Dear Colleague,

This is the last issue of SWPHOcus as we move towards the launch of Public Health England (PHE) on 1 April.

I would like to thank all of you who have supported the SWPHO over the last 12 years. Working with and for partners and stakeholders across the region and nationally is what has driven our achievements – both through challenge and collaboration.

As this is the last issue of our newsletter, I would like to share some of these achievements with you. Please see the summary on page 2.

As PHE’s ‘Knowledge and Intelligence Team (South West)’, we will build on the substantial knowledge, skills and expertise of our analytical teams. We will continue to lead on sexual health, injuries, end of life care, urological cancer and skin cancer intelligence for PHE. We will work with the PHE centres in Bristol and Exeter to develop the local ‘offer’ to local authority public health teams, NHS commissioners and providers. Stuart Harris is our local offer lead. Please contact Stuart at any time with questions or suggestions for future collaborations.

I hope that we continue to meet, share ideas and push the boundaries of our knowledge and understanding to improve the health of the population. Please do stay in touch. Our websites – SWPHO, Healthy Weight for Children Hub, Skin Cancer Hub, Injury Profiles, Sexual Health Balanced Scorecard and National End of Life Care Intelligence Network will continue until at least October 2013, so you can continue signing up to email alerts to receive updates.

There will also be new channels of communication opening up through PHE in the coming months and we will keep you informed of these.

Best wishes

Dr Julia Verne

Director, Knowledge and Intelligence Team (South West), Public Health England
SWPHO key milestones and achievements

2000-2013

Since our launch in 2000, we have:

- Published over 100 reports, briefings and factsheets
- Launched 7 websites
- Published over 80 issues of our newsletters
- Received extensive media coverage locally, regionally and nationally
- Attended well over 100 conferences and events to present our work
- Almost half a million cancers registered
- Led nationally on intelligence for sexual health, injuries, end of life care, skin cancer and urological cancer
- Provided an ad hoc enquiry service for cancer and public health intelligence
- Provided a genetic request service for cancer patients and their families
- Conducted numerous cancer audits to support tumour panels clinicians and Trusts and provided advice to NICE in the development of guidance

Here are just some of the highlights:

2000
- The SWPHO is launched

2001
- Patterns of deprivation in the South West of England report

2002
- Rural deprivation and service need report

2003
- Teenage parents and housing need report

2004
- The SWPHO joins with the National Drug Treatment Monitoring System for the South West

2005
- The SWPHO joins with the South West Cancer Intelligence Service

2006
- The SWPHO website launched

2007
- A heavy toll: Road traffic collisions in the South West report

2008
- Healthy Weight for Children Hub website and newsletter launched

2009
- Lung cancer inequalities in the South West region report

2010
- National End of Life Care Intelligence Network website launched with End of Life Care Profiles

2011
- Sexual Health Balanced Scorecard launched

2012
- Injury Profiles launched

2013
- SWPHO becomes part of Public Health England (1 April)

We have also:

- Worked with partners on multiple projects, including the HPA, South West Observatory, Department of Health, Royal Society for the Prevention of Accidents, Cancer Networks, National Cancer Intelligence Network, Public Health Observatories in England, University of the West of England, Sustrans
- Supported a successful network of analysts in the South West (SWINPHO)
- Provided public health intelligence training

Indications of Sexual Health in the English Regions report

2008
- Healthy Weight for Children Hub website and newsletter launched

2009
- Lung cancer inequalities in the South West region report

2010
- National End of Life Care Intelligence Network website launched with End of Life Care Profiles

2011
- Sexual Health Balanced Scorecard launched

2012
- Injury Profiles launched

2013
- SWPHO becomes part of Public Health England (1 April)

All of our reports will continue to be available at www.swpho.nhs.uk.

For information about Public Health England, see www.gov.uk/phe.
Injuries

Injury data collection in A&E departments in England

The SWPHO has worked with injury prevention experts and the College of Emergency Medicine to define a standard dataset for enhanced injury-related collection in emergency medicine in England. The aim is to provide much needed information to inform injury prevention in England and across the UK and Europe.

We are now evaluating the viability of this through pilot collections. Oxford Trust (2 hospital sites – all ages) and St Mary’s Hospital in London (paediatrics) are collecting enhanced data on a routine basis and we are receiving monthly ‘anonymised’ extracts.

Data quality is promising, particularly recording of ‘mechanism of injury’, and analysis is revealing some interesting information, for example, with regard to infant falls from a height. However, there is still room for improvement and we are working with the sites to identify how this can be achieved.

We aim to report on the findings soon to the Department of Health and to build on the results to encourage collection from other Trusts.

Injury Prevention News

The SWPHO contributes to the production of Injury Prevention News as a key member of the Injury Observatory for Britain and Ireland (IOBI). If you would like to include an item in the next issue, please contact Wendi Slater. For further information please, see http://www.injuryobservatory.net/_newsletters.html

Injury Observatory for Britain and Ireland website

The Injury Observatory for Britain and Ireland are currently re-developing their website. It is hoped that the new look website will be launched later in the year.

End of Life Care

New end of life care reports

We recently published two new reports ‘Deaths from urological cancers in England, 2001–10’ and ‘Deaths from cardiovascular diseases: Implications for end of life care in England’, to add to the series on end of life care for the National End of Life Care Intelligence Network. (See the ‘New publications’ section for details (page 10).

Other highlights include the ongoing work to improve social care data receipt and processing of linked deaths and hospital admissions data. This will result in a series of disease specific reports on hospital admissions at end of life due out later in the year.
End of life care transition

Responsibility for end of life care will move to the new NHS Commissioning Board as part of the NHS reforms. It will sit within Domain 2, long term conditions, which will be led by Dr Martin McShane.

The Commissioning Board is setting up a new improvement body which, from 1 April 2013, will bring together elements of work from a range of organisations, including the National End of Life Care Programme. The exact arrangements as to the new organisation’s priorities, what work will be taken forward and how it will be resourced are still under discussion.

The National End of Life Care Intelligence Network will continue to operate as part of Public Health England from 1 April 2013. For more information, please see, www.endoflifecare-intelligence.org.uk

SWPHO achieves ISO27001 Certification

The SWPHO aims to be recognised as an organisation that adheres to the highest level of information security best practice. Our recent ISO27001 certification helps to fulfil this objective. In achieving certification, the SWPHO joins an elite group of organisations in both the public and private sector and will become one of the few NHS organisations in the UK to reach this standard.

ISO27001:2005 is the international standard on establishing, operating and maintaining an Information Security Management System (ISMS), and is recognised around the world. In order to achieve ISO27001 certification, an organisation must provide evidence of establishing, implementing and monitoring the ISMS; maintaining and improving the ISMS; document and record control; management commitment; staff training, awareness and competence; internal audits; management review of the ISMS and a process of continual improvement.

The SWPHO has been compliant with the standard for many years, but the Senior Management Team decided to pursue certification to demonstrate our real commitment to setting a benchmark in information security.

Over the past year the organisation has conducted a full gap analysis in line with information security best practice. All key systems and assets have been subject to a risk assessment and plans have been put in place to address the threats and vulnerabilities identified. These plans identify ‘controls’ that need to be developed to reduce the threat of risks to an acceptable level. The controls may be a mixture of, for example, policies, software, technical controls and training.

Sexual Health

The Sexual Health Balanced Scorecard local authority version and update to the PCT tool has recently been released and includes indicators relating to:

- Teenage conceptions
- Sexually transmitted infections and HIV
- Sexual assaults, and
- Other related issues.

PCT updates include:

- Teenage conceptions
- Abortions
- GP prescribed contraceptions
- Access to GUM clinics, and
- HPV vaccine uptake.

The Local Authority and Primary Care Trust tools are designed to be used together for the understanding of local variation and need.

For more information, please contact Wendi Slater.
An important aspect of any ISMS is the monitoring and auditing of controls to check that they are actually effective in addressing identified risks. We have built a comprehensive audit programme and trained a number of staff in internal audit to assist us in monitoring and auditing all controls and core processes within the organisation.

Achieving ISO27001 Certification is not just a badge on the wall. It doesn’t mean that we can now sit back and enjoy our success. Most organisations fail the first audit after they have achieved certification, and this is something that the SWPHO must be wary of. We must continue to review our risks and have evidence that we are continually improving. The way we work is changing – mobile media has ensured that there are no office boundaries. Processes will eventually change, new risks will be identified, but the fundamentals of good practice in information security remain the same.

**Health Impact of Physical Inactivity (HIPI) Tool**

Recently launched was the Health Impact of Physical Inactivity (HIPI), a web based tool to support Joint Strategic Needs Assessment (JSNA). It estimates how many excess deaths and cases of certain diseases could be prevented in each local authority in England, if the population (aged 40-79) were to engage in recommended amounts of physical activity. Current statistics report that lack of physical activity could cause as many as 36,815 premature deaths in England each year.

The tool has been produced by a working group which included the SWPHO, Sustrans, National Obesity Observatory, Bristol City Council and the South West Public Health Training Scheme.

Regular physical activity has substantial health benefits, yet only a minority (approximately 21%) of the population in England achieve the minimum levels as recommended by the four UK Chief Medical Officers, in their Start Active, Stay Active report.

The tool enables users to see current levels of physical activity in their local populations and estimates of the impact of increased physical activity on four disease areas: breast cancer, colorectal cancer, diabetes and coronary heart disease.

To view the HIPI tool, please click [here](#).

**Events round-up**

**South West Public Health Development school**

This year’s event was organised by Department of Health South West with support from SWPHO’s business management team. It brought colleagues from around the region who work in a variety of fields relevant to public health. Several of the workshops were delivered by SWPHO staff:

- Nicola Bowtell ran a workshop with Christina Gray (NHS Bristol) on improving health equality for migrant women
- Dominic Mellon (on placement at SWPHO) ran a workshop on using health and social media and public health
- Julia Verne and Andy Pring ran a workshop on using health and social care data to improve end of life care

Presentations from the conference are available from the [SWPHO website](#).
Health and Wellbeing: Implementing the Act Conference

SWPHO was represented at this event which brought together a range of perspectives to consider the challenges and opportunities of implementing new polices, and improving local health and wellbeing.

The event addressed some of the issues posed by the recent Health and Social Care Act 2012, which was intended to give Local Authorities a much stronger role in shaping services and new responsibility for local population health improvement.

Presentations from the conference are available on the South West Observatory website.

South West Public Health Scientific Conference

The Winter Gardens, Weston-Super-Mare was once again the setting for the South West Scientific Conference. The theme for this year was ‘service based research and health service evaluation and audit.’

There was a stimulating mix of presentations and posters on a range of Public Health themes, including the provision of HIV and AIDS in the Caribbean, uptake of free swimming schemes by young people in Bristol, smoking cessation treatment and the risk of depression and how policies reducing unhealthy eating habits affect levels of cardiovascular disease.

The SWPHO again contributed to the presentations, sessions and posters on topics such as the implementation of sunbed legislation, improving information on injuries in children and eating disorders in males.

2nd Annual National Registration Conference

The second annual National Registration Conference took place on 20–21 February 2013 at the Renaissance Hotel, Heathrow. 185 delegates, from the newly formed Public Health England, attended over the two days and the event was funded by the National Cancer Intelligence Network (NCIN).

Day 1 included presentations from the three newly merged cancer Registries onto the national registration system ENCORE. Eastern Cancer Registration and Information Centre, who host the ENCORE system. There were also presentations from data quality, quality assurance and training were the topics for the second part of the morning.

Day 2 saw delegates working together on coding and staging exercises, co-ordinated by Brian Rous, pathologist and UKACR Coding Classification Group Chair. This was a perfect opportunity for registration, quality assurance, data quality and training staff, to sit in mixed groups to discuss coding solutions, sharing knowledge and expertise nationally.

National news

CKO Directorate Transition Bulletin

The last issue of the Chief Knowledge Officer’s Transition Bulletin is available at http://www.apho.org.uk/resource/view.aspx?RID=123648

Office for National Statistics - resources

The Office for National Statistics has recently published a number of resources from the Measuring National Well-being programme, these include:

**Director’s news**

**SWPHO key milestones and achievements**

**SWPHO lead areas update**

**Other SWPHO news**

**National news**

**Other South West news**

**New publications**

**Forthcoming conferences/events**

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**The new Health Statistics Users Group (HSUG) website**

The HSUG has a new website to make it easier to access and use information. You will need to register in order to be able to take part in discussions, post comments and initiate your own discussions. All existing HSUG members must re-register. Registration is free and will enable you to receive regular updates about new material on the site.

To register for the site, click ‘log in or sign up’ on the HSUG home page. Click ‘join community’. The site can be used to participate in discussions, share resources, connect with other members, ask questions and comment on official statistics, publications and plans.

The new website is available at: http://www.hsug.org.uk/

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**News from other PHOs**

**Violence Indicator Profiles for England Resource (VIPER) updated**

VIPER has recently been updated and further developed. VIPER 2012 now provides local authority level data covering hospital admissions for violence, police recorded violent crime, data on suicide and sexual assaults, and other relevant indicators. It also includes violence-related accident and emergency (A&E) data for all local authorities and also information on violence prevention.

The 2012 Violence Indicator profile for each Local Authority in England is available at www.eviper.org.uk

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**Public Health Outcomes Framework (PHOF) Data Tool for England**

The Department of Health in partnership with the Public Health Observatories in England recently published an official statistics update to the Public Health Outcomes Framework (PHOF) data tool.

The PHOF Healthy lives, healthy people: Improving outcomes and supporting transparency, published in January 2012 sets out a vision for public health, desired outcomes and indicators to aid understanding of how well public health is being improved and protected, see http://www.dh.gov.uk/health/2012/11/phof-technical-refresh

The framework concentrates on two high-level outcomes to be achieved across the public health system and includes 66 supporting indicators, grouped into four ‘domains’ that cover the full spectrum of public health:

- Domain 1: Improving the wider determinants of health
- Domain 2: Health improvement
- Domain 3: Health protection
- Domain 4: Healthcare public health and preventing premature mortality

In November 2012, baseline data for a number of indicators were released – see http://www.phoutcomes.info/.
The data is presented in an interactive data tool which allows the data to be viewed in a user-friendly format, and in particular to:

- Benchmark local authorities against the England average
- Compare local authorities against other authorities in the region
- Download a summary pdf for a local authority
- Download data for further local analysis

The data tool also provides links to further supporting and relevant information to aid understanding of public health in a local population.

**2012 National General Practice Profiles**

The Eastern Region Public Health Observatory (ERPHO) recently updated the National General Practice Profiles indicators. The Profiles are designed to support GPs, Clinical Commissioning Groups (CCGs) and PCTs to ensure that they are providing and commissioning effective and appropriate healthcare services for their local population. The indicators allow comparison and benchmarking across England.

The profiles are available at [http://www.apho.org.uk/PRACPROF/](http://www.apho.org.uk/PRACPROF/)

**New Kidney Disease Clinical Commissioning Group (CCG) Profiles**

The NHS Kidney Care CCG Profiles have recently been published and cover all 211 CCGs. East Midlands Public Health Observatory (EMPHO) was commissioned to produce the profiles, which are intended to help CCGs and other stakeholders assess local kidney care need and service levels in order to inform planning. Copies of the profiles are being sent to the chief operating officer and accountable officer at each CCG.

The profiles contain information on:

- Observed and expected number of people with chronic kidney disease
- Clinical management and achievement of chronic kidney disease, and kidney disease risk factors
- Demographic characteristics and predictive factors for kidney disease
- Prevalence of the risk factors for kidney disease
- Acute kidney injury
- Local kidney unit factors and figures
- Cost of chronic kidney disease.

For further information, please see [http://www.kidneycare.nhs.uk/CCG_profiles](http://www.kidneycare.nhs.uk/CCG_profiles)

**2013 Health Profiles**

Health Profiles are produced annually for every local authority in England, to provide a summary overview of health information to support local authority and community partners in planning local services. The 2013 Health Profiles will be launched in September, in order to be able to take account of the population data from the 2011 Census data.

**Community Mental Health Profiles launched**

The North East Public Health Observatory (NEPHO) recently updated the Community Mental Health Profiles. The update includes new indicators in relation to the existing 24. A number of the indicators have been updated with the new data released in 2012.

The profiles are a user friendly, web-based mapping tool accessible to local authorities, health and social care personnel and the general public. The full profile for each local authority can be downloaded in one document. The tool
News from the Child and Maternal Health Observatory (ChiMat)

Child and Adolescent Mental Health Services (CAMHS)

The tool provides two charts, one which shows spending and outcomes in 2010/11, and the other which compares the change in spending in outcomes between 2009/10 and 2010/11.

The tool looks at the following outcome measures:
- Effectiveness of CAMHS services
- Accident and emergency attendances for self harm
- Hospital admissions for self harm
- Hospital admissions for alcohol abuse
- Hospital admissions for substance misuse
- Hospital admissions for mental health problems.

The tool also looks at the following cost measures:
- Programme budgeting
- All local authority CAMHS workforce
- Local authority workforce in other specialist teams (such as mental health)

For more information, please see the ChiMat website.

Other South West news

Smokefree South West launches illegal tobacco campaign

Smokefree South West recently launched an illegal tobacco campaign in partnership with HMRC, trading standards, Primary Care Trusts, local authorities and other enforcement partners.

Illegal tobacco often sells for less than half the tax-pad price of legally sold tobacco. This maintains smokers in their habit, encourages young people to start smoking and brings organised crime into local communities. Increasing the understanding of the impact of illegal tobacco is therefore a key objective of this campaign.

This campaign will build on the previous successes against illegal tobacco in the South West, and will also include an online
Deaths from cardiovascular diseases: Implications for end of life care in England
This report describes the patterns of mortality from cardiovascular diseases in England, highlighting variation in place and cause of death by age, sex and socioeconomic deprivation and disease group. It complements earlier reports on end of life care and was produced to support the development of a new national strategy for tackling cardiovascular diseases.


Deaths from urological cancers in England, 2001–10
Nearly 16,000 people die from a urological cancer each year, and about 5,000 more die with a urological cancer as a contributory cause.


Public Health and Wellbeing Current Awareness Bulletin
The Public Health and Wellbeing Current Awareness Bulletin, is a summary of news and information to support the public health community and people working in partner organisations.

10 April 2013 - Delivering inclusive end of life care services that meet the expectations, preferences and needs of people from Black, Asian, and other Minority Ethnic (BAME) backgrounds, the Grand Connaught Rooms, London

A national workshop will present a new research report relating to the end of life care needs of the BAME population, use the research evidence and the experiences of participants to inform policy and influence sustainable change to improve equity in access of end of life services and quality of care for people from BAME backgrounds. The programme will provide the opportunity for discussion regarding the implications of the research for policy, commissioning, practice and future research. The workshop will be of interest to end of life policy makers, commissioners, researchers, practitioners, academics, carers, BAME community representatives and other stakeholders.

For more information, please see: http://www.eventprouk.com/

1 May 2013 – Oncology update Seminar for CNS and GPs, St Catherine’s Hospice, Lostock Lane, Preston, Lancashire

St Catherine’s Hospice presents an essential update for palliative care CNS and Doctors, other specialist nurses and GPs. This unique opportunity is led by the consultant clinical and medical oncologists featuring seminars on Brain cancer, Lung cancer, Breast cancer and Acute oncology for more information, please see http://www.stcatherines.co.uk/education-and-training/study-sessions/oncology-update-for-cns-and-gps/


In January 2013, the government released Fitness to Work: The Government Response to ‘Health at Work, An Independent Review of Sickness Absence’. This outlines new initiatives to improve workplace health and reduce absence due to sickness and will be rolled out in 2014. Alongside this, public health responsibilities will be devoted to local government from April 2013, and new Health and Wellbeing Boards will also come into force from April 2013 onwards. It is therefore a good time to focus on the joining up of public health, the NHS and occupational health to improve outcomes and ensure a healthy, productive workforce.

This forum will provide an update on the government’s strategy for improving health and wellbeing at work, and the role that public health initiatives can play in ensuring a healthy workforce. Delegates will be provided with an opportunity to share best practice alongside both experts and their peers, and examine how to improve the health and wellbeing of employees within their organisations.

For more information, please visit: http://www.fph.org.uk/events/health%2c_work_and_wellbeing_2013%3a_towards_a_healthier_future

17 May 2013 - Living Through Loss Study Day, St Catherine’s Hospice, Lostock Land, Preston, Lancashire

As part of this year’s Dying Matters Week, St Catherine’s Hospice and Derian House Children’s Hospice are holding a study day exploring loss and grief for young adults (16 to 25) with life limiting conditions and their families and carers. For more information, please visit: http://www.stcatherines.co.uk/education-and-training/study-sessions/living-through-loss-/
Our final Issue

This is the last issue of SWPHOcus. The editorial team would like to thank all those who have contributed to the content of this newsletter. We look forward to continuing sharing information with you when we are part of Public Health England (from 1 April 2013).