



West Midlands Public Health Alliance Conference

“Weathering Uncertainty Through Innovation”

Date: 16th October 2024

Venue: Wolverhampton Wanderers Football Stadium- The Molineux

Chair: Professor Mike Wade, Midlands Regional Director of Public Health and NHS Regional Director of Public Health (RDPH)

09:15- 10:00	Registration (☞ Refreshments provided)	
Morning session		
10:00 – 10:10	<u>Welcome and Setting the Scene</u>	Chair, Mike Wade
10.10-10.20	<u>Local Authority perspective</u>	Allison Duggal, Director of Public Health, Coventry City Council Chair of WM ADPH.
10.20 – 11.00	<u>Keynote presentation</u>	Professor Kevin Fenton, President of the Faculty of Public Health
11.00 – 11.40	<u>Keynote presentation</u>	Sarah Price, Director of Public Health, NHS England
11.40-12.00	Discussion panel	Allison, Kevin and Sarah
12.00 – 12:25	Break (☞ Refreshments provided)	
12:25 – 12.40	<u>Research opportunities within NIHR@ ARCs and at more local level</u>	Kate Jolly, Professor of Public Health & Primary Care, University of Birmingham. HDRC presenters from Sandwell and Coventry Councils.
12.40-13:00	Public Health workforce	Kristy Parnell/Claire Pennell/*****
One hour	Lunch & Networking (☞ lunch provided)	Also - Listening session with FPH President & CEO An opportunity for FPH members to meet and discuss any current issues or Faculty work with the President and Chief Executive (The Media Suite)

Afternoon Session		
14:00 – 15.00	<u>Workshops – Session 1</u>	<ul style="list-style-type: none"> - Healthy early years (The International Suite) - Healthy pregnancy and Infant Mortality (Billy's Boot Room) - Healthy adulthood: addictive behaviours (The Media Suite) - Healthy workplace (Chairmans Suite) - Healthy aging (Fallowfield Lounge) - Mental Health and Wellbeing (The Boardroom) - Healthy Environment (Sir Jacks Restaurant)
Workshop transition and comfort break (10mins)- refreshments available in main room		
15:10 – 16:10	<u>Workshops – Session 2</u>	<ul style="list-style-type: none"> - Healthy early years (The International Suite) - Healthy pregnancy and Infant Mortality (Billy's Boot Room) - Healthy adulthood: addictive behaviours (The Media Suite) - Healthy workplace (Chairmans Suite) - Healthy aging (Fallowfield Lounge) - Mental Health and Wellbeing (The Boardroom) - Healthy Environment (Sir Jacks Restaurant)
16:10 – 16:30	Closing Remarks	Chair, Mike Wade
16:30	Conference Ends	

Professor Kevin Fenton CBE PhD PrFPH FRCP FFSRH(Hon)

President, Faculty of Public Health

Kevin Fenton is the President of the Faculty of Public Health. He is a senior public health expert and infectious disease epidemiologist who has worked in a variety of public health executive leadership roles across government and academia in the United Kingdom and



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internationally. His specialist interests are in tackling health inequalities, infectious disease prevention and control, climate justice and urban health.

Professor Fenton is the Regional Director for London in the Office for Health Improvement and Disparities (OHID) within the Department of Health and Social Care (DHSC). Within this role, he is also the statutory public health advisor to the Mayor of London and the Greater London Authority and the Regional Director of Public Health for NHS London. He is also the government's Chief Advisor on HIV and Chair of the HIV Action Plan Implementation Steering Group for England.

Sarah Price

Sarah took up the role of Director of Public Health for NHS England last November with a remit to work with systems, regions and NHSE alongside partners like DHSC, UKHSA, the Faculty of Public Health and Association of Directors of Public Health, to strengthen public health support on key health agendas, take pressure off health and care services through early intervention and improve outcomes for patients and residents. Sarah will also lead on professional development for Public Health within the NHS.

Sarah was in Greater Manchester for almost 7 years, part of the devolution team as exec lead for population health and commissioning overseeing a £30m programme of investment to improve health outcomes. Sarah stepped up to Chief Officer through the pandemic and finished her time in GM as Deputy Chief Executive for the ICB.

Sarah was the Chief Officer at Haringey CCG for four years where she championed the development of new models of care for people in Haringey and changed the way key services are commissioned focussing on outcomes.

Sarah was the first non-medical director of public health in London working in East London, then as DPH for both Islington PCT and council from 2003.

Kate Jolly is Professor of Public Health, University of Birmingham and co-lead of the NIHR Applied Research Collaboration West-Midlands (ARC-WM) which includes the Universities of Birmingham, Keele and Warwick. This talk will highlight some of the work undertaken within ARC-WM and opportunities for collaboration. It will also introduce three other NIHR infrastructures: the NIHR School for Public Health Research, Public Health Interventions Research Team (PHIRST) and Research Support Service Specialist Centre for Public Health.

1) Healthy Early Years workshop



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Angela Baker, Consultant in Public Health, Coventry City Council

Christine Nolan, Health Improvement Manager, Office for Health Improvement and Disparities (OHID) Midlands Region

The workshop will cover innovative practice in Family Hubs which can become part of everyday practice. The aim is for 4 case study presentations from LAs with a Q&A session followed by a discussion.

2) Healthy pregnancy and Infant Mortality

Catherine Swann, OHID Midlands Region

Beck Taylor, Clinical Associate Professor in Public Health, NIHR Applied Research Collaboration West Midlands, University of Warwick

The West Midlands has the highest infant mortality rate in the country, with rates being persistent and resisting multiple efforts of interventions over many years. There is a social gradient in infant mortality, which persists in the same at-risk populations with other major conditions including cardiovascular disease and type II diabetes. We need to build a whole systems response to reducing infant mortality, bringing colleagues and services across our systems on this journey so that infant mortality becomes everyone's business.

In this workshop we will take stock of current policy, intelligence and practice in the Midlands, and outline an approach to working effectively across and between integrated systems to tackle infant mortality, considering both 'universal' and targeted elements. Participants will be invited to discuss and consider:

- The drivers of infant mortality rates in their area
- Prioritising areas for action
- Using data and intelligence to monitor change.
- Ways for you to support effective action and reduce infant mortality.

3) Healthy adulthood: addictive behaviours

Tracy Carr, Health Improvement Programme Manager, OHID Midlands region

Michelle Marie-Smith, Principal Public Health Specialist, City of Wolverhampton Council

Mary Bailey, Addictive Behaviours Programme Manager, Sandwell Borough Council

More to come soon, in this fast-changing environment, but will cover;

National perspective – Where we are now with the drug strategy and additional funding.

Regional perspective – Progress against national targets and ambitions, emerging threats & horizon scanning.

Local level work and case studies

4) Healthy Workplaces

Dr Laura Kudrna, University of Birmingham an NIHR ARC-West Midlands

Sean Meehan, Health & Wellbeing Programme Lead, OHID Midlands

Claire Pennell, Workforce Development Manager (Midlands)

A: What are we doing in workplace public health in the West Midlands?

- Setting the scene – policy context
- National network - <https://whispas.co.uk/>
- Local Authority case studies
- Workwell pilot area speaker
- Opportunity to share what you're doing.

B: Where should we be going? Discussion and Debate

- Evidence - what is the best, what's most realistic: Qual or RCT?
- Meeting up in the future – either WHISPAs or something else

5) Healthy aging

The Provisional speaker list includes:

Professor Afroditi Stathi, Professor of Physical Activity and Community Health, University of Birmingham

Dr Amit Arora, Consultant Geriatrician (UHNM)

Anna Morris, CPH, Midlands Partnership University NHS Foundation Trust

Dr Farah Kidy, Public Health SPR Midlands Partnership NHS University Foundation Trust

The changing demographic landscape and the increase in older populations has major implications for health and social care. This session will explore the public health implications and opportunities for healthy ageing.



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The session will include presentations on

- Developing a healthy ageing strategy
- Digital interventions slowing down progression of frailty.
- How can we prevent hospital admissions and deconditioning?

6) Mental Health and Wellbeing Healthy Environment

Public Mental Health in All Policies

Paul Sanderson, Health & Wellbeing Programme Leader, OHID, Midlands.

In the West Midlands, we are experiencing unprecedented demand for mental health services and longer waits - resulting in a widening treatment gap and reinforcing the need for sustained prevention activity. In resource challenged times, a funded core public mental health programme is a luxury few Public Health teams can afford. This session seeks to demonstrate how integrated system-led approaches to improve population mental health can help embed emerging good primary and secondary prevention practice, contribute to earlier intervention and reduced demand on treatment. We will hear from local Prevention Concordat signatories about their journey in realising the potential in taking a system-led mental health in all policies approach.

7) Healthy Environment

Paul Fisher, CPH at UK Health Security Agency, Midlands

Sophie Morris, Public Health Specialist- Air Quality and Climate Change, Sandwell Borough Council

James Hall, Birmingham University.

The environment has a significant impact on the lives of our population, both in a positive way with, for example green space improving our mental health and negatively with, for example, air pollution killing over two thousand people annually in the West Midlands alone. Climate change will increasingly have an impact on our lives and these factors are a key driver of inequalities with more deprived populations experiencing more impacts even when they are responsible for less emissions per capita. This workshop will discuss the potential actions in the West Midlands and will give an overview of some of the research that is happening in this area.