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# Introduction from the Director of Public Health

*The move of public health from the NHS back to our original home of local government has been a landmark event.*



It has been a significant but helpful challenge to look in detail at how we do our work, not just with the transfer of some functions to other organisations but also taking on additional commissioning responsibilities, funding and statutory roles.

“ *This legacy document sets out what **progress** we have made over the last eight years and what **key lessons** we can take forward in the new public health system from 2013.* ”

Planning for these changes has led to the gathering and analysing of a great deal of information. This has included reflection on how services have developed in recent years, the collection of evidence around different interventions and understanding what outcomes have been achieved.

It is essential that we record this collective knowledge and learning and use it as a platform for continued progress in improving health and wellbeing and tackling inequalities in our local communities. It helps us to keep continuity in essential services, reduces the risk of losing knowledge during staff and organisational changes and promotes a shared understanding of public health issues across a range of partner organisations.

This legacy document sets out what progress we have made over the last eight years and what key lessons we can take forward in the new public health system from 2013.

I believe there have been many programmes we can be proud of. We know that there has been real impact on people's lives in many areas but the injustice of health inequalities still remains. We must retain our determination to change this and ensure good health, wellbeing and happiness for all.

I hope this legacy document will be a practical tool in supporting the continued improvements we need to make and I look forward to working with you to achieve those goals.

Felicity Owen

Director of Public Health for Cornwall and the Isles of Scilly

# Programme development in public health

*In each section of this report there is a timeline identifying some landmark moments at local and national level in the development of public health action. Set out below is a brief overview of some of those important steps across all local public health programmes. This helps to demonstrate the growth in providing important new services, developing a better understanding of needs and assets in the community and examples of local innovation.*



## 2006



### Healthy Start

scheme introduced (vouchers for new mums)

### Local Exercise Activity Pilots

extended to all of Cornwall

### Speakeasy

programme launched to engage more parents in sex and relationships education

### Cornwall Works

launched to help more people get into work



## 2007



**Health Trainer** service launched

**Infant feeding** coordinators appointed



**Weight Matters** – local weight management support – is launched

Launch of **smoke free strategy** including a midwife-led stop smoking service

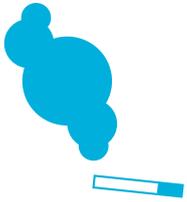
## 2008

**Health and Wellbeing Strategy** launched

**Major investment** in school nurse service



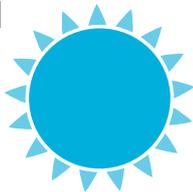
**Health Champions Programme** launched using volunteering as a way into work



**Smoke Free Homes,** STOPS education programme for school and Stop before the Op all begin to help make Cornwall smoke free

**Start of alcohol Interventions** and Brief Advice programme within GP surgeries

**SunSAFE** campaign launched to raise awareness of higher incidence in Cornwall and advise on how to stay safe in the sun



**Local TB services** are strengthened including appointment of new nurses

**Suicide Prevention Strategy** published

## 2009

**Family Nurse Partnership** introduced in Cornwall



**Alcohol and drugs** treatment needs assessments published

**Young Mums Will Achieve** programme begins



**Children's Injury Prevention** Coordinator appointed

**Flu pandemic** required significant response from public health and NHS services



Two integrated care pilots launched for **dementia** and **mental health**

**Alcohol Health Equity** Audit published

**Affordable warmth** campaign launched

**NHS Forest Project** includes involvement from Falmouth Hospital

## 2010

Cornwall Works **with Families** programme for workless adults and families

**Healthy Workplace** Award scheme launched

Health visiting needs assessment on **10,000** local families completed



## Cornwall's Homelessness

**Strategy** launched including priorities better access to housing and helping vulnerable people like rough sleepers.



**Health Equity Audit** on Children in Care



**NHS Sexual Health** hub opens in Truro

**Public mental health** campaign delivered through pharmacies

Cornwall introduces **Best Bar None** scheme to support responsible management of licensed premises

## 2011

**Health Inequalities Strategy** launched

**Increased capacity** for health visitors and support for children in care

Cornwall's first sexual assault referral centre, the **Willow Centre**, opens in Truro



Comprehensive **Healthy Weight Programme** launched coordinating support around food, physical activity and weight management

**Alcohol diversion** scheme launched

**Winter Wellness** campaign launched

**Looked After Children** pathway reviewed and improved

## 2012

**Safer Cornwall** launches Turnaround, the integrated offender management system to reduce re-offending

**School-based** Hearty Lives project launched in Cornwall with £100,000 funding from the British Heart Foundation



**Cornwall Together**



**Cornwall Together.com**

programme launched to make domestic fuel more affordable



**Safer Towns** Programme launched to target multi-agency work on areas of greatest need

**Member-led** enquiry on youth homelessness

**Cornwall becomes the first UNICEF** baby friendly county to help mums breastfeed for longer

**Young dads support** pack launched to help young fathers care for their baby's needs

**Childhood obesity** care pathways developed using NICE guidance

