

Using Public Health Intervention as an educational tool

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Background

We designed and used public health intervention tools to educate our stakeholders and to assist them in identifying areas for quality and business improvement in different settings.

In this paper we used NICE public health guidance 14 (Preventing the uptake of smoking by children and young people Mass-media and point-of-sales measures to prevent the uptake of smoking by children and young people) as an example. However, we have used a similar process to implement other public health guidance.

There are several audit tools available for public health intervention. However, our local tool is a user-friendly and convenient tool to assist stakeholders in delivering high quality care. The audit tool is designed to enable the stakeholders to look at NICE criteria and to comments on it. This information can also be used as a stimulus to public health education.

Aim:

To develop a user-friendly based audit template for review, monitoring and implementation of Public Health NICE

Objectives

- To form a NICE Mentoring focus group to monitor the implementation of Public Health NICE intervention
- To develop a user-friendly template to retrieve audit information
- To examine community and public health outcomes related to Public Health NICE implementation

Context:

The National Institute for Health and Clinical Excellence (NICE) in England produces two types of guidance on public health topics: Public Health Intervention Guidance (interventions being defined as involving single measures, e.g. GP advice to patients to be more active) and Public Health Programme Guidance (on broader activities, e.g. strategies for smoking cessation).

In North East Lincolnshire, we formed a Public Health NICE focus group to effectively implement and monitor various public health NICE interventions.

As part of its role the group designed an audit template which has been used as an educational tool and is distributed and completed by relevant stakeholders for the particular guidance. This helps in promoting and supporting evidence-informed action for health improvement locally. We ask our stakeholders to submit commentary on each public health NICE we want to audit with their comments/conclusions on the recommendations. This aims to increase local ownership of national guidelines by incorporating local issues and concerns and therefore to improve implementation of the guidance.

Results

A well established Public Health Focus group which meets on regular bases composed of Public Health Consultant, Clinical Governor Facilitators and representatives from various stake holders according to the nature of the intervention.

The group identify current provisions, gaps and recommendations with the aim of closing the gaps locally and to overcome any particular difficulties of implanting the public health intervention in our locality.

Monitoring and evaluation

The focus group reports to the Health and Wellbeing board which is a sub-committee of the Trust Board. Further more, a report will be submitted to the Care Commission Committee within the Trust which is chaired by the Trust Chair for those programmes which required additional funding or wider interventions.

An annual progress report has been produced.

Key learning points

- A local process for implementing Public Health NICE guidance can encourage local ownership
- An annual report is produced to share good practice with key stake holders
- Engagement with commissioners is key to improving outcomes
- A template which can be adapted for other public health interventions can engage local stakeholders
- Locally developed or adapted audit tools increases the quality of audit and likelihood of change occurring.
- Evaluation of the effect of specific public health interventions on the population and health outcomes is problematic because of the multi-factorial nature of many of so called “lifestyle” determinants of health.