

Croydon Council

For General Release

REPORT TO:	HEALTH & WELLBEING BOARD (CROYDON) 11 September 2013
AGENDA ITEM NO:	7
SUBJECT:	JSNA key topic chapters 2013 to 2014
BOARD SPONSORS:	Dr Mike Robinson Director of Public Health Hannah Miller, Director of Adult Services, Health & Housing Paul Greenhalgh, Director of Children, Families & Learning Paula Swann, Chief Officer, Clinical Commissioning Group
CORPORATE PRIORITY/POLICY CONTEXT: At the June Health and Wellbeing Board, two 'deep dive' chapters for 2013/14 on the topics of homelessness and domestic violence were agreed. Further scoping work was requested to inform decisions on three remaining topic areas: alcohol, obesity/physical activity and heart health.	
FINANCIAL IMPACT Public health responsibilities transferred to Croydon Borough Council on 1 st April 2013. A ring fenced budget transferred from the NHS on this date. Key topic chapters are likely to contain recommendations for a range of partners which relate to both investment and disinvestment.	

1. RECOMMENDATIONS

- 1.1. Shallow dive on the topic of alcohol to be completed as part of the JSNA process for 2013/14.
- 1.2. Shallow dive on the topic of healthy weight to be completed as part of the JSNA process for 2013/14.
- 1.3. Work on heart health to be expedited outside of the 2013/14 JSNA process.

If agreed, the 2013/14 JSNA would consist of the following five parts:

- Key dataset/summary of key messages (previously agreed)
- Deep dive chapter on Domestic Violence (previously agreed)
- Deep dive chapter on Homelessness (previously agreed)
- Shallow dive chapter on Alcohol
- Shallow dive chapter on healthy weight

2. EXECUTIVE SUMMARY

As part of its overall approach to JSNA in previous years, Croydon has tended to produce three in depth, deep dive chapters on a small number of topics each year. The JSNA Governance group has recently expressed a preference for 'shallower' dives. The Director of Public Health has indicated capacity for either three deep dives or two deep and two shallow dives in 2013/14.

The June Health and Wellbeing Board considered a paper summarising the topics that had been prioritised for 2013/14. It was agreed that deep dives should be commenced on two particularly high profile topics, domestic violence and homelessness. Further scoping work was requested for three more topics (alcohol, obesity/physical activity and heart health) to inform a decision on whether it would also be possible to compliment the two deep dives with a small number of shallow dives.

It is recommended that a **shallow dive** be completed on the topic of **alcohol** in 2013/14. A shallow dive would add value to the current work being undertaken around substance misuse by providing a specific focus on alcohol. It would follow the framework of the NICE Local Government Public Health briefing on Alcohol which would encourage a strategic approach to this issue, and ensure Croydon Council and partners are taking an evidence based approach to reducing alcohol related harm in all ages, in a broad context, and in a joined up way. The chapter would go beyond the provision of alcohol treatment services to include the reduction of alcohol related harm.

It is recommended that a **shallow dive** be completed on the topic of **healthy weight** in 2013/14. A shallow dive would add value to previous and ongoing work around healthy weight by following a strategic framework for healthy weight provided by the former National Support Team at the Department of Health, as well as NICE guidance. In particular, it would take into account the contribution of and overlap between the issues of physical activity and weight (ie by focusing on the contribution to weight of the built environment, and active travel).

Given that Public Health Croydon are already working closely with the CCG and other partners on a cardiology service review, it is recommended that this focus on **heart health** is best expedited *outside* of the JSNA process in order to avoid duplication.

The above recommendations will ensure that Croydon is making best use of the resources available to it by adding value to, and not duplicating, existing work, and being seen to do so.

3. DETAIL

3.1 Background

3.1.1 'Deep dive' JSNA chapters

Croydon has developed an approach to the JSNA which combines an overview of health and wellbeing in Croydon (the key dataset) with a small number of needs assessments on specific topics.

In previous years, needs assessments have tended towards **in depth** studies of the particular topic and included all or much of the following:

- detailed **data analyses** of the issue including prevalence, incidence and trend data;

- **literature reviews** of the evidence and best practice for tackling the particular problem;
- stakeholder **consultation** or reference to previous consultations of relevance;
- **service reviews** of what is already being provided in Croydon,
- **gap analyses**;
- a series of **recommendations** for stakeholders;
- an **executive summary** of the above.

Recently, in line with guidance from the Department of Health, the needs assessments have begun to incorporate consideration of **assets** as well as needs.

‘Deep dive’ needs assessments of this type take time and resources.

3.1.2 ‘Shallow dive’ JSNA chapters

Recently, the JSNA Governance group¹ has expressed a preference for investigating the production of ‘shallower’ dives, which are less detailed than previous assessments, and do not incorporate all of the processes outlined above. The JSNA steering group has expressed a willingness to trial new approaches although it has expressed concerns that important stages of the needs assessment process (as outlined above) may be compromised.

3.1.3 Capacity for 2013/14

The JSNA Priorities paper to the June Health and Wellbeing Board summarised the response of the JSNA Governance group to the prioritisation process results. The JSNA Governance group highlighted five of the prioritised topics that they wished to be considered for the 2013/14 JSNA. This would represent an increase on the previous years, where three deep dives were initiated. The Director of Public Health has been clear that there is insufficient capacity to attempt five deep dives, but that a smaller number of shallower dives could be completed alongside two deep dives.

At the June Health and Wellbeing Board it was agreed that deep dives should be commenced on two particularly high profile topics, domestic violence and homelessness. To inform whether additional work could be combined with the deep dives, further scoping work has been requested for three more chapters (alcohol, obesity/physical activity and heart health) to describe the work already under way in these areas, and highlight what value a JSNA focus on these topics might add.

The purpose of this paper is to inform decision making on these three topic areas.

¹ Dr Mike Robinson Director of Public Health, Hannah Miller, Director of Adult Services, Health and Housing, Paul Greenhalgh, Director of Children, Families and Learning, Paula Swann, Chief Officer, Clinical Commissioning Group

3.1.4 Data access issues

It is important to acknowledge that there are ongoing issues affecting access to data which may have an impact on the range and type of data which can be used for the 2013/14 JSNA chapters. Public Health Croydon is working hard to address these issues, which is of medium risk to service delivery. However, this is a national problem, much of which is beyond our control.

3.2 2013/14 key topic chapters

The following will summarise in turn the recommended course of action for the proposed alcohol, obesity/physical activity and heart health chapters, and give a brief background to this decision. Further details of ongoing or recent work around each of these topics is included in the appendices. Chapter scoping documents are also available on request.

3.2.1 Alcohol

Recommendation

It is recommended that a **shallow dive** be completed on the topic of alcohol in 2013/14.

Background to recommendation

- Alcohol is a key public health issue which scored highly in the prioritization process
- Initial meetings with key commissioners suggest that a JSNA chapter would be very welcome and timely, and that completion of the chapter by October gives real opportunities to input into the commissioning cycle.
- However, much work is already being undertaken in Croydon by various partners, around specific aspects of the alcohol agenda (see Appendix 1).
- The gaps that could be met by a JSNA chapter are in bringing the work on alcohol (as opposed to substance misuse more generally) together around a strategic framework.

A shallow dive would add value to current work by following the framework of the NICE Local Government Public Health briefing on Alcohol. This will encourage a strategic approach and ensure Croydon Council and partners are taking an evidence based approach to reducing alcohol related harm in all ages, in a broad context, and in a joined up way. The chapter will go beyond the provision of alcohol treatment services to include the reduction of alcohol related harm.

The proposal is that the JSNA chapter on alcohol will complement rather than duplicate existing work on alcohol, signposting to existing strategies, action plans and other existing data, analysing gaps and providing additional information about needs for the key partnerships.

The JSNA would aim to gather all the Croydon data available and focus on describing:

- Croydon's current strategy and policy towards reducing alcohol related harm and promoting sensible drinking
- Prevention and screening – preventing alcohol related harm
- Treatment and aftercare - alcohol dependence and harmful drinking

There are also clear links to the Domestic Violence and Homelessness JSNA chapters.

3.2.2 Obesity/physical activity

Recommendation

It is recommended that a shallow dive on healthy weight be completed in 2013/14, which maps current assets and provides a whole systems approach to healthy weight, including greater reference to the contribution from the built environment, and to Active Travel.

Background

- Physical activity and obesity scored second and third respectively in the JSNA prioritization process, and are both key public health issues.
- Significant work has been carried out on the topic of healthy weight in recent years, or is ongoing (see Appendix 2).
- In particular, healthy weight has already been the topic of a 'deep dive' JSNA chapter. This 2009 chapter looked at both children and adult obesity and provided the framework for commissioning children and adult weight management services from Autumn 2010 onwards, with recommendations for implementation by partners across the borough for 2009-14. Several recommendations in this chapter remain outstanding.
- The evidence base and mapping of services will not have changed significantly since the healthy weight chapter in 2009.
- Physical activity has not directly been the subject of a JSNA chapter and the overlap between healthy weight and physical activity has not been explored in depth.
- An initial meeting of the group set up to oversee the chapter has reached the conclusion that, given ongoing and previous work, a deep dive chapter would not be appropriate. However, added value could be provided by the following:
 - Taking a strategic, whole systems approach to the topic of healthy weight in Croydon, utilising frameworks such as that of the Obesity National Support Team at the Department of Health, and NICE guidance.
 - Greater reference to the aspects of physical activity which overlap with healthy weight, such as the built environment, and active travel.

The value this would add to existing work would therefore be to shift the emphasis from individual level interventions (e.g. weight management pathways) to community level interventions (e.g. the contribution of Healthy Schools to promoting a child's healthy weight).

3.2.3 Heart health

Recommendation:

The recommendation with regards to heart health is that work that is currently being undertaken on this topic be expedited *outside* of the JSNA process in order to avoid duplication.

Background

- Heart and circulatory diseases are amongst our biggest killers in Croydon as elsewhere.
- Croydon performs close to, or better than, the national average on most circulatory disease.
- Heart health scored seventh in the JSNA prioritization process.
- Heart health has been prioritized by the Clinical Commissioning Group, which has initiated work in this area with Public Health Croydon, and other important work is ongoing (see Appendix 3).
- The JSNA steering group had concerns that completion of a JSNA chapter after would effectively be duplicating, rather than adding to the work already being carried out in Croydon on this topic.
- In particular, Public Health Croydon is working closely with the CCG on its Cardiology service review. This work has many common elements with a 'deep dive' JSNA chapter (see 3.1.1 above). The steering group is chaired by the Director of Public Health and a major refresh of the relevant data has already been completed by Public Health Croydon. In addition a Prevention, Self Care and Shared Decision Making Strategy, which addresses risk factors for heart disease, contains a detailed workplan for heart disease. Finally, Croydon has recently been established as a 'Heart Town' which means that work will be initiated to raise levels of public awareness of heart health locally.

3.3 Conclusions and summary of recommendations

Croydon's JSNA is currently high profile, both locally and further afield, with enquiries from across the county about aspects of the JSNA (such as the prioritization process) being received and responded to on a regular basis. It is important that the products produced under the JSNA banner retain a high level of quality and that the brand is not diluted by resources being spread too thinly. This is particularly the case given imminent changes in key staff, ongoing issues around access to data, and the continued impacts of transition from the NHS for Public Health Croydon.

There is a need to demonstrate value for money throughout all decision making with the public sector in Croydon. The recommendations contained in this report reflect the need to carefully consider where resources be targetted for the 2013/14 JSNA, in relation to existing resources. The recommendations reflect the need to remove duplication and add value to existing work in all that the JSNA encompasses. It is important to remember that, whilst there may be advantages to work being carried out under the banner of the JSNA, this is by no means the entirety of work being carried out in partnership in Croydon.

If the proposals are agreed, the 2013/14 JSNA would thus consist of the following five parts:

- Key dataset/Summary of key messages (previously agreed)
- Deep dive chapter on Domestic Violence (previously agreed)
- Deep dive chapter on Homelessness (previously agreed)
- Shallow dive chapter on Alcohol
- Shallow dive chapter on healthy weight

4. CONSULTATION

A wide range of stakeholders were consulted regarding the JSNA prioritisation process and asked to nominate key topic areas for consideration in 2013/14.

These included:

- Croydon Clinical Commissioning Group
 - Clinical Leads
 - Executive officers
 - Chair and Deputy Chair
 - Network coordinators to the six networks
 - Public Health Croydon representatives to the CCG
- All officers of Public Health Croydon
- Community pharmacists
- Directors of Adult Services Health and Housing; of Children Families and Learning, of Planning and Environment, of SCPP
- Croydon Council managers and service leads ('Tiers 1 – 3')
- All members of the JSNA Steering Group
- Croydon Voluntary Action, for cascade through their member organisation
- Croydon HealthWatch, for cascade through its contacts
- Talk2Croydon website, for responses from the general public

The CCG network coordinators and Public Health Croydon leads were briefed on the JSNA prioritization. Several networks took the opportunity to mention or discuss the JSNA. Our colleagues in CVA and HealthWatch confirmed that they had disseminated information about the JSNA widely through their networks and by placing a notice on the Talk2Croydon website, opened up the possibility of putting forward a topic to the wider unaffiliated public

The JSNA steering group has had the opportunity to view the scoping documents for both the alcohol and the heart health chapters. The comments in this paper are reflective of the views of this group, which is the driving force behind the JSNA.

5. FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS

There are no financial issues arising from this report. Public health responsibilities transferred to Croydon Borough Council on 1st April 2013. A ring fenced budget transferred from the NHS on this date. However, once completed, key topic chapters are likely to contain recommendations relating to both investment and disinvestment.

6. LEGAL CONSIDERATIONS

There are no legal issues arising for the purposes of this report.

7. HUMAN RESOURCES IMPACT

There are no specific human resource implications for the purposes of this report.

8. EQUALITIES IMPACT

Equalities issues are built into the JSNA prioritization process. Each topic submission is scored against eight criteria, one of which is the number of equalities groups that are impacted upon by the topic under consideration.

9. ENVIRONMENTAL IMPACT

There are no specific environmental issues arising from this report.

10. CRIME AND DISORDER REDUCTION IMPACT

There are no crime and disorder implications arising from this report.

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BACKGROUND DOCUMENTS: Paper on JSNA Priorities to June Health and Wellbeing Board

Appendix 1: Current/recent work on alcohol in Croydon

Drug and Alcohol Substance Misuse Needs Assessment

Croydon DAAT produced the above in 2013 alongside an Alcohol Strategic Action Plan. The DAAT is presently reviewing all treatment services for drugs and alcohol commissioning and planning a reprocurement exercise.

Strategic assessment by Safer Croydon Partnership

The Safer Croydon Partnership is currently carrying out a strategic assessment and gathering information and assessing data for their new strategy, which will be completed by June 2014. This will include data on crime and anti-social behaviour.

Partnership working between Public Health Croydon and Licensing

The Healthy Behaviour Change Alliance (chaired by Mike Robinson/Jimmy Burke) is in the early stages of working with Licensing to explore ways of inputting public health into decision making around licensing.

Binge/underage drinking work

The Children, Family and Learning Be Healthy partnership have a risky behaviour sub-group which has been looking at binge drinking behaviour and underage drinking. An alcohol attitudes survey is being considered to be delivered through schools. Croydon's Young People's substance misuse services are commissioned until July 2014, therefore the findings and recommendations from the JSNA will also feed into their new procurement cycle.

Consultation

There has also been considerable consultation with service users and young people.

Appendix 2: Current/recent work on healthy weight/physical activity in Croydon

Refresh of the Healthy Weight JSNA chapter 2009-14

- There is recognition that there is scope to improve the leadership, professional accountability and scrutiny of the obesity agenda in Croydon. Public Health Croydon is working to engage partners to take a whole system approach with this agenda. Plans to refresh the Healthy Weight strategy will ensure that action plans are updated, and partners will be actively engaged through the Local Strategic Partnership.

Adult Obesity Needs Assessment and service review 2010

- This information was shared with Senior Management team in the PCT, and Primary Care GPs as part of a workshop to provide Public Health Croydon continuous personal development to GPs.

Physical Activity Strategy 2009-2013

- There are plans to refresh the Physical Activity Strategy in 2013. However in view of the current work to complete a Healthy Weight JSNA, there are discussions on-going to delay the Physical Activity Strategy to 2014 onwards so that it builds upon the intelligence of the JSNA.

Commissioning of Child Weight Management Services 2014-2016

- Public Health Croydon is in the process of commissioning child weight management services for a two year contract from 2014-2016. Consultation with our health professionals and from our previous provider is being used to procure a Tier 2 (treatment) service for children and families.
- A universal Tier 1 service is to be commissioned for Early Years and Schools that supports the Healthy Schools programme to incorporate consistent messages for physical activity and healthy eating in the curriculum and in the Extended Schools programme. The intention of such programmes is that it promotes a healthy weight in children. This programme will be targeted to schools where there is high risk of obesity, and high levels of deprivation in the borough.
- Public Health Croydon is also commissioning a Community led service, whereby community groups and individuals can bid for grant funding for healthy eating and physical activity initiatives. This is an innovative example of how we are incorporating NICE guidance (2012), to allow for grass-root led solutions to tackle obesity.

Commissioning of Adult Weight Management Services 2014-2016

- There will be an adult weight management pathway for adults who have been identified as being obese from the Health Checks programme.

Healthy Catering Commitment

- A Healthier Catering Commitment project will be delivered to improve the provision of healthier catering practices in our take-aways and food outlets. It is the intention that this programme will be rolled out in areas of deprivation, where there is a high levels of child and adult obesity.

Corporate Leadership Team response to Public Health Croydon Open House Event

Actions are being developed in response to priorities raised at the above, including

- Better use of leisure facilities to increase physical activity and;
- Impact on Child Obesity.

Appendix 3: Current/recent work on heart health in Croydon

Croydon CCG QIPP Cardiology Services Review

- A major refresh of the data with regards to heart health has recently been completed by Public Health Croydon and is informing the Cardiology Services review, led by David Roskoms at Croydon CCG.
- A multi agency group, chaired by Director of Public Health Mike Robinson, will be meeting four times between September 2013 and January 2014 to support this work. The CCG has already defined a set of service developments with respect to heart health.
- There will be further recommendations arising from the review.
- The review will encompass the most prevalent conditions relating to heart health

Croydon CCG Prevention, Self Care and Shared Decision Making Strategy and Workplan

The above, led by Daniel MacIntyre, has recently been completed. The Strategy and Workplan addressed the main biological and lifestyle risk factors for heart disease and was accompanied by a detailed workplan. Implementation is due to begin shortly.

Be Healthy group 2013-2015 action plan subgroup of CFP – risk factors same for heart health.

Heart Town campaign (<http://www.croydon.gov.uk/healthsocial/phealth/heart-town>)

Croydon has recently been adopted by the British Heart Foundation as a Heart Town. This means that work will be under way to raise levels of public awareness of heart disease and provide education, advice and support to prevent heart disease.

Obesity related work

Many of the pieces of work that have been or are being tackled in terms of obesity have relevance to heart health in that the risk factors are similar.