



Autumn 2021 Newsletter

Primary Care Division

The Primary Care Division, led by Zoe Wallace, Director of Primary Care and a team of six public health consultants is part of the Health and Wellbeing Directorate of Public Health Wales and includes the Primary and Community Care Development and Innovation Hub (the Primary Care Hub) and the Dental Public Health Team.

We, with our partners, support a range of programmes and strategies relating to public health, population health and primary care.

Our work extends across three key areas:

- 1 Leading population oral health improvement and epidemiology programmes and supporting dental services development in Wales.
- 2 Working with strategic partners to develop a coordinated approach to prevention in clinical primary care settings to reduce the avoidable burden of disease and improving population health.
- 3 Working in partnership with NHS Wales, Welsh Government and primary care clusters to deliver the national plan for the transformation of primary and community care in Wales as part of the Programme for Government.

Obesity Prevention

The Primary Care Hub's obesity prevention workstream is focused on supporting the implementation of the primary care elements of the recently published *All Wales Weight Management Pathway (AWWMP)*, which identifies a key role for primary and community care.

In order to be able to develop recommendations to support implementation of the AWWMP, the team have undertaken two key pieces of work:

- 1 The primary care needs of people living with obesity in Wales - a healthcare needs assessment to provide an overview of the primary and community healthcare needs of adults of working age living with overweight and obesity in Wales.
- 2 Behavioural insights from the primary care workforce on supporting weight management – a document highlighting findings from a behavioural insight survey to understand the perspectives of the the primary care workforce on supporting weight and weight management.

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These documents were presented to a newly formed, multi-agency Primary Care Obesity Prevention Steering Group, at its first meeting in September.

The purpose of the steering group is to develop and implement an action plan to support implementation of the AWWMP, based on the recommendations from the insight work and healthcare needs assessment.

Diabetes Prevention

Further to the announcement of the Welsh Government's two-year funding commitment in March 2021, the Primary Care Hub is leading the development of an All Wales Diabetes Prevention Programme (AWDPP), to be delivered through primary care clusters.

More than 7% of the adult population in Wales lives with diabetes. Managing diabetes and its complications in Wales accounts for 10% of the annual NHS Wales budget and costs approximately £500m per annum. Approximately 90% of people with diabetes have Type 2 diabetes, much of which is largely preventable.

Closely aligned to the Welsh Government's *Healthy Weight Healthy Wales* strategy, the *All Wales Obesity Pathway* (2021) and the priorities of the Strategic Programme for Primary Care, the AWDPP will offer a standardised weight management brief intervention to a targeted population, identified as being at increased risk of developing diabetes. The intervention is based on approaches taken by primary care clusters in the Afan Valley and North Ceredigion. The evaluations of these approaches showed promise in terms of both effectiveness in reducing the risk of diabetes and value for money.



However, limitations of the evaluations and the process of scaling a model from delivery of pilots to an all Wales level, indicate the need for a progressive roll out with embedded evaluation to determine the:

- Level of effectiveness that can be directly attributed to the intervention.
- Degree of cost effectiveness of the intervention (based on the demonstrated level of effectiveness).
- Degree to which the model is transferable to clusters across Wales.

The programme is currently in the design phase with workstreams focused on the intervention and evaluation design and equitable delivery of the programme across Wales. The implementation phase is anticipated to commence in March 2022, with the programme being rolled out to a minimum of two primary care clusters in each health board in Wales in 2022/2023.

Further details regarding the developing programme as it approaches the implementation stage, will be shared at a virtual stakeholder event, planned for November/December 2021.



Social Prescribing

The Primary Care Hub is leading the coordination of the key deliverables for social prescribing within the Welsh Government's *Connected Communities* strategy for tackling loneliness and social isolation. The deliverables identified aim to progress the social prescribing agenda nationally, with a focus on evidence-building and governance. A coordinating group has been established to oversee and advise on this work.

As well as undertaking this leadership role, the Primary Care Hub is directly involved in one of the deliverables which aims to gain an understanding of the baseline social prescribing activity currently being undertaken in Wales. A report has been produced jointly by Public Health Wales, the University of South Wales and Data Cymru which outlines the baseline from which social prescribing in Wales is to be developed.

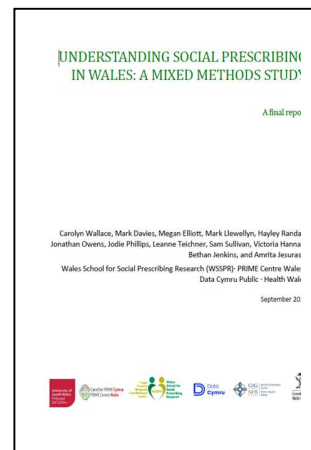
Greener Primary Care

We are collaborating with partners to develop a Greener Primary Care framework and assessment process. This will be aligned to the NHS Wales *Decarbonisation Strategic Delivery Plan* and the commitment to deliver a green transformation to address the climate and nature emergency. Actions included in the framework will be mapped to the wellbeing goals of the Wellbeing and Future Generations (Wales) Act 2015 and the United Nations Sustainable Development Goals.

Partners include the professional bodies for the primary care independent contractor practitioners in Wales, NHS Wales Shared Services Partnership, Health Education and Improvement Wales, the Welsh Analytical Prescribing Support Unit, Welsh Government and key clinicians. The framework is being designed to support individual practices, primary care professional collaboratives and primary care clusters to take action to support this agenda

A survey was circulated across Wales during early summer 2021 and received 131 individual responses. Qualitative work with key stakeholders followed. The final report for this work was received in early October. A copy can be obtained from the Primary Care Hub.

Social prescribing and the introduction of an all Wales framework to roll out social prescribing to tackle isolation is a key priority within the Programme for Government (2021-2026). The Primary Care Hub is also working closely with Welsh Government colleagues and other partners to develop a social prescribing framework model for Wales and a corresponding programme of work to support its implementation and sustainability.



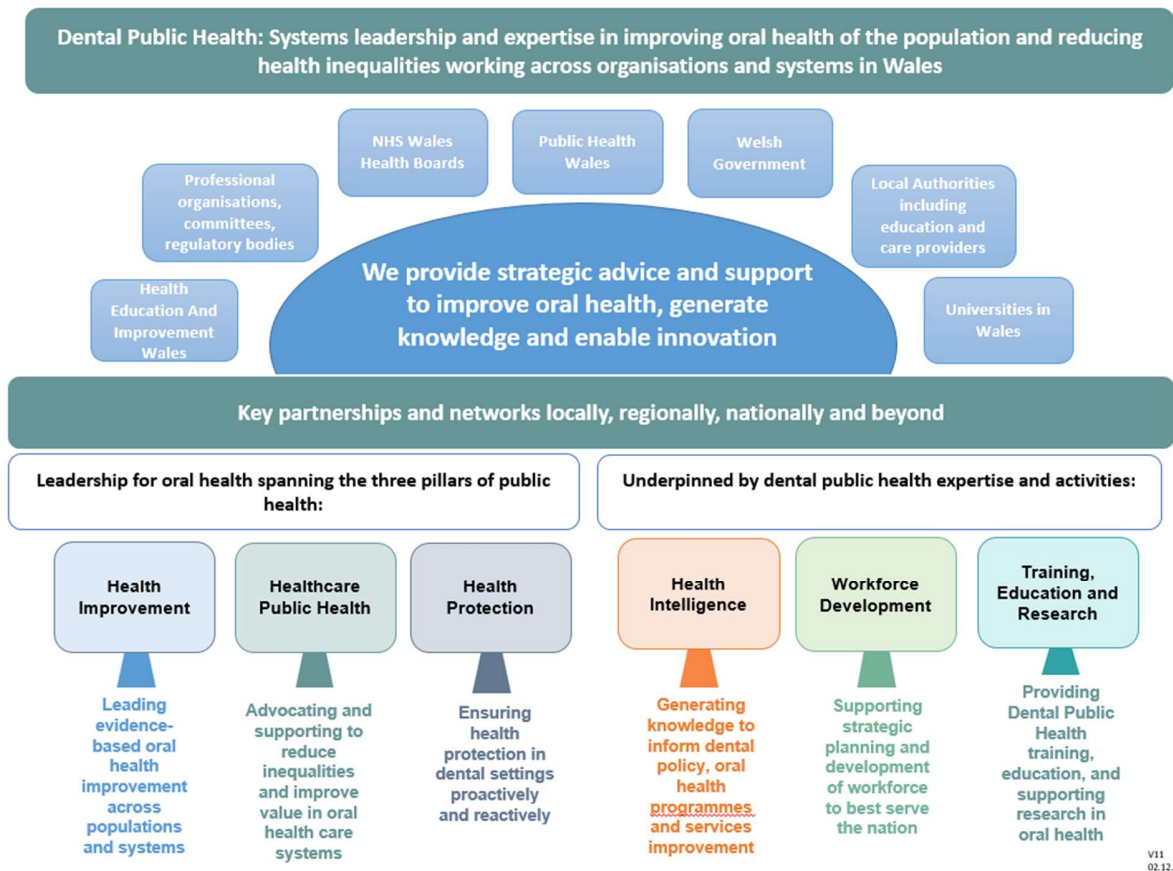
and meet the Senedd Cymru net zero emissions target for public sectors for 2030.

We are very excited that this initiative has been accepted onto the Bevan Exemplar (Cohort 7) Programme which started in September 2021.

Over the next few months we will be looking for volunteer practices across all four contractor professions to pilot the framework. If you are interested in becoming a pilot practice please contact Tracey.Lucas@wales.nhs.uk



Dental Public Health



Primary Dental Care Reform Programme

The Welsh Government set out the strategic direction for oral health improvement and reform of dental services in the oral health and dental services response to *A Healthier Wales*. This provided a unique opportunity to ensure primary care dental services are prevention and outcome focused and fit for future generations.

We worked with the Welsh Government, health boards, Health Education and Improvement Wales, dental service providers and other key stakeholders to start the reform programme in 2017. Further information can be found at primarycareone.nhs.wales/topics1/dental-public-health/dental-reform

The programme was paused at the beginning of the pandemic and the Welsh Government used the learning from the programme prior to the pandemic to develop

policy for the recovery of dental services. Working closely with the Welsh Government and other partners, we are now currently planning to restart the reform programme on 1st April 2022.

An evidence based toolkit for the dental teams to support their patients in improving their oral and general health has been published: [Delivering better oral health: an evidence-based toolkit for prevention - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

Dental Public Health team contributed to the development of the document and will support its implementation in Wales.

Further information on the programme can be obtained from Anup Karki, Consultant in Dental Public Health Anup.Karki@wales.nhs.uk



Designed to Smile

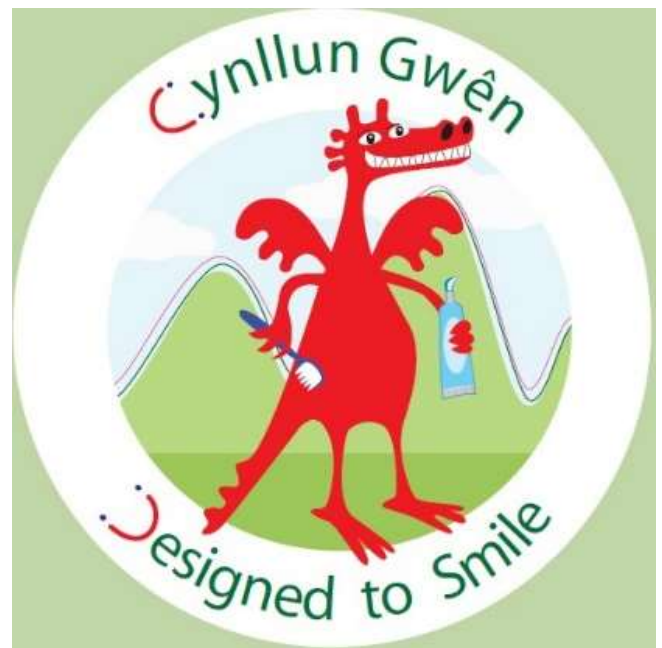
The national programme for childhood oral health improvement is restarting in primary schools and nurseries in the Autumn term 2021. Designed to Smile celebrated 10 years of improving children's health before being paused during the pandemic.

Returning from essential NHS Covid-19 response roles, Designed to Smile staff will be contacting settings to train teaching staff, gain parental consent and provide equipment to re-start the Daily Toothbrushing Scheme. The Fluoride Varnish Programme will also recommence.

Public Health Wales' Dental Public Health team is leading the reintroduction of Designed to Smile nationally, ensuring consistency across health boards through joint work streams and staff training. We have reviewed processes and quality standards, created new training products and communication materials. We lead the National Steering Committee of stakeholders which has reconvened, and have migrated a refresh of the Designed to Smile webpages onto the Public Health Wales site. We lead the process to ensure prioritisation of settings to reach children most at risk of poor oral health, and we monitor the health boards' activity to provide national surveillance.

To learn more about Designed to Smile, please read this article [Ten years of Designed to Smile in Wales | BDJ Team](#)

For more information please visit our new webpages: phw.nhs.wales/services-and-teams/designed-to-smile



Primary Care One Wales Website

The Primary Care One Wales website (known as PCOne) is hosted by the Primary Care Hub and provides information on and signposting to a range of topics relevant to primary care cluster working in Wales.

We have migrated the website to a new platform. At the same time, we worked on a fresh modern design, which aims to make it easier for visitors to find what they need.

The website is available in both Welsh and English language versions which are mobile-friendly for easier access on any device.

For more information please email: PrimaryCare.One@wales.nhs.uk

Visit the PCOne website at: www.primarycareone.nhs.wales

 @PrimaryCareOne



Confident Practice Managers

June 2021 saw the final session of our Confident Practice Manager Leadership programme. The programme was attended by 116 practice managers across six cohorts who were offered two half-day and four full-day sessions, delivered over a period of six to nine months by one of two commissioned providers, PCC or Wrexham Glyndwr University.

We concluded the programme by inviting participants to meet with Dr Andrew Goodall, Director General for Health and Social Services and NHS Wales Chief Executive. We are now working with selected participants to shape an All Wales Practice Manager Group.

We are also working with Health Education and Improvement Wales to provide further development opportunities for practice managers across Wales



Image: Participants of the first cohort of practice managers completing the programme

Primary Care Transformation and Reform

We continue to support primary care transformation and reform by advocating public health approaches that place greater emphasis on prevention and deliver equitable and improved outcomes for the people of Wales. Our work plan reflects our key influence and specialism as a public health institute and affirm the importance of primary care to our shared ambitions in striving for a healthier Wales.

We partner with and directly support the national Strategic Programme for Primary Care to undertake a programme of work around strategically-aligned transformation priorities, ensuring implementation of the Primary Care Model for Wales.

As a key setting for the delivery of public health interventions, we will coordinate a clear organisational ask of clusters to help implement core Public Health Wales services and programmes providing support where required.

We advocate for the primacy of evidence-informed investment in preventive actions to underpin cluster-led delivery of wellbeing services and continue to promote cluster actions that improve local population health and reduce inequalities in access and outcomes.



