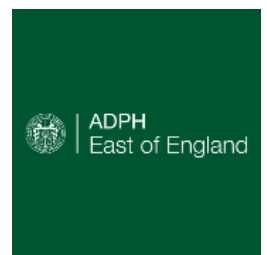


East of England Public Health Conference 2023

*Working in partnership to promote prevention and
reduce health inequalities.*

The Woodlands Event Centre, Wyboston Lakes
27 October 2023



NIHR | School for Public
Health Research

Local
Government
Association



Working as part of the
East of England Public Health Alliance

 Office for Health
Improvement
& Disparities

NHS

 UK Health
Security
Agency

Conference Agenda

09:00 – 09:30 Arrival and Registration

Posters, networking and refreshments

09:30 – 09:50 Welcome and Introduction

Jo Broadbent, Director of Public Health Thurrock

Aliko Ahmed, Regional Director of Public Health

Jeanelle de Gruchy, Deputy Chief Medical Officer & Co-lead of the Office for Health Improvement and Disparities

09:50 – 10:00 Public Health Service Leadership Award

Celebrating contributions made to public health in the East of England

10:00 – 10:15 Opening Keynote

Jim McManus, National Director of Health and Wellbeing for Public Health Wales and former President of the UK Association of Directors of Public Health

10:15 – 10:45 Break

An opportunity to network and review posters

10:45 – 12:00 Workshops 1

1A Data informed population health improvement

1B Partnership working for prevention

1C Innovation at place Luton

1D Person centred approaches

1E Improving Health Protection response through collaboration and innovative use of data

1F Towards better data to address health inequalities

1G Integrated Care and Leadership - Integrated Care Academy

1H Using the NHS STAR approach to develop capacity in the public health workforce

- 12:00 – 14:00** **Lunch – The Olive Restaurant**
- Posters and drop-in space – Rosewood 3**
- An opportunity to view and vote for your favourite posters and to have further conversations with partner organisations about their work
- 14:00 – 15:15** **Workshops 2**
- 2A Data informed population health improvement**
- 2B Partnership working for prevention**
- 2C Vaping**
- 2D Person centred approaches**
- 2E Enabling healthy food choices**
- 2F Ensuring good public health at place**
- 2G Training & Development**
- 2H Let's think evaluation - Population Health Research Hub**
- 15:15 – 15:40** **Break**
- An opportunity for reviewing posters, networking and refreshments
- 15:40 – 15:45** **Welcome Back**
- Jörg Hoffmann, Regional Deputy Director of the UK Health Security Agency
- 15:45 – 15:55** **Public Health Academic Leadership Award**
- Celebrating contributions made to public health in the East of England
- 15:55 – 16:10** **Closing Keynote**
- Reflections of Public Health over the years from Carol Brayne, Co-director of Cambridge Public Health, University of Cambridge
- 16:10 – 16:20** **Poster competition awards**
- Prizes presented by Jörg Hoffmann, Regional Deputy Director of the UK Health Security Agency
- 16:20 – 16:30** **Reflections and Closing Summary**
- Jyoti Atri, Director of Public Health Cambridgeshire and Peterborough

Keynote Speakers

Dr Jo Broadbent

Director of Public Health Thurrock

Dr Jo Broadbent is Director of Public Health for Thurrock and the SRO for Mid & South Essex ICS' Population Health Management programme. Prior to joining Thurrock Council, Jo was Public Health England's Deputy Director for Healthcare Public Health and Workforce in the East of England. A Consultant in Public Health and former CCG Executive Director, Jo also has experience of working in the NHS and in healthcare regulation, and has worked in local, regional and national roles.

Professor Aliko Ahmed

Regional Director of Public Health for the East of England

Professor Aliko Ahmed is the Regional Director of Public Health for the East of England. He is a public health physician, epidemiologist and global health diplomat with decades of working experience in clinical medicine, academia, and public health practice across low and high income countries.

Dr Jeanelle de Gruchy

Deputy Chief Medical Officer

Dr Jeanelle de Gruchy is England's Deputy Chief Medical Officer. She supports the Chief Medical Officer on health improvement issues and is co-lead of the Office for Health Improvement and Disparities. Jeanelle has worked clinically in South Africa and then in the NHS and has over 20 years' public health experience.

Professor Jim McManus

National Director of Health and Wellbeing for Public Health Wales

Professor Jim McManus is National Director of Health and Wellbeing for Public Health Wales. Previously Jim was Director of Public Health at Hertfordshire County Council for more than 11 years and has worked at a national and international level in his role as President of the UK Association of Directors of Public Health.

Professor Carol Brayne

Co-director of Cambridge Public Health

Professor Carol Brayne is Co-director of Cambridge Public Health at the University of Cambridge. She is a medically qualified epidemiologist and public health academic. Carol's principal area of research has been longitudinal studies of the health of older people, with a focus on the brain, from a public health perspective.

Jörg Hoffmann

Regional Deputy Director of the UK Health Security Agency

Jörg is a specialist in Public Health and a medical doctor and is the Regional Deputy Director leading UKHSA in the East of England. Previously he worked as Deputy Director for Health Protection in Public

Health England. Before that he held consultant posts in Public Health Wales and the Health Protection Agency. He trained in Public Health in the East Midlands and worked as a technical Officer for the European Region of the World Health Organisation in Copenhagen, Denmark. Before embarking on a public health career in 2002. Jorg worked clinically in both Germany and the United Kingdom having trained originally in Ulm and Kiel Universities in Germany.

Jyoti Atri

Director of Public Health Cambridgeshire and Peterborough

Jyoti started her career as a researcher for a general practice based health promotion project in East London. Her research demonstrated that equality in access to services can be achieved even in the most deprived areas. Continuing her career in East London and the City Health Authority as a Public Health Analyst, she made major contributions to the Health Improvement Programme and the Health Action Zone.

Leaving London in 2002, Jyoti joined the West Midlands Public Health Training Scheme, serving mainly in public health departments across the Black Country. On completion of her training, Jyoti joined South Birmingham Primary Care Trust, where she was the lead on cancers and public health information.

Jyoti became Deputy Director of Public Health for Sandwell PCT in 2010, where she led on health improvement and health information, and delivered against some hard-to-reach targets for breastfeeding and smoking cessation. After the transfer of Public Health to local government, she was appointed as Director of Public Health in April 2014. Despite Sandwell being an area of significant disadvantage, significant measurable health improvements were delivered during her time as DPH in: healthy life expectancy; cardiovascular disease mortality and teenage pregnancy.

In September 2017, Jyoti joined Public Health Wales as Deputy Director of Health and Wellbeing. She has made major contributions to improving collaborative working for public health and to chronic disease prevention. Going on to act as Executive Director of Health and Wellbeing she made a number of major contributions to tackling Covid-19, including leading the response to Covid in care homes across Wales.

Jyoti joined Peterborough and Cambridgeshire as Director of Public Health in June 2021, when the country was still in the throes of the pandemic. She is now leading the directorate into the delivery of an ambitious health and wellbeing strategy.

Posters and drop-in space

Rosewood 3

An opportunity to view and vote for your favourite posters and to have further conversations with partner organisations about their work.

Local Government Association (LGA) self-assessment tool

OHID Local Knowledge and Intelligence Service (LKIS) Population Health Intelligence tools

Public Health Research Hub (PHResH)

NIHR School of Public Health Research

NIHR Applied Research Collaboration

UK Public Health Register

UK Health Security Agency (UKHSA)

Workshops 1 (10:45-12:00)

1A Data-informed population health improvement workshop

Rosewood 1&2

Chair: Helen Green

An interactive data-informed population health improvement session which will highlight the opportunities Population Health Management and associated developments offers to public health across organisation types, share learning around how it is supporting partnership working, and discuss how to support realising the benefits from the approach.

Helen Green	Consultant in Public Health - Population Health Management, East of England - LKIS East, OHID and NHS England (Healthcare Public Health)
Jo Broadbent	Director of Public Health Thurrock Council & Population Health Management Senior Responsible Officer Mid and South Essex ICS
Sam Williamson	Associate Medical Director - Co-lead for Population Health Management, NHS Hertfordshire & West Essex ICB
Sian Evans	Associate Director Local Knowledge and Intelligence Service (LKIS) East, OHID
Suzanne Meredith	Deputy Director of Public Health Norfolk County Council & Associate Director Population Health Management, NHS Norfolk & Waveney ICB

1B Partnership working for prevention

Yew Technology Theatre

Partners will share their learning from collaborating with their system for prevention.

Chair: Jeptepkeny Ronoh, Consultant in Public Health Medicine & Assistant Director – Place Lead (East Suffolk) Public Health & Communities

Presentation 1: Working together in partnership to promote prevention and reduce drug related deaths and health inequalities in substance misuse services across the East of England region

A partnership approach to reviewing drug and alcohol related deaths to ensure that all relevant information can be gathered to facilitate understanding of the causes of the death and to identify changes across the system which could reduce the risk of death and provide oversight to ensure that agreed actions are implemented.

Speakers: Dipti Patel, Clinical Governance, Primary Care and Pharmacy Lead, Michael Sandiford-Turnock, Public Health Clinical Governance Lead (SMS services) and Emily Christopher, Public Health Practitioner (Drug and Alcohol)

Presentation 2: Partnerships in bringing to life Norfolk's Behaviour Change Primary Prevention Strategy (Norfolk County Council)

Explore how a range of internal and external partnerships have successfully brought to life several strands of Norfolk's new behaviour change approach, which encompasses: a universal digital self-help/self-serve website, a system-wide workforce training offer, and a community enablement offer, under the umbrella brand "Ready to Change" (www.readytochange.co.uk). The talk will consider how partnerships have been crucial to its development and implementation, and how partnerships will be important for future plans and ongoing success.

Speaker: David Thurkettle, Public Health Principal

1C Innovation at place Luton

Ebony

Hear from Luton Borough Council about the innovative projects they are undertaking at place to reduce harm and tackle health inequalities.

Chair: Lee Watson, SpR Public Health

Presentation 1: Tackling Health Inequalities – Making a Marmot Town

Early learning from Luton’s experience of becoming a Marmot Town, examples of work they are delivering as a result and the opportunities and challenges that they have faced in framing the tackling of health inequalities through this approach.

Speakers: Lee Watson, SpR Public Health, Ramya Ravindrane, SpR Public Health and Chimeme Egbutah, Public Health Service Manager (Health Inequalities)

Presentation 2: Reducing harm from street activities – the Luton “Town Centre for All” initiative

Learn about Luton’s project with local and national partners to address street activities (including drinking alcohol, drug taking, raising funds) with the aims of reducing harm to the street population while improving safety and perceptions of Luton town centre.

Speaker: Nicola Ainsworth, Consultant in Public Health

1D Person-centred approaches

Poplar

Hear about local projects using person-centred approaches to create physically active communities.

Chair: Jade Welding, Senior Relationships Manager for Health and Inequalities

Presentation 1: Creating active and healthy communities through a whole system, place-based approach. Learnings from the Essex Local Delivery Pilot (Active Essex)

The Essex Local Delivery Pilot (LDP) is an initiative to build healthier, more active communities across the county. Hear how place-based working can create positive effects and showcase the building blocks of place-based approaches through case study examples from the Essex LDP.

Speaker: Jason Fergus, Head of Active Essex

Presentation 2: Embedding physical activity locally to tackle health inequalities and utilising movement as a key driver to meet public health priorities (East of England Active Partnership Network)

Being physically active has a huge role to play in improving the physical and mental health of our local populations, supporting the economy, reconnecting communities and rebuilding a stronger society for everyone. The East of England Active Partnership Network will shine a light on how working collaboratively to embed physical activity locally can help deliver against your Public Health priorities.

Speaker: Jade Welding, Senior Relationships Manager for Health and Inequalities and Michael Firek, Deputy CEO and Strategic Lead for Health Living Sport (Cambridgeshire and Peterborough)

1E Improving Health Protection response through collaboration and innovative use of data

Beech 1

Chair: **Mohammud Edo**

This workshop will look at Invasive Group A Strep starting from national to regional outbreaks and the use of data to help identify clusters, collaborating with key stakeholders to arrange prophylaxis, testing and supporting community settings affected.

Mohammud Edo Principal Health Protection Practitioner, UKHSA East of England

Angela Murphy Head of Regional Engagement, UKHSA East of England

Smita Kapadia Consultant in Communicable Disease Control, UKHSA East of England

Lynsey Emmett Principal Scientist, Field Services, UKHSA East of England

1F Towards better data to address health inequalities

Cherry

Chair: Louise Lafortune, Principal Research Associate, University of Cambridge & Co-lead, Population Evidence & Data Science, NIHR ARC East of England

The availability of good quality data is important to monitor and address inequalities across integrated care systems. Following a short presentation of the findings from three interlinked projects looking at mechanisms to improve data quality, the group will discuss i) the relevance of the findings for their practice, ii) what actionable findings could be derived for the different stages of the data to decision pathway, and iii) how these might be presented and disseminated to ensure they are used at scale.

Louise Lafortune University of Cambridge & Co-lead, Population Evidence & Data Science, NIHR ARC East of England

Sowmiya Moorthie Research Associate, Population Evidence & Data Science, NIHR ARC East of England

1G Integrated Care and Leadership

Ash 1

Chair: Martin Seymour, Assistant Director of Public Health and Communities Suffolk

This workshop will explore ICS Leadership and how to champion a culture of integrated care across organisations and communities – contributing to positive changes within integrated care systems.

Susannah Howard Integrated Care Partnership (ICP) Director, Suffolk & North East Essex ICS

Craig Lister Associate Director – Primary Care Transformation, Bedfordshire, Luton and Milton Keynes ICB

Rachel Heathershaw Associate Professor, School of Nursing, Midwifery and Public Health, University of Suffolk

1H Using the NHS STAR approach to develop capacity in the public health workforce

Elm

Chair: Holly Finlayson, Public Health Workforce Development Manager, OHID

Within our new regional public health system, there are challenges and opportunities in working collectively to create a public health workforce which meets the needs of our local populations.

NHS STAR is a simple but effective model to support workforce transformation, enabling those responsible for developing and delivering public and population health services, to understand workforce requirements and consider bespoke action plans which address them. It provides a simple, coherent framework to facilitate and guide conversations on five key workforce enablers of leadership, supply, upskilling, new roles and new ways of working.

Through this workshop we will be prompted and supported to identify creative approaches to public health workforce skill mix and redesign, and the session will be of interest to anyone responsible for designing, developing and/or delivering public or population health services.

Holly Finlayson **Public Health Workforce Development Manager, OHID**

Diane Gray **Associate Workforce Transformation Lead, NHS Workforce, Training and Education**

Workshops 2 (14:00-15:15)

2A Data-informed population health improvement

Cherry

Chair: Caroline Wright, Programme Manager, Local Knowledge and Intelligence Service (LKIS) East

Presentation 1: Dynamic and interactive JSNAs using web based PowerBI (Cambridgeshire and Peterborough)

Speaker: Vicki Peacey, Consultant in Public Health

Presentation 2: Data-informed decisions: making best use of the Office for Health Improvement and Disparities (OHID) data tools and resources (Local Health Intelligence Service)

High quality data is essential for public health policy and practice. Gain an understanding of OHID's core data tools and resources and how they can be used to inform decision-making on health and care.

Speaker: Mark Parker, Senior Analyst LKIS East, and James Harrison, Principal Knowledge Transfer Facilitator

2B Partnership working for prevention workshop

Ebony

Working in partnership to prevent economic inactivity and increase workforce participation for disabled people and people with health conditions

Chairs: Neil Wood, Health & Wellbeing Programme Manager, OHID and Jessica Stokes, Deputy Director Healthy & Wellbeing, OHID

Economic inactivity, where the main reason is long-term sickness, has risen by 464,000 since the start of the pandemic. Getting people into work and minimising the risk of ill-health related job loss is of critical importance for reducing health disparities. Addressing and improving work and health outcomes requires effective partnership action, tailored to local need.

This workshop will focus on the recent funding opportunities presented by the WorkWell Partnership Programme (WWPP), to pilot integrated work and health support for disabled people and people with

health conditions to start, stay and succeed in work. Successful 'vanguard areas' will be locally led, bringing together the NHS, local authorities, and other partners, in collaboration with jobcentres to provide integrated low level work and health support.

It will be an opportunity understand more about the context, what the data looks like, to learn about national and regional work and consider engagement across local health and employment services.

2C Vaping

Poplar

Learn about the key messages around vaping and gain insight into the experiences of young people in relation to vaping and the position statement produced by the East of England Public Health Network.

Chair: Lucy Wightman, Director of Public Health Essex County Council

Presentation 1: Insights from the YPHWS survey – Vaping in young people in Hertfordshire (Hertfordshire County Council)

Speaker: Annie Yu, Epidemiological Programmer

Presentation 2: E-cigarettes: Friend or Foe? (OHID)

To help untangle and consolidate the key messages around vaping and to raise awareness of the national interventions and resources which support local activity.

Speaker: Martin Dockrell, National Tobacco Control Programme Lead OHID

2D Person centred approaches

Beech 1

A show case of projects that highlight person-centred approaches to health and wellbeing.

Chair: Kate Rolfe, Senior Health Protection Practitioner

Presentation 1: Prevention and Enablement Model (PEM) – increasing the opportunities for Early Help and Prevention (Active Essex & Sport for Confidence)

The Prevention and Enablement Model (PEM) was a two-year test and learn initiative which used a whole systems approach to embedding physical activity into health and social care. Hear about the impact and learnings from the pilot and how it demonstrated significant increases in physical and emotional wellbeing levels of individuals.

Speaker: Courtenay Mosley, Relationship Manager

Presentation 2: Improving childhood immunisations uptake (Cambridgeshire and Peterborough)

Hear about work in collaboration with ICB NHS Reservists and NHSE to improve uptake of childhood immunisations across Cambridgeshire and Peterborough.

Speaker: Kate Rolfe, Senior Health Protection Practitioner and Hayley Stock, Clinical Lead NHS Reservists - ICS

2E Enabling healthy food choices

Yew Technology Theatre

Hear from partners sharing findings from research and projects to enable healthy food choices in the region.

Chair: Celia Shohet, Assistant Director Public Health Central Bedfordshire, Bedford Borough and Milton Keynes

Presentation 1: Food challenges and poverty in the East of England (NIHR Applied Research Collaboration)

Hear about NIHR ARC's research into the challenges of food and poverty in the East of England, which looks specifically at the experiences of marginalised groups, the pressures posed by the pandemic, and the responses of local and national government.

Speaker: Claire Thompson, Reader in Food Inequalities and Health

Presentation 2: Developing a local Healthier Food and Drink Advertising Policy (Luton Borough Council)

In July 2023, Luton Council was the first council in the East of England to approve a policy that will enable us to regulate and control the type of advertising content relating to food and drink products that appear across our marketing estate. Learn about the rationale for this approach and what this looks like in practice.

Speaker: Kate Cressall, Public Health Manager Healthy Weight

2F Ensuring good public health at place

Rosewood 1&2

Chair: Sally Cartwright, Director of Public Health Luton

This interactive session will explain the updated tool to support system leaders in local authorities in defining and ensuring good public health at place. This tool provides an opportunity for structured reflection and can be used flexibly by Directors of Public Health and local authorities to understand how effective they are in setting their own ambitions for public health, and the ways they work with partners.

Kay Burkett Senior Adviser for Public Health and Prevention, LGA

Marnie Ridley Advisor for Public Health and Prevention, LGA

Julie Webster LGA Associate & ex Director of Public Health, LGA

Bekah Carrington Data and Research Analyst, LGA

Katherine Attwell Public Health Principal, Norfolk County Council

2G Training & Development Workshop

Elm

Hear about opportunities for career development, the workforce development strategy in the region and the resources available to support implementation of good public health practice.

Chair: Alix Sheppard, Regional UKPHR Scheme Coordinator for the East of England

Presentation 1: Regional Public Health Workforce Development Strategy (OHID)

An overview of the regional workforce development strategy and update on year 1 workstreams.

Speaker: Holly Finlayson, Public Health Workforce Development Manager, OHID

Presentation 2: Building the training and development offer in a local Public Health local authority team: Suffolk County Council Public Health & Communities Case Study

Suffolk County Council Public Health have launched their ambition to develop a pragmatic and relevant training and development offer for all staff within the Public Health & Community workforce. This provides an opportunity to hear about their journey and learning throughout the process.

Speaker: Andrew Crowe, Programme Coordinator Skills Pyramid, Senior Researcher

Presentation 3: Developing a registered public health practitioner workforce (UKPHR)

UKPHR registers practitioners who have demonstrated their competence in public health practice. Embedding UKPHR registration in the workforce offers a systematic approach to CPD using a recognised framework for development and opportunities for all levels of practice. Find out more about registration and the CPD opportunities available in the region.

Speaker: Alix Sheppard, Regional UKPHR Scheme Coordinator for the East of England

2H Let's think Evaluation workshop from the Public Health Research Hub

Ash 1

Chair: Andy Jones, C3 Health Associate

This is an interactive session for those who are interested in embedding evaluation in the work they do.

Andy Jones C3 Health Associate

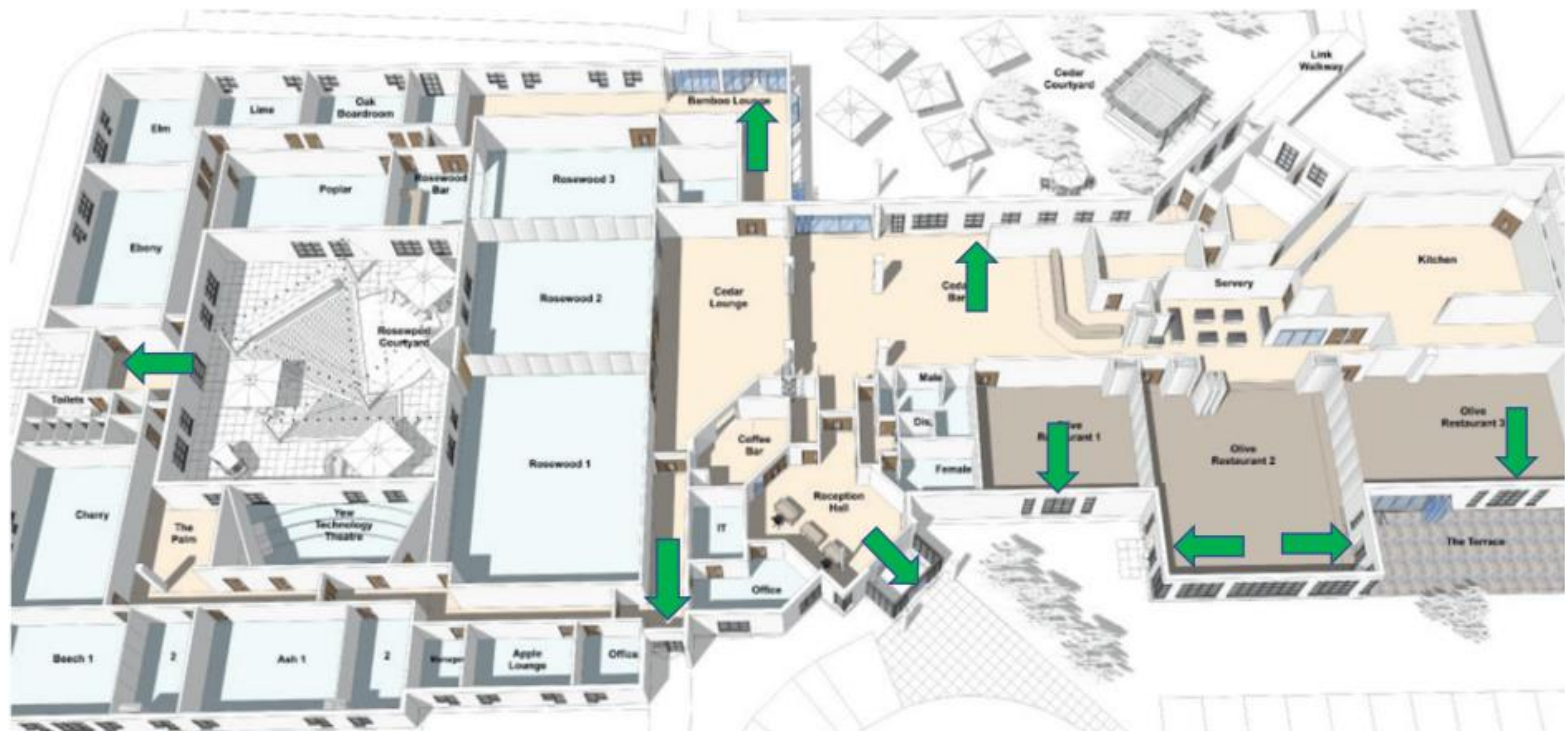
Wyboston Lakes Resort



- A Information Centre
- B The Olive Restaurant
- C The Woodlands Event Centre
- D Potton House
- E RIDÉ Leisure (Watersports Centre)
- F Golf Driving Range
- G 1Life Health and Leisure Club
- H The Knowledge Centre
- I Salix Suite
- J The Waterfront Hotel, Golf & Spa
- K The Fairways
- L Wyboston Lakes Golf Centre
- M Y Spa
- N Golf Course - Putting Green & 1st Tee
- O The Gravel Pit Brasserie
- P The Lakeview Suite (Heron, Mallard, Sandpiper)
- Q The Cricket Bar & Kitchen
- R The Willows Training Centre
- S Fishing Lake
- T Firebrand Training Centre
- U Rural Suite
- Footpath

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The Woodlands Event Centre Floor Plan



Emergency exits marked with 

Fire assembly point

The fire assembly point is located in the Woodlands Hotel car park.

