

## Bracknell Public Health Priorities (DRAFT)

### Mapping of Bracknell Forest Public Health priorities against the priorities of Public Health England, the Joint Health & Well-Being Strategy and the Public Health Outcomes Framework

Ref	Project Title	Primary Outcomes & Methods	Cross References to Other Plans / Drivers
<b>1. Insight &amp; Intelligence</b>			
PH 1.1	JSNA Development	<p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>- Improved accessibility and quality of Bracknell Forest section of JSNA</li> <li>- Greater engagement and utilisation of JSNA by local stakeholders</li> </ul> <p><b>Methods</b></p> <ul style="list-style-type: none"> <li>- Development of work plan with Shared Berks Public Health Team</li> <li>- Stakeholder engagement (CCG, local services, community groups)</li> <li>- Collation of secondary data (health service, national surveys)</li> <li>- Primary data collection (see 1.2)</li> <li>- Dissemination and feedback (eg: stakeholder events)</li> </ul> <p><b>Responsible Officer: Lisa McNally</b>  <b>Completion/ Review: End of Q3 2013</b></p>	<p><b>H&amp;WB Strategy</b>            JSNA informs H&amp;WB Strategy</p> <p><b>PH England Priorities</b>            Priorities: 1, 6, 7</p> <p><b>Public Health Outcomes Framework</b>            JSNA and other data related projects informs performance monitoring against PHOF</p>
PH 1.2	Bracknell Forest Health Survey	<p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>- New or enhanced quantitative data on health status, health behaviour and satisfaction with health services.</li> <li>- Mapping of mental well-being and pre-clinical mental health indicators</li> <li>- New qualitative data (local narratives) on aspects of health and healthcare</li> </ul> <p><b>Methods</b></p> <ul style="list-style-type: none"> <li>- Survey design (random sampling within demographic quotas)</li> <li>- Initial drafting and short listing of survey questions</li> <li>- Commissioning of survey provider</li> <li>- Monitoring of survey data collection</li> </ul>	<p><b>H&amp;WB Strategy</b>            New data on health will inform H&amp;WB Strategy</p> <p><b>PH England Priorities</b>            Priorities: 1, 6, 7</p> <p><b>Public Health Outcomes Framework</b>            JSNA and other data related projects informs performance monitoring against PHOF</p>

		<ul style="list-style-type: none"> <li>- Data analysis and reporting</li> <li>- Dissemination via web, stakeholder events, JSNA (see 1.1)</li> </ul> <p><b>Responsible Officer: Lisa McNally</b> <b>Completion/ Review: End of Q3 2013</b></p>	
PH 1.3	Public Health Promotion and Feedback	<p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>- Increased awareness and uptake of Health Improvement services.</li> <li>- Enhanced service quality arising from changes made on basis of feedback.</li> </ul> <p><b>Methods</b></p> <ul style="list-style-type: none"> <li>- Web-Based Public Health Promotion &amp; Service Guide</li> </ul> <p><b>Responsible Officer: Lisa McNally</b> <b>Completion/ Review: End of Q1 2013</b></p>	<p><b>H&amp;WB Strategy</b> Priorities: 7, 9, 11, 12, 13, 15, 16</p> <p><b>PH England Priorities</b> Priorities: 1, 7</p> <p><b>Public Health Outcomes Framework</b> Domain 2</p>
<b>2. Health Protection</b>			
PH 2.1	MMR Uptake	<p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>- Increased MMR immunisation coverage within target school-age groups on 2012 levels (ie: greater than 71% uptake).</li> </ul> <p><b>Methods</b></p> <ul style="list-style-type: none"> <li>- Liaison work with schools, General Practice and community organisations</li> <li>- Dissemination of information and promotional work in collaboration with PHE</li> <li>- Project Monitoring and Evaluation</li> </ul> <p><b>Responsible Officer: Lisa McNally</b> <b>Completion/ Review: Ongoing - Quarterly</b></p>	<p><b>H&amp;WB Strategy</b> Health Protection is mandatory responsibility of BF Council and H&amp;WB Board</p> <p><b>PH England Priorities</b> Priorities: 3</p> <p><b>Public Health Outcomes Framework</b> Domain 3</p>
PH 2.2	Influenza Vaccination	<p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>- Increased Flu Vaccination uptake among priority groups such as pregnant women, adults over 65 and adults with chronic illness, those with lowered immune systems.</li> </ul> <p><b>Methods</b></p> <ul style="list-style-type: none"> <li>- Liaison work with General Practice and community organisations</li> </ul>	<p><b>H&amp;WB Strategy</b> Health Protection is mandatory responsibility of BF Council and H&amp;WB Board</p> <p><b>PH England Priorities</b> Priorities: 3, 4</p>

		<ul style="list-style-type: none"> <li>- Dissemination of information and promotional work in collaboration with PHE</li> <li>- Project Monitoring and Evaluation</li> </ul> <p><b>Responsible Officer: Lisa McNally</b> <b>Completion/ Review: Ongoing - Quarterly</b></p>	<p><b>Public Health Outcomes Framework</b> Domain 3, 4</p>
PH 2.3	Cancer Screening Uptake	<p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>- Increased uptake of key cancer screening programmes such as breast, bowel and cervical screening.</li> </ul> <p><b>Methods</b></p> <ul style="list-style-type: none"> <li>- Liaison work with General Practice and community organisations</li> <li>- Dissemination of information and promotional work in collaboration with NHS Eng / PHE</li> <li>- Targeted work within other projects aimed at specific groups (eg: see priority 2.5 work on with older people on bowel screening)</li> <li>- Project Monitoring and Evaluation</li> </ul> <p><b>Responsible Officer: Lisa McNally</b> <b>Completion/ Review: Ongoing - Quarterly</b></p>	<p><b>H&amp;WB Strategy</b> Priorities: 17</p> <p><b>PH England Priorities</b> Priorities: 1</p> <p><b>Public Health Outcomes Framework</b> Domain 4</p>
<b>3. Health Improvement</b>			
PH 3.1	Activity and Obesity in Children	<p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>- Increased physical activity among children</li> <li>- Reduced obesity among children</li> </ul> <p><b>Methods</b></p> <ul style="list-style-type: none"> <li>- Continued provision of child measurement programme via school nurses</li> <li>- 'Beat the Streets' Physical Activity scheme</li> <li>- Family-focused activity and weight management project.</li> <li>- Project Monitoring and Evaluation</li> </ul> <p><b>Responsible Officer: Lisa McNally</b> <b>Completion/ Review: Ongoing - Quarterly</b></p>	<p><b>H&amp;WB Strategy</b> Priorities:8, 16</p> <p><b>PH England Priorities</b> Priorities: 4</p> <p><b>Public Health Outcomes Framework</b> Domain 2, 4</p>

PH 3.2	Delivery of NHS Health Checks in General Practice Settings	<p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>- Increased delivery and uptake of NHS Health Check Programme</li> <li>- Target = 3418 checks (divided between General Practice and Community Settings – see PH 2.2)</li> </ul> <p><b>Methods</b></p> <ul style="list-style-type: none"> <li>- Establish systems for administration, payment and data transfer.</li> <li>- Liaison work to increase and maintain participation in programme across General Practices.</li> <li>- Promotion and dissemination of service promotional resources to General Practices (see 1.2)</li> <li>- Service Monitoring and Evaluation</li> </ul> <p><b>Responsible Officer: Lisa McNally</b>  <b>Completion/ Review: Ongoing - Quarterly</b></p>	<p><b>H&amp;WB Strategy</b>  Priorities: 7, 15, 16</p> <p><b>PH England Priorities</b>  Priorities: 1, 2</p> <p><b>Public Health Outcomes Framework</b>  Domain 2, 4</p>
PH 3.3	Delivery of Health Checks in Work & Community Settings	<p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>- Increased delivery and uptake of NHS Health Check Programme.</li> <li>- Target = 3418 checks (divided between Community Settings and General Practice– see PH 2.1)</li> </ul> <p><b>Methods</b></p> <ul style="list-style-type: none"> <li>- Settings TBC but may include workplaces (BF Council), Leisure Centres, Community Support Settings (eg: Learning Disability, Nepalese Community)</li> <li>- Establish systems for administration, payment and data transfer.</li> <li>- Recruit / Train staff to deliver Health Checks</li> <li>- Promotion and dissemination of service promotional resources to delivery settings (see 1.2)</li> <li>- Project Monitoring and Evaluation</li> </ul> <p><b>Responsible Officer: Lisa McNally</b>  <b>Completion/ Review: Ongoing - Quarterly</b></p>	<p><b>H&amp;WB Strategy</b>  Priorities: 7, 15, 16</p> <p><b>PH England Priorities</b>  Priorities: 1, 2, 5</p> <p><b>Public Health Outcomes Framework</b>  Domain 2, 4</p>

PH 3.4	NHS Stop Smoking Service Development	<p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>- Achievement of successful 4-week quits in excess of 2012/13 target (ie: n &gt; 725)</li> </ul> <p><b>Methods</b></p> <ul style="list-style-type: none"> <li>- Continuation of contract from 2012/13</li> <li>- Campaigns x3 (Stoptober, New Year, No Smoking Day)</li> <li>- New strategies for smoking in young people &amp; pregnant women</li> <li>- Project Monitoring and Evaluation</li> </ul> <p><b>Responsible Officer: Lisa McNally</b>  <b>Completion/ Review: Ongoing - Quarterly</b></p>	<p><b>H&amp;WB Strategy</b>  Priorities: 15, 17</p> <p><b>PH England Priorities</b>  Priorities: 1</p> <p><b>Public Health Outcomes Framework</b>  Domain 2, 4</p>
PH 3.5	Development of 'Mental Health Competency' in Workforce	<p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>- Increased ability of staff to identify and support mental health problems within workforce and client group</li> <li>- Evidence of mental health support 'action plans' from service providers / managers</li> </ul> <p><b>Methods</b></p> <ul style="list-style-type: none"> <li>- Mapping of mental well-being and pre-clinical mental health indicators (see PH 2) to identify target areas &amp; groups for intervention</li> <li>- Mental Health 'First Aid' Training for staff in BF Council and other agencies (eg: General Practice, Community Services)</li> <li>- Action Plan collation and analysis</li> <li>- Project Monitoring and Evaluation</li> </ul> <p><b>Responsible Officer: Lisa McNally</b>  <b>Completion/ Review: Ongoing - Quarterly</b></p>	<p><b>H&amp;WB Strategy</b>  Priorities: 12, 13</p> <p><b>PH England Priorities</b>  Priorities: 2, 5</p> <p><b>Public Health Outcomes Framework</b>  Domains 1, 2, 4</p>
PH 3.6	Physical and Mental Well-Being among Older People	<p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>- Increased levels of perceived well-being within areas or target groups</li> <li>- Increased social activity within target areas or groups</li> <li>- Improved mental health within target areas or groups</li> <li>- Increased levels of bowel cancer screening</li> </ul>	<p><b>H&amp;WB Strategy</b>  Priorities: 3, 6, 12, 13, 14</p> <p><b>PH England Priorities</b>  Priorities: 2, 6</p>

		<p><b>Methods</b></p> <ul style="list-style-type: none"> <li>- Mapping of mental well-being and pre-clinical mental health indicators (see PH 1.2) to identify target areas &amp; groups for intervention</li> <li>- Delivery of evidence based well-being and social inclusion project with 'at risk' older people</li> <li>- Delivery of enhanced care project with Forest Care.</li> <li>- Project Monitoring and Evaluation</li> <li>- Collaborative work to promote increase bowel cancer screening</li> </ul> <p><b>Responsible Officer: Lisa McNally</b>  <b>Completion/ Review: Ongoing - Quarterly</b></p>	<p><b>Public Health Outcomes Framework</b>  Domains 1, 2, 4</p>
PH 3.7	Activity and Obesity in Children	<p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>- Increased physical activity among children</li> <li>- Reduced obesity among children</li> </ul> <p><b>Methods</b></p> <ul style="list-style-type: none"> <li>- Continued provision of child measurement programme via school nurses</li> <li>- 'Beat the Streets' Physical Activity scheme</li> <li>- Family-focused activity and weight management project.</li> <li>- Project Monitoring and Evaluation</li> </ul> <p><b>Responsible Officer: Lisa McNally</b>  <b>Completion/ Review: Ongoing - Quarterly</b></p>	<p><b>H&amp;WB Strategy</b>  Priorities:8, 16</p> <p><b>PH England Priorities</b>  Priorities: 4</p> <p><b>Public Health Outcomes Framework</b>  Domain 2, 4</p>
PH 3.8	Initiatives aimed at reducing harmful levels of alcohol consumption.	<p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>- Improved intelligence and insight on patterns and attitudes relating to alcohol consumption.</li> <li>- Greater awareness of impact of harmful levels of drinking among target groups.</li> </ul> <p><b>Methods</b></p> <ul style="list-style-type: none"> <li>- Data collection (qualitative and quantitative) in collaboration with Drink Aware</li> <li>- Targeted promotional and brief intervention work in collaboration with Drink Aware.</li> <li>- Work with local Licensing Group to reduce drink related problems in target areas</li> </ul>	<p><b>H&amp;WB Strategy</b>  Priorities: 9</p> <p><b>PH England Priorities</b>  Priorities: 7</p> <p><b>Public Health Outcomes Framework</b>  Domains 1, 2, 4</p>

		<b>Responsible Officer: Lisa McNally</b> <b>Completion/ Review: Ongoing - Quarterly</b>	
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