



Public Health
England

Children, Young People and Families

Eustace de Sousa

Deputy Director – Children, Young People and Families

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Origins of Public Health England

Healthy Lives, Healthy People white paper

- Published November 2010 to set out a new approach to public health
- Responsibility for local health improvement returned to local authorities from 1 April 2013
- Public Health England is the expert national public health agency which fulfils the Secretary of State for Health's statutory duty to protect health and address inequalities, and executes his power to promote the health and wellbeing of the nation.

Health and Social Care Act 2012

- Set the legislative framework for the changes to the health and care system that led to the creation of Public Health England as an operationally autonomous executive agency of the Department of Health
- Received Royal Assent 27 March 2012



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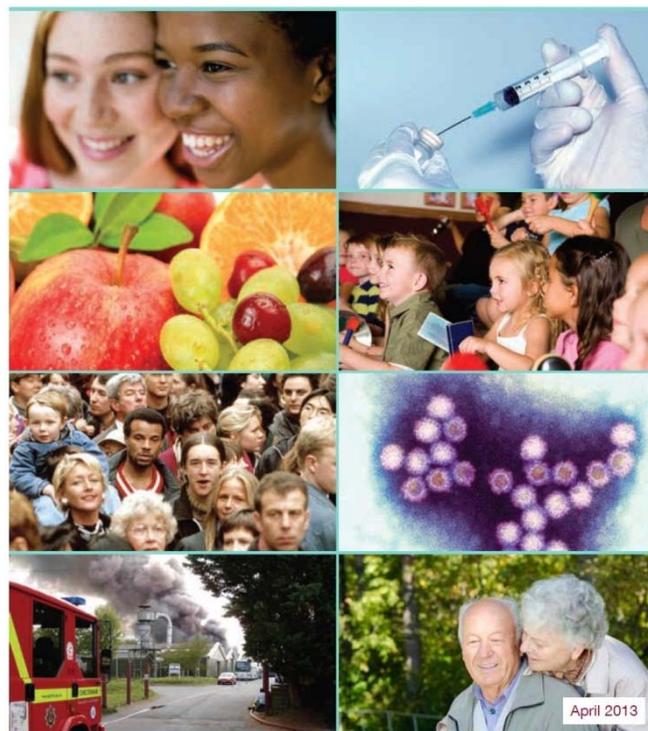
Our priorities for 2013/14

- Sets out Public Health England's priorities and actions for the first year of our existence
- Five outcome-focused priorities – what we want to achieve
- Two supporting priorities – how we will achieve it
- 27 key actions to take now
- The start of the conversation – a three-year corporate plan will follow



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Our priorities for 2013/14





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Mission

“To protect and improve the nation’s health and to address inequalities, working with national and local government, the NHS, industry, academia, the public and the voluntary and community sector.”



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What we do

Public Health England:

- works transparently, proactively providing government, local government, the NHS, MPs, industry, public health professionals and the public with evidence-based professional, scientific and delivery expertise and advice
- ensures there are effective arrangements in place nationally and locally for preparing, planning and responding to health protection concerns and emergencies, including the future impact of climate change
- supports local authorities, and through them clinical commissioning groups, by providing evidence and knowledge on local health needs, alongside practical and professional advice on what to do to improve health, and by taking action nationally where it makes sense to do so



Outcome-focused priorities

1. Helping people to live longer and more healthy lives by reducing preventable deaths and the burden of ill health associated with smoking, high blood pressure, obesity, poor diet, poor mental health, insufficient exercise, and alcohol
2. Reducing the burden of disease and disability in life by focusing on preventing and recovering from the conditions with the greatest impact, including dementia, anxiety, depression and drug dependency
3. Protecting the country from infectious diseases and environmental hazards, including the growing problem of infections that resist treatment with antibiotics
4. Supporting families to give children and young people the best start in life, through working with health visiting and school nursing, family nurse partnerships and the Troubled Families programme
5. Improving health in the workplace by encouraging employers to support their staff, and those moving into and out of the workforce, to lead healthier lives



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Supporting priorities

6. Promoting the development of place-based public health systems

7. Developing our own capacity and capability to provide professional, scientific and delivery expertise to our partners



Actions 2013/14

4. Giving children and young people the best start in life

- Launch a national programme promoting healthy weight and tackling childhood obesity
- Partner the Troubled Families programme
- Accelerate improvements in child health outcomes
- Partner the Early Intervention Foundation



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Children, Young People and Families are everywhere in PHE's Priorities and Actions



Actions 2013/14 (extracts)

1. Reducing preventable deaths

- Accelerate efforts to promote tobacco control & reduce the prevalence of smoking
- Report on premature mortality and the Public Health Outcomes Framework

2. Reducing the burden of disease

- Improve recovery rates from drug dependency
- Improve sexual health and reduce the burden of sexually transmitted infections
- Develop a national programme on mental health in public health



3. Protecting the country's health

- Reverse the current trends so that we reduce the rates of tuberculosis infections
- Lead the gold standards for current vaccination and screening programmes
- Develop and implement a national surveillance strategy

6. Promoting place-based public health systems

- Make the business case for promoting wellbeing, prevention and early intervention as the best approaches to improving health and wellbeing
- Partner NHS England to maximise the NHS' impact on improving the public's health
- Implement the public health workforce strategy and develop the PHE workforce



Behaviours

Our effectiveness depends on how we behave, so we will:

consistently spend our time on what we say we care about

work together, not undermine each other

speak well of each other, in public and in private

behave well, especially when things go wrong

keep our promises, small and large

speak with candour and courage



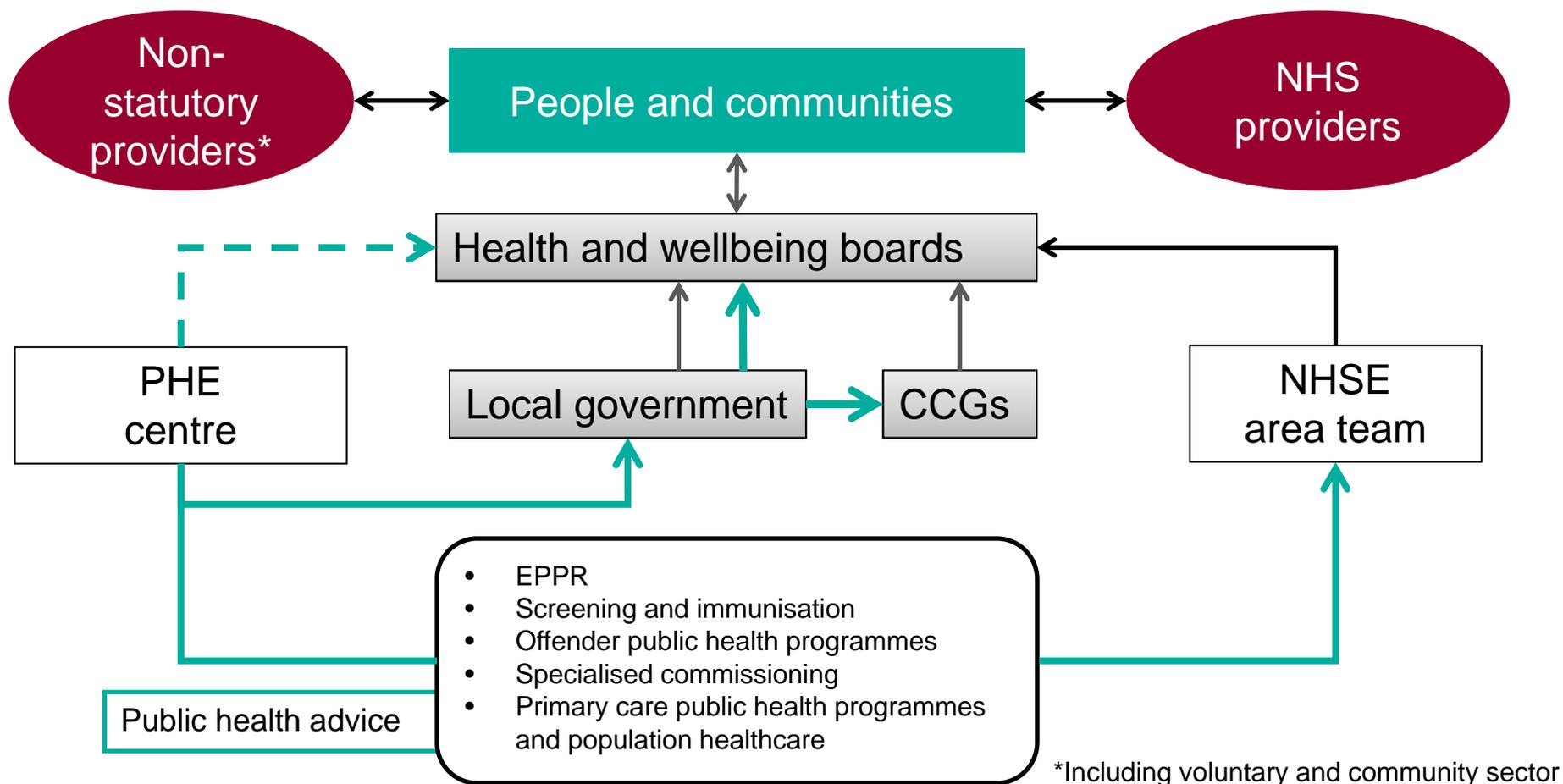
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Public Health Priorities, 2013/14

“We exist to serve the public through the public health system, a system led locally by elected members where responsibility for the public’s health sits alongside responsibility for jobs, housing and communities.”



Place-based approach to public health





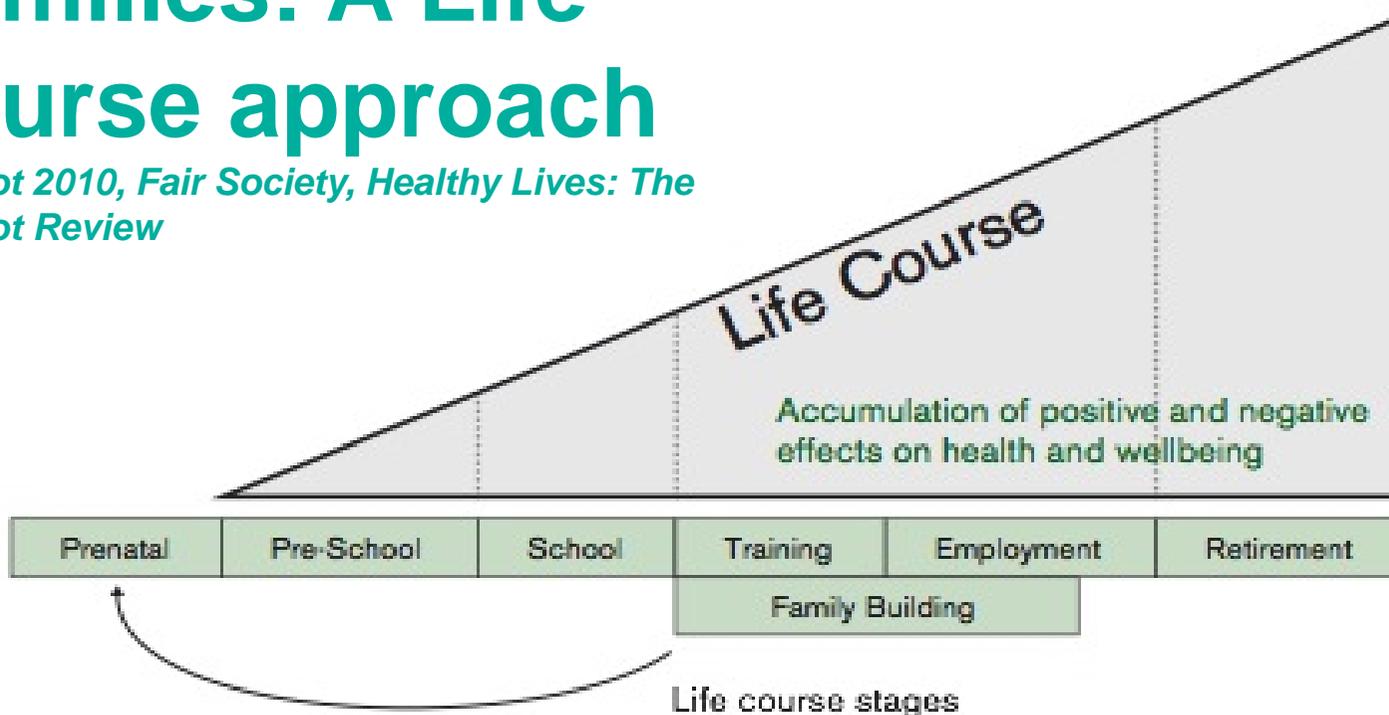
Children, Young People and Families

- Our approach
- Variation
- Examples from:
 - Early Years
 - Alcohol and Adolescence
- How we can make a difference



Children, Young People and Families: A Life course approach

*Marmot 2010, Fair Society, Healthy Lives: The
Marmot Review*





Variation in Health Outcomes

	England Best	England Average	England Worse
Smoking in pregnancy	2.9	13.2	29.7
Preventable Infant Mortality	2.2	4.4	8.0
MMR immunisation (by age 2 years)	97.2	91.2	78.7
Killed/seriously injured in road accidents	4.4	22.1	47.9
Obese children (4-5 years)	5.8	9.5	14.5
Hospital admissions due to alcohol specific conditions	16.9	55.8	138.3
A&E attendances (0-4 years)	136.3	483.9	1,187.4

Source: Child and Maternal Health Intelligence Network, PHE, May 2013



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Early Years

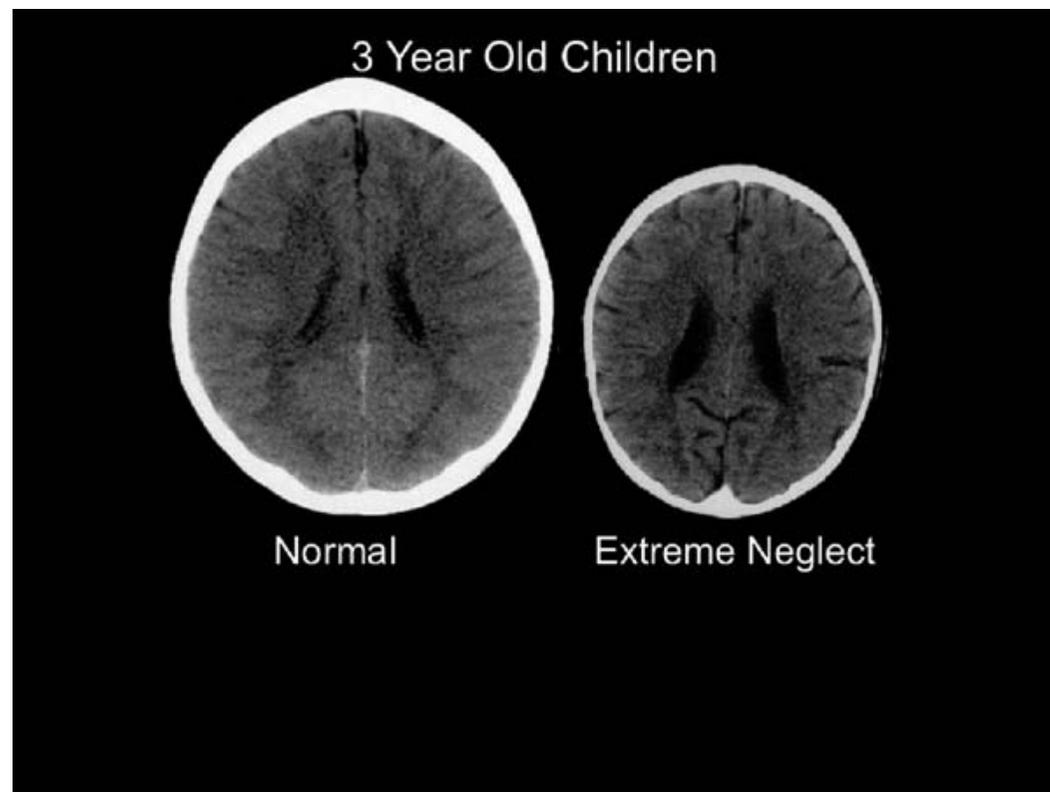


Why Early Intervention Matters

- A child's early experience has a long lasting impact on the neurological architecture of their brain and their emotional and cognitive development
- Pregnancy and birth a key time for change – parents have an instinctive drive to protect their young and want their child to be healthy and happy and do well in life
- Evidence that effective preventive interventions in early life can produce significant cost savings and benefits in health, social care, educational achievement, economic productivity and responsible citizenship
- There is scientific consensus that origins of adult disease are often found in pregnancy and infancy



Consequences of neglect



Bruce Perry, Child Trauma Academy



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Alcohol and Adolescence



Alcohol use among young people in England, 2011

- 45% of pupils had drunk alcohol, a decrease from the peak of 61% in 2001
- 12% of pupils had drunk alcohol in the last week compared to 26% in 2001
- 7% of pupils said they usually drank at least once a week, compared with 20% in 2001
- Drinking alcohol in the last week is associated with age, ethnicity, and other risky behaviours (smoking, drug taking and truancy)

The Health and Social Care Information Centre 2012



Substance Use Among Students in 36 European Countries

ESPAD 2011

	UK	European Average
Alcohol use last 30 days	65%	57%
Heavy episodic drinking past 30 days	52%	39%



How can we make a difference?

- Use knowledge about risk and what builds resilience
- Promote evidence and learning from practice about what works
- Combine targeted help for those most at risk with universal interventions
- Take a life course and place-based approach –schools, families, and communities
- Work in partnership, taking a coordinated and collaborative approach, recognising strengths of different partners and using resources effectively
- Listen and act on what children, young people and carers tell us



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Further Information

- eustace.desousa@phe.gov.uk
- www.gov.uk/phe
- www.chimat.org.uk
- www.hscic.gov.uk/
- www.earlyinterventionfoundation.org.uk