Fit for the Future:
The New Role of Local Authorities in Public Health

A Public Policy Exchange Symposium

Thursday 26th September 2013
10:15am – 4:30pm

Central London

Public Policy Exchange holds regular interactive seminars which provide an invaluable interface for policy discussion, debate and networking. These special events offer local practitioners, civil servants and other stakeholders not only an insight into current policy thinking, but also the opportunity to feed into future development across all areas of public policy.
Overview

Whilst years of unprecedented levels of public spending on health have seen a marked improvement in the overall health and lifespan of the nation, Britain continues to struggle against public health challenges such as obesity, smoking, drinking, sexually transmitted infections and mental illness. Health inequalities persist and have even widened, with poor health and life expectancy still bound strongly to social exclusion, discrimination, poverty and unhealthy lifestyle choices.

Envisaging a public health system fit for the 21st Century, the Government has undertaken wide-ranging reforms through the Health and Social Care Act (March 2012). Local leadership is at the heart of the new public health system, with local authorities taking on significant new public health functions for health improvement and health protection, backed by a ring-fenced budget.

Although required to provide a small number of mandatory services, such as NHS health checks and the National Child Measurement Programme, local authorities are free to determine their own priorities and services, tailoring local solutions to local problems and using all levers at their disposal to improve health and reduce inequalities.

Local authorities have a key role within health and wellbeing boards, which are designed to foster a joined-up approach to public health and where local health issues are considered alongside decisions made on housing, transport and education. Local authorities will lead on the preparation of joint strategic needs assessments and the development of joint health and wellbeing strategies, and will advise NHS Commissioners on how best to target resources. Local authorities will be supported by Public Health England, which will provide expertise and work alongside industry and the voluntary sector to create an environment where healthy lifestyle choices are easier to make.

Six months on from the launch of the new structure, this timely symposium provides an invaluable opportunity for local authorities, the NHS, private and third sector health providers and other key stakeholders to examine the implementation of the new public health system in practice. Delegates will have the opportunity to improve their understanding of local delivery structures and how local bodies can integrate effectively, to discuss challenges that have arisen and share examples of innovation and best practice. The symposium will also explore how best to utilise local authorities' powers, expertise and experience to promote better public health and reduce inequalities in every local area.

Local leadership for public health will be at the heart of the new public health system. Upper tier and unitary authorities will take on new responsibilities to improve the health of their populations, backed by a ring-fenced grant and a specialist public health team, led by the director of public health. Local authorities should embed these new public health functions into all their activities, tailoring local solutions to local problems, and using all the levers at their disposal to improve health and reduce inequalities. They will create a 21st century local public health system, based on localism, democratic accountability and evidence.”

- “The new public health role of local authorities’, Department of Health, October 2012

Why Attend?

✓ Examine the role of local authorities in improving public health within the new public health framework and understand how to ensure this works in practice in your local area
✓ Explore how local authorities will coordinate local efforts to protect the public’s health and wellbeing, ensuring services address local needs
✓ Consider how to eliminate health inequalities through targeted and coherent support at key stages in life
✓ Discuss innovative methods to encourage lifestyle and behaviour changes to tackle health issues such as obesity, alcohol misuse and smoking

Who Should Attend?

• Local Authority Officers and Councillors
• Health and Wellbeing Boards
• Public Health Practitioners
• General Practitioners
• General Dental Practitioners
• NHS Organisations
• NHS Training Departments
• Nutritionists and Dieticians
• Paediatricians
• Pharmacists
• Health and Wellbeing Managers
• Health Care Commissioners
• Health Promotion Advisers and Health Improvement Teams
• Health Visitors
• Physiotherapists
• Preventative Health Professionals
• Primary Care Trusts
• Private Health Services
• Heads of Innovation and Development
• Heads of Procurement
• Heads of Quality and Patient Safety
• CAMHS Practitioners
• Children’s Services Professionals
• Clinical Quality Directors
• Commissioning Directors
• Community Development Managers
• Drug and Alcohol Action Teams
• Early Years and Childcare Practitioners
• Family Health Teams and Outreach Workers
• Family Nurse Partnerships
• HR Professionals
• Independent Healthcare Providers
• Integrated Disabled Services
• Local Pregnancy Advisory Services
• Looked After/Children in Care Officers
• Maternity Care and Midwifery Organisations
• Teenage Pregnancy Coordinators and Advisors
• Mental Health Practitioners
• Occupational Health Managers
• Social Exclusion and Neighbourhood Renewal Teams
• Housing Officers and Housing Organisations
• Social Workers and Social Services Officers
• Sports and Recreation Providers
• Strategic Health Authorities
• Central Government Departments
• Third Sector Practitioners, Voluntary and Community Organisations

Accommodation

Through our partnership with HotelMap, we are able to offer our delegates heavily discounted hotel rates at a wide range of London hotels. To view hotel availability and rates and to book online, visit www.HotelMap.com/MSNUZ/

Alternatively, if you would like to book your accommodation by phone, you can call Daniel Spinner at HotelMap, on 020 7292 2335 quoting Special Reference Code MSNUZ

Enquiries: 0845 606 1535
Fit for the Future: The New Role of Local Authorities in Public Health

**Programme**

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<th>Time</th>
<th>Event Description</th>
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<tr>
<td>09:30</td>
<td>Registration and Morning Refreshments</td>
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<td>10:15</td>
<td>Chair’s Welcome and Introduction</td>
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| 10:30 | Panel Session One: Local Authorities at the Heart of Public Health – Delivering a New Framework Fit for the Future  
  • The New Public Health Framework – Understanding Delivery Structures, Funding Packages, Statutory Duties and National Priorities  
  • Building Local Data – Identifying Vulnerable Populations, Marginalised Groups and Health Inequalities to Help Shape NHS Commissioning Decisions  
  • Providing Strong Local Leadership - Ensuring Transparency and Accountability, Measuring Quality and Efficiency, Promoting Effective Joint-Working  
  • Health and Wellbeing Boards – Developing Effective JSNAs and Health and Wellbeing Strategies, Strengthening Partnerships with Local Bodies to Ensure Success  
  • Providing Value for Money and Targeting Resources - Tailoring Local Commissioning of Services to Better Meet Local Needs and Priorities |
| 11:15 | Morning Refreshments |
| 11:30 | Open Floor Discussion and Debate with Panel One |
| 12:30 | Networking Lunch |
| 13:30 | Panel Session Two: Tackling the Causes of Poor Health – Working in Partnership to Improve Health and Reduce Inequalities in Every Local Area  
  • Guaranteeing Every Child the Best Start in Life – Improving Maternal Health, Child Nutrition and Immunisation and Strengthening Early Years Support  
  • Preventing Sexually Transmitted Infections and Under 18 Conceptions – Providing Coordinated and Easily Accessible Services  
  • Tackling Obesity, Alcohol Misuse and Smoking - Encouraging Behaviour Change through Innovative Solutions  
  • Addressing the Link between Health and Work – Supporting Healthier Lifestyles in the Workplace and Addressing the Negative Impact of Worklessness and Social Exclusion  
  • Ensuring Plans are in Place to Protect Your Local Population from Outbreaks of Infection or Environmental Hazards |
| 14:15 | Afternoon Refreshments |
| 14:30 | Open Floor Discussion and Debate with Panel Two |
| 15:30 | Chair’s Summary and Closing Comments |
| 15:40 | Networking Reception |
| 16:30 | Close |

**Event Details**

**Date:** Thursday 26th September 2013  
**Time:** 10:15am – 4:30pm  
**Venue:** Central London

**Forthcoming Events**

- Reforming the Online Gambling Regulatory System: The Implications for Licensing Authorities and Stakeholders  
  **10th September 2013**
- Safeguarding Against Violent Extremism in Universities and Colleges  
  **11th September 2013**
- Surveillance by Consent: A New Code of Practice for CCTV and ANPR  
  **12th September 2013**
- Mental Health and Young People: Implementing the Suicide Prevention Strategy  
  **17th September 2013**
- Local Transport Infrastructure: Towards a Reliable, Flexible and Competitive Bus Network  
  **18th September 2013**
- Emergency Planning in a New Age of Uncertainty: Building the Nation’s Resilience to Flooding  
  **18th September 2013**
- Child and Adolescent Health and Wellbeing: Safeguarding Children from Sexual Exploitation  
  **19th September 2013**
- Improving Housing Support for Older and Vulnerable People  
  **19th September 2013**
- The Future Role of the Local Authority in Education  
  **24th September 2013**
- Turning Around ‘Troubled Families’: From Crisis to Co-ordinated Action  
  **24th September 2013**
- Transforming Accident and Emergency Services: Shaping a Framework Fit for the Future  
  **25th September 2013**
- The Role of Local Authorities in the New Universal Credit System  
  **8th October 2013**

**Marketing and Exhibition Opportunities**

We offer a range of opportunities to enable your organisation to raise its profile and communicate with key decision makers in the public sector.

For further information please contact Parvin Madahar on 020 3137 8630 or email parvin.madahar@publicpolicyexchange.co.uk

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Delegate Fees

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Conference materials

If you are unable to attend the conference but would like to receive the supporting documentation, then please send back this form with payment details and indicate the number of copies you would like to receive. (PDF = £95 & VAT, Hard Copy = £95 (VAT not applicable).

Invoice Details (if different from Contact Details)

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Total amount £

+ VAT at 20%

Methods of Payment

Credit/Debit Card: call our payment line on 020 3137 8616

BACS: Bank: HSBC, Sort Code: 40-07-13, Account No: 22028328, Account Name: Public Policy Exchange Limited. Email BACS remittance to remittance@parlicentre.org

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Signed
Date

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