

TELFORD & WREKIN COUNCIL HEALTH & WELLBEING BOARD

9TH SEPTEMBER 2015

LIVING WELL PRIORITY UPDATE

**REPORT OF: LOUISE MILLS, SERVICE DELIVERY MANAGER HEALTH IMPROVEMENT,
CLARE HARLAND, PUBLIC HEALTH COMMISSIONER**

LEAD CABINET MEMBER – CLLR RICHARD OVERTON

**LIVING WELL 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 Telford & Wrekin Council 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 leads 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 and at the December meeting of the Health and Wellbeing Board.
- Five work programme areas were identified as a focus for the Living Well Board:
 - Public mental wellbeing
 - Information, advice and signposting
 - Workplace Health and Wellbeing
 - Making Every Contact Count (MECC) Health and Wellbeing
 - Healthy Environments
- The target audience is the working age population (but not exclusively) with the aim of preventing individuals from developing care needs in the future. The Wellbeing and Prevention Strategy Consultation and this years Annual Public Health Report will inform the priorities of the Living Well Board for the ageing population linking to the Wellbeing and Prevention Strategy.

2. RECOMMENDATIONS

The Board is requested to:

- Endorse progress across the five work programme priorities of the Living Well Board

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	➤ The Living Well work programme will be progressed over the next 6 – 12 months	
FINANCIAL/VALUE FOR MONEY IMPACT	Yes	<p>The Council will receive a Public Health grant of £10.9m in 2015-16.</p> <p>£876k of this grant is allocated to fund the costs of the Living Well initiatives and work programme.</p> <p>The Government are currently consulting on a reduction to the Public Health grant nationally of £200m. The final figures for all Councils will be announced shortly. It is estimated that the reduction in grant for Telford & Wrekin will be in the region of £774k. A savings plan is currently being developed by reviewing all activities funded through the grant to enable the estimated shortfall to be addressed. The final proposals will need to be agreed by the Council's Cabinet and may include a reduction in spend on Living Well activities.</p>
LEGAL ISSUES	Yes	The work which is referred to in paragraphs 1.3

		<p>to 1.7 assists the Health and Wellbeing Board in its duty to encourage integrated working between those persons who arrange for the provision of health and social care services in the area (as set out in section 195 of the Public Involvement in Health Act 2012).</p> <p>Further, the work referred to also contributes towards the Council's obligation to take steps as it considers appropriate for improving the health of people in its area (Section 2B of the National Health Service Act 2006 (as amended)).</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
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>
PATIENTS & PUBLIC ENGAGEMENT	No	
OTHER IMPACTS, RISKS & OPPORTUNITIES		<p>In June 2015 a national announcement was made to cut the Public Health grant by £200m in 2015-16, for Telford & Wrekin this is expected to be £774k.</p>

PART B) – ADDITIONAL INFORMATION

1. INFORMATION

1.2 Introduction

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

The focus of the Board's work programme is 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 Board leads 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.

1.3 Public mental wellbeing

Public mental wellbeing is described as people feeling good, functioning well and having a positive experience of life. The 'Five 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.

A 'Telford 5 Ways' Campaign has been developed cascading 'people like us' stories through blogging and social media networks. Whilst the blogging and social media approach has been slower to show impact than was anticipated it has reached a large number of individuals who are unlikely to have received the messages through more traditional formats.

A Telford 5 Ways Resource Pack has been developed and is available for use by council service delivery teams and wider partners. Examples include:

- Funding from the Skills Council has enabled a pilot project to be delivered by the Council's Education and Employment Advisory Support Team (EEAST) team to provide learning opportunities for those with mild to moderate mental health conditions. The programme named 'Learning for Wellbeing' has adopted '5 Ways' developing bespoke resources using the branding toolkit and training staff and tutors to use the approach. Five Ways is now being rolled out across the wider Community Learning Programme.
- The Five Ways to Wellbeing is integral to the Community Pride Fund 2015/16 and its delivery, raising awareness of the approach in communities across the borough.
- The Commitment Statement drawn up as part of the Council's adult social care response to the Care Act 2014 has been branded using Five Ways which brings it to a new audience of professionals, partners and service users.
- Living Well Partners including Shropshire Wildlife Trust (Green Gym Project) and Age UK recognise the value of the Five Ways approach and how it can be applied to their different programmes and services.

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.

During 2014/15 11,231 members of the public received opportunistic brief advice (a short chat about health) from the Healthy Lifestyles Team. Of these 4,303 went on to receive a health screening and identified aspects of their health behaviours that they would like to improve. They were offered information, signposting and where appropriate referrals to specialist services to support them to make these changes. These behaviour change programmes (funded by Public Health) included Health Trainers (which supported 947 people in 2014/15), programmes enabling inactive people to be more physically active (679 people in 2014/15) and initiatives supporting people to improve their mental wellbeing (124 people in 2014/15)

Service improvements have included embedding Health trainers within GP practices, community centres and other local venues. The Healthy Lifestyles Hub has also developed its 'clinic in a box' approach, taking the service out into communities to provide more targeted support for example in the 6 Target Intervention Areas (TIAs), Faith Groups, Carers Groups, and at the hospital.

The Healthy Telford web based information has been completely reviewed and updated as part of the Council website upgrade. Information on a wide range of healthy lifestyle subjects, including those contributing to the wider determinants of health can be found on the new site where users are encouraged to seek the information they need and where possible take action themselves.

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.

Work Well is being developed as a coordinated network of organisations interested in workplace wellbeing as part of their corporate social responsibility. It is facilitated by Public Health at Telford and Wrekin Council and brings together expertise and support from across the Borough. Registration is free for employers in Telford and Wrekin.

Organisations can register on the Work Well website to access a menu of resources which include;

- Information, facts & figures
- Examples of best practice nationally and locally
- Simple guides on how to get started
- Detailed information on specific areas
- Workshops/seminars on aspects of health and wellbeing
- Support from local organisations
- News updates and items for inclusion in newsletters and communication feeds
- Volunteering programme opportunities
- Self assessment tools
- Campaigns calendar with free resources and ideas on how to get involved

Employer networks that have supported the development of Work Well and are integral to the model include Telford Chamber of Commerce, Telford and Wrekin HR Forum, Business

Environmental Support Scheme for Telford (BESST) and Telford and Wrekin Investment & Business Support.

Partners actively involved in delivering the Work Well approach include Shropshire Wildlife Trust, Energize Shropshire Telford and Wrekin, Telford Stop Smoking Service, Telford Travel Network and Work Well Health Trainers.

The range of local businesses engaging with the Work Well model to improve the health and wellbeing of their staff includes Schneider Electrics, Ricoh, ASDA, Windsor Life, Shepherd Construction and Hoshizaki. In addition, Work Well is supporting Shropshire and Telford Hospitals (SaTH) in the development and implementation of their workforce health and wellbeing strategy and action plan and Harper Adams University with their health and wellbeing policy for staff and students.

1.6 Healthy environments

A Healthier Catering Commitment has been developed targeting businesses operating in Telford and Wrekin. The project aims to promote eating a nutritious, balanced diet which is important in maintaining health and reduces the risk of a number of diseases (including cardiovascular disease, diabetes and cancer).

It recognises those businesses that demonstrate a commitment to provide healthier choices by reducing the level of saturated fat, sugars and salt content in their foods, offering healthy options. The Healthy Catering Commitment has been developed and awarded to 62 establishments to date (47 Primary Schools, 3 Day Nurseries, 11 Nursery Catering Provisions and 1 Commercial Caterer).

A number of themes that promote health and wellbeing have been woven through the development of the Local Plan that is now out for consultation. These include maintaining, enhancing and protecting sports and recreation facilities, improving infrastructure to promote walking, cycling and use of public transport and providing community facilities for an ageing population.

The Lets Grow project (part funded by Public Health) works in the 6 targeted intervention areas (TIAs) helping residents to grow, cook and eat more vegetables. In the first 6 months of the project 69 people have attended training and planting sessions, 29 volunteers are regularly involved with the growing projects and 53 residents have taken part in cooking courses.

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.

An online learning package for Health and Wellbeing MECC is now available via the Council's Ollie online learning framework. Although primarily targeted at Council frontline staff it is also available to partners outside the Council. Since May 250 members of staff have completed the online training module.

A 2 hour face to face training session has also been developed. The training seeks to further embed the messages and skills required to deliver MECC which is open to any organisation that works with members of the public as part of their everyday role. To date 49 members of staff and volunteers from a range of organisations have completed the training with an ongoing programme of monthly training sessions until April 2016. The initial indications from the evaluation are that the training is effective and that staff will use MECC on average once a week.

This equates to an estimated 1100 MECC deliveries per year from the 275 staff and volunteers from the Council and partner organisations that have completed the training (based on 40 'MECCs' per person per year). During 2015/16 an estimated 600 people will be trained in MECC resulting in 2400 brief chats about health with members of the public.

Evidence shows that approximately 1 in 20 people receiving MECC will make behaviour changes; therefore 1200 members of the public will potentially be improving their health as a result of the MECC training programme.

As well as the positive impact on service users, MECC also has potential to improve the health and wellbeing of staff and their friends and families.

2. IMPACT ASSESSMENT – ADDITIONAL INFORMATION

No further information – see section 4 above.

3. PREVIOUS MINUTES

- Health & Wellbeing Board 11th December 2014

4. BACKGROUND PAPERS

None.

Report prepared by: Louise Mills, Service Delivery Manager Health Improvement
& Clare Harland, Public Health Commissioner.