

Concluding public health challenges

Challenges to the caring professions

- Never stop learning and never stop asking questions in each programme area, eg:
 - “How do we know we’re doing a good job, individually and as a team?”
 - How we compare with other units?
 - “What will we do this year to improve further?”
- From time to time, reflect on the whole patient experience in your programme areas, and not just your step in the patient pathway. Find out how other professionals are getting on in their steps and meet with them at least once a year to review the total patient experience.
- Make it your business to be aware of the costs of what you and your team are doing, and constantly probe for more efficient ways of doing things. Work as hard on stopping things that don’t work very well or waste resources, as on introducing the new effective and cost-effective techniques and treatments that come along. At the end of the day the public pays the price for our inefficiencies, and the currency in which they pay is not cash but avoidable distress, disability and death. None of us can truly claim that NHS resources are “our budget”.
- Publish your clinical outcomes and give a regular account of your stewardship of the public’s funds and public’s trust.

Challenges to the people of North Yorkshire and the City of York

- Help us help you by protecting and respecting your health. Pay attention to what you eat and drink, and avoid cigarettes. Be as physically active as your clinical state allows. Be creative – ideally in the company of other people – it keeps the brain alert.
- Take up the opportunities offered to you for health checks, screening, immunisation, and appointments at the doctor, dentist or hospital – the investment has already been made by the NHS and is lost if you don’t attend.
- Remember that there may not be a pill for every ill, or a medical answer to all problems. Some change in lifestyle is nearly always part of the healing process when illness strikes, so be ready to do your bit.
- Keep a stock of simple remedies and first aid equipment for when minor illness and mishaps come along.
- Use the out-of-hours medical services, especially ambulance and A&E departments, responsibly. They are at full stretch coping with serious and life-threatening illness.
- Don’t be afraid to challenge and ask questions of health professionals and NHS organisations. Make sure you fully understand and accept what is being done for you and to you, and to those you love.
- If you can, get engaged with one or other of the public forums at the hospitals, GP surgeries or Primary Care Trust – we need your feedback and insights to improve our services. Visit our website www.nyypct.nhs.uk and let us have your feedback on this document.

Challenges to our partners in local authorities

- You have it in your power to make major impacts on the health of the population through educational opportunities (at all ages), economic regeneration, employment, arts and leisure, housing, transport, environmental health, policing and so on.
- We will seek to work with you in joint strategic needs assessments, looking at the scope for joint working (“needs assessment”) at every step in the patient journey from prevention through to end of life care. Although the PCT is seen as the natural point of contact, the NHS extends into hospitals and primary care too, those links are just as important.
- We realise that a breakdown by health programmes as set out in this document doesn’t always fit neatly with the way you organise your services, but we hope that the stages of life and the age breakdowns in each section will be helpful.
- There are problems common to both organisations that are not directly related to health care, such as carbon reduction, personal and organisational development, data sharing and public liaison, where could pool expertise.
- We look forward to a future where joint appraisal and regulation on health improvement and reducing inequalities will become the norm.
- We hope that the programme objectives set out in this report will provide a common purpose and put the “mission” into “commissioning”.

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Feedback Form

Please tell us what you think of this report, and any areas you would like to see tackled in future editions. Please reply to Dr Peter Brambleby, Director of Public Health, by:-

Post, to NYYPCT, The Hamlet, Hornbeam Park, Harrogate HG2 8RE

Or send an e-mail to haveyoursay@nyypct.nhs.uk.

Comments or questions on this report:

(especially programme aims, and ideas for investment and disinvestment).

Name and contact details (if you wish):

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