

Transformation of Public Health

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CITY OF
WOLVERHAMPTON
COUNCIL

Our mission:
Working as one to
serve our city

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Consultation

- Potentially contentious service areas under review
- Many of the proposed changes related to directly delivered help or support to individuals
- Embraced the opportunity to consult - provided a real opportunity to engage and 'sense check' with the values and 'frame of reference' of the residents of Wolverhampton
- Response
 - Number of respondents **1,239**
 - This comprised of **861** of the public, **72** those that were targeted, **203** Young People and **103** Stakeholders.
 - Demographics: good, representative, spread across all groups and areas of the city

Areas considered

- Reduce the number of people who smoke (including pregnant women)
- Support women to breastfeed
- Increase the number of children with a healthy weight
- Prevent healthcare associated infection, particularly in nursing and care homes
- Improve young people's emotional and mental wellbeing

Reduce the number of people who smoke (including pregnant women)

We found:

- A significant difference between the views of smokers and non-smokers
- Smokers:
 - wanted to quit on their own, or use online support
 - said national campaigns help them think about quitting
 - want it to be harder to smoke, and harder to smoke around children
 - felt it was essential to create smoke-free environments, especially in public spaces
 - felt it was important to teach children in schools about the effects of smoking
- Non-smokers felt GPs and pharmacies would be helpful in quitting smoking

We propose:

- Promote and use national campaigns/material
- Create smoke-free environments
- Enhance schools-based plan, particularly prevention
- Smoke-free City ambition

Support women to breastfeed

We found:

- Residents and stakeholders consistently said that early support (in the first 10 days) is vital, and they value face to face contact
- Mothers would prefer expertise through their midwifery team and wanted breastfeeding support groups for guidance and social support
- Breastfeeding shouldn't be viewed as a single issue in isolation, but part of a package of early support

We propose:

- Working in partnership with RWT to enhance early support from the midwifery team
- Explore how to support capacity of volunteers (e.g. intergenerational support)
- To continue to achieve UNICEF Baby Friendly status

Increase the number of children with a healthy weight

We found:

- People preferred to look online or visit the GP for advice/information
- Families would prefer encouragement through free activities such as walking or running
- People would prefer to think carefully about shopping habits
- Wanted better environments conducive to physical activity

We propose:

- Signpost families to reliable sources of online support and ensure that staff in GP practices are trained to do so
- Promote free activities across the City and within communities that are accessible for families
- Promote national campaigns, which are based on good evidence
- Develop a stronger link with planning policy

Prevent healthcare associated infection, particularly in nursing and care homes

We found:

- Low level of interest because people assume it is part of everyday practice, rather than an 'add on' service
- Stakeholders valued the current provision but wanted it to be joined up with other related services and work being undertaken across the city

We propose:

- Stabilise the current approach
- Bring together the work of the CCG, RWT the LA to ensure the valuable work is continued
- Combine the available resources and make the system more efficient
- Build on the CQC inspections where infection prevention is linked to rating

Improve young people's emotional and mental wellbeing

We found:

- Young People highlighted mental health as the number one priority for their generation
- Services and brands are isolated and offer varying non-specialist support
- Young people repeatedly asked for services across all settings to make support more accessible and consistent

We propose:

- Stabilise current provision in the short term with a view to integrate into current or developing pathways
- Provide public health input into commissioning of integrated Tier 2 pathways across CCG, Council, voluntary sector and schools

Next Steps

- Communicate findings of the consultation and proposals/intentions
- Coproduce, with key stakeholders, an offer for each of the areas considered
- Implement new offers
- Develop a framework for evaluation of the new approach

