

# Securing leadership from the local public health system

Prioritising and embedding the Healthy University  
as a key 'healthy setting' in Middlesbrough

Hazel Wright\_Richie Andrew

Teesside University\_Middlesbrough Public Health

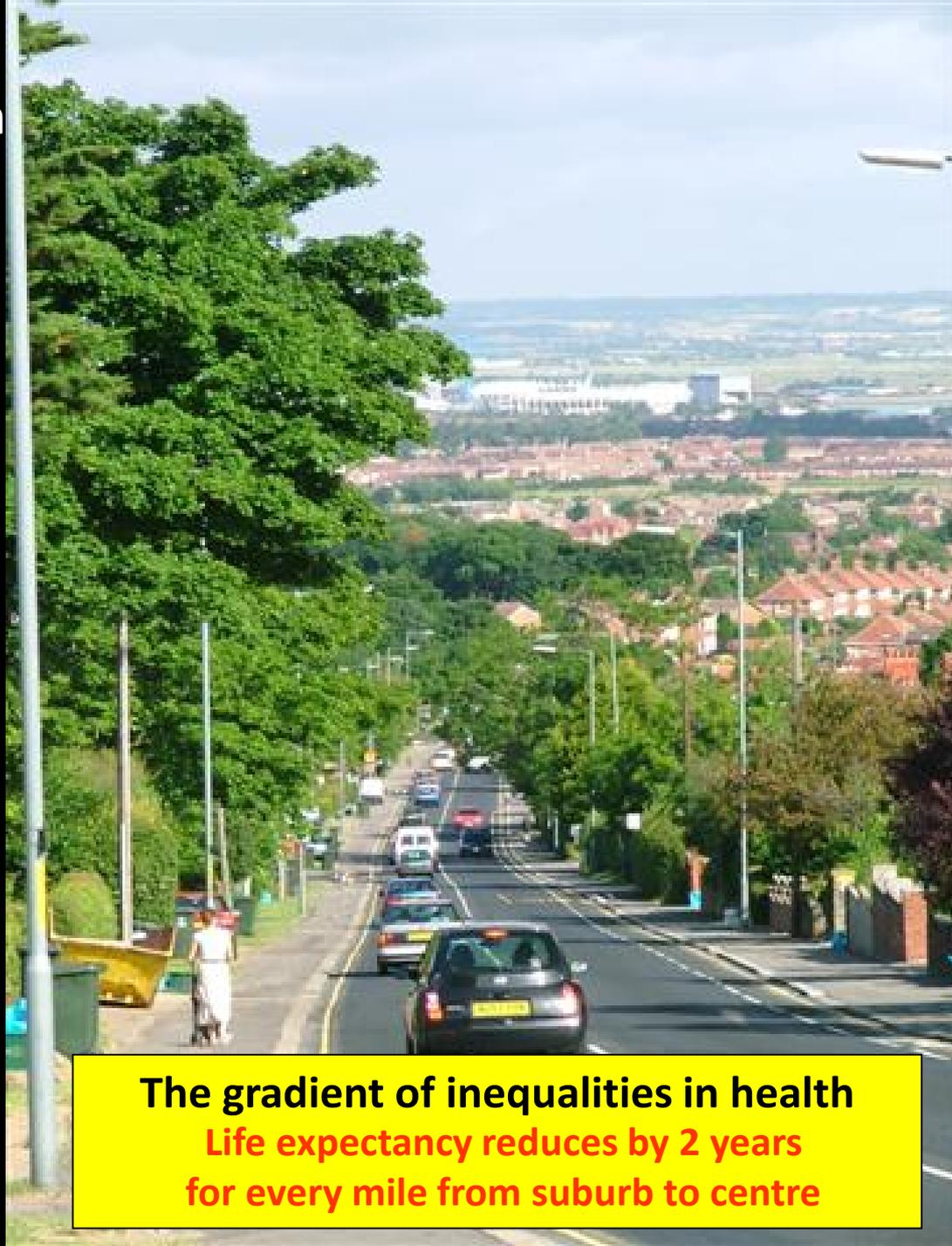
# Aims of today's presentation

- Public Health context
- Middlesbrough strategic context
- A single framework settings approach – successes and challenges
- Teesside University – Experience/opportunities/challenges and benefits

# The new face of Public Health

- Separation of Commissioning/Provider functions
- PH > Local Authorities
- CCG's, NECCS, Tees Shared Service, PHE North East
- Present challenges

# Middlesbrough Ormesby Bank



## Life expectancy

← Pallister	74	75
← Park End	72	77
← Marton	79	86
← Nunthorpe	82	84

The gradient of inequalities in health  
Life expectancy reduces by 2 years  
for every mile from suburb to centre



# Middlesbrough Joint Health and Wellbeing Strategy



## Vision

Improve the health and wellbeing of our local population and reduce health inequalities

## Aims

Tackle the social causes of poor health

Ensure children and young people have the best health and wellbeing

Reducing preventable illness and early deaths

Ensure high quality, sustainable and joined up health, social care and wellbeing services

## Priorities

- ▶ Ensuring healthy standard of living for all
- ▶ Create and develop healthy and sustainable places and communities
- ▶ Raise aspirations and educational attainment
- ▶ Creating fair employment and good work for all

- ▶ Invest in robust early help with a focus on the family
- ▶ Support emotional health and wellbeing of young people and their families
- ▶ Improve maternal health and early years health and wellbeing outcomes

- ▶ Multi-agency approach to improving lifestyle choices
- ▶ Increasing uptake of preventative and early intervention programmes
- ▶ Improving emotional health and wellbeing across the life course

- ▶ Reducing variation in the management of patients with long-term conditions
- ▶ Integrated health and social care services for people with long-term conditions
- ▶ Delivering the right care, at the right time, at the right place

Working better in partnership

Leadership and advocacy

Strategic focus on prevention and early help

Whole system approach

Targeted approach

Community engagement

# The Background

“Health is created and lived by people within the setting of their everyday life; where they learn, work, play and love”

The Ottawa Charter 1986

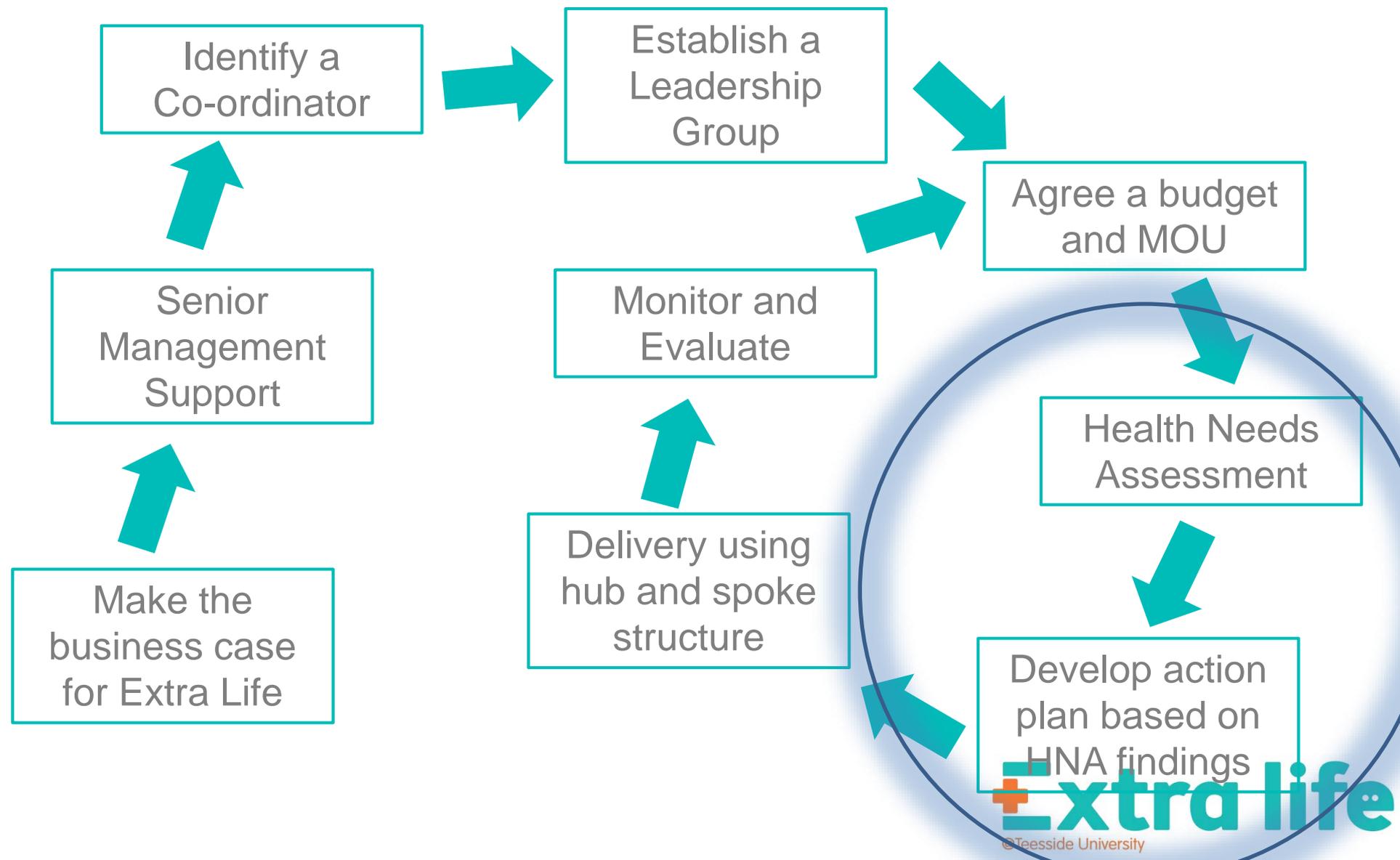


A large version of the 'Extra life' logo, consisting of a stylized teal 'E' with an orange cross on its left side, followed by the words 'Extra life' in a teal, rounded sans-serif font.

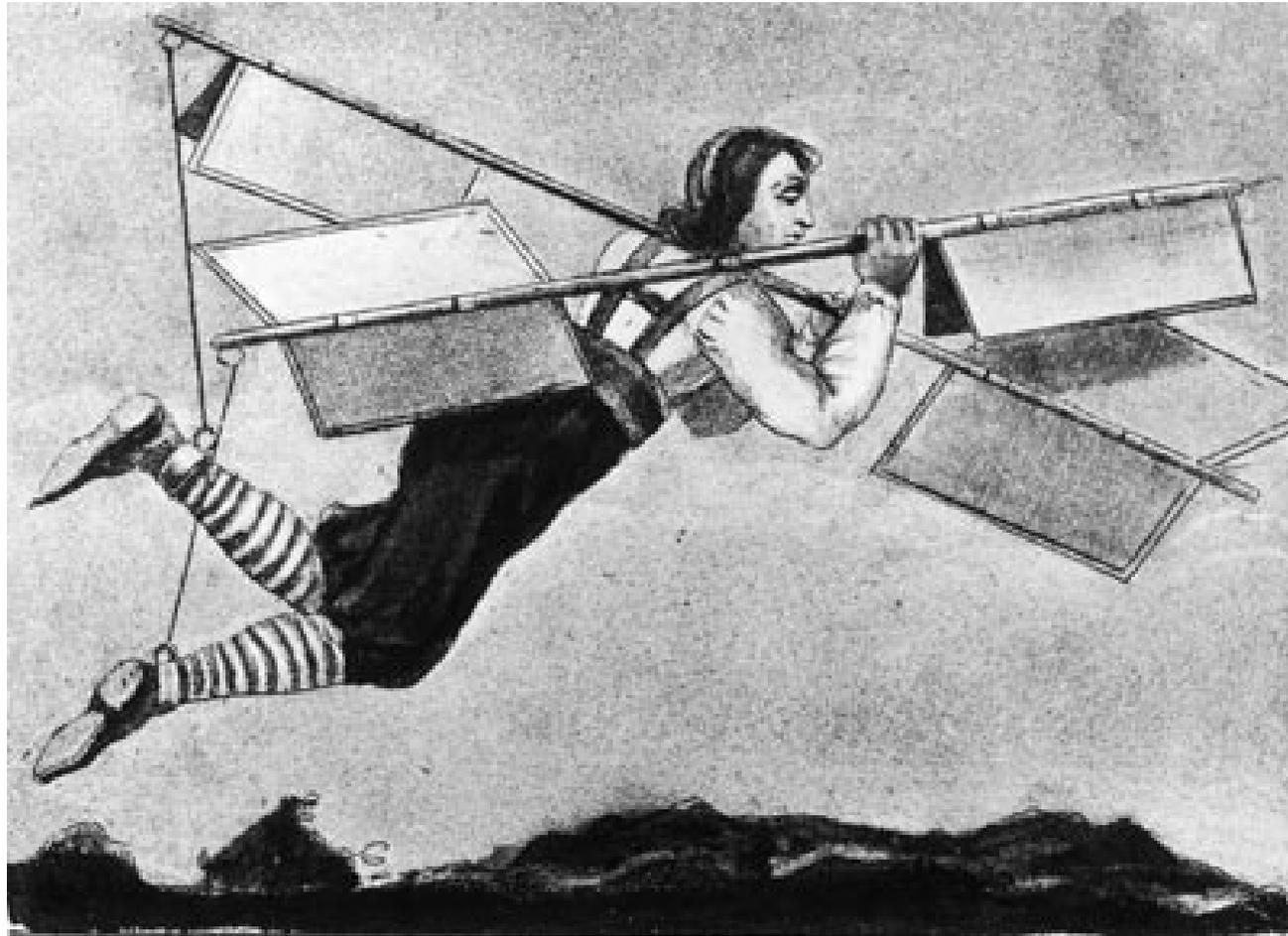
Inventive, Inclusive, Wellbeing

“Only Extra Life delivers a research based, guided improvement in wellbeing across every level of a large organisation”

# The Implementation



# Developing the Toolkit



# The Standards

## P rocess

Ensure that processes are in place to systematically assess health and wellbeing needs, to collect the right data and to use these to inform service improvement.

## L eadership

Demonstrate commitment to Extra Life by promoting health and wellbeing, including it in core business plans and through leading by example.

## A ctivities

Facilitate a range of activities across the setting to improve health and wellbeing, and to help manage health conditions including: information, campaigns, interventions, & services.

## C onnected

Develop strong partnerships with other settings, external organisations and the community to achieve shared health and wellbeing objectives, and to maximise efficiencies.

## E nvironment

Create supportive and sustainable environments that contribute positively to improving health and wellbeing.

# Extra Life in commissioning?

- ★ Influencing Commissioning
- ★ Extra Life Champions framework
- ★ Commissioned training
- ★ Co-ordinated Health & Wellbeing Campaigns
- ★ Launch / Network Events
- ★ Monitoring and evaluation

## Strategic Challenges

- Maintaining the direction and embedding into emerging strategy
- Long term approach to buy in
- Pump priming & longer term sustainability e.g. funding based on population from other areas
- Capacity v need
- Evaluation & Evidence based approach
- Organisational change





# *Teesside's story*

*There was a young enthusiastic wellbeing coordinator, new in post and full of ideas for helping and supporting the students and staff at her university.....*

*..... Hundreds of meetings, 3 changes in job title, 4 different steering groups, more steps backwards than forwards, and 7 years later.....*

*.....lots of progress had been made, especially through the work with the HU network, but it still wasn't quite enough!*

*... then along came Extra Life ☺ Yipeee said the Wellbeing coordinator, just what I've been hoping for all of these years.....*

# Challenges and obstacles

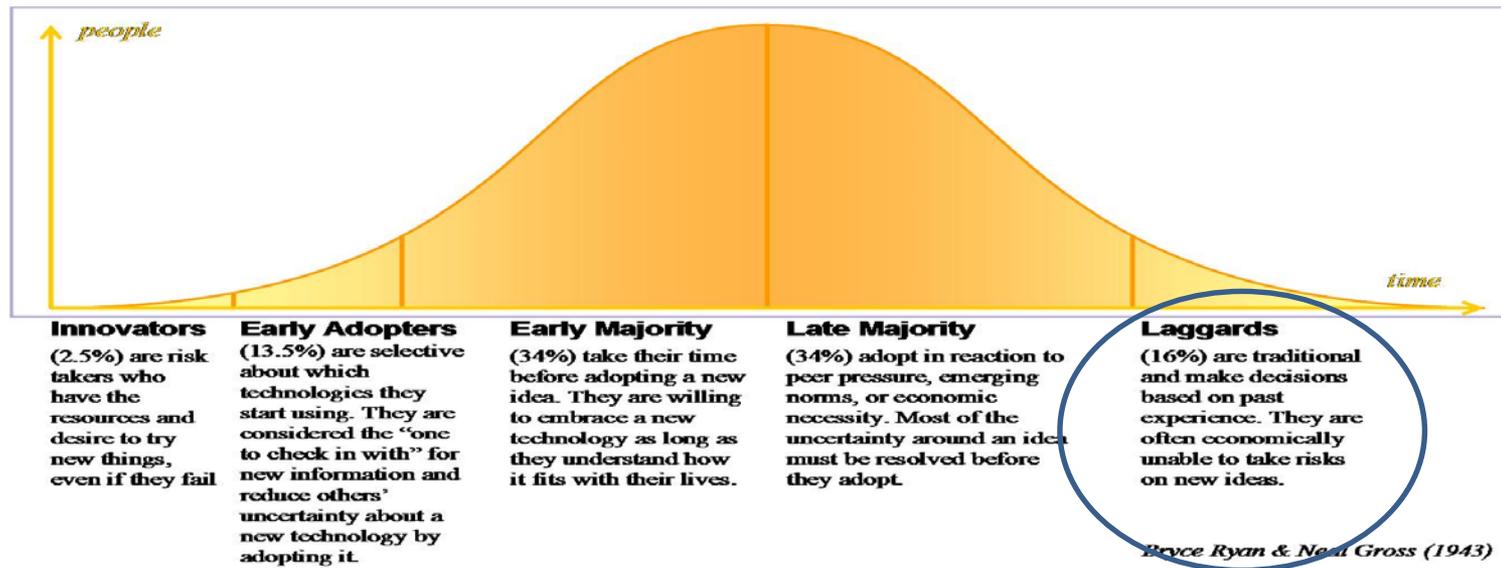


However, even the journey with Extra Life has had its challenges.....

- ❖ Perceptions - it's 'added value' versus it's 'extra work'
- ❖ Getting people to attend meetings/answer emails – we're all busy people!
- ❖ It's change! It's encouraging people out of their comfort zone.
- ❖ Still about playing the long game however looking at getting some quick wins
- ❖ Working to everyone's timescales – quite a bit of 'cart before the horse'
- ❖ Keeping everyone engaged and happy
- ❖ Lots of preparatory work. Like starting a new business - You don't turn a profit for quite a while but have to keep at it to be successful.
- ❖ Making sure everyone is on the same page and keeping them there.

# Challenges and obstacles

- You'll probably need to read up on change theory to help move things along as you'll definitely have some of these.....



# Opportunities and Benefits

What does it mean we can do now?

- evidence of ‘need’ has helped convince commissioners e.g. sexual health clinic with nurse, new IAPT service provided by University, shared stop smoking service between settings, access to many more local services
- Changing the way services are commissioned (also a challenge)
- Leaders from public health talking to leaders in the settings – improving buy-in
- Now definitely feels like a whole university approach rather than it being superficial – real action as opposed to lip service
- Huge help with getting HR engaged - head of HR chairs leadership group

# Opportunities and Benefits

- With PH involved it seems to have made people sit up and listen – Director of PH also on University board of directors
- Element of ‘ the other settings are doing it so we should too’!
- Funding always a plus – we actually have a proper budget
- Structured, simple and flexible approach which people seem to be buying into. People now seem to be ‘getting it’

# Opportunities and Benefits

- Strengthened what we were already doing. Helped give it an identity and therefore seems more tangible and not so hard to grasp what its about.
- We can be more innovative rather than corporate and public sector
- Shared objectives with health and wellbeing services and strategies across Middlesbrough – we can support them and they can support us, e.g. Middlesbrough Food partnership, Middlesbrough Smokefree committee, regional sexual health group, Middlesbrough Health and Wellbeing campaigns group.

## Top Tips

### From Public Health

- Understanding of settings models and evidence base
- Seek opportunities to use evidence base to influence commissioning
- Seek funding from other areas where population are from
- Set realistic time/objectives for action plans
- Share evidence with providers and promote shared need whenever possible
- Seek to understand the relationships between the activities of the setting and impact on health
- Make every contact count!

## Top Tips

### From the University

- Get to know your public health service
- Invite yourself to external meetings/go to networking events
- Get to know which committees within your University could be most useful e.g learning and teaching committees
- Identify University objectives and strategy where a health and wellbeing approach can help
- Identify shared objectives with PH
- Seek people out who would be good advocates and allies
- Continually nurture the partnerships you've developed within and outside of the University and continue to make new ones.
- Get PH senior managers/exec talking to University senior managers/exec
- Plan some quick wins to show something is happening
- Chip away.....and keep chipping away.....and keep chipping away!
- Be patient

# Please feel free to contact us

Hazel\_Wright

Wellbeing Services Coordinator

Teesside\_University

[h.wright@tees.ac.uk](mailto:h.wright@tees.ac.uk)

Richie\_Andrew

Health Improvement Specialist

Public\_Health

Middlesbrough Council

[richie\\_andrew@middlesbrough.gov.uk](mailto:richie_andrew@middlesbrough.gov.uk)