

# **Improving the Public's Health**

**Professor Richard Parish**

**Chair, Pharmacy and Public Health Forum  
and**

**Chief Executive, Royal Society for Public Health**

# What's on the agenda for this afternoon?

- Public Health challenges coming down the road
- How could we be more successful in improving health
- Developments in Community Pharmacy
- Some implications of the new system in England (if time allows)



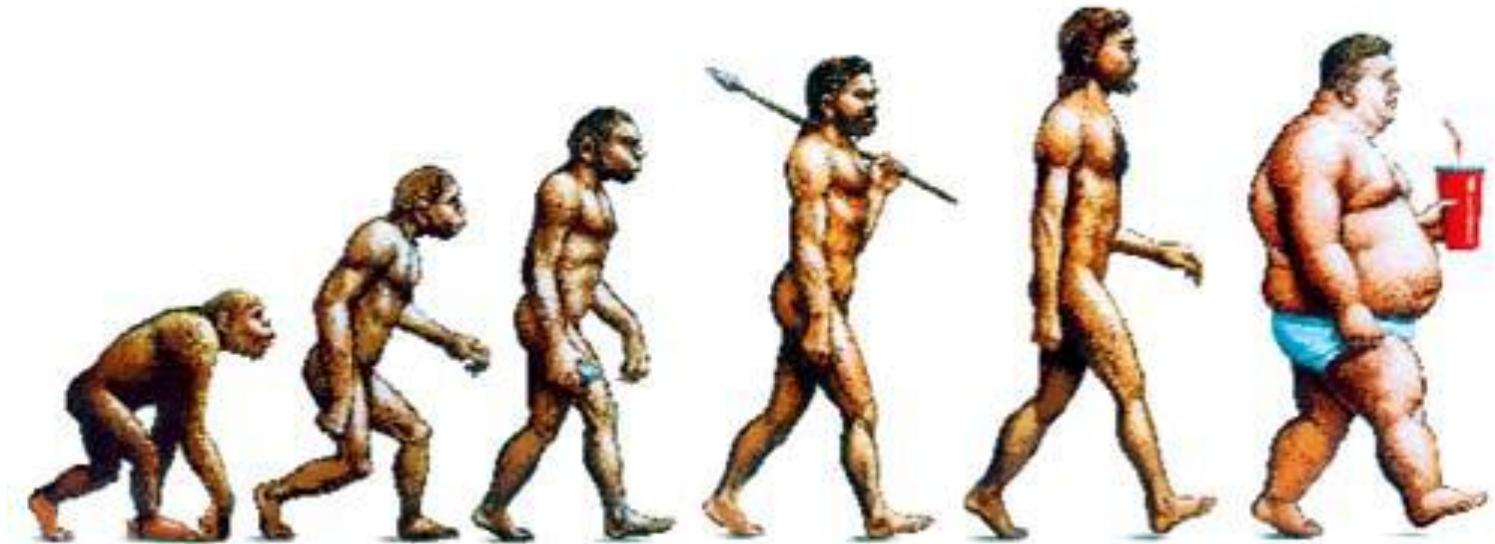


“You teach or learn a child to read and she or her will be able to pass a literacy test”

# A bit of context!



- Biological adaptation
- Global distribution
- Big brain; Digital manipulation; Tools and Technologies



*The Shape of Things to Come - cover of The Economist, Dec 13-19 2003*

# Globalisation and Health





# The Global Ecosystem

- Over population and over consumption
- Unequal distribution
- Stressed ecosystem
- Population control measures



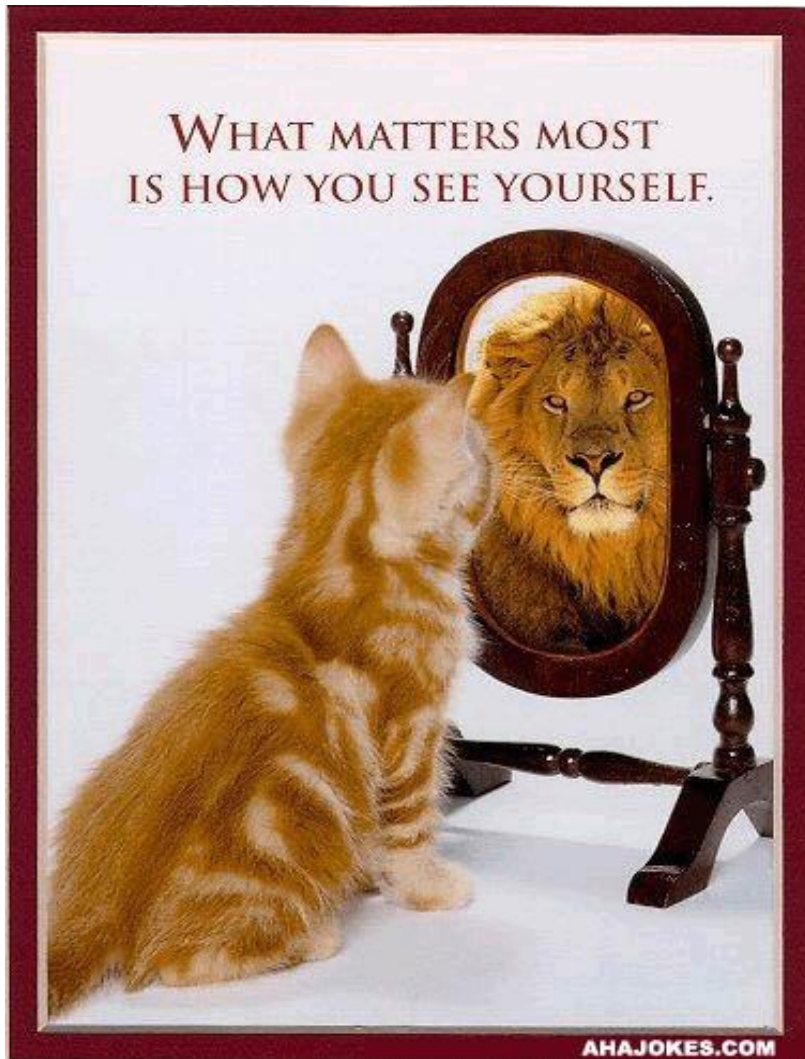




Sustainable ecosystem

Over Population  
Over Consumption  
Too Much Pollution

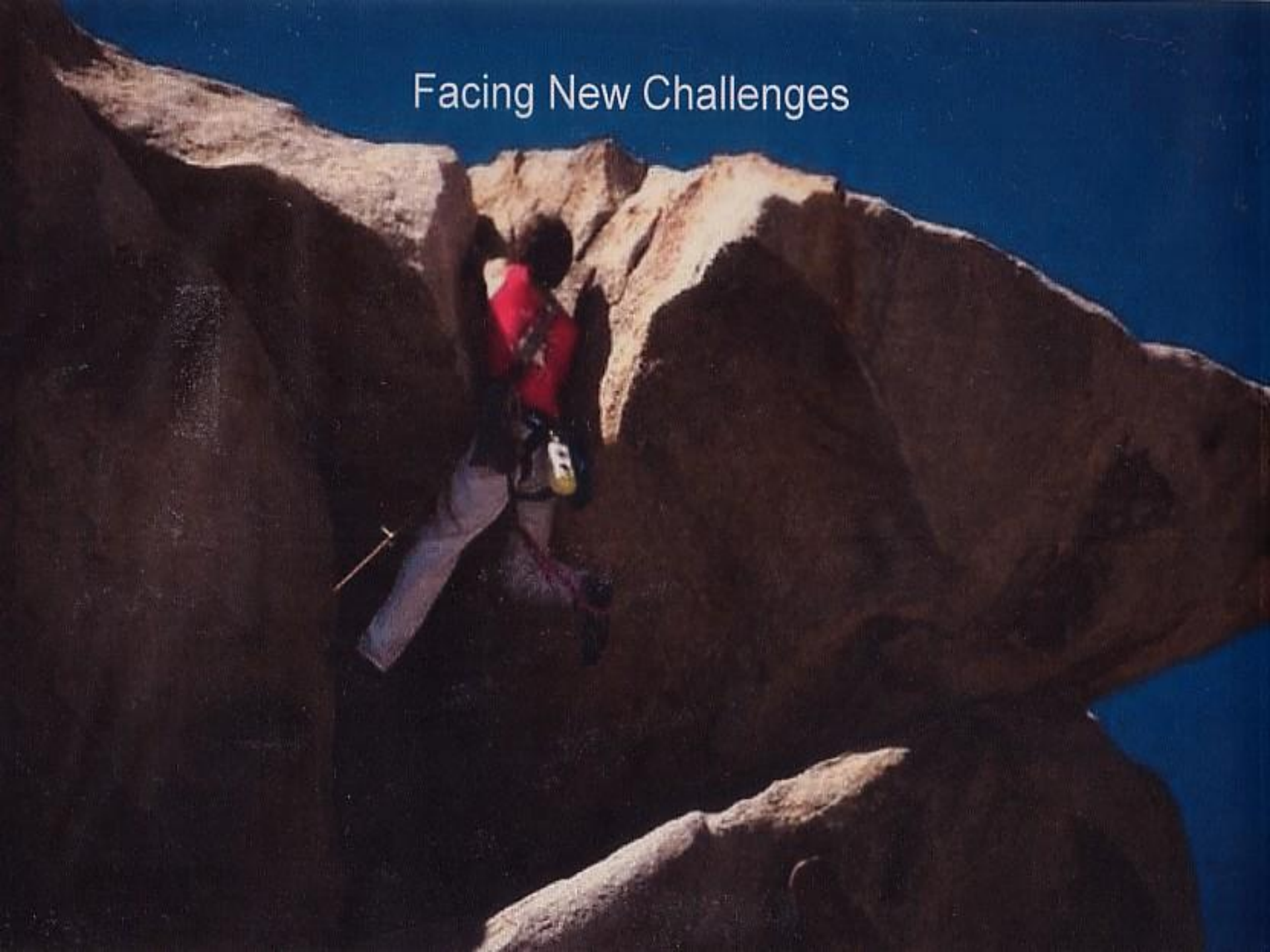
# Managing Reality!



**The planet is not  
infinitely resilient!**

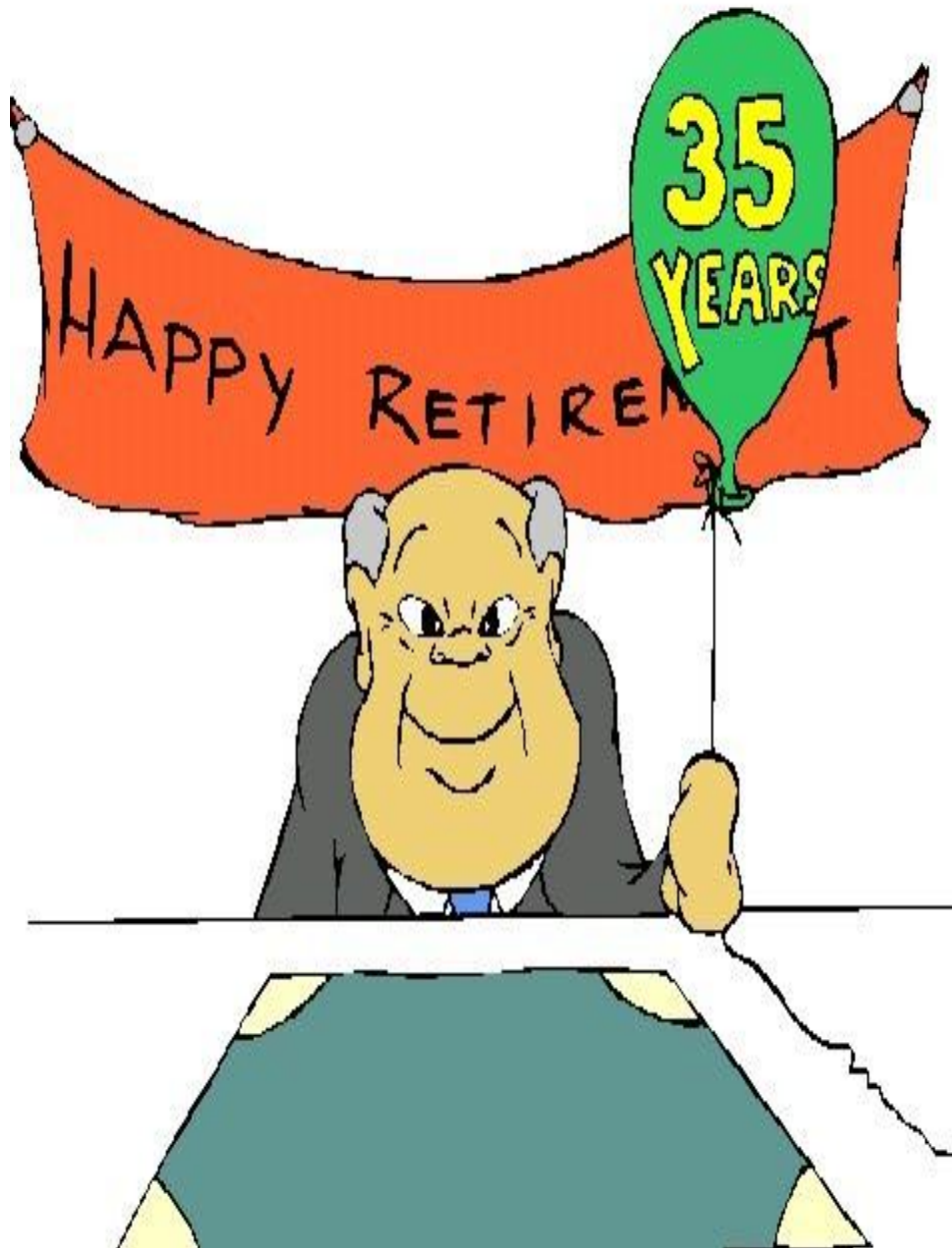
**We are deluding  
Ourselves.**

# Facing New Challenges



# Q. What will be the greatest challenge to health by 2025?

1. Non-communicable diseases/lifestyle-related ill health (e.g. obesity, alcohol)
2. Sexually transmitted infections
3. Other communicable diseases (e.g. SARS, Avian 'flu, TB)
4. Climate change
5. Reducing inequalities
6. Other



# Demographic Changes

- increase in older citizens
- smaller proportion of people who are 'economically active'
- increasing migration within countries and between continents and ethnic groups
- redistribution of skills across regional and national boundaries





# Future Challenges

- **new and re-emerging communicable diseases (TB, HIV and Aids)**
- **more rapid transmission**
- **increasing demands upon the health care system**



# Communicable Diseases





# Future Challenges

## New Health Technologies

- Better vaccination and immunisation
- More effective screening = earlier detection of avoidable disease
- Tediagnosis, prevention and rehabilitation
- Mapping the Human Genome; genetic therapies
- Epigenetics

## HOWEVER

- Better medical interventions may alter perceptions of risk
- Affordability?



## *Future challenges*

### **Information and Media Technology**

- Better access to information
- Teleshopping (goods + services), telemedicine,
- Lifelong learning opportunities

# Social Change!

- Work
- Community
- Communication and social networking
- Growing inequity and social injustice



# The World of Work



- Rapidly changing
- Employment based welfare/pensions
- Reduction in occupational health
- Social contact and support

Biology in tune with  
Social and physical  
environment



GATHERERS







Agricultural economy





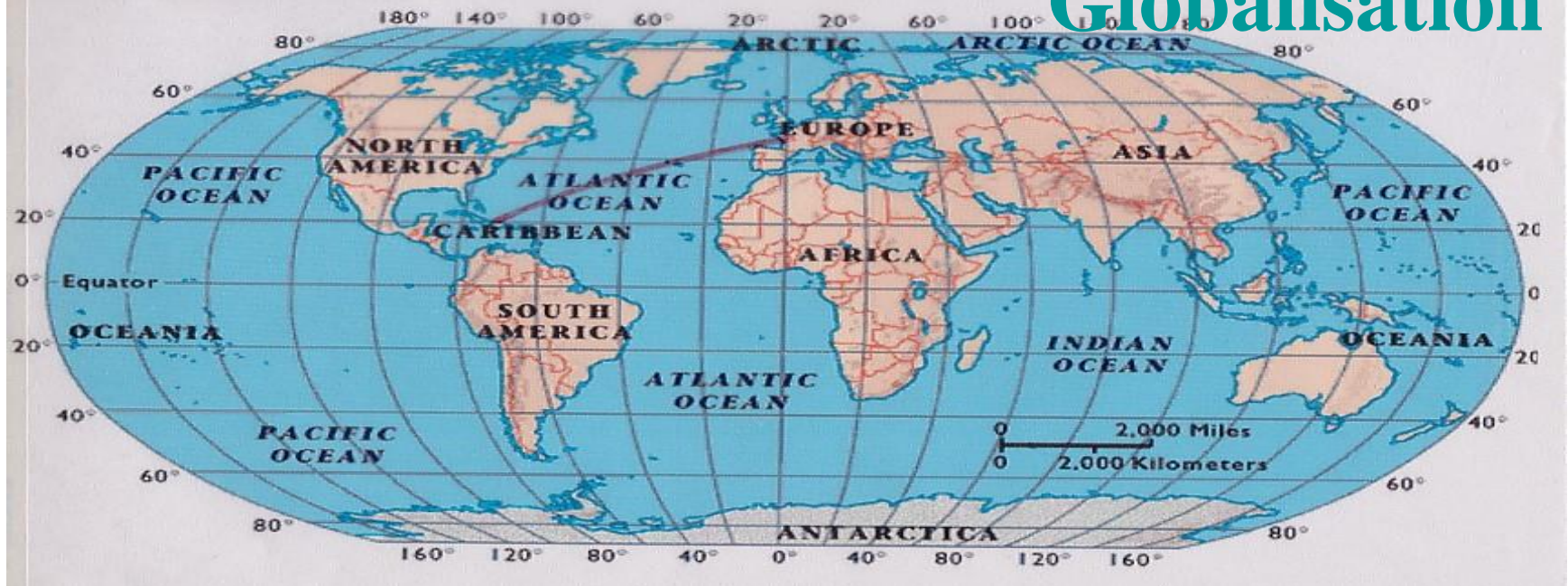
Industrial economy



IT and technology based economies







- global trade influences global consumption patterns which in turn influence health (for better or worse)
- globalisation of communication will bring about a convergence of health related values, norms and lifestyle
- globalisation of transport can act as a vector for the transmission of new and re-emerging infectious diseases



*“What people don’t realise is that most imports come from other countries.”*

*(George W. Bush)*


Goods, services, communication, culture, social norms, health related behaviours, policy, trade tariffs, economic investment, communicable diseases, environmental standards





# Fair Society, Healthy Lives

## The Marmot Review Executive Summary



Strategic Review of Health Inequalities  
in England post-2010

**RSPH**  
ROYAL SOCIETY FOR PUBLIC HEALTH  
VISION, VOICE AND PRACTICE

# A Vision for the Future



**Obesity timebomb**

**Diabetes epidemic**

**Climate change**

**SARS and Avian 'Flu**



Alina Shovsh (age 6), Ukraine





Andreas Schürmann (age 13), Switzerland



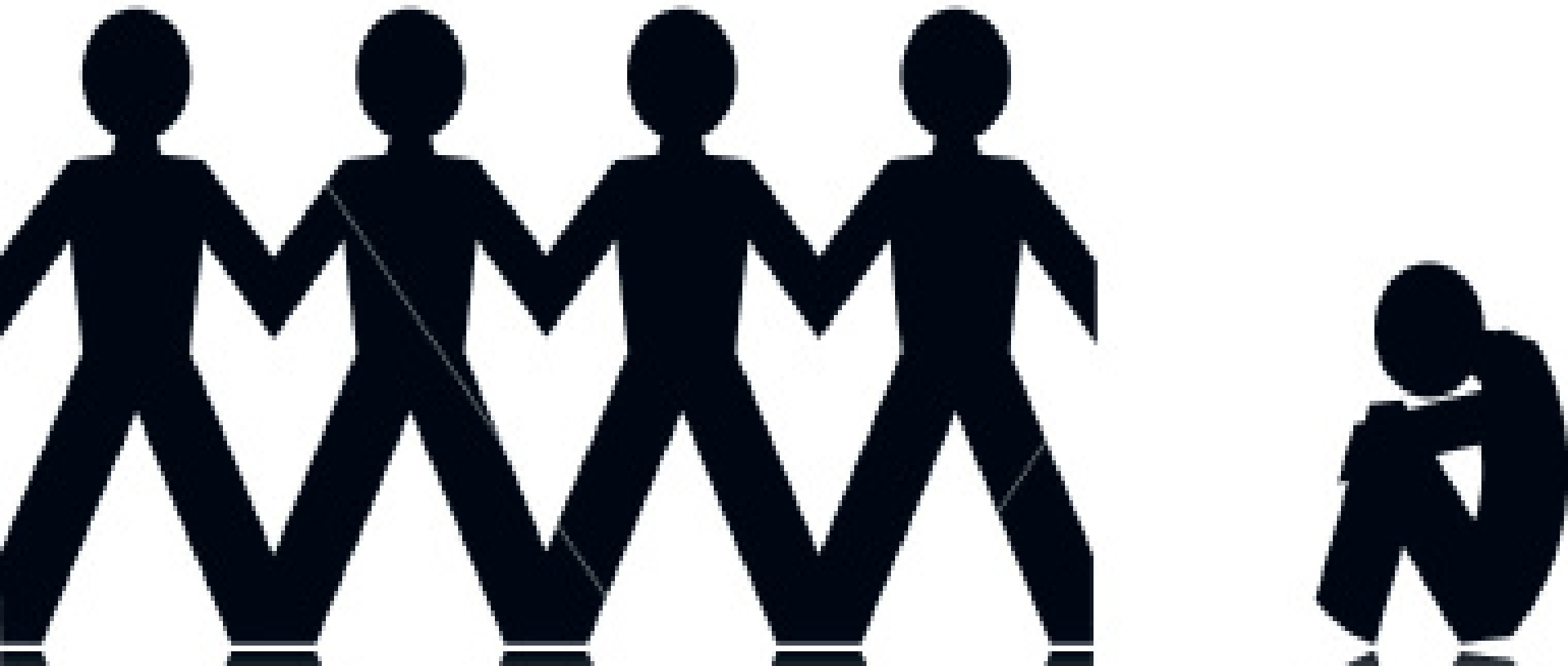




Increasing social deprivation



Social isolation!





★ ★ ★ ★ ★

ARTIST  
UNEMPLOYED

WILL  
TAKE  
ANY  
JOB

★ ★ ★ ★ ★



Social Unrest



An epidemic of  
mental health  
issues




"We left our dying planet to conquer yours. But, to be honest I think we'd be better off going back."





# Fair Society, Healthy Lives

## The Marmot Review Executive Summary



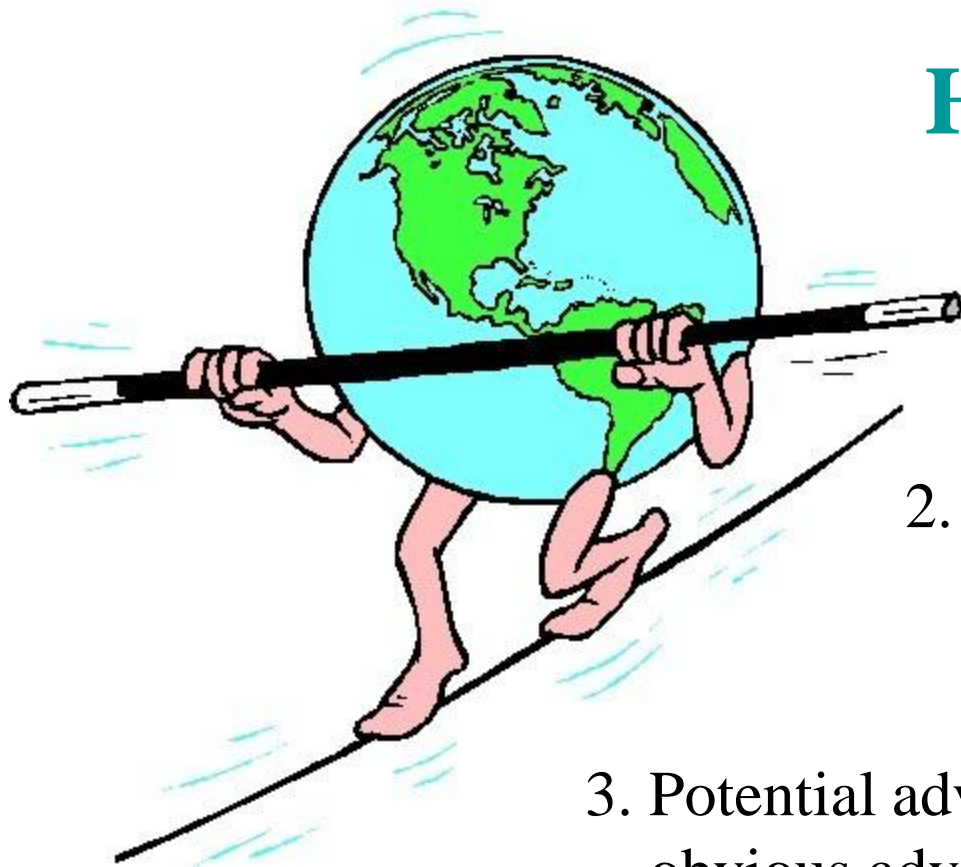
Strategic Review of Health Inequalities  
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VISION, VOICE AND PRACTICE



If we could give the 20% most disadvantaged in society the same living conditions and circumstances as the 20% most advantaged, we would transform health and the demand upon the health services

# Health in the Future



1. Economic growth and sustainable development
2. Health care provision versus action on the fundamental determinants of health
3. Potential adverse effects of IT and the obvious advantages of better communication
4. Energy demand versus environmental impact
5. Improvements for the affluent at the expense of the worst-off



# The Economic Case



- Half the growth differential between rich and poor countries is due to ill-health
- Mental ill-health in USA accounts for 2.5% of GNP
- Total costs in USA of obesity, diabetes, and tobacco each exceed \$100 billion annually
- Every dollar invested in physical activity leads to medical savings of three dollars

# Health is an investment, not a cost!

‘Approximately half the economic growth achieved by the United Kingdom and other Western European countries between 1790 and 1980....has been attributed to better nutrition and improved health and sanitation conditions....

UNICEF 1998

# Future Health Challenges



- Modern day NCDs and so called 'lifestyle' issues
- Re-emerging communicable diseases
- Emergency and disaster responses
- Impact of climate change
- Emerging communicable diseases





**“I have a vision for  
the future as well  
as the past!”**











**National  
and  
Local**



<b>LEGISLATION</b> (e.g. smoking in public places, wearing seat belts, environmental improvement)	<b>REGULATIONS</b> (e.g. consumer protection, food labelling, industrial and vehicle emissions, speed limits)
<b>ORGANISATIONAL CHANGE</b> (e.g. new services, improved access)	<b>PUBLIC EDUCATION</b> (e.g. mass media campaigns)
<b>PROFESSIONAL DEVELOPMENT</b> (e.g. training of health professionals, professional regulation)	<b>BUDGET ALLOCATION</b> (e.g. increased health or education budget)
<b>FISCAL MEASURES</b> (e.g. taxation, corporate subsidies, financial penalties, investment funds, tax exemption)	<b>WELFARE POLICY</b> (e.g. food coupons, welfare benefits, housing support)
<b>RESEARCH</b> (commisioned research, information dissemination)	<b>PERFORMANCE RELATED PUBLIC SERVICE FUNDING</b> (e.g. funds follow targets)
<b>CURRICULUM DEVELOPMENT</b> (e.g. primary and secondary school knowledge and skills development)	<b>ENVIRONMENTAL CHANGE</b> (e.g. transport planning, water and sewage supply, playground design)

# Schools



# Workplace







**Social Care**



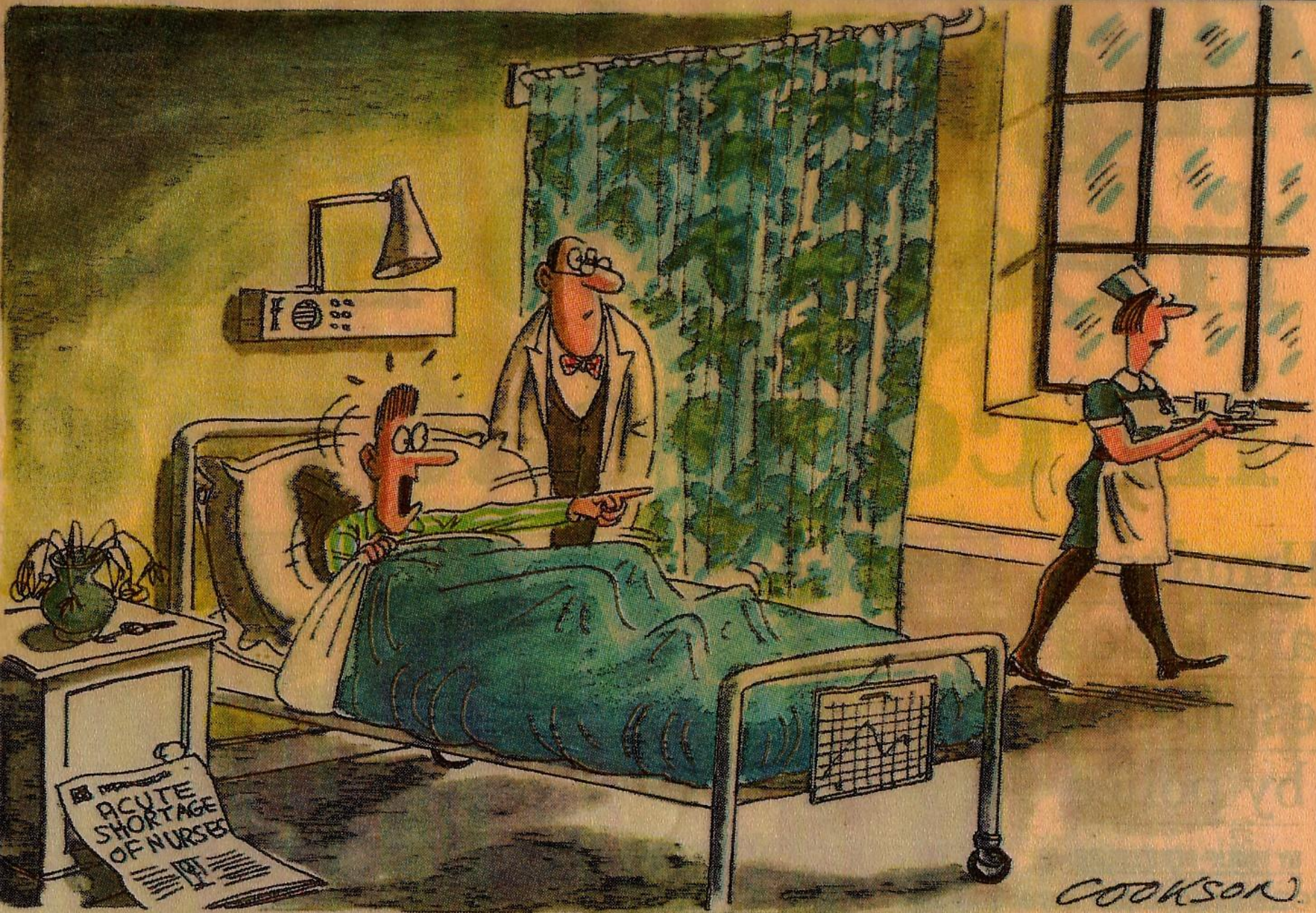
# Community Pharmacy



**Better sensitivity to local circumstances!**







"I keep hallucinating, doctor... Look! There it goes again... a nurse!"







# Community Pharmacy and Public Health



- 13,500 community pharmacies in UK
- Accessible 'Walk-in' centres
- 95% of population within 20 minutes of a local pharmacy
- Employ in excess of 100,000 people
- Highly trained and knowledgeable staff
- Pharmacy and Public Health Forum established by Ministers in Autumn 2012

# Pharmacy and Public Health Forum

- Support the national role out of Healthy Living Pharmacies
- Build and publish the evidence-base
- Framework for the development of Public Health Standards in Pharmacy
- Determine to future role of CP and its relationship to other primary, secondary and community health services
- Identify the workforce development and training implications
- Consider the resourcing and sustainability implications

# Opportunistic and Accessible Health Service



- Healthy Eating and Weight management
- Smoking
- Alcohol use and abuse
- Sexual health services
- Drug misuse
- Healthy Ageing
- Screening services
- Vaccination

# Easy Access to Health Advice and Services



- Location and transport
- Familiar
- Less intimidating environment
- Opening hours
- Immediate access, no appointment
- Opportunistic shopping
- 'Psychological' access
- Men may find more acceptable

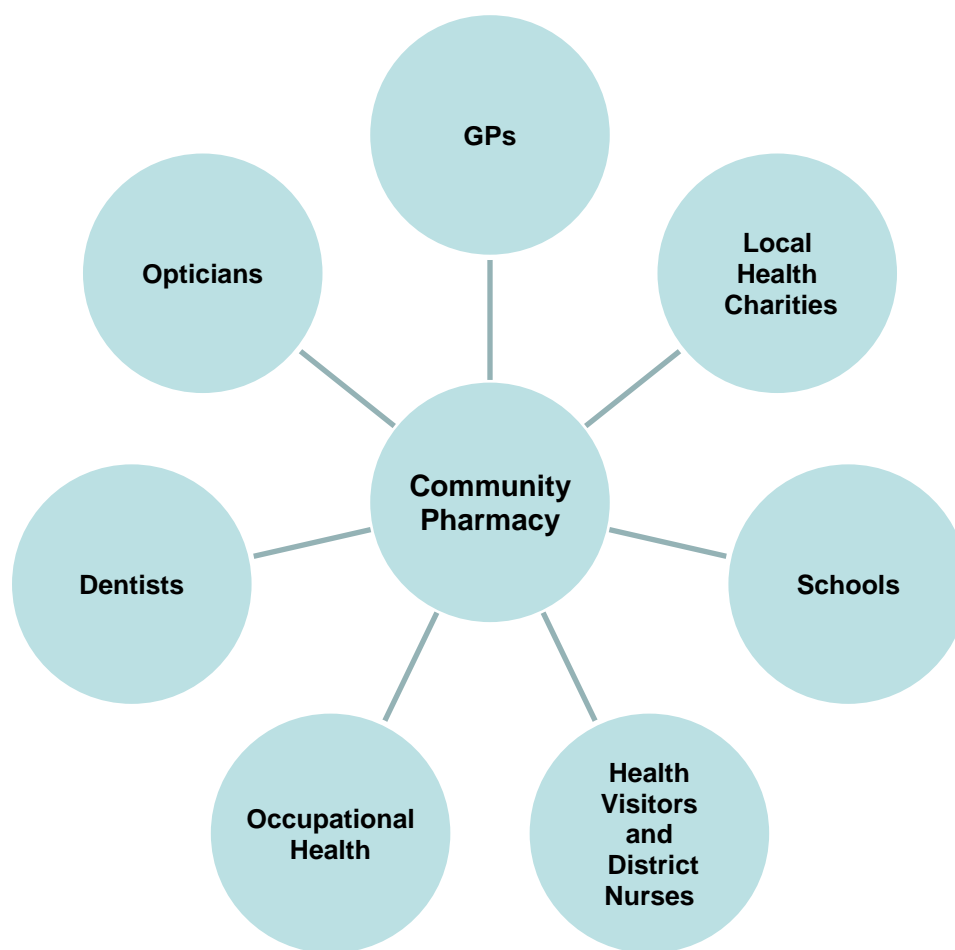


# Community Pharmacy and the Public's Health



- Local centre for Health Improvement and wellbeing
- Key player in health protection (vaccination, emergency response, etc)
- Health services efficiency – medicines management, pain control, etc
- Signposting to other health services
- Conduit for patient/consumer feedback
- Access to welfare services

# Future Referral Patterns?

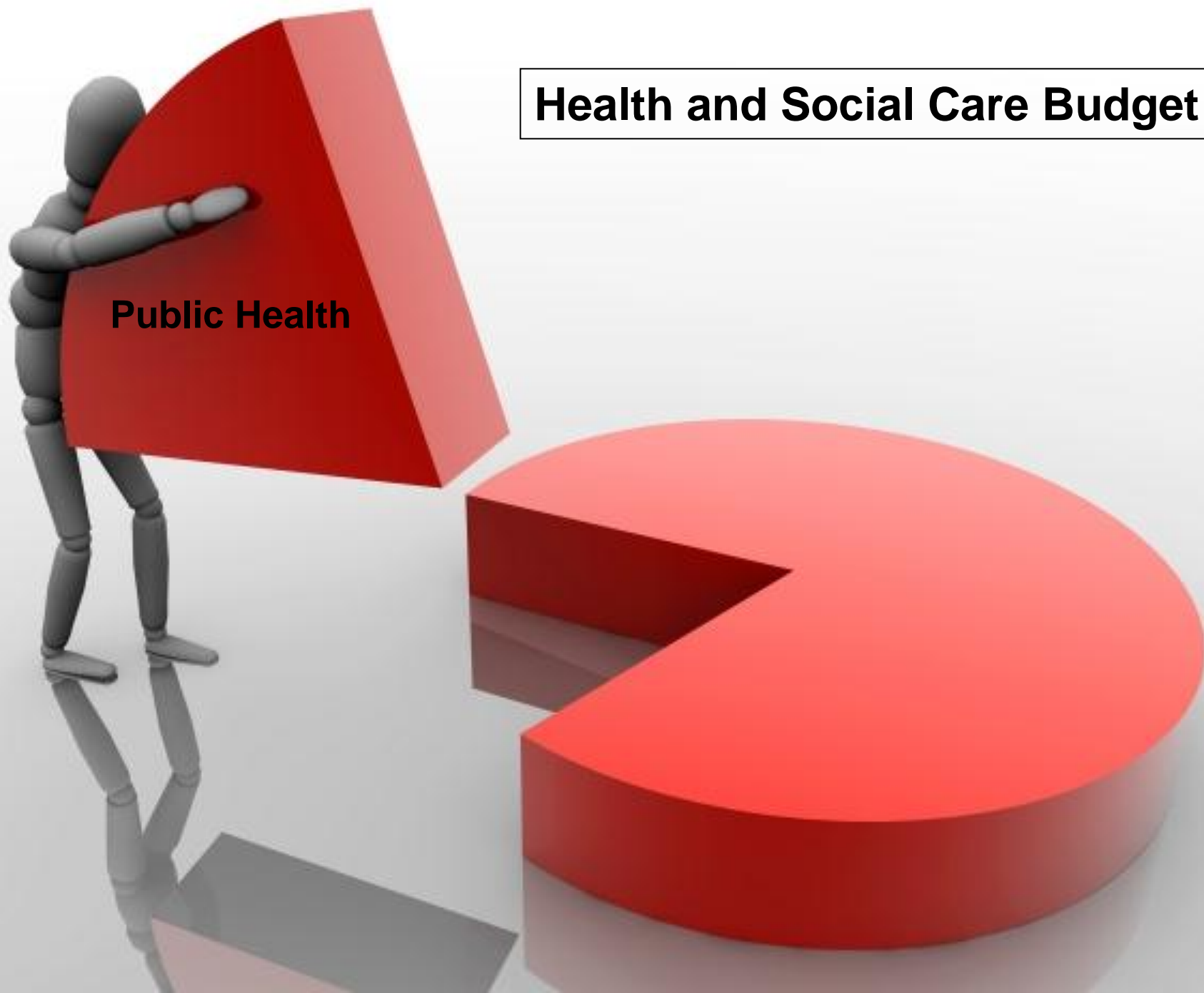


# Why not?



- Time and cost
- Priorities
- Maximising professional contribution
- Resources likely to follow effective action
- Best use of the health care system

# Health and Social Care Budget





# A Tool for Organisational Development



- Staff development
- Better retention and recruitment
- Morale and enthusiasm
- Clarifies role definition
- Improved systems
- “Whole greater than the sum of the parts”

# **The 2010 Public Health White Paper and the Health and Social Care Bill**

**[www.rsph.org.uk](http://www.rsph.org.uk)**

# The White Papers



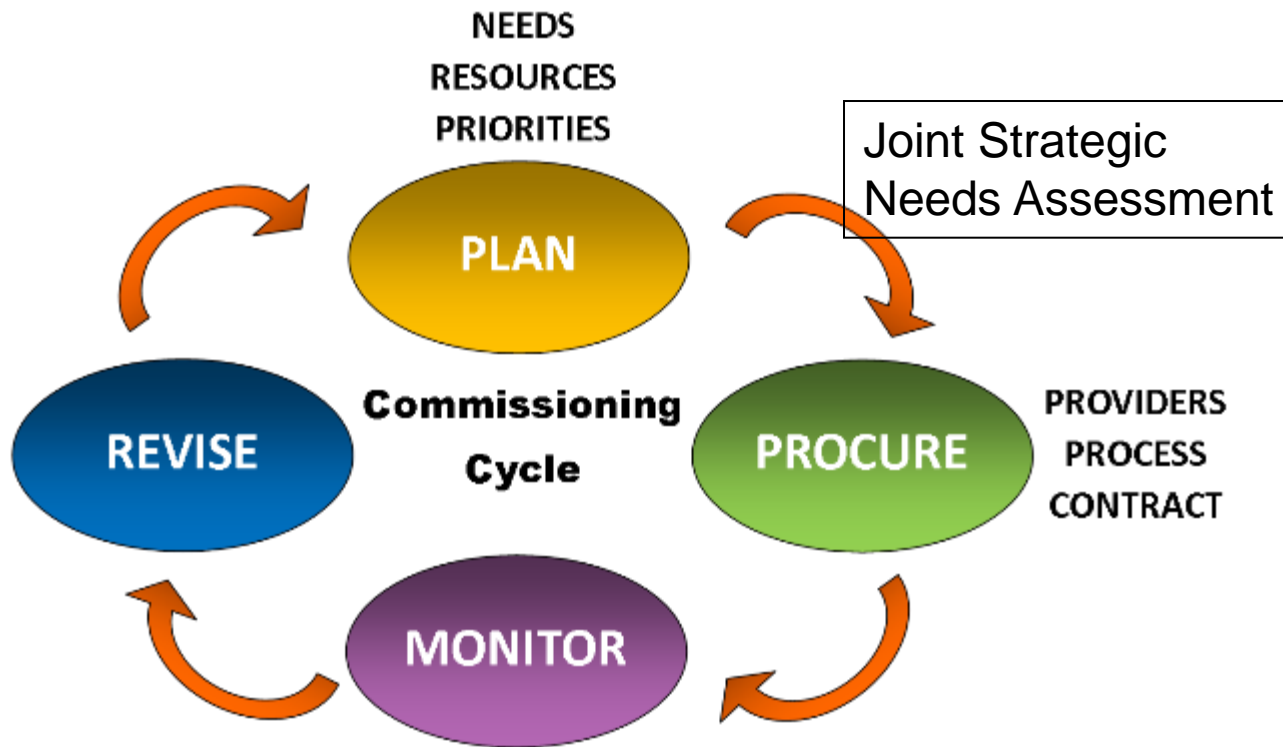
“I am mindful of the difference between the legislative branch and the executive branch. They pass the laws and then I execute them!”

# Underpinning Principles

- Empower local authorities
- Enable professionals
- New ideas and innovation
- Evidence based approaches
- Increased resilience of the PH system
- Health protection – nationally led
- Health improvement – local leadership
- Action on wider determinants
- All social and economic sectors
- NHS role – screening, vaccinations, long term conditions
- Life course approach
- Early years a priority
- Third Sector – services, advocacy, catalyst
- Better local/public accountability/sensitivity





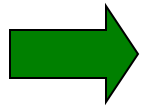


Transition and Transaction Costs?

# Implementing the Health and Social Care Bill

- Commissioning confusion – Provider clarity!
- National v Local priorities
- Political environment positive
- Independence of Public Health England
- Austerity measures
- Adverse social, economic and physical circumstances
- Workforce capacity and skills
- Organisational upheaval
- Innovation and creativity

*‘We trained very hard, but it seemed every time we were beginning to form teams, we would be reorganised. I was later to learn that we tend to meet any new situation by reorganising, and a wonderful method it can be for creating the illusion of progress while producing confusion, inefficiency, and demoralisation.’*





***CAIUS PETRONIUS***  
***(AD66)***





“If we don’t  
succeed this, we  
run the risk of failure”









Thank you!



# *Community Involvement*

- citizen panels and juries
- NGOs, community groups and  
voluntary organisations
- local opinion formers
- interactive mass media  
(‘phone-ins, local newspapers)
- surveys (mail, telephone, street)
- omnibus questions
- e-consultation