

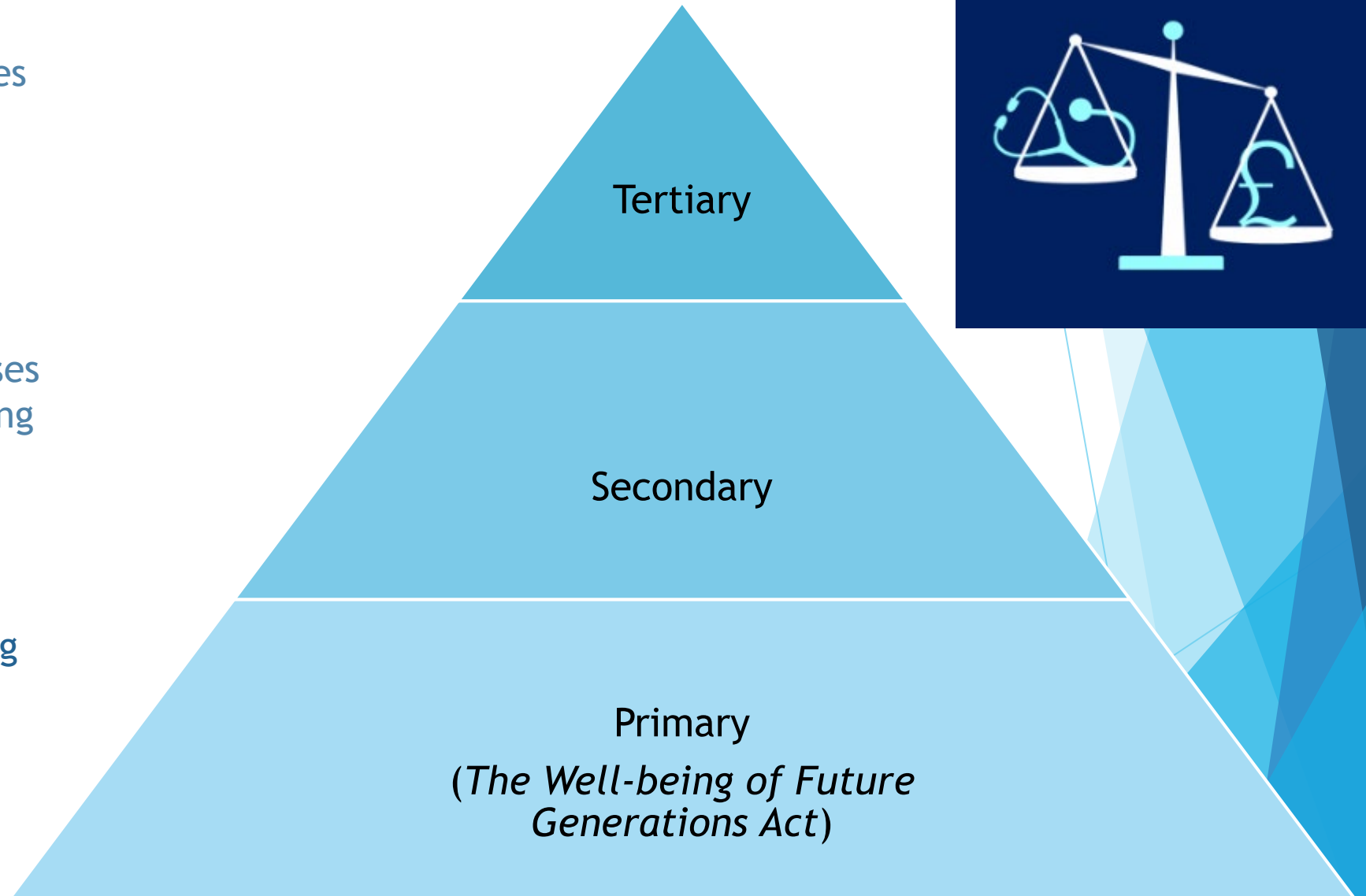
# The role of prevention in addressing health and wellbeing priorities for our population

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# Defining Prevention from the health perspective

- ▶ Tertiary prevention involves managing existing health conditions to prevent further complications and improve quality of life
- ▶ Secondary prevention focuses on identifying and addressing health conditions in their early stages, before they become more severe
- ▶ Primary prevention reducing the risks of causes of ill health: poverty reduction, education, housing policy, fluoridation of water, Vit D fortification, welfare



# Prevention interventions/solutions

## ▶ Tertiary prevention

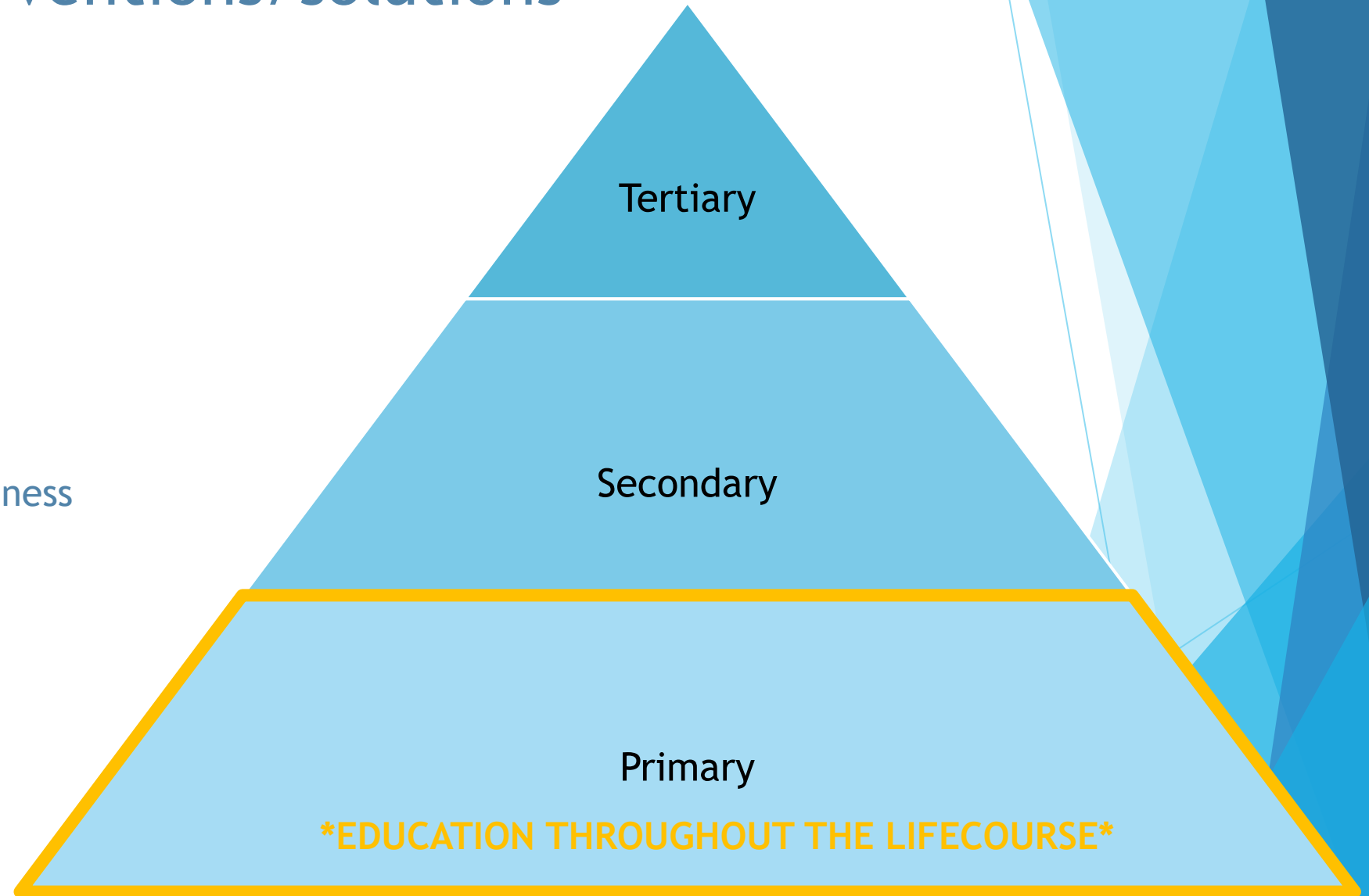
- ▶ Social Care
- ▶ Falls prevention
- ▶ Dementia prevention

## ▶ Secondary prevention

- ▶ Screening
- ▶ Health education
- ▶ Community connectedness

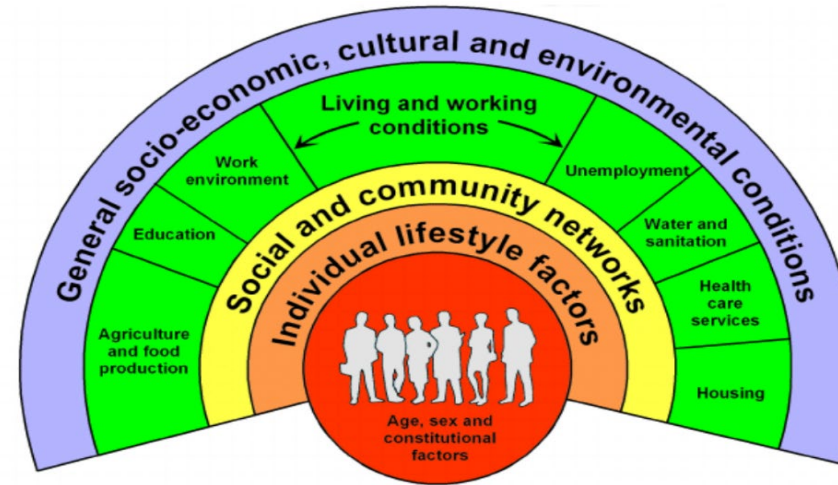
## ▶ Primary prevention

- ▶ Physical Activity
- ▶ Healthy balanced diet
- ▶ Avoiding smoking & excessive alcohol consumption
- ▶ Vaccs & Imms



# Wider Determinants of Health

- ▶ Addressing the wider (social) determinants of health (e.g., education, employment, income, environment/housing etc) is:
  - ▶ Crucial for effective prevention strategies
  - ▶ Promoting healthier lifestyles
  - ▶ Reducing health inequalities
- ▶ ‘Social Model of Health’ place-based pilots:
  - ▶ Tyisha ward, Llanelli (Carmarthenshire)
  - ▶ Crymych and Newport (Pembrokeshire)
  - ▶ Lampeter (Ceredigion)



Source: Dahlgren and Whitehead, 1991

'Rainbow' model of the determinants of health

# Health and Wellbeing across the life course

- ▶ Planning Objective 7a - “...empower and enable people to live healthy lives through the implementation of health improvement initiatives that address health and wellbeing through the life course.”
- ▶ Starting & Developing Well:
  - ▶ What happens in pregnancy and early childhood impacts on physical and emotional health all the way through to adulthood.
  - ▶ SROI studies show returns of between £1.37-£9.20 for every £1 invested into Early Years
- ▶ Living and working well:
  - ▶ ‘Fair Work for healthy businesses, employees & communities’
  - ▶ 75% of living wage employers say it increase employee motivation and retention
- ▶ Growing older well:
  - ▶ Over 40k people over age of 75 in Hywel Dda
  - ▶ Increasing demand on healthcare & social support



# Health Improvement

Our vision is that individuals, families and communities across Hywel Dda feel equipped to make positive choices. Our vision will encourage people to strengthen their resilience in order to prevent and reduce harm. Our vision will support our population in fulfilling their potential.

Much premature ill-health and disability can be prevented. We are currently developing a Health Improvement and Wellbeing Strategic Plan which focuses on action we will undertake with our partners to address issues that the evidence informs us are the leading causes of preventable ill health and early death including:

## ▶ Lifestyle behaviours

- ▶ Tobacco Control Strategy
- ▶ Minimising Harmful Substances (Alcohol Reduction & Drug Misuse)
- ▶ Mental & Emotional Well-being; Suicide & Self Harm
- ▶ Physical Activity & Nutrition
- ▶ Gambling

## ▶ Strategic approaches

- ▶ Prevention & Early Intervention
- ▶ Harm Reduction Strategies
- ▶ Complex Needs Implementation Group
- ▶ Treatment & Recovery
- ▶ Crime Reduction







# Whole Systems Approach (WSA) to healthy weight



- ▶ Together with Swansea Bay UHB we are taking a regional WSA to healthy weight
- ▶ An approach which recognises the complexity of the issue, the way it is rooted in the wider determinants of health and its contribution to widening health inequalities
- ▶ We need to be working upstream to create the conditions for a healthy weight
- ▶ Phase 1 of the agreed WSA nine step process has been completed - a series of 5 workshops undertaken with stakeholders and partners to map the healthy weight system across the region
- ▶ A workshop report, containing the initial outputs will be shared with you all following today
- ▶ We need your input to the next phase - firstly, to agree a priority sub-system and secondly, a commitment to collaborative action over the coming two years and beyond



# Role of Immunisation in Prevention

Vaccination saves lives, preventing up to 3m deaths worldwide every year

Vaccination is the most important thing we can do to protect ourselves and our children against ill health

## ▶ Availability

- Collaboration with other sectors - using their community vehicles
- Personal invites
- Travel clinics

## ▶ Accessibility

- 'Pop up' clinics
- 'Out of hours' clinics
- Accessible resources
- Infrastructure - road networks, public transport

## ▶ Acceptability

- Public and Community Engagement
- Developing Vaccine champions
- Building trust and confidence with

## ▶ Vaccine Equity

- Collaboration with CDOT and outreach work
- Offer of vaccines in homeless shelters etc
- Engage with trusted community members



# Healthcare Public Health Prevention

## ▶ Cancer incidence data (Wales):

Area	2015	2016	2017	2018	2019
Wales	610.6	609.2	596.4	585.9	570.4
HDUHB	603.3	604.6	584.2	530.7	538.8

All cancers (excl non-melanoma skin cancer) incidence (age standardised) per 100,000 population, persons, all ages, 2011 - 2019

- ▶ The age-adjusted rate for new cases of cancer each year has decreased slightly, suggesting the overall risk of cancer in the population is gradually going down
- ▶ Risk reduction programmes:
  - ▶ Specific CVD initiatives (e.g. Iechyd Hywel Health)
  - ▶ Modifiable risk factor interventions (e.g. smoking cessation, dietetic programmes)
  - ▶ Cancer Screening
  - ▶ Atrial fibrillation (AF) risk identification & treatment initiatives

# Public Service Board Well-being Plan Objectives

- ▶ Aligning organisational Well-being Objectives and Annual Planning Objectives to the PSB Well-being Plans contributes to shared goals and outcomes to improve population health
- ▶ All 3 PSB Well-being Plans reflecting a shared vision for the population health improvement

## All 3 PSB Well-Being Plans include Objectives relating to:

- ▶ reducing inequalities and poverty
- ▶ increasing economic sustainability, growth and our workforce
- ▶ the importance of 'connected' communities
- ▶ the acknowledgment that our environment impacts on our well-being



# PSB Wellbeing Plan Objectives

	Economic	Social Wellbeing	Environmental Wellbeing	Cultural Wellbeing
<b>Ceredigion PSB</b> 4 Objectives with one over-arching Objective (below)	Work Together to achieve a sustainable economy that benefits local people and builds on the strengths of Ceredigion	Work together to reduce inequalities in our communities and use social and green solutions to improve physical and mental health	Work together to deliver decarbonisation initiatives within Ceredigion to protect and enhance our natural resources	Work together to enable communities to feel safe and connected and will promote cultural diversity and increase opportunities to use the Welsh Language
<b>Overarching objective</b>	Tackling hardship and Poverty - Working together to deliver shared ambitions for tackling poverty and inequalities			
<b>Carmarthenshire PSB</b> 4 Objectives	Prosperous People and Places; To maximise opportunities for people and places in both urban and rural part of our county	Healthy habits People have a good quality of life and make healthy choices about their lives and environment  Early Intervention; To make sure that people have the right help at the right time; as and when they need it		Strong Connections Strongly connected people, places and organisations that are able to adapt to change
<b>Pembrokeshire PSB</b> 4 Objectives	Support growth, jobs and prosperity and enable the transition to a more sustainable and greener economy	Work with our communities to reduce inequalities and improve well-being	Promote and support initiatives to deliver decarbonisation, manage climate adaptation and tackle the nature emergency	Enable safe, connected, resourceful and diverse communities

Thank you

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