

To shift the balance of care from reactive to proactive

Priority Outcomes	Priority outcomes for the integrated change programme	Actions	Timescales	Progress
<p>People are aware of how to look after themselves and are encouraged and assisted to take responsibility for their own health.</p>	<ul style="list-style-type: none"> Fewer people smoke Fewer people are overweight or obese More people undertake the recommended amount and mix of physical activity Fewer people drink to excess More people have positive mental wellbeing 	<ul style="list-style-type: none"> Advertising, media and social media campaigns (One You Kent, A Better Medway) boost awareness of what people can do to look after their health and why it is important – linking in with national media coverage and opportunities (e.g. Taking Care of Dad) Advertising, media and social media campaigns (One You Kent, A Better Medway) boost awareness of range of services to help people become healthier, including apps, websites (such as Explore Kent), and local fitness / community opportunities Health and wellbeing champions/Health Champions (such as hairdressers) and peer supporters (such as for breastfeeding) are trained to talk to people about their health/ ways to improve their health Primary and community care staff, including pharmacists, have materials and training to make use of “teachable moments” with people at point when they are ready to change and give out clear messages to patients about benefits of healthy lifestyle Make use of public spaces e.g. libraries, children’s centres, to publicise events such as Splashathon, Medway Mile, Park Run, local fitness events (such as half marathons) and resources such as One You Kent, Explore Kent Evidence-based work with parents and children to set healthy habits, in particular around healthy eating and nutrition 	<p>Sept/Oct 2018</p> <p>Sept/Oct 2018</p> <p>April 2019</p> <p>April 2019</p> <p>April 2020</p> <p>April 2020</p>	<p>-A Better Medway website has been refreshed and relaunched. A ‘Book Now’ feature will be added in July then a more formal promotion of the site will commence</p> <p>-Review of Medway Champions programme complete. New MECC focussed prog to be rolled out from April 18.</p> <p>7 Key events for engagement have been identified across Medway for 2018/19. With the first Medway20 event taking place in Rainham on 19 May</p> <p>Medway Little food explorers</p>

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				and little chefs cookery and nutrition sessions being delivered across range of child and family hubs
<p>People are involved in decision making and care planning</p> <ul style="list-style-type: none"> People enabled to make decisions about where, when and how they access health & social care in primary, secondary, and independent sector, within the Local Care Model. Promote use of Health Help Now, commissioned across most of Kent and Medway, which has information about local services and advice on which to use for different symptoms 	<ul style="list-style-type: none"> Staff competent to support people in prioritising their needs, helping them get information to make informed choices. People are able to access different types of support dependant on their needs- (range of different providers/options) Integrated rehabilitation between community health services and social care enablement. Supporting a person-centred assessment and care plan. People have the maximum opportunity to remain at home, while receiving effective clinical and social care. Promote the use of social prescribing. 	<ul style="list-style-type: none"> Reduction in those accessing ambulatory A&E (target TBC) increase in proportion of older people supported to live at home (Social Care Metric) Proportion of people who use services who have control over their daily life (2015/16 baseline) Develop a tool to record patient involvement in decision making. 	<p>April 2020</p> <p>April 2020</p> <p>April 2020</p> <p>April 2020</p> <p>April 2020</p>	<p>-Development of a Social Prescribing model in Medway that is being used with care navigation and VCS contracts and external funding bids</p>

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<p>Improve early detection and treatment of risk factors related to non-communicable diseases</p> <ul style="list-style-type: none"> • Consistent assessments of need • People are able to access appropriate care and support in the primary and secondary care settings • [Effective referral system for all relevant services] • Continue to develop high-quality, consistent care that is evidence based, protocol driven, safe and of a high standard that improves patient outcomes • Local public mental health campaign 	<ul style="list-style-type: none"> • care pathways, guidelines and information given to the patients and carers are evidence based and consistent • Effective referral system, with common points of access and integrated triage. • Continue to develop high-quality, evidence based care that improves patient outcomes • Increase availability of digital self-care packages • Individuals are identified as at risk of a LTC, or having a LTC 	<ul style="list-style-type: none"> • Whole system approach to the identification and management of people at risk of an adverse event related to cardiovascular, respiratory disease or diabetes. For example: <ul style="list-style-type: none"> - Increase the number of patients diagnosed with hypertension, increasing the completeness of Hypertension registers - Support self management and adherence to treatment and lifestyle guidance, increasing self-monitoring of BP for patients on QOF Hypertension register - Increase the number of people with respiratory conditions (COPD, asthma) who are vaccinated and protected against seasonal influenza - Engage and support patients diagnosed with COPD who smoke to quit - Review the whole system approach to managing people with COPD within Kent and Medway - Establish programme to scope and improve the detection of atrial fibrillation (AF) within Kent and Medway, to align this with comparator organisations - Reduce the risk of cardiovascular events in the those already diagnosed with atrial fibrillation, through improving self-management and use of appropriate anticoagulants for those who would benefit - Prevent the onset of type 2 diabetes in people at risk of the condition, through a full rollout of the DPP and an increased marketing of the service - Improve the identification of diabetes in at risk 	<p>Ongoing</p> <p>April 2019</p> <p>February 2019</p> <p>Ongoing</p> <p>December 2018</p> <p>April 2019</p> <p>Ongoing</p> <p>April 2019</p> <p>April 2019</p>	<p>-currently working with PHE to deliver the Kent and Medway AF project</p> <p>Local care workstreams have range of quality improvement projects in place and in</p>

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	<ul style="list-style-type: none"> Increased public mental health campaigns based on local needs and behavioural insight principles 	<p>populations. Outcome metrics benchmarked at comparator STP level</p> <ul style="list-style-type: none"> Improve the management of type 2 diabetes, increasing self management to ensure patients maintain optimal values in relation to HB1C Establish IAPT programmes for patients with LTC Implement care navigation programmes across STP footprint. Perform local public health needs assessments for mental health and suicide prevention Implement guidance on local authority actions to prevent suicide Use behavioural insight/economics to develop messaging around public mental health campaigns, including 6 ways campaign 	<p>April 2020</p> <p>Ongoing</p> <p>June 2018</p> <p>June 2018</p> <p>Ongoing</p>	<p>planning. These include scaling structured diabetes education programmes across Kent and Medway and a single commissioned DPP programme for all Kent and Medway CCGs</p> <p>Additional Care Navigators being recruited and developed through the local care workstream.</p> <p>Specific Actions set out in Mental Health Strategy. Connect5 train the trainer programme being rolled out across Kent and Medway 19 trainers (multi-agency) trained in Medway.</p>
<p>Optimise workforce Capacity and Capability</p> <ul style="list-style-type: none"> There is a competent and knowledgeable workforce with the appropriate skills to be responsive to the populations needs. The workforce is trained to deliver health promotion advice 	<ul style="list-style-type: none"> Integrated care pathways used to plan workforce development across health, social care and other settings. Role descriptions and individual responsibilities are amended to enable sufficient flexibility to allow realignment of services as required to 	<ul style="list-style-type: none"> Targets and measures to be agreed and set by LWAB to include: x amount of staff trained all new job descriptions reflect prevention agenda record uplift in volumes of referrals (to see if the contacts do count and conversations are leading to higher rates of referrals to services) 	<p>April 2019</p>	<p>LWAB have approved MECC proposal and funding has been identified for roll out in 18/19. Includes train the trainer model to ensure sustainability. PH represented on LWAB, targets being established.</p>

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<ul style="list-style-type: none"> Front line staff are supported and encouraged to contribute to continuous improvement as well as to provide high quality, responsive person-centred care. 	<ul style="list-style-type: none"> meet the changing needs of patients. Education and training programmes are developed to ensure the workforce has appropriate clinical and interpersonal competencies that include behaviour change and self-management. Ensure appropriate staff are aware and trained in Making Every Contact Count and social prescribing. Develop programme of multi-skilled workforce and hybrid workers. Promote the use of social prescribing. 	<p>Specific Solution focussed therapy training programme commissioned for healthcare professionals, to enable them to engage and signpost individuals to appropriate support (at teachable moments)</p>	<p>September 2019</p>	<p>Funding agreement with HEE to be signed off in June 2018. Process to commission training provider to be initiated in July 2018.</p>
<p>Effective Commissioning</p> <ul style="list-style-type: none"> Use new and existing STP resources to support primary secondary and tertiary prevention A collaborative approach to strategic commissioning of 	<ul style="list-style-type: none"> Reduce duplication of care through clear and effective governance of service provision, for both individuals and services as a whole. Effective and efficient use of all resources; including staff, equipment and estates 	<ul style="list-style-type: none"> Clear service specifications for evidence based prevention interventions in place and integrated prevention pathways in place across Kent and Medway. Performance management system to evaluate impact of prevention interventions in place Outcome focussed prevention CQUINs developed, implemented and performance managed with identified providers across primary and secondary care in Kent and Medway 	<p>April 2020</p> <p>April 2020</p>	<p>-Medway 0-19 contract fully embedded prevention. CCG/MC community rehab, Care navigation. CVS specs in process of embedding</p> <p>-smoking CQUINs in place and being worked on by Medway community healthcare CiC</p>

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<p>prevention focussed activity is put in place</p> <ul style="list-style-type: none"> Evidence of Return on Investment (ROI) and capacity planning for prevention. 	<ul style="list-style-type: none"> Revising the business cases for the prevention work as more evidence becomes available, using systems modelling approach 	<ul style="list-style-type: none"> All commissioned contract opportunities are assessed for opportunities to embed prevention agenda within service specification and KPIs 	<p>April 2020</p>	<p>-Medway Council Procurement strategy requires new providers/contracts to embed workplace health</p>
<p>Smoking Cessation and Tobacco Control</p>	<ul style="list-style-type: none"> Reduce the prevalence of smoking in Kent and Medway Provide direct smoking cessation support after discharge Assure that there is tailored support for people with mental health conditions Move to smoke free status across Kent and Medway Greater signposting of smokers to smoking cessation Work with appropriate agencies to reduce the availability of illicit tobacco in communities Target populations with highest smoking prevalence (i.e. routine 	<ul style="list-style-type: none"> Ensure smoking advisors located in each of the acute trust sites across Kent and Medway All Acute and Community Trusts and the mental health trust to be smoke free across Kent and Medway GPs and other health professionals are encouraged to develop routing CO monitoring and encourage smoking cessation services for patients. Introduce Very Brief Advice for smokers to be delivered by health care professionals and incorporating asking and recoding smoking status, advice on the best way of quitting and offering referral to specialist support and the prescription of medication if appropriate. Use MECC or similar programme(s) to ensure all pregnant women are CO monitored and referred to smoking cessation services when needed. Use MECC or a similar programme to raise awareness of the harms of smoking in pregnancy and develop routine CO monitoring in clinical settings followed by referral to smoking cessation services where required. Implement smokefree school gates and measure the number of schools with smokefree policies. 	<p>April 2019</p> <p>September 2018</p> <p>September 2018</p> <p>September 2018</p> <p>September 2018</p>	<p>Acute advisors within MFT and discussions with the Medway planned care board are about to commence, regarding stop before the op policy mobilisation</p> <p>The Medway Maternal Smoking Strategy has been approved by Medway HWB with the action plan being progressed by the strategy partnership</p>

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	<p>and manual workers) to attend a cessation support service</p> <ul style="list-style-type: none"> • Reducing smoking at time of delivery • Smoke Free School Gates • Provide a range of digital quit support services and smoking cessation campaigns 	<ul style="list-style-type: none"> • Roll-out of Kent and Medway smoking cessation campaigns based on behavioural insight work, collaborating with partners 	<p>September 2018</p>	

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Obesity and Physical Activity	<ul style="list-style-type: none"> • Care pathway changes to all long-term conditions • Whole Systems Approach • Environmental changes • Planning restrictions • Physical activity • Weight Management • Support adults and children to achieve a healthy weight • Increase breastfeeding rates • Create healthy settings for children and employees 	<ul style="list-style-type: none"> • Public Health professionals to work with appropriate clinicians within specialist teams to implement routine process of obesity related subjects being discussed, recorded and reported within routine treatment • Adopt a Whole Systems Approach to tackling obesity, obesogenic environments and lack of physical activity across adults and children • All NHS and Care sites to become healthy setting with changes to food offer, placement and pricing. • Explore ways of working with planning colleagues to reduce obesity and overweight • All NHS and Care sites to support physical activity for staff, patients and visitors • Collaboration with Public Health England on the Whole System Approach – including information and training sessions and implementation of Let's Get Moving • Scale up existing Tier 2 weight management for adults across Kent and Medway • Explore provision of a universal Tier 2 weight management service for children and families across Kent and Medway, ensuring equity of access for residents • Scale up existing Tier 3 weight management for adults across Kent and Medway • Implement Tier 3 weight management for children across Kent and Medway with a multi-disciplinary team • Develop referral pathways with both primary and secondary care services to ensure that people are referred to appropriate services • Develop a care pathway within the school public health 	All - September 2020	Medway Local Plan is currently in development with strong policies being developed to bolster the hot food takeaway guidance note

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		<p>and health visiting services in line with their contractual obligations</p> <ul style="list-style-type: none"> • Promoting healthy eating, physical activity and healthy weight campaigns to the public and professionals, reinforcing messages of how to achieve a healthy weight • Support all appropriate and community sites to achieve the highest standard of UNICEF Baby Friendly accreditation and implement a range of evidence based infant feeding initiatives • Work with schools, pre-schools and employers to ensure settings promote physical activity when they can and develop a whole food approach • Support children and adults to achieve basic physical literacy skills and develop home cooking skills and confidence • Identify and/or develop a range of digital support solutions (such as apps) that can support people to lead healthier lives and promote these services to residents 		<p>Sugar Smart Medway campaign is planned for launch in July 2018, encouraging residents and organisations to reduce their sugar intake</p> <p>BFI stage 3 assessment at MFT being prepared and neonatal stage 1 assessment</p> <p>Medway schools and pre-schools healthy settings award being launched in 2018</p>

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<p>Improved prevention of cardiovascular disease, cancer and maternal health</p>	<p>Collaboration with Public Health England on the primary and secondary prevention of cardiovascular disease</p> <p>Collaborate with the local Cancer Network, PHE and partners around cancer screening and cancer prevention</p> <p>Collaborate with the Local Maternity System around healthy lifestyles and improved maternal health</p>	<p>Detection and treatment of atrial fibrillation</p> <p>Detection and treatment of hypertension</p> <p>Detection and treatment of hypercholesterolaemia</p> <p>Use the local Health Protection Committees to assure the cancer screening services and local immunisations. Work with partners in the cancer network on developing opportunities to discuss healthy living and survivorship with cancer patients</p> <p>Work with partners on primary and secondary cancer prevention e.g. smoking cessation</p> <p>Work with partners to develop messages around maternal health e.g. smoking cessation, healthy weight maintenance, alcohol and immunisations.</p>	<p>April 2019</p> <p>April 2019</p> <p>April 2019</p> <p>April 2019</p>	