



**Bedfordshire, Luton
and Milton Keynes**
Integrated Care Board



Integrated leadership delivering integrated care

EoE PH Conference October 2023 craig.lister4@nhs.net

Integrated leadership

We have wide ICS representation with non-voting participants on the ICB Board, e.g.,

- Vicky Head DPH Bedford, Central Bedfordshire and Milton Keynes
- Sally Cartwright DPH Luton
- Maxine Taffetani Healthwatch Milton Keynes (representing Healthwatch across BLMK)
- Lorraine Mattis 20 years experience in the NHS and VCSE

BLMK has strong Place working – Council Chief Executives are part of ICB leadership

There has already been significant and ongoing collaborative leadership on inequalities and prevention*

We have a dedicated role within the ICB structure supporting collaborative work with VCSE

ICS Delivery Plan for Prevention in Primary Care



Maximise use of GP, pharmacy, optometry, dentistry + PH, leisure services and other NHS/LA touch points with coordinated narrative



Plan and deliver a two-year campaign to increase physical activity and reduce inactivity based around the Better Health brand, include smoking cessation and other target behaviours as campaign develops



Increasing physical activity and reducing inactivity is an easier sell to our population and has wider positive benefits within a realistic timeframe than targeting obesity alone



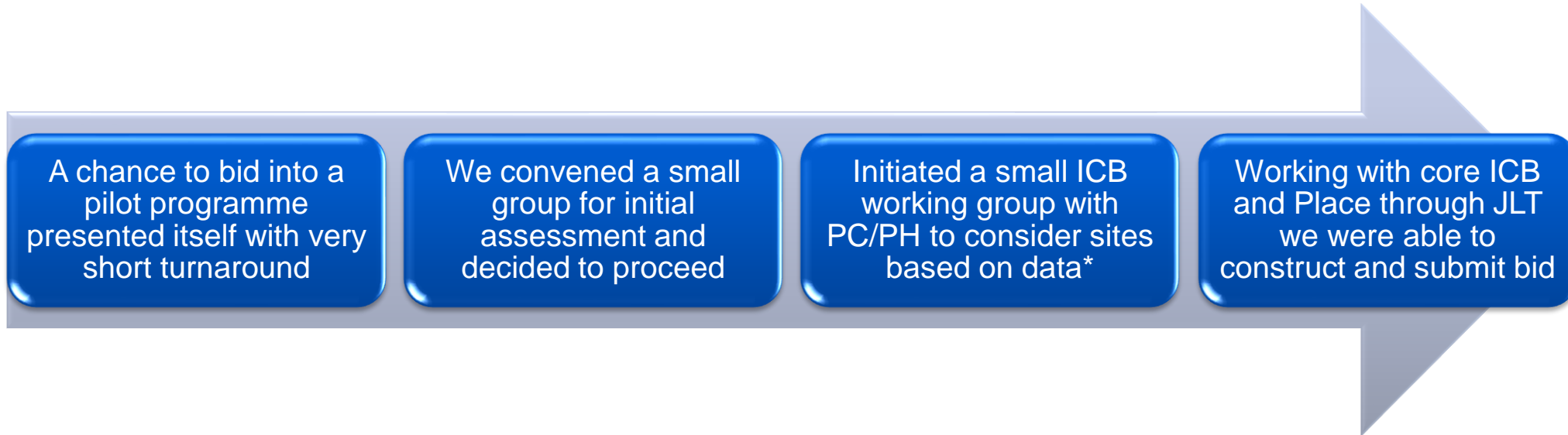
Make much greater use of the VCSE, especially **social prescribing**, together with **personalised care** in a robust, equitable partnership



Using the Better Health brand, Healthier Together, VCSE colleagues, Healthwatch and others, support the population (back) into greater responsibility for their own health, with a constant awareness of not introducing blame

This has been a collaborative approach with Public Health colleagues:
Marimba Carr (MK) Elizabeth Elliott (Luton) Megan Gingell (Bedford and Central Bedfordshire)

Chance favours the prepared mind

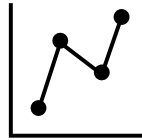


The ICB already had already agreed delegation of obesity to Place for Milton Keynes

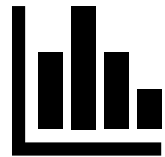
The Joint Leadership Team (JLT) can make rapid decisions across the breadth of the NHS/LA (PH)/VCSE, best suiting the needs of the local population either at Place or Neighbourhood level

Initial processes took less than two weeks with bid development within four weeks

Selecting a PCN

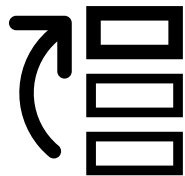


Data driven process to select a PCN/PCNs for our pilot proposal



Used local **obesity data set** (practice level)

- Deprivation decile
- % of registered population non-White ethnicity
- QOF obesity prevalence



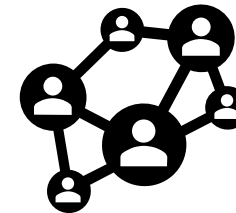
Method 1) Ranked practices by above domains

Method 2) as per method 1 + calculated a cumulative 'score'

Looked at which PCN the practices ranking highest were in → selected one PCN to approach



- Pragmatic decision considering
 - Facilities
 - 'Wrap around' care for pilot
 - Capacity
 - Interest



- Used connections at place and JLT to support rapid discussions and decision making



- **Next steps:** use PHM techniques to understand the number of people who would be eligible and then plan how to actively engage these people