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Securing Good Health for the Whole Population

- General waiting times, including for cancer treatment have improved dramatically; day cases up 20%, prescriptions by more than one fifth
- The capital programme, including investment in MRI scanning, CT scanning and deployment of new linear accelerators is on track
- Targets set for expansion of consultant, GP, nurse and allied health professional posts have been exceeded

More to do on prevention.....



NHS

East of England
East Midlands
London
North East
North West
South East Coast
South Central
South West
West Midlands
Yorkshire and the Humber

High Quality Care For All

NHS Next Stage Review Final Report

 Department
of Health


NHS

North West

- Supporting prevention and self care
- Quality at the heart of the NHS
- Working in partnership with staff and the public

Healthier Horizons for the North West



A large crowd of people is shown from behind, looking towards the right side of the frame. The crowd is diverse in age and appearance. In the center, a semi-transparent white box contains the text: "Our vision for the next 10 years - to develop a new relationship between the NHS and the people of the North West".

Our vision for the next 10 years - to develop a new relationship between the NHS and the people of the North West

I will receive more personalised care

I will be living a healthier lifestyle

I will receive the most informed technologies as part of my care

I will have better Customer care and an improved patient experience

I will be more involved in decisions made by the NHS

I will get more integrated seamless care, when I need help from more than one organisation

10 Public Touchstones

My NHS will maintain a healthy financial position and perform the best in class

I will be given higher quality clinical care

I will receive more of my care closer to my home

My family will have a better opportunity to live a longer and healthier life



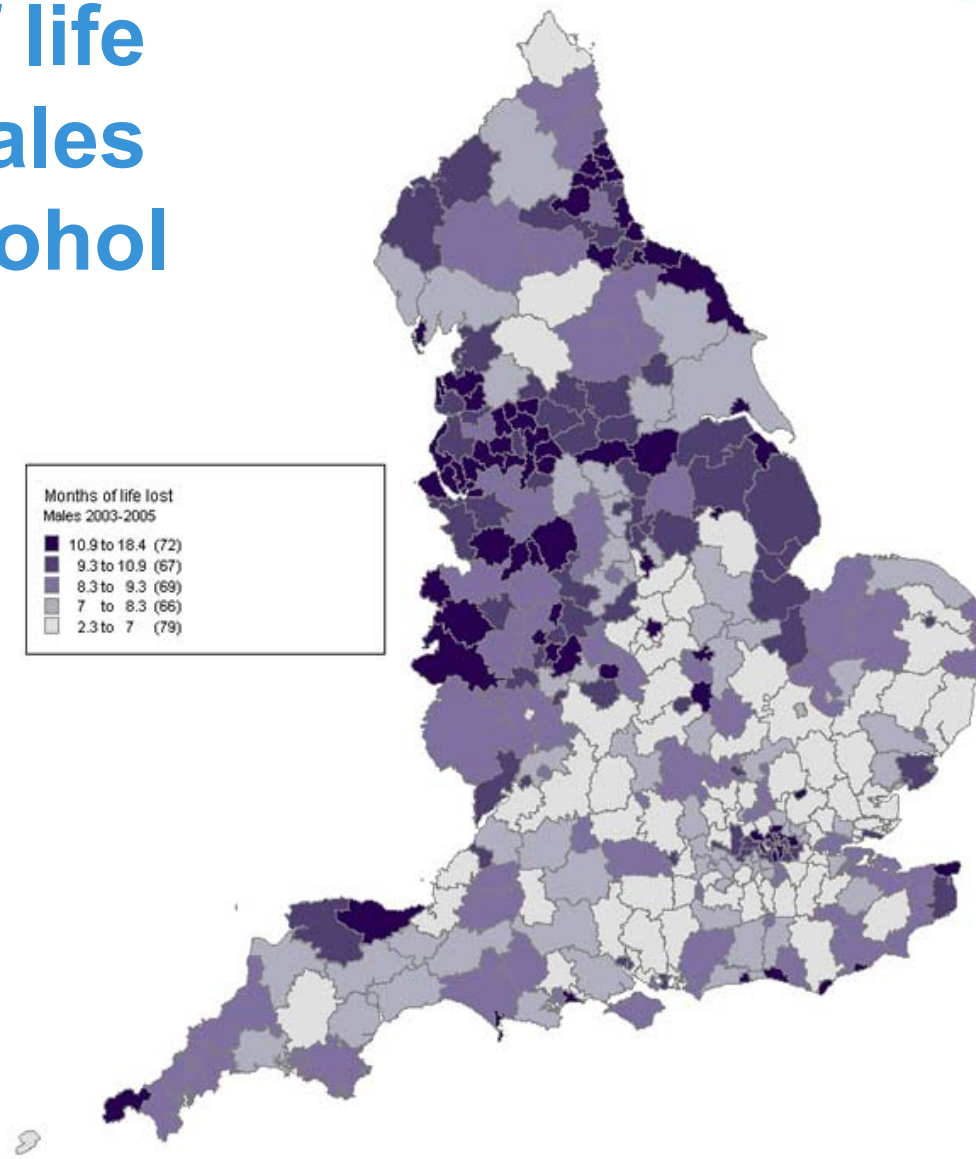
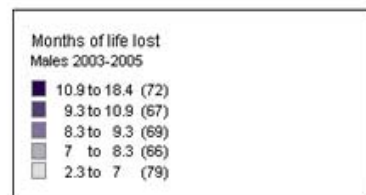
Delivering Healthier Horizons

- Ambitious but deliverable vision
- Vision, strategy & planning for effective implementation inextricably linked
- Delicate balance between ambition & implementation has to be struck
- Improvement solutions already 'lie within' the system
- Local NHS enabled to lead and create change
- WCC key to empower PCTs as future local leaders of the NHS

North West Health Profile 2008

Indicator	England	South East	East of England	South West	East Midlands	London	North East	Yorkshire and The Humber	West Midlands	North West
7 Smoking in pregnancy	16.1	15.2	14.4	16.8	18.3	8.9	23.6	19.6	16.3	20.8
10 Obese children *	9.9	8.7	9.1	9.0	9.7	11.3	10.9	9.7	10.4	10.2
13 Adults who smoke *	24.1	21.8	23.5	21.5	24.9	23.3	29.1	25.5	24.0	26.0
14 Binge drinking adults	18.0	16.2	15.2	15.3	17.7	12.7	26.5	22.0	17.9	23.0
15 Healthy eating adults	26.3	30.4	27.0	25.9	25.9	29.7	18.5	24.7	25.1	23.6
16 Physically active adults	11.6	12.5	11.3	12.6	11.6	11.6	11.4	11.1	10.5	11.1
17 Obese adults	23.6	22.0	24.8	23.2	25.6	18.4	25.2	24.1	26.5	24.5
20 Hospital stays related to alcohol *	260.3	201.9	170.0	247.3	238.0	239.7	422.9	250.9	252.5	424.2
26 Life expectancy - male *	77.3	78.5	78.3	78.5	77.3	77.4	75.8	76.6	76.6	75.8
27 Life expectancy - female *	81.6	82.4	82.3	82.7	81.3	82.0	80.1	81.0	81.1	80.3
29 Deaths from smoking	225.4	197.9	199.3	192.3	218.2	225.1	285.8	249.2	228.8	270.0
30 Early deaths: heart disease & stroke *	84.2	70.2	72.9	69.5	84.6	89.0	99.8	90.5	90.7	102.2

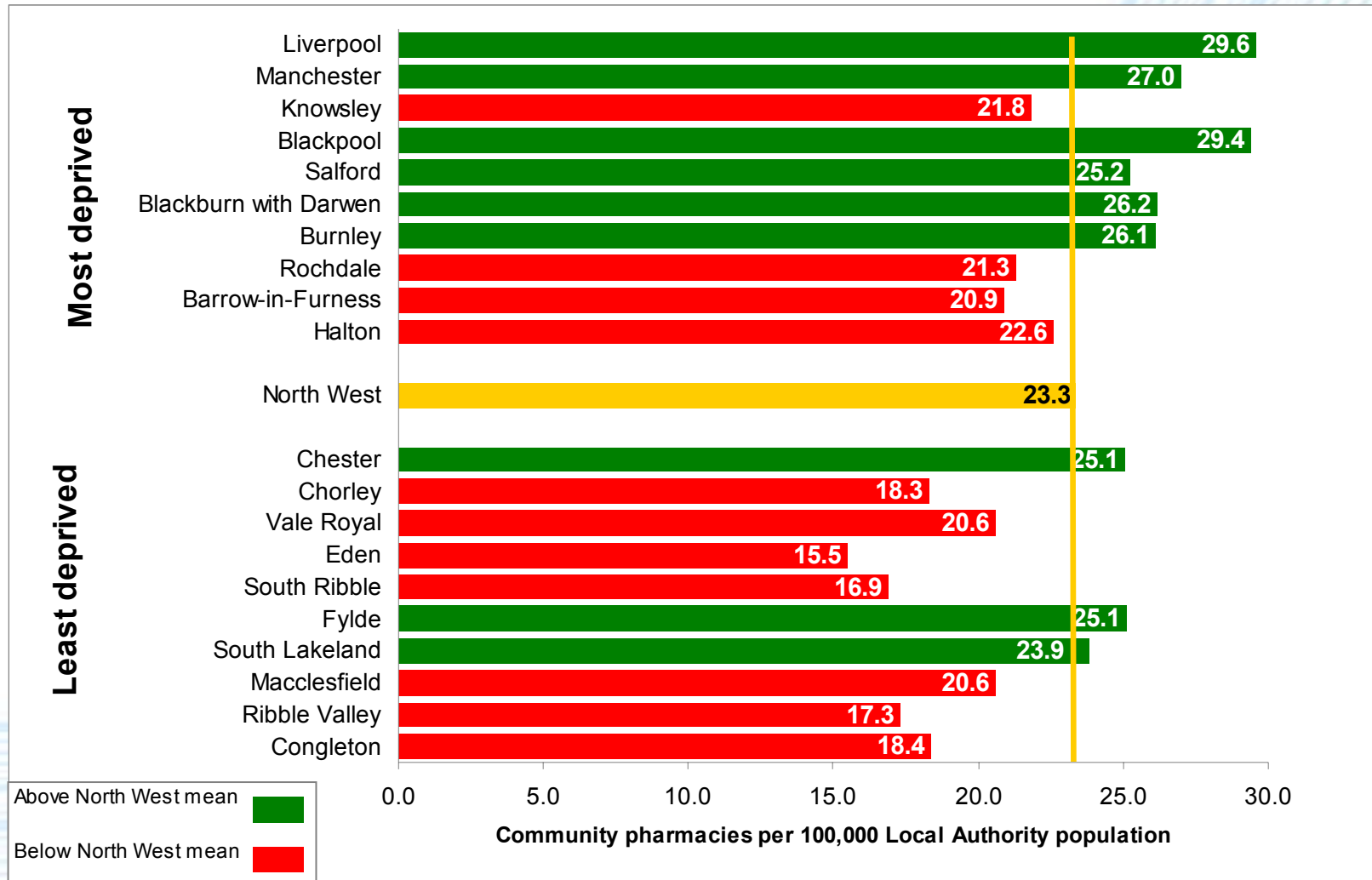
Months of life lost for males due to alcohol 2000-2005



Pharmacy White Paper 2008

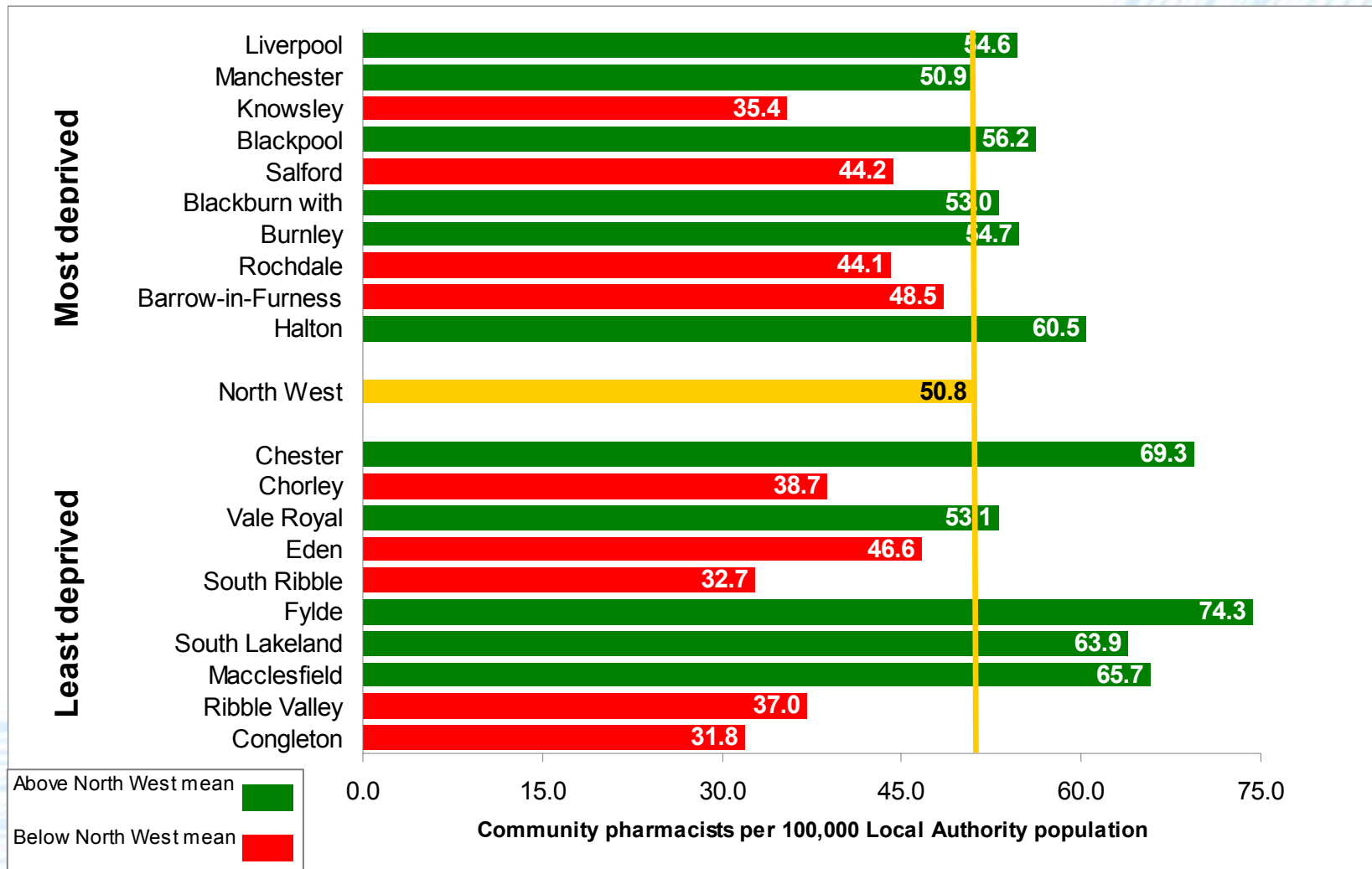
- There is a proposal to revise the “control of entry” regulations at Section 129 within the Health Act (2006)
- Market entry will be determined by local Pharmaceutical Needs Assessment (PNA) not the “necessary + expedient” test
- Integration into mainstream PCT commissioning processes would be facilitated
- Payments may be available for new directed services
- This offers opportunities to support delivery of strategic public health objectives aimed at reducing lifestyle-related illness

Numbers of Community Pharmacies per 100,000 Local Authority population



Sources: RPSGB; NHS National Administration Codes Service (June 2008); National Centre for Health Outcomes Development: mid 2006 estimates of resident population; 2007 IMD.

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The NHS Next Stage Review

- We believe that pharmacies have a key role to play as providers of prevention services
- There remains significant room for improvement across risk factors associated with alcohol, diet and exercise
- Examples of services that we expect local PCTs to expand include alcohol brief interventions, exercise referral, and weight management
- The programme of vascular health checks will be rolled out through GPs, pharmacies and community clinics.



Pharmacy White Paper 2008

- Healthy Weight, Healthy Lives including establishment of weight management clinics
- Increased participation in NHS Stop Smoking initiatives, including community outreach. Active engagement in the Vascular Health Check Programme
- Continuing and extending current sexual health support programmes including chlamydia screening and contraceptive promotion and supply
- Offering lifestyle advice and Brief Intervention services to help combat excessive alcohol use and related illness



Implementing Healthy Weight, Healthy Lives Toolkit



Obesity – the facts

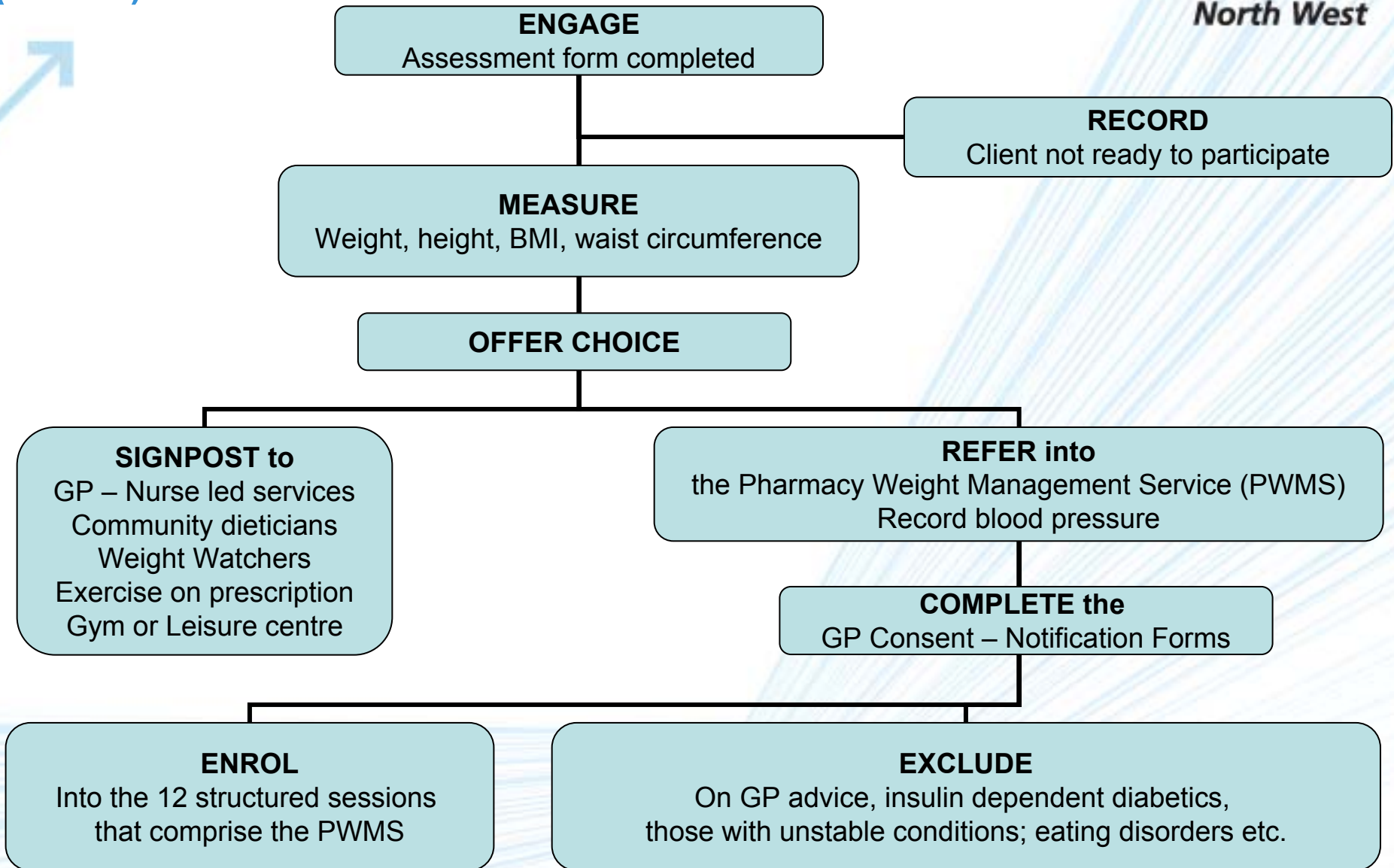
- The prevalence of obesity has trebled since the 1980s and it is more common in lower socioeconomic groups, particularly women
- It reduces life expectancy on average by 11 years
- And, if current trends continue 60% of adult men, 50% adult women and about 25% of all children under 16 could be clinically overweight by 2050
- There is an associated increased risk from coronary heart disease, stroke, type 2 diabetes, osteoarthritis and cancer
- On current trends weight-related ill health will cost the NHS £9.7 billion and the wider economy £49.9 billion per annum, by 2050 at 2007/8 prices



Central Lancashire Pharmacy Weight Management Service (Adults)

- Established through the Leading Across Boundaries programme by NHS North West in collaboration with RPSGB
- The Programme Team was inclusive of a PBC manager, PCT Public Health lead, a PEC GP, and the head of Community Dietetics
- Leadership, motivational interviewing and core behavioural change skills were developed through a workshop programme over 6 months comprised of group facilitation and 1:1 sessions
- Accreditation involves attendance at one day and two evening PCT led workshops where role play skills are assessed. Then a requirement to complete the CPPE weight management learning pack to Certificate level

Central Lancashire Pharmacy Weight Management Service (Adults)





Payment Schedule

Assessment resulting in referral	£5	
Payment for session 1	£20	
Payment for sessions 2-6 (£15 per session)	£75	
Payment for sessions 7-12 (£10 per session)	£60	
Total per patient	£160	
Recurrent finance available 2009/10	£120,000	
Number of clinically obese patients over 16 years of age	85,000	
Number not currently registered as such by their GP	53,000	



A new relationship between the NHS and the public

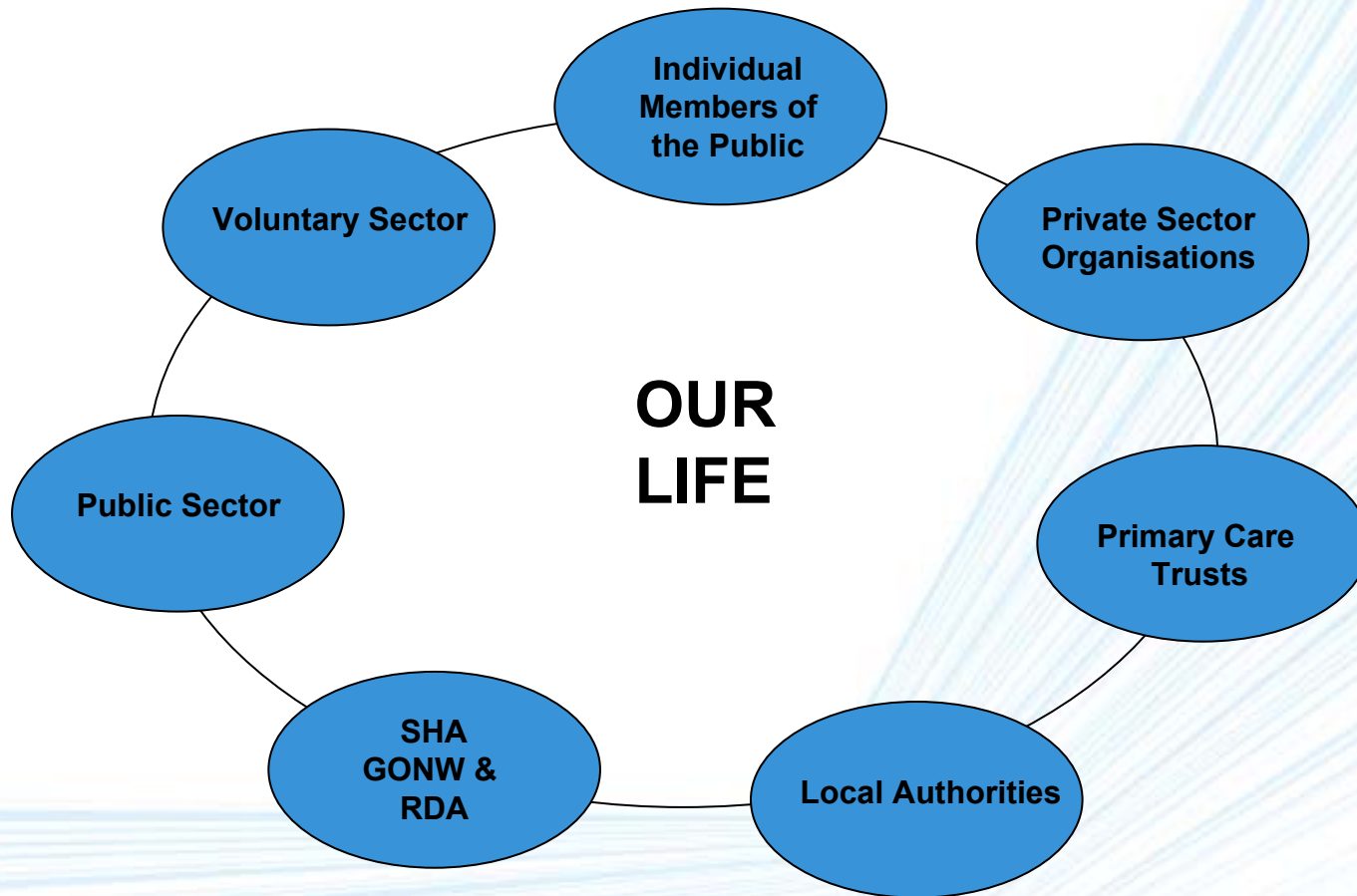
- NHS engages the public to get involved to influence NHS decision making
- NHS enables people to take more responsibility for their own health and to help manage their own condition



Our Life

- An Industrial Provident Society operating a social enterprise membership model
- It enables public, private and voluntary sector organisations to work collaboratively together
- With the independence necessary to challenge industry and government policy
- The aim is to mobilise people around a narrative that reflects their feelings, values and vision
- Initial focus is on reducing over-consumption of alcohol and food

Our Life Network



↗ Social Marketing

- **Development & improvement programme**
- **Move from theory to applied delivery, integrated with World Class Commissioning**
- **Sophisticated commissioner led social marketing**
- **Increase capacity, capability and partnership working**





**In 60 years the NHS
has never stood still**

**Our ambition in the
next 3 years is to
become the world's
leading health system**



BETTER CARE • BETTER HEALTH • BETTER LIFE

NHS
North West