

Public Health Business Plan

2023-24



Contents

Section 1: Introduction to who we are Introduction, what we do and our vision	Page 3
Section 2: Context Our communities, current issues and our local system	Page 6
Section 3: Our work in public health Our aims, objectives, work programmes and activities	Page 13



Introduction

- In 2022, we published our first annual business plan for public health following the COVID-19 pandemic.
- Annual updates will incorporate contextual changes and evolving priorities, but our long-term aims and objectives will largely remain the same.
- This plan sets out the priorities for our team, and how we deliver the statutory duties to improve health and reduce inequalities for Bournemouth, Christchurch and Poole Council and Dorset Council. They also connect closely to the strategic objectives of the Integrated Care System and its strategy, [Working Better Together](#).



What we do

- Public health refers to all organised measures to prevent disease, promote health and prolong life among the population as a whole.
- Public Health Dorset carries out [public health responsibilities](#) as a shared service for Dorset Council and Bournemouth, Christchurch and Poole Council. This year we celebrate 10 years of being part of local authorities, following the move from the NHS in 2013.
- Our work is funded by a ring-fenced national grant of around £36million in 23/24.
- Our services and their performance are overseen by the [Joint Public Health Board](#), a shared Cabinet including councillors and representatives from both councils that makes key decisions.



Our vision is for...

- Dorset to be a county of vibrant, connected communities that prioritise mental and physical health and wellbeing
- All people in Dorset to live healthy and fulfilled lives for as long as possible, with minimal disparities
- Dorset's health and care system to embed public health interventions to make the most of early opportunities to improve and protect health



Context



Our communities

- Dorset is a great place to live and grow – over half the county is an area of outstanding natural beauty. Coastal, urban and rural areas offer great opportunities to promote and improve health and wellbeing.
- Generally, we have an ageing population but there are distinctions between our two areas – BCP has a higher number of people aged 19-25 than other areas due to its universities, whilst in Dorset Council younger people often move away due to lack of opportunities, low wages and high housing costs.
- Improvements that were being seen in life expectancy have started to plateau and have potentially started to decline. A gap in life expectancy remains between those who live in our most deprived areas compared to our least deprived areas. BCP has some of the richest and poorest areas in the country.
- Coastal communities have poorer health outcomes than other areas. In Dorset many people are living with long-term conditions like heart disease, diabetes or high blood pressure and there is a wide variation in the number of people who have these conditions ‘under control’ – meaning risk factors that could lead to hospital care or even early death are managed. We know that these conditions are contributing to some of the recent trends in excess deaths being seen nationally and locally.



Cost of living and health inequalities

- The cost of living crisis continues to affect many people in our communities, but has the biggest impact on some groups who already experience poorer health outcomes. Money worries, access to nutritious food and the cost of heating homes all have the potential to widen existing health inequalities.
- Living costs are also likely to have a significant impact on our population's mental health at a time when this was already high on the agenda following the COVID-19 pandemic, particularly for children and young people.



Integrated care

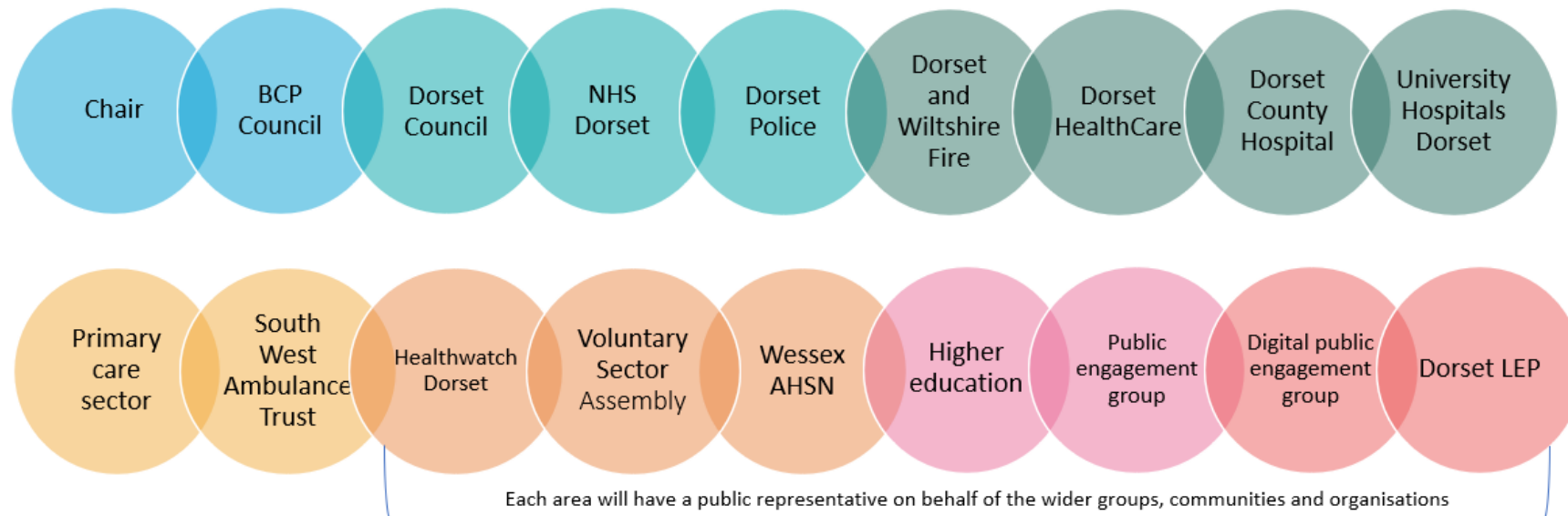
We have been working collectively as a health and care system in Dorset for several years, but legislation in the Health and Care Act 2022 means the system in its current form is relatively new. This presents an opportunity for us to collectively focus on the causes of ill health, improving healthy life expectancy and reducing health inequalities.

- The **Integrated Care System** (ICS) is the system of partners working on health and care in Dorset, making decisions and collaborating to improve the health and wellbeing of the 810,000 people living here.
- The **Integrated Care Partnership** (ICP) is the statutory committee jointly formed between the NHS and relevant local authorities in the ICS area. The ICP drives work forward through the [new integrated care strategy](#) and includes leaders from the NHS, local authorities, the voluntary sector and other key partners.
- The strategy has three core objectives: early help and intervention, thriving communities, and working better together. These core objectives should be a common theme in all partners' work, and will shape our work in public health.



Who makes up the Integrated Care Partnership?

The partnership is a forum for NHS and local authority representatives to come together as equals, with other key leaders from across the public, voluntary and community sectors. The membership of the partnership includes:



System working

This diagram demonstrates how we work at various levels to improve population health and wellbeing.



Community/neighbourhood level

- Primary Care Networks (PCNs – groups of GP practices)
- Integrated neighbourhood teams
- Community groups



Place level (Dorset Council and BCP Council areas)

- Health & Wellbeing boards - the 'place-based partnership' for the Integrated Care System
- Councils
- Hospitals



Dorset System level

- Integrated Care Partnership
- Integrated Care Board (NHS Dorset)
- Dorset Healthcare, Police, Fire



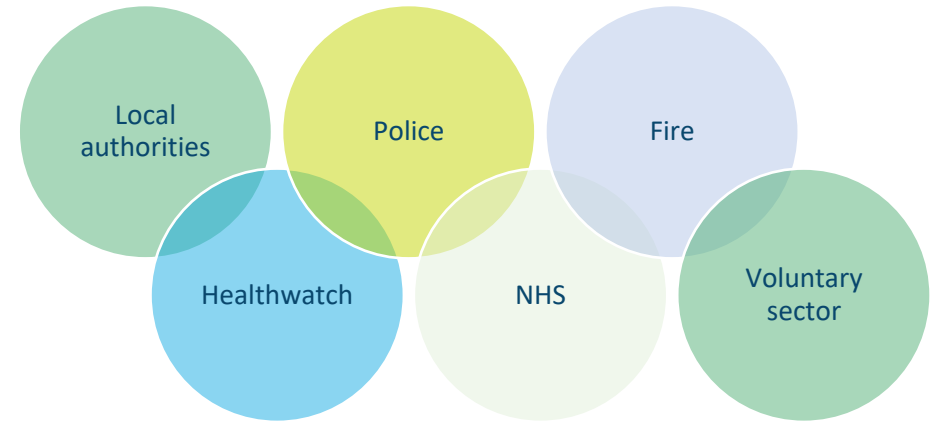
National level

- Department of Health & Social Care
- Department for Levelling Up, Housing & Communities
- NHS England, UK Health Security Agency, Office of Health Improvement and Disparities



Health and Wellbeing Boards

- The Health and Wellbeing Boards for Dorset and BCP Council areas will play a strategic role as the Integrated Care System Place-Based Partnerships.
- The boards bring together key leaders from the health and care system to improve the wellbeing of the local population at a place level. They have a statutory duty to produce a joint strategic needs assessment (JSNA) and a joint health and wellbeing strategy.
- The boards have representatives from the council, the NHS, Healthwatch, police and fire services, and the voluntary and community sector, to facilitate work at a neighbourhood and community level.



Our work in Public Health



Our vision

Our vision is for...

Dorset to be a county of vibrant, connected communities that prioritise mental and physical health and wellbeing.

All people in Dorset to live healthy and fulfilled lives for as long as possible, with minimal disparities.

Dorset's health and care system to embed public health interventions to make the most of early opportunities to improve and protect health.

We will achieve this by:

Being an effective system partner and advocate for the wellbeing of Dorset Council and BCP Council residents

Supporting the transformation of our integrated care system to improve the health of our population and tackle inequalities in health outcomes

Working with partners and communities to embed prevention approaches in health and care

Maintaining a resilient and responsive team, able to respond flexibly to challenges and change

Ensuring our public health services are effective, efficient and equitable



Our aims

Reflecting the priorities of the ICS, two overarching aims shape the work of our team:

1. Protecting and improving health	2. Health inequalities
<p>This involves:</p> <ul style="list-style-type: none">• Enabling people to improve their mental and physical health through interventions at a population level• Working in a targeted way to make the biggest difference based on evidence of needs• Working with partners to reduce the threat from infectious disease and environmental hazards• Providing expert public health advice and guidance to colleagues across the system• Facilitating public health programmes based on the needs and experiences of individuals, groups and communities	<p>This involves:</p> <ul style="list-style-type: none">• Enabling every child across Dorset to have the same opportunities to thrive• Working to ensure every person in Dorset spends the same time in good health• Considering wider determinants of good health in our work, like income, employment, access to health services, support networks and housing• Focusing on where we can reduce the healthy life expectancy gap the most



Our objectives

Our work is organised into four key areas

Health improvement

Promoting healthy behaviours to help people to improve their wellbeing, focusing on making the biggest difference to those with the greatest need

Health protection

Keeping people safe from infectious diseases and other health hazards

Healthcare public health

Using our public health expertise and influence in the Integrated Care System to improve access to and outcomes from health and care services

Healthy places

Ensuring our built and natural environments support our population to live healthy lifestyles



Priority work programmes and activities

We continue to work across many areas, but have identified these key priorities as a focus for the year ahead:

Health Improvement	Health Protection	Healthy Places	Healthcare Public Health
<ul style="list-style-type: none">• Drugs and alcohol• Healthy child programme• Healthy lifestyles support• Sexual health• Mental health	<ul style="list-style-type: none">• Health protection assurance• Health protection response	<ul style="list-style-type: none">• Built environment and local plans• Evidence-based policy development	<ul style="list-style-type: none">• Joint Strategic Needs Assessment• Improving data to enable action• Health inequalities• System strategy development



Health improvement

Healthy lifestyle is a factor in most health outcomes, so we promote healthy behaviours to help people improve their physical and mental wellbeing. We work with communities and partners to make the biggest difference to those with the greatest need. Many aspects of wellbeing are intrinsically linked, for example, good mental health generally enables people to make good choices for their physical health, helping them to thrive.

Our work programmes in this area include:

- **Drugs and alcohol:** Reducing harms caused by drugs and alcohol and delivering a world-class treatment and recovery system
- **Healthy child programme:** Ensuring every child gets the good start they need to lay the foundations of a healthy life
- **Healthy lifestyles support:** Encouraging healthy lifestyle behaviours like physical activity, stopping smoking, healthy diets and reducing alcohol intake
- **Sexual health:** Commissioning effective sexual health services including contraception support, STI testing and HIV diagnosis and care
- **Mental health:** Promoting good mental health and working to prevent deaths by suicide



Health protection

Health protection involves working to keep people safe from infectious diseases and other health hazards. By managing risks and building resilience, we can minimise serious harm and deaths by protecting the most vulnerable, whilst minimising inequalities and improving outcomes for all.

Our work programmes in this area include:

- **Health protection assurance:** Reviewing internal and system-wide health protection work and establishing governance arrangements
- **Health protection response:** Developing system-wide response plans and supporting responses by providing advice and local expertise to minimise the risks from infectious diseases and other health threats



Healthcare public health

Healthcare public health involves using our public health expertise and influence in the Integrated Care System (ICS) to improve access to and outcomes from health and care services. We can't achieve our aims alone, so it's critical that we work as a system to improve health and wellbeing outcomes amongst our population by engaging system leaders and workforce. By taking this system-wide approach, we can make sure that public health interventions reach those most in need.

Our work programmes in this area include:

- **Joint Strategic Needs Assessment:** Working with the Health and Wellbeing Boards to identify key issues and using this insight to develop their Joint Health and Wellbeing Strategies
- **Improving data to evidence action:** Using data to understand population health needs and predicting the needs of the future
- **Health inequalities:** Working across the system to address avoidable differences in people's health between specific population groups
- **System strategy development:** Working with partners to implement the new strategy for the Integrated Care Partnership, linking with wider system plans and strategies



Healthy places

The places in which we live, work and play have significant impact on our health and wellbeing. We should all have access to good housing, contact with nature, and be able to choose active and sustainable ways to travel. By enhancing the quality of built and natural environments and reducing inequalities we can create healthy places which support the wellbeing of people in the BCP and Dorset Council areas.

Our work programmes in this area include:

- **Built environment and local plans:** Engaging with the councils' local plan processes to ensure new development promotes health and wellbeing and uses opportunities to reduce health inequalities
- **Evidence-based policy development:** Using public health expertise to inform and develop local authority policy to improve our communities and the wider environment, in areas like active travel and climate change



Measuring our success









We have developed a set of metrics to measure progress on our priority work, to help ensure we stay on track and meet our objectives. The dashboard is shared with the Joint Public Health Board.



Progress Measures Report

Date : 4/28/2023



» Name	Assigned to	Status	Progress	Trend
System Strategy Development	 Sam Crowe	On track		
> Drugs and Alcohol	 Nicky Cleave	On track		
> Healthy Child Programme	 Joanne Wilson	On track		
> Mental Health	 Vicki Fearn	On track		
Health Inequalities	 Paul Iggulden	On track		
> Improving Data to Evidence Action	 Jane Horne	Behind		
Health protection assurance	 Rachel Partridge	Behind		
> Healthy Lifestyle Support	 Sophia Callaghan	On track		



Engaging our partners

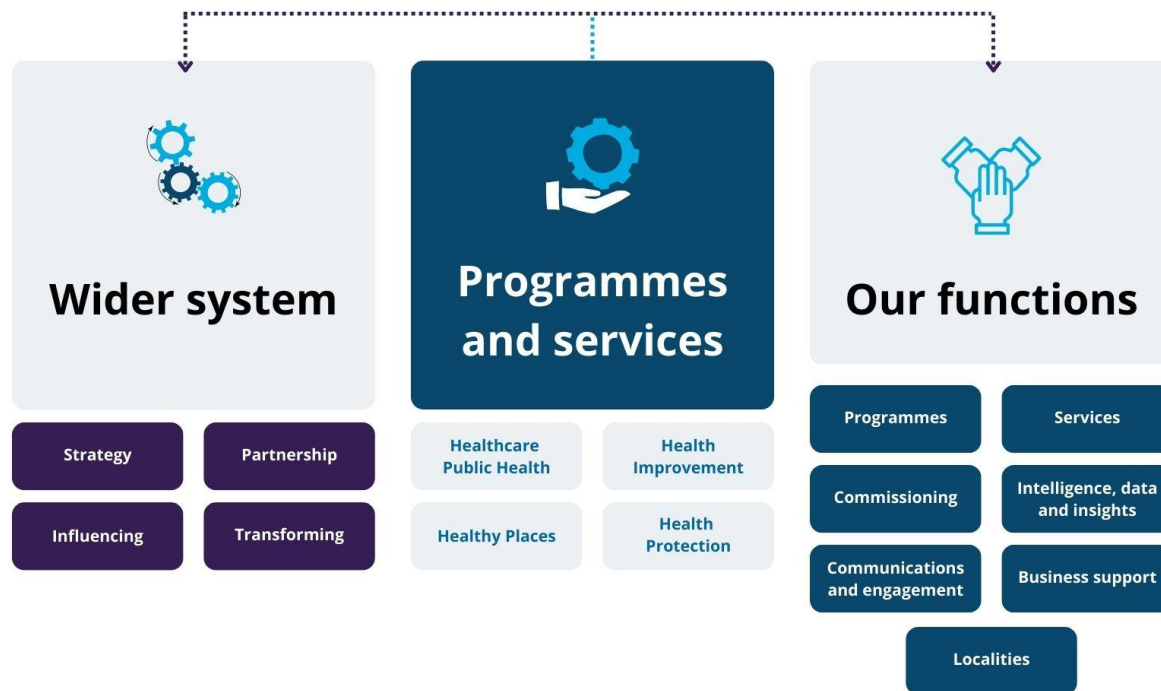
Our partners have different levels of interest and influence over our work. This will impact how we engage with them to help us achieve our shared aims.

Taking leadership	Ambassadors for our work	Shaping our programmes	Targeting our work
<ul style="list-style-type: none">• Lead councillors• Health and Wellbeing Board Chairs• Chief Executives• ICP leaders	<ul style="list-style-type: none">• Councillors• Voluntary sector• ICS leads• Local MPs• Integrated Care Board	<ul style="list-style-type: none">• Local Pharmaceutical Committee• Local Medical Committee• Public• Service users• Public health team• Regional partners	<ul style="list-style-type: none">• Contracts• Providers• Council colleagues• Education settings• Community groups (e.g. Trusted Voices)



How we work

The Public Health team works across a range of functions to deliver our aims:



Wider system – developing strategies and working with partners to influence and transform how we work towards better health and wellbeing

Programmes – planning and delivering our public health programmes working with our partners and communities

Services – delivering high quality public health services for our customers, evolving our offer based on their input and feedback

Commissioning – contracting services to professionals who understand our needs and those of our customers, to deliver effective services on our behalf

Localities – engaging with primary care networks, local organisations and communities to champion and deliver on our priorities

Intelligence, data and insights – using technology, data and latest methods to understand our population needs and target our work where it's most needed

Communications and engagement – collaborating with our partners, colleagues and customers to keep people informed and support delivery of our programmes

Business support – ensuring our team is efficient, organised and working within our means, with clear processes, strategies and systems



Our values

These values guide the way we work together as a team to achieve our goals:

- We **support** and **respect** each other
- We understand and work towards our **shared goals**
- We continue to **learn** and **develop**
- We are **inclusive** and **equitable**
- We are **agile** and **flexible**
- We **communicate openly** and **clearly**



More information

 publichealth-enquiries@dorsetcouncil.gov.uk

 publichealthdorset.org.uk

 [@healthydorset](https://twitter.com/healthydorset)

 [@healthydorsetuk](https://www.instagram.com/healthydorsetuk)

 [Public Health Dorset](https://www.facebook.com/PublicHealthDorset)

