

West Kent

District Health Deal



The Future of Health at the Local Level

The West Kent Integration Board

July 2016

West Kent Districts Health Deal

1. Introduction

District and Borough Councils are in a unique position to help the County Council's Public Health team to deliver the health agenda. We are close enough to our communities to understand how they work and how best to reach and support them. We are also close enough to community groups, other commissioned services and a whole range of agencies to provide a co-ordinated community network to deliver health holistically. We have the health improvement, community development and project management skills necessary to bring about and monitor change and the communication tools to make sure that we reach our communities in appropriate ways. We work in close partnership with the County Council, the Clinical Commissioning Groups and Health & Wellbeing Boards.

District and Borough Councils have a range of statutory duties that are essential to health and wellbeing. Because of their work in areas such as Housing, Planning, Environmental Health, Leisure and Recreation, Community Safety, Licensing and Economic Development, they are able to bring to the table vital components of a local population health offer with measurable return on investment that demonstrates benefits to health. Details of all the current services delivered by this Council, how they address the wider determinants of health and link to key health themes outlined by Public Health are set out in the table at Appendix A.

The West Kent District and Borough Councils are able to go beyond their standard core services and offer enhancements and added value that can really address the wider determinants of health. Some examples of this work that is already taking place and which could be enhanced through the West Kent District Health Deal can be found in Section 3.

We believe that by using our statutory tools and powers together as one strategy, complemented by various health programmes we can start making real in roads into the health issues of the area. We would like to work as a full and equal partner with the County Council and CCGs in a seamless manner - pooling our tools and resources to make a real difference to the health of our residents.

There are many more examples of how the shared priority of County, District and CCG to improve the health and wellbeing of residents can be delivered going forward through a co-ordinated partnership agreement between Kent County Council, Sevenoaks District Council, and Tonbridge & Malling and Tunbridge Wells Borough Councils.

The District/Borough Offer

The recent Kings Fund report looks at the opportunities for District and County Councils, working together holistically, to deliver the public health agenda. It states *'District Councils are in a good position to influence many factors of good health through their key functions'*. It describes a *'radical upgrade in prevention'* which is also detailed within the NHS Five Year Forward View.

As set out in The King's Fund report, in West Kent we understand the opportunity for all of our services to be enhanced by County and District functions working in closer partnership to deliver:

The King's Fund - County and District shared priorities:

- Ensure our actions have a positive effect on public health;
- Ensure we are cost-effective and work together to demonstrate a positive return on investment;
- Take on a more enabling role in improving the health and wellbeing of our communities, and
- Deliver innovative services.

The West Kent Districts and Boroughs already have in place the community and partner infrastructure to influence others and work with communities, the voluntary sector and local GPs to impact positively on areas as identified in *The King's Fund Report* and *Public Health England's 'Healthy People, Healthy Places'* report:

PHE 'Healthy People, Healthy Places':

- Regulatory - Healthy Food, Alcohol Control and Infection Control;
- Active and Safe Travel;
- Good Jobs and Stay in Work;
- Warmer and Safer Homes;
- Access to Green Space and Leisure;
- Preventative Health and Wellbeing;
- Spatial Environment Planning.

In West Kent we can contribute to the overarching Public Health Outcomes Framework indicators as well as contributing to the wider health determinants and health improvement indicators set by Public Health England. Some of the key indicators that are currently under-performing for Kent compared to the England average that we can assist with relate to:

Public Health Outcome Framework Indicators:

- Emergency Admissions to Hospitals
- Smoking prevalence
- Excess Weight in Adults
- Percentage of physically active and inactive adults
- Percentage of eligible population offered a NHS Health Check
- Injuries due to falls in people aged 65 and over
- First time entrants to the Youth Justice System
- Domestic abuse
- Sickness absence
- Statutory homelessness
- Social isolation percentage of adult carers who have as much social contact as they would like
- Utilisation of outdoor space for exercise/health conditions
- Suicide rates

In West Kent we already have key priorities to *improve the health and wellbeing of residents* and *reduce health inequalities*. We have an excellent track record of working in partnership with KCC and other partners to deliver these priorities as set out in our *Health Inequalities Action Plans*. Our local priorities have also been identified as priorities by local people taking part in community consultations.

West Kent's Key Health Priorities:

- Tackling the rise in obesity;
- Supporting mental wellbeing;
- Ageing well, supporting older people and those with dementia
- Staying safe

The shared priorities set out in this West Kent Health Deal can be delivered through enhancement of our existing core functions. We believe that we can

demonstrate the *lifestyle, social, environmental and economic* impact that this will have on the wider health agenda and which will *improve health longer term*.

2. The Opportunities

There are many examples of District and Borough Councils playing a greater role in delivering health. Examples include not only activities to deliver targeted and universal health improvement services to reduce the risk of people becoming ill, but also to address the *wider determinants of health to achieve much longer term impact* and thereby *reducing the cost to public health and NHS services*.

The West Kent Councils understand the need to invest in prevention now in order to generate considerable savings for health commissioners in the future. We are already committed to working with the County Council to make best use of our core services to improve health. In many cases these could be enhanced to deliver greater impact on health and wellbeing. Some examples of where this could be further enhanced through the District Health Deal include:

- In *Housing*, Sevenoaks District Council offers a holistic approach to wellbeing through its HERO programme. It encourages retraining for employment and debt reduction to avoid eviction and improve quality of life. At the same time, the project advises on affordable warmth to reduce fuel poverty. Using a *surgey approach, our advisers provide 1:1 support* in outreach settings.

There are opportunities to enhance our housing offer using new schemes to provide more appropriate sized housing through downsizing, combating overcrowding and insulated homes and energy efficiency to keep people healthier by providing warm and safe homes. These schemes can be targeted at those in greatest need.

- *Planning* can encourage active travel through the provision of green space and cycle lanes, it can also ensure an adequate supply of affordable and appropriate housing and access to green space. Accessing green spaces is increasingly recognised to be as important to mental health as physical health.
- *Planning and Licensing policy* can restrict access to unhealthy food outlets and impose restrictions on traffic whilst positively impacting the local economy by creating new local business and job opportunities.
- Whilst there is no statutory duty to provide *leisure facilities*, the three West Kent councils are mindful of the health benefits of this that not only addresses physical inactivity and reduces sedentary behaviour but provides community facilities which positively impact on mental wellbeing and community

cohesion. Access to leisure services provides *up to £23 in value for every £1 invested*¹.

- District Councils have no core function to address *dementia friendly* principles. However the three West Kent councils support a dementia friendly approach. Initiatives that have already taken place include a stakeholder consultation to find out how services can better serve people affected by dementia and as a direct result training has been provided for over 200 staff and Members as dementia friends. Physical changes to council offices have served to support people, not only with dementia, but also other impairments so that people can more easily access services. We are also instrumental in supporting the new memory cafes and engaging with partners through DF Forums. A number of positive changes have been made within communities to help people to access local services to gain the necessary support to enable people to live well with dementia.

We are only able to do this *because the investment made by KCC Public Health in our healthy lifestyles work* has given us the capability to undertake this work.

3. The Evidence - Current Return on Investment

The West Kent District and Borough Councils have a proven track record of delivering externally funded interventions and partnership working. Since 2007, health improvement services have been delivered by the councils, commissioned by KCC Public Health (and previously by West Kent PCT). In addition to delivering the commissioned services, we have utilised the specialist Officer resource to add value and contribute to the health agenda, even though these are not directly requested within the SLA. Some of these include:

- Dementia friendly communities projects
- PPG and GP targeted events for patients
- Health MOT events in libraries
- Co-ordinating the Teenage Pregnancy Local Implementation Group
- Providing health improvement information at town and parish Council events
- Awareness raising articles in Council magazines and promotional materials
- Assisting the Children Centre Steering Group to identify and deliver health priorities
- Working with groups of people with disabilities to deliver inclusive sporting activities.

¹ The Kings Fund - The District Councils Contribution to Public Health, 2015

We have monitored and evaluated the outcomes of these programmes to demonstrate initial and ongoing changes in levels of physical activity, weight loss, positive mental wellbeing and reduction in social isolation. In just one of the district council areas, outcomes include:

- An extra 77,738 minutes of exercise are done each week as a result of Why Weight in one year. *This equates to over 4 million minutes of additional exercise per year.* It is estimated that that every £1 invested could save £2.55 through treating physical inactivity-related illnesses².
- An extra 697 portions of fruit and 730 portions of vegetables are consumed by participants every two days. That works out at an *extra 260,427 five-a-day portions per year.*
- Those who attended Why Weight reduced their intake of fried food, high fat dairy and unhealthy snacks by 641 portions every two days. *This works out as 116,982 fewer portions per year.*
- Our health walks have contributed an extra 6,928 hours of exercise per annum. It is estimated that for *every £1 invested in Health Walks, £8 of benefits are generated for society*³. KCC funding invests £500 per annum to pay for health walks, so an *estimated ROI of £8,000 per year over six years.*
- We have used the NICE ‘Return on Investment tool summary for Physical Activity’ to assess the exercise element of our Adult Weight Management Programmes. In one district alone, over a five year period we have worked with over 1.4% of the population. In the short term (first 2 years), compared to the baseline (i.e. no service provision), *with an investment of approximately £96,000, these programmes generated benefits valued at a total of approximately £1.3m. This investment resulted* in a gain of 71, 72, 73 and 80 QALYs over 2 years, 5 years, 10 years and lifetime respectively, equating to a *return of £14.77, £14.91, £15.35 and £17.22 for each pound spent* on implementing the package, if both healthcare cost savings and the value of health gains are considered.

In housing, the quality of someone’s home has a substantial impact on health; a warm, dry and secure home is associated with better health.⁴ *Poor housing conditions have a detrimental impact on health, costing the NHS at least £600 million per year.*⁵ Figures calculated by using the Housing Health⁶ and Safety Rating System Costs Calculator⁷ suggest that:

² The Kings Fund (2015)

³ Glasgow Health Walks – SROI Analysis Summary Report (July 2013)

⁴ Houses of Parliament Briefing: Housing and Health (2011)

⁵ Nicol, S. et al., Quantifying the cost of poor housing, BRE press (2010)

⁶ Inside Housing (2010)

- Every £1 spent adapting 100,000 homes where a serious fall is likely to otherwise occur could *save the NHS £69.37 over 10 years*. The estimated ROI for Home Adaptations Programmes yielding a saving of around £7.50 per every £1 invested⁸.
- Every £1 spent improving 100,000 homes where residents are otherwise likely to require treatment due to issues of excess cold could *save the NHS £34.19 over 10 years*.
- Every £1 spent dealing with overcrowding in 100,000 homes that is otherwise likely to lead to health problems could *save the NHS £6.71 over 10 years*.
- National evaluation of handyperson services reported that the benefits *outweigh the costs by around 13 per cent*, with social care costs being the biggest costs avoided. The report described these services as delivering *‘a relatively high volume of preventive activity at a relatively low cost’*⁹.

4. Future Return on Investment

We are now in an excellent position to demonstrate and deliver greater return on investments through sustained lifestyle and behaviour changes in the longer term as well as *addressing ‘the cause of the cause’* through delivering truly preventative health programmes as part of our key services.

Housing is an important area where small investments can bring significant returns. The quickest wins relating to health and housing can be from *improvements to excess cold, reducing falls and improving housing standards*. There is good evidence of the positive health impact of home improvement programmes demonstrating that *improving the standard of homes pays back quickly*. The West Kent District and Borough Councils deliver a range of home improvement programmes in-house including the *HERO service, home adaptations and winter warmth*, all of which could be enhanced through the West Kent Health Deal.

By working in partnership with CCGs and KCC, we are not only looking directly at lifestyle changes and reducing risk-taking behaviour, but also at the impacts other key factors such as *social, environmental and economic* can have.

Within a partnership agreement we can demonstrate a long term ROI and cost-efficiency saving by having a positive *impact on people’s housing, access to green space, active travel, financial security, back into work and business support*.

⁷ Chartered Institute of Environmental Health and Buildings Research Establishment (2008)

⁸ Wales Rapid Response Adaptations Programme (Institute of Public Care 2011)

⁹ Croucher et al 2012, p 3

5. The West Kent Health Deal

The District and Borough Councils have the ability to deliver targeted and universal services co-ordinated and delivered by the Councils and through a range of key local partners. This will ensure they are only reaching those in greatest need but are *providing a true preventative role in sustaining longer term health improvement* through promotion, campaigns, awareness raising and events.

There are further opportunities to enhance our services to help assess health and wellbeing needs of the individuals to ensure that we are taking a truly holistic approach to the needs of the individual.

Kent Public Health has expressed a need to redesign current commissioned services based on *'drivers for change'*. We understand that these drivers are shared at both county and district level and can positively impact on improved access to services and reducing risk factors of ill health. Some of these shared drivers for change include the need to:

Shared 'Drivers for Change':

- Tackle health inequalities ;
- Address a growing, ageing and diversifying population;
- Prevent escalation of care needs;
- Deliver equal access to services for all.

The West Kent Deal - a Ten Point Enhancement Plan

The following *Ten Point Enhancement Plan* shows some of the ways in which we can enhance our current work to have a great holistic approach to the health agenda and form part of a new Partnership Agreement:

1. *Co-ordination and delivery* of a targeted, *person-centred health improvement model*. Co-ordination and delivery of targeted and universal programmes with local partners to target those in greatest need and to prevent population ill health. This includes triage, motivational interviewing, health checks, physical activity and other interventions that address a range of priority outcomes - delivered to meet local needs.
2. *Policy review* - A review of our key service policies such as housing, planning and licensing to factor in guidance for 'designing in good health'. This could include conditions applied to licensed premises, health impact assessments on planning applications and restrictions on applications that may have a negative impact on health, such as fast food outlets.
3. Using our expert *communications and campaign tools* to get important health messages to people who live and work in West Kent as well as to our partner organisations, voluntary groups and communities who are all essential to a holistic approach to health and well-being.
4. *HERO Advice & Support Service* - Build on the existing service which supports the most vulnerable individuals and families with housing and debt advice, to incorporate health and wellbeing assessments and signposting into the Local Health Hub, as detailed in point 2.
5. *GP partnership* - To continue the excellent work with local GPs and Patient Participation Groups. This relationship has taken many years to build. It is now in place and working well across West Kent. We can deliver referral interventions relating to physical activity, social prescribing, streamlined Phase 4 rehab for cardiac and other long term conditions, weight management programmes and targeted health promotion events for identified patients.
6. An assessment of the *wider determinants of health affecting small areas of our District*, perhaps based on GP surgery catchment areas, putting in place appropriate prevention and related Council services, looking at housing needs, promoting energy efficiency, debt advice, active lifestyles and leisure opportunities, community safety and other initiatives in order to reduce identified health inequalities to ensure that those areas are healthy places.

7. Using our contacts with businesses to ensure that people who work in the District have access to *healthy workplaces* and opportunities to access active lifestyles and health advice and information.
8. Promoting the *use of green spaces, active travel and cycling*. Ensuring best use of green spaces in built up areas and access to the countryside, through area-based mapping.
9. *Making Every Contact Count* - working with and training front line staff and key partners including Fire Service, Kent Police housing associations and voluntary organisations such as CAB, Age UK, Carers First, West Kent Mind and many more. This would include a central referral process to assess all risks, health, social and housing needs to make sure 'Every Contact Counts'. This would have an impact on reducing hospital admissions by providing preventative measures to support people to remain independent and in their own homes, whilst living and ageing well.
10. Accessing *other sources of external funding* such as Sport England, National Lottery, Awards for All, Sportivate etc. that will complement other preventative health work and target specific areas in West Kent to deliver interventions based on need. There has already been considerable success in attracting other external funding to add value to existing work to deliver community based interventions particularly in deprived or rurally isolated communities.

The West Kent Districts and Boroughs are the best-placed partners to deliver the Ten Point Enhancement Plan. We have:

- Trusted relationships with GPs and PPGs with existing referral pathways in place and working;
- Ability to build on statutory provision to address the wider determinants of health
- Tried and tested health improvement, community development and project management skills in place
- Close partnership working with town & parish Councils, the voluntary and community sector;
- Excellent communications tools aimed at every sector of our community;
- Excellent working relationship with social housing providers, private landlords and land owners;
- Understanding of our communities and their needs from extensive community consultations.

Further details regarding these new opportunities are given in Table 1 below.

Delivering the ‘Ten Point Enhancement Plan’

As part of a West Kent District Health Deal we propose to use all our tools to run alongside various commissioned and universal health improvement services to achieve shared health objectives that are both achievable and measurable. The details of the Ten Point Enhancement Plan are detailed below:

Table 1

SERVICE ENHANCEMENT	DESCRIPTION	CONTRIBUTION TO PUBLIC HEALTH AGENDA
<ul style="list-style-type: none"> Enhanced ‘HERO’ Advice and Support Service 	<p>Provide health and wellbeing assessments to vulnerable adults and families with signposting to Adult Health Improvement Services. One holistic professional advice service with health and housing.</p>	<ul style="list-style-type: none"> – Good Jobs and Stay in Work – Warmer and Safer Homes – Preventative Health and Wellbeing – Spatial Environment Planning – Supporting older people – Support mental health – Homelessness – Social isolation for carers – Smoking
<ul style="list-style-type: none"> Co-ordinated local hub model 	<p>Co-ordination and delivery of targeted and universal programmes with local partners to target those in greatest need and to prevent population ill health.</p>	<ul style="list-style-type: none"> – Access to Green Space and Leisure – Preventative Health and Wellbeing – % of NHS Health Checks – Reducing health inequalities – Improving health and wellbeing of residents – % pf physically inactive – Adult excess weight – Injuries due to falls – Support ageing well
<ul style="list-style-type: none"> Policy Review and Training 	<p>Review of our key service policies such as housing, planning and licensing to factor in guidance for ‘designing in good health’. Training of frontline workers including benefits, licensing, planning, leisure centres in health awareness.</p>	<ul style="list-style-type: none"> – Good Jobs and Stay in Work – Warmer and Safer Homes – Preventative Health and Wellbeing – Spatial Environment Planning – Supporting older people – Support mental health – Homelessness – Social isolation for carers

SERVICE ENHANCEMENT	DESCRIPTION	CONTRIBUTION TO PUBLIC HEALTH AGENDA
<ul style="list-style-type: none"> • Communications and campaign tools <ul style="list-style-type: none"> – In- Shape Magazine to all households and businesses – Website and social media – Access to parish and partner newsletters 	<p>Targeted health messages to those in greatest need with local partners. To raise awareness and educate residents on reducing risk factors and supporting national health campaigns.</p>	<ul style="list-style-type: none"> – Access to Green Space and Leisure – Preventative Health and Wellbeing – % of NHS Health Checks – Reducing health inequalities – Improving health and wellbeing of residents – % pf physically inactive – Adult excess weight – Injuries due to falls – Support ageing well
<ul style="list-style-type: none"> • GP Partnership 	<p>To deliver referral interventions relating to physical activity, social prescribing, streamlined Phase 4 rehab for cardiac and other long term conditions, weight management programmes and targeted health promotion events.</p>	<ul style="list-style-type: none"> – Access to Green Space and Leisure – Preventative Health and Wellbeing – % of NHS Health Checks – Reducing health inequalities – Improving health and wellbeing of residents – % pf physically inactive – Adult excess weight – Injuries due to falls – Support ageing well
<ul style="list-style-type: none"> • Targeted assessments of health determinants and delivery of risk factor education and awareness programmes 	<p>Based on GP surgery catchment areas, putting in place appropriate prevention and related Council services to reduce identified health inequalities. Targeting pockets of deprivation. Working with GPs, Practice Managers, nurses, PPGs and the voluntary sector.</p>	<ul style="list-style-type: none"> – Preventative Health and Wellbeing – Reducing health inequalities – Improving health and wellbeing of residents – % of physically inactive – Adult excess weight – Injuries due to falls – Support ageing well
<ul style="list-style-type: none"> • Healthy workplaces 	<p>Working with businesses to access healthy workplace initiatives</p>	<ul style="list-style-type: none"> – Active and Safe Travel – Good Jobs and Stay in Work – Warmer and Safer Homes – Access to Green Space and Leisure

SERVICE ENHANCEMENT	DESCRIPTION	CONTRIBUTION TO PUBLIC HEALTH AGENDA
		<ul style="list-style-type: none"> – Spatial Environment Planning – Preventative health and wellbeing – Supporting mental wellbeing – Reducing obesity – % of physically inactive
<ul style="list-style-type: none"> • Natural Ways to Wellbeing 	<p>Promotion of the use of green and open spaces through targeted interventions including walking, cycling and active travel</p>	<ul style="list-style-type: none"> – Active and Safe Travel – Access to Green Space and Leisure – Spatial Environment Planning – Preventative health and wellbeing – Supporting mental wellbeing – Reducing obesity – % pf physically inactive
<ul style="list-style-type: none"> • Every Contact Counts 	<p>Work with GPs, HERO and voluntary sector to assess independent living needs of vulnerable and older people</p>	<ul style="list-style-type: none"> – Preventative Health and Wellbeing – Reducing health inequalities – Improving health and wellbeing of residents – Injuries due to falls – Support ageing well
<ul style="list-style-type: none"> • Sourcing other External Funding 	<p>Accessing other sources of external funding to complement preventative health work. Delivery of targeted interventions based on needs</p>	<ul style="list-style-type: none"> – Preventative Health and Wellbeing – Reducing health inequalities – Improving health and wellbeing of residents – Support ageing well – Access to Green Space and Leisure – Supporting mental wellbeing – Reducing obesity – % of physically inactive

6. Conclusion and Summary

The three West Kent district and borough councils work closely with the County Council, Clinical Commissioning Groups and Health and Wellbeing Boards. We would like to *be a full and equal partner with Kent County Council* and the CCGs in contributing to the preventative health agenda that will keep people to become fitter and healthier whilst remaining independent in their own homes. A West Kent Health Deal delivered through a signed Partnership Agreement would help the health service and Social Care Services *met their current and future budgetary challenges*.

In times when budgets are reducing, there is greater need for budgets to work harder and smarter and in a more co-ordinated way. The West Kent Health Deal would help to deliver long term and sustainable services through a partnership arrangement leading to reduced health inequalities, improving long term health and wellbeing of residents and contributing to financial efficiencies of future health services. Part of the Ten Point Enhancement Plan is to look for additional funding elsewhere to continue and build on the work.

