

Report To:	Coventry and Rugby Clinical Commissioning Group and Warwickshire North Clinical Commissioning Group Governing Body
Report Title:	Update on the Coventry Healthy Lifestyle Service and the Year of Wellbeing
Report From:	Report from the Acting Director of Public Health Coventry – Liz Gaulton
Date:	9 May 2018
Previously Considered by:	N/A

Action Required (<i>delete as appropriate</i>)							
Decision:		Assurance:		Information:	✓	Confidential	

Purpose of the Report:
<ol style="list-style-type: none"> To provide an overview of the recently launched integrated healthy lifestyle service – HLS Coventry; To provide an update on activity relating to the Coventry and Warwickshire Year of Wellbeing; To provide an opportunity for members of the Governing Body to consider how the CCG/s link in to the Year of Wellbeing work.
Key Points:
<p>Healthy Lifestyle Service Coventry</p> <p>The top four modifiable lifestyle causes of chronic disease and preventable mortality in the UK, and in Coventry, are smoking, physical inactivity, poor diet and excess alcohol consumption. A range of public health commissioned services have been provided in recent years; these have broadly delivered silo'd interventions (eg. stop smoking). Last year Coventry Public Health re-commissioned all existing lifestyle provision for adults as a single, integrated adult lifestyle service, reflecting the clustering of persistent lifestyle risks and behaviours and the need to provide holistic support for people with multiple lifestyle issues.</p> <p>ICE (Insight, Co-create, Engage) Creates began operating the new integrated adult lifestyle services - called Healthy Lifestyle Service Coventry (or HLS Coventry) - on 1 April 2018. The service will support people with a variety of lifestyle behaviour changes including stopping smoking, becoming more active, becoming a healthy weight and reducing alcohol consumption. The service will also deliver the mandated NHS Health Check programme.</p> <p>The contract with ICE Creates is for 5 years (with options to extend for a further 4 years) enabling the service to become embedded in pathways and invest in service development.</p> <p>The service will support all residents / patients of Coventry GPs, but will target and will provide the most intensive support to:</p> <ul style="list-style-type: none"> • People with multiple unhealthy lifestyle behaviours (ie. people who are obese <u>and</u> smoke) • People with mental health conditions • People at risk of developing long term health conditions like cancer, cardiovascular disease, etc • People in greater deprivation <p>Specifically, HLS Coventry will deliver:</p>

- A new 'self-care' offer with information, apps and an online platform to support healthy lifestyles. Previously services have not provided this.
- Support to change lifestyle behaviours including eating well, stopping smoking, drinking less and being more physically active. The model to be delivered will allow people to access support flexibly at different levels in line with their need and activation (full support – supported decision making - self help) to support better outcomes and help people to successfully exit the service achieve sustained behaviour change
- NHS Health Checks for around 9,500 people aged 40-74 each year
- Stop smoking support, helping 2,000 people every year achieve a 4 week quit
- An emphasis on using community assets to support and embed behaviour change among clients

In addition to delivering key outcomes, HLS Coventry will support a number of related workstreams, including:

- The delivery of the new unhealthy/risky behaviours (smoking and alcohol) CQUIN with community and acute NHS providers. The service will provide a referral route for people identified through the CQUIN activity; HLS Coventry is seeking to develop clear pathways with UHCW including access to inpatients in order to start programmes of support which will be continued and completed in the community
- Case finding and referrals into the new Diabetes Prevention Programme. The NHS Health Check programme (alongside GP casefinding) have been found to be the most successful methods of recruitment into the NDPP programme.
- The STP programme Upscaling Prevention and the Year of Wellbeing 2019
- The improvement of lifestyle behaviour change resulting from an NHS Health Check.

HLS Coventry is based at the Canal Basin but will largely deliver services in community settings, including via pharmacies and GPs. The service has a new website at www.hlscoventry.org and offers an online support platform called 'Best You' (this can be accessed for free via the main website and we'd encourage you to take a look and consider how you might support patients to make best use of this). The service has a freephone 0800 122 3780 and email contact is info@hlscoventry.org.

Coventry and Warwickshire Year of Wellbeing work

The Year of Wellbeing initiative – to bring a focus on prevention and wellbeing maximisation right across the health, care and wellbeing system – is a product of collaboration through the Coventry and Warwickshire Place Forum (Joint Health and Wellbeing Boards). Using funding supplied by Coventry City Council and Warwickshire County Council a delivery manager has been brought into post to coordinate a range of projects, communication approaches and upscaling offers that will benefit people across Coventry and Warwickshire, including our staff.

A brand and branding messages will be produced to support a public-facing campaign to run throughout 2019, linking in and paving the way for other local focus activity such as the European City of Sport 2019 bid and the City of Culture 2021. The branding will seek to frame prevention and wellbeing in ways that people can connect with, using the words and stories of real people and real situations as well as those of staff and leaders in the health and care system.

2018 will see effort across the system to create a sense of engagement and readiness for the active embracing of prevention and wellbeing messages throughout communication and service delivery in 2019 and beyond. Again, this will involve the engagement of all the partners in the system, particularly to maximise the benefits of collaboration to simplify pathways, to reduce duplication, and to deliver services that recognise the whole person.

The Year of Wellbeing is intended to showcase the existing excellent practice taking place without fanfare and in small pockets across the health and wellbeing system. The Year of Wellbeing is a vehicle for upscaling prevention work by uncovering those activities that work well and looking at ways to extend the benefit to more people and strengthen the coordination of our prevention and wellbeing activity across the system.

In terms of benefits to organisations themselves, the programme will include calls to action by the whole system to generate best practice approaches to a number of core processes, including HR (particularly 'induction and wellbeing' for new starters), organisational development and training packages, supporting culture change promoting effective delivery of wellbeing messages and interventions tailored to the setting, the application of behaviour insights approaches, and a large piece of baselining work so that we understand what exists and is working, and have a clear plan for telling people what's out there.

The Local Government Association (LGA) has supplied some specialist resource through a Behaviour Insights specialist organisation called Social Engine. Operational colleagues from across the system are being invited to engage early on with Social Engine to create new networks, learn new approaches, and shape the Year of Wellbeing work as we move forward. The first workshop is being held on 10 May.

Social Engine will also be supporting the final development of the Alliance Concordat and system model so that they speak to the respective stakeholders and frame the story for prevention and wellbeing in a way that the whole system can work with.

The wider LGA offer could bring additional support to the initiative, including; systems leadership, design, behavioural insights, digital solutions and learning from other sites piloting upscaling prevention approaches.

Recommendation:

1. To note the new HLS Coventry service
2. Contribute any comments or suggestions to strengthen links with HLS Coventry, including any workstreams the service should prioritise engagement with
3. To take note of the progress on the Coventry and Warwickshire Year of Wellbeing work
4. Contribute any comments or suggestions to strengthen links with the Year of Wellbeing, and consider resource alignment/ allocation to engage with the work.

Implications

Objective(s) / Plans supported by this report:	Sustainable Transformation Partnership					
Conflicts of Interest:	Not applicable					
Financial:	Non-Recurrent Expenditure:	Not applicable				
	Recurrent Expenditure:	Not applicable				
	Is this expenditure included within the CCG's Financial Plan? (Delete as appropriate)	Yes		No		N/A

Performance:	Not applicable						
Quality and Safety:	<p>The development of an integrated adult lifestyle service will improve the patient experience, enabling people with multiple lifestyle behaviours to be supported by a single provider. Quality and performance will be managed through contract management.</p> <p>The Year of Wellbeing has been brought into being to celebrate prevention and wellbeing activity already in place, making logical connections and widening access through awareness and collaboration to increase the spread of benefit. Performance will be overseen through the Year of Wellbeing programme management framework, and be reported through the Proactive and Preventative Executive Group as well as being incorporated into the Place Forum dashboard. Quality and safety considerations will remain in the purview of the host/commissioning body.</p>						
Equality and Diversity:	<p>General Statement: The CCG is committed to fulfil its obligations under the Equality Act 2010, and to ensure services commissioned by the CCG are non-discriminatory on the grounds of any protected characteristics. Policies/decisions may need to be adjusted in line with any equality analysis or due regard. Any decision that is finalised without being influenced by appropriate due regard could be deemed unlawful.</p>						
	Has an equality impact assessment been undertaken? <i>(Delete as appropriate)</i>	Yes (attached)		No		N/A	✓
Patient and Public Engagement:	<p>Patients and the public were engaged ahead of the procurement of the service through surveys. The service will develop methods of patient representation in the coming months.</p> <p>The Year of Wellbeing programme intends to make strong connections to people about their wellbeing awareness and activity. This will include the capturing of real stories to inform case studies, short films, and support any identified opportunities to reshape pathways to better benefit people.</p>						
Clinical Engagement:	<p>HLS Coventry is delivered in partnership with Central Health (delivery arm of the LPC), which will manage and support a consistent approach across pharmacy. It was has also engaged with general practice via the LMC and various PLT sessions in recent months.</p> <p>Clinical engagement in the planning and delivery of the Year of Wellbeing will be through those officers designated by Chief Executives and strategic leaders in relevant bodies.</p>						
Risk and Assurance:	Not applicable						