

“Managing Parks in Challenging Times”

Working with the NHS

Mike Treharne

Director of Financial Strategy/
Deputy CEO

The 3 Themes:

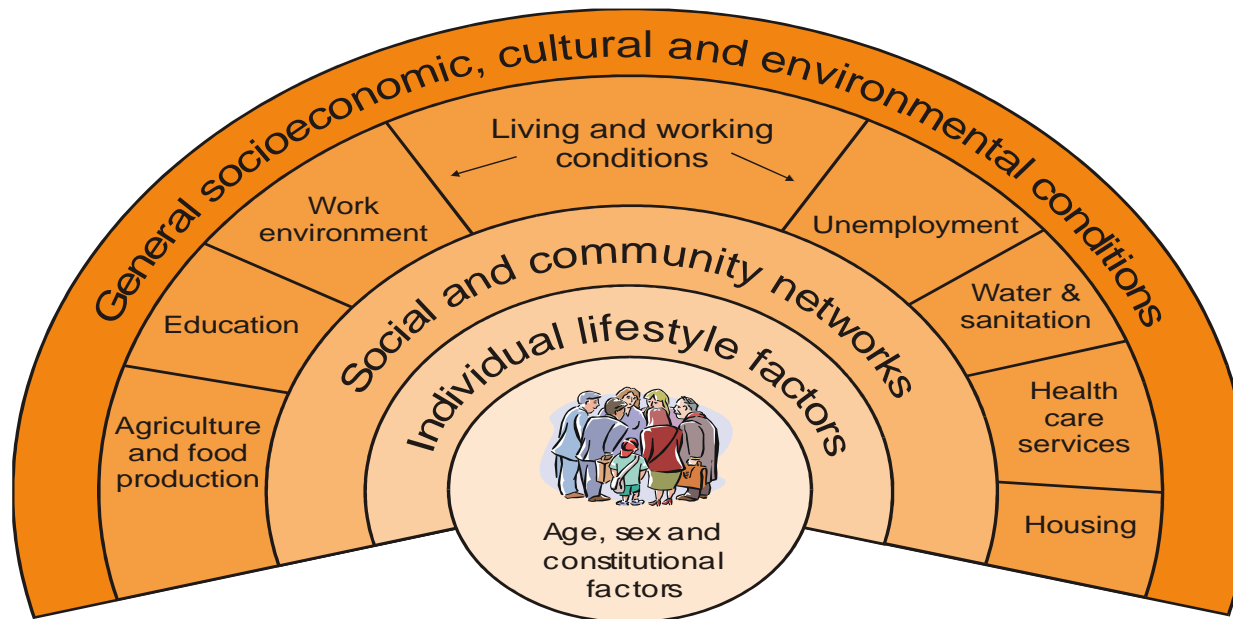
- Parks contribution to healthy living
- Jointly funding parks and play
- Working with the health service on projects

Parks contribution to healthy living

The NHS is not a health service,
but an **illness service**

Factors influencing health

Factors influencing health



Dahlgren & Whitehead, 1991

Ambition for Health

Adding years to life, and life to years

Making a difference by ...

- Supporting a healthy start in life
- Tackling the major killers through prevention
- Ensuring people with long-term conditions get the best possible care and support
- Modernising services for vulnerable people
- Improving access to services and facilities
- Strengthening disadvantaged communities

Need for change – overview ...

Lower life expectancy:

- 2 years lower than national average (6 years in some areas).
- Improving but at a slower rate than nationally, increasing the health inequality gap.

Higher mortality rates:

- 19% higher than national average = 560 more deaths.
- Cancer (20%↑) & cardiovascular disease (17%↑) account for ~60% deaths.

Causes of ill health significantly higher than national average:

- Smoking – prevalence 12%↑; deaths 28%↑.
- Obesity – 10%↑ in adults; 25%↑ in children.
- Alcohol – prevalence for binge drinking 27%↑; deaths 25%↑.

Populations changes:

- Stay static over the next 5 years.
- Increases in over 65's of 13% - increasing demand on health services.

High number of people on incapacity benefit (20,900) – largely preventable or manageable conditions.

Emergency admission rate:

- 37% higher than the national average.
- Vast majority of our resources focused reactively on treating illness.

Ambition for Health

Adding years to life, and life to years

Commissioning Strategic Plan

- Obesity
- Alcohol
- Tobacco
- Early detection of preventable diseases
- Early detection of depression
- Safety quality and efficiency of Planned care
- Safety, quality and efficiency of unplanned care

EAT! EAT! EAT!
& ALWAYS STAY THIN!

**NO
DANGER**

NO DIET · NO BATHS ·
NO EXERCISE!

FAT

the ENEMY that is shortening Your Life
BANISHED!



HOW?
with
**SANITIZED
TAPE
WORMS**
Jar Packed

FRIENDS FOR A
FAIR FORM!

Easy To
Swallow!

Prepared by
W. T. BRIDGE, Chemist
New York

SEND NO MONEY
PARTICULARS
SENT
FREE

No Ill
Effects!

**“Can parks contribute to
healthy living?”**

**“Yes – but only if health is
seen in the wider sense –
mental health and not just
physical health”**

Biophilia is the love of nature

The biophilia hypothesis suggests that exposure to nature fosters psychological wellbeing, reduces the stresses of urban living and promotes physical health.

As natural green environments have increasingly come under pressure from economic development, so it seems our own wellbeing has suffered as a consequence.

(Countryside Recreation Network)

The evidence base for Biophilia

There is substantial evidence that links the natural environment with good physical and psychological wellbeing.

The evidence indicates:

- Positive contribution to our health
- Aids recovery from stress or problems
- Immunising effect against future stress
- Improved concentration/thinking

Three levels of engagement with nature

- Viewing nature
- Being in the presence of nature
- Active participation or involvement with nature

A study in Tokyo found that people who lived close to a green space were happier, healthier and lived on average 5 years longer

British Journal of Psychiatry – city dwellers more likely to suffer from depression than country folk

THEY'RE HAPPY
Because they eat
LARD

www.StrangeCosmos.com



Issued by the Lard Information Council

Jointly funded parks and play

Halton Borough Council

“Halton Borough Council has over a 9 year period refurbished its playground stock. New and innovative equipment has been installed and all of the playgrounds are now used by far more people than was previously the case. The only limiting factor that had prevented Halton from developing more playground sites was the issue of revenue funding for ongoing maintenance”

“The Council’s Landscape Services Division is responsible for the management and development of Children’s Play Areas and Youth Facilities such as skate parks and climbing boulders. A discussion between the Division Manager for Landscape Services and the PCT Director of Financial Strategy resulted in an innovative partnership which will result in 5 new playground sites being built over the next few years”.

- Capital for 5 new play areas provided by the Council
- £80k revenue maintenance agreed to be provided by the PCT

Halton & St Helens PCT is a £500m organisation

- £80k potentially lost in the rounding!
- From small beginnings develop the opportunity for much bigger things!

What is the bigger picture?

Don't be “penny wise and pound foolish!”

In times of economic recession luxury items
are the first to suffer!

“Are leisure and parks luxury items?”

Economic recession and credit crunch =
increased anxiety for most!

- Should lead to increased demand for, and recognition or need for, greater distraction/de-stressing
- Does this happen?

**“What are your memories of
parks and play from your
youth?”**

PM: GET FIT TO CUT HEALTH BILL

By **DONAGH BLACKMAN**

THE Prime Minister will today plead with Britain to get fit to save the NHS.

Tony Blair and under-fire Health Secretary Patricia Hewitt will urge us to eat less fried food and more fruit and to exercise more to cut the health service bill. This comes as Mr Blair warned

EXCLUSIVE

of NHS job cuts and possible hospital closures under government reforms.

A No10 source said: "We need a fitter, healthier population. If people are to continue to get healthcare on the NHS for free they have a responsibility to

look after their lifestyles. People need to do something for themselves - some small step to make a huge difference."

Mrs Hewitt will call on people to become fitter by getting out of the lift a floor early, getting off the bus a stop before to walk the rest of the way and to do more gardening.

- Has our society and children fundamentally changed?
- How do parks compete with nintendo's and computer games, etc?

Working with the NHS on projects

Working with the NHS on projects

- A reality check

Economic recession about to be felt by Public Sector

- NHS Halton & St Helens growth for 2011/12 and 2012/13 reduced from 4% to 1.5% (query lower)
- Hit of £12.5m each year at a time when major hospital PFI will be open

Impact:

- Only “selected” projects developed
- Threat to joint working – looks after “our own first”
- Take the “easy” savings

SHORT TERM THINKING = no real lasting benefit for healthy living in long term!

Put aside the fear and envisage
the opportunities

For the NHS

Prescriptions for:

- Holidays
- Leisure activities and personal trainers
- Gym membership
- Healthy eating subsidies
- Paid entertainment for nursing homes

Jointly with local and park authorities

- Gritting the pavements
- Funded guided woodland walks
- Organised Tai Chi in parks etc
- Schools/nursing home links and visits

Opportunities for funding:

- Make the healthy living and Biophilia link
- Don't cross subsidise
- Remember – “Parliament votes money to be spent, not saved!

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were asked, "What
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And finally
A Health Service not an
Illness Service!