

## TELFORD & WREKIN COUNCIL HEALTH & WELLBEING BOARD

DATE: 7<sup>th</sup> September 2016

TITLE: Living Well Update

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

- Living Well Board arrangements have been reviewed and plans are in place to establish a Living Well Network to involve a greater number of partners. Key to this approach will be ensuring connectivity between the work of the Living Well Network and the Neighbourhoods work stream that is evolving through the Sustainability Transformation Plan (STP) and ongoing work with our health partners to ensure health and care services are built around the needs of local populations. Self help, information and advice and promotion of healthy lifestyles are key to the STP programme of work.
- Living Well partners have continued to work collaboratively to deliver activity against the five work programme areas that were agreed as priorities and endorsed by the Health and Wellbeing Board: public mental wellbeing; information, advice and signposting; workplace health; healthy environments; and health and wellbeing Making Every Contact Count (MECC). These priorities were recognised by partners as areas that would benefit from greater collaboration and would contribute overall to improving population outcomes to reduce excess weight, increase physical activity levels and to reduce smoking prevalence.
- Key headlines for Telford & Wrekin from the most recent Public Health Outcomes Framework (PHOF) are:
  - The proportion of **adults meeting the recommended '5-a-day' on a 'usual day'** has increased from 46.4% in 2014 to 48.6% in 2015 improving the RAG rating from red to amber.
  - The **average number of portions of vegetables consumed daily by adults** is now similar to the England average at 2.2, a slight increase from 2.1 in 2014.

- **Excess weight in adults** is 71.9%, this indicator remains significantly higher than the England average of 64.5%
  - The proportion of **adults meeting the recommended levels of physical activity** has reduced slightly from 55.5% in 2014 to 53.8% in 2015, this remains significantly lower than the England average (57%)
  - **Smoking prevalence in adults** has fallen from 20.0% in 2014 to 18.2% in 2015, this indicator remains similar to the England average. This is encouraging in terms of the continued downward trend each year since 2012 when the rate was 21.9%.
- All programmes of work contribute to the three priorities of the Health and Wellbeing Board

## **2. RECOMMENDATIONS (AND TO WHO ACTIONS APPLY e.g. CCG, Council)**

The Board is requested to:

- Endorse progress for the five work programme priorities
- Recognise the key collective action being taken to reduce smoking across the Borough with partners

## **3. IMPACT OF ACTION - (How it is intended that action will make a difference)**

- The aspiration of living well partners is that a collective, systematic approach delivered collaboratively across partner organisations will have a significant impact in the Borough.

## **4. SUMMARY IMPACT ASSESSMENT**

<b>COMMUNITY IMPACT</b>	Do these proposals contribute to a specific HWB Priority -	
	Yes	<ul style="list-style-type: none"> <li>➤ Encouraging Healthier Lifestyles and also contribution to the other two priorities</li> <li>➤ Improving mental wellbeing and mental health</li> <li>➤ Strengthening our communities and community based support</li> </ul>
	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
<b>TARGET COMPLETION/ DELIVERY DATE</b>	➤ The Living Well work programme will be progressed over the next 6 – 12 months	
<b>FINANCIAL/VALUE FOR MONEY IMPACT</b>	Yes	<i>The delivery of this strategy and the detailed work programmes will need to be considered against the context of reducing resources. The Public Health</i>

		<p>grant allocation for 2016/17 is £12.984m which includes a reduction of £300k with an additional reduction of £320k anticipated in 2017/18. This is on top of a 6.2% in year reduction in 2015/16.</p> <p>The Five Ways to Well-Being, now embedded within the Council Services, will be funded from existing resources.</p> <p>The budget for Living Well funded from Public Health Grant in 2016/17 is £0.817m. This will be used to support a number of the initiatives detailed under Section 1.3 including - Healthy Lifestyle Hubs and Advisors, Fit4Life and Tackle Your Health as well as the delivery of Health and Wellbeing Making Every Contact Count (MECC) training identified in Section 1.6</p> <p>The 2016/17 budget for smoking cessation services &amp; tobacco control work funded from the Public Health grant is £0.353m. This budget is reducing against previous years in line with the decline in the number of quitters and changing patterns of smoking identified in Section 1.7.3</p> <p>(ER 26/08/16)</p>
<p><b>LEGAL ISSUES</b></p>	<p>Yes</p>	<p>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 Services Act 2006 (as amended) as the sort of steps that may be taken.</p> <p>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>

<b>EQUALITY &amp; DIVERSITY</b>	Yes	<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 continues to inform service improvement. As part of the smoking cessation services contracts the providers are encouraged to recruit and support smokers from the following specific demographic subgroups:</p> <ul style="list-style-type: none"> <li>➤ Pregnant women</li> <li>➤ People from Ethnic Minorities</li> <li>➤ Unemployed people</li> <li>➤ People living in deprived areas</li> <li>➤ Young people under 25 years</li> <li>➤ People with mental health problems</li> <li>➤ People who are deaf, hard of hearing, blind or partially sighted</li> </ul>
<b>IMPACT ON SPECIFIC WARDS</b>	Yes	<p>The programme of work impacts across the population of the Borough and includes targeted activity within those wards reporting higher levels of health and wellbeing need and inequalities.</p>
<b>PATIENTS &amp; PUBLIC ENGAGEMENT</b>	Yes	<p>All quit smoking clients are asked to complete satisfaction forms as they leave the service or at 4 and 12 weeks quit. In 2014/15, 100% of users were sent a questionnaire, with a total of 38% return rate. All reported a high level of satisfaction with the current service. As a way to improve return rate the stop smoking service provider is developing online systems.</p> <p>All programmes of work have been developed in consultation with service users and key partners</p>
<b>OTHER IMPACTS, RISKS &amp; OPPORTUNITIES</b>	Yes	<p>The NHS 5 Year Forward View necessitates a radical upgrade prevention to close the health and wellbeing gap. Commitments to enhance the prevention activities across the NHS in Shropshire, Telford &amp; Wrekin were incorporated into the local Sustainability and Transformation Plan submitted in June 2016. Ambitions set out in the plan include: systematic delivery of lifestyle advice, signposting and referral into lifestyle services by all healthcare professionals and whole-system prevention plans to</p>

	reduce risk factors for cancer and cardiovascular disease, including adopting a completely smoke-free policy at Shrewsbury & Telford Hospital NHS Trust.
--	----------------------------------------------------------------------------------------------------------------------------------------------------------

**PART B) – ADDITIONAL INFORMATION**

**1. INFORMATION**

Living Well partners have continued to work collaboratively to deliver activity against the five work programme areas that were agreed as priorities and endorsed by the Health and Wellbeing Board: public mental wellbeing; information, advice and signposting; workplace health; healthy environments; and health and wellbeing Making Every Contact Count (MECC). These priorities were recognised by partners as areas that would benefit from greater collaboration and would contribute overall to improving population outcomes to reduce excess weight, increase physical activity levels and to reduce smoking prevalence.

**1.2 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.

Local actions that are supporting this approach include:

- The Five Ways to Wellbeing message campaign is cascaded through social media channels including @HealthyTF Twitter account which has over 1,400 followers and has good levels of interaction with local residents, groups and businesses. This includes support and promotion of local people (‘people like us’) sharing ‘Five Ways’ activities.
- Five Ways to Wellbeing provides a framework for applications to the Cooperative Ward Fund and Community Pride initiative
- Five Ways to Wellbeing are embedded into the delivery of existing service delivery models within the Council (e.g. Adult and Community Learning, Healthy Families team) and with partners (e.g. Shropshire Wildlife Trust, MIND)
- The Active Lifestyle Awards for 2016 are based around Five Ways to Wellbeing with all nominations asked to demonstrate how they adopt the Five Ways
- Projects such as Forward Mission and Telford Green Heroes continue to work with local people who require more support to improve their confidence and make lifestyle behaviour changes to improve their mental wellbeing

**1.3 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 Healthy Lifestyles Hub, based at Southwater One and with outreach in local communities, is a single point of access for information and advice for members of the public and professionals. In year service developments include digitising this service to enable greater reach and to offer members of the public alternative ways of accessing support over and above the traditional methods that are currently used.
- In 2015-16 the Healthy Lifestyle Hub reported **12,453** client contacts. Opportunistic Brief Advice (OBA) was given to **8,156**, and a total of **5,224** brief interventions were carried out on the following themes: alcohol, nutrition, physical activity, weight, smoking and Emotional Health and Well Being. The largest number of screens and OBA's was given in nutrition followed by weight and physical activity. **34%** of clients were referred or signposted into a health improvement programme for further support.
- The Community Health Champions pilot has engaged and trained 34 local residents who are supported to promote healthy lifestyles with their families, friends and local communities in a variety of ways
- Social media including Twitter (@healthyTF which has 1,400 followers) is being used to engage with local residents, groups, businesses and partners. Sharing health messages and promoting local activities and campaigns
- National campaigns including One You, Change4life and Be Clear are being widely promoted and supported locally
- The Healthy Lifestyles Advisors support local residents on a 1:1 basis to make changes to improve their health behaviours. In 2015-16, 808 clients were seen in clinical and community settings across the borough with 55% achieving their health goals. Advisors will be working with the Princess Royal Hospital from October to provide health improvement advice and information to adults attending for outpatient appointments
- Fit4Life supports clients with long term health problems, referred by their GP. In 2015-16, 205 local residents engaged with the programme to improve their health condition through exercise and behaviour change. Only a small number of people go on to complete the full 12 week programme – an in year review will be completed to better understand the reasons for this drop off.
- Tackle Your Health supports men to improve their health through group physical activity sessions (e.g. walking football) and 1:1 support. In 2015-16, 281 clients were supported with an additional 312 receiving mini health checks at events and health roadshows.
- Partners are currently working collaboratively to develop a social prescribing programme to maximise the potential reach and impact of our wellbeing and cultural offer. This will include connecting individuals with non-clinical or social needs or those with mild to moderate mental health problems to opportunities for social interaction, support, learning and healthy lifestyle activities

#### 1.4 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 Telford has been developed following consultation with local employers and business forums
- Work Well Telford is 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. Work Well was presented at the recent Business Board and was very well received by local businesses.
- Work Well includes;
  - a. Information, advice and resources
  - b. Networking and seminars
  - c. Shared best practice
  - d. Linking with local partners who can work with local employers and facilitate activity (e.g Energize, Travel Telford, Shropshire Wildlife Trust)
- Work Well Telford can be accessed through [www.workwelltelford.co.uk](http://www.workwelltelford.co.uk) registration is free for employers in Telford and Wrekin
- Workplace wellbeing within the Council is being progressed following two complimentary approaches;
  - Senior management leadership and direction, policy development, corporate wellbeing offer and workforce development
  - Peer led initiatives to support colleagues within the workplace (e.g. walks, mindfulness sessions)

## **1.5 Healthy environments**

- A Walking and Cycling strategy for Telford and Wrekin is in development and a draft will be presented to the health and Wellbeing Board in December
- Discussions are taking place with SaTH to connect work plans for active travel and sustainability – SaTH have won an NHS improvement award for progress in this area
- The Let's Grow project continues to support fruit and vegetable growing in local communities. Volunteers have been supported through training to give them skills and confidence to continue to run their local groups and projects.
- A small pilot is being developed between the Council and Shropshire Wildlife Trust to trial some ideas around the Priorslee East development of 1,000 homes. This may include welcome packs for new residents, links with local nature reserves and promotion of walking and cycling.

## **1.6 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 Health and Wellbeing Making Every Contact (MECC) training delivered through 2015/16 is continuing through to March 2017. To date 352 Council staff have completed online training and 142 volunteers and staff from partners agencies have completed face to face training.
- The training provides them with the skills, knowledge and confidence to have a conversation about health with local residents that they have contact with as part of their everyday role and, where appropriate, signpost them onwards for further support at the Healthy Lifestyle Hub
- A programme of online and face to face Health and Wellbeing MECC training has been delivered to 120 Telford based fire officers in Shropshire Fire and Rescue Services. A pilot project to deliver additional health messages as part of their home safety checks will begin in the Autumn
- MECC training and Health Champion training will be offered to the 800 volunteers currently registered with SaTH from September

## **1.7 Smoke Free Update**

### **1.7.1 National Strategy Context**

- The Government's strategy on smoking is expected to be released by the end of 2016. Indications are that the Telford & Wrekin Smoke Free plan will align strongly to the refreshed national strategy ambitions.
- Public Health England released advice on use of e-cigarettes in public places and workplace<sup>1</sup> in July 2016. This sets out five principles to guide the development of evidence-based policies which maximise the potential for e-cigarettes to improve public health while managing the risks in any particular setting. The Council's smoke free policy is being reviewed to reflect this latest guidance

### **1.7.2 Telford & Wrekin Smoke Free Plan Update**

The network within Telford & Wrekin has been working on the priorities set out in the smoke free plan. Key recent achievements include:

- Development of smoke free marketing plan that includes smoke free branding
- Successful campaign to raise awareness of smoke free cars legislation, including promoting the legislation at the Telford Drive- In Movie in May 2016

---

<sup>1</sup> [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/534586/PHE-advice-on-use-of-e-cigarettes-in-public-places-and-workplaces.PDF](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/534586/PHE-advice-on-use-of-e-cigarettes-in-public-places-and-workplaces.PDF)

- Working with NuPlace to promote Smoke Free Homes & stop smoking support services. 131 information packs have been distributed and in 2017 will commence next phase totalling 400 NuPlace homes
- Development of Work Well Smoke Free toolkit made available to any local organisation via Work Well website, containing gold standard smoke free policy and resources for implementing
- Development of Health & Social Care Smoke Free toolkit, including: gold standard policy, resources, case studies and shared learning from hospitals
- Mapping of health and social care premises in Telford & Shropshire with Shropshire Council

The priorities during the remainder of the year include:

- Supporting SaTH in working towards a totally smoke free premises, given the Trust's recent commitment and momentum in reviewing their smoke free policy
- Exploring best practise for Smoke Free play areas and reviewing current signage
- Design and implementation of local Stoptober campaign '#IQuit4' with smoking cessation providers, Council & SaTH
- Promotion of Smoke Free Homes on a wider scale with local housing providers and estate agents
- Work with pharmacies to maximise pharmacy public health offer, including proactive brief interventions in smoking, smoking cessation and public health campaigns, through Healthy Living Pharmacies

### **1.7.3 Smoking-related Harm Outcomes and Performance**

- Recently released figures indicate that the overall smoking prevalence in adults is estimated to have decreased to 18.2% in 2015 from 21.9% in 2012. This equates to circa 4,200 fewer smokers compared to three years ago and our benchmarking position has improved from being worse than average and is now similar to the England average of 16.9%. Despite the decline, an estimated 24,000 adults in Telford & Wrekin are still tobacco smokers.
- Smoking in young people aged 11-15 years old has declined markedly over the past decade falling to 3.6% smoking at least one per week in 2013 from 11% in 2004. In 2014/15, 4.1% of 15 year olds in Telford & Wrekin (circa 90 young people) were regular smokers, which is lower than the England average of 5.5%
- In 2015/16 a total of 952 smokers quit with the support of our stop smoking services. This continues the decline seen nationally and locally year-on-year since 2011/12, which is attributed to the growth in popularity of e-cigarettes (See Appendix 1, Figure 1). The smoking quitter rate per head of population

remained significantly better than the England average in 2015/16 and the quit rate (53.7% of smokers quit at 4 weeks) remained better than average. Cost-wise the Telford & Wrekin service has one of the lowest costs for price per quitter in the West Midlands.

- Given the decline in the number of quitters and the changing pattern of in smoking prevalence described above, analyses are now being undertaken on the socio-economic background of local smokers supported. This profiling will support further service developments and targeting in future, with a view to reducing health inequalities.

## **IMPACT ASSESSMENT – ADDITIONAL INFORMATION**

### **2. PREVIOUS MINUTES**

- Health & Wellbeing Board - Priority Update: Reduce the number of people who smoke 9<sup>th</sup> September 2015
- Health & Wellbeing Board – Living Well Update, 11<sup>nd</sup> December 2014
- Health & Wellbeing Board – Living Well Update, 22<sup>nd</sup> January 2014
- Health & Wellbeing Board - Local Authority Tobacco Control Declaration, 22<sup>nd</sup> January 2014
- Health & Wellbeing Board - Priority Update: Reduce the number of people who smoke, 18<sup>th</sup> September 2013
- Health & Wellbeing Board - Priority Position Statement: Reduce the number of people who smoke, May 2013

### **3. BACKGROUND PAPERS**

Report prepared by:

Louise Mills, Service Delivery Manager Health Improvement

Helen Onions, Consultant in Public Health

Stacey Norwood, Public Health Commissioner

Clare Harland, Public Health Commissioner

Figure 1 Trends in Successful Quit Rates

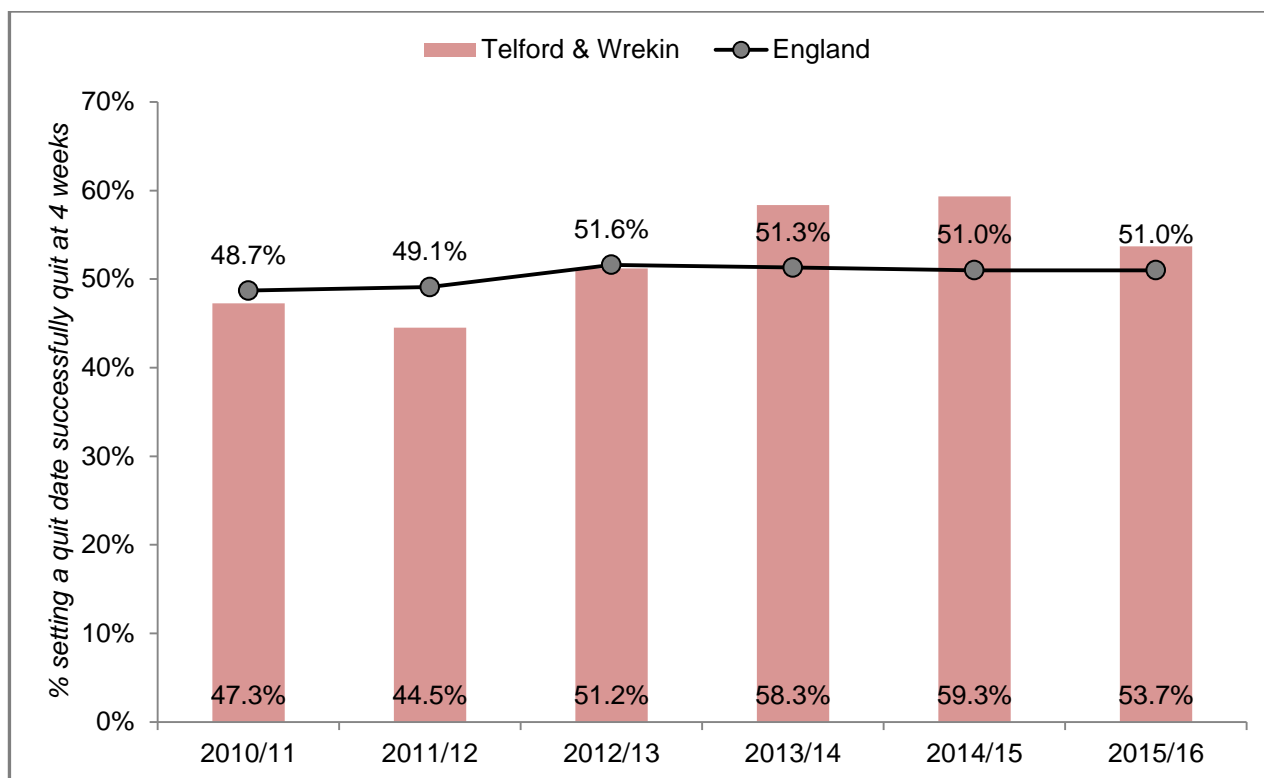
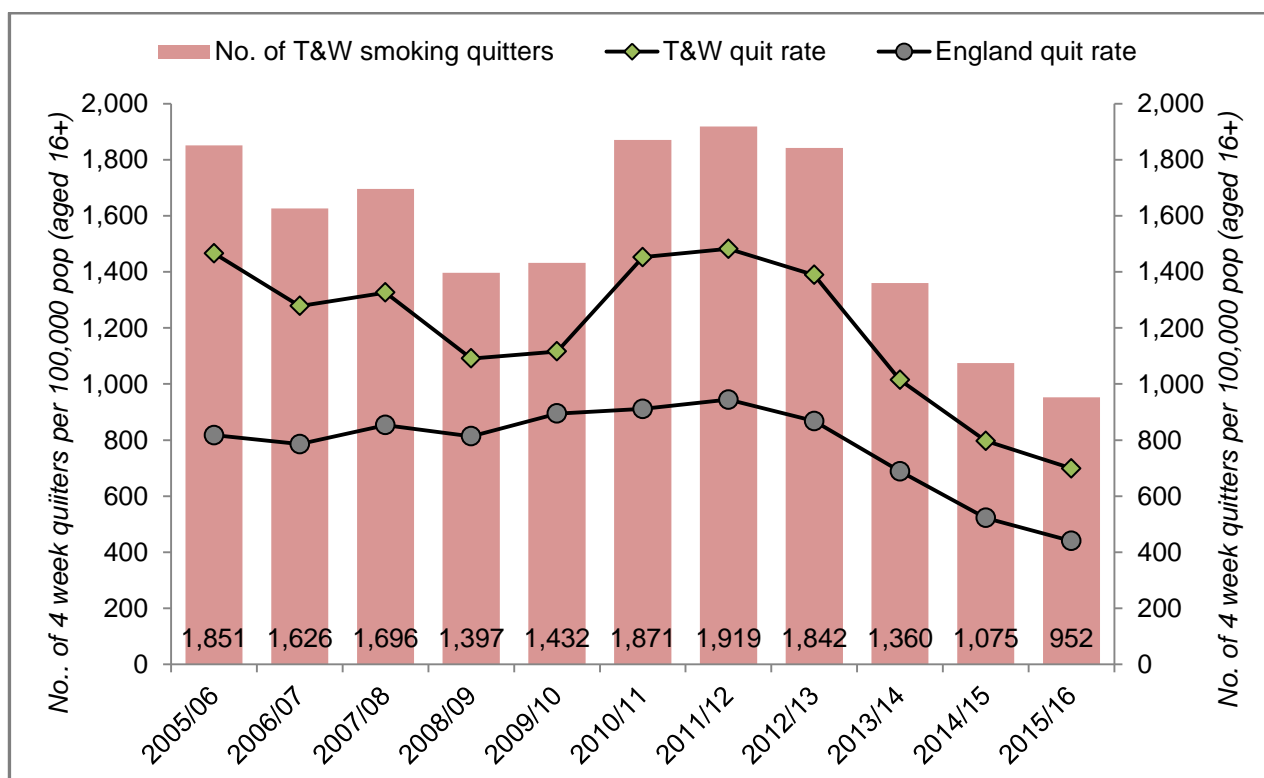


Figure 2 Trends in Smoking Quitters



Source: Copyright © 2016, NHS Digital Government Statistical Service. All Rights Reserved.