

NIAC– meeting the political parties

Impressions / reflection / learning + Evaluation of impact

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a **manifesto** for
the **public's health**



FACULTY OF
PUBLIC HEALTH
NORTHERN IRELAND
AFFAIRS COMMITTEE

Impressions

- Very useful exercise
- New, exciting
- Great experience



**START
WELL
LIVE
BETTER**

**a manifesto for
the public's health**

**FACULTY OF
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Reflections - 1

- Important – NIAC(FPH) **NOT** PHA!
- Importance of politicians / policy makers on PH
- Education and health promotion - not enough!
- **Legislate + engineer environment** - make healthy choice the easy choice
- **Over reliance on education + personal choice** - need regulation / fiscal intervention.
- Major advances in public health - achieved through legislative change.

Reflections - 2

- Politicians/policy makers - **direct influence on legislation/policy** that affects population health. Link: MLB
- “Modern societies actively market unhealthy lifestyles” (WHO) – **NOT a level playing field**
- Medical advances + behavioural improvements (e.g. regular exercise, improved diet) benefit (already) healthy, wealthy and wise – most deprived often left behind.
- PH NOT just “Health care”. Most health unrelated to healthcare/health services.
- And what is “Health care” ?? Health care = Health services = illness management?
- **Keep it simple - 4 key areas** – smoking, alcohol misuse, diet + physical activity.

The intervention ladder

Range of options available to government and policy makers

- Use to assess - **acceptability + justification** of **policy initiatives** to improve PH
- Benefits to **individuals / society** VS **individual freedoms**.

Eliminate choice. Regulate to entirely eliminate choice, e.g. ban on smoking in cars with children, ban on smoking in public places etc.

Restrict choice. Regulate to restrict options available, e.g. removing unhealthy foods from some shops

Guide choice - disincentives. Fiscal / other disincentives, e.g.. Tax on cigarettes, congestion charges, limit parking spaces, MUP alcohol, Tax on SSB.

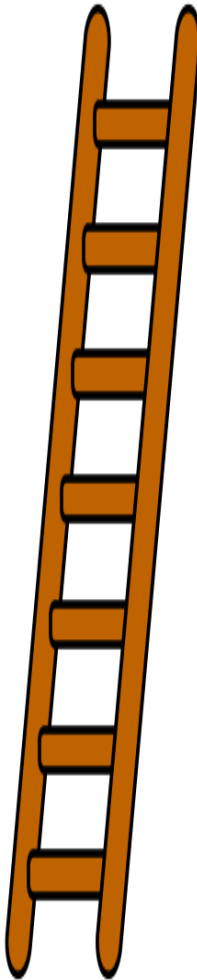
Guide choices - incentives. Regulations to guide choices by fiscal / other incentives, e.g. tax-breaks (e.g. Cycle to Work, PAL scheme)

Guide choices - change default policy. Provide healthy option as standard in restaurant menus

Enable choice. e.g. building cycle lanes, free fruit in schools.

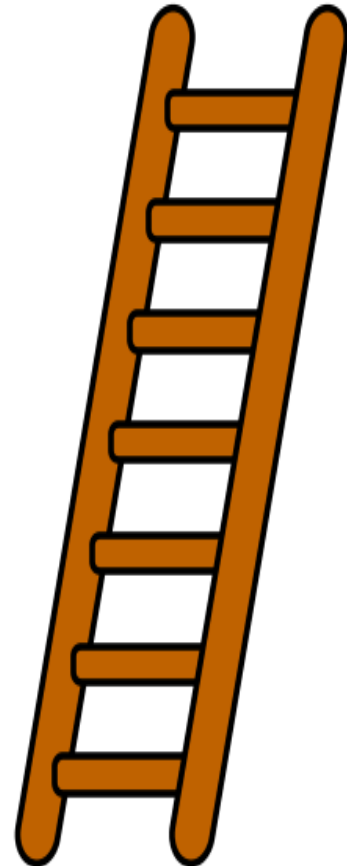
Provide information. Inform + educate public, e.g. campaigns to encourage (5 a day, walk more etc.).

Do nothing or simply monitor the current situation.



For politicians / policy makers

- **Where does your policy sit on ladder?**
- **If “education and information” - likely small effect**
- **If policy high on ladder – need strong justification**
- **Acknowledge individual freedoms BUT also emphasise the effect of doing nothing or just giving information.**



Learning - 1

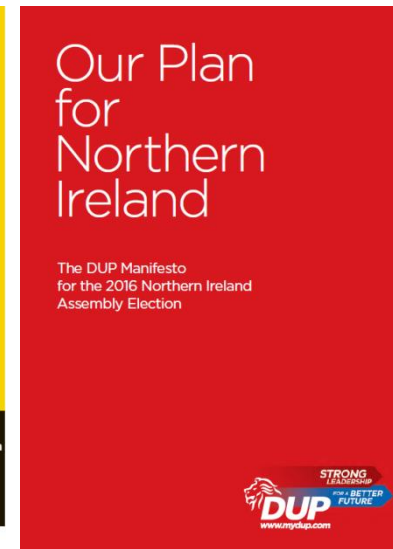
- **Read their manifestos** first! Highlight relevant areas.
- Map FPH aims to political parties manifesto – **find common ground + ? easy wins.**
- **Sell as “strengthening their manifesto”**
- Any questions? – **develop discussion rather than simple talk to/at them.**
- Be aware
 - (1) Some issues decided nationally, others devolved. Know “lever levels”. BUT parties influence across all levels (Local Gov, Assembly, Westminster etc.)
 - (2) Party background – Unionist / Nationalist, party structure and history
 - (3) Existing policies on issues (e.g. Macro-economic policy, support for small businesses, support for rural publicans etc.) may conflict with FPH view (e.g. Living wage, MUP)

Learning - 2

- PH extends well **beyond health services!**
- Emphasise importance of **upstream interventions.**
- Emphasise **positive ROI + VFM.**
- Supplement evidence with **individual/personal stories** or **topical issues** – get their attention + allow them to frame issue
- Move from general support for PH issues to **definite and specific policies in manifesto**
- Offer **further evidence + meetings**

Evaluation of impact - Methods

- Assembly manifestos searched
- Assess how they addressed 12 NIAC manifesto aims
- Categorised as
 - fully addressed (F)
 - partially addressed (P)
 - not addressed (N)



Aims met by party

Number	FPH Manifesto aims	SDLP	DUP	UUP	Alliance	SF	Number - Yes	Number - Partial	Number - No
1	Give all babies the best possible start in life by implementing the recommendations of the 1001 Critical Days cross-party report	P	N	N	N	P	0	2	3
2	Help children and young people develop essential life skills and make personal, social, health and economic, and sex and relationship education a statutory duty in all schools	N	N	N	Y	N	1	0	4
3	Promote healthy, active lifestyles in children and young people by reinstating at least two hours per week of physical activity in all schools	N	N	N	P	N	0	1	4
4	Protect our children and young people by stopping the marketing of foods high in sugar, salt and fat before the 9pm watershed on TV, and by tightening online marketing restrictions	N	N	Y	N	N	1	0	4
5	Introduce a 20% duty (per litre) on sugar sweetened beverages as an important measure to tackle obesity and tooth decay, particularly in children and young people	N	N	Y	N	N	1	0	4
6	Tackle alcohol-related harm by introducing a minimum unit price for alcohol of at least 50p per unit of alcohol sold	Y	N	Y	Y	N	3	0	2
7	Save lives through the rapid implementation of standardised tobacco packaging	N	N	N	N	N	0	0	5
8	Set 20mph as the maximum speed limit in built-up areas to cut road deaths and injuries, and reduce inequalities.	N	N	N	Y	N	1	0	4
9	Enable people to achieve a good quality of life by giving everyone in paid employment and training a living wage	Y	N	Y	N	P	2	1	2
10	Reaffirm commitment to a universal healthcare system free at the point of use, funded through general taxation living wage	Y	N	Y	Y	P	3	1	1
11	Invest in public transport and active travel to promote good health, and reduce our impact on climate change	P	Y	Y	Y	P	3	2	0
12	Implement a cross-national approach to meet climate change targets, including a rapid move to 100% renewables and a zero-carbon energy system	Y	Y	Y	Y	Y	5	0	0

Manifesto Aims (1 to 3)

Promote healthy, active lifestyles in children and young people by reinstating at least two hours per week of physical activity in all schools

- ❑ Only primary referred (Adharc 00) & primary PG Physical PE focused on active relationships education in schools.
- ❑ NB Only 70% schools reported advice on large variation by geography and school size.

Manifesto Aims (4 to 8)

Set 20mph as
the maximum
speed limit in
built-up areas to
cut road deaths
and injuries,
and reduce
inequalities

- Only Labour (UUKP) has committed to making a legally enforceable road speed limit in built-up areas
- Non-referent party plain packaging early on in the SBS
- However, UUKP has proposed 20mph speed limits in residential areas
- Due to legislation relating to plain packaging having already passed in the main, this will be a **direct result of NIAC meeting with UUP** at Westminster and is due to come into force on 20th May 2016.
- Speed limits - not mentioned by any other party. ?? due to traffic congestion as political issue on doorstep at election time

Manifesto Aims (9 to 10)

Reaffirm
commitment to a
universal healthcare
system free at the
point of use, funded
through general
taxation

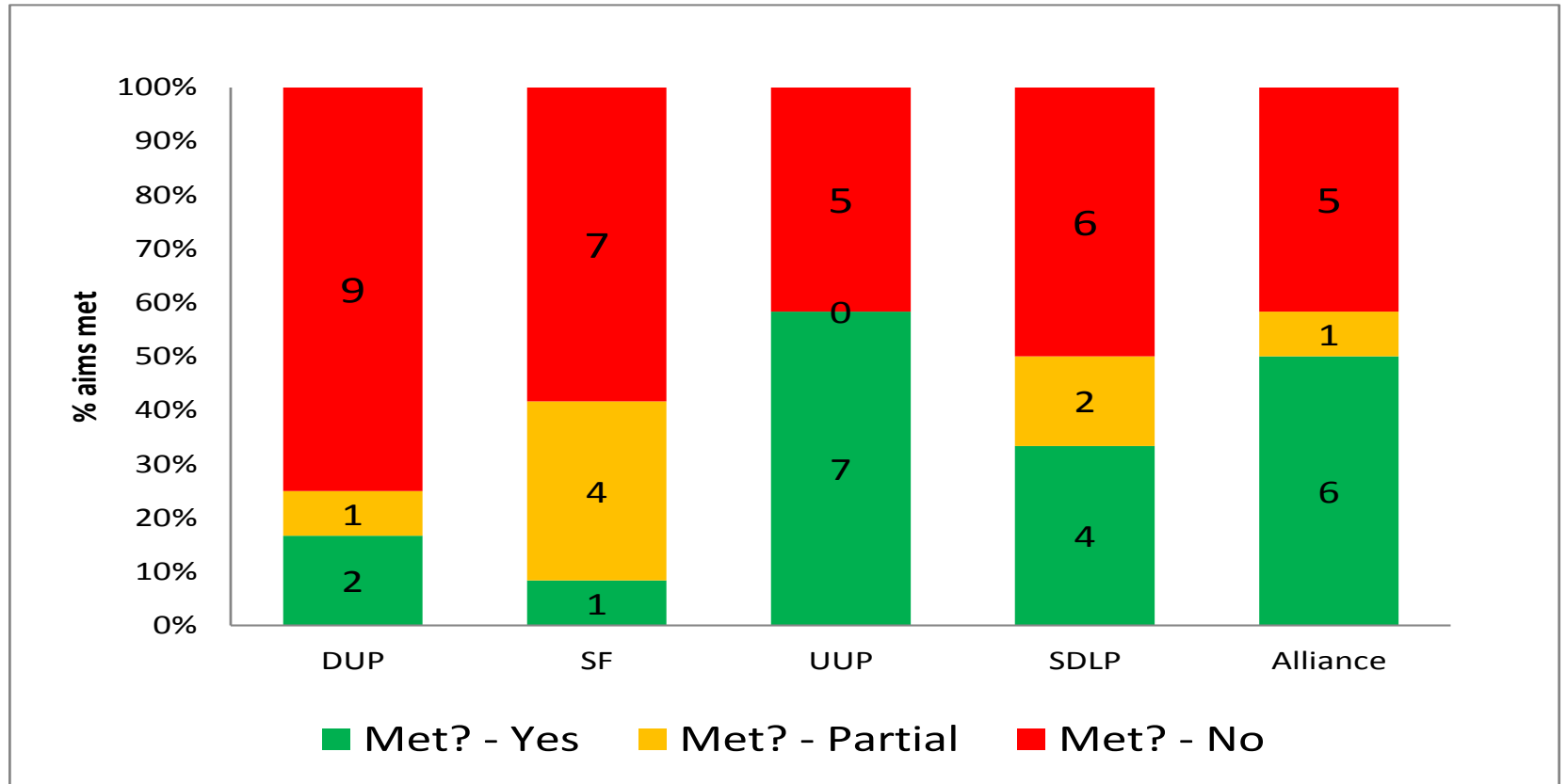
- 3 parties explicitly expressed support for NHS - universal healthcare system free at point of use
- Two parties (UUP and SDLP) fully support implantation of the Living Wage, with SF supporting the public sector becoming a Living Wage employer.
- Both main parties explicitly express support for NHS in current format – But can infer
- Alliance policy advisor – possible conflict macro-economic policy / support for small businesses
- Large parts of manifestos dedicated to secondary and primary care services to support small businesses to public health measures or wider determinants of health.
- ?? to be expected in pre-election manifestos

Manifesto Aims (11 to 12)

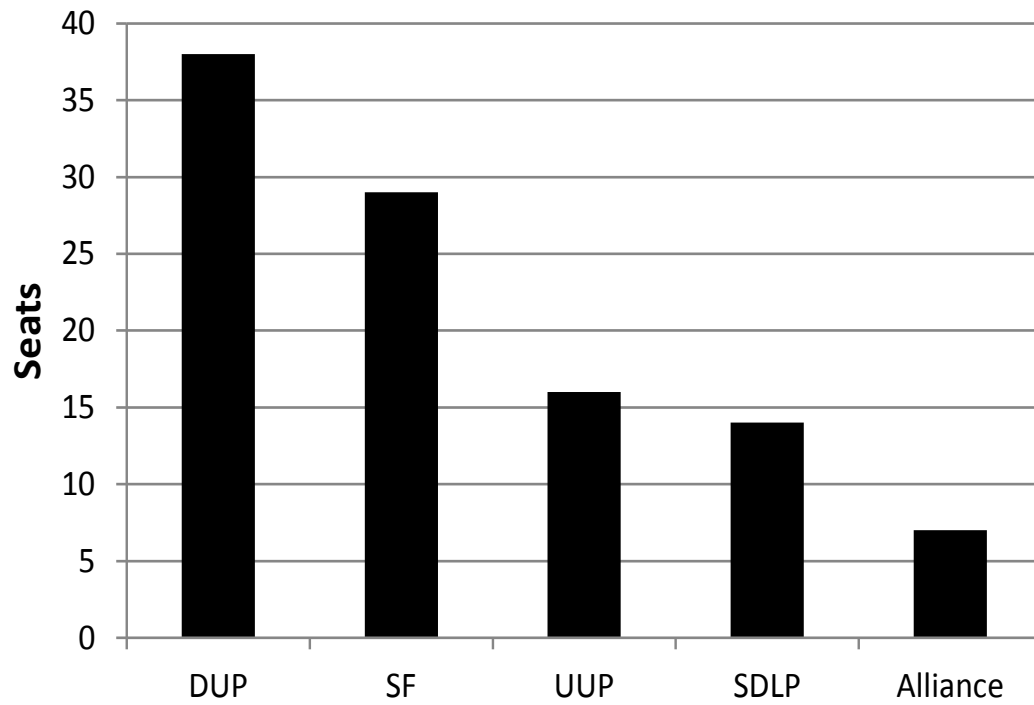
Implement a cross-national approach to meet climate change targets, including a rapid move to 100% renewables and a zero-carbon energy system

- ❑ All parties - commitments to reduce carbon emissions + climate change measures.
- ❑ 3 parties (DUP, UUP, Alliance) expressed full support for public transport development + expansion. 2 expressed partial support.
- ❑ SF, SDLP and Alliance - support NI Climate Change Bill. DUP and UUP expressed partial support.
- ❑ UUP and Alliance supported both public transport development + active travel strategies (25-year bicycle strategy, traffic-free cycling infrastructure, cycling and walking 'greenway' network across NI etc.).
- ❑ However, most reference low carbon (SF, UUP, DUP) not zero carbon targets + speed of change was not specified.

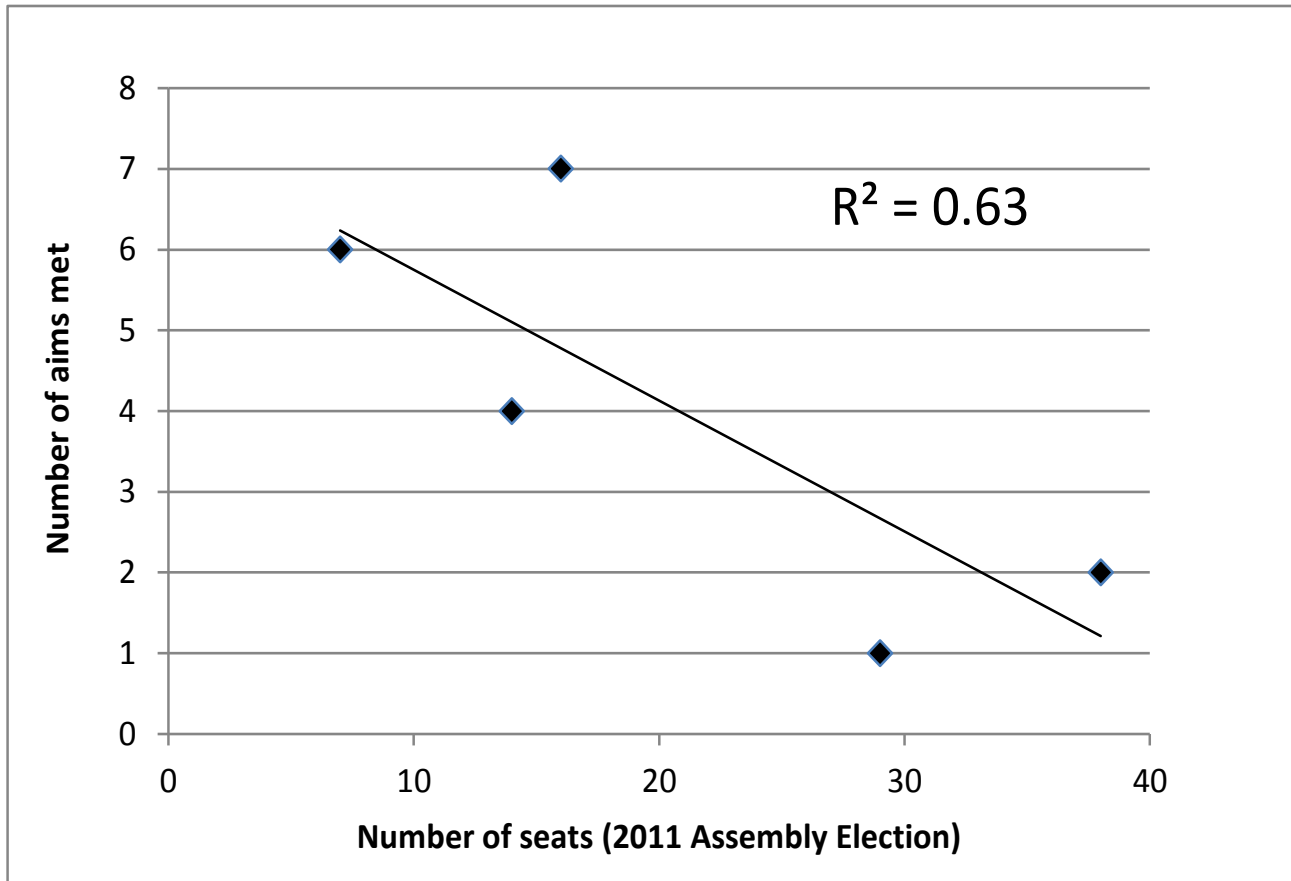
Aims met by Parties



2011 seats



Aims met vs seats (2011)



Evaluation of impact - Summary

➤ **Moderately successful**

- 9 NIAC manifesto aims - fully supported by at least one party.

Most supported:

- climate change (5/5)
- commitments to public transport and active travel (3/5)
- minimum unit pricing of alcohol (3/5)
- support for the NHS (3/5) and the living wage (2.5/5)

- No party fully supported more than 7 of 12 aims.
- More aims addressed by smaller parties.
- 3 aims not fully addressed by any party (1001 Critical days report, promotion of two hours of physical activity in schools and plain tobacco packing)
- Further work required - **translate aims to policy / legislation.**

The End

Thanks for listening!