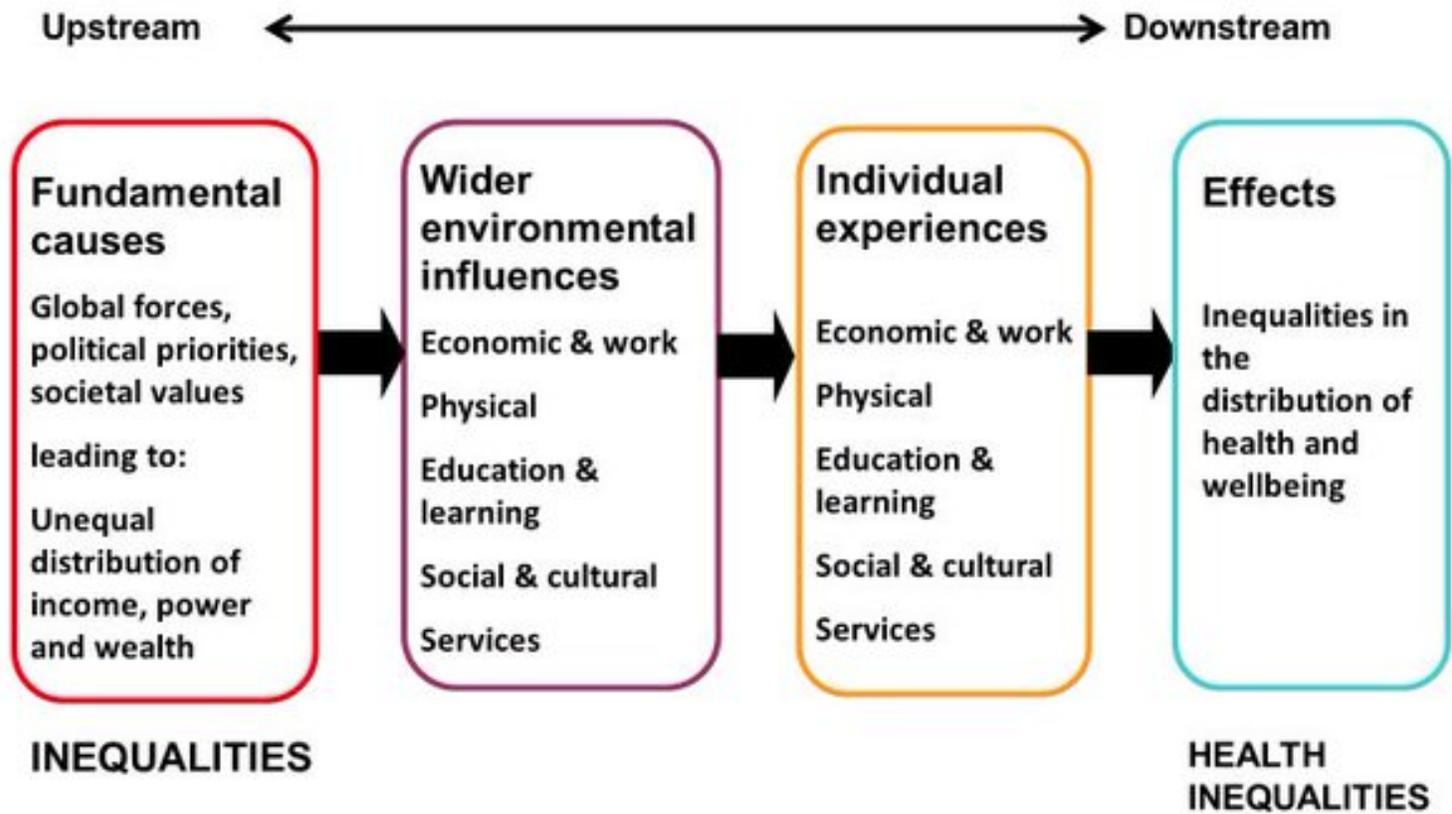


What is innovation in Public Health terms? What innovation would help improve the public's health?

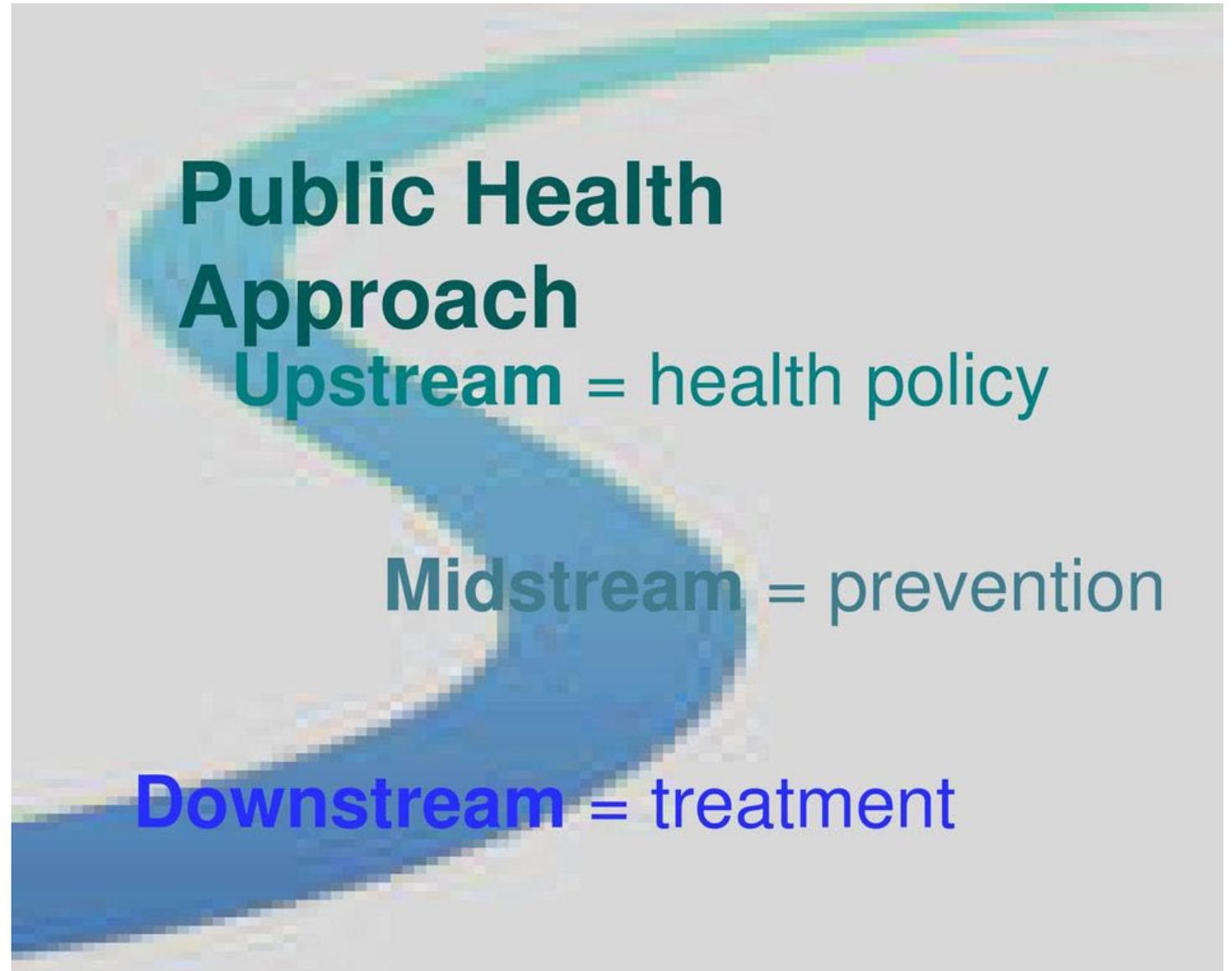
David Kidney, Chief Executive, UK Public Health Register
Innovative Healthcare Working Group 26 February 2020

Health inequalities: theory of causation



Going upstream

The main influences on health across a lifetime are not health service based.





A public
health
workforce

Defining what they do:

“the art and science of preventing disease, prolonging life and promoting health through the organized efforts of society”

(Sir Donald Acheson, 1988)

The three domains of Public Health





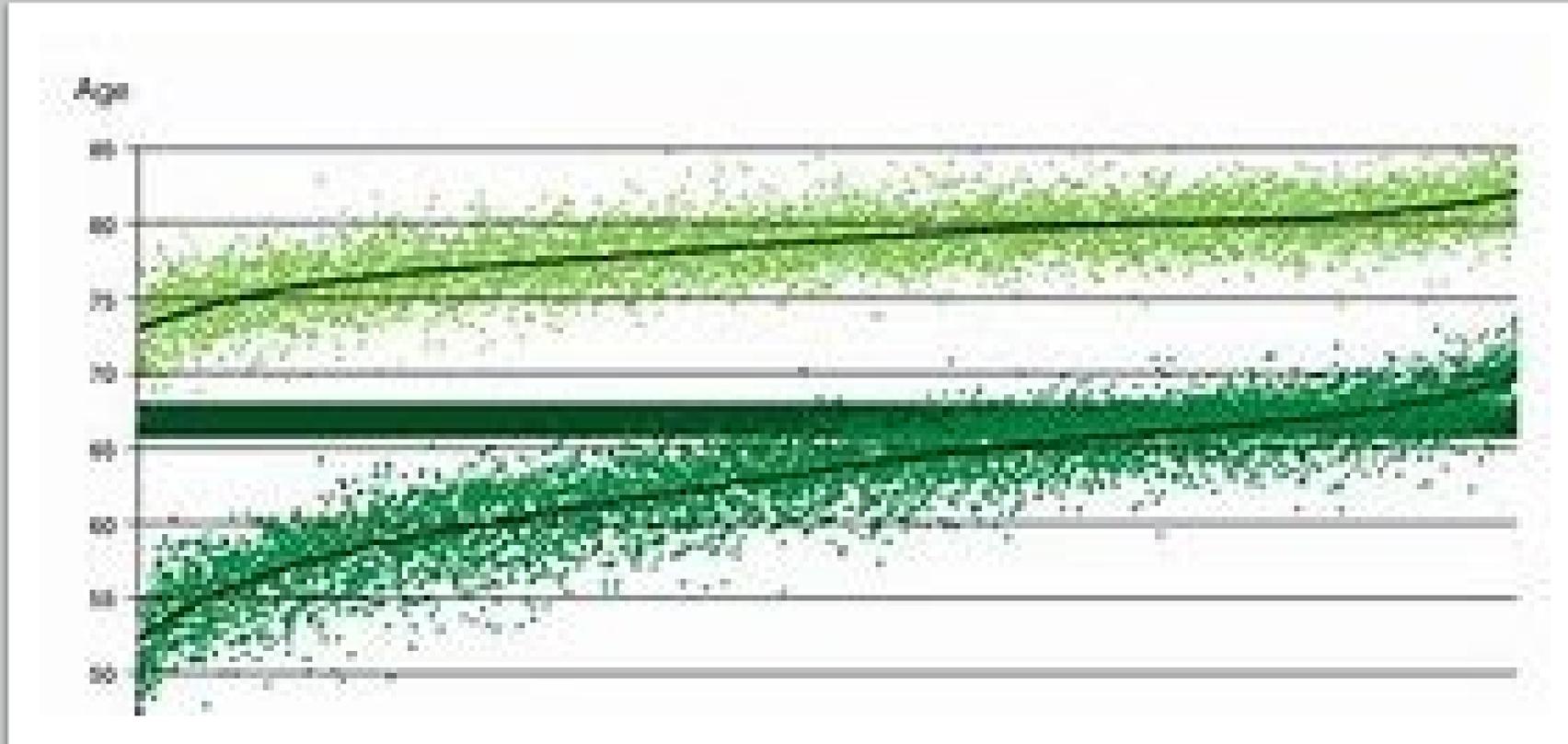
Fair Society, Healthy Lives

The Marmot Review
Executive Summary



Strategic Review of Health Inequalities
in England post-2010

<http://www.instituteofhealthequity.org/projects/fair-society-healthy-lives-the-marmot-review> (2010)



Professor Sir Michael Marmot

Marmot has become synonymous with evidencing the “health gap”

What is proportionate universalism?

Proportionate universalism is the resourcing and delivering of universal services at a scale and intensity proportionate to the degree of need. Services are therefore universally available, not only for the most disadvantaged, and are able to respond to the level of presenting need.

Approaches to addressing health inequalities have fallen into three broad categories:²

1. A focus on improving the health of the most disadvantaged groups.
2. A focus on reducing the gap between the best and the worst off.
3. A focus on reducing the entire social gradient.

Proportionate universalism has been described as a hybrid approach which combines the first and third approaches above.³

The principles of proportionate universalism are already in existence. For example, the NHS Scotland Resource Allocation Committee (NRAC) formula for NHS funding seeks to weight funding towards territorial Health Boards with greater need (based on rurality, deprivation and the age profile of the population). This principle could be extended to the funding of other services. An alternative definition of progressive universalism is often used in relation to children's services.

'Progressive universalism – a universal service that is systematically planned and delivered to give a continuum of support according to need at neighbourhood and individual level in order to achieve greater equity of outcomes for all children'.⁴

Proportionate universalism is the resourcing and delivering of universal services at a scale and intensity proportionate to the degree of need.

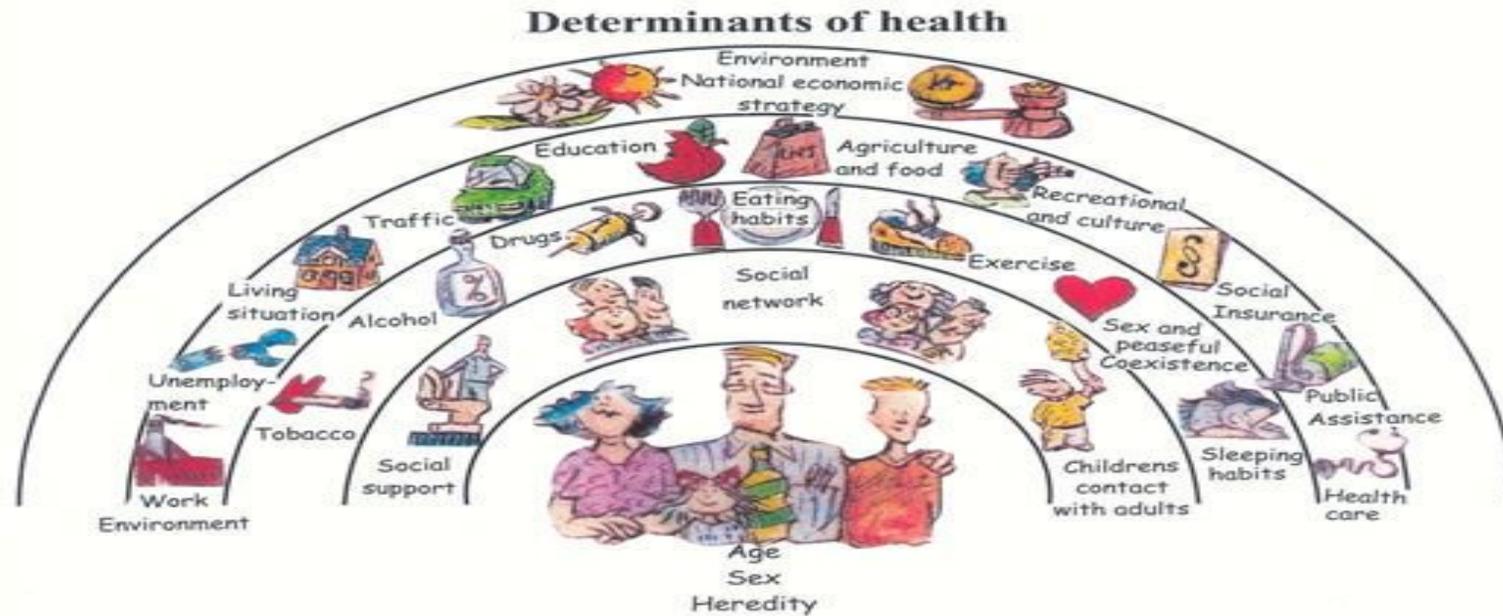
Lifestyle drift

“The tendency for policy to start off recognizing the need for action on upstream social determinants of health inequalities only to drift downstream to focus largely on individual lifestyle factors”.

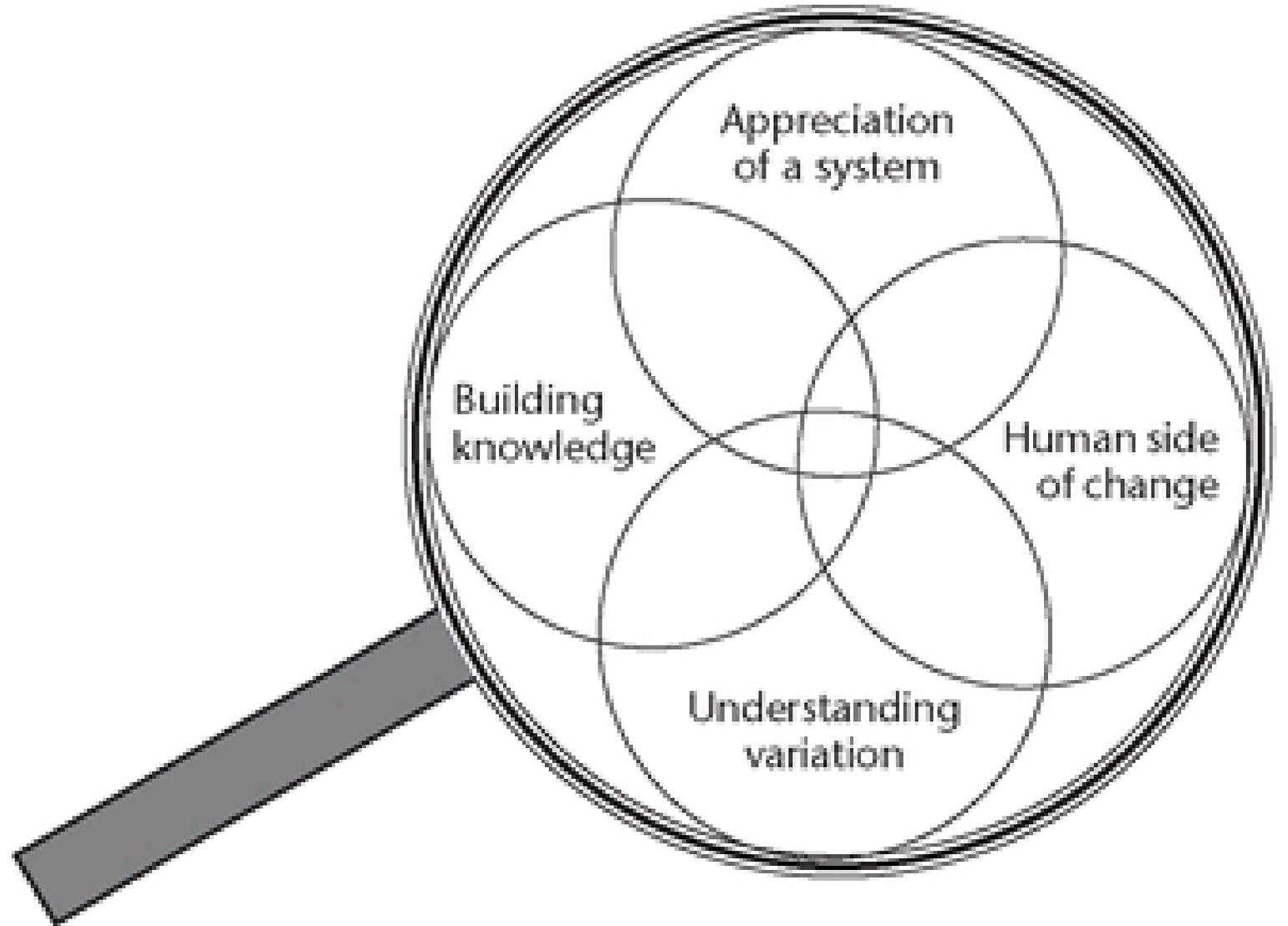
<https://academic.oup.com/jpubhealth/article/32/2/148/1610540/Injustice-is-killing-people-on-a-large-scale-but>

Dahlgren and Whitehead's model of social determinants of health (updated)

Engage Across Boundaries



Edwards Deming's lens of profound knowledge



<http://ihub.scot/2020-framework-for-quality-efficiency-and-value/improve/deming-s-system-of-profound-knowledge/>

Four waves of public health practice

- 1) Great public works and other developments in response to the Industrial Revolution
- 2) Emergence of medicine as science
- 3) Re-design of our social institutions during the 20th Century, giving birth to the welfare state
- 4) Efforts to combat disease risk factors and the emergence of systems thinking

A fifth wave

Integrating the **true** (science), the **good** (ethics) and the **beautiful** (aesthetics) to:

- 1) Maximise the value of health and incentives for healthy behaviour
- 2) Promote healthy choices as default; and
- 3) Minimise factors that create cultures and environments which promote unhealthy behaviour.

Example Weigh2GO Overview

Background

- ▶ **W2G established since April 2016** - concept initially trialled in the council and was successful.
- ▶ Based on **Bandura's 'self-regulation theory'** - monitoring oneself against goals to reinforce behaviour.
- ▶ **Evidence based** – can be effective in prevention of weight gain and weight loss maintenance.

Local prevalence

- ▶ **>2/3 of adults (>70%)** are overweight or obese in Sandwell, worse than England average.
- ▶ These people have an increased risk of chronic health conditions such as **type 2 diabetes, heart disease, stroke** and some **cancers**.
- ▶ Many people eligible for weight loss services **don't access a conventional weight loss programme**.

Weigh2GO (W2G): Public Health are...

- **Inviting organisations/services** to partner with Sandwell council.
- **Working** with partners to roll out the **new version** 'app' to users.
- Currently **working in partnership** with a range of organisations/services across the borough (engaged >700 users so far).
- Working to **reach all** who are eligible incl. BAME groups, men, new mums, vulnerable groups.
- Continuing to **monitor** and **evaluate** effectiveness.
- Learning that a **community-led weight management approach works!** - its 'convenient', 'easy to access' and 'removes barriers'.

W2G programme How does it work?

- It's a **free self-directed** weight management programme available through an online 'app' using smart scales.
- Designed for individuals who wish to regularly monitor their weight in order to **maintain or lose weight**.
- Participants can join by downloading the **Activ8rlives 'app'**, They will need a smart phone/device and must scan the QR code to join your group via the 'app'.
- **Weekly weigh ins** (using phone & 'app'). Weight data is **automatically synchronised** to the Activ8rlives dashboard, progress is trackable.
- **Weight loss support** is available via the 'app' One can set and work towards a realistic weight goal with support from a range of online weight loss plans.

*Local libraries have smart scales! Participant who have joined a group will have access to smart scales in *local libraries across the borough!*

I asked what “innovations” colleagues rated

- **Ban on smoking in enclosed public premises**
Ireland, then Scotland then whole UK
- **Creation of *Moving Healthcare Professionals Programme***
the first whole medical educational pathways approach to embedding brief advice on physical activity in England and internationally
- **Good Thinking in London**
a web platform has the latest NHS approved apps and people are signposted there or the web finds them through their search and sends click through ads

Innovations people rate (continued)

- Park Run <https://www.parkrun.org.uk/>
- Interventions to tackle inequalities
UK Prevention Research Partnership (research project)
- Comprehensive approach to tackling childhood obesity in Amsterdam (politician led)

I asked what innovations colleagues need

- Compulsory open sourcing of commercial retail information by local geography

Compulsory disclosure by all retailers into open source platforms to revolutionise our approach to understanding behaviour change in real time and truly see if what we are doing is having an impact

- Stopping inappropriate / unethical? 'innovation' e.g. whole-body screening, using apps for random screening
- Shift from biomedically based to ecologically based model of practice

Innovations people need (continued)

- Whole system approach to environment, farming and health
- Every child in the UK does the daily mile
- Legal Requirement for Health Impact Assessment for all legislation and policies (local and national)
- Molecular targets of interventions that extend the human health span and lifespan



What is population health?

For more information about public health practice (sometimes called population health)

The King's Fund has produced a neat, short animation:

<https://www.kingsfund.org.uk/audio-video/population-health-animation>

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