

Business Plan

2024-25



Public Health Dorset

Part of BCP and Dorset Councils



Introduction

Welcome to our annual business plan for public health for 2024-25. Each year we update the plan to reflect changing priorities for our team, and how we support both councils in delivering their statutory duty to improve health and reduce inequalities among residents. This year, the context of how public health will be provided in future is changing. This will be the final year of a shared service following the decision to separate into two public health functions, one per council.

Alongside delivery of services, the plan for this year reflects the need to use some of our capacity to understand how best to provide public health services under each council. This is likely to include work on our health behaviour change provider LiveWell Dorset, and our major contracts for essential and mandated public health services like health visiting, school nursing and sexual health.

Through this year of change, we also have national expectations around increasing the number of people quitting smoking and our continued work in the Dorset Council area on increasing numbers of people engaged in treatment for drug and alcohol services. Our longer-term public health priorities remain largely unchanged, and we will be engaging with both councils about how best to provide continued excellence in service and influence our system partners to embed prevention and reduce inequalities in health.

Sam Crowe, Director of Public Health



Our vision is for...

Dorset to be a county of vibrant, connected communities that prioritises 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



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 currently carries out [public health responsibilities](#) as a shared service for Dorset Council and Bournemouth, Christchurch and Poole Council. Our work is funded by a ring-fenced national grant.
- The councils are currently reviewing how public health is delivered in future, and BCP Council's Cabinet has decided to separate the shared service by 1 April 2025.
- This business plan sets out the public health programmes we will prioritise this year, whilst recognising we will also be working with our council partners to ensure continuity of services and a smooth transition to two separate public health services.



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 younger people 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 and 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.



Our work in Public Health



Our aims

Protecting and improving health

- 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

Addressing health inequalities

- 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 work programmes

- We have refined our work programmes to be clear on what we will deliver over the coming year
- These work programmes fall into four categories:
 - **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
 - **Healthy places:** Ensuring our built and natural environments support our population to live healthy lifestyles
 - **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



Work programme overview

- National mandated themes
- Our delivery programmes
- Functions supporting all programmes

- The diagram sets out our delivery programmes, under nationally mandated themes, as well as the support services that together make up our work programme for this year
- The next slides set out the objectives and activity specified in each delivery programme and are in order of priority to help manage capacity and resource
- Our support functions provide input and resource across all delivery programmes

Health Improvement		Health Protection	Healthy Places	Healthcare Public Health
Smoking Cessation	Children & Young People	Health Protection	Healthy Places	JSNA & IDEA (Joint Strategic Needs Assessment & Improving Data to Evidence Action)
Drugs & Alcohol (DC only)	Health Checks			System & Place Advice & Guidance (Mental Health, Health Inequalities, MOU)
LiveWell Dorset	Sexual Health			
Localities				
Community Health Improvement Services (CHIS)				
Intelligence				
Communications				
Business Support				



1. Smoking cessation

Objectives:

- Delivering a smokefree generation across the area by 2030
- Ensuring effective smoking cessation services are available to support people to stop smoking

Activity in the programme includes:

- Delivering smoking cessation services through LiveWell Dorset and in the community through GPs and pharmacies
- Delivering national expectations of the Smokefree Generation investment and Swap 2 Stop programme
- Commissioning of Treating Tobacco Dependency services in the NHS on behalf of Dorset Integrated Care System



2. Children and young people

Objectives:

- Promoting healthy behaviours for children and young people and their families with a focus on parental smoking, healthy weight, emotional health and wellbeing and delivery of the healthy children programme

Activity in the programme includes:

- Contract managing the Children and Young People Public Health Service
- Providing public health leadership to wider system work related to children and young people, including Family Hubs, SEND improvement and Best Start in Life



3. Drugs and alcohol (Dorset Council only)

Objectives:

- Reducing harms caused by drugs and alcohol
- Delivering a world-class treatment and recovery system

Activity in the programme includes:

- Contributing to the delivery of national priorities within the National Drug Strategy for treatment, including increasing treatment places and reducing drug and alcohol-related deaths
- Supporting the Combating Drugs Partnership Board and chairing the Treating and Recovery Group
- Managing core contracts, including REACH and pharmacies, and grants



4. Health Checks

Objectives:

- Developing and overseeing the delivery model for NHS Health Checks
- Improving access to and uptake of universal and targeted offers, particularly amongst target population
- Identifying those at risk of cardiovascular disease to improve outcomes

Activity in the programme includes:

- Commissioning and contract managing universal NHS Health Checks delivered by general practice and pharmacy, inviting 10% of the eligible population and achieving 50% uptake
- Delivering targeted community NHS Health checks by LiveWell Dorset



5. LiveWell Dorset

Objectives:

- Delivering integrated health improvement services which support individuals to sustain healthy lifestyle changes
- Supporting other organisations to promote and deliver healthy lifestyles support

Activity in the programme includes:

- A healthy lifestyle behaviour change service for individuals, supporting people to become more active, maintain a healthy weight, stop smoking and drink less alcohol
- Local implementation of national Smokefree and Swap 2 Stop programmes
- Development and capacity building support for organisations
- Targeted NHS Health Checks



6. JSNA & IDEA

This incorporates two areas: **Joint Strategic Needs Assessment and Improving Data to Evidence Action**

Objectives:

IDEA

- Aligning and improve the data and insight tools that the system draws upon and supporting a culture of using information to make decisions

JSNA

- Delivering clear narratives about the health and wellbeing of our populations and connecting people to insights and intelligence

Activity in the programme includes:

- Contributing to the development of system data and insight tools
- Coordinating the Joint Strategic Needs Assessment process
- Initiating the next Pharmaceutical Needs Assessment update, to be published by October 2025



7. Sexual health

Objectives:

- Commissioning sexual health and contraception services to test and treat sexually transmitted infections, reduce teenage pregnancy, provide targeted outreach and promote good sexual health practice for the population of Dorset
- Commissioning an HIV prevention programme

Activity in the programme includes:

- Delivering a fully integrated Sexual and Reproductive and HIV prevention service as a whole system approach
- Promoting and improving good sexual health through embedding quality evidence-based practice and approaches to behaviour change across service areas
- Providing responsive and timely outreach services to meet the needs of vulnerable groups



8. Health protection

Objectives:

- Commissioning sexual health and contraception services to test and treat sexually transmitted infections, reduce teenage pregnancy, provide targeted outreach and promote good sexual health practice for the population of Dorset
- Commissioning an HIV prevention programme

Activity in the programme includes:

- Delivering a fully integrated Sexual and Reproductive and HIV prevention service as a whole system approach
- Promoting and improving good sexual health through embedding quality evidence-based practice and approaches to behaviour change across service areas
- Providing responsive and timely outreach services to meet the needs of vulnerable groups



9. Healthy places

Objectives:

- Commissioning sexual health and contraception services to test and treat sexually transmitted infections, reduce teenage pregnancy, provide targeted outreach and promote good sexual health practice for the population of Dorset
- Commissioning an HIV prevention programme

Activity in the programme includes:

- Delivering a fully integrated Sexual and Reproductive and HIV prevention service as a whole system approach
- Promoting and improving good sexual health through embedding quality evidence-based practice and approaches to behaviour change across service areas
- Providing responsive and timely outreach services to meet the needs of vulnerable groups



10. System and place advice and guidance

We have brought together the activities where we provide advice and guidance at a system or place level into a single programme.

Health inequalities

Objectives:

- Providing support to the ICS health inequalities programme
- Supporting Health and Wellbeing Boards to develop and implement their strategies and health inequalities action plans
- Increasing health inequalities expertise in the PHD team

Mental health

Objectives:

- Understanding need and promoting evidence-based practice to reduce mental health morbidity and inequalities in mental health
- Preventing the development and escalation of mental distress and the risk of suicide at a population level

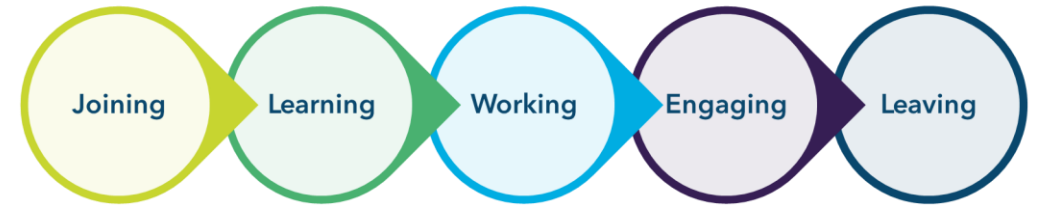
Memorandum of understanding

Objectives:

- Defining and agreeing our work with system partners, especially ICB, for 24/25
- Providing clarity on how our work programme supports the Joint Forward Plan 5 pillars
- Signing a Memorandum of Understanding (MOU) which is effective, with partners following the framework



People Plan



To support our team, last year we developed a People Plan which sets out how we attract, engage and develop our workforce. This included engagement with the team and an annual survey which will provide a baseline measure of progress. The People Plan includes an action plan to drive forward improvements, as well as a training plan and a wellbeing plan. We will review and refresh this during the coming year, whilst reflecting that we are in a transition period.

The People Plan shows how we:

- Set out our desired values, behaviour and culture
- Attract and retain the right people in the right roles with the right skills
- Engage, motivate and develop our people
- Enable long term planning matching resources to need
- Respond to future needs by remaining flexible and agile
- Support leadership development and succession planning



More information

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