



Public Health  
England

# Cheshire and Merseyside Centre Prospectus 2013/14

## Public Health England mission:

To protect and improve the nation's health and to address inequalities, working with national and local government, the NHS, industry, academia, the public and the voluntary and community sector.

# About Public Health England

Public Health England's mission is to protect and improve the nation's health and to address inequalities through working with national and local government, the NHS, industry and the voluntary and community sector. Public Health England is an operationally autonomous executive agency of the Department of Health.

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# Purpose of this document

This is the first prospectus produced by the Public Health England (PHE) Centre in Cheshire and Merseyside. It sets out the initial work programmes and provides a way of communicating these to stakeholders and interested partners.

The aims are:

- to set out what we will do in 2013/14 and how this contributes to better health and increase wellbeing for Cheshire and Merseyside
- to be a starting point for further conversations with stakeholders on what PHE will contribute to the public health system in Cheshire and Merseyside over the longer term
- to act as a 'signpost' to PHE work programmes and key contacts
- to contribute to the process of building the PHE Centre for Cheshire and Merseyside and PHE nationally

# Introduction



**Melanie Sirotkin**  
**Cheshire and Merseyside PHE Centre**  
**Director**

Established on 1 April 2013, the Public Health England Centre in Cheshire and Merseyside brings together a number of services and statutory functions to deliver advice and support in health protection, health improvement and healthcare public health. This prospectus sets out the services and functions that PHE Cheshire and Merseyside offers as part of the wider public health system.

Our focus is local and we will ensure that our work programme is tailored to serve the priorities and needs of Cheshire and Merseyside. Our core work programme is targeted at organisations that commission services for local people. We work closely with nine local authorities; Cheshire West and Chester, Cheshire East, Halton, Knowsley, Liverpool, St Helens, Sefton, Warrington, Wirral and the NHS England area teams; Merseyside and Cheshire, Warrington and Wirral. Our local Clinical Commissioning Groups are key partners in improving the public's health as are a range of other organisations in the public, community and private sectors. I hope this prospectus is of interest to you all.

We will strive to ensure that local perspectives from Cheshire and Merseyside are heard and contribute to shaping national priorities, policies and strategies. Our prospectus will continue to evolve as the local public health system itself evolves and as Public Health England grows and develops as an organisation.

We are committed to developing a business plan for 2014/15 that flows from the services and functions described in this prospectus. We will refine this in collaboration with our partners, through a series of local discussions that capture your views and enable us to develop common priorities to meet local need.

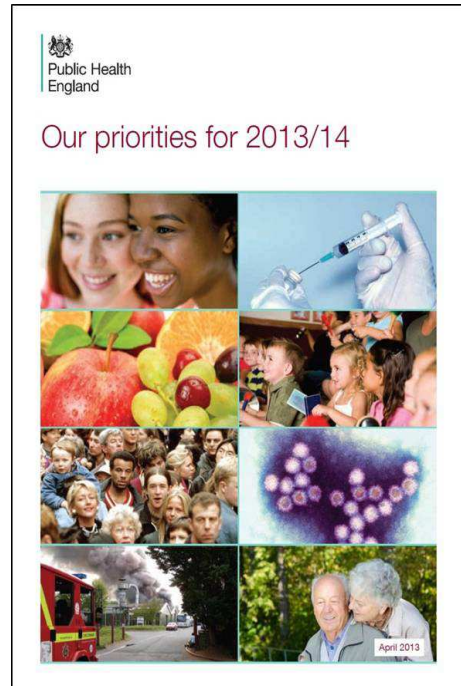
This is an exciting time in public health, and I am looking forward to building relationships with local authorities, the NHS and wider partners. As I get out to meet and listen to colleagues across Cheshire and Merseyside I will be using the opportunity to understand how Public Health England can contribute to local priorities. My goal is that the Centre adds value to work already underway and works collaboratively with local Directors of Public Health and wider leaders of public health to make real improvements for health and wellbeing.

Melanie Sirotkin

# PHE priorities

For 2013/14, PHE nationally has agreed we will focus our energies on five high-level enduring priorities:

- helping people to live longer and more healthy lives by reducing preventable deaths and the burden of ill health associated with smoking, high blood pressure, obesity, poor diet, poor mental health, insufficient exercise, and alcohol
- reducing the burden of disease and disability in life by focusing on preventing and recovering from the conditions with the greatest impact, including dementia, anxiety, depression and drug dependency
- protecting the country from infectious diseases and environmental hazards, including the growing problem of infections that resist treatment with antibiotics



- supporting families to give children and young people the best start in life, through working with health visiting and school nursing, family nurse partnerships and the Troubled Families programme
- improving health in the workplace by encouraging employers to support their staff, and those moving into and out of the workforce, to lead healthier lives

To underpin these outcome-focused priorities we will:

- promote the development of place-based public health systems
- develop our own capacity and capability to provide professional, scientific and delivery expertise to our partners

# PHE national and regional programmes and how these will support Cheshire and Merseyside

## Corporate programmes

PHE's national priorities will be supported by nine corporate programmes which set out the immediate priorities for 2013/14. National teams are working on how these programmes will be delivered including what resources are available locally.

The corporate programmes include:

- longer healthier lives (preventable mortality)
- reducing the burden of disease
- health protection
- children and young people
- health and work
- place based public health systems
- PHE capability
- PHE science hub
- quality framework

## PHE north region

In addition to the national programmes, some collaborative work areas are underway across the north region.

- **health equity north** - the health equity programme will bring together partners from a wide range of sectors to develop a collective voice for health in the north of England. The programme will support local systems and provide a platform for the north to influence national policies
- **emergency planning, resilience and response (EPRR)** – this team provides expert advice and guidance assisting the PHE Centres to plan for and respond to a wide range of incidents and emergencies that could affect health
- **workforce** - professional public health workforce development, support and advice across the wider public health system and joint appointments of Directors of Public Health.

# PHE in Cheshire and Merseyside

The headquarters for the PHE Centre in Cheshire and Merseyside is located in central Liverpool. It is one of fifteen PHE Centres across England and one of five across the north of England. We are here to:

- provide health and wellbeing expertise to local authorities, the NHS and others to maximise health improvement to the local population
- provide high quality health protection services and professional support to the screening and immunisation teams within NHS England
- provide health care public health advice to the two NHS England area teams, including specialised and dental commissioning

The PHE Centre is supported by national directorates, in particular Health and Wellbeing, Health Protection and Knowledge and Intelligence. We are the first point of contact for local organisations and public health teams to access national resources and expertise. We will also champion the health of local people and ensure that the local perspective is represented at national level in PHE.

The PHE Centre is still developing and we will work closely with our partners to support an integrated public health system for Cheshire and Merseyside.

## How we will work with partners

It is important that we add value to local service delivery and develop a shared agenda with partners and stakeholders that build on locally identified priorities.

We are developing ways of interacting with our partners and stakeholders across all sectors. We will listen and respond to the ambitions and aspirations of local leaders of place in local authorities to deliver a tailored and consistent approach to our support and service delivery. Our emerging business plan will be responsive to local discussions.

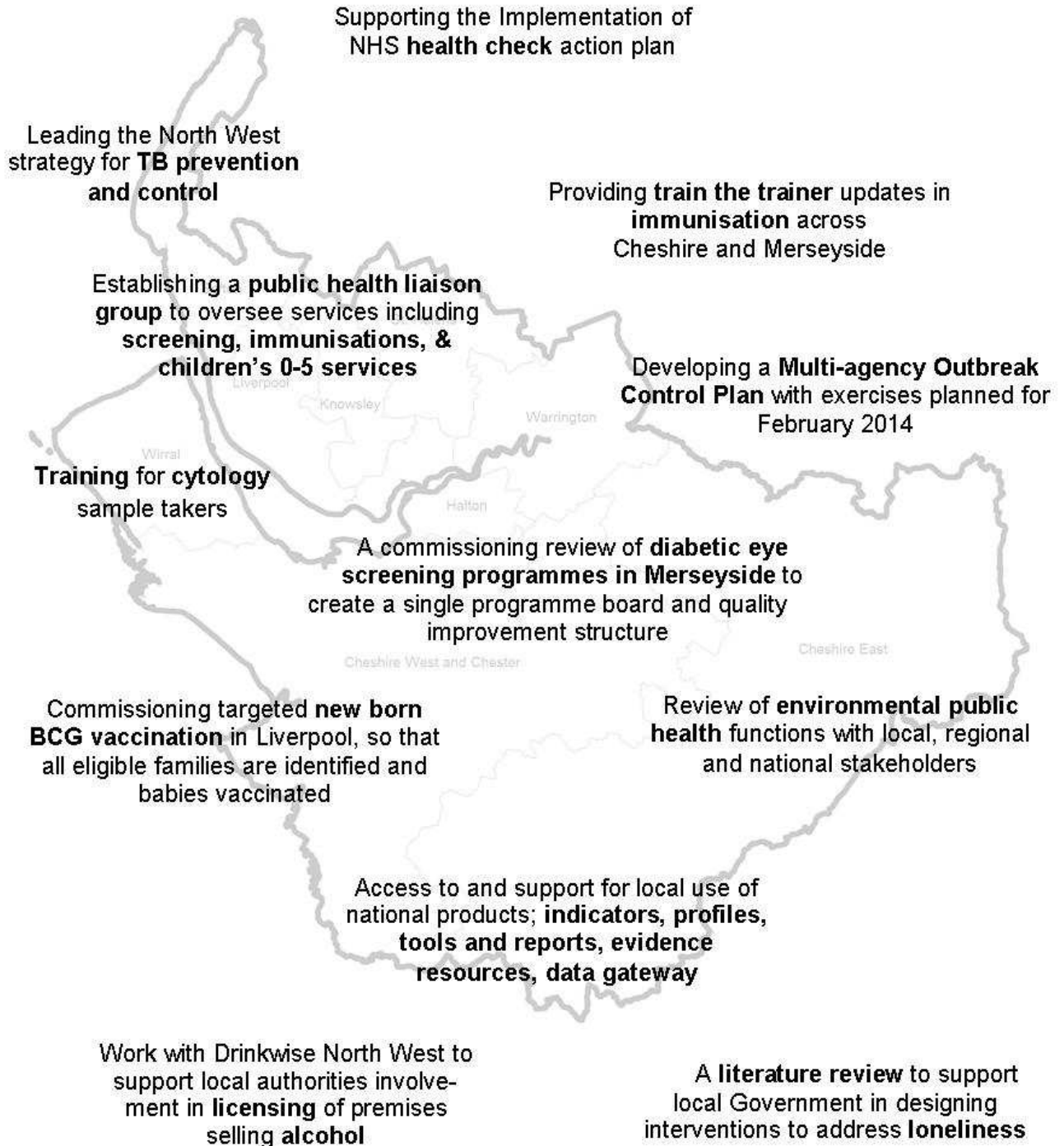
Our approach will be to:

- listen to the views of local authorities to tailor our responses to local needs and develop a shared agenda
- listen to our partners in the NHS and work with the NHS England area teams to agree priorities and tailor our work programme
- develop our links with academic institutions and improvement organisations (e.g. NICE) to consider creative ways to address local challenges, based upon the evidence of proven success from other settings and areas.



# Working together in our first 8 months

Although the PHE Centre is new, we have the benefit of many long standing and established relationships in Cheshire and Merseyside. There are already some good examples of collaborative work within in our first 8 months of operation:



## What we do

### Advocate for the public's health

- we engage and advocate for improvements in the public's health at local, regional and national levels, leading national campaigns as well as supporting local initiatives to improve population health
- we ensure major risks to public health are raised and addressed in partnership with the Local Health Resilience Partnership (LHRP) core member organisations and two local resilience fora (LRF)
- we advocate for evidence-based interventions that produce measurable improvements in health at population level
- we represent the local view at a national level in PHE identifying any unique local issues.

**Contacts:** Mel Sirotkin, Sam Ghebrehewet & Katie Dee

## Improving health

### Health and wellbeing

The health and wellbeing team lead on PHE's work to deliver improvements in health and wellbeing across Cheshire and Merseyside, to achieve improvement in the Public Health Outcomes Framework.

- we provide advice and support to local government and key partners on the most effective ways to tackle health and wellbeing priorities
- we develop tools and techniques to support innovation and translate evidence into practice
- we facilitate a culture of evidence-based practice working with academics and experts from across the UK
- we provide health care public health input into the two NHS England area teams
- we support commissioners to design, commission and oversee drug and alcohol prevention, treatment and recovery systems
- we provide evidence and guidance to NHS England, National Offender Management Service and local authorities on addressing public health issues within the health and justice system.

**Contact:** Katie Dee

## **Dental public health**

We are the principal providers of dental public health expertise and advice in Cheshire and Merseyside. We:

- support the surveillance of local oral health and support the adoption of a life course, place based approach to oral health
- provide local authorities with information, advice and support on all aspects of oral health, particularly on population and targeted measures to improve oral health and reduce oral health inequalities
- work in partnership with NHS England on the development and commissioning of primary, secondary and specialist dental services appropriate to local needs and priorities, facilitating equity of access to dental care
- engage and work with local clinicians and commissioners to achieve best possible outcomes for patients including advising on clinical priorities and supporting the evaluation and redesign of clinical care pathways
- support where appropriate, local authorities in the monitoring and reporting of the effect of water fluoridation.

**Contacts:** Keith Milsom, Yvonne Dailey & Lesley Gough

## **Public health input into commissioning of specialised services**

We offer professional clinical public health expertise to the commissioning of specialised services by NHS England. The team for the north west is within the Cheshire and Merseyside PHE Centre and also provides support at regional and national levels. Specifically we provide:

- an epidemiological and population-based perspective
- clinical advice and support
- advice on clinical effectiveness and evidence-based commissioning including evaluation of new models of delivery and cost effectiveness.

**Contact:** Su Sethi & Claire O'Donnell

## **Screening and immunisation programmes for children and adults, including targeted and seasonal campaigns**

We work alongside the two NHS England area teams as commissioners of all national screening and immunisation programmes to support delivery of current, extended and new programmes. We provide:

- leadership to organisations and individual professionals who deliver screening and vaccinations
- performance management of screening and immunisation programmes
- assurance to local Directors of Public Health on the safe and effective delivery of programmes

- expert clinical and technical advice on immunisation queries that are more complex and beyond the scope of the “Green Book: National guidance on immunisation against infectious diseases for professionals”
- a co-ordinated response to incidents and vaccine delivery problems
- advice on post-exposure vaccination (via the acute response team in health protection).

**Contacts:** Dan Seddon (Merseyside) & Helen Lewis-Parmar (Cheshire, Warrington & Wirral)

## **Quality assurance for the cancer screening programmes**

We work to ensure that the national standards for the cancer screening programmes (breast, bowel and cervical) are being met across the north west. We deliver this through:

- conducting quality assurance visits and ensuring recommendations are achieved
- identifying and investigating where things are going wrong
- helping to introduce new developments
- encouraging the adoption and transfer of good practices.

**Contact:** Billie Moores

## **NHS antenatal, newborn and child health screening programme**

We provide a comprehensive and consistent approach to the quality assurance of antenatal, newborn and adult screening programmes. We deliver this through:

- advising on the management of screening incidents
- ensuring stakeholders are kept up to date with changes/developments that are likely to impact on services
- facilitating network forums across all staff groups involved in the screening programmes
- developing new initiatives and improvements to existing pathways.

**Contact:** Sandra Smith

# **Health Protection**

We provide high quality, safe and effective health protection services that work closely with partners across Cheshire and Merseyside to deliver services 24/7 by:

- responding to individual cases of infectious disease and incidents and using high-quality field epidemiology services to support our investigation of outbreaks of infectious disease and non-infectious incidents
- providing access to microbiological testing services through PHE’s clinical and food, water and environmental microbiology laboratories

- providing access to specialist advice from the PHE Centre for Chemicals, Radiation and Environmental Hazards (CRCE)
- undertaking surveillance of infections of public health importance locally and nationally, and responding to new threats when they arise, such as newly discovered viruses
- Leading and participating in multi-agency programmes that aim to prevent, mitigate or control risks associated with threats to health such as tuberculosis, anti-microbial resistance, health care associated infections, gastrointestinal infections and air quality
- communicating with individuals (public and professionals), settings (such as GPs, schools and care homes) and populations on actual or perceived threats to health from infection and non-infectious hazards
- strengthening contingency planning work with partners on emergency preparedness, response and resilience.

**Contact:** Sam Ghebrehewet

### **Field epidemiology services**

The field epidemiology service, Liverpool is colocated with Cheshire and Merseyside PHE Centre and provides support at local, regional and national levels. Services provided by the field epidemiology team can be accessed via the PHE Centre and include:

- surveillance, incident and outbreak support and epidemiology based on local need
- collaborating with local health protection teams
- providing high quality health protection surveillance and epidemiological investigation in response to local need, within a national quality framework
- weekly surveillance outputs on infectious diseases with high service impact such as influenza and gastrointestinal infections to support the alert functions
- producing and analysing surveillance information from local and national health protection and laboratory activities.

**Contact:** Paul Cleary & Roberto Vivancos

### **Specialist microbiology services**

PHE's network of eight public health laboratories work closely with local and national PHE Centres and a number of key NHS and academic collaborating centres to provide a total clinical microbiology service. This includes:

- Routine diagnostic testing, results interpretation, and consultant microbiologist clinical advice and liaison
- a number of novel and proprietary molecular tests eg for rare, unusual, imported and emergent pathogens

- five dedicated laboratories that undertake the microbiological testing of food, water, and environmental samples on behalf of local authorities, port health authorities, the NHS, and the food industry
- a wide range of accredited tests for statutory microbiology testing in food, water and environmental samples, including interpretation of test results, support for food-borne outbreak investigation, and the provision of expert advice and training.

**Contact:** Ed Kaczmarek

## Knowledge and intelligence

The local Cheshire and Merseyside PHE Centre and the north west Knowledge and Intelligence Team (KIT) work together so that the public health intelligence support provided locally is as effective as possible.

- we work with colleagues in local government, NHS England, commissioning support units and other partners to ensure that public health evidence, intelligence and information is provided consistently and efficiently. We do this through active and targeted dissemination, helping with local interpretation of data, and advice on how to use national databases and interactive tools
- we provide a local intelligence enquiry service that is responsive to local needs and responds to queries from partners regarding local and national public health data. We will signpost enquirers to available resources and sources of information, refer enquiries to local and national intelligence experts and deal with local requests for aggregate data
- we provide high quality surveillance of risk factors, diseases and conditions that impact on people's health to inform and support the practice of public health to help make improvements in people's health.

Information about public health topics, resources, knowledge and intelligence services and tools available through PHE can be found at <http://datagateway.phe.org.uk/>

**Contact:** Clare Perkins

## Social marketing and public health communications

PHE has a national social marketing and campaigns team and provides public health communications advice at a national and regional level. Working closely with local partners and stakeholders, the north west PHE regional communications team provides:

- 24/7 proactive and reactive media response
- leadership and expertise in crisis communications during emergencies
- stakeholder engagement/ liaison

- close liaison with partners to develop communications strategies in response to specific public health issues
- support to health improvement advocacy and campaigns.

**Contact:** Claire Roach

## Developing the prospectus for the future

Our commitment is to work with partners across the whole system to improve the public's health. This prospectus will evolve over the coming months and years as we build a joint work programme with you.

For general feedback or queries please contact a member of the PHE Centre management team.

## Key contacts

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