

Objective	Key actions	Risks to delivery	Milestones/measures	Accountable Lead
<b>(i) Build capacity to promote healthy lifestyles to patients, visitors and staff at all opportunities</b>				
1 Develop a brief advice and intervention plan for health behaviour change at OUH	1.a Review evaluation of Making Every Contact Count (MECC) pilots		Identification of evaluation outcomes and input into action 1.c	
	1.b Evaluate implementation of health champions programme		Development of evaluation plan, evidence of evaluation	
	1.c Following evaluations, adapt or expand MECC and Health Champions programmes as appropriate, and align their objectives to benefit both patients and staff		Development of action plan based on 1.c	
	1.d Identify staff and trust capacity for training in brief interventions, this may include:	1.d.i Become an accredited RSPH Level 2 Understanding Health Improvement training provider	Evidence of accreditation	
		1.d.ii Development of online training module in behaviour change	Development of module	
2 Provide information and support for patients, staff, and visitors on improving health	2.a Implement health improvement clinic pilot	2.a.i Appoint staff members to clinic	Evidence of appointment	
		2.a.ii Develop clinic materials	Evidence of materials	
		2.a.iii Promote clinic	Use of local newsletters/ meetings/ posters/ wider press to promote clinic	
		2.a.iv Evaluate pilot at 3, 6, 9, and 12 months	Write process and outcome evaluation criteria; link to threshold for continuation of clinic; evidence of evaluation	
	2.a.v Submit business case/apply for funding for continuation and expansion based on 2.a.iv	Evidence of business case/funding applications, ascertainment of funds		
2.b Use on-going educational vehicles such as the Oxford Biomedical Research Centre series of public talks to promote public health and health improvement		Record of educational activities		
3 Expand alcohol and smoking cessation services for patients	3.a Develop business case for OUH patient alcohol liaison function		Evidence of business case	
	3.b Work through MECC, health champions, and the health improvement clinic to increase delivery of brief interventions for smoking cessation to patients		Evidence of MECC and Health Champion expansion	

		3.c	Develop and expand smoking cessation services for patients and staff		Evidence of increased services (i.e. NRT prescribing, quit rates)
		3.d	Work towards implementation of NICE Guidance on smoking cessation		Evidence of action against NICE guidance
4	Estimate baseline burden of unhealthy behaviour within staff, patients, and visitors to OUH	4.a	Use routine data to estimate burden of unhealthy behaviour in patient, staff, and visitor populations at OUH		Evidence of estimation using both burden in Oxfordshire and identifying feasibility of measuring burden within OUH
		4.b	Work to make collection and recording of data on behaviour risk factors of patients routine (i.e. smoking status, alcohol intake)		Relevant boxes included on EPR
<b>(ii) Develop a health promoting environment</b>					
5	Work to enable healthy food choices for staff, patients, and visitors	5.a	Better understand the current food environment for staff, patients, and visitors	5.a.i	Evaluation of provision and promotion of foods at outlets and on wards
				5.a.ii	Analyse staff survey data on current food provision
		5.b	Understand staff demand for healthier food provision through analysis of staff survey		Evidence of staff survey analysis
		5.c	Work with internal and external partners to enable a healthier food environment at OUH following results of 5.a and 5.b. This includes working with the Healthier Eating Working Group and Patient Food Forum		Evidence of staff survey analysis
		5.d	Explore contractual levers to changing the food environment		Development of action plan on improving the food environment at OUH from these meetings
6	Work to improve the OUH environment to encourage physical activity	6.a	Assess the OUH physical activity environment and opportunities for change e.g. through responses to the public health consultation and comparison with identified standards		Development of action plan on improving the food environment at OUH
		6.b	Work with Health and Wellbeing Strategy Group to identify and implement interventions to increase physical activity at OUH		Evidence of consultation analysis and identification of employment standards for a physical activity promoting workplace
		6.c	Evaluate changes to the OUH environment in terms of physical activity		Development and implementation of physical activity action plan, including potential development of OUH obesity strategy
7	Improve staff mental wellbeing	7.a	Use responses to the NHS Staff Survey and the public health consultation to identify need and mechanisms to improve staff mental health		Development of evaluation criteria and evidence of evaluation outcomes
					Evidence of consideration of survey and consultation responses

		7.b Work with the Health and Wellbeing Strategy Group to review and update changes to the OUH staff mental health policy	Evidence of policy review
8	Reduce exposure to secondhand smoke	8.a Provide public health input to the review of the OUH 2012 smoke-free policy	Evidence of policy review
		8.b Work towards implementation of NICE Guidance on smoking cessation	Evidence of action against NICE guidance
<b>(iii) Embed public health approaches within OUH</b>			
9	Determine the public health resource requirements to embed a sustainable public health function at OUH	9.a Determine core public health functions, roles, and responsibilities through discussions with Health and Wellbeing Strategy Group, OUH Senior Management, and wider internal and external stakeholders	Document of core public health functions
		9.b Develop business case for sustainable OUH public health function based on 9.a	Evidence of business case
10	Determine the governance structure of public health within OUH	10.a Embed public health within OUH overall and divisional business plans	Evidence from business plans
		10.b Establish multi-organisation and multi-disciplinary Public Health Steering Group to oversee the Public Health strategy implementation and 2015-2020 consultation	Implementation of steering group and agreement of terms of reference
		10.c Maintain accountability for the Public Health Strategy to the OUH Trust Board and to the Oxfordshire Health Improvement Board	Steering group to report periodically (at least annually) on progress to these boards
11	Promote links between OUH and partner organisations	11.a Continue to establish and develop relationships between OUH and its internal and external stakeholders	Evidence of ongoing relationships
12	Implement a consultation process for 2015-2020 public health strategy priorities	12.a Determine a consultation plan for 2015-2020 public health strategy including email, phone, and face-to-face consultations with staff, patients, visitors, and wider stakeholder groups	Initiation of consultation including writing of consultation document and survey, and identifying key stakeholders
		12.b Include within 2015-2020 consultation explicit questions regarding 2014-2015 public health priorities, as well as environmental sustainability and community engagement	Evidence of items within consultation document and survey
13	Increase awareness and support for public health within OUH	13.a Promote the public health strategy and public health function with OUH	Evaluate against staff and patient awareness of public health function and activity within OUH

13.b Identify public health champions at all levels of OUH organisational structure

Develop database of champions

**(iv) Cross-cutting themes of equity and sustainability of resources**

14 Ensure equity is considered in all aspects of the public health strategy

14.a Ensure equity is considered within all actions of the 2014-2015 public health strategy

Evidence of consideration of equity including through discussions with OUH Equality and Diversity Officer

15 Ensure the consideration of resource sustainability through all aspect of the public health strategy

15.a Show evidence of consideration of sustainable resources through all actions

Evidence of consideration of sustainability of resources