

TELFORD & WREKIN COUNCIL HEALTH & WELLBEING BOARD

10th DECEMBER 2014

LIVING WELL UPDATE

REPORT OF: LOUISE MILLS: SERVICE DELIVERY MANAGER- HEALTH IMPROVEMENT, HELEN ONIONS: CONSULTANT IN PUBLIC HEALTH, STACEY NORWOOD: PUBLIC HEALTH COMMISSIONING MANAGER

LEAD CABINET MEMBER – CLLR RICHARD OVERTON

LIVING WELLBEING BOARD CHAIR - LIZ NOAKES, ASSISTANT DIRECTOR HEALTH, WELLBEING AND PUBLIC PROTECTION

PART A) – SUMMARY REPORT

1. SUMMARY OF MAIN PROPOSALS

- The purpose of the Living Well Board is to realise the collective potential of communities, partners and the Council in Telford & Wrekin in promoting positive wellbeing, healthy lifestyles, reduce inequalities in health and to tackle the root causes of poor health such as housing and employment.
- The Living Well Board will lead on a programme of work, including 3 of the 10 Health & Wellbeing Strategy priorities: reducing excess weight, improving emotional health and wellbeing and reducing the number of people who smoke.
- Workshops with key stakeholders took place in August 2014, the outputs informed the development of the Living Well Board and the joint programme of work which was endorsed by partners at the inaugural board meeting in October 2014.
- The numbers of smokers accessing Stop Smoking Services to support them to quit is declining, despite the high quality, accessible new local services in place. The popularity of e-cigarettes is impacting on the demand for NHS Stop Smoking Services and the impact of e-cigarettes on services in going forward is unclear.
- As part of the Local Tobacco Control Declaration the Council has agreed not to support or endorse Electronic Nicotine Containing Products (e-cigarettes), until such a time that they are licensed and properly regulated.
- The tobacco control plan for Telford and Wrekin is being refreshed based on the updated ASH CLear self assessment.

2. RECOMMENDATIONS

The Board is requested to:

- Endorse the five work programme priorities of the Living Well Board and to receive a progress report in 2015/16
- Recognise the key collective action being taken to reduce smoking across the Borough with partners

3. IMPACT OF ACTION

- The Living Well Board is overseeing the design of a comprehensive programme to address multiple health and wellbeing priorities, across a number of settings. The aspiration is that a collective, systematic approach delivered collaboratively across partner organisations will have a significant impact in the Borough.

4. SUMMARY IMPACT ASSESSMENT

COMMUNITY IMPACT	Do these proposals contribute to a specific HWB Priority -	
	Yes	<ul style="list-style-type: none"> ➤ Reducing the number of people who smoke ➤ Reducing excess weight ➤ Improving emotional health and wellbeing
	Do these proposals contribute to specific Co-Operative Council priority objective(s)?	
	Yes	To improve the health and wellbeing of our communities and address health inequalities
	Will the proposals impact on specific groups of people?	
Yes	See equality and diversity section below	
TARGET COMPLETION/ DELIVERY DATE	<ul style="list-style-type: none"> ➤ Tobacco Control: A refresh of the Tobacco Control Plan, will be presented to the Living Well Board in February 2015 ➤ The Living Well work programme will be progressed over the next 6 – 12 months 	
FINANCIAL/VALUE FOR MONEY IMPACT	Yes	<p>The ring-fenced Public Health grant in 2014/15 for Telford & Wrekin is £10.913m. The budget for smoking cessation services and tobacco control work funded from the Public health grant is £0.714m for 2014/15.</p> <p>A proportion of the public health budget has been allocated to delivering the living well work programme. Further work is required to identify the financial contribution (including in-kind contributions) from key partners. (GS 27/11/14)</p>
LEGAL ISSUES	Yes	The National Health Service Act 2006 (as amended) states (at section 2B) that each local authority must take such steps as it considers appropriate for improving the health of the people in its area. The provisions in this report assist the Council in meeting this requirement. Moreover, actions mentioned in the report such as providing information and advice (at 1.4 of this report) are specifically identified in the National Health

		<p>Services Act 2006 (as amended) as the sort of steps that may be taken. Some of the actions that will be required, which are set out at section 1 of this report, involve a number of council services and external partners.</p> <p>In respect of the provision of stop smoking services specifically, this was transferred to the Council in April 2013 in accordance with the provisions of the Health and Social Care Act 2012. As mentioned in the report, these services will be subject to a tender process and, subsequently, contract monitoring.</p> <p>When setting out policy and strategy for health improvement measures, the Council must have regard to guidance issued by the Secretary of State for Health particularly in relation to the appropriate public health outcomes framework.</p>
EQUALITY & DIVERSITY	Yes	<p>It has been estimated that at least 80 per cent of all premature heart disease and over 40 per cent of all cancers could be prevented through healthy diet, regular exercise and by not smoking.</p> <p>The main risk factors contributing to early death and reduced quality of life are:</p> <ul style="list-style-type: none"> • Smoking tobacco • Having high blood pressure • Being overweight or obese • Lack of physical activity • Excessive alcohol consumption <p>Smoking is a major cause of health inequalities, accounting nationally for half of the difference in mortality between the richest and poorest in our society. People who smoke are more likely to be from lower socio-economic groups and due to their increased risk of smoking-related disease have a reduced life expectancy. Smoking is also a key risk factor in foetal growth restriction, low birth weight and sudden infant death syndrome. The evidence is that people from our most deprived communities are more likely to smoke. Local JSNA intelligence has helped to inform service provision, with data supporting the stop smoking providers to design and deliver their services. As part of the new smoking cessation services contracts the providers are encouraged to recruit and support smokers from the</p>

		<p>following specific demographic subgroups:</p> <ul style="list-style-type: none"> ➤ Pregnant women ➤ People from Ethnic Minorities ➤ Unemployed people ➤ People living in deprived areas ➤ Young people under 25 years ➤ People with mental health problems ➤ People who are deaf, hard of hearing, blind or partially sighted
IMPACT ON SPECIFIC WARDS	Yes	<p>The programme of work will impact on the whole population and will include targeted activity within those wards reporting higher levels of need and inequalities.</p> <p>Tobacco Control: Ward-level smoking quit rates are included within the new Ward Health Profiles.</p>
PATIENTS & PUBLIC ENGAGEMENT	No	<ul style="list-style-type: none"> ➤ A period of consultation with stakeholders has been undertaken to seek views on stop smoking services, this included GP practices and pharmacies. All the information has been used to inform our future commissioning intentions. NHS Telford and Wrekin CCG representatives, including the Medicines Management Team have informed the design of the new service and have been key partners in evaluating the tender submissions. Tobacco Control: All quit smoking clients are asked to complete satisfaction forms as they leave the service or at 4 and 12 weeks quit. In Q1 2013/14, 100% of users were sent a questionnaire, with a total of 31% return rate. All reported a high level of satisfaction with the current service.
OTHER IMPACTS, RISKS & OPPORTUNITIES	Yes	<p>Tobacco Control: The Council commissions stop smoking and preventative services and coordinates local tobacco control activities.</p>

PART B) – ADDITIONAL INFORMATION

1. INFORMATION

1.2 Introduction

The Living Well Board is one of four Commissioning and Transformation Partnerships (CATPs) which report to the Health & Wellbeing Board – the other three are: Children, Young People and Families Board, Community Safety Partnership and Better Care Fund Programme Board. These partnerships have been tasked by the Health & Wellbeing Board to drive outcomes-based commissioning, with a focus on integrated delivery and value for money.

The purpose of the Living Well Board is to realise the collective potential of communities, partners and the council in Telford & Wrekin to promote wellbeing and reduce inequalities in health.

The focus of the Board's work programme will be to co-ordinate and maximise collective action to promote positive wellbeing, healthy lifestyles and root causes of poor health such as housing and employment. The Living Well Board will be accountable to the Health and Wellbeing Board and the Strategic Commissioning Group. The Board will lead on a programme of work which includes 3 of the 10 Health & Wellbeing Strategy priorities of reducing excess weight; improving emotional health & wellbeing and reducing the number of people who smoke.

- Smoking is a major cause of reduced life expectancy and health inequalities and is the single biggest cause of preventable early death and illness nationally and locally
- The adult smoking prevalence is estimated to be higher than the national average, 21% compared to 18.4%, this equates to circa 27,800 smokers in Telford & Wrekin
- Each year there are 260 deaths and over 1,500 hospital admissions related to smoking
- The self reported wellbeing indicators for Telford and Wrekin are similar to the national average
- The percentage of working days lost due to sickness absence for Telford and Wrekin is estimated to be higher than the national average; 1.9% compared to 1.6%
- The percentage of employees who had at least one day off in the previous week is 3.5%; this is the highest in the West Midlands and is significantly higher than the national average (2.5%)
- It is estimated that 70.2% of our adult population are either overweight or obese which is significantly higher than the national average of 63.8%

Two workshops were held during August attended by 42 professionals representing: Telford and Wrekin Council Service Delivery Teams (Neighbourhood and Leisure Services; Development, Business and

Employment; Customer Services; Family, Cohesion and Commissioning; Community Participation); Telford and Wrekin Clinical Commissioning Group; the voluntary sector; Wrekin Housing Trust, the County Sports Partnership; and Shropshire Fire and Rescue Service.

Through the workshops, five work programme areas were identified as a focus for the Living Well Board over the next 6-12 months. These are summarised in the following sections.

1.3 Public mental wellbeing

Public mental wellbeing is described as people feeling good, functioning well and having a positive experience of life. The '5 Ways to Wellbeing' is a set of evidence based actions that promote people's wellbeing. The actions are: Connect, Be Active, Take Notice, Keep Learning and Give. The Living Well Board with support of wider partners will set out to:

- Create a 'Telford 5 Ways' campaign cascading 'people like us' stories through blogging and social media networks
- Make online training available for frontline staff working across the Living Well Partnership
- Raise the profile of the '5 Ways' in communities via the Cooperative Ward Fund and Community Pride initiative
- Increase opportunities for people to adopt the '5 Ways' through volunteering, adult learning and participation in community activities
- Support embedding '5 Ways' into the delivery of existing programmes and services
- Explore the role of community champions to provide peer support and inspire local people to incorporate the '5 Ways' into their daily lives
- Recognise the contribution of individuals, groups and organisations through Healthy Living awards

1.4 Information, advice and signposting

It is important that people have easy access to appropriate information, advice and motivation in order to make behaviour changes necessary to improve their health. The Living Well Board with support of wider partners will set out to:

- Further establish the Healthy Lifestyles Hub at First Point as the single point of access for information and advice for members of the public and professionals
- Extend the Healthy Lifestyle Hub service to reach wider geographical areas through libraries, community centres and partner venues and services
- Develop the Healthy Telford website to provide information, advice and support for behaviour change to improve health

1.5 Workplace health

Promoting a healthy workplace has benefits for both employers and employees. There is strong evidence to show how having a healthy workforce can reduce

sickness absence, lower staff turnover and boost productivity - this is good for employers, workers and the wider economy. The Living Well Board with support of wider partners will set out to:

- Review and implement measures to implement workplace wellbeing within the Council and wider partners (as appropriate)
- Identify available tools to support workplace health e.g. the Healthier Catering Commitment
- Develop a 'living well offer' within the Destination Telford Bondholder's Scheme including support from Telford and Wrekin Council for delivery of workplace wellbeing programmes with local business

1.6 Healthy environments

Common barrier to leading a healthy life is the effort it requires. The Living Well Board with support of wider partners will set out to:

- Create environments where it is easier for people to make healthy choices in their everyday lives
- Implement the Healthier Catering Commitment
- Embed policies that support living well in the local 'Shaping Places' strategy and delivery plan
- Use evidence of impact from other areas to support local planning decisions that support local people to make healthier choices
- Explore potential sponsorship of local living well projects by local businesses
- Be creative about the use of outdoor space to improve population health and wellbeing (wider than physical activity)

1.7 Health and Wellbeing MECC (Making Every Contact Count)

Receiving prompts from people that they respect and trust encourages individuals to change their behaviour to improve their health. Making Every Contact Count (MECC) uses a brief advice approach which usually takes up to 5 minutes. It involves raising a lifestyle issue with an individual (where appropriate) and signposting for further information and support.

The Living Well Board with support of wider partners will set out to:

- Train and support frontline staff to have conversations (as part of their everyday work) with individuals about improving their health.
- Encourage members of the public to access the Healthy Lifestyle Hub for further information, advice and support.
- Develop online Health and Wellbeing MECC training and a programme of face to face training for identified workforces
- Develop specific packages (e.g. stop smoking, cooking skills) for those groups requiring additional support (e.g. pre-tenancy, those seeking employment)

1.8 Tobacco Control Update

1.8.1 Tobacco Control Partnership Progress

- The Telford & Wrekin Tobacco Control partnership undertook the CLear self-assessment exercise, which is the gold standard framework for reviewing tobacco control activities, in October 2013. Key tobacco control action, successes and outcomes in the past year include the following:
 - The Health & Wellbeing Board signed up to the Local Authority Tobacco Control Declaration and submitted a response to the Government's consultation on standardised packaging
 - As part of the Local Tobacco Control Declaration the Council has agreed not to support or endorse Electronic Nicotine Containing Products (e-cigarettes), until such a time that they are licensed and properly regulated
 - Trading Standards have started a comprehensive tobacco project, focussing on a number of areas, including: levels of compliance given the major changes in tobacco legislation, offering advice and information to businesses in the first instance, reinforcing the law relating to sale of tobacco to under age 18's and making test purchases at premises where complaints have been received and where there are specific concerns.
 - Increasing engagement of young people with Stop Smoking Services, linking with support offered to schools and council assessment processes.
 - Engaging smokers from BME groups in Stop Smoking Services
 - The high profile local Stoptober campaign, which was a proven success resulting in an 19% increase of people setting a quit date compared to previous months (See Appendix I). Highlights from the campaign include:
 - A combined PR reach of over 120,000
 - A social media reach of over 2,000 people
 - Almost 400 interacted directly with the campaign face to face with nearly 40 people signing up to the service on the spot
 - Over 17000 visited the stop4life website
 - 200+ people in Telford & Wrekin are actively using Ice's bespoke digital lifestyle improvement tool 'Puffell' to support them on their quit journey
- The CLear self assessment is now being revisited and the partnership will agree the refreshed tobacco control plan for endorsement by the Living Well Board in February 2015.

1.8.2 Stop Smoking Services Outcomes and Performance

- The smoking quitter rate per head of population remained significantly better than the England average in 2013/14 and the successful quitter rate was also significantly better than the national average, with 55% of

smokers quit at 4-weeks compared to 51% in England as a whole. (Table 1)

- Despite the impressively high quitter rates, the number of 4-week quitters declined in 2013/14 compared to previous years, falling to 1,360 quitters, a drop of 26% compared to 2012/13. (Table 2)
- Nationally quitter rates declined by 19% during the same period, which was the first time there was a drop across two consecutive years since NHS Stop Smoking Services were set up in all areas in England in 2000/01. (Appendix II, Figure 1)
- The local stop smoking service providers changed from August 2013, with the award of the new Council contracts. The successful quit rate during the last six months of the year, September 2013 - March 2014 increased markedly to 61%, compared to the national average of 51%. (Appendix II, Figure 2)
- Stop Smoking Services are currently being re-tendered, new contracts will be in place from April 2015, services are shaped by intelligence of local need and evidence-based, best practice guidance.
- The popularity of e-cigarettes is impacting on the demand for NHS Stop Smoking Services and the impact of e-cigarettes on services in going forward is unclear e.g. prescribing cost implications.

Table 1 Benchmarking of Key Performance Indicators

Indicator	Telford & Wrekin Average	England Average	Time period	Data source
No. of successful smoking quitters per 100,000 pop (16 years and over)	1,015	688	2013/14	HSCIC
% of smokers setting a quit date who successfully quit (4-weeks)	55%	51%	2013/14	HSCIC

Table 2 Quarterly Trends in 4-week Smoking Quitters

Year	No. of 4-week smoking quitters				
	Q1	Q2	Q3	Q4	Total
2013/14	382	181	390	407	1,360
2012/13	395	482	418	547	1,842
2011/12	451	452	398	618	1,919

HSCIC <http://www.hscic.gov.uk/lifestyles>

2. IMPACT ASSESSMENT – ADDITIONAL INFORMATION

None.

3. PREVIOUS MINUTES

- Health & Wellbeing Board 22nd January 2014

4. BACKGROUND PAPERS

Report prepared by: Louise Mills, Service Delivery Manager Health Improvement
Helen Onions, Consultant in Public Health

Stoptober 2014

In September 2014, Telford & Wrekin Council commissioned the Stop Smoking provider, to create a stop smoking campaign to be delivered for 6 weeks across the borough. The primary audience was smokers aged 18 and over living in Telford & Wrekin, who are preparing to change their smoking habits.

The aims of the campaign were:

- To bring the national Public Health England 'Stoptober' campaign to life within the local community;
- To raise awareness of the local smoking cessation services available locally



A pre-launch stakeholder's event succeeded in gathering contributions from key local organisations in addition to Telford & Wrekin Council, including Shrewsbury and Telford Hospital Trust, Telford & Wrekin CCG and Shropshire Fire and Rescue Service.

A number of local media agencies including online news agencies, blogs and newspapers collaborated to promote Stoptober, culminating in a combined audience reach of over 120,000 residents. Through the online smoking cessation service PUFFELL the areas of highest interest were Dawely, Oakengates and Wellington where smokers were interacting with the platform, sharing and tracking their success.

Outcomes

Detailed evaluation is ongoing; however preliminary results suggest that the campaign resulted in a 19% increase in people registering for the Stoptober programme during the 6 week delivery period, compared to the 6 weeks immediately prior. This equates to a total of 77, 4 week quits in the month of October and estimated 90+ for the month of November.

Overall Telford & Wrekin Council Stoptober campaign was able to achieve a meaningful impact upon awareness of stop smoking support services within the borough.

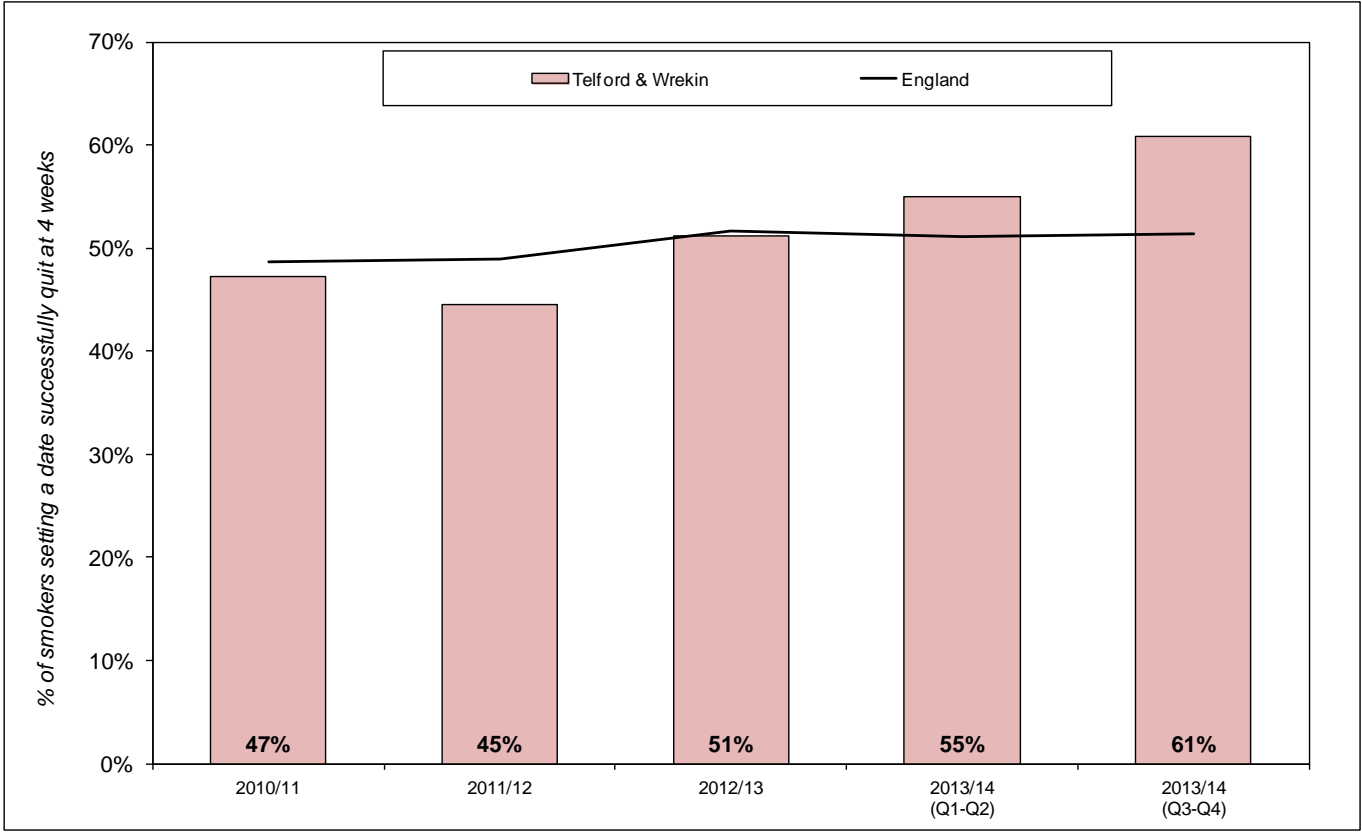


APPENDIX II

Figure 1 Trends in Smoking Quitters



Figure 2 Trends in Successful Quit Rates



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