

HOSPITAL

RSPH

ROYAL SOCIETY FOR PUBLIC HEALTH
VISION, VOICE AND PRACTICE

TOWN HALL

GP SURGERY

Reflecting back, looking ahead

Annual Review 2014/15

SPORTS CENTRE

COMMUNITY CLINIC

DAY CENTRE

PHARMACY

YOUTH CLUB

CARE HOME

SCHOOL

SEXUAL HEALTH CLINIC

FAST FOOD



Contents

Chapter	Page
1. Introduction	1
2. Developing the wider public health workforce	2
3. Improving our health and wellbeing	7
4. Protecting us from harm	11
5. Supporting health across all ages	14
6. Place matters	16
7. Working internationally	18
8. Supporting healthcare managers	20
9. Financial resources	24

1. Introduction

It has been a mixed year for public health. There have been some welcome successes such as new immunisation programmes and the introduction of a ban on smoking in cars with children. We have also seen the move to devolve further powers around health and social care to local areas which provides both challenges but also great opportunities. The publication of an agreed way forward for the health system through the NHS Five Year Forward View is to be welcomed. However, these developments have been tempered somewhat by the announcement of further financial constraints.

The need for hard hitting action on public health and prevention has never been greater. There is a pressing need to succeed in reversing the rise in many avoidable lifestyle health conditions and relieve the pressure on our overstretched health service. Our rapidly aging society will place additional burdens on the system and we all need to remain as healthy as we can for as long as possible. The challenges we face makes the work of RSPH more necessary than ever before. As has been recognised, healthcare managers are crucial in taking forward the transformation in health and care, and through the Institute of Healthcare Management we continue to support their personal development and speak out on their behalf.

One of the key priorities for us has been to support the wider public health workforce, which includes 20 million individuals, employed and volunteers, who can, through their day to day contact with people, support them to lead healthier lives. The potential for this workforce has now been mapped and through our education and training portfolio we are working to ensure that this wider workforce has both the skills and knowledge to support the public's health.

RSPH membership continues to thrive and alongside our networks and partnerships allows us to support those working in public health by enabling sharing of the most up to date evidence and good practice. Together with our innovative and expanding educational offerings, RSPH continues to be the home for the wide range of people working in public health. Our voice externally has amplified considerably over the last year and this has been underpinned by policy and campaigns which, while striving to improve and protect the public's health, also reflect back some of the challenges people may face in leading healthier lives.

This year's review is structured around some of the priority areas in which RSPH is working: supporting the wider workforce; improving and protecting the public's health; working across the life course and in a range of different settings. We hope that this provides an overview of some of our key achievements over the last 12 months as well as a tantalising glimpse into our future plans.

I am also delighted to welcome on board a number of new trustees to RSPH, and to pay thanks to the hard work and support of all our trustees along with our staff, patrons, members, and partners. Together this commitment and dedication has enabled us to grow and develop during 2014-15 and move us closer to realising our vision of optimising health and wellbeing for all.



Shirley Cramer CBE
Chief Executive RSPH IHM



Dr Fiona Sim OBE
Chair RSPH IHM

Patron

Her Majesty The Queen

Leadership

President

Lord Hunt of Kings Heath

Vice Presidents

Baroness Cumberlege,

Baroness Massey of Darwen and

Professor Lord Patel of Bradford

Members of the Council

Dr Fiona Sim OBE – Chair

Dr Nigel Carter OBE – Treasurer

Professor Heather Hartwell

Dr Gareth Morgan

Professor Carol Wallace

Mr Malcolm Wright OBE

Professor Sheena Asthana

Dr James Gibson

Mr Phillip Woodward

Dr Eugenia Cronin

(left 1 October 2014)

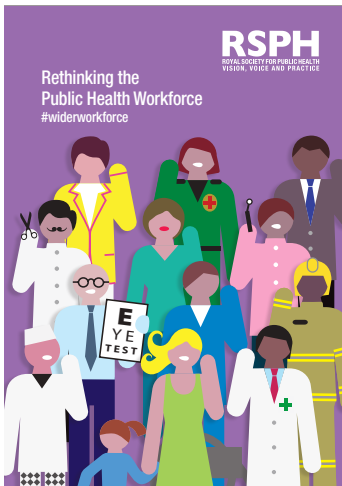
Professor Sian Griffiths OBE

(appointed 1 December 2014)

Mr Vij Randeniya

(appointed 1 December 2014)

2. Developing the wider public health workforce



#widerworkforce
“Anyone who has the ability or opportunity to positively impact upon health and wellbeing through their paid or unpaid work.”

Confronted by an ageing population, rising levels of chronic disease, and squeezed finances, the core public health workforce is facing extraordinary challenges.

A key element of our work in 2015 was to champion the concept of the wider public health workforce which will increase capacity and capability to optimise health and wellbeing for everyone.

Championing the wider workforce

In 2014 RSPH and the Centre for Workforce Intelligence were commissioned by Public Health England, Health Education England and Department of Health to map the wider workforce and the extent to which different occupations can improve health and wellbeing.

Estimated to include over 20 million people, the wider workforce includes 5 million carers and almost 60 different occupational groups.

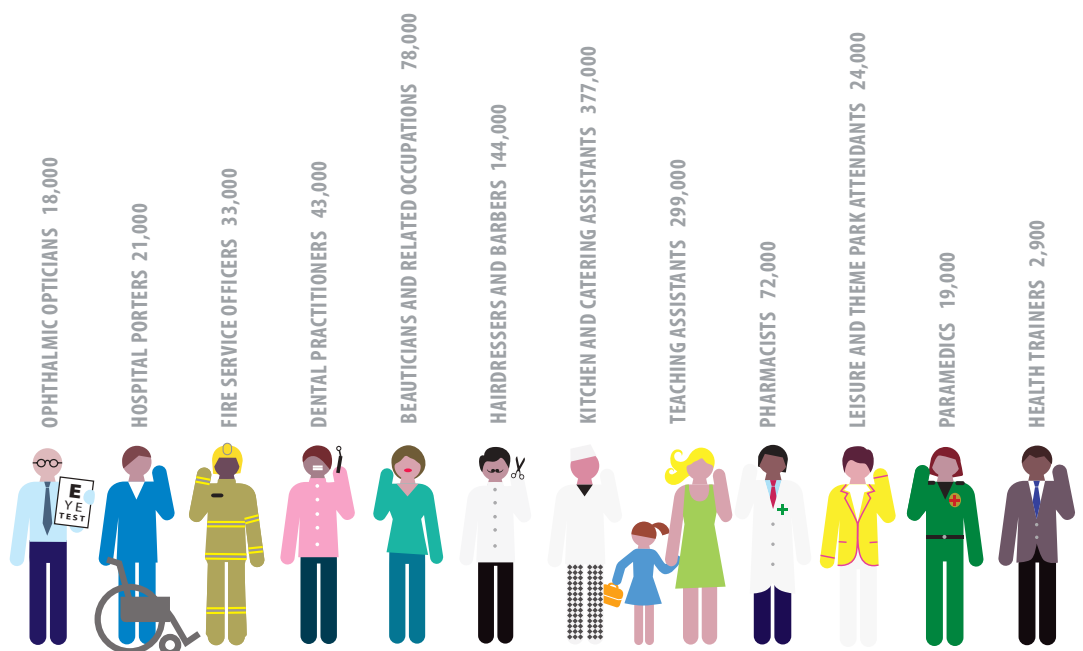
Our accompanying report ‘Rethinking the Public Health Workforce’ provided a call to action for government, policy makers and professional bodies. This includes increasing public awareness of the wider workforce, agreeing which services could be commissioned and ensuring that they are supported through training and development.

Supporting the wider workforce

We are now working with many of the different occupations to support them to be part of the wider workforce. Many of our new Associate Members are drawn from the wider public health workforce, including Allied Health Professionals, members of the fire service, health trainers and pharmacists.

In 2014 we delivered training to organisations across all sectors including local authorities, Royal Colleges and youth organisations. Programmes focused on developing the skills of their workforces to provide peer support to enable others to make healthier choices, and to take forward the Making Every Contact Count initiative.

Some of the occupations in the wider workforce:



Wider workforce in action



Health trainers

Often drawn from the local communities they work within, health trainers are lynchpins providing crucial lifestyle health advice and support for some of the most vulnerable people in society. We have worked extensively to bring together the network of health trainers, and to evidence the efficacy of the service in local communities.

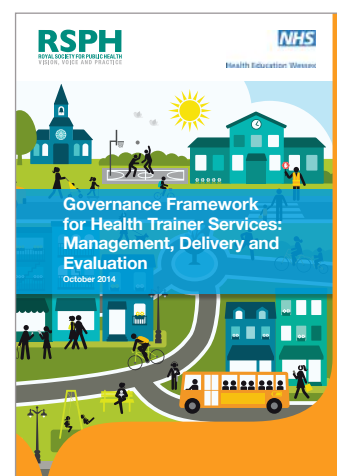
- In 2015 we published two reports in collaboration with the Data Collection and Reporting Service (DCRS). The reports paint a picture of the health trainer service and make use of the data health trainers collect from their clients. Through analysis of the data we were able to demonstrate the effectiveness of the service in changing behaviour and identify some of the challenges. 'Indicators of change' (Feb 2015) found there was considerable diversity between health trainer services with many moving into a new range of settings and new areas of work, while 'Minded to change' (October 2015) examined how mental wellbeing impacts on lifestyle health choices
- Our first national health trainer conference took place in September 2015 supported by DCRS and in partnership with Enfield and Haringey Health Trainer Service. This fully booked conference was linked to our new Associate Member grade, devised especially for the wider workforce. Looking forward to 2016, a new Special Interest Group on Behaviour Change is being established to draw on the expertise that exists within the health trainer service
- Commissioned by Health Education Wessex we developed a framework for individuals involved in managing health trainer services. It provides guidelines for best practice in order to meet the needs of an ever increasing range of clients and maximise service impact.



We have engaged with health trainer services around the country to understand the innovative work being undertaken, such as Sheffield who have used the commissioning process to embed the service in a wider health and wellbeing programme.

Gareth Johnstone Commissioning Manager, Public Health, Communities Portfolio, Sheffield City Council:

"Health trainers are well-placed to provide information from clients and community members that contributes to the improvement of NHS and other services. The nature of the service means it can be adapted to be offered as part of a care pathway to individuals with specific conditions such as chronic pain, diabetes, pulmonary conditions and cancer as well as the generic service that focuses on healthy lifestyles."



Our health improvement qualifications are used to support pharmacy staff in meeting the health and wellbeing needs of their community. This includes supporting pharmacy teams to have healthy conversations with the public.

In addition, our qualifications have been embedded into a variety of online and face-to-face training programmes, designed to upskill the workforce in support of wider health and wellbeing objectives.

We are now working with Public Health England and members of the Pharmacy and Public Health Forum, of which we are a member, to better understand some of the challenges facing pharmacists in being commissioned to do health promotion, disease prevention and health protection as well as celebrating areas of best practice.

Fire Service

The fire service has been very proactive in integrating public health into their work. Fire and Rescue services across England are an integral part of the wider workforce and have a huge contribution to make in improving the public's health.



We are currently working closely with two services to build workforce capacity and capability, and develop understanding of health improvement.

Greater Manchester Fire Service

- Understanding Health Improvement training and bespoke drugs and alcohol awareness training has been incorporated into the organisation's training plan as mandatory units
- We are training a network of health champions across the service to support community based activity.



Jonathan McShane FRSPH
Chair of the Pharmacy and Public Health Forum and Cabinet Member for Health, Social Care & Culture said:

"RSPH continues to champion the very valuable contribution pharmacy makes to supporting the public's health. As chair of the Forum I am looking forward to working together to both identify and overcome some of the very real barriers facing pharmacy teams in order to ensure they can reach their full potential to be part of the wider public health workforce."



West Midlands Fire Service

- We delivered a commissioning seminar to senior managers and area commanders to increase their knowledge of the public health system which resulted in broader thinking around what services they could potentially deliver in the future and in becoming commissioning ready
- We created a bespoke online Understanding Health Improvement training programme, which is now a mandatory part of their corporate induction and CPD pathway and will be taken by 1500 staff
- A 'Safe and Well Check' outcomes framework is in development to support staff to monitor the impact of checks and will be used as an evaluation tool.



Looking ahead

Our plans for the future include:

- Working with the public health system, professional bodies and professions to build capacity across the wider workforce to deliver health improvement
- Piloting interventions in social prescribing and point of care testing
- Working with educational partnerships to develop a comprehensive training programme for wider workforce and communities around Making Every Contact Count
- Developing an educational pathway for wider workforce training
- Engaging with other occupations in the wider workforce including: housing staff, nurses, high street businesses and architects, to explore their potential to support the public's health
- Working to incorporate public health training across a range of professions.

3. Improving our health and wellbeing



Developing health champions

At the heart of our health improvement education offering is Understanding Health Improvement (UHI), a Level 2 Award which enables those working in health improvement to support individuals in improving the health and wellbeing of others. Since 2008 over 43,000 people have taken UHI, and it is our most successful qualification with an expected 20,000 candidates trained in 2014-15.

Case Study: Trust Thamesmead

Trust Thamesmead, a community development agency and the Royal Borough of Greenwich joined forces to deliver Understanding Health improvement to Thamesmead residents with a view to developing Community Health Champions.

Thamesmead has some of the poorest health outcomes in London and this initiative has had a positive impact on health outcomes by successfully engaging local residents in a range of healthy living initiatives including access to psychological therapies, encouraging physical activity for all ages, encouraging healthier food choices and improving oral health amongst children. The success of the initiatives and the contagious enthusiasm of the local residents involved has generated local media attention for its positive effect on the community and stimulated interest among local residents to become health champions themselves!

With 40% of ill health down to preventable lifestyle behaviours we need to do more to support people to lead healthier lives.

Supporting health improvement teams

Each year we undertake a stocktake of some of the challenges and opportunities facing public health teams in local authorities.

Our report 'In good health: Public health teams in local authorities year 2' (Feb 2015) concluded there was a fair degree of optimism that the move of public health into local authorities would lead to better health outcomes and integration of public health across departments.

The research did uncover undertones that politics and finance were interfering with decision making and highlighted the need to increase understanding across all local authority departments of both the work of, and potential for, public health teams.



“In our 2013 members’ survey, our members asked us to raise our voice... and we have”

Reflecting the voice of the public: campaigning to change attitudes

Part of the remit of our newly formed External Affairs department has been to drive forward campaigns on key public health challenges. Over the last 12 months we have focused on 2 of the biggest lifestyle health challenges we face: the threats posed by tobacco and alcohol.

Promoting calorie labelling for alcohol

As well as supporting efforts to introduce Minimum Unit Pricing for alcohol, we launched our first campaign in October 2014 aimed at raising awareness of the invisible calories contained in alcoholic drinks. For those who drink, almost 10% of calories come from alcohol however the public are largely unaware. Our research, which secured global media coverage, found that 80% did not know the calories in a large glass of wine and 60% did not know the calories in a pint of lager.



1 pina colada= 450 calories= 1 cheeseburger= 1.5 hours cycling



250ml white wine= 180 calories= 1 slice of pizza= 2 mile walk



1 pint of lager= 170 calories= 90 small strawberries= 1/2 hour running



Campaign coverage:

Value – Almost £2.5million

Reach – Over 250million people

Articles – Over 1400

Two thirds of the public backed our calls for alcohol to be calorie labelled. This is now the basis for further research and campaign activity, including calling on the EU and industry to adopt calorie labelling of alcoholic drinks to enable the public to make more informed choices. An opinion piece published by RSPH Chair Dr Fiona Sim, which appeared in the BMJ in April 2015, generated a further 249 articles and reached 43,710,381 people.

Encouraging smokers onto safer forms of nicotine



100,000 people die every year in the UK from smoking related causes

Despite great progress, 1 in 5 still smoke tobacco which kills an estimated 100,000 people each year. In August 2015 we published a policy paper which set out how to encourage smokers onto safer forms of nicotine while making cigarette smoking a less convenient option.

Our research identified widespread public confusion around nicotine with 90% still regarding nicotine itself as harmful.

We called for a range of measures including:

- The introduction of a smoking exclusion zone around schools, bars and restaurants
- The mandatory sale of non-tobacco nicotine containing products in all outlets selling cigarettes
- Greater utilisation of e-cigarettes by smoking cessation services.

The report generated significant national debate among the public, media and wider public health community.



Campaign coverage:

Value – Over £3million

Reach – Over 350million people

Articles – Over 1200



Celebrating excellence and innovation

Our awards programme continue to recognise the tremendous efforts made by organisations to support health promotion.

Public Health Minister's Award

Councillor Christopher Akers-Belcher

Leader of Hartlepool Borough Council, "We are delighted and proud to have won the Public Health Minister's Award, as it really acknowledges the workplace health initiatives we have developed. The health and wellbeing of our staff, and of all businesses and organisations in Hartlepool, is a top public health priority."



In 2014 the Public Health Minister Jane Ellison MP asked us to launch the first Minister's Award recognising excellence in workplace health and wellbeing initiatives. Working alongside the Department of Health we established an expert judging panel, application criteria and judging process and the winning organisation Hartlepool Borough Council, was presented with their award by the Minister at our 2014 Annual Conference.



Linda Haysey Executive member for health, housing and community support, said; "East Herts Council is delighted to have received this award from RSPH and will continue to act upon their sound advice and expertise. East Herts works alongside RSPH to maximise public health opportunities across everything it does within the council, as well as expand the public health understanding of members and officers and the ways in which East Herts can be a key influencer locally."

Health and Wellbeing Awards

In recognition of their achievements in promoting health and addressing health inequalities, 14 organisations spanning the public, private and third sector were honoured with an RSPH Health and Wellbeing Award. The Awards are a core element of our commitment to celebrate and encourage best practice in public health.



Looking ahead

Our plans for the future include:

- Working with the Local Government Association to support elected council members who have health and wellbeing portfolios to further develop their support for local communities and deal with future public health challenges
- Taking forward our campaign activities around making smoking less convenient and introducing calorie labelling for alcoholic drinks
- Better understanding the impact of the financial constraints on the delivery of public health services
- New health improvement pathway which includes strands for the public
- 2015 Award winners announced in October and 2016 programmes underway.

4. Protecting us from harm

Keeping people safe from harm has been the cornerstone of public health ever since Dr John Snow first identified that cholera was transmitted by contaminated water in 1854. Today the threats we face are many and varied, but through our education offerings, accreditation, professional networks and policy development we aim to strengthen the skills and knowledge of those working in public health to respond more effectively to changing legislation and emerging threats.

Keeping pests under control



David Cross Head of Technical Academy, Rentokil Initial: “RSPH has worked closely with the pest control industry for several years. Their Level 2 Award and Certificate in Pest Management are not just considered to be the benchmark qualifications in the UK pest control industry, but are also strongly recognised by food manufacturing and retail businesses as the proof of competence required for anyone involved in pest prevention work in these highly legislated and audit focused industries.

RSPH involvement with stewardship groups and the Pest Control Education and Training Forum has allowed the society to remain at the forefront of industry support and able to react swiftly to changes in legislation by providing accredited qualifications in the safe use of both aluminium phosphide and rodenticides.”

Pest control and management has long been championed by RSPH and we lead the way in pest management training. We introduced the Level 2 Award in Using Aluminium Phosphide Safely for the Management of Vertebrate Pests and the Level 2 Award in Safe Use of Rodenticides to minimise the harm that the chemicals can do to the pest controller, the environment and non-target species. New legislation has been introduced to ensure that only pest controllers who have been properly trained and hold the appropriate qualification can purchase and use these chemicals.

Water hygiene

Water supply, sanitation and hygiene are critical health protection issues.

Our Special Interest Group (SIG) on Water, made up of members with expertise in water quality and safety, continues to thrive and forms a significant part of our voice on water policy by feeding into government consultations as a professional body, sharing experiences, competencies, best practice and organising occasional topical seminars and workshops.

During 2014 the SIG enabled us to host 11 webinars bringing together global experts to debate issues and share best practice on international aspects of water hygiene. Live and free to access, Continuing Professional Development points were available for each webinar and the series attracted over 3,500 registrations from 68 countries and every continent. The series covered a wide range of topics including waterborne pathogens, the design of hot and cold water systems and specialist water needs.

Case Study: Bourne Leisure Ltd

“Bourne Leisure Ltd was delighted to have its Prevention and Control of Norovirus training programme accredited by RSPH. With norovirus posing such a significant risk to the public’s health it was important for us to have confidence that what we were doing was in line with best practice.

The RSPH accreditation process went extremely smoothly and this has given our teams great confidence that our controls are correct, effective and if they are fully implemented should help eliminate any outbreak as quickly as possible.” Trevor Bateson, Head of Safety Services, Bourne Leisure Ltd



Hazel Gowland FRSPH, Allergy Action provided expert advice into our investigation: “This study shows that people avoiding key food allergens cannot rely on the necessary information being available when they need it, even though this is a legal requirement throughout Europe. Either they will take their business elsewhere, and choose a venue more able to provide information and control allergen risks, or they risk ending up in hospital or worse. A business should be rated on its ability to train and encourage staff to provide correct allergen information, and manage all food risks.”



Protecting consumers with food allergies

Every year 5,000 people with food allergies need hospital treatment for severe allergic reactions and 10 die from food-related anaphylaxis.

The introduction of the RSPH Level 2 Award in Identifying and Controlling Food Allergy Risks was launched in response to the growing need to ensure food handlers are confident in their ability to serve and handle food without posing a threat to the public’s health. Since 2014, takeaways have had to join other types of food business in providing accurate information on the allergens in their food, but many are still failing to do so.

In July 2015 we carried out an investigation into fast food takeaways exploring compliance with the new regulations and to raise awareness of this issue. Our research found that two thirds of takeaways appeared to be flouting the law and we called for a range of measures to protect consumers including linking food hygiene ratings to allergen management and ensuring that staff handling food are properly trained to manage the risks from allergens.

We reached 40 million people through media coverage which has resulted in ongoing discussions with researchers and businesses seeking to understand the low level of compliance. We also continue to support and work with the Food Standards Agency who have approached the food delivery platform JustEat to explore how they can ensure the businesses they feature are providing the right allergen information.

Developing policy on health protection issues

Combating antibiotic resistance

With drug-resistant infections killing 25,000 people in the EU every year, antibiotic resistance was a policy focus in November 2014. Taking individual action to tackle antibiotic resistance highlighted the need to increase messages about the impact the simple act of hand washing can play in preventing the spread of infection. It also called for the wider workforce, especially health trainers and health champions, to play a bigger role in supporting patient compliance with medicines.

Removing legal highs from the high street

One of the newest harms to public health has been the presence of legal highs sold in “headshops” on many of our high streets. In March 2015, we published research and a policy paper calling for the sale of legal highs to be banned from high streets. Our calls for political parties to publicly commit to a ban on the sale of legal highs, was accompanied by calls for consumer protection regulations to be enforced to remove legal products which are marketed in a misleading way. Legislation is now in progress to have legal highs banned.



Qualifications

Building understanding in health protection

Over the last 12 months we have introduced a range of new qualifications which are based around health protection, including:

- Level 4 Diploma In Anatomical Pathology Technology
- Level 2 Award In Identifying and Controlling Food Allergy Risks
- Level 1 Award in Health & Safety in a Constructions Environment
- Level 2 Award in Principles and Practice in Safe Manual Handling in the Workplace
- Level 2 Award in Principles of Manual Handling
- Level 2 Award In the Safe Use of Rodenticides

Conferences and events



We have held a series of high profile conferences and events on health protection issues including: The Science and Behaviour behind Handwashing, Legionnaires Disease: Exploring the implications of the new HSE Acop, EU Regulation on the Provision of Food Information to Consumers, Avoiding Outbreaks: Maintaining Safety Standards for Holidaymakers, Food Poisoning – The Challenges and Controls and After Elliot which followed the publication of the Elliott Review into the integrity and assurance of food supply networks.

5. Supporting health across all ages

Our aim is to optimise health and wellbeing at all ages, ensuring everyone has the best start in life, providing critical support at key stages such as the teenage years, and ultimately enabling people to age well in later years.

Kim Roberts Chief Executive of HENRY
“We are delighted that HENRY’s suite of trainings courses has been accredited by RSPH. It is recognition of the impact these trainings have on practitioners’ professional practice and the improved outcomes this can then deliver for the families they support.”



Duncan Selbie Chief Executive, Public Health England
“This innovative initiative has the potential to be incredibly effective at getting health messages across to other students and therefore making a notable difference to the health of others.”

David Youth Health Champion
“Youth health champions have helped to change school policy, bring issues out in the open, and if they’re out in the open people will talk about them.”

Margaret Lamb Youth Health Champions Co-ordinator,
“It has changed the school, it has changed the students. Working with youth health champions is one of the most satisfying and enjoyable parts of my job.”

Accrediting programmes aimed at child health

A new project in 2014 involved working with the team at HENRY (Health, Exercise, Nutrition for the Really Young). Their programme Healthy Families: Tackling Child Obesity equips early years health practitioners with the skills and understanding to provide sensitive and effective support to parents of babies and young children and the knowledge to promote a healthy family lifestyle. Following a thorough assessment, our expert assessor concluded that the programme was excellent and that HENRY should be congratulated on the initiative.

Introducing the Youth Health Movement



Our Level 2 Youth Health Certificate provides young people with the skills and confidence to become peer mentors, increasing awareness of healthy lifestyles and encouraging involvement in health promoting activities. We now have youth health champions across Essex, Peterborough, Southampton and Stoke on Trent, with other regions joining over the coming months. As of July 2015 we have trained 533 youth health champions.

Providing young people with the resilience to cope and thrive amidst the external pressures they face in a fast-paced and changing world is a priority and we have now added a Level 2 Award in Understanding Emotional Wellbeing which provides the tools to ensure that every young person has the right level of support to help them to reach their full potential. In July 2015 we launched the Youth Health Movement, a national programme to empower and involve young people in actively promoting health and wellbeing to their peers in a range of settings including schools and local communities.

www.youthhealthmovement.org.uk

Working age

Our activities to support working age adults includes NHS Health Checks. NHS Health Checks are designed for adults aged between 40-74 who are invited for a free mid-life MOT to check their circulatory and vascular health. During 2015 we have been working with Public Health England to roll out the NHS Health Check Competency framework.

We delivered 14 training workshops across England to ensure that everyone who delivers NHS Health Checks is working to a consistent standard. We also run the Diploma in Occupational Medicine course which provides a simple and effective way to assess competency.

As well as supporting a range of workplace health initiatives, RSPH also runs the Diploma in Occupational Medicine which provides GPs with an opportunity to extend their portfolio to include occupational health services. This can enable primary care practices to strengthen their relationship within local communities and better understand the context in which their patients work.

RSPH's own health champions



To support the health and wellbeing of our staff, a team of RSPH Workplace Health Champions was set up in late 2014. The team identify and create opportunities for staff to make healthy lifestyle changes, raise awareness of health issues and organise wellbeing themed activities and events throughout the year. Initiatives have included the introduction of a weekly fruit basket, entering a netball league and a team completing Cancer Research UK's Race for Life.

Older adults - dementia prevention: reducing risk and improving health

To support the aspirations set out in the Prime Minister's Challenge on Dementia 2020, improving the care and support provided to those living with dementia, their carers and families, we developed a national qualification in partnership with the Alzheimer's Society.

Dementia affects over 800,000 people in the UK and this number is set to double by 2040.

The Level 2 Award provides essential support for individuals working with people living with dementia or wanting to broaden their knowledge about dementia.

In August 2014 we called for the incorporation of dementia prevention into health checks, the inclusion of dementia prevention in training for the wider public health workforce and further research into the association between lifestyle and dementia.

Ill-health and injury in the workplace cost society an estimated £13.8 billion in 2010/11.

August 2014 **RSPH**
ROYAL SOCIETY FOR PUBLIC HEALTH
NHS, HSE AND FRAXTEL

Dementia prevention: reducing risk and improving health

Key points

- Dementia affects over 800,000 people in the UK and this number is set to double by 2040
- There are a range of behaviours which could potentially increase one's risk of developing dementia, including smoking, obesity and physical inactivity
- Changing behaviours of individuals now could help reduce the number affected by dementia in the future and reduce associated care and medical costs

Call to action

- Government should increase public awareness of the disease of dementia
- Public Health England should consider incorporating dementia prevention into health checks
- Dementia prevention should be included in training for the wider public health workforce
- Further research should be undertaken into the association between lifestyle and dementia

Background

Dementia describes a range of symptoms including memory loss, mood changes, difficulties to organise and remember in daily living. These are several conditions associated with dementia, of which the most common are Alzheimer's disease, vascular dementia and Lewy body dementia. Around 90% of all dementia cases are due to Alzheimer's disease. In the UK, there are approximately 800,000 people with dementia, of which two thirds are women.

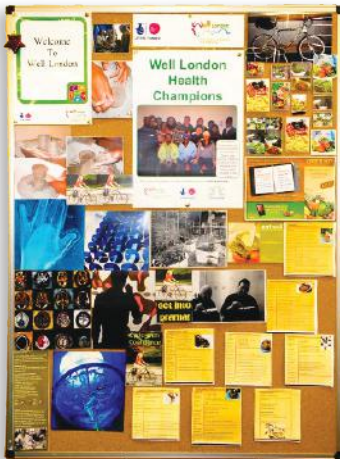
The prevalence of dementia nearly doubles every five years after the age of 65. It is estimated that globally, the number of people with dementia will rise from around 25.6 million in 2010 to 115.4 million in 2050 unless prevention efforts succeed.

The cost of dementia care is estimated to be £23 billion per year in the UK and these figures are set to reach eighty percent of care home residents have dementia or experience severe memory problems, and people with dementia are overrepresented in general and emergency hospital admissions. The general cost, not just for those with the condition, but for carers, family members and friends, is also immense.

Some risk factors for Alzheimer's disease, and dementia more generally, cannot be changed, such as age and genetics. However, there is also evidence of a large number of modifiable risk factors.

www.rsph.org.uk

6. Place matters



Gail Findlay Director of Health Improvement, Institute for Health and Human Development, University of East London, “RSPH have made an invaluable contribution to the success of the Well London programme. It has been great working with such a skilled and committed organisation and I am very excited about our shared vision for the development of Well Communities into the future.”



Food for Life (FFL) is an initiative that brings schools, nurseries, hospitals and care homes and their surrounding communities together around the core ethos of healthy, tasty and sustainable food. During 2014, we supported FFL to embed health improvement in their whole school approach by providing training and development for staff at all levels, partners and key stakeholders. In 2015 and beyond, we will continue working with FFL to promote healthy, sustainable and safe eating in community settings. Providing nutritious meals is a key step towards ensuring that children, patients, staff, elderly people regardless of where they live or their background have an opportunity to optimise their health.

Where we live, work and play has a profound impact on our health and wellbeing. The importance of ‘place’ on our chances of optimising health and wellbeing has helped shape some of our recent activities and will play an increasingly important role in the future.

Well Communities

As one of the key partners in Well London, we helped to train and develop a network of volunteers and co-ordinators who provide local delivery and support a wide range of activities. The aim is to build community cohesion, resilience and ultimately benefit the health and wellbeing of local residents in some of the capital’s most deprived neighbourhoods.

With good evidence that the Well London model has been effective at making a lasting difference to the health of Londoners, we are now working with the University of East London to develop the Well Communities model which will be based on the Well London model and our learnings from it.

Our role within Well Communities will be to facilitate community engagement, support community assets and help put in place the critical factors required to improve the health and wellbeing of local communities.





The ten unhealthiest UK high streets

RANKING	TOWN/CITY
1	Preston
2	Middlesbrough
3	Coventry
4	Blackpool
5	Northampton
6	Wolverhampton
7	Grimsbay
8	Huddersfield
9	Stoke-On-Trent
10	Eastbourne

The ten healthiest UK high streets

RANKING	TOWN/CITY
1	Shrewsbury
2	Ayr
3	Salisbury
4	Perth
5	Hereford
6	Carlisle
7	Cambridge
8	Cheltenham
9	York
10	Bristol

The ten unhealthiest London high streets

RANKING	HIGH STREET
1	Whitechapel
2	New Addington
3	Camberwell
4	Chris Street
5	West Green Road/Seven Sisters
6	Plumstead
7	New Cross
8	Finsbury Park
9	Bakers Arms
10	East Becton

BOROUGH
Tower Hamlets
Croydon
Southwark/Lambeth
Tower Hamlets
Haringey
Greenwich
Lewisham
Hackney/Islington/Haringey
Waltham Forest
Newham

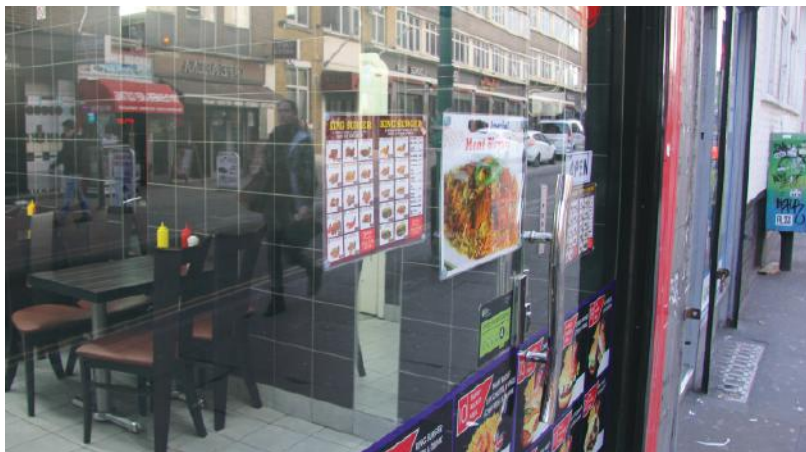
The ten healthiest London high streets

RANKING	HIGH STREET
1	Whetstone
2	St. Johns Wood
3	Stanmore
4	Pinner
5	Temple Fortune
6	Kingsbury
7	Muswell Hill
8	East Finchley
9	Hornchurch
10	Stockwell

BOROUGH
Barnet
City of Westminster
Harrow
Harrow
Barnet
Brent/Harrow
Haringey
Barnet
Havering
Lambeth

Health on the High Street

It's not just the neighbourhoods where people live which can have an impact on their health and wellbeing. The high street is an important aspect of community life yet there are some businesses we have identified which can have a detrimental effect on our health and wellbeing. As part of our Health on the High Street campaign we developed a "richter scale of health" to identify those businesses which were best and worst at promoting or supporting health. Based on public and expert opinion as well as evidence we scored businesses from pubs to bookmakers on the extent to which they encourage healthy choices, promote social interaction, enable access to healthcare services or promote wellbeing.



Based on our scoring, we rated and ranked high streets across the UK and published a league table which set out the high streets deemed healthiest and unhealthiest. We called for a range of measures to give local authorities the powers they need over planning, licensing and business rates to prevent the proliferation and clustering of businesses which may negatively impact on the public's health.

In addition we set out how businesses could make their activities more health promoting.

Campaign coverage:

Value – £1 million

Reach – Over 1million people

Website traffic – Almost 29,000 page views

We also attended the American Public Health Association Annual Meeting in New Orleans in October 2014 and Chicago in 2015, and the European Public Health conference in Glasgow in 2014 and Milan in 2015.

The annual Public Health prize for 2015 was awarded to Guest Editors Lawrence Gostin and Devi Sridhar, for their special issue 'World Health Organization: past, present and future' for achieving the most downloaded issue in 2014.

Perspectives in Public Health

Since 2014 we have published issues on topics including: child health, disaster management, food safety management in the global supply chain, global public health workforce, mental health and wellbeing, behaviour change and healthcare management and culture.

The top downloaded articles in 2014 demonstrate the wide range of topics and longevity of articles published:

- **Obesogenic environments: exploring the built and food environments**, Amelia Lake, Nov 1 2006
- **The effects of participating in creative activities on the health and well-being of children and young people: a rapid review of the literature**, Hilary Bungay, Jan 1 2003
- **Effects of creative and social activity on the health and well-being of socially isolated older people: outcomes from a multi-method observational study**, Colin J Greavs, May 1 2006.

International projects



For the last three years we have been accrediting Unilever Lifebuoy's hand hygiene campaign, which aims to save children's lives through improved hand washing.

This wide reaching programme operates in some of the poorest parts of the world, educating children, teachers, mothers and communities about the value of hand washing. Our accreditation process scrutinised their objectives and health priorities, its role within the organisation's Corporate Social Responsibility strategy, the mode of delivery, and communication materials. It also included an assessment of the Lifebuoy product range which contributes to the hand hygiene campaign.

We have visited Lifebuoy's educational events taking place in Bangladesh, South Africa and Dubai this year, talking to health professionals and community leaders about the health benefits of hand washing.



Impact Factor rose again to 1.423

2014 downloads 94754

2015 downloads 61766 (17th September 2015)

8. Supporting healthcare managers

This has been a challenging period for the healthcare system and having the right leaders and managers in place is critical. IHM, our membership organisation for health and care managers continues to provide support through a mixture of personal development, access to networks and advocacy.

“In the NHS today, there is little doubt that most senior Trust management feels overwhelmed, largely helpless and that Trusts are unfairly treated... No wonder they are frightened.”
Jan Filochowski,
IHM Companion

Collaborating with healthcare leaders

IHM has worked closely with a wide variety of leaders in the healthcare sector to share their views and opinions on the myriad challenges facing managers today through the IHM bulletin, website, social media and events. This culminated in a special issue of RSPH journal Perspectives in Public Health which was mini themed around ‘Advancing Healthcare Management’ and was made available to IHM members for free until the 31st October 2015.

Contributors over the past year have included:

- Simon Stevens, Chief Executive NHS England
- Rob Webster, CEO of the NHS Confederation
- Helen Bevan, Chief Innovation Officer at NHS Improving Quality
- Jan Filochowski, former Chief Executive of Great Ormond Street Hospital for Children NHS Foundation Trust
- John Wyn Owen, Chairman of University of Wales Institute, Cardiff

Supporting our members



Simon Stevens: Next Steps to the Five Year Forward View

In February 2015 over 100 delegates attended an address by NHS England Chief Executive Simon Stevens as he outlined how the Five Year Forward View would be implemented and how it could affect healthcare managers in particular. Acknowledging leadership as a growing problem, Simon stated that managers should be allowed to have more choice to make changes in their area, and the collective focus of all healthcare service should be health-from the beginning of life course to the end.

IHM Scotland Annual Conference: Leading system change

In October 2015 IHM Scotland held a highly successful conference with high profile speakers including Derek Feely, Executive Vice President, Institute for Healthcare Improvement and Dr. Catherine Calderwood, Chief Medical Officer for the Scottish Government. This included workshops and keynote speakers, followed by a stimulating Q&A Leaders Debate on The Challenges and Opportunities of Improving Quality and Reducing Costs.



IHM Professional Practice Framework

The IHM Professional Practice Framework (PPF) provides a robust framework for the maintenance of high professional standards by defining the dimensions of conduct, competence and behaviour expected of managers in health and care. These standards apply at all levels of management, throughout the manager's career, across all management disciplines and in all health and care settings. The PPF is at the heart of everything that IHM does and stands for. We have used the PPF to develop guide the development of bespoke training courses and accreditation schemes.



Personal development

Talent for Care

Healthcare support staff make up 40% of the workforce but receive around only 3% of the training budget. With this in mind Health Education England (HEE) developed the Talent for Care initiative which set out to develop the lower level healthcare workforce. IHM in partnership with HEE developed the "First Steps to Healthcare Management" programme for non-clinical healthcare support staff, including reception staff, administrative roles and aspiring Practice Managers. Our pilot has successfully trained over 30 healthcare support workers across the West Midlands and North West. We will be publishing an evaluation of the programme in 2016.

Healthcare support staff make up 40% of the workforce but receive around only 3% of the training budget

Vocational Training Scheme for General Practice Managers

Practice Managers don't have any formal training provided for them and have raised this as a concern. As a result, IHM partnered with the Primary Care Development Centre (PCDC) to pilot a bespoke training programme for Practice Managers which would lead to an OFQUAL recognised qualification. The aim of the programme is to build the competence and confidence of Practice Managers

to support the delivery of services and ultimately improve patient care. Our pilot trained 18 Practice Managers trained across Nottingham and Derbyshire. We have a similar programme which has been running successfully in Scotland since 2005 which has trained over 200 Practice Managers.



Accreditation

IHM works with organisations which are committed to developing their staff and has created the accreditation service to recognise exceptional training programmes with a focus on management and leadership. During the last 12 months we have accredited several training programmes from organisations including Your Healthcare, the National Cancer Intelligence Network, and NHS Improvement. We also accredit courses run by Universities which develop future managers and leaders in healthcare and we have now successfully partnered with London Metropolitan University and the University of Westminster.

Speaking up for managers

Understanding the challenges facing Practice Managers

With over 500 Practice Managers among IHM's membership we undertook research to better understand some of the challenges they are facing. Our research conducted in association with the Practice Management Network found staff retention was a particular problem with half of current Practice Managers considering changing jobs, and many highlighting workload as the biggest challenge facing them.

Giving voice to managers' concerns

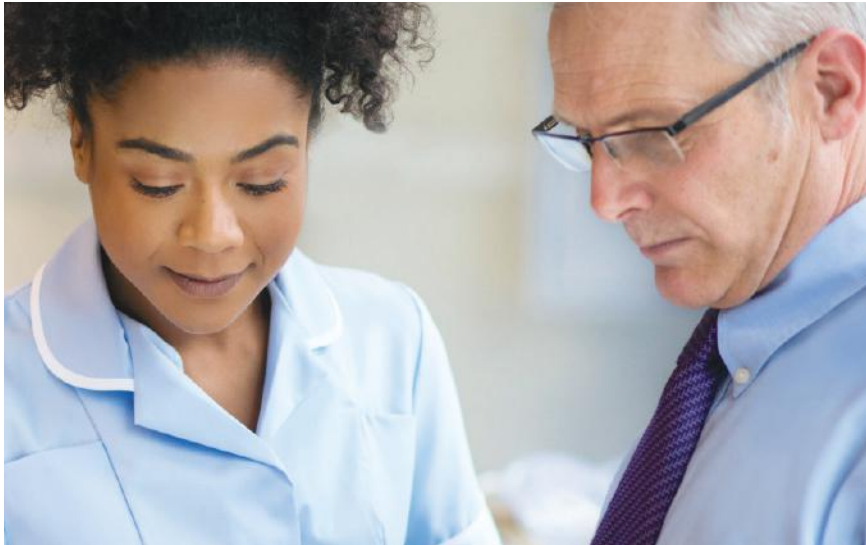
In the run up to the 2015 General Election, IHM convened a panel of healthcare managers who put questions to and provided verdicts on the health spokespeople from the main political parties.

73% of managers think the relationship with clinicians will stay the same or get worse over the next five years

Strengthening the relationship between clinicians and managers

In IHM's first policy paper we identified that almost three-quarters of managers report that the relationship between clinicians and themselves is "a partnership with areas of tension" or "a relationship of tolerance with frequent tensions". We called for a range of initiatives to help strengthen the relationship including paired learning and encouraging clinicians to take up management roles.

Our research and calls to action were covered extensively in the health trade press, including Health Management, Health Business, Pulse and NHE Magazine.



Looking ahead

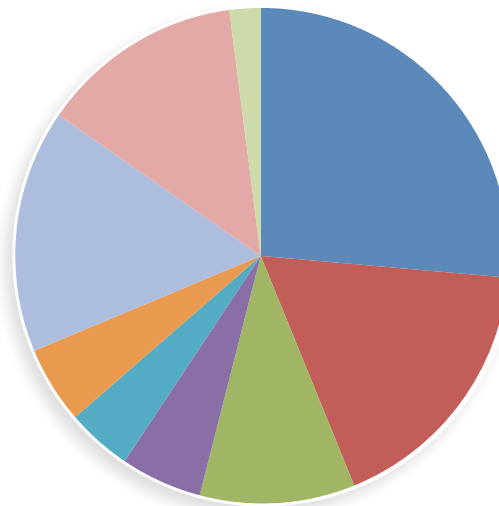
- Following successful piloting, the Vocational Training Scheme (VTS) for General Practice Managers will be rolled out across England. This is the first programme of its kind designed to address the specific training and development needs of Practice Managers. We will also continue with the successful VTS in Scotland – our 11th cohort of Practice Managers beginning the VTS in October 2015
- Extending the First Steps to Healthcare Management programme across England in order to support the development of the Healthcare Support Workforce in line with Talent for Care's 'Get on' work strand
- Continue to build on the successful accreditation service and create partnerships with universities that are committed to supporting and developing healthcare managers
- Hosting a series of regional events including "An Evening with Andrew Goodhall" (IHM Wales), and "Unlocking the power of data" (IHM North East)
- We will be publishing the results of our survey of Chief Executives who are IHM Members
- IHM is working with a number of universities on the challenges facing future leaders and managers.

9. Financial resources

As part of our 5 year strategic plan which launched in 2014 we have invested in a range of new areas including establishing an External Affairs Directorate to lead on our strategic objective 'to become the independent voice for the public's health and wellbeing'. We have also created a new marketing team to support a range of activities and made a number of investments in infrastructure. Looking ahead we would anticipate that these investments will bear fruit longer term and early indications are extremely positive.

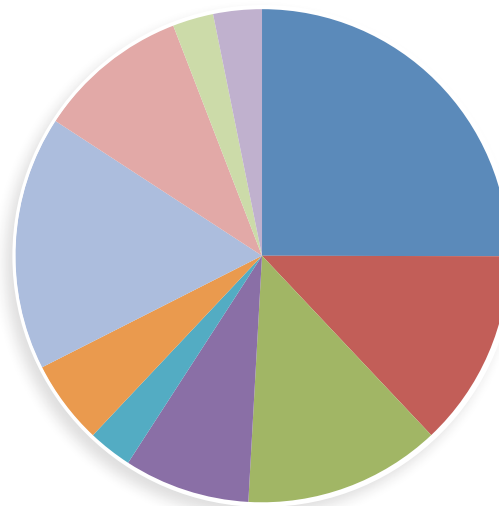
Incoming resources 2014

- QUALIFICATIONS
- MEMBERSHIP AND PUBLISHING
- COURSES AND CONFERENCES
- CERTIFICATION
- ACCREDITATION
- SPECIAL PROJECTS
- INSTITUTE OF HEALTHCARE MANAGEMENT
- RENTAL/ROOM HIRE
- OTHER



Resources expended 2014

- QUALIFICATIONS
- MEMBERSHIP AND PUBLISHING
- COURSES AND CONFERENCES
- CERTIFICATION
- ACCREDITATION
- SPECIAL PROJECTS
- INSTITUTE OF HEALTHCARE MANAGEMENT
- RENTAL/ROOM HIRE
- POLICY AND COMMUNICATIONS
- OTHER



Our full accounts can be viewed at the Charity Commission website from November 2015 (Charity Reg. no. 1125949).



RSPH

ROYAL SOCIETY FOR PUBLIC HEALTH
VISION, VOICE AND PRACTICE



Visit www.rsph.org.uk
Join at www.rsph.org.uk/joinonline
Email info@rsph.org.uk
Call 020 7265 7300
Twitter @R_S_P_H

Royal Society for Public Health
John Snow House, 59 Mansell Street, London E1 8AN
Charity Registration Number 1125949