

# What is Public Health?

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Developing people

for health and

healthcare

# What is Public Health?

Can be difficult to define !

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# What is Public Health?

“The science and art of promoting and protecting health and well-being, preventing ill-health and prolonging life through the organised efforts of society.”

*Acheson Committee 1988*

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[www.hee.nhs.uk](http://www.hee.nhs.uk)

## Three key domains of public health practice:

### Health Improvement :-

Inequalities, Education, Housing, Employment, Family/community, Lifestyles  
Surveillance and monitoring of specific diseases and risk factors

### Healthcare Public Health (Improving services) :-

Clinical effectiveness, Cost effectiveness , Efficiency, Service planning,  
Equity  
Audit and evaluation, Clinical governance,

### Health Protection :-

Infectious diseases, Chemicals and poisons, Radiation, Environmental health  
hazards, Emergency response

# Too many people die too early from diseases & illnesses that are largely avoidable

- Cancer
- Heart disease
- Stroke
- Respiratory disease
- Liver disease



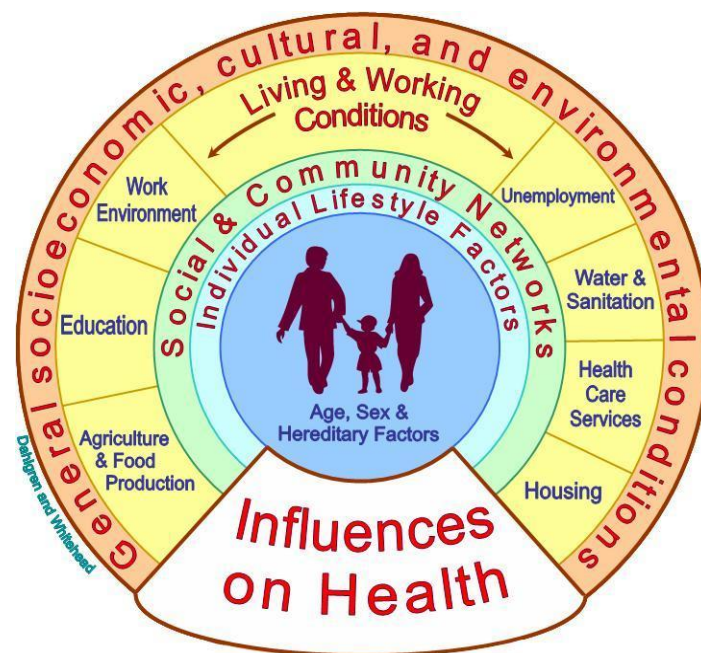
*40% of premature death due to **behaviours** such as tobacco use, alcohol misuse, physical inactivity & poor diet*

# Health Inequalities

*‘...people living in the poorest areas will on average, die 7 years earlier than people living in the richer areas and spend 17 years more living with ill health’*

Health Lives Healthy People:  
update and way forward July 2011

Multiple influences on health  
and wellbeing.



Dahlgren, G. and Whitehead, M. (1991)

*Policies and strategies to promote social equity in health*

# Five-year Forward View

- ✓ Future health of millions of children
- ✓ Sustainability of NHS
- ✓ Economic prosperity of Britain

... all depend on a

**radical upgrade in Prevention & Public Health**

- ✓ Need more **prevention** through PH interventions
- ✓ **Earlier diagnosis** through greater symptom awareness
- ✓ Access to highest quality **care & treatment**



# AHPs are a key part of the wider PH workforce

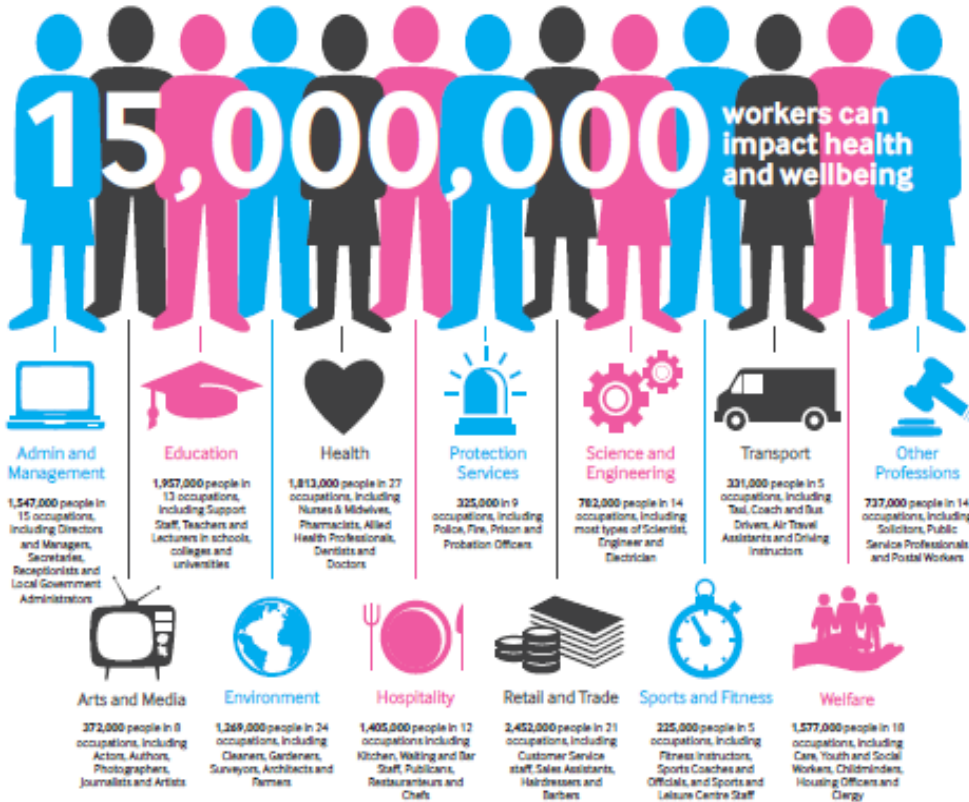
*“People who **champion** the public’s health & wellbeing through their **day-to-day contact** with the public, but whose primary role is not public health-focused”*

Already many great examples of AHPs making a difference to PH



# Understanding the wider public health workforce in England

It is widely recognised that many occupations outside the core public health workforce have the opportunity or ability to make a significant contribution to health and wellbeing. Our research estimates these total 185 occupations, encompassing around 15 million people, and that public health is further supported by up to 5.4 million unpaid carers.



## What the wider workforce is doing



### Community Pharmacies

Thames Valley Local Pharmaceutical Committee Network recognised the potential of pharmacists to positively impact public health in areas such as dementia, smoking prevalence and obesity and raising awareness of issues faced by carers. Health Education in Local Pharmacies, created by the network, has provided leadership training and consultation skills to more than 200 pharmacists, with more than 200 awards of the health champion qualification.



### Emergency Services

The Greater Manchester Fire and Rescue Service (GMFRS) launched the Fire and Falls Prevention programme to reduce the number of injuries to vulnerable adults, caused by falls in the home and lessen mortality rates. The programme is a joint initiative where fire crews and falls teams identify those most at risk and refer them to the appropriate service. Between September 2014 and January 2015, GMFRS made 602 home safety checks, in which approximately a fifth of residents were referred to the falls prevention service.



### Community-based projects

IWB If You WeB (IYWWeB): This community-based project funded by Sport England and delivered by Bury Council was designed to increase activity levels of women and girls by overcoming physical and emotional barriers to exercise. Health targets aim to reduce obesity and improve life expectancy. In September 2014, 68 per cent of the borough were aware of the IYWWeB project with an increase of 2,500 women/girls taking part in regular exercise.

## Key messages

- The wider workforce is interwoven into the fabric of local communities and can be found across the public, private and third sectors.
- The wider workforce is an instrumental part of the new public health landscape.
- Policy makers are challenged to engage with this diversity, provide support and guidance where it will be most effective, and maximise the benefits available.

Understanding the wider public health workforce, Centre for Workforce Intelligence & The Royal Society for Public Health, July 2015. [www.cfwi.org.uk/widerpublichealthworkforce](http://www.cfwi.org.uk/widerpublichealthworkforce)

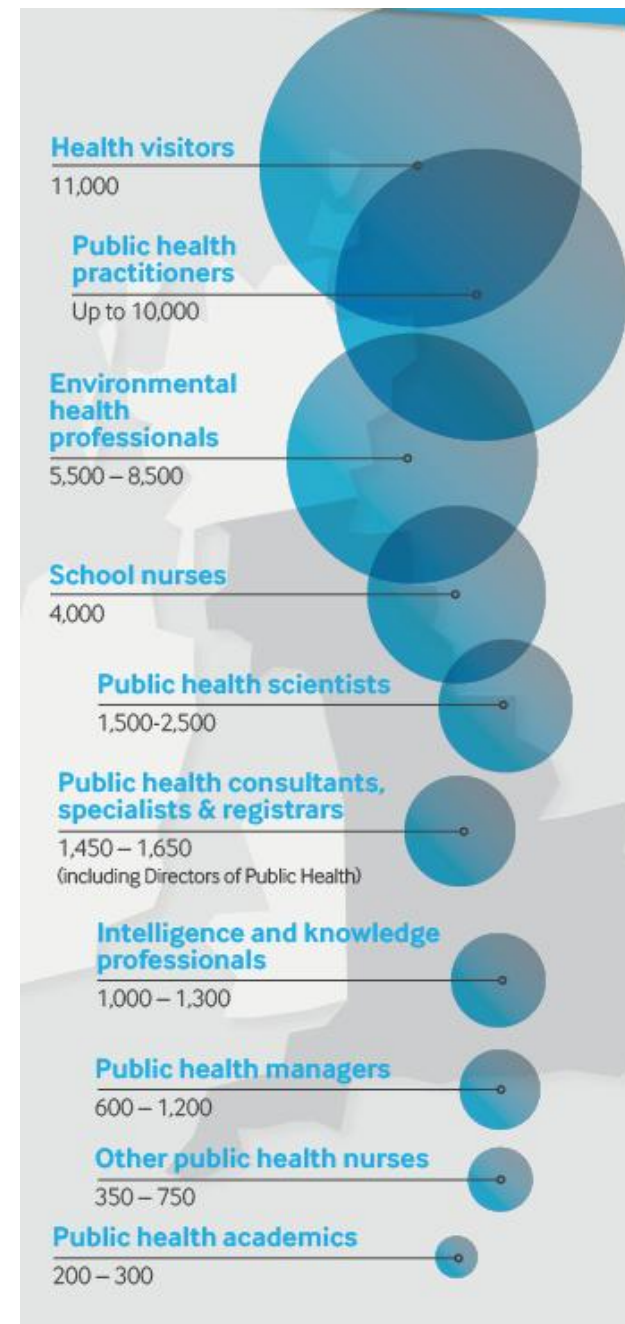
AHP, nurse, midwife, pharmacist, dentist, doctor, police, fire, prison, teacher, leisure, housing, planning, transport, architect...

## Defined core public health workforce:

*'All staff engaged in public health activities who identify public health as being the primary part of their role'*

- CfWI definition

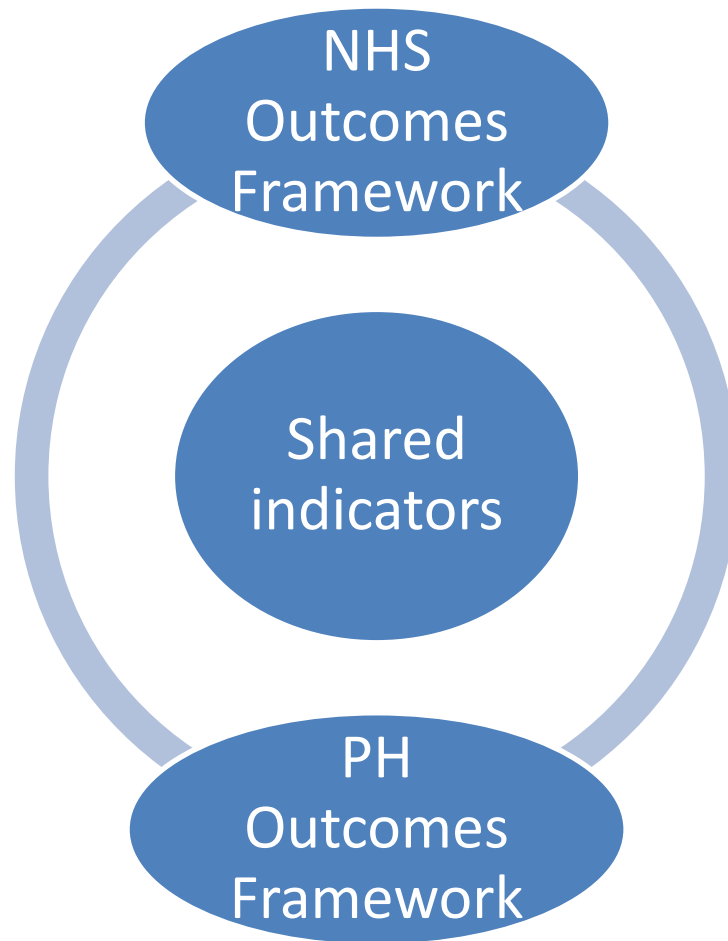
- Identified 11 core public health roles
- Total workforce of around 40,000
- Great diversity of:
  - Data availability
  - Qualification requirements
  - Registration
  - Main employer



- NHS to be a more **activist** agent of health-related social change
- Dissolve classic divide between prevention & treatment

... to avoid health & wellbeing gap

**Slow burn, high impact actions**



**Common goal:  
reducing premature avoidable mortality**

# Thank you for listening

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