



MEETING TITLE Trust Board		MEETING DATE 28/03/2017	
TITLE of PAPER		Public Health	PAPER REF 4.8
STRATEGIC OBJECTIVE(S)		Deliver world class health outcomes in urgent and emergency care Ensure continuous service improvement and innovation	
PURPOSE OF THE PAPER		To appraise the Trust Board on the role of YAS in the national public health landscape and how this is translated at a local level.	
For Approval		<input type="checkbox"/>	For Assurance
For Decision		<input type="checkbox"/>	<input type="checkbox"/>
		Discussion/Information	
		<input checked="" type="checkbox"/>	
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DISCUSSED AT / INFORMED BY – include date(s) as appropriate (free text – i.e. please provide an audit trail of the development(s)/proposal(s) subject of this paper):			
PREVIOUSLY AGREED AT:		Committee/Group:	Date:
RECOMMENDATION(S)		It is recommended that the Trust Board note the importance of the public health agenda within YAS and support the key areas and opportunities in which work will be progressed for the next financial year.	
RISK ASSESSMENT			
			Yes
			No
Corporate Risk Register and/or Board Assurance Framework amended <i>If 'Yes' – expand in Section 4. / attached paper</i>			<input type="checkbox"/>
			<input checked="" type="checkbox"/>
Resource Implications (Financial, Workforce, other - specify) <i>If 'Yes' – expand in Section 2. / attached paper</i>			<input type="checkbox"/>
			<input checked="" type="checkbox"/>
Legal implications/Regulatory requirements <i>If 'Yes' – expand in Section 2. / attached paper</i>			<input type="checkbox"/>
			<input checked="" type="checkbox"/>
Diversity and Inclusion Implications <i>If 'Yes' – please attach to the back of this paper</i>			<input type="checkbox"/>
			<input checked="" type="checkbox"/>
ASSURANCE/COMPLIANCE			
Care Quality Commission Choose a DOMAIN(s)		2: Effective 4: Responsive	
NHSI Single Oversight Framework Choose a THEME(s)		2. Quality of Care (safe, effective, caring, responsive)	

PUBLIC HEALTH

1. PURPOSE/AIM

- 1.1 To appraise the Trust Board on the role of YAS in the national public health landscape and how this is translated at a local level.

2. BACKGROUND/CONTEXT

- 2.1 Allied health professionals are increasingly being recognised as part of the wider public health workforce.
- 2.2 At a national level ambulance, health and public health colleagues share an interest in further enhancing the ambulance services' current role in the prevention and public health agenda and as such a consensus statement between the Association of Ambulance Chief Executives (AACE), NHS England, Public Health England (PHE) and the voluntary sector was published on 7th February 2017.
- 2.3 As the only ambulance service to have a dedicated public health lead, YAS has been recognised nationally as an exemplar of public health practice within the ambulance sector. Professor Kevin Fenton, Director of Health & Wellbeing for PHE, highlighted YAS as a local service leading the way on this agenda in his blog for Public Health Matters on 9th February 2017.
- 2.4 This national work has highlighted an opportunity for a partnership approach across the Yorkshire & Humber region with the regional PHE centre. This partnership has enabled working relationships to be made across the health & wellbeing spectrum to support cross cutting agendas such as mental health and health inequalities and to promote a shared focus on key priority areas which reflect local need.
- 2.5 Work is also underway with PHE Yorkshire & the Humber's Local Knowledge and Intelligence Service to develop a regional ambulance service dataset that is linked to key public health work streams including falls, alcohol misuse and self-harm. An initial report of this work is expected in April 2017.
- 2.6 Opportunities for early intervention and prevention across the emergency services are also being explored with the potential to develop a regional consensus statement across all partners.

3. ACHIEVEMENTS TO DATE

- 3.1 Public health knowledge and understanding is now beginning to be integrated into the training and development of all YAS staff through the Making Every Contact Count (MECC) approach. MECC enables the opportunistic delivery of consistent and concise healthy lifestyle information and enables individuals to engage in conversations about their health at scale across organisations and populations.

- 3.2 Awareness of MECC will be incorporated into the Clinical Refresher for 2017/18 as well as the Clinical Supervisor development days held in March 2017 to allow for cascade through mentoring and supervision.
- 3.3 A programme of training in MECC is currently being developed in conjunction with North Yorkshire County Council for the Patient Transport Service in North Yorkshire. This will be delivered at the end of March 2017. An evaluation framework will be developed to understand the impact of this training on the lifestyle behaviours of both staff and patients. A financial evaluation will also be considered.
- 3.4 Discussions have also been held with Leadership & Learning and the Education department regarding the potential for inclusion of the MECC approach on the Trust induction programme as well as core courses for Emergency Care Assistants.
- 3.5 Local authority drug & alcohol commissioners have facilitated the development of an evaluation of the YAS referral pathway into local alcohol services. Early data from North Yorkshire for the period 1st October 2014 – 14th September 2016 has shown that 92% of service users that were referred were not currently in treatment at the time of referral. In addition to this 62% of individuals referred did in fact enter into treatment. These statistics need to be treated with some caution as they are based on relatively low numbers but are a very encouraging indication of the value of this pathway and the MECC approach. Further work is now being undertaken to understand the outcome of referrals across the whole of the region.
- 3.6 In recognition of our public health contribution YAS was a finalist for the Public Mental Health and Wellbeing Award at the RSPH Awards 2016 and has been shortlisted for an Advancing Healthcare Award for our contributions to public health (results announced 31st March 2017).
- 3.7 The Public Health Lead for YAS has also been invited to speak as an advocate for the ambulance services and public health at both the national Public Health England conference and annual Local Government Association/Association of Directors of Public Health conference.
- 3.8 Community engagement with the health & wellbeing agenda remains a top priority and as such YAS engaged with thousands of individuals throughout the summer including joint activities with the Stroke Association and PHE's Be Clear on Cancer campaign.
- 3.9 YAS also became a champion for the regional Breathe 2025 campaign and its vision to see the next generation of children born and raised in a place free from tobacco, where smoking is unusual.
- 3.10 As part of our commitment to this campaign we are in the process of updating the YAS Smoke Free policy in line with the NICE Quality Standard on smoking with the aim of raising the profile to ensure that all staff are aware of the smoke-free and tobacco control laws and how they are applied in the workplace.

- 3.11 The possibility of delivering Smoke Free roadshows for staff at key locations across the Trust is also being explored.

4. PROPOSALS/NEXT STEPS

- 4.1 YAS will continue to work with PHE both nationally and locally to identify opportunities to develop and maximise the role of frontline ambulance clinicians in the MECC agenda.
- 4.2 YAS will also seek to engage with the regional Directors of Public Health to further opportunities for intelligent use of YAS data.
- 4.3 Within the five year plan for public health YAS has committed to the national Workplace Wellbeing Charter for England. The Workplace Wellbeing Charter is a statement of intent, showing the organisation's commitment to the health of the people who work for us. An action plan is currently being drawn up to identify our areas of focus for 2017/18. This will be presented to the Trust Management Group in April 2017.
- 4.4 To further our commitment to the health of our communities across the north of the country, an opportunity has arisen to second the YAS Public Health Lead to North West Ambulance Service as part of the work of the Northern Alliance. This secondment will provide opportunities to share learning and expertise and develop the public health work of YAS at scale.

5. RISK ASSESSMENT

- 5.1 In April 2014, the allied health professions agreed a collective ambition to be recognised as an integral part of the public health workforce. Public health was also recognised as a national clinical priority for ambulance services in England by the National Ambulance Service Medical Directors (NASMeD) and AACE.
- 5.2 Policy documents such as the NHS England Five-Year Forward View and PHE's Evidence into Action highlight the national imperative to focus on a preventative approach to achieve improved population health and well-being, as well as minimise long term demand for services and ensure health and social care costs remain affordable. They also demonstrate the vital role that prevention has to play in tackling widening health inequalities.
- 5.3 YAS has rapidly developed its public health contribution and profile particularly on the national stage. We now need to maintain this momentum and spread good practice throughout the profession so that we remain at the forefront of national policy implementation and our approach to public health becomes our core way of working for the future.

6. RECOMMENDATIONS

- 6.1 It is recommended that the Trust Board note the importance of the public health agenda within YAS and support the key areas and opportunities in which work will be progressed for the next financial year.