



Public Health  
England

# Introduction to health improvement

PHE Yorkshire & Humber

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# What is health improvement?

Work to improve the health and wellbeing of *individuals* and *communities*

## Individuals

- Behaviour change services
- Health visitors and school nurses
- Education and training
- Sexual health services
- Condom distribution schemes
- Social marketing campaigns
- Legislation

## Communities

- Improving green space
- Education and employment
- Smokefree play parks
- Social connections
- Transport and planning
- Social marketing campaigns
- Legislation



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# QUITTING SMOKING IS EASIER WITH THE RIGHT SUPPORT

Search Stoptober and get your free Personal Quit Plan.

**STOP TOBER**

BECAUSE THERE'S ONLY **ONE YOU**

# IT SOON ADDS UP

TUESDAY  
WEDNESDAY  
THURSDAY  
FRIDAY  
SATURDAY

# Shake up your summer

10 minute shake up  
from Change4Life with Disney

Keep the kids busy this summer with 10 Minute Shake Up games from Change4Life with Disney. Search Change4Life

# ARE CALORIES CREEPING UP ON YOU?

BECAUSE THERE'S ONLY **ONE YOU**



# What organisations do health improvement?

- Public Health England
- Local authorities
- NHS organisations
- National charities
- Local charities
- Schools
- Care homes
- Colleges
- Universities
- Private sector businesses
- Prisons
- Shops
- Housing associations
- Sports clubs



## Your turn...

- Which organisation(s) do you think make the biggest difference to somebody's health?
- Which activities do you think make the biggest difference to somebody's health?



# Partnerships

- Health improvement is rarely in the gift of any one organisation
- Partnership working across a system is essential
- Members of the community you are working with should be involved in developing interventions

## Understanding systems



A bicycle is a system made up of **many separate parts**



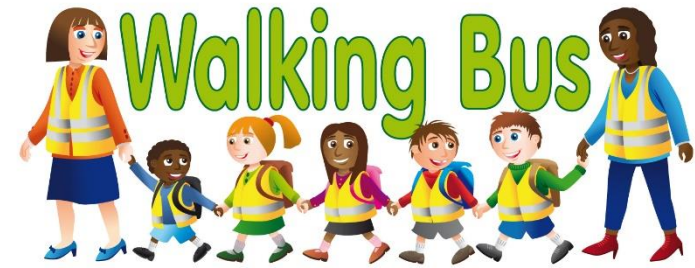
**No single part** operates the system **alone**



The bicycle can only be ridden when **all parts work together**

The function of the system is different from **the sum of the parts**





# Childhood obesity

New research has shown that more than one in four takeaways is within 5 minutes walk of a school - an increase of 67% in the last eight years.



### Packed Lunches

**Packed Lunches SHOULD include:**

- ✓ A sandwich or equivalent e.g. wrap, rice, salad, pasta salad etc.
- ✓ A drink of water, milk or pure fruit juice
- ✓ A portion of fruit
- ✓ A portion of vegetables
- ✓ Dairy e.g. yoghurt or cheese

**It SHOULD NOT include:**

- x Jam or chocolate spread sandwiches
- x Fizzy drinks or cordial
- x Bars of chocolate
- x Crisps more than once





## Your turn...

- Which organisation(s) do you think make the biggest difference to somebody's health?
- Which activities do you think make the biggest difference to somebody's health?



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# Legislation



No alcohol will be served to anyone under 18 years of age. Proof of age may be required





# What roles are there in health improvement?

- Local authority
  - Public health team – assessing need, developing strategy, planning and commissioning services
  - Public health intelligence – analysing and interpreting data relating to health improvement
  - Other local authority teams – sports development, social care, environmental health, trading standards, licencing, parks, family services
- Health services
- Marketing
- Individual support services



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# In depth: tobacco control



Smoking is the single largest cause of preventable ill health and premature death



It is responsible for



of all deaths in people aged 35+

The annual cost of smoking to society in England is estimated to be

**£11bn**

Of this, direct costs to the NHS are estimated at

**£2.6bn**



and costs to social care at

**£760m**





# What roles are there in tobacco control?



## **Stop smoking advisor**

- Stop smoking service
- GP or dental practice
- Pharmacy
- Hospital

## **Stop Smoking Midwife**





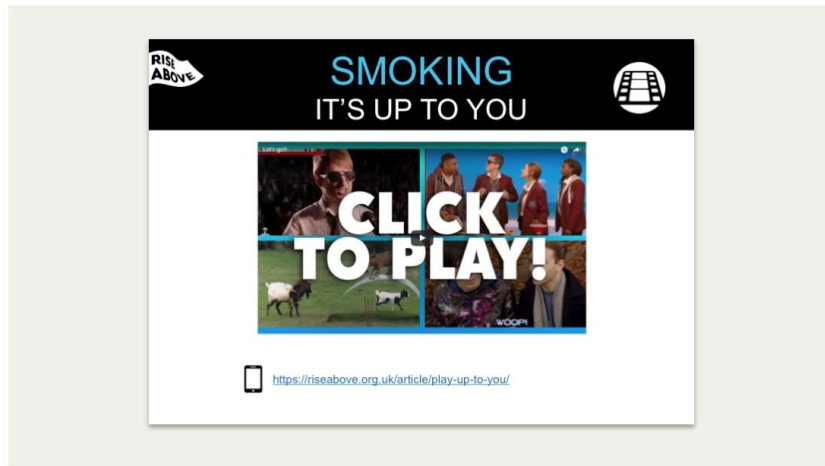
# What roles are there in tobacco control?

- **Youth worker**
- **School teacher/teaching assistant**

Changing social norms to prevent young people starting smoking

## Smoking lesson plan pack

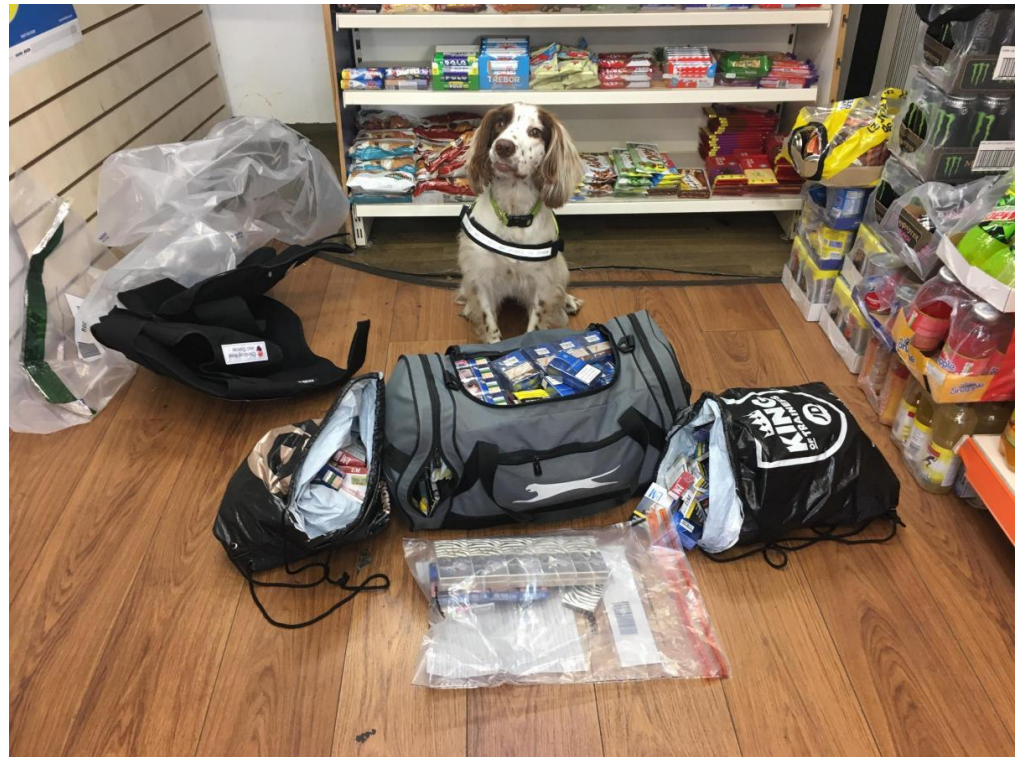
Explore with your class the reasons why young people should choose not to smoke and how to resist peer pressure





# What roles are there in tobacco control?

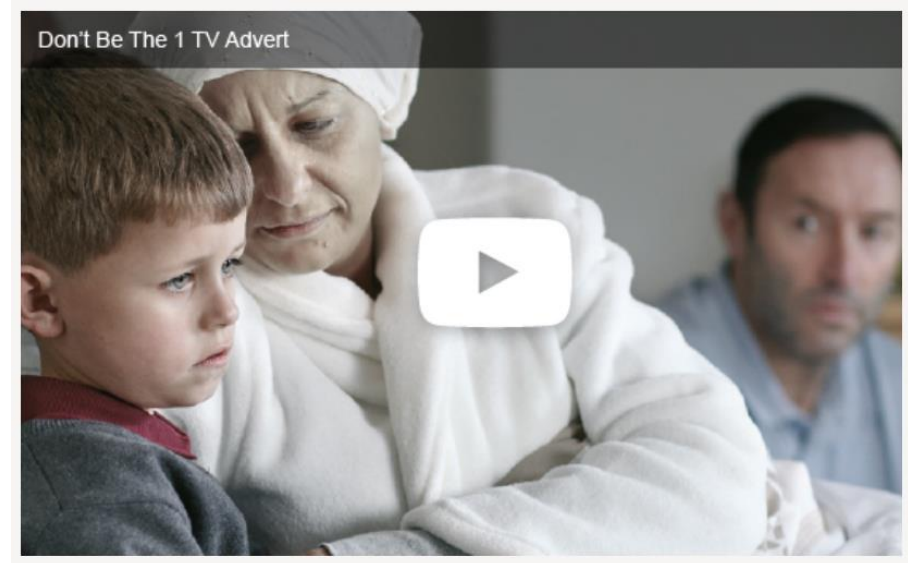
- **Trading standards officer**
- **Sniffer dog handler**





# What roles are there in tobacco control?

- **Social marketing**





# What roles are there in tobacco control?

## Employer

- Smokefree policy
- Staff enabled to receive support during working hours
- On site stop smoking advice







# What roles are there in tobacco control?

## Public health specialist

- Assessing need
- Consultation
- Developing strategy and planning interventions
- Commissioning services
- Performance management



### Monitor

Monitor tobacco use and prevention policies



### Protect

Protect people from tobacco smoke



### Offer

Offer help to quit



### Warn

Warn about the dangers tobacco



### Enforce

Enforce bans on tobacco advertising, promotion and sponsorship



### Raise

Raise taxes on tobacco



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# Public Mental Health





## Why? The case for action:

**1 in 10** children experience a mental health problem

**1 in 5** adults has considered taking their life at one point

Good mental health is a vital asset for **dealing with** the different **stresses** (physical and mental) and problems in life

**1 in 6** adults have had a common mental health problem in the last week

**9 in 10** people with mental health problems experience stigma and discrimination

Good mental health is associated with better **physical health, increased productivity** in education and at work and **better relationships** at home and in our community



# Risk factors for mental health problems

- **Traumatic and stressful life events**
  - Cumulative effect, eg adverse childhood experiences
- **Social isolation and loneliness**
  - Not just an issue for those in later life
- **Discrimination and inequality**
  - Direct experience and indirect factors
- **Poverty, unemployment and housing insecurity**
  - Common mental health problems more than twice as high among those who are homeless



# Protective factors for mental wellbeing

- Individual resilience
- Control and security – financial, housing
- Meaningful activity
- Participation and social networks
- Respect for diversity



# Public mental health

Consider **How**  
to support  
mental health  
across:

## Whole population approaches

- strengthening individuals  
eg mental health literacy
- strengthening communities  
and healthy places eg  
housing, social networks
- addressing wider  
determinants eg mentally  
healthy policy

## Life course approaches

- family, children and young  
people
- working age
- older people

## Targeted prevention approaches

- groups facing higher risk  
eg criminal justice
- individuals with signs and  
symptoms eg suicidal  
behaviour
- people with mental health  
problems eg recovery



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# Your turn

What could you do to help promote positive mental health and wellbeing?



## Some ideas



**time to change**

let's end mental health discrimination

