

# Investing in Children & Young People Pays Dividends

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Fair Society, Healthy Lives

## PHA approach is based on:

- Investing for Health
- Fit & Well, 2012 Consultation
- Marmot Review on Inequalities
- Evidence-based practice



Marmot Review on Health  
Inequalities, England, February  
2010

# Building Blocks for Good Health & Wellbeing

1. Give every child & young person the best start in life
2. Ensure a decent standard of living for all
3. Build sustainable communities
4. Make healthy choices easier
5. Detect disease early
6. Protect health & control infections
7. Ensure high quality care for all

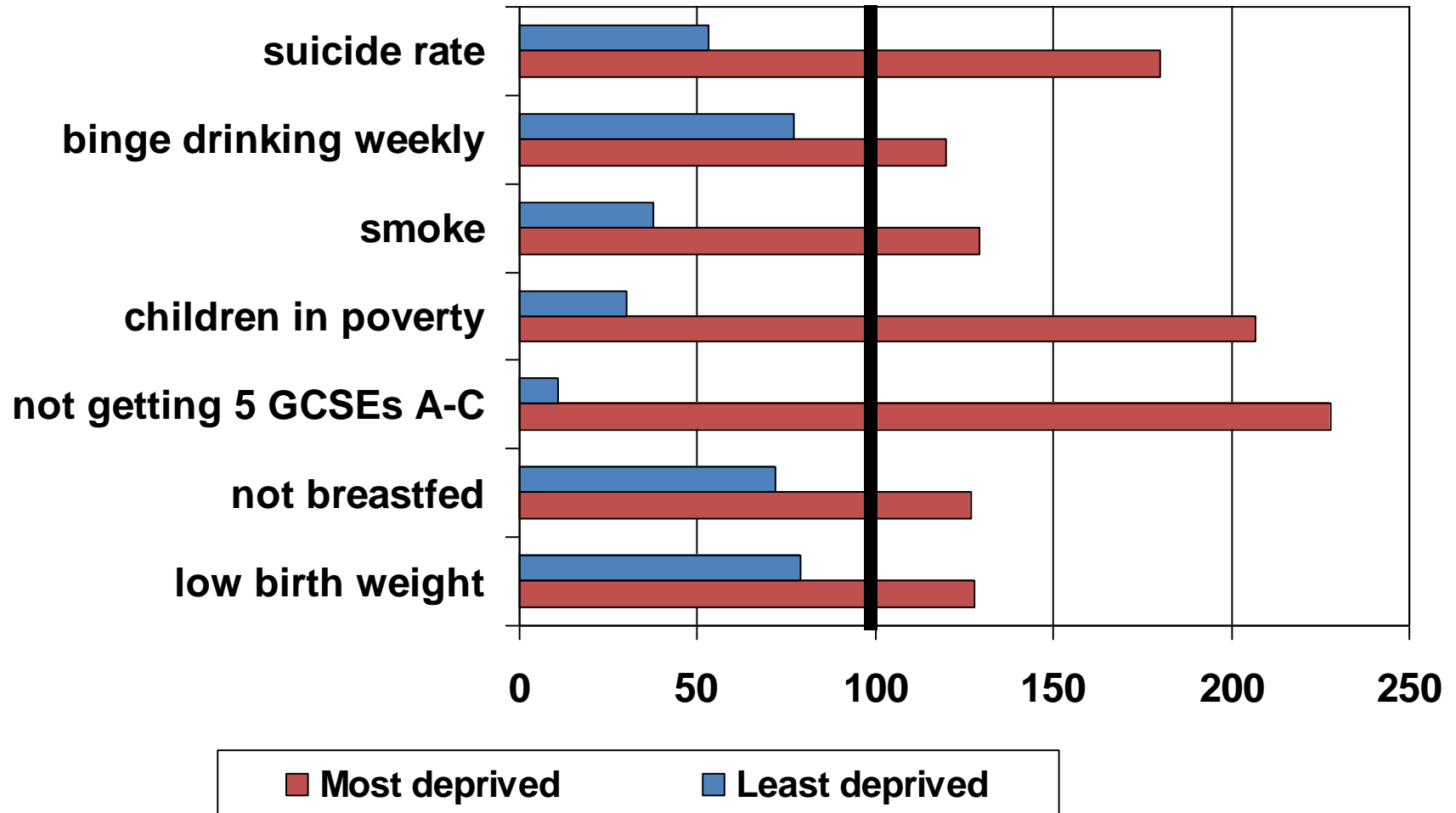


**If any is missing**

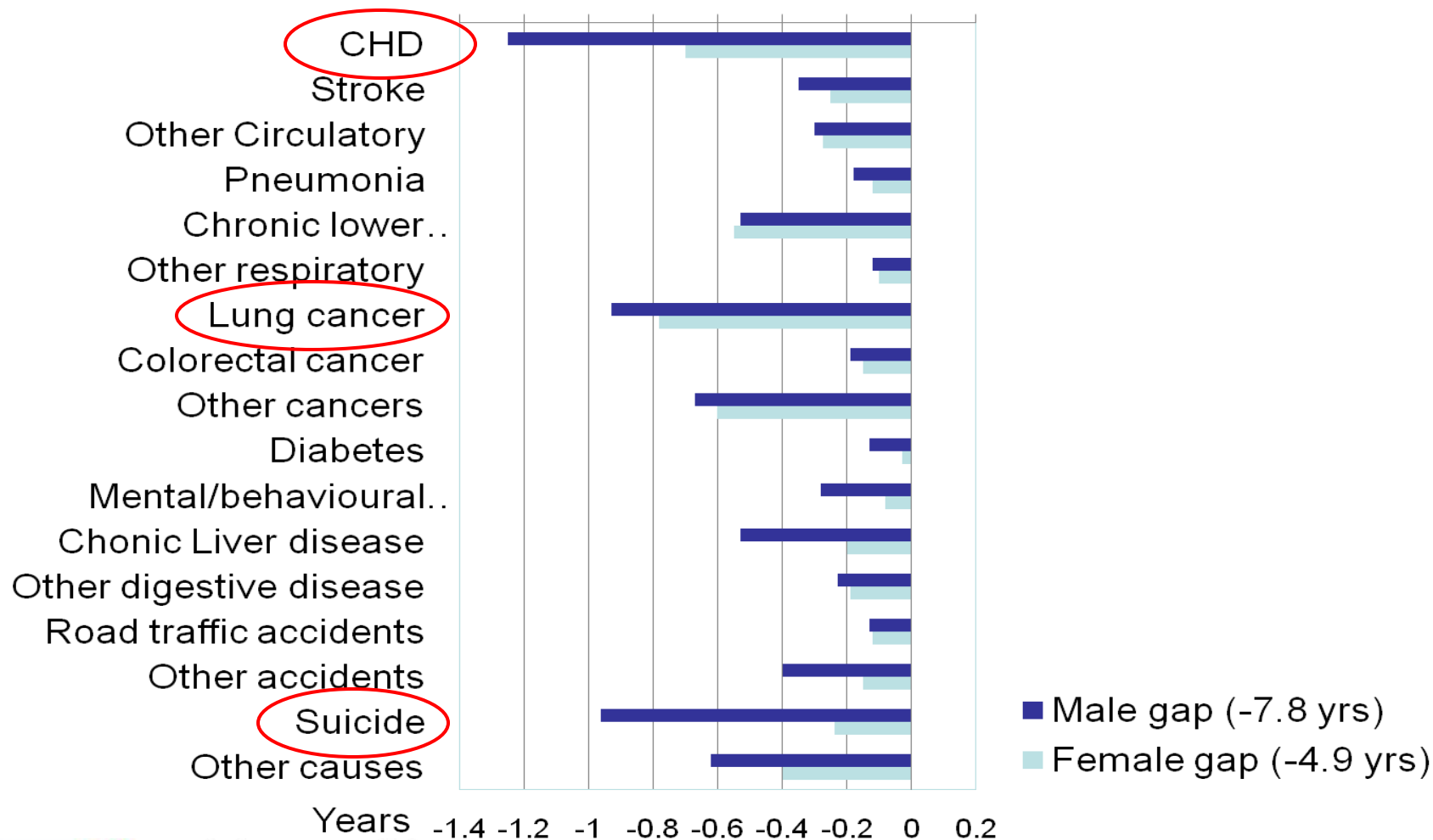


**Inequalities – education, income, health**

# Relative Inequalities in NI (NI=100)



## Contribution to the Life Expectancy gap between the 20% most and 20% least deprived areas (2006-08) by cause of death (yrs)

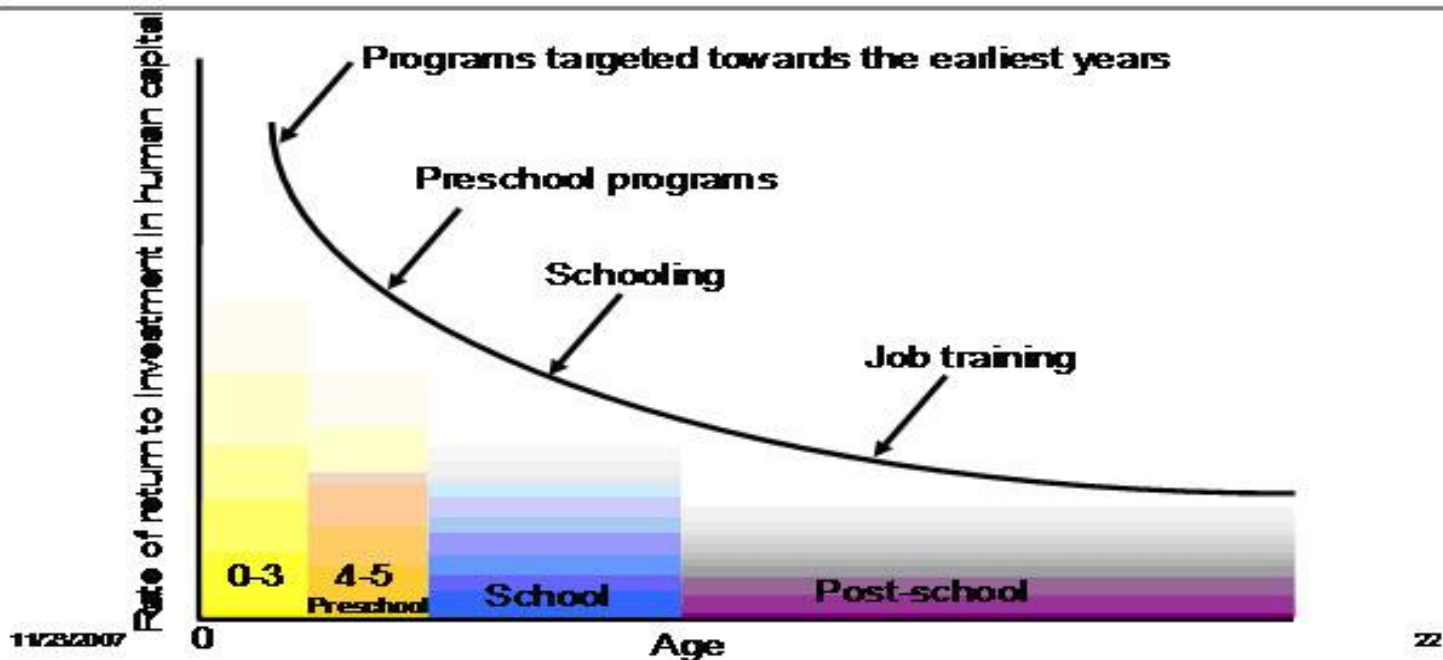


# Applying the Building Blocks

- How?
  - Apply evidence, test new ideas, research
  - Incremental systematic roll-out to scale
  - Monitor impact through information systems
- With who?
  - Partnerships – with communities & across sectors
  - Priority groups
  - Proportionate universalism

# Investment in Early Years

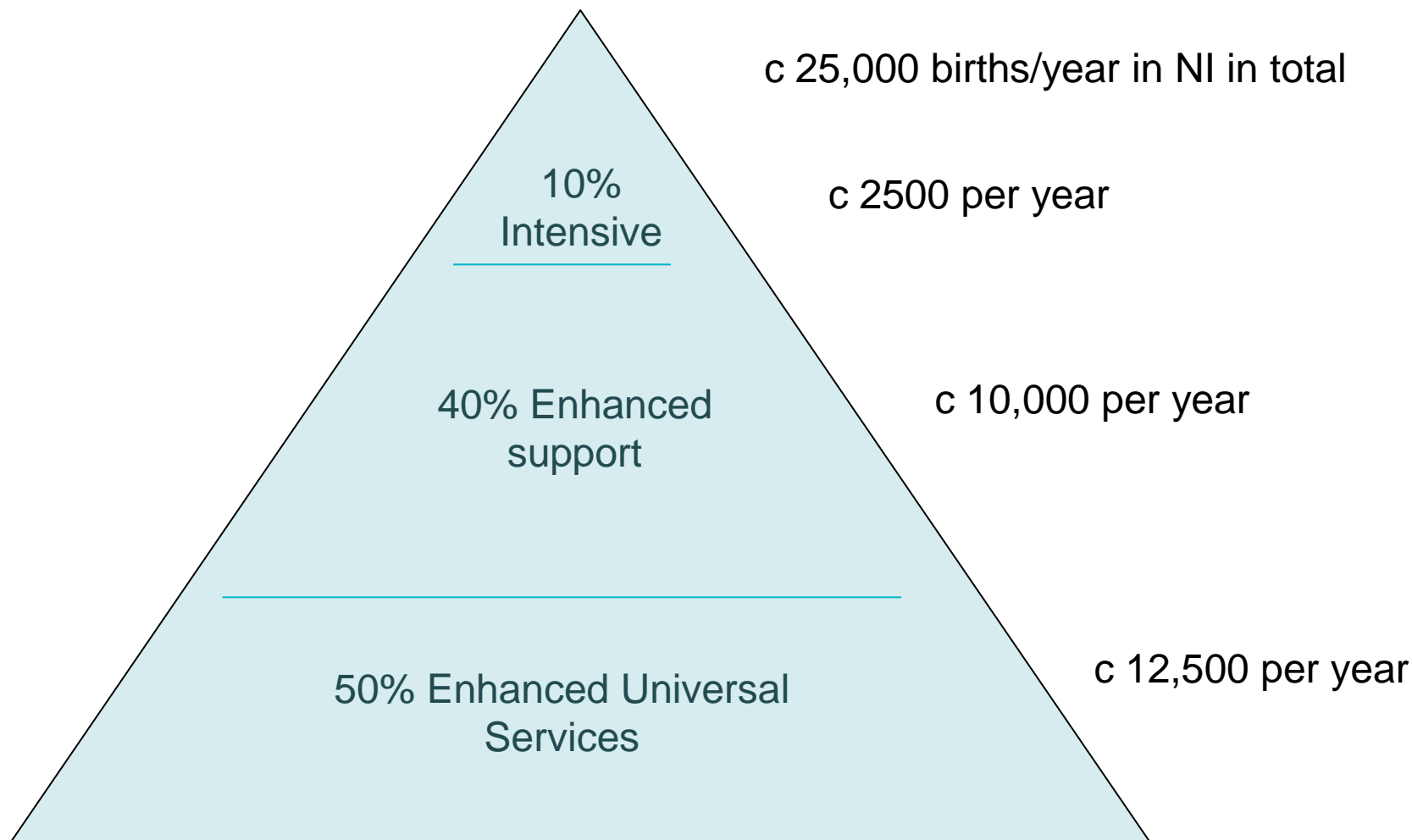
**Figure 9: Rates of Return to Human Capital Investment at Different Ages: Return to an Extra Dollar at Various Ages**



# Scale of the Challenge & the Support Required



# In the Early Years



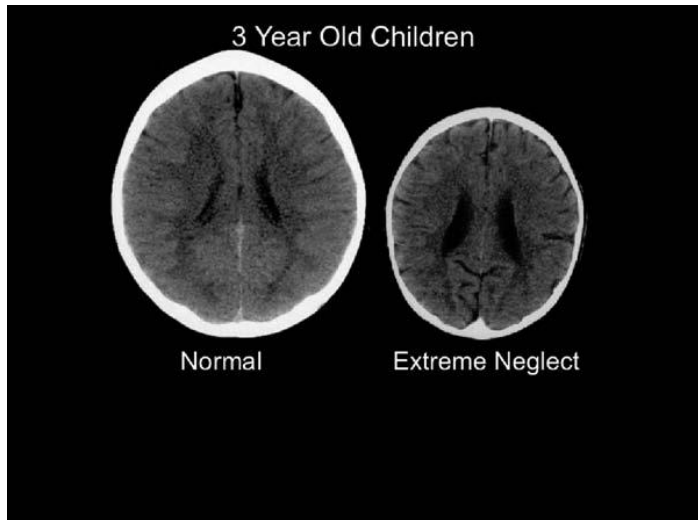
# Scale of the Task

- 59,000 children in absolute poverty
- 40,000 children experience alcohol misuse at home
- 11,000 children experience domestic violence every day
- 6,000 mothers smoke during pregnancy
- 10,000 babies not breastfed
- 22,000 11-16 year olds bullied in past 12mths
- 103,000 2-15 year olds obese or overweight



# Graham Allen Report

Early Intervention: The Next Steps  
An Independent Report to Her  
Majesty's Government  
Graham Allen MP  
January 2011



Public Health  
Agency

*Improving Your Health and Wellbeing*

# Examples of Key Programmes – Best Start in Life

- Universal
  - Health visiting & midwifery services
  - Smoking, breastfeeding, alcohol, mental health support
- Enhanced support
  - Sure Starts
  - Strengthening Families
  - Incredible Years
  - Roots of Empathy
  - Triple P programmes
- Intensive programmes
  - Family Nurse Partnership
  - Functional Family Therapy
  - Multi System Therapy

# Examples of Key Programmes – Decent Standard of Living

- Poverty
  - MARA project on rural poverty
  - Food sharing schemes
  - Keep warm packs
  - Support services for homeless
  - Budget management skills
- Employability
  - Placement schemes for looked after children

# Examples of Key Programmes – Sustainable Communities

- Regeneration
  - Community allotments, gardens
- Social involvement & inclusion
  - Arts, sports, other social events
  - Migrant, Traveller, intergenerational programmes
- Local economy
  - Foster social enterprises & local procurement
- Foster volunteering

# Examples of Key Programmes – Make Healthy Choices Easier

- Range of Strategies driving action
  - Stop smoking public information campaigns
  - Brief intervention training on alcohol misuse
  - Weight management & public information campaigns
  - Training on detecting mental health problems
  - Early support & counselling for mental health issues
  - Accessible & acceptable contraceptive & GUM care
  - Accident prevention
  - Oral health programmes



# Examples of Key Programmes – Detect disease early

- Antenatal Screening programme
- Newborn screening programme
- Newborn hearing screening

# Examples of Key Programmes – Protect health

- Childhood immunisation programmes
  - New vaccines for rotavirus, men B
  - Flu vaccine for all children
- Infection prevention & control
  - Hand hygiene in schools and early years
  - Hospital settings
- TB programmes
  - Migrant population in particular

# Examples of Key Programmes – High Quality Services

- Acute care
  - Specialist inpatient services
- Long-term conditions
  - Asthma, diabetes, epilepsy
- Transitional care
- Greater use of technology

# What Drives Investment?

- Politics
- Evidence of a problem
- Evidence on what works
- Confidence in impact
- Results – making a difference

# Critical Factors

- Clarity
- Sustained effort and focus
- Steady incremental expansion
- Scale