

REPORT TO HEALTH & WELLBEING BOARD

8th October 2019

Government's prevention Green paper consultation "Advancing our health: prevention in the 2020's"

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Date of Report: 8th October 2019

1. Purpose of Report

1.1 To provide an opportunity for Health & Wellbeing Board to understand the content of the Governments Prevention Green paper in order to contribute to the Barnsley response to the national consultation.

2. Recommendations

2.1 Health & Wellbeing Board members are asked to:-

- Provide feedback on the content of the Green paper and any specific responses to the questions raised in the consultation document. The deadline for the consultation is **Monday 14th October 2019**
<https://www.gov.uk/government/consultations/advancing-our-health-prevention-in-the-2020s/advancing-our-health-prevention-in-the-2020s-consultation-document>

3. Background

3.1 The Government Green paper "Advancing our health: prevention in the 2020's" states that the 2020's will be the decade of proactive, predictive, and personalised prevention. This means:

- targeted support
- tailored lifestyle advice
- personalised care
- greater protection against future threats

New technologies such as genomics and artificial intelligence will create a new prevention model. For example, if a child had inherited a rare disease we might be able to diagnose and start treatment while they are still in the womb, so they are born healthy.

- 3.2 The consultation document highlights key challenges such as smoking, healthy weight, staying active and mental health.
- 3.3 The paper announces:
- a smoke-free 2030 ambition, including options for revenue raising to support action on smoking cessation,
 - publishing Chapter 3 of the Childhood Obesity Strategy, including bold action on: infant feeding, clear labelling, food reformulation improving the nutritional content of foods, and support for individuals to achieve and maintain a healthier weight. In addition, driving forward policies in Chapter 2, including ending the sale of energy drinks to children
 - launching a mental health prevention package, including the national launch of [Every Mind Matters](#)
- 3.4 Other factors and associated Government interventions include alcohol, drug use and sleep.
- 3.5 A life course approach from early years to healthy ageing is outlined with key commitments such as modernising the Healthy Child Programme; school oral health programmes and the Ageing Society Grand Challenge.
- 3.6 The consultation questions cover inequalities, smoking, breastfeeding, healthy eating, strength and balance exercises, mental health, sleep deprivation, water fluoridation and sexual health.

5. Conclusion/ Next Steps

- 5.1 To collate the response from relevant stakeholders to submit a Barnsley response to the Green paper consultation.

6. Financial Implications

- 6.1 There are no strategic financial implications.

7. Consultation with stakeholders

- 7.1 Key colleagues from BMBC have been consulted and key organisations in Barnsley will be submitting their responses.

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Date: 23/09/19