-risk-remains-low-in-england>
- b. **Influenza activity:** There has been an increase in reported cases of influenza and levels are now higher than the peak of flu activity observed in the last three seasons. An alert has been issued to GPs regarding the prescribing of antivirals. Weekly national flu reports can be found at <https://www.gov.uk/government/statistics/weekly-national-flu-reports>
- c. **Change for Life Campaign:** Change for life is running a national campaign to encourage people to reduce their sugar intake by swapping foods for less sugary alternatives. Locally we are mounting our own communications campaign with partners and working with schools and our in-house caterer.
- d. **Smoking Health Harms Campaign:** This national campaign focusses on the health risks of smoking along with opportunities to take action to give up.

- e. **Dry January:** This campaign encourages people to think about their drinking habits by abstaining for one month. Supported by Public Health England, this campaign has been incorporated into Hampshire's Drink Less campaign, using digital advertising methods.

2.2 Hampshire Public Health update

- a. **Evaluation of Alcohol Nurse Services:** This evaluation has informed the development of a single Alcohol Nurse Service Model to support commissioning against national standards across the local acute NHS hospitals. The model will form part of a pathway for people to access alcohol related services from primary prevention to in patient detoxification. The evaluation identified opportunities to prevent alcohol specific hospital admissions, readmissions and a reduction in bed days. Implementing the model will require a partnership approach to commissioning of this pathway of services with CCGs across the Hampshire population.
- b. **End of Life Needs Assessments:** These have been produced for every CCG in Hampshire and will be distributed to relevant commissioning and clinical leads
- c. **Public Health Grant Allocations:** The 2015/16 Public Health Grant Allocations have been published: <https://www.gov.uk/government/publications/ring-fenced-public-health-grants-to-local-authorities-2013-14-and-2014-15>
- d. **Troubled families:** In 2013 the government announced that Phase 2 of the programme would be expanded to an additional 400,000 families during the next Parliament from May 2015.
The new criteria fall under the following six headings, the first three of which relate to the current Phase 1 criteria;
 - a. Parents and children involved in crime and anti social behaviour
 - b. Children who have not been attending school regularly
 - c. Adults out of work or at risk of financial exclusion and young people at risk of worklessness
 - d. Children who need help
 - e. Families affected by domestic violence and abuse
 - f. Parents and children with a range of health problems.

The three final headings are 'new'. All have a more specific focus on health and wellbeing. The first of these is 'Children who need help' linking to the Early Help offer and families with pre school children who fail to thrive. Health Visitors will a key group of staff in helping to identify the latter. This heading also includes families with children who go missing which is a key indicator of child sexual exploitation.

The final two headings are of no surprise due to the numbers of families in the current cohort where domestic abuse/substance misuse/mental health issues are prevalent. The final heading also includes families where obesity or malnutrition issues feature.