Dear Colleague,

It is exciting to see the new structure for Public Health England and to have a clear picture of how public health observatories, cancer registries and other ‘sender’ organisations (those moving into PHE on 1 April 2013) fit within it (see page 2).

It is also exciting to know that we will continue to provide a local service, as well as strengthening the work we do ‘once for all’ nationally by continuing the lead area model. Our focus now is on ensuring business continuity, so that the service we provide is seamless from 31 March to 1 April 2013.

While a significant amount of SWPHO’s time and resource is now being dedicated to ensuring a smooth transition, it is our priority to continue delivering key outputs and services to our different stakeholder groups. Examples include rolling out a series of roadshows for provider organisations on the new Cancer Outcomes and Services Dataset (page 9), delivering new intelligence tools to support providers and commissioners (see pages 4–8) and highlighting public health issues of concern (page 9).

I am delighted that we are able to continue publishing the South West Public Health and Wellbeing e-bulletin (page 8), and I hope that you will refer to it for updates on a broad range of public health issues locally and nationally.

I am also looking forward to this year’s South West Development School at Dartington, Totnes (page 14). This has always been a pivotal event in the region’s public health calendar. I’m sure that coming together at a time of significant change will be of great benefit and we should make the most of the development opportunities on offer. I look forward to seeing you there.

Best wishes

Dr Julia Verne
Director
On 1 April 2013, the SWPHO will become part of the new national public health service, Public Health England (PHE). Duncan Selbie, the new Chief Executive Designate, is now in post. He recently met with senior leaders from across the PHE ‘sender organisations’ i.e. those that will be moving into PHE – including Public Health Observatories, the Health Protection Agency, Cancer Registries, Cancer and Non-cancer Screening Quality Assurance Reference Centres, the National Treatment Agency for Substance Misuse and National Drug Treatment Monitoring System teams.

In the South West, we are fortunate in that many of these organisations are already co-located. It is expected that there will be further integration after April 2013.

Functional structure

The structure for PHE has been published, see https://www.wp.dh.gov.uk/healthandcare/files/2012/07/PHE-structure.pdf. There will be three directorates focusing on key aspects of public health: Health Protection, Health Improvement and Population Health and, Knowledge (Evidence & Intelligence).

John Newton, Regional Director for Public Health in the South East of England has been appointed Shadow Knowledge Officer. In addition, there will be five administrative directorates: Operations, Strategy, Programmes, Finance & Corporate Services, and Human Resources. This matrix structure is illustrated below.

Geographical structure

PHE will be organised geographically into four regions – North of England, South of England, Midlands & East of England, and London (see below) – and 15 centres (see page 3). The aim has been to map the service as close to NHS Commissioning Board and Local Authority boundaries as possible.
The Chief Knowledge Officer’s Directorate will include the current PHO, Cancer Analysis, Cancer Registry and National Drug Treatment Monitoring System (NDTMS) functions. Cancer registries and the NDTMS will be directly accountable nationally. There will be eight Evidence and Intelligence Networks incorporating the PHO and cancer analysis functions. In the South West, cancer and non-cancer screening QARCs will be co-located with the Networks but will be part of the Health Improvement Directorate.

Yvonne Doyle has been appointed Regional Director of Public Health for NHS South of England. Jim O’Brien (Screening) takes on responsibility for local transition leadership in the South West and Isabel Oliver (HPA) leads on health protection in the region. SWPHO Director, Julia Verne, continues to be responsible for leading the Department of Health South West team as well as the South West Public Health Observatory.

To find out more about what is happening in the South West region, see the latest South West Public Health Transition Bulletin.
Injuries

New injury Profiles for England

The Injury Profiles for England were launched in March. The Profiles received widespread media coverage locally and nationally. The launch was supported by the Royal Society for the Prevention of Accidents. Errol Taylor from RoSPA said:

“We welcome Injury Profiles as a huge step forward in data transparency. Injury Profiles will not only enable accident prevention resources to be targeted effectively, by highlighting where problems lie, but they will also be extremely useful in evaluating investment in prevention and providing the evidence base for accident prevention as a cost-effective public health initiative.”

The Profiles provide an overview of injuries that occur in each local authority in England. There are over 40 injury related indicators designed to enable stakeholders, including commissioners and providers of health and social care, to:

- quantify the burden of injury in their local areas
- understand who is most at risk in their population, and
- support injury prevention initiatives through the identification, monitoring and targeting of areas or groups with high levels or worrying patterns of injury.

We hope that the Injury Profiles will also help raise awareness of injuries as a serious public health issue and spark debate among professionals about data quality and use. For more information, please visit [www.injuryprofiles.org.uk](http://www.injuryprofiles.org.uk) or contact Wendi Slate.

Key facts from the Profiles

- big variation in deaths and hospital admissions due to injury across England
- almost 11,000 people die each year from accidental injuries in England
- 2,000 die from land transport accidents, and 3,300 from falls
- in 2010/11 there were over 650,000 emergency hospital admissions in England
- almost 50,000 were due to land transport accidents and over 281,000 due to falls in the over 65s

• the highest rate of accidental deaths was in Melton, Leicestershire (29 deaths per 100,000 people) compared with the lowest in Runnymede, Surrey (5.5. deaths per 100,000 people)
• falls admission rates in the over 65s varied from a high of 4,844 per 100,000 in Waltham Forest, London to a relative low of 1,259 in Eden, Cumbria.
End of life care

New Local Authority Profiles

The SWPHO has produced new End of Life Care Profiles for each Local Authority in England on behalf of the National End of Life Care Intelligence Network (NEoLCIN). There are over 50 end of life care indicators, relating to need:

- population
- deaths

and patterns of care:

- place of death
- cause of death
- deaths in hospital
- care homes.

They also include social care indicators for the first time, covering:

- delayed transfers of care
- discharge from hospital for rehabilitation
- user experience
- carers
- benefits related indicators.

The profiles are available in both PDF format (one for each top tier local authority in England) and the interactive InstantAtlas tool. There is also a comprehensive indicators metadata guide, to help users understand the strengths and limitations of each of the indicators and to guide interpretation.

To view the profiles, visit:

To give feedback, please email information@neolcin.nhs.uk or use the online feedback form.

New Primary Care Trust Profiles

In May SWPHO produced end of life care profiles for Primary Care Trusts (PCTs) on behalf of the NEoLCIN. The PCT profiles present the same indicators as the Local Authority profiles except for social care, which are available for local authorities only.


What do we know now that we didn’t know a year ago?

The National End of Life Care Programme has published a report highlighting the key findings from research and analysis on end of life care carried out by the National End of Life Care Intelligence Network over the last year. The National End of Life Care Strategy launched in 2008 made clear the need to know more about the care people receive in their last year or months of life. This is the principal aim of the Network and the focus of this summary report. The report will be updated regularly to incorporate new end of life care intelligence that becomes available.

New liver disease report

This report hit the headlines when it was published in March. Produced by SWPHO on behalf of the National End of Life Care Intelligence Network, it highlights a 25% increase in liver disease deaths between 2001 and 2009. The report also presents the latest data on place of death for those with liver disease and shows how this varies by sex, age, region, socioeconomic deprivation and place of death.
Some key findings:

- **Liver disease** causes approximately 2% of all deaths.

- The number of people who die from liver disease in England is rising (from 9,231 in 2001 to 11,575 in 2009).

- More men than women die from liver disease (60% are men, 40% women).

- Alcoholic liver disease accounts for well over a third (37%) of liver disease deaths.

Download the report: *Deaths from liver disease: Implications for end of life care in England.*

Download the media release: *National report warns more people are dying from liver disease than ever before, with the disease being more common in the North and killing more men than women.*

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**Sexual health**

**Coming soon ...**

**Sexual Health Balanced Scorecard – Local Authority version**

The South West Public Health Observatory recently updated the PCT resources on the Sexual Health Balanced Scorecard and is now developing a new local authority version of the interactive tool and indicators to be released in August. The current version of the Scorecard is available at [www.sexualhealthscorecard.org.uk](http://www.sexualhealthscorecard.org.uk). For more information please contact Wendi Slater.

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**Skin Cancer**

**Skin Cancer Hub factsheets updated**

The skin cancer factsheets include data on malignant melanoma incidence, mortality and survival, for each Strategic Health Authority in England. They have recently been updated and are available on the [Skin Cancer Hub](http://www.swpho.nhs.uk/skincancerhub/resource/view.aspx?RID=8526).

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**Skin Cancer Profiles updated**

The South West Public Health Observatory has updated the Skin Cancer Profiles for England with 2009 data. The profiles provide an overview of the trends in skin cancer across England. Indicators include incidence and mortality rates for malignant melanoma.

The profiles enable the user to compare these indicators by local authority area. They help commissioners and others to identify areas and populations to target with skin cancer prevention and early diagnosis support and services. For more information please visit [www.swpho.nhs.uk/skincancerhub/resource/view.aspx?RID=8526](http://www.swpho.nhs.uk/skincancerhub/resource/view.aspx?RID=8526).
**Urological cancer**

The Urological Cancer Hub has moved

The Urological Cancer Hub has moved and is now part of the National Cancer Intelligence Network website. See [www.ncin.org.uk/urologicalcancer](http://www.ncin.org.uk/urologicalcancer)

The Hub, which provides information and resources on urological cancers, has moved to improve the manageability, accessibility and visibility of its content. It will continue to provide health professionals and the public with information on urological cancers and their treatment.

SWPHO will continue to maintain the Urological Cancer Hub pages and content and to update the Urological Cancer Profiles and Factsheets.

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**Sunbed regulation survey**

We have joined forces with the Chartered Institute of Environmental Health (CIEH) to survey local authorities on the implementation of the sunbed legislation introduced in Scotland in 2008 and England and Wales in 2011. This is the first time since the Acts came into force that such a survey has been undertaken. The aim is to understand the extent to which implementation of the legislation and regulations is a priority for local authorities.

There are questions on:

- awareness of sunbed outlets
- inspection of sunbed outlets
- policy and practice for dealing with compliance with sunbed legislation and regulations
- staffing and resourcing available to regulate sunbed outlets.

The survey was commissioned by Cancer Research UK. Results will be published in the Autumn.

For further information, please contact: Nicola Bowtell

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**Urological Cancer Profiles updated**

The Urological Cancer Profiles have recently been updated. The Profiles include incidence and mortality rates for major urological cancers, survival, and influencing factors, such as deprivation. Rates are given by sex where appropriate. They enable users to compare these indicators by local authority, Primary Care Trust and Cancer Network areas in England and against the England average. This will help commissioners and others to identify areas and populations of need.

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**SWPHO News**

- Director's news
- Public health transition update
- SWPHO lead areas update
- Other SWPHO news
- National news
- New publications
- Forthcoming conferences/events
Urological Cancer Hub factsheets updated

The urological cancer factsheets produced by SWPHO on behalf of the National Cancer Intelligence Network have been updated. The factsheets provide an overview of the current incidence, mortality and survival rates in England for the main urological cancers: bladder, kidney, penile, prostate, testicular, renal pelvis and ureter.

For more information please visit the Urological Cancer Hub or contact Luke Hounsom.

Better integration, better health workshop, 6 July, Bristol

We recently hosted a one day seminar on the health and social care needs of older migrant women. A wide range of stakeholders attended, including national and regional representatives from health, social care, the voluntary sector, and academia.

The contextual evidence base was presented by Professor Robin Means from the Faculty of Health and Life Sciences at the University of the West of England and Dr Julia Verne, Director of SWPHO.

There were table discussions on – ‘defining the goals’, ‘identifying barriers’, and ‘what should we do to make this happen’. We are currently writing up the recommendations from the day. They will be published along with other outputs from the project on the dedicated website - www.bhbi.eu.

For further information please contact Nicola Bowtell.


If you have news to share from your local area, please contact Jean Newman so that we can include it in the next issue.

Events round-up

Reuniting health with planning: healthier homes, healthier communities, 18 July, Bristol

SWPHO was recently represented at the Reuniting health with planning: healthier homes, healthier communities conference, which looked at the implications for the health of the region, changes to the planning system and the reforms of the NHS. The event saw the regional launch of the Town and Country Planning Association handbook on how to integrate health into the government’s planning, health and social care reforms, and why it matters.

Over 80 participants attended, many from a planning background who were very interested to learn more about the work of the SWPHO. For more information please contact Stuart Harris.

SWPHO takes on production of the Public health and wellbeing e-bulletin

SWPHO has taken on production of this popular e-bulletin, previously produced by colleagues at the Department of Health South West. It has been re-badged as a ‘current awareness’ bulletin and will be produced bi-monthly instead of monthly, but the range of content is largely as before – a round-up of recent news and information to support the public health community in the South West.

For more information please visit the Urological Cancer Hub or contact Luke Hounsom.
Director’s news

Public health transition update

SWPHO lead areas update

Other SWPHO news

National news

New publications

Forthcoming conferences/events

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Cancer Outcomes Conference, 14–15 June 2012, Birmingham

This year’s joint UK Association of Cancer Registries (UKACR) and National Cancer Intelligence Network (NCIN) Conference had strong representation from patient and carer groups. Cancer Research UK wrote a blog about the event and presentations are now available on the NCIN website. You can also view the posters submitted for display by SWPHO. We had a display stand, which showcased recent outputs in our lead areas of skin cancer, urological cancer and end of life care.

Commissioning services to treat obesity – during transition and beyond, 28 March 2012, Taunton

SWPHO had a stand at this event, shared with the National Obesity Observatory. The presentations from the day are available from the SWPHO website.

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Cancer Outcomes and Services Dataset Roadshows (COSD)

The SWPHO Cancer Registry are collaborating with the National Cancer Intelligence Network and Cancer Networks in our region to prepare for a series of COSD Roadshows. The aims of the roadshows are to:

- raise awareness of the new dataset among cancer network staff, and commissioners and providers of cancer services
- explain the links to the Registry Modernisation Programme and the new single national cancer registration system, ENCORE
- learn about the implications for cancer outcomes and the impact of implementing COSD across Network areas.

There will be one roadshow in each Cancer Network between September and November.

SWINPHO, 29 May 2012, Exeter

SWINPHO is the network for public health intelligence analysts in the South West region, facilitated by SWPHO. The group also meets quarterly. This latest meeting included discussions on the end of life care profiles project, child health profiles and developments in Public Health England transition. For more information contact Stuart Harris.

If you would like to join SWINPHO please contact Jade Salter.

SWPHO highlights rise in hospital admissions due to eating disorders in men

The BBC in the South West asked SWPHO to look at hospital admissions due to eating disorders in men following a reported rise in admissions nationally. Analysis of the data found that there has been a rise in male patients admitted due to eating disorders (between 2000/01 and 2010/11) and also that the rate in the South West...
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News from other PHOs

Health Profiles 2012
This year’s Local Authority Health Profiles were launched in June. They include a new sexual health indicator and two new charts. See www.healthprofiles.info

Public Health Observatories’ Tools Directory
Public Health Observatories (PHOs) in England have developed a ‘tools directory’, which links to over 200 online tools produced by PHOs.

Many of the tools present indicators on specific public health issues, such as obesity, alcohol, smoking, sexual health and mental health, and are useful sources of public health information and evidence. The tools are particularly helpful for understanding the health and wellbeing of local populations, conducting needs assessment and commissioning.

See http://www.apho.org.uk/default.aspx?RID=39403. For information on the work of the PHOs in England, please visit www.apho.org.uk

Cardiovascular Disease Profiles 2012
The South East Public Health Observatory (SEPHO) recently launched Cardiovascular Disease Profiles (CVD) which provide an overview of key issues relating to heart disease and stroke, including incidence, mortality, risk factors, treatment and costs. The profiles are designed to help local health services to assist the impact of elements of cardiovascular on their local populations and the services provided to meet those needs. They are available at Primary Care Trust and Cardiac Network levels. For more information visit http://www.sepho.org.uk/CVDprofiles.aspx

New Disability Knowledge Hub
The Child and Maternal Health Observatory (ChiMat) has launched a new Disability Knowledge Hub, which brings together a range of resources relating to the commissioning and delivery of services for children and young people with disabilities and their families. The Disability Knowledge Hub is the newest in a series of ChiMat themed hubs: Maternity, Mental Health and Psychological Well-being, Safeguarding, Workforce, Young People, and Youth Justice. For more information visit www.chimat.org.uk/disability

Consultation on alcohol-related hospital admissions for England
The North West Public Health Observatory (NEPHO) is seeking views, on behalf of the Department of Health and the Health and Social Care Information Centre, on methods used to estimate alcohol-related hospital admissions in England. Consultation and response forms are available from the Local Alcohol Profiles for England website at www.lape.org.uk. The closing date is 23 August 2012.

Community Mental Health Profiles
The North East Public Health Observatory recently launched Community Mental Health Profiles (CMHP). The Profiles provide information on mental health for local authorities in England and give an overview of mental health risks, prevalence and services at a local, regional and national level using an interactive mapping tool.

The data will be used to inform commissioners of health and social care services in their decision making, leading to the improvement of mental health, and mental health services. For more information visit the North East Public Health Observatory website.

Teenage pregnancy resources
The East Midlands Public Health Observatory (EMPHO) has recently updated the teenage pregnancy resources with data for 2012. These resources include forecasts of under-18 conception rates to 2020 and a set of interactive maps which allow analysis of the data. For more information, please visit http://www.apho.org.uk/resource/view.aspx?RID=116350
Capital Concerns published
This new report from London Health Observatory examines issues where London’s health is poorer than that of England as a whole. It then uses this information to compare the capital’s health outcomes with other major cities in England, including Birmingham, Bradford, Bristol, Leeds, Liverpool, Manchester and Sheffield. See http://www.lho.org.uk/viewResource.aspx?id=17872.

Health, Work and Wellbeing
East Midlands PHO has published a report on the systematic planning of workplace health needs assessment, including recommendations regarding approaches and tools, and information on how to analyse survey results. See http://www.empho.org.uk/viewResource.aspx?id=12735

Clinical Commissioning Groups in the National General Practice Profiles tool
The NHS Commissioning Board published the first official list of Clinical Commissioning Groups (CCGs) and practice-to-CCG mappings in May. These have been incorporated into the National General Practice Profiles. See http://www.apho.org.uk/pracprof/

JSNA and JHWS consultation launched
A consultation to seek views on draft guidance for Joint Strategic Needs Assessments (JSNAs) and Joint Health and Wellbeing Strategies (JHWSs) has been launched. Closing date is 28 September. See www.dh.gov.uk/health/2012/07/consultation-jsna/

New from the National Obesity Observatory (NOO)

The latest edition of NOO News
A newsletter produced twice yearly to support professionals working in obesity and related fields. It includes updates on NOO projects, publications, data analyses, reports and statistics from other organisations and wider news and forthcoming events.
See http://www.noo.org.uk/NOO_pub/newsletters

Adult obesity dynamic map
See http://www.noo.org.uk/visualisation/adult_obesity

Child obesity data at ward level
A spreadsheet containing National Childhood Measurement Programme obesity prevalence data for Reception and Year 6 children by 2012 Electoral Ward and Middle super Output Area (MSOA) of residence.
See http://www.noo.org.uk/NCMP/National_report

Map of fast food outlets
Data on density of fast food outlets by local authority are presented in a map, along with a chart displaying the relationship between density of fast food outlets and area deprivation.

TV viewing and obesity in children and young people
TV viewing has been linked to increased obesity among children and young people, but is there evidence to support this view?
See http://www.noo.org.uk/NOO_pub/evidence

Slide sets for adult and child obesity
PowerPoint slides of key data and information on adult and child obesity with clear, easy to understand charts and graphics.
See http://www.noo.org.uk/slide_sets
Examining the QIPP agenda for child health: new resource pack available
ChiMat has developed a ‘QIPP Resource Pack – Child Health’ for each primary care trust in England. Looking at a range of data, these reports will help users identify opportunities to improve the quality and value of local services for children. Each report includes information on:

- the local population: age profile and birth rate
- child poverty
- A&E attendance
- outpatient and inpatient care, including specialised services and readmission rates.

To see your QIPP Resource Pack, visit the ChiMat website – www.chimat.org.uk or contact your local specialist Jenny Weeks.

Safeguarding Children Training Directory
The Department of Health has published a Safeguarding Children Training Directory, which is available from the ChiMat website at http://www.chimat.org.uk/safe/training.

Disease Management Information Toolkit
The Disease Management Information Toolkit (DMIT) is designed to help increase the efficiency of services for children with long-term conditions. DMIT has information at Primary Care Trust level on emergency hospital admissions for patients aged under 19 with a primary diagnosis of asthma, diabetes or epilepsy. It now includes updates to 2010/11 Hospital Episode Statistics (HES) data. This release also includes:

- comparisons of emergency admission rates, bed days and lengths of stay with a range of different comparators
- red, amber and green colour coding to highlight where a PCT is better, worse or similar to comparator areas
- confidence intervals
- the facility to print the tool as one easy-to-use report.

For more information visit www.chimat.org.uk/CHMTDMIT

Report of the children and young people’s Health Outcomes Forum
Child's Play released
London Health Observatory recently announced the release of Child's Play. A report which provides up-to-date evidence on the health of children in each of London six boroughs, showing what is happening through the life-course transitions from the antenatal period to adolescence.

Child's Play brings together 17 separate sets of health profiles produced mainly by the public health observatories in England during 2011/12.

Gynaecological Cancer Hub launched
The Gynaecological Cancer Hub provides data and intelligence on gynaecological cancers in England.

The Hub is aimed at a wide range of professionals working in the field, including NHS providers, commissioners, Cancer Networks, charities, gynaecologists, nurse specialists and other clinicians. It also provides information and helpful links for patients and the general public who would like to understand more about these cancers.

The Hub has also been specifically designed to support the work of NCIN’s gynaecological site-specific clinical reference group. It is maintained by Trent Cancer Registry, as NCIN lead registry for gynaecological cancers.

Understanding Cancer e-learning programme launched
This new e-learning tool was launched in April. Although primarily aimed at MDT Co-ordinators and Cancer Registration staff, it covers the broad topic of cancer in an easily accessible way and can be used by a wide range of health professional staff and students. As well as an overview of how cancer services are organised in the NHS, there is information about diagnosis, treatment and cancers by tumour site. The course has been approved by the Institute of Healthcare Management (IHM) and each module developed and reviewed by clinical experts in their field.

See http://www.ncin.org.uk/cancer_information_tools/training/default.aspx

New data briefings published
The NCIN have produced 11 new data briefings over the last two months. Data briefings are short documents highlighting one issue and written for a general audience. Recent briefings include ‘Mortality, Incidence and gender - Malignant Melanoma’ and ‘Rare bladder cancers’, both written by the South West Public Health Observatory.

See all NCIN data briefings at http://www.ncin.org.uk/publications/data_briefings/default.aspx

Deaths from liver disease: Implications for end of life care in England.
See page 6 for details.

Healthy Weight for Children Hub e-newsletter
The latest issue includes: the link between obesity and TV viewing; evidence that an increase in one activity is not compensated by a decrease in another; a survey revealing how parents feel about talking to their children about their weight; and the latest resources from ChiMat and the National Obesity Observatory.

The Changing State of the South West 2012
The South West Observatory recently published the 2012 update to its annual publication, The Changing State of the South West. The report provides an update on the population, economy, and quality of life across the South West.

See http://www.swo.org.uk/sotsw2012/

National Drug Treatment Monitoring System South West (NDTMS) newsletter
The NDTMS-SW newsletter provides an update on National Drug Treatment Monitoring System (NDTMS) news, including team updates, data set changes and tips on how to improve data quality.


Forthcoming conferences/events
24 September 2012 – Confidentiality and Information Governance, Manchester Conference Centre, Manchester
A conference which looks at how to manage and share patient and service user identifiable data, and how to meet legislation updates on data protection, freedom of information and implementing the GMC guidance on confidentiality. For more information please see http://www.healthcareconferencesuk.co.uk/information_governance

25–26 September 2012 – South West Public Health Development School, Dartington Hall, Totnes
The annual Public Health Development School is an opportunity for people who work in a range of fields to expand their public health horizon and network with colleagues from around the region. For more information please see http://www.sustainablehealthsw.org.uk/events/16th-public-health-residential-school

17 October 2012, 28 November 2012 – Understanding evaluation in public health, The Queens, City Square, Leeds
A course which looks at evaluation in public health. For those wanting to improve their basic understanding of the principles of evaluation. For more information please see http://www.noo.org.uk/core/UEPH

October 2012–13 – Arts in Health Professional Development workshops and courses, University of the West of England, Bristol
UWE, in partnership with Willis Newson, are offering a range of one-day workshops and fully accredited courses in subjects related to participatory arts and evaluation. For more information please see http://willisnewson.co.uk/uwe-arts-in-health-and-social-care.html.