

TELFORD & WREKIN COUNCIL HEALTH & WELLBEING BOARD**DATE: 6th December 2017****REPORT TITLE: Healthy Lifestyles Priority Update****REPORT OF : Liz Noakes, Assistant Director Health & Wellbeing****LEAD CABINET MEMBER – CLLR Arnold England****PART A) – SUMMARY REPORT****1. SUMMARY OF MAIN PROPOSALS**

The Healthy Lifestyle Programme has been developed to enable local people to stay healthy and avoid preventable conditions, enabling them to live fulfilling lives. It uses asset based approaches that address identified protective factors to support health and wellbeing. It involves collaborative working with communities, third sector, private and public organisations to better support local people in their neighbourhoods. The Healthy Lifestyle Programme includes:

- Health and Wellbeing Making Every Contact Count (MECC) training
- Healthy Telford Network
- Health Champions
- Social Prescribing
- Healthy Lifestyle Service
- Specialist lifestyle services (smoking cessation)

The Telford & Wrekin Smoke Free network partners continue to work together on campaigns and policies in line with our priorities. The overall smoking prevalence has declined again and there has also been a decrease in numbers of people in routine and manual occupations smoking, which is a priority area. The numbers of smokers seeking support from our services increased in 2016/17, for the first time in several years. A new Public Health midwife role has been funded in maternity services and smoking in pregnancy rates appear to be declining.

The Sport England Active People survey results show a reduction in the number of inactive adults. The survey also reports an improved position for the number of adults eating 5 or more portions of fruit and veg a day. Levels of adult obesity are still at 71% which remains significantly worse than the England average.

2. RECOMMENDATIONS (AND TO WHOM ACTIONS APPLY eg CCG, Council)

That the content of this report is noted

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

The work programme aims 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	Encouraging Healthier Lifestyles priority Strengthen our communities and community based support Priority
	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/No	<i>If yes, briefly summarise any impact(s) – see separate guidance note for groups to consider</i>
TARGET COMPLETION/DELIVERY DATE	<i>Insert date and if more than 6 months after the date of the Cabinet report, list key milestones</i>	
FINANCIAL/VALUE FOR MONEY IMPACT	Yes/No	<p>The Council holds specific budgets within Public Health in support of Social Prescribing, £150k (one off funding), Healthy Lifestyles Service, £172k, and Stop Smoking, £353k.</p> <p>The Public Health grant allocation to the Council has been reduced by around 10% over the last 3 years (to 2017/18) with a reduction of £0.33m advised for 2018/19. Further reductions and changes in this grant and other Council funding is expected in future years. The Council will need to find a further £20m of savings by the end of 2019/20 and this may impact on the funding for this work stream.</p> <p>It is anticipated any work associated with the recommendations in this report will be met from within existing resources but this will be kept under review as part of the programmed monitoring process.</p>

		<i>(ER – 28/11/17)</i>
LEGAL ISSUES	Yes/No	The HWBB has a statutory obligation to encourage integrated working and to encourage commissioners of health-related services to work closely with the HWBB (section 195, Health and Social Care Act 2012). Accordingly, the proposals in this report will assist the HWBB in meeting its legal obligations. This continuing commitment to integrated working is also a requirement of the HWBB's terms of reference.
EQUALITY & DIVERSITY	Yes/No	None
IMPACT ON SPECIFIC WARDS	Yes/No	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.
PATIENTS & PUBLIC ENGAGEMENT	Yes/No	<i>If yes, briefly summarise event</i>
OTHER IMPACTS, RISKS & OPPORTUNITIES	Yes/No	None

PART B) – ADDITIONAL INFORMATION

1. INFORMATION

1.1 Health and Wellbeing Making Every Contact Count (MECC) training

The face to face Making Every contact count training programme continues to offer training on 'raising the issue' of healthy lifestyles for a wide range of staff and volunteers working with vulnerable residents across the Borough. To date 518 people have completed the training. Attendance has recently focussed on staff from Council Early Help & Support, social care providers and GP practices.

Active Signposting is one of the High Impact Changes for GPs identified in the NHS England 5 year forward view. As this compliments MECC a combined MECC/Active Signposting training has been developed for receptionists in consultation with Practice Managers. The training focusses on 'having the conversation' and was delivered to 100 reception staff in October. The training will be repeated in January for the remaining staff.

The Safe and Well Visits delivered by Shropshire Fire and Rescue Service (SFRS) officers builds on the work of MECC. The officers are providing

targeted home visits for vulnerable residents to complete fire safety checks and advice. The recipients are identified using intelligence provided by Telford and Wrekin Council (via a Data Sharing Agreement). In addition to completing fire safety checks the officers have conversations with residents (where appropriate) about healthy lifestyles, social isolation, winter warmth and falls. They encourage people to seek further advice and support and refer to My Choice (with consent). My Choice offer advice and information and refer on to Healthy Lifestyles team and other services as necessary. During the first 3 months of the project 33 referrals were made to My Choice.

1.2 Healthy Telford Network

The Healthy Telford network is made up of staff, volunteers and individuals across Telford and Wrekin who are interested in improving the health and wellbeing of their clients, workplaces, families and communities. The network is supported with news, information and best practice shared through twitter, blog posts and a newsletter.

The new Healthy Telford Blog is now established providing a mechanism to share local stories, news, ideas and best practice. The blog has an average of 1000 visitors each month <https://healthytelford.wordpress.com/> . Members are invited to attend training and other events, get involved with campaigns and write guest blog posts.

During January 2018 we will be launching locally the One You Healthy Lifestyles Campaign developed by Public Health England. Local implementation will be coordinated by the councils marketing and communications team. This campaign will provide further opportunities to raise public awareness of the key messages for healthy lifestyles and signposting to local support.

1.3 Health Champions

Health Champions are people who, with training and support, voluntarily bring their ability to relate to people and their own life experience to transform health and well-being in their communities. The programme has created a network of 36 trained Community Health Champions across Telford and Wrekin, working with each other and their wider communities to;

- Deliver health conversations to friends, family, neighbours and their local community
- Embed Health Champion's role into existing volunteering
- Engage with and support existing initiatives
- Start up small community projects e.g. walks, drop in sessions, social groups

1.4 Social Prescribing

Over recent months it has been a priority to work with GP Practices and local communities to develop models for social prescribing. This programme of work supports local delivery of our neighbourhood plans linked to the Sustainability and Transformation Plan (STP).

Social prescribing recognises that getting people involved in community life, keeping them active and improving social connections is good for both health and wellbeing. It uses a person centred approach to enable patients with social, emotional or practical needs to access a range of supportive non-clinical services and activities. To date social prescribing activity is underway in the Newport Locality and Central Telford Locality.

Key achievements include:

- Establishment of the Newport & District Community Patient Group to support co-production of the programme
- A Weekly link worker clinic at Newport Cottage Care. Referrals are slow and more work is required on partner engagement and developing pathways. Clients are presenting with low level mental health issues, anxiety, depression, loneliness & isolation (including carers)
- Development of a number of small community projects
- Local delivery of the Feed the Birds befriending project (partnering with Shropshire Wildlife Trust); 6 volunteers trained and matched with local clients. Second training course completed with new volunteers.
- Bench to bench; Initiated by Newport Rotary Lite and now linked with Walking for Health, adding to their range of low level supported walks.
- Nordic Walking group: local resident now qualified as Nordic Walk Leader and leading weekly walks
- Citizen's Advice clinics now established within Donnington and Charlton Medical Practices
- Music to movement sessions for the inactive at Donnington surgery. Patients are being signposted from Long Term Conditions reviews

1.5 Healthy Lifestyles

The Healthy Lifestyle Service includes a small number of Healthy Lifestyle Advisors. The main focus of the team is to help people with nutrition, weight management, emotional health, physical activity, alcohol consumption and smoking. The Healthy Lifestyle Advisor provides one to one support offering advice and behaviour change support to help people to move away from unhealthy behaviours to sustainable positive health behaviours. The key to the sustainability of these changes is to link people with other support services in their local area. The team have very close links with higher tier services when people need more targeted support, for example the stop smoking service Quit 51, the Primary Care and Well Being Service (IAPT), Aquarius, Be Active and many others.

A large number of referrals are from GP's where there have been significant positive outcomes in supporting people to change their lifestyle to reduce their medication, enable self-management of long term conditions and prevent

development of Diabetes for those that have been diagnosed as 'pre-diabetic' and subsequently a reduction in GP visits.

The service has increased its clinic coverage in GP services from 70% to 98% over this year. There are just 2 surgeries who do not have a dedicated HLA but discussions are in place to address this. In addition to this some GP clinics have increased from 1 half-day session to 2 full days due to the clinics being 100% booked and the GP's being encouraged by the positive outcomes of patients resulting in more referrals. The service aims to see a referral within 2 weeks of referral as recommended by NICE guidance and Behaviour Change Models.

The team are also present at many of the borough's community activities and events offering Health Checks and ongoing support again working closely with council, voluntary and other services.

Positive links with Speciality Consultants at Princess Royal Hospital have been developed – resulting in an increase in referrals of patients from their clinics where making positive changes to their lifestyle can significantly improve their health outcomes and management of their condition. Since January there has also been a targeted approach to increase the offer of Health Checks in work places across Telford and Wrekin which has proved very successful.

The team maintains a flexible approach offering clinics Monday to Saturday including some evenings. Clinics are run in GP surgeries, Community Centres, Libraries, Pharmacies, Leisure Centres and Work Places. The Healthy Lifestyle Advisors also have a presence regularly within Probation Services, the Sikh Temple, Branches in Wellington, Assisted Living homes, Residential Homes and Adult Mental Health Services.

Work has continued as part of the Be Active project to provide an accessible sport and physical activity offer in our most deprived communities with a regular weekly programme of activity reaching 250 plus residents. The Big Lottery funding for this programme ended in November 2017. Work is ongoing with local partners to sustain the programme and some activities continue to be delivered by local volunteers.

Building Better Opportunities (BBO) is a joint Big Lottery and ESF funded programme consisting of 20 delivery partners across Shropshire, Telford & Wrekin of which Telford and Wrekin Council is one delivery partner. Landau are the lead partner for the whole programme. Through this programme adults experiencing poor mental health, issues with physical disability and pain management and social isolation have had the opportunity to access a menu of courses including visual art, photography, dance, theatre, music, yoga and crafts.

1.6 Smoke Free Update

The local Smoke Free plan priorities, which mirror those in the new national tobacco control strategy, include: reducing smoking amongst routine and manual workers and people with mental health problems, smoking in pregnancy, smoke free hospitals.

Local partners have been working together to implement our smoke free plan, key recent achievements include:

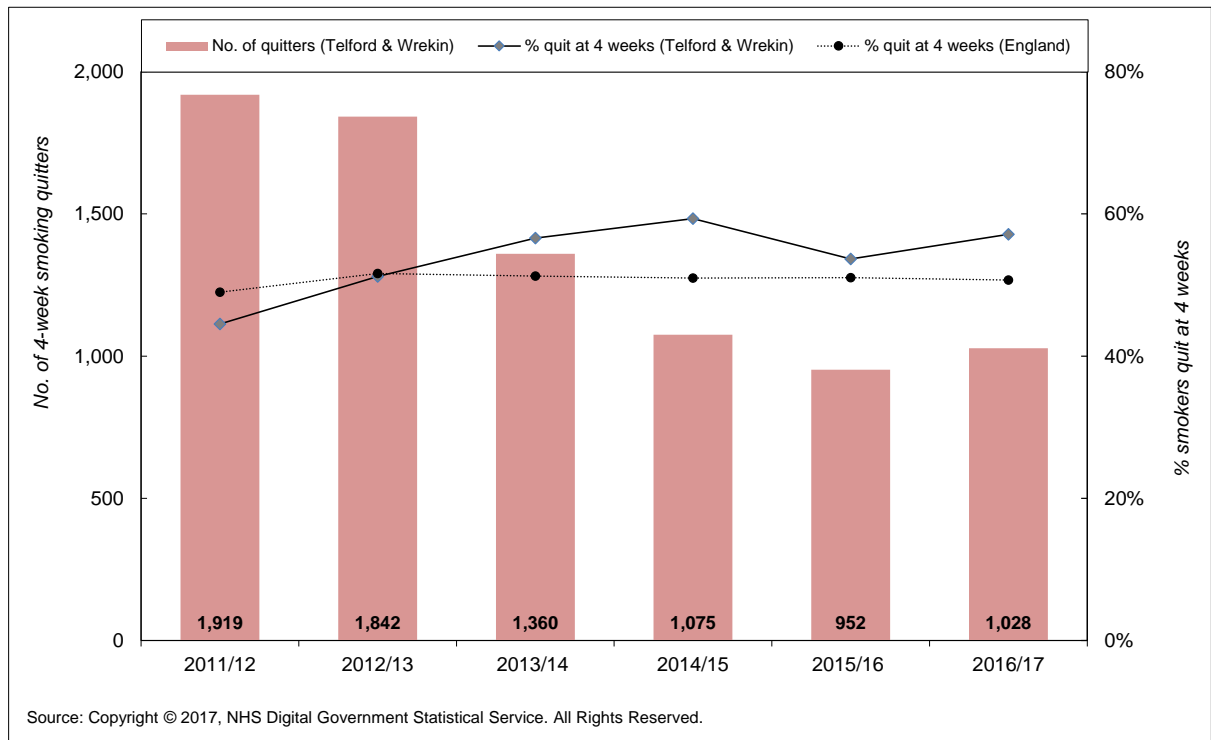
- Collaboration on stop smoking campaigns such as Stoptober and January No Smoking Day campaigns.
- Smoke free homes and cars information disseminated to 130 NuPlace homes in 2017, with a further 400 planned in the next phase and awareness raising of smoke free legislation at the drive-in movie.
- Health Visitors and Midwives developed a resource pack for professionals on smoke free cars legislation and the risk of smoking in the home. To date 5,000 packs have been issued, providing information to help families designate a smoke free space as well as signposting to stop smoking services.
- The Council's Public Health and Health and Safety Teams have drafted a new evidence-based 'gold standard' smoke free policy, based on PHE guidance. This guidance, which includes advice on e-cigarettes, forms part of our Work Well package of support. SaTH have now made a formal commitment to go Smoke Free.
- Signage at all Telford and Wrekin Council owned play areas has been updated to state that these are smoke free areas specifically within the park boundaries.
- Smoking was included in the MECC training offered to pharmacies as part of the new Healthy Living Pharmacy (HLP) initiative. Our Stop Smoking service has good working relationships with local pharmacies, with many subcontracting or providing space for stop smoking clinics.
- The Council jointly commissioned a Public Health Midwife role from April 2017 with the CCG in local maternity services to tackle the key local issue of persistently high smoking in pregnancy rates. More midwives and Women's Services Assistants have been trained to give harm reduction messages and there has been an increase in number of referrals into services.

Performance Update

- In terms of the overall smoking prevalence in adults in Telford & Wrekin the rate continues to decline, with an estimated decrease to 15.6% of adults in 2016, from 21.9% in 2012, this equates to circa 8,300 fewer smokers during this period. The local benchmarking position has not been significantly different to the average for England since 2013.
- The estimated rate in smokers working in routine and manual occupations has also declined, particularly in the past year - to 26.1% in 2016 from 33.1% in 2015. This drop narrowed the gap between the national average and the local prevalence for this group by almost 5%.

- Despite the improvements, an estimated 21,600 adults in Telford & Wrekin are still tobacco smokers.
 - In 2016/17 the maternal smoking rate - 21.1% of mothers smoking at delivery was still significantly higher than the average for England (426 women still smoking at delivery. There are indications that the numbers are falling slowly this year, the figure for April – September 2017 was 18.8%.
 - The 2013-15 Sport England Active People survey results report that levels of excess weight in adults within Telford and Wrekin were 71.1%. This is worse than the 64.8% level for England.
 - The Sport England Active People survey results show a reduction in the number of inactive adults in Telford and Wrekin from 30.5% in 2012 to 28.5% in 2015, a rate similar to that in England. This reduction is equivalent to 1,700 fewer inactive adults.
 - The 2015 Sport England Active People survey results show 48.6% of adults within Telford and Wrekin were eating 5 or more portions of fruit and veg a day. This is an improvement on 2014 (46.4%) and is similar to the level of 52.3% in England.
- Telford & Wrekin Stop Smoking Services continue to perform well:
- In 2016/17 a total of 1,028 smokers quit with the support of local services. Encouragingly this was an increase in numbers from the previous year, contrary to the downward trends seen nationally and locally year-on-year since 2011/12, which is attributed to the growth in popularity of e-cigarettes (Figure 1). NB Our stop smoking services continue to support people who want to use e-cigarettes as a stop smoking aid.
 - The Telford & Wrekin smoking quitter rate per head of population remained significantly better than the England average in 2016/17 and the quit rate (57.1% of smokers quit at 4 weeks) also remained above the national average. (Figure 1)
 - The numbers of people from routine and manual occupations quitting smoking has increased to 58.1% quit at 4 weeks in 2016/17, from 52.6% in 2015/16 – this equates to an additional 100 quitters in this group.

Figure 1 Trends in Smoking Quitters



- The Healthy Lifestyle Service continues to perform well. From April 2016 – March 2017 the team provided lifestyle advice (brief interventions) to 19,263 people. Year to date totals from April 2017 – November 2017 show a significant increase in the reach of the service. The service has delivered brief interventions to 19,911 people; completed 2,082 Health Checks; worked with over 1000 adults to develop personalised healthy lifestyle plans and made 7,617 onward referrals to community based support. The team are now operating at full capacity.
- The Be Active community based physical activity programme has engaged 4,760 inactive people who have now built physical activity into their everyday life. The weekly programme of activity regularly engages 250 plus local residents in some of our most deprived communities
- During year one of the Building Better Opportunities programme, 100 adults have participated in creative arts programmes. A large number of participants experienced poor mental health, issues with physical disability and pain management, substance misuse and rehabilitation, or socially isolated

2. IMPACT ASSESSMENT – ADDITIONAL INFORMATION

3. PREVIOUS MINUTES

- Health & Wellbeing Board – Living Well Update, 6th September 2016
- Health & Wellbeing Board - Priority Update: Reduce the number of people who smoke 9th September 2015
- Health & Wellbeing Board – Living Well Update, 11nd December 2014
- Health & Wellbeing Board – Living Well Update, 22nd January 2014
- Health & Wellbeing Board - Local Authority Tobacco Control Declaration, 22nd January 2014
- Health & Wellbeing Board - Priority Update: Reduce the number of people who smoke, 18th September 2013
- Health & Wellbeing Board - Priority Position Statement: Reduce the number of people who smoke, May 2013

4. BACKGROUND PAPERS

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