



The role, influence and impact of NHS providers and their managers in addressing health inequalities and contributing to health improvement



18th International Conference on Health Promoting Hospitals and Health Services

The role, influence and impact of NHS providers and their managers in addressing health inequalities and contributing to health improvement

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North West

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Current position in the North West

- Considerable change in the demographics
- Health inequalities are our major challenge
- Manchester and Blackpool have the lowest male life expectancy in England - 10.5 years less than in Kensington and Chelsea
- We have the second highest rate of alcohol-related hospital admissions in the country
- Prevalence of poor mental health is high



Current position is not sustainable

- The increasing demand for healthcare in the North West:
- All admissions are up
- Rate of A&E attendances has doubled
- Emergency admissions are 25% higher in the North West than the average for England
- High readmission rates
- This equals a growing cost pressure and requires a shift in culture and mindsets.



Change is needed

- The health consequences of recession makes **prevention** critical
- Prevention in all that we do - **health gain**
- Delivery approaches to prevention need greater scale and focus alongside better execution
- Systematic use of evidence will bring about a population impact on health gain
- Better engagement with people and communities
- Better quality services – patient experience
- Whole system approach – ‘Total Place’



The evidence exists

Strategic Review of Health Inequalities in England
(Marmot Review 2010)

Recommendation: Placing more focus on prevention of ill health rather than relying on the NHS to treat its effects

A unique opportunity to build health and wellbeing into everyone's agenda in the NW based on Marmot Review evidence



What can NHS providers and their managers do?

As employers and providers of healthcare:

Leadership and health management

- vision and direction at board level (doing the right thing)
- the Trust is a health promoting hospital/health care organisation

Good corporate citizen supporting sustainable development

- Working with the community – to promote health gain (social value)

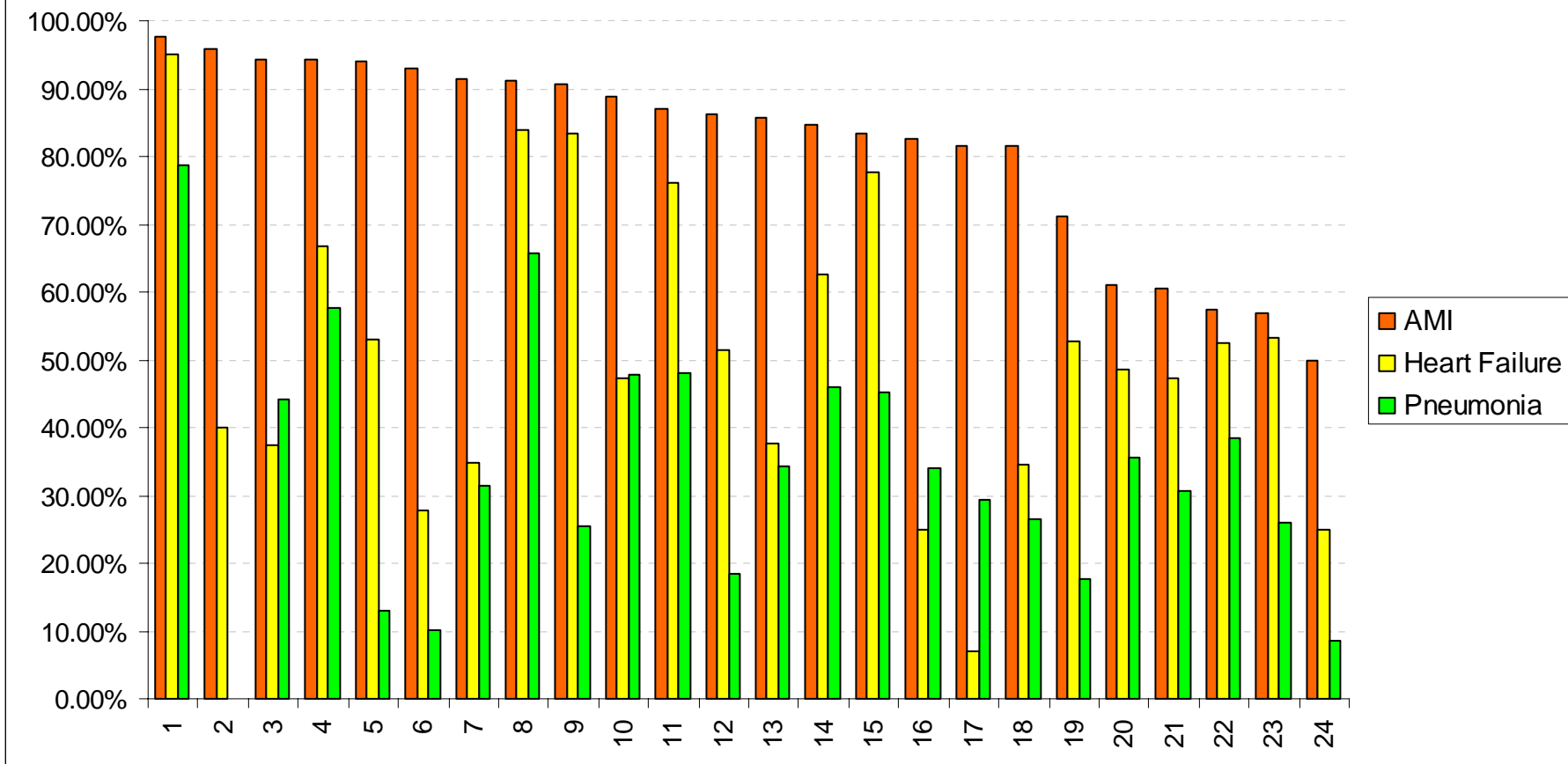
Promoting a Healthy Workplace

- Health promoting strategies - physical activity opportunities, positive mental health practices – innovative approaches
- Targeted lifestyle advice and behaviour change support
- Occupational health services

Patient Assessment- Every health care contact is a health promoting opportunity

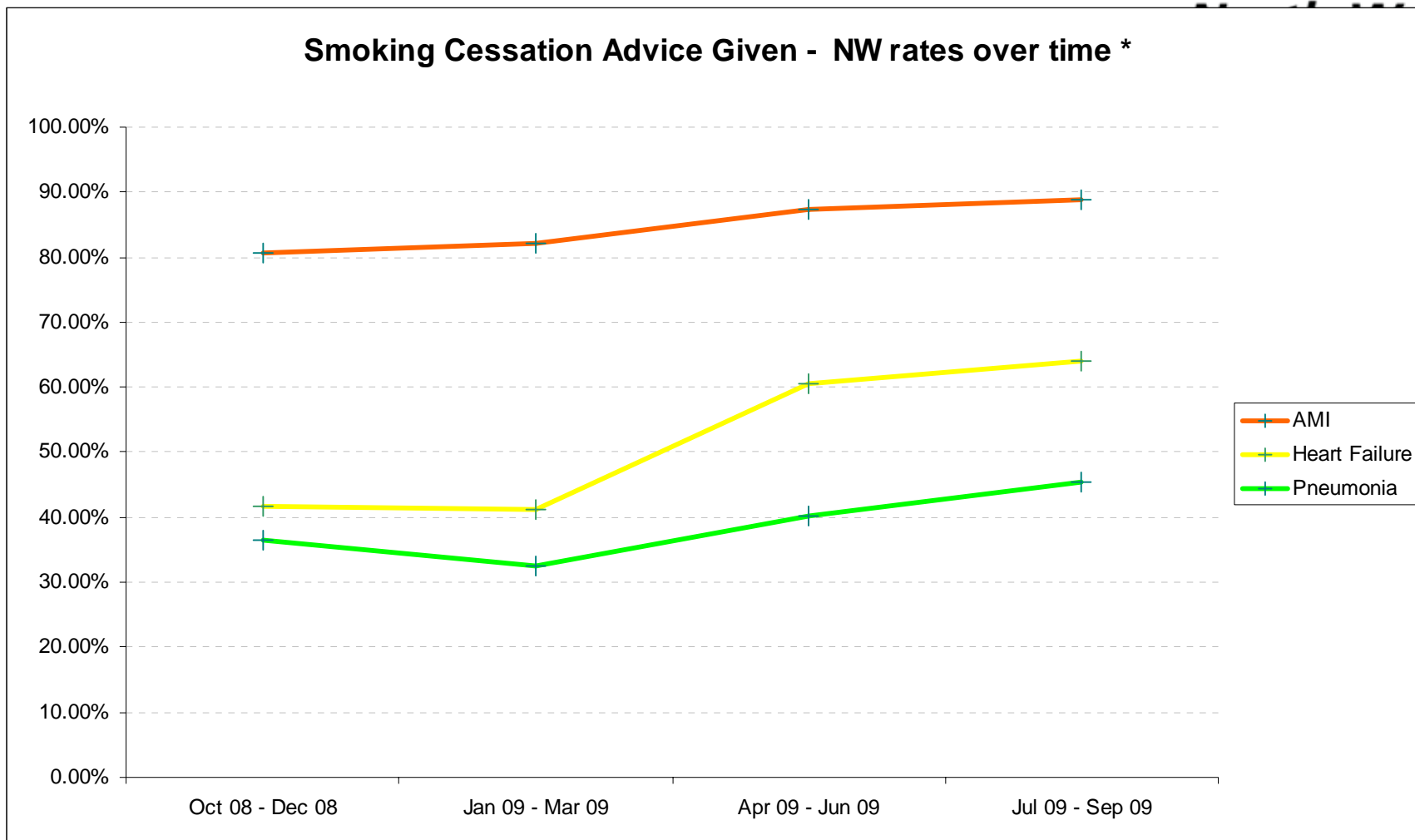


Smoking Cessation Advice Given - Rates per Trust Oct 2008 - Sept 2009 *



* Provisional Year 1 data from Advancing Quality programme

Smoking Cessation Advice Given - NW rates over time *



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* Provisional Year 1 data from Advancing Quality programme



Contd...What can NHS providers and their managers do?

‘NHS staff have a unique opportunity to become exemplars to patients’, and that there is a ‘link between health and well being of employees and the quality of a service’

(Boorman Review 2009)



Five ways to well-being

Promoting the action that individuals can take

- **Connect**..with family, friends, colleagues, neighbours
- **Be active**..walk, run, garden, dance
- **Take notice**..be curious, reflect on experiences
- **Keep learning**..try something new
- **Give**..doing something for others



Work in Progress



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Social Value – Doing the Right Thing

- An accreditation scheme for NHS organisations
 - Sustainability
 - Worklessness
- Community Outreach/engagement
- Procurement & Commissioning
- A foundation to promote social value in the North West
- Making sure that complex systems don't get in the way of solving complex problems

Alcohol: a Case for Change

- NHS North West Chief Executives' Challenge Piloted (April 2010)
- Potential to save each PCT £1.6million
- Achieve a five per cent reduction in hospital admissions by 2011
- A joint approach linking hospital A&E departments, in-hospital therapies and outreach work



Alcohol: a Case for Change - summary

- Personal involvement as Chief Executive will be crucial
- The Business Case stacks up – but needs local adoption
- You need to agree a risk share arrangement - close beds, share liberated costs and tariff
- **Every £1 frees up £3 and you reduce admissions by 5%**



Single Regional Strategy

“Having a healthy population, with a reduction in health inequalities and capitalising on the economic opportunities from changing health issues.” (RS 2010 Principles and Issues Paper)



Our Life



*Our **vision** is that **people** in the North West will use their **collective power** to achieve change that will improve health and wellbeing. We believe that in order to achieve the policy and culture **change** needed at local, regional, national and European level, we need to **unite individuals and organisations in focused campaigns.***



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Our journey to good health..... Total Place





North West Centre for Transformation
in Health and Wellbeing

NHS

North West

The North West Centre for Transformation in Health and Well-being is being established to provide leadership and focus for cross-sectoral evidence-based health and well-being initiatives, including support to research, leadership and health promotion/demand management

A key mechanism for enabling improvements in health and well-being through

- ➔ Streamlining and bringing together support systems for improving health & well-being.
- ➔ Strengthening the links between research, evidence and practice.
- ➔ Supporting large scale change for health improvement
- ➔ Supporting and developing leadership in health and well-being

Wellbeing is a joint endeavour no single agency or sector can deliver it.

