



Achieving large-scale change:

Encouraging Life-style Changes and
Improving Long-term Health Outcomes

Prevention strategies for London

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Why Prevention Matters



- Health related behaviour problematic
- Inequalities burden costly but avoidable
- Need to honour the Wanless 'contract'
- Enough knowledge to shape 'industrial' scale programmes

Context

- Must have action on social determinants
- Not all behaviours are conscious
- ‘Everyone makes choices but not under circumstances of their own choosing’
- Individual behaviours impact on others

Scale of London Challenge



- **Tobacco:**

- 21% smoke (2007)
- cost to NHS is £405 m

- **Alcohol:**

- 1.16 m drink at an increasing level of risk & 314,000 drink at a higher risk level
- cost to the NHS is £450m

The Scale of the Challenge



- **Obesity:**

- 25% adults & 22% Y6 children are obese
- By 2050, greater than 50% of Britons will be obese, resulting in costs of £50bn

- **Physical activity:**

- 3.5 m adults not active enough for health
- Cost to London's PCTs £1.8 m per 100,000 population per annum

What does the Evidence Base on Behaviour Tell Us?



Aim should be to 'normalise' new behaviour

Fell *et al* (2009) suggest requires:

- Perceived benefits greater than cost
- Ability to try first
- Observability of impact
- Opinion leaders who champion
- Communication via like minded groups
- Changed/helpful social norms and values
- Compatibility with existing behaviours
- Infrastructure to support in place

Therefore Programmes Need



- Co-ordinated partnership action to:
 - Develop social and physical infrastructure to ‘normalise’ positive behaviour
 - Make it easier to change/stop
 - Promotion of change through social groups using social marketing
- Need to be sustained over time
- Interventions of sufficient scale

Supported By



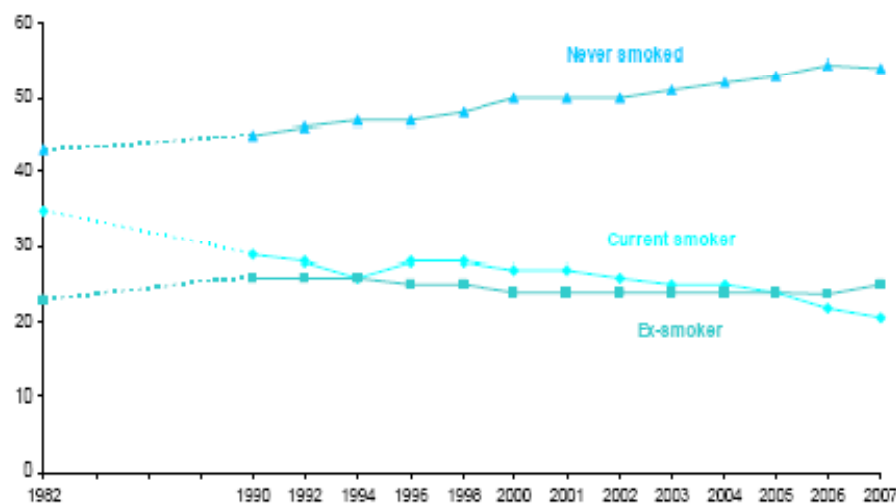
- System alignment
- Supporting strategies (eg workforce)
- Leading by example (eg NHS workforce)
- Economic data to get VFM and prioritise
- Social marketing R&D insights

It does work!

Cigarette smoking status among adults: England



- 70 000 lives saved in England in last 10 yrs
- London supported 276,900 smokers to quit



(General Household Survey 2007. The office of National Statistics)

Ramadan Campaign 2009



**QUIT SMOKING
THIS RAMADAN**

...make not your own hands contribute
to your destruction...

THE PERFECT TIME TO STOP SMOKING IS DURING THE BLESSED MONTH OF RAMADAN. SO WHY NOT MAKE THAT INTENTION TO QUIT TODAY.
FOR INFORMATION ON HOW TO QUIT SMOKING AND CHEWING TOBACCO
CALL ASIAN SMOKERS' QUITLINE.

0800 00 22 88

ASIAN
quitline



But Currently.....

- Scale of response insufficient
- Public sector finances +/-
- Evidence base not systematically used
- Danger we fail Wanless challenge

Regional Programmes



NHS London:

- Prevention prioritised:
 - Vascular health
 - Tobacco
 - Sexual health
 - Screening
 - Immunisation and vaccination
- CSL working on PCT funded programmes
- Leading 2012 and Go London

Go London's 2012 Ambition:



- Lift 150,000 people out of inactivity by 2012
- Have 300,000 people more active by 2012
- Ensure 30,000 more people achieve the CMO recommendation by 2012



The Go London Vision

London is a city where organisations work together to create opportunities and environments where Londoners easily choose to be physically active in their daily lives, achieving better health and wellbeing.



DH Regional Public Health Group



- Behavioural change programmes
 - Tobacco control
 - Alcohol
 - Healthy Weight (incl childhood obesity)
- ‘Do once for London’ interventions
- Support for local partnerships

Tobacco

- Tobacco smuggling negligible in mid-90s
- In 2000, over 1 in 5 cigarettes smoked in the UK was smuggled
- Costing over £3.5 billion in lost tax revenue
- 2008 strategy launched by HMRC
- London developing strategy (April 2010)



London Drink Debate



- 'Engage London's diverse communities in sustained discussion about alcohol'
- Community stakeholder events:
 - Where does alcohol feature in everyday lives of Londoners?
 - What interventions would they support?
- High profile event to feed back to Londoners

Way Forward



- Requires leadership and drive at all levels
- Put in place strategies with partners all levels
- Develop systems of using what we know
- Ensure interesting experiments are evaluated