

TELFORD & WREKIN COUNCIL HEALTH & WELLBEING BOARD**DATE: 06 JUNE 2018****HEALTHY LIFESTYLES SERVICE****REPORT OF: LIZ NOAKES, ASSISTANT DIRECTOR HEALTH & WELLBEING****LEAD CABINET MEMBER – CLLR A R H ENGLAND****PART A) – SUMMARY REPORT****1. SUMMARY OF MAIN PROPOSALS**

This report provides an overview of the Healthy Lifestyle Service delivered by the council's Health Improvement Team. The Healthy Lifestyle Service is the main service available locally for adults wanting support to make improvements to their lifestyle. First commissioned in 2011 the council has continued to invest in the service. This report summarises the achievements during 2017/18 and the main areas for service improvement and service development for 2018/19. The service makes a significant contribution to all three priorities of the Health and Wellbeing Board; in particular encouraging healthy lifestyles and improving emotional health and wellbeing.

Many long-term diseases in our population are closely linked to known behavioral risk factors. It has been estimated that at least 80% of all premature heart disease and over 40% of all cancers could be prevented through healthy diet, regular exercise and by not smoking.

By improving support for people to adopt healthier behaviours, health and social care services will achieve significant health gains and the demand for acute NHS care will be reduced.

2. RECOMMENDATIONS

That the content of this report is noted

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

- An increasing number of people will understand the short, medium and longer-term consequences of their health-related behaviours, for themselves and others and have a good understanding of the action they can take (with support) to make improvements to their lifestyle
- By improving support for people to adopt healthier behaviours, health and social care services will achieve significant health gains and the demand for acute NHS care will be reduced.
- Lifestyle advice will become integral to clinical pathways for the management of long term conditions to ensure people are supported to remain healthy

4. SUMMARY IMPACT ASSESSMENT

COMMUNITY IMPACT	Do these proposals contribute to a specific HWB Priority	
	Yes	Encouraging Healthier Lifestyles priority Emotional health and wellbeing 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>Yes – Healthy Lifestyle Advisors provide support across the borough and in particular target areas of deprivation and vulnerable population groups</i>	
TARGET COMPLETION/DELIVERY DATE	<i>ongoing</i>	
FINANCIAL/VALUE FOR MONEY IMPACT	Yes/No	<p>The Council holds specific budgets within Public Health in support of Social Prescribing, Health Improvement Services and Stop Smoking Services.</p> <p>The ongoing service budgets (excluding central service recharges) in 2018/19 for Health Improvement and Stop Smoking Services are £468k and £314k respectively.</p> <p>In 2017/18 £150k of one off funding was made available, from Public Health Grant reserves, for Social Prescribing of which £112k remains available for 2018/19.</p> <p>Further reductions and changes to Public Health Grant allocations, and other Council funding is expected in future years. Public Health England have already advised a further reduction to Public Health Grant of £0.3m in 2019/20.</p> <p>The Council will need to find further savings of between £20m and £25m over the next two years, 2019/20 and 2020/21, and this may impact on the funding for this work stream. <i>ER 22.05.2018</i></p>

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

The Healthy Lifestyle Service is provided by Telford and Wrekin Councils Health Improvement Team. The team consists of a small number of Healthy Lifestyle Advisors who support local people to make improvements to their lifestyle with a particular focus on healthy eating, weight management, emotional health and wellbeing, physical activity, reducing alcohol consumption and support to quit smoking.

The service is integrated within the council's customer contact centre at Southwater One and service provision includes outreach support in local community venues including 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 (mental health Hub), Assisted Living homes, Residential Homes and Adult Mental Health Services.

A Healthy Lifestyle Advisor follows an evidence based service model which consists of:

Providing brief advice - pro-actively raising awareness of, and assessing a person's willingness to engage in further discussion about, healthy lifestyle issues.

Delivering a brief intervention - when a person responds positively to brief advice or specifically asks for help with a health-related issue. This might include supplying self-help materials or resources, referring or 'signposting' to specialist support, offering a follow-up appointment if appropriate and completing a health check

Developing a Personal Health Plan (PHP) – this involves supporting people to understand the short, medium and longer-term consequences of their health-related behaviours, for themselves and others. The Healthy Lifestyle Advisor will use motivational interviewing to help people to feel positive about changing their behaviour. The PHP will set out the person’s individual commitment to adopt health-enhancing behaviours by setting (and recording) goals to make improvements to their lifestyle. The PHP will often include identifying support available in the local community to promote resilience, encourage positive social networks and peer support.

1.2 PERFORMANCE SUMMARY

Service data for 2017/18 shows a significant improvement across all metrics when compared to the previous year (2016/17)

Performance measure	2017/18 Performance	Comparison to 16/17
Brief lifestyle advice	17'378 people	20% increase
Brief interventions (30 minute health chat)	27,087 people	41% increase
Health Checks	2,689 people	31% increase
Health checks (adults with one or more long term conditions) 1,887	1,887 people	80% increase
Referrals to the service	1,842	41% increase
Number of clients committing to a Personal Health Plans (PHP's)	1,503	13% increase
Percentage of clients achieving their primary lifestyle goal	61%	15% increase
Number of PHP's completed for clients living in areas of Deprivation	445	16% increase
Number of PHP's completed for clients with one or more long term conditions	2193	54% increase
Referrals and signposting to extended interventions provided by partner organisations	11,620	68% increase

During 2017 / 18 there has been a particular focus on service improvement and service development. Examples include:

- Improvements to administrative processes - Healthy Lifestyle Advisors are now able to spend 80 - 85% of their time with clients. This has included simplifying the initial consultation and maximising the use of national websites and apps including One You and NHS Choices.
- Improved staff engagement and team ownership for service performance monitoring

- Improved engagement with referring and signposting partners – in particular GP's
- Participation in the JIGSAW Project in collaboration with Keele University – this has involved Healthy Lifestyle Advisors providing support to patients with osteoarthritis. This has led to an increase in referrals to the Healthy Lifestyle Service for this group of patients; more patients self-managing their condition; and an increase in patient confidence at maintaining physical activity levels.
- Collaborative working with SSSFT to address the physical health needs of patients on the psychosis pathway particularly those patients with low self-esteem and where medication has led to weight gain.
- Insourcing the smoking cessation service
- Restructuring of the health improvement team to include integration of the Healthy Families Service

During 2018/19 there will be a particular focus on:

- Integrating the smoking cessation service
- Service development to include support for families
- Developing the Healthy Lifestyle Advisor role in line with local plans for neighbourhood working and social prescribing
- Targeted activity in our most deprived communities
- The introduction of an on line booking system and instant access for clients ready to make changes
- Review of the current offer for lifestyle services to ensure tailored, targeted support is systematically offered to people accessing mental health services
- Working with Adult Social Care to:
 - Develop processes and pathways to receive referrals to effectively manage demand away from tier 3 and tier 4 services in health and social care
 - Support development of the Community Early Help Hubs as part of local plans for neighbourhood working
- Improved partnership working with the Health Champions Programme to support community based service delivery
- Increased promotion and advertising of the Healthy Lifestyle Service to raise awareness of the new service elements including support to quit smoking and support for families

2. IMPACT ASSESSMENT – ADDITIONAL INFORMATION

CASE STUDIES:

Everyday Healthy Lifestyle Advisors are changing people's lives in the Telford community

<https://healthytelford.wordpress.com/2017/11/08/healthy-lifestyles-advisor-helping-telford-community/>

How Healthy Lifestyles changed a lady's life

<https://healthytelford.wordpress.com/2017/08/16/quit-smoking-22-years-healthy-lifestyles-changed-life/>

3. PREVIOUS MINUTES

- Health & Wellbeing Board – Healthy Lifestyles Priority Update December 2017

4. BACKGROUND PAPERS

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