

HERTFORDSHIRE COUNTY COUNCIL**PUBLIC HEALTH AND PREVENTION CABINET PANEL
WEDNESDAY, 18 SEPTEMBER 2019 AT 10:00AM****PREVENTION GREEN PAPER***Report of the Director of Public Health*

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Executive Members: - Tim Hutchings, Public Health and Prevention

1. Purpose of report

- 1.1 To present to Panel the recent government green paper 'Advancing our health: prevention in the 2020s – consultation document' ("the Green Paper"). To invite the Panel to share their views on the paper to be collated and incorporated into Hertfordshire County Council's response to the consultation which closes on 14th October 2019.
- 1.2 On 22nd July 2019 the Government published '[Advancing our health: prevention in the 2020s](#) – consultation document' setting out how it plans to embed the principle 'prevention is better than cure' across wider society. The Government has indicated that the commitments outlined in the Green Paper and the issues raised for consultation signal a new approach for the health and care system. The proposals will require government, both local and national, working with the health and care system, to put prevention at the centre of all decision-making. The Green Paper also notes that this responsibility is shared with individuals and local communities.

2. Recommendation

- 2.1 Members are invited to give their views on the Green Paper to inform the County Council's response to the Consultation.

3. Background

- 3.1 On 5th November 2018, Matt Hancock, Health Secretary set out his 'Prevention is better than cure' vision during a [keynote speech](#) at the Annual Meeting of the International Association of National Public Health Institutes.
- 3.2 The document containing this vision, '[Prevention is better than cure: our vision to help you live well longer](#)', builds on the government's previous work in areas such as childhood obesity and social prescribing. It shifts the focus to primary and community care services and the value they can bring in offering early support.
- 3.3 Prevention is at the heart of the [NHS long-term plan](#), and aims to use new approaches like predictive prevention, which will explore how digital technology can be used to offer individuals precise and targeted health advice.
- 3.4 The Health Secretary outlined his plans:

The Green Paper

A summary presentation of the commitments in the Green Paper is contained at Appendix A.

- 3.5 The possible impact on public health of the Green Paper, written by Public Health England's Chief Executive, Duncan Selbie is set out below:-

“Aiming for quality, not just quantity

The Green Paper 'Advancing our health: prevention in the 2020s' offers the next opportunity to further galvanise a shift of focus from cure to prevention.

For decades Government and the NHS have prioritised caring for us when we are sick. This Green Paper signifies a shift from considering how long people live as being important, to an even more important measure being how long people live in good health.

Currently, affluent people are enjoying 19 more years in good health than those who are poor. This is not okay and is not inevitable. And whilst this Green Paper cannot deliver the entire 5 extra years of healthy, independent life the Government wants to achieve by 2035, the measures within it would make a positive difference.'

‘Making the healthier choice the easier choice

Obesity is one of the biggest public health challenges facing our country – competing with tobacco for the leading cause of premature death.

The Government is committing to further actions in the Green Paper. This includes building upon actions within Chapters 1 and 2 of the [Childhood Obesity Plan](#) as well as publishing a third chapter that will aim to tackle the root causes of obesity.

The opportunity is to support families by making the healthier choice the easier choice. This is why the reduction and reformulation work that Public Health England oversees on behalf of Government is so critical. The Green Paper will see this work extend further into baby food, helping parents to make the healthy choice for their children.

A Public Health England survey published last year shows around 9 in 10 people support the work Government is doing with the food industry to make food healthier. The commitment, leadership and creativity already shown by some companies proves that it is possible to drive healthier consumption while staying competitive. But there needs to be further and quicker action from everyone. The Green Paper can help us to achieve this.’

‘Seizing the opportunity

Prevention needs to be at the forefront of all national and local policies, weaved into plans for everything from health and social care to town planning, housing and transport.

Taken together with the Secretary of State’s prevention vision and the NHS Long Term Plan, this Green Paper acknowledges prevention is everyone’s responsibility, from the NHS to employers, schools, local authorities and individuals.

The Green Paper makes a real commitment to helping us all to lead healthier lives. We hope its ambition to place prevention at the heart of all policies will be fully reflected in the spending review decisions.’

4. Equality Impact Assessment

- 4.1 When considering proposals placed before Members it is important that they are fully aware of, and have themselves rigorously considered the equalities implications of the decision that they are taking.
- 4.2 Rigorous consideration will ensure that proper appreciation of any potential impact of that decision on the County Council’s statutory obligations under the Public Sector Equality Duty. As a minimum this

requires decision makers to read and carefully consider the content of any Equalities Impact Assessment (EqIA) produced by officers.

- 4.3 The Equality Act 2010 requires the Council when exercising its functions to have due regard to the need to (a) eliminate discrimination, harassment, victimisation and other conduct prohibited under the Act; (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it and (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it. The protected characteristics under the Equality Act 2010 are age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion and belief, sex and sexual orientation.
- 4.4 An EqIA has not been completed at this stage, as the Green Paper is purely a consultation document. Any programmes that follow will have their own EqIAs.

5. Financial Implications

- 5.1 There are not currently any financial implications, however, the position will continue to be monitored as the proposals are progressed.

Background Information

As per hyperlinks within the report