

# Business Plan

2024-25



## Public Health Dorset

Part of BCP and Dorset Councils



# Introduction

Welcome to our annual business plan for public health for 2024-25. Each year we update the plan to reflect changing priorities for our team, and how we support both councils in delivering their statutory duty to improve health and reduce inequalities among residents. This year, the context of how public health will be provided in future is changing. This will be the final year of a shared service following the decision to separate into two public health functions, one per council.

Alongside delivery of services, the plan for this year reflects the need to use some of our capacity to understand how best to provide public health services under each council. This is likely to include work on our health behaviour change provider LiveWell Dorset, and our major contracts for essential and mandated public health services like health visiting, school nursing and sexual health.

Through this year of change, we also have national expectations around increasing the number of people quitting smoking and our continued work in the Dorset Council area on increasing numbers of people engaged in treatment for drug and alcohol services. Our longer-term public health priorities remain largely unchanged, and we will be engaging with both councils about how best to provide continued excellence in service and influence our system partners to embed prevention and reduce inequalities in health.

**Sam Crowe, Director of Public Health**



# Our vision is for...

**Dorset to be a county of vibrant, connected communities that prioritises mental and physical health and wellbeing**

**All people in Dorset to live healthy and fulfilled lives for as long as possible, with minimal disparities**

**Dorset's health and care system to embed public health interventions to make the most of early opportunities to improve and protect health**



# What we do

- Public health refers to all organised measures to prevent disease, promote health and prolong life among the population as a whole.
- Public Health Dorset currently carries out [public health responsibilities](#) as a shared service for Dorset Council and Bournemouth, Christchurch and Poole Council. Our work is funded by a ring-fenced national grant.
- The councils are currently reviewing how public health is delivered in future, and BCP Council's Cabinet has decided to separate the shared service by 1 April 2025.
- This business plan sets out the public health programmes we will prioritise this year, whilst recognising we will also be working with our council partners to ensure continuity of services and a smooth transition to two separate public health services.



# Our communities

- Dorset is a great place to live and grow – over half the county is an area of outstanding natural beauty. Coastal, urban and rural areas offer great opportunities to promote and improve health and wellbeing.
- Generally, we have an ageing population but there are distinctions between our two areas – BCP has a higher number of younger people due to its universities, whilst in Dorset Council younger people often move away due to lack of opportunities, low wages and high housing costs.
- Improvements that were being seen in life expectancy have started to plateau and have potentially started to decline. A gap in life expectancy remains between those who live in our most and least deprived areas. BCP has some of the richest and poorest areas in the country.
- Coastal communities have poorer health outcomes than other areas. In Dorset, many people are living with long-term conditions like heart disease, diabetes or high blood pressure and there is a wide variation in the number of people who have these conditions ‘under control’ – meaning risk factors that could lead to hospital care or even early death are managed. We know that these conditions are contributing to some of the recent trends in excess deaths being seen nationally and locally.



# Our work in Public Health



# Our aims

## Protecting and improving health

- Enabling people to improve their mental and physical health through interventions at a population level
- Working in a targeted way to make the biggest difference based on evidence of needs
- Working with partners to reduce the threat from infectious disease and environmental hazards
- Providing expert public health advice and guidance to colleagues across the system
- Facilitating public health programmes based on the needs and experiences of individuals, groups and communities

## Addressing health inequalities

- Enabling every child across Dorset to have the same opportunities to thrive
- Working to ensure every person in Dorset spends the same time in good health
- Considering wider determinants of good health in our work, like income, employment, access to health services, support networks and housing
- Focusing on where we can reduce the healthy life expectancy gap the most



# Our work programmes

- We have refined our work programmes to be clear on what we will deliver over the coming year
- These work programmes fall into four categories:
  - **Health improvement:** Promoting healthy behaviours to help people to improve their wellbeing, focusing on making the biggest difference to those with the greatest need
  - **Health protection:** Keeping people safe from infectious diseases and other health hazards
  - **Healthy places:** Ensuring our built and natural environments support our population to live healthy lifestyles
  - **Healthcare public health:** Using our public health expertise and influence in the Integrated Care System to improve access to and outcomes from health and care services





# Work programme overview

- National mandated themes
- Our delivery programmes
- Functions supporting all programmes

- The diagram sets out our delivery programmes, under nationally mandated themes, as well as the support services that together make up our work programme for this year
- The next slides set out the objectives and activity specified in each delivery programme and are in order of priority to help manage capacity and resource
- Our support functions provide input and resource across all delivery programmes

Health Improvement		Health Protection	Healthy Places	Healthcare Public Health
Smoking Cessation	Children & Young People	Health Protection	Healthy Places	<b>JSNA &amp; IDEA</b> (Joint Strategic Needs Assessment & Improving Data to Evidence Action)
Drugs & Alcohol (DC only)	Health Checks			<b>System &amp; Place Advice &amp; Guidance</b> (Mental Health, Health Inequalities, MOU)
LiveWell Dorset	Sexual Health			
Localities				
Community Health Improvement Services (CHIS)				
Intelligence				
Communications				
Business Support				



# 1. Smoking cessation

## Objectives:

- Delivering a smokefree generation across the area by 2030
- Ensuring effective smoking cessation services are available to support people to stop smoking

## Activity in the programme includes:

- Delivering smoking cessation services through LiveWell Dorset and in the community through GPs and pharmacies
- Delivering national expectations of the Smokefree Generation investment and Swap 2 Stop programme
- Commissioning of Treating Tobacco Dependency services in the NHS on behalf of Dorset Integrated Care System



# 2. Children and young people

## Objectives:

- Promoting healthy behaviours for children and young people and their families with a focus on parental smoking, healthy weight, emotional health and wellbeing and delivery of the healthy children programme

## Activity in the programme includes:

- Contract managing the Children and Young People Public Health Service, including the National Childhood Measurement Programme, to deliver the healthy child programme, and the Breastfeeding Network Peer Support Service
- Providing public health leadership and input into wider system shared priorities related to children and young people, including Family Hubs, SEND improvement, 5 year forward plan (childhood obesity), Local Maternal and Neonatal System health equity plan, mental health transformation and Best Start in Life



# 3. Drugs and alcohol (Dorset Council only)

## Objectives:

- Reducing harms caused by drugs and alcohol
- Delivering a world-class treatment and recovery system

## Activity in the programme includes:

- Contributing to the delivery of national priorities within the National Drug Strategy for treatment, including increasing treatment places and reducing drug and alcohol-related deaths
- Working with partners through the Combating Drugs Partnership Board and chairing the Treating and Recovery Sub-Group
- Managing core contracts, including REACH and pharmacies, and grants
- Working with BCP Council's drug and alcohol commissioning team on joint strategic priorities



# 4. Health Checks

## Objectives:

- Developing and overseeing the delivery model for NHS Health Checks
- Improving access to and uptake of universal and targeted offers, particularly amongst target population
- Identifying those at risk of cardiovascular disease to improve outcomes

## Activity in the programme includes:

- Commissioning and contract managing universal NHS Health Checks delivered by general practice and pharmacy, inviting 10% of the eligible population and achieving 50% uptake
- Delivering targeted community NHS Health checks by LiveWell Dorset



# 5. LiveWell Dorset

## Objectives:

- Delivering integrated health improvement services which support individuals to sustain healthy lifestyle changes
- Supporting other organisations to promote and deliver healthy lifestyles support

## Activity in the programme includes:

- A healthy lifestyle behaviour change service for individuals, supporting people to become more active, maintain a healthy weight, stop smoking and drink less alcohol
- Local implementation of national Smokefree and Swap 2 Stop programmes
- Development and capacity building support for organisations
- Targeted NHS Health Checks



# 6. JSNA & IDEA

**This incorporates two areas: Joint Strategic Needs Assessment and Improving Data to Evidence Action**

## **Objectives:**

### **IDEA**

- Aligning and improve the data and insight tools that the system draws upon and supporting a culture of using information to make decisions

### **JSNA**

- Delivering clear narratives about the health and wellbeing of our populations and connecting people to insights and intelligence

## **Activity in the programme includes:**

- Contributing to the development of system data and insight tools
- Coordinating the Joint Strategic Needs Assessment process (mandated for Health and Wellbeing Boards)
- Initiating the next Pharmaceutical Needs Assessment update (mandated for Health and Wellbeing Boards), to be published by October 2025



# 7. Sexual health

## Objectives:

- Commissioning sexual health and contraception services to test and treat sexually transmitted infections, reduce teenage pregnancy, provide targeted outreach and promote good sexual health practice for the population of Dorset
- Commissioning an HIV prevention programme

## Activity in the programme includes:

- Delivering a fully integrated Sexual and Reproductive and HIV prevention service as a whole system approach
- Promoting and improving good sexual health through embedding quality evidence-based practice and approaches to behaviour change across service areas
- Providing responsive and timely outreach services to meet the needs of vulnerable groups





# 8. Health protection

## Objectives:

- Gaining statutory assurances for the Director of Public Health that system plans are in place to protect health, and supporting the development of these system-wide health protection plans
- Providing advice and scrutiny to health protection incident response
- Reviewing surveillance and performance data from key stakeholders to understand issues and risks
- Ensuring effective communication of health protection risks and working collaboratively to mitigate them

## Activity in the programme includes:

- Collaborating with stakeholders to create, refresh and test system plans
- Representing local authority public health in Incident Management Team (IMT) meetings
- Gaining assurance via network and partnership meetings and monitoring reports of incidents
- Inputting into regional sector-led improvement plans
- Working with partners to understand and input into plans to maximise immunisation uptake



# 9. Healthy places

## Objectives:

- Increasing the positive contribution the built and natural environment makes to health and wellbeing and reducing health inequalities through public health evidence and guidance

## Activity in the programme includes:

- Providing public health input into the development of Local Plans and implementation through health impact assessment of major planning applications
- Working with local authority colleagues to increase uptake of and address barriers to sustainable travel
- Collaborating with partners to increase equitable access to good quality natural environments, including urban greenspaces.
- Reducing the number of people living in cold and damp homes, including through Healthy Homes Dorset and Home Upgrade Grant 2
- Developing a plan to grown support and capacity in the voluntary and community sector to support older people to remain living well and independently through the Thriving Communities project



# 10. System and place advice and guidance

We have brought together the activities where we provide advice and guidance at a system or place level into a single programme. This looks at the Integrated Care Partnership Strategy, the two Health and Wellbeing strategies and the Integrated Care Board's Joint Forward Plan.

## **Objective:**

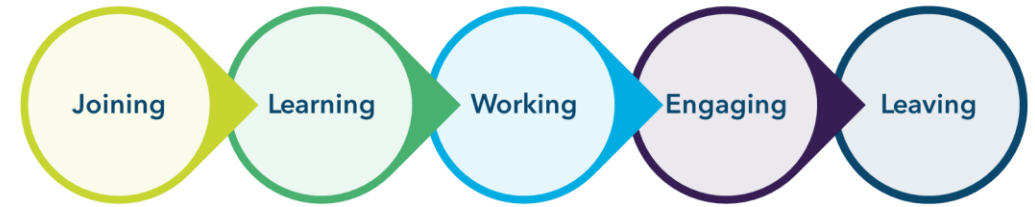
- Understand how our own work contributes to these overall system plans
- Support and influence further development and implementation of strategies with a particular focus on Health Inequalities, Prevention and Mental Health

## **Activity in the programme includes:**

- Input and support to refresh of the Health and Wellbeing strategies and associated action plans
- Provision of public health expertise to support inequalities, prevention and early help, population mental health, suicide prevention and sustainability
- Oversight of agreed and funded project work, planning for a sustainable future approach. For example, Trusted Voices, Health Literacy project, DNA project, suicide prevention training



# People Plan



Over the past year we have developed a range of plans to support our team's development and wellbeing.

The People Plan is our overarching strategy which sets out how we attract, engage and develop our workforce. This is informed by an annual staff survey which provides a baseline measure of progress and insight into how the team feel about working at Public Health Dorset. It also includes an action plan which sets out how we will achieve improvements in our key themes.

The Training Plan includes the various levels of training and learning opportunities available to public health team members, including specialist public health training. This enables us to provide consistent support to our team to help them grow and develop.

Alongside the corporate wellbeing offer available to Dorset Council employees, we've also developed a service level Wellbeing Plan. As we enter a period of transition in the public health service, we will be developing an additional support toolkit, to assist our colleagues in dealing with change in the year ahead.



# More information

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