



What Good Looks Like

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Control

What Good Looks Like: key points



What is WGLL?

A set of guiding principles that describes what should be in place locally for some key areas of public health, starting with 10 themes:

Phase 1: tobacco control, healthy weight, 0-19 healthy child programme, health at work, sexual health.

Phase 2: public mental health, health protection, drugs and alcohol, NHS Healthchecks, public health advice to the NHS.



How are the standards being developed?

Underpinned by existing evidence of WHAT works (NICE guidance etc) and HOW it works

Be practical & pragmatic in scope

Local authority Director of Public Health working with PHE on each topic

ADPH co-sponsoring products with PHE

Standards consolidate what we already know – not new evidence or policy



What are the benefits of WGLL?

Supports Sector Led Improvement

Helps to answer the question 'have we got the right things in place locally?'

Helps to identify local gaps to inform decisions about where investment may be needed – across local partners.

Support effective local system leadership and engagement – reviews, audits, scrutiny

WGGL in practice: tobacco control

Fewer than 1 in 5 adults now smoke: 46% fall since 1974 but still = 7.4 million adults in the UK

Major gap in smoking rates between most and least affluent

1 in 10 women are still smoking when they give birth

A 1/3 of tobacco is smoked by people with mental health condition

Around half of smokers will die prematurely and smokers die on average 10 years earlier than non-smokers

Significant driver of demand for NHS and social care – cost of smoking related illnesses is £2.5bn (NHS) and £1.4 bn (social care)

Estimated cost of smoke-related house fires £330 mn p.a.

Tobacco control WGGL summarises the national context, policy framework and existing tools to help local areas take action:

- National Tobacco Control Plan

- NHS 10 year forward view

- ‘Clear’ audit tool - have we collectively got the right things in place to reduce smoking?



Using WGLL locally



IDENTIFY LOCAL PRIORITY
GROUPS AND ACTIONS



WORK ACROSS THE SYSTEM
TO A SHARED VISION



DEVELOP ACTION PLANS TO
REDUCE TOBACCO-RELATED
HEALTH INEQUALITIES



PROVIDE EVIDENCE-BASED
SUPPORT TO QUIT



IMPLEMENT A TRULY
SMOKEFREE NHS



DEVELOP PATHWAYS FOR
PEOPLE WITH MENTAL ILL
HEALTH TO ACCESS
EFFECTIVE SUPPORT TO
QUIT



WORK WITH LOCAL
EMPLOYERS TO HELP STAFF
TO QUIT

Measuring impact....

Plenty of data already collected to measure impact and allow us to answer the following:

1. Are fewer adults smoking than there were three years ago?
2. Do fewer women smoke at the time of delivery?
3. Are quit rates improving among people who smoke?
4. Are fewer people going into hospital with conditions that are attributable to smoking?



What Good Looks Like

The Association of Directors of Public Health and Public Health England are working together to co-produce a series of 'What Good Looks Like' (WGLL) thematic publications, setting out the guiding principles of good population health programmes in local systems. Intended to be supportive guides for local, place-based action, they are based on collectively identified, defined and agreed core guiding principles and evidence of both what works and how it works, including effectiveness, efficiency, equity, examples of best practice and, where available, return on investment. The guides are aimed at leaders and practitioners in the public health system across local government, education, the NHS, Integrated Care Systems, community and voluntary sector partners. Click the library link above to read more about the overarching project and find the ten draft guides. This group is intended to facilitate the sharing of the guides in first draft for comment, discussion and further development.

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3 members

WGLL products available at PHE's Knowledge Hub including 'handy guide'.

Products are in development and will need local testing and feedback!



**What good tobacco control looks like:
A handy guide**

The government published 'Towards a smoke-free generation: tobacco control plan for England' in July 2017 and a 'Tobacco Control Delivery Plan' in June 2018. The plan acknowledges that helping smokers to quit is the job of the whole health and care system.

Effective local systems are central to moving the tobacco control agenda forward. It is therefore vital to ensure that partner agencies involved in local tobacco control activity have an opportunity to contribute to the process of assessing need and assessing further additional action that can be undertaken. Formal strategic partnerships for tobacco control should involve key stakeholders and agencies (acute health, mental health, public health, regulatory services, employment, social care, children's services, fire and rescue service and criminal justice), the aim of which is to develop a fully integrated and comprehensive system for preventing smoking uptake, supporting smokers to stop, reducing the harm and inequalities caused by smoking and advocating for a tobacco-free generation.

Clear Improvement, and its foundations in NICE guidance, provides a structure to this guide, which will help local authorities and their NHS partners to take collective action on tobacco control as identified by the plan. Core to this is addressing inequalities, identifying priority populations, providing evidenced-based interventions and ensuring a strategic approach.

This guide will help you to use the self-assessment tool to accurately evaluate and score your activity.



Clear Improvement was originally developed by ASH, ADPH and an array of other local and national partners. Clear stands for the 3 domains of the model:

1. Challenge for your existing tobacco control services, based on evidence of the most effective tobacco control methods, as outlined in NICE guidance and the Tobacco Control Plan.
 2. Leadership for comprehensive action on tobacco control
 3. Results demonstrated by the outcomes you have achieved measured against national and local priorities.
- Placing the local strategic priorities at the heart of these strands will give the Clear results a greater impact in your area.



- Clear Improvement offers:**
- a free self-assessment tool for measuring the success of local action to address harm from tobacco
 - an opportunity to bring local partners together to discuss the range of local tobacco control efforts and reinforce efforts and priorities
 - a voluntary peer-assessment process, which provides independent challenge to your self-assessment and access to a recognised quality mark
 - a chance to benchmark your work on tobacco control over time and against others

Local
implementation:
some key issues



AT LOCAL LEVEL
RESPONSIBILITY – AND
FUNDING – SITS ACROSS
A WIDE RANGE OF
ORGANISATIONS AND
WITHIN MULTIPLE PARTS
OF EACH ORGANISATION



WGLL ROLE OUT WILL
REQUIRE STRONG LOCAL
LEADERSHIP & CAPACITY



KEY ROLE FOR LOCAL
HEALTH & WELL-BEING
BOARDS IN
DETERMINING LOCAL
PRIORITIES AND
OVERSEEING DELIVERY