

<b>REPORT TO:</b>	<b>HEALTH AND WELLBEING BOARD (CROYDON)</b> <b>30 October 2019</b>
<b>SUBJECT:</b>	<b>Prevention Green Paper Response</b>
<b>BOARD SPONSOR:</b>	<i>Rachel Flowers, Guy Van Dichele</i>
<b>BOARD PRIORITY/POLICY CONTEXT:</b>	
<p>This report covers the One Croydon response to the Prevention Green Paper, 2019, which outlines the vision for proactive, predictive and personalised prevention to address slowing increases in life-expectancy and the social gradient to healthy life-expectancy.</p> <p>This aim of the Prevention Green Paper is in-line with Health and Wellbeing Strategy Vision 'Croydon will be a healthy and caring borough where good health is the default not the exception and those that experience the worst health improve their health the fastest', and the strategic priority 7. 'A stronger focus on prevention'.</p>	
<b>FINANCIAL IMPACT:</b>	
<i>None</i>	
<b>1. RECOMMENDATIONS</b>	
1.1 To note the Croydon response to the Prevention Green Paper (Appendix 1)	

## **2. EXECUTIVE SUMMARY**

- 2.1 The Government published the Prevention Green Paper on 22 July 2019 for public consultation.
- 2.2 The paper sets out the Government vision for proactive, predictive and personalised prevention to address slowing increases in life-expectancy and the social gradient to healthy life-expectancy.
- 2.3 The Government have asked for responses to 21 questions related to actions within the Green Paper.
- 2.4 One Croydon have collectively agreed a response to the consultation questions, which was submitted on the 17 October 2019.

## **3. DETAIL**

- 3.1 The Prevention vision was outlined by the Health Secretary at the Annual Meeting of the International Association of National Public Health Institutes on 5 November 2018 and published in the document '[Prevention is Better than Cure](#)'. This document set out an intent to put prevention at the centre of the nations health and set out the case for change and the vision for preventing health problems arising in the first place and for supporting those in the community with existing health conditions.

- 3.2 In July 2019 the Government published the Prevention Green Paper setting out Government proposals for realising this vision and to seek views on these proposals.
- 3.3 In the paper, the Government commits to putting prevention at the heart of decision making working across Government and with local health and care partners, individuals and communities. They propose a broad range of actions to address key challenges and capitalise on opportunities. These include tailored lifestyle support, personalised care, greater protection against future threats and targeted support. Actions include setting a new 2030 smokefree ambition, a review of the NHS Healthchecks programme, an enhanced NHS role in prevention and launching a mental health prevention package.
- 3.4 Since publication, the Government has been seeking views on these proposals through a formal Government Consultation comprising 21 questions.
- 3.5 One Croydon partners, lead by Public Health agreed to formulate a collective response on behalf of Croydon. A final draft was sent to Health and wellbeing Board members for comment at the end of September and was presented to the One Croydon Strategic Development Board on the 10 October 2019.
- 3.6 The response in Appendix 1 was submitted by the deadline of the 17 October 2019.

#### **4. CONSULTATION**

- 4.1 The Health and Wellbeing Board and One Croydon Alliance have been consulted in shaping the response to the paper.

#### **5. SERVICE INTEGRATION**

- 5.1 *N/A*

#### **6. FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS**

There are no direct financial implications in this report

Approved by: Josephine Lyseight, Head of Finance on behalf of Lisa Taylor, Director of Finance, Investment and Risk and S151 Officer, Croydon Council

#### **7. LEGAL CONSIDERATIONS**

- 7.1 The Head of Litigation and Corporate Law comments on behalf of the Director of Law and Governance that there are no further legal considerations arising from this report.
- 7.2 *Approved by: Sandra Herbert, Head of Litigation and Corporate Law on behalf*

## **8. HUMAN RESOURCES**

8.1 There are no direct human resources implications from this report

## **9. EQUALITIES IMPACT**

9.1 The prevention green paper sets out to improve health and wellbeing through increased prevention and reducing inequalities will be a key aspect of achieving this.

9.2 It puts prevention at the heart of decision making working across Government and with local health and care partners, individuals and communities.

9.3 The Croydon response to the Green paper consultation advocates for a focus on inequalities and the factors that impact on health. For example:

- There are many opportunities during the course of life, from conception onwards, to reduce inequalities or provide protective factors on an individual, community or place basis. There are, therefore, many policies that impact positively on those disproportionately impacted by the inequalities that being poor or excluded brings and we recommend that all policies that affect the wider determinants (education, employment, housing, transport, community cohesion etc) should be reviewed systematically so that they maximise health and minimise health inequalities.
- There should be the opportunity of providing health checks for those communities disproportionately impacted by hypertension, type 2 diabetes and increase risk of CVD before the age of 40 and a standardised national on-line health checks for the “worried well” .
- Public awareness campaigns, and education programmes in schools, workplaces and communities are essential to support breastfeeding mothers. These must be co-produced with new mothers to avoid alienation. Promotion must be backed by multi-faceted support.
- We welcome the wider systems approach in the Obesity Trailblazer programme and a whole systems approach to supporting families.

9.4 Approved by: Yvonne Okiyo, Equalities Manager

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**CONTACT OFFICER:** Rachel Flowers, Director of Public Health  
[Rachel.flowers@croydon.gov.uk](mailto:Rachel.flowers@croydon.gov.uk)

### **APPENDICES:**

Appendix 1 – Croydon Response to Prevention Green Paper

### **BACKGROUND DOCUMENTS:**

None.