



Office for Health
Improvement
& Disparities

Health Improvement

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Published 28/11/22

What is health improvement?

Work to improve the health and wellbeing of *individuals* and *communities*

Individuals

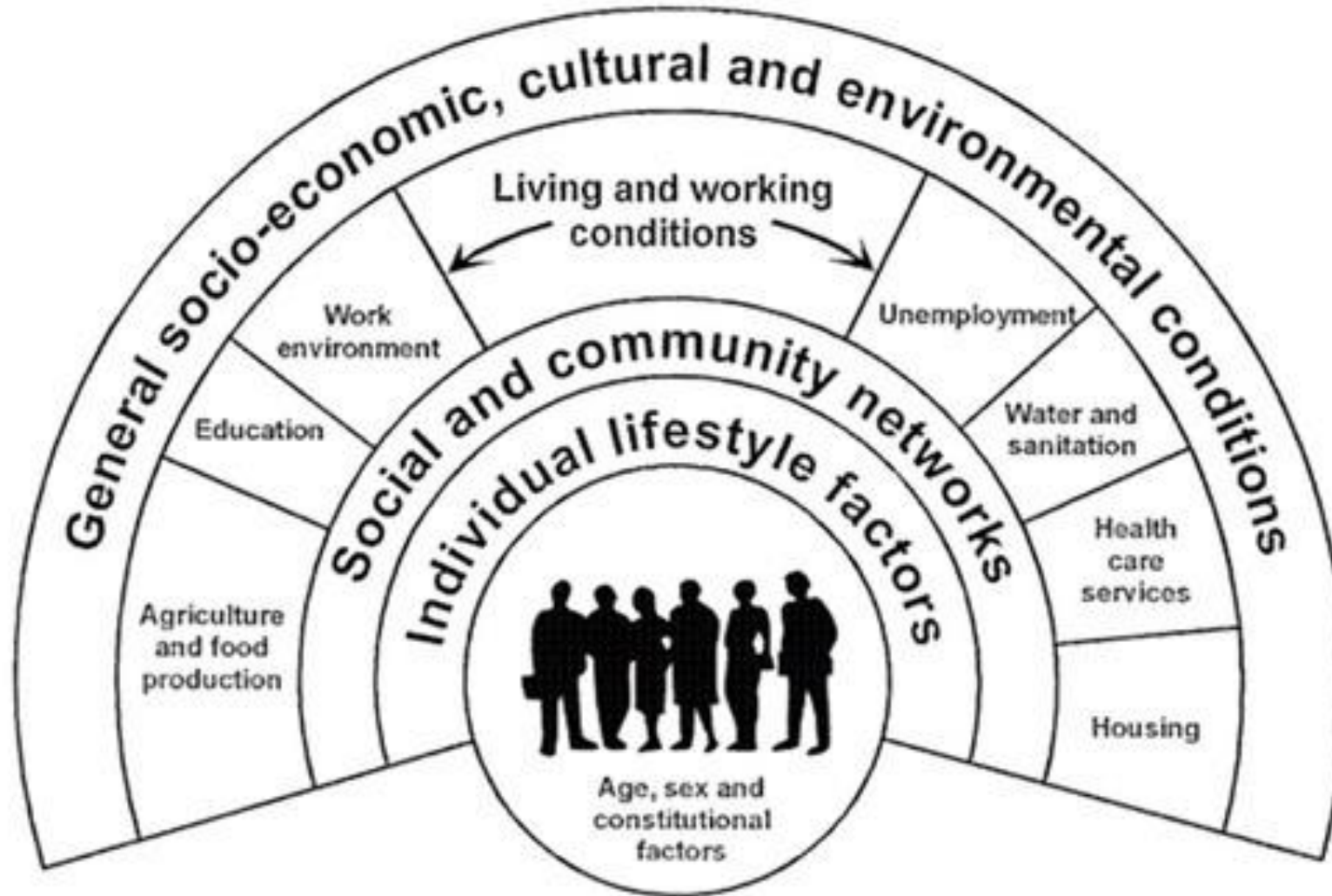
- Behaviour change services
- Health visitors and school nurses
- Education and training
- Sexual health services
- Condom distribution schemes
- Social marketing campaigns
- Legislation

Communities

- Improving green space
- Education and employment
- Smokefree spaces
- Social connections
- Transport and planning
- Social marketing campaigns
- Legislation



Dahlgren and Whitehead's model of determinants of health (1991)



What organisations play a role in health improvement?

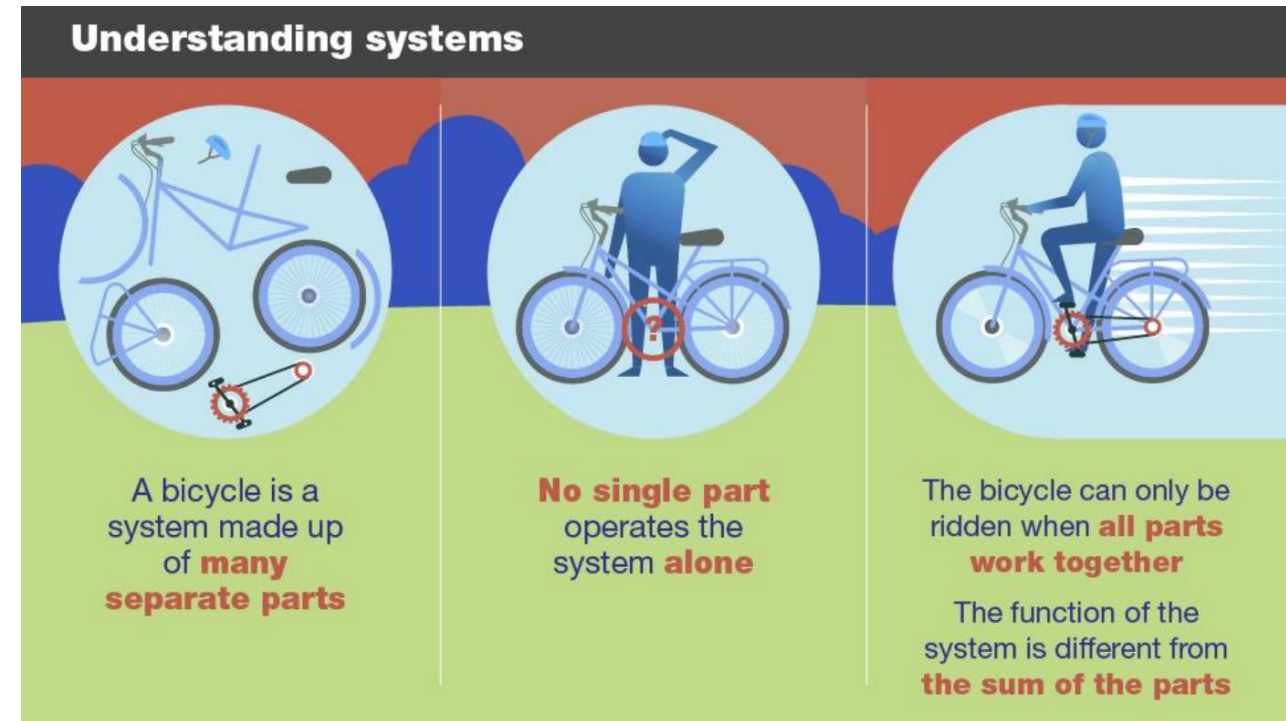
- National Government: legislation
- Government departments: policy
- Local authorities
- National charities
- Local charities
- NHS organisations
- Care homes
- Schools
- Colleges
- Universities
- Private sector businesses
- Prisons
- Shops
- Housing associations
- Sports clubs

Everybody's business!



Partnerships and system working

- Health improvement is rarely in the gift of any one organisation
- Partnership working across a system is essential
- Members of the community you are working with should be involved in identifying their priorities and designing interventions



Whole system approach: childhood obesity

Fast food nation: do more takeaways near schools affect younger pupils' diets?



Packed Lunches

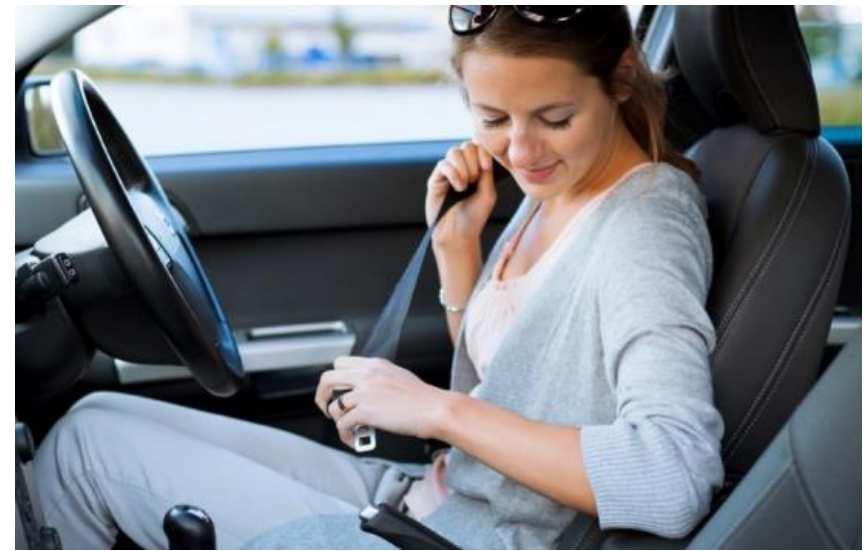
Packed Lunches SHOULD include:

- ✓ A sandwich or equivalent (e.g. wrap, rice, salad, pasta salad etc.)
- ✓ A drink of water, milk or pure fruit juice
- ✓ A portion of fruit
- ✓ A portion of vegetables
- ✓ Dairy (e.g. yogurt or cheese)

It SHOULD NOT include:

- ✗ Jam or chocolate spread sandwiches
- ✗ Fizzy drinks or cordial
- ✗ Bars of chocolate
- ✗ Crips more than once

Legislation



No alcohol will be served to anyone under 18 years of age. Proof of age may be required



Roles in health improvement

- Local authority
 - Public health team: assessing need, developing strategy, planning and commissioning services
 - Public health intelligence: analysing and interpreting data relating to health improvement
 - Other local authority teams: sports development, social care, environmental health, trading standards, licencing, parks, family services, communications and marketing
- Government departments: evidence base, policy advice, development and implementation
- NHS services: primary and secondary care, pharmacy, optometry, dentistry



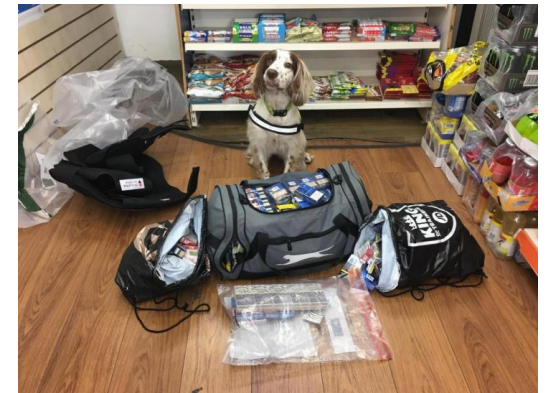
Roles in health improvement

Public-facing public health nurses and health improvement practitioners



Roles in health improvement: Tobacco control

- Stop smoking advisor/stop smoking midwife
 - Stop smoking service, GP or dental practice, pharmacy, hospital
- Youth worker
- School teacher/teaching assistant
 - Changing social norms to prevent young people taking up smoking
- Trading standards officer
- Sniffer dog handler
- Social marketing
- Employer
 - Smokefree policy, staff enabled to receive support in working hours, on-site stop smoking advice



Roles in health improvement: Tobacco control

- Public health specialist
 - Assessing need
 - Consultation
 - Developing strategy and planning interventions
 - Commissioning services
 - Performance management
 - Data analysis and interpretation



Monitor

Monitor tobacco use and prevention policies



Protect

Protect people from tobacco smoke



Offer

Offer help to quit



Warn

Warn about the dangers tobacco



Enforce

Enforce bans on tobacco advertising, promotion and sponsorship



Raise

Raise taxes on tobacco

