

West Midlands Local Scheme

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Outline

- West Midlands scheme-when, why, how many, what type, how we've done, how they've done, what we're doing, what we're going to do, what employers, registrants, applicants think etc
- Firstly some local history to set the scene

Lessons from History

- Radio 4 recently had piece on what defines a 'Brummie'
- Victorian city fathers recognised the virtue of a clean and reliable water supply
- Joseph Chamberlain forced through legislation and compulsorily purchased Birmingham Waterworks Company for over £94 million
- This was fantastically courageous –conflicting science, vested interests, fierce political opposition, personal, professional and financial risk

Lessons from History

- “We have not the slightest intention of making profit...We shall get on perfectly in the comfort of the town and the health of the inhabitants”
- Didn't stop there 'discovered' Flan Valley and massive civil engineering project to provide pipe clarity
- Eight years of work, 1000 men, a small town and a new railway



Lessons from History

- James Mansergh reported on facilities to the 1901 International Engineering Congress
- Clear political and moral principles at work:
 - commitment to do good, improve the conditions of the poorest, willingness to take personal and professional risks, commitment to collective responsibility and benefits, values above costs

Ignoring the Lessons

- Birmingham Waterworks empowered in 1826
 - for the purpose of providing a sufficient and constant supply of ***good and wholesome*** water for domestic, manufacturing and other purposes
- Water Undertakers privatised in the 1990s
- Underpinning moral and political principles?
- Section 2 Water Industry Act 1991:
 - to further the consumer objective;
 - to secure that companies.....are able (in particular, by securing reasonable returns on their capital) to finance the proper carrying out of those functions

Ignoring the Lessons

- General duties of water undertakers are defined in s37
 - to develop and maintain an efficient and economical system of water supply
 - to provide supplies of water to premises.....; and
 - to maintain, improve and extend.....water mains and other pipes

Ignoring the Lessons

- Led to major increase in investment funded by huge increases in bills and redundancies
- Sections 60-63 gave undertakers the power to disconnect properties for non-payment of bills
- Massive increase in disconnections
- Can't pay or won't pay?
- Section 68 requires undertakers to supply wholesome water

Ignoring the Lessons

- The underlying political and moral principles appear to be ***firstly*** generate and protect profits, ***secondly*** transfer collective responsibility to personal and ***thirdly*** to provide safe drinking water
- How come it took us about the same time to make disconnection illegal in the 20th Century as it took the Victorians to develop Elan Valley and deliver safe water to all?

Ignoring the Lessons

- Did we not forget the lessons of history?
- Did we not fail the poor and blame them?
- Was the economic regulatory model used stacked in favour of initial share prices and continuing returns rather than public health
- Drinking water the new 'capitalism in a glass'?
- Are we now in danger of doing the same with the nation's health?

Lunarticks?

- The Lunar Society was a small group of pioneering intellectuals and philanthropists established in Birmingham in 1765
- Massively productive engine room of ideas and a crucial link between the 18th century Enlightenment and the 19th century's increasing embrace of industrial technology
- Some brilliant ideas and some mad ones

Brilliant Lunarticks?

- Erasmus Darwin studied both classics and mathematics at Cambridge
- A medical doctor he dabbled in chemistry, botany, pest control, worked with Wedgwood promoting the benefits of canals, and lobbied for the education of women
- He also developed a mechanical bird which couldn't fly and tried to cure a child's squint by fitting him with a giant false nose

Relevance

- Chamberlain and the Lunarticks had an explicit moral purpose
- Understood the power of local politics
- Public Health IS engineering, science, planning, medicine, morality, social care, education, entertainment, collectivism, value as well as cost, evidence based not bound, absolutely dependent on the quality of each link in the chain

Relevance

- Valued and recognised the status of workers
- They recognised that each had a vital role but that public health requires a clear executive mandate
- Knew how to use evidence effectively
- Took personal and professional risks
- But they did have the security and protection of political power/patronage, personal wealth, and the confidence of their class

Relevance

- Understood the power of local politics
 - Critical in the new world of public health
 - Registration provides objective confidence
- Everybody has a role
 - Public Health mandate of everybody's responsibility
- Multi-agency public health
 - Absolutely fundamental to registration
 - Several masterclasses

Examples of practitioners on West Midlands' Scheme

- Health Trainer Service Manager
- Stop Smoking Outreach Worker
- Teenage Pregnancy Lead
- Healthy Weight Coordinator
- Health Inequalities Coordinator
- Public Health Clinical Evidence Reviewer
- Children's Physical Activity Development Worker
- Early Years Food & Nutrition Adviser
- Walking & Cycling for Health Development Worker
- Infant Feeding Coordinator
- Public Health Information Analyst
- Alcohol Practitioner
- Health Improvement Coordinator
- Health Advisor / Cardiac Rehab Phase 1V Instructor / Pulmonary Maintenance Instructor
- Oral Health Improvement Officer
- Obesity Coordinator
.....etc etc

Relevance

- Know how to use the evidence
 - One of the principles of registration and one of our masterclasses
- Personal and professional risks
 - Registration provides protection for the public, professions and professionals
- Valued and recognised status
 - Registration is a formal and objective quality mark

Relevance

- The security and protection of political power/patronage, personal wealth, and the confidence of their class
 - Registration provides confidence and guarantees personal wealth!!
 - Well at the very least in a moral and professional sense

West Midlands Update

- One of the first four local schemes established
- Cohort 1: Jan 2011, 73 applicants joined
- Cohort 2: Jan 2012, 69 applicants joined
- Cohort 3: Oct 2012, 30 applicants joined
- Cohort 4: Sept 2013, 18 applicants joined
- Cohort 5: Mar 2014, 30 applicants joined
- 36 on register to date
- Piloting CPD

West Midlands Update

- Supports applicants through induction day (next one 29th April), learning sets, masterclasses, monthly reviews, individual briefings, matching applicants with assessors, active updating
- Support the training of local assessors through leading quarterly meetings of the Assessors Learning Network
- Provide guidance to individual practitioners on preparation for registration

Date	Masterclass Topic
14 th Jan	NEW Planning for Healthy Communities (inc. wider determinants, update on policy and structure, what achieves healthier communities & how do we get the process right)
28 th Jan	NEW Injury prevention (inc. road safety, home safety / water safety / occupational safety etc)
26 th Feb	Design, implementation & evaluation of health promotion interventions (includes determinants of health & health inequalities)
12 th Mar	NEW Commissioning & Public Health – a practical guide
26 th Mar	Recognising & proactively addressing legal & ethical issues Policy & strategy development & assessment
7 th Apr	Health promotion & disease prevention – theories & models of behaviour change
TBC 30 th Apr	Health Economics & Economic Evaluation - assessing evidence of effectiveness
TBC 13 th May	Data: understanding & uses (basic statistics, epidemiology terms & concepts, population sampling, measures of odds & ratios etc)
21 st May	Leadership & collaborative working to improve population health & wellbeing – engaging communities, engaging health professionals
3 rd Jun	Introduction to Mental Wellbeing & Public Mental Health
18 th Jun	Climate change, planning & health, sustainability
2 nd Jul	Presentation Skills
TBC 3 rd Sept	People Centred Public Health
TBC 15 th Sept	Beyond critical appraisal of research & evidence
1 st Oct	NEW The impact of Genomics on Public Health