AHPs and public health
The Art of the Possible

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Aim to cover

• What we mean by transformation in relation to public health
• Where we are now
• What a transformed AHP service might look like
• Getting from where we are now to where we could be
• Launch of AHP Public Health Curriculum Guidance
Why we need change

The scale of the challenge – sustainability of our health and social care system

Rising prevalence of most chronic diseases

Inequalities remain wide: a 10 year difference in life expectancy between least and most deprived 10% of population.

Worrying trends (e.g.: cases of diabetes increasing, increase in childhood obesity)

Radical upgrade in prevention
What does this mean in relation to public health?

https://www.youtube.com/watch?v=xYeAmafTGCA
The prevention agenda

• This is a call to all health and care professionals to embed and extend prevention into everyday practice

• By acting collectively HCPs can be a force for change in building a culture of health and wellbeing in our society
AHPs are doing this
The time is right for AHPs in public health

- PH leaders see potential of AHPs
- AHPs are changing their practice
- Commissioning for prevention
- Policy shift towards prevention
- Professional bodies support shift
- Academics are preparing workforce

The art of the possible
Launched today

Guidance: Public Health Content within the Pre-Registration Curricula for Allied Health Professions

September 2017
What does a public health focused AHP service look like?
Principles of a public health focused AHP service

1. Uses the USP of the AHP profession(s) to address local public health priorities

2. Well connected to other services, organisations and community groups – working well with partners rather than trying to do everything itself.

3. Focused on prevention and early identification (delivery may be by partners)

4. Uses self-management approaches to support service users to improve their health and wellbeing.

5. Is able to demonstrate impact – using the evidence base and measuring impact toolkit

6. Works best when staff feel able to innovate
What is the art of the possible for AHPs and public health?
"If you do what you've always done, you'll get what you've always gotten"

Tony Robbins
Don’t wait for change to be imposed on you.

Be the change you want to see
3 steps to take us from where we are now to where we could be?

1. Vision

2. Compelling narrative

3. Plan
1. Creating your vision

Understand local health needs and challenges

Critically appraise your service

From there can you identify what could be different?
Understanding local priorities

• Sources of information – Joint strategic needs assessment, health and wellbeing board strategy, CCG delivery plans, DPH annual report, Health scrutiny committee reports, Health Board Plans, Sustainability and Transformation Plans (STPs)

• Health profiles for England

• Follow local organisations and leaders on twitter

• Sit in on Health and Wellbeing Board meetings
Critically appraise your service

- What is the cost / contact?
- What outcomes do you get?
- Do you have any ROI data?
- What is your USP?
- Any areas where you are not effective?
- Any parts of your offer which could be done by others?
- Are you addressing the local challenges?
- Do people know what you do?
- Do you see people for longer than needed?
- Do you use feedback, evidence as part of QI?
- Are you using technology, skill mix etc.?
- Is your expertise used in prevention and supporting self management?
- What are the main PH priorities you could contribute to and if you did what is the likely impact?
What could be different?

MECC?

Increased focus on self management?

Service re-design?

Collaboration with others such as the voluntary sector?

Adopting ideas from elsewhere?
2/3. Creating a compelling narrative

Why
To take team, partners, leaders, commissioners, public on the journey

How
Use words which reflect what those you want to influence value / relate to
Offer solutions not problems
Does it have to cost more?
Use evidence
Anticipate any concerns
Get those with influence on board
Adopt solutions which are mutually beneficial
2/3 Develop and implement a plan

Model for Improvement

- What are we trying to accomplish?
- How will we know that a change is an improvement?
- What changes can we make that will result in the improvements that we seek?

Aims → Measurements → Change ideas → Testing ideas before implementing changes

The Improvement Guide
Langley et al (1996)
Invitation to join AHPs4PH

A Facebook community of practice for AHPs with an interest in public health

www.facebook.com/groups/AHPs4PH
All Our Health

A framework to support healthcare professionals to include public health as part of their role

Measuring public health impact toolkit

10 impact pathways

Intended to support HCPs measure the impact of day to day interactions

Do…Record…Collate…Impact

Free e-learning tools to support implementation

Summary
The time is right
Be the change you want to see
You don’t have to invent it yourself
Use AHP networks to help you
Thank-you and good luck

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