

Healthy Lifestyles and Wellbeing Service Public Consultation

June 2018

Purpose of the consultation

The purpose of the consultation is to seek the views of residents and public and voluntary sector stakeholders on the proposals for an integrated healthy lifestyle and wellbeing service within South Gloucestershire.

The consultation runs from Monday 4th June 2018 until Sunday July 15th 2018

Introduction

South Gloucestershire Council want to encourage everyone to have a healthier lifestyle. Smoking, physical inactivity, poor diet, alcohol misuse, obesity and poor mental health can have serious implications for individuals' health and life expectancy, and place increasing demands on health and social care services and society as a whole.

Services and policies designed to help people lead healthier lifestyles tend to work in isolation, addressing these behaviours separately, and not recognising that many people experience more than one behaviour simultaneously.

Many areas across the country have now started the journey towards more integrated lifestyle services. There is growing evidence to suggest that integrated lifestyle services can be cost-effective as well as offering a range of benefits for users and that a shift from commissioning individual services to a more integrated approach is the best way forward.

Current position in South Gloucestershire

South Gloucestershire has a mixed model of service delivery. Our services are designed to address individual lifestyle and wellbeing issues with some commissioned from primary care (GP Practices and community pharmacies), some from the voluntary and community sector and others delivered by staff employed within the Council.

We are taking the opportunity to review the way we currently provide healthy lifestyle and wellbeing services to ensure they better meet the needs of residents and are more cost-effective.

Our proposed new integrated healthy lifestyles and wellbeing service

Our vision is to develop a new model that provides an integrated* healthy lifestyle and wellbeing service which supports individuals to modify the five leading risk factors that contribute to early death and reduced quality of life in South Gloucestershire namely:

- Tobacco smoking
- Alcohol use
- Poor diet
- Physical inactivity
- Poor emotional and mental health.

* By integrated services we mean services that are closely linked together and operate as one service.

Key features

The following are some of the key features of the proposed model for an integrated healthy lifestyles and wellbeing service

- Integrated service providing support around smoking, alcohol, diet, physical activity and emotional and mental wellbeing allowing user-friendly navigation of services on offer and provision for those who find it difficult to access services

- Clear route into services which are accessed through a single point, with marketing and promotion at the centre of service design, making it easier for practitioners to signpost and the public knowing where to go. A long term commitment to a brand will be key to raising awareness of the service, successful delivery and reaching everybody.
- Three levels, 'tiers' of support: access to the more specialised levels of support will reflect individual needs
 - Self-care via a digital platform with access to apps, information, resources and advice, the local community offer, self-assessment tools, on-line brief advice
 - This will be available for anyone to access
 - People receiving both light and enhanced support will be encouraged to continue their self-care
 - Light support via personalised 1:1 support, e.g. telephone, face to face
 - This will be available after the need for additional support has been individually assessed
 - Continuing self-care will be encouraged
 - Enhanced support with people accessing intensive 1:1 support from a health coach to make multiple lifestyle changes
 - This will be available after the need for additional support has been individually assessed
 - Continuing self-care will be encouraged
- Better use of resources by targeting services to those most in need but also supporting others in accessing services and managing lifestyle changes themselves.
- Builds on current service provision and ensures the availability of consistent information across partner organisations.

We will continuously review and respond to opportunities as they arise, ensuring decisions are based on a robust evaluation and review of aims, objectives and outcomes.

We propose that the new service will be available from 1st April 2019.

The full list of our guiding principles for the service are detailed in Appendix A and a diagram providing further information on the service proposal is included in Appendix B.

Early engagement work

In developing our proposed model we have already sought the views of a number of residents and other groups of people we work with, our stakeholders, particularly in terms of identifying the most important things we need to consider in developing a new healthy lifestyle and wellbeing offer. Engagement has been through stakeholder events, a survey through social media and structured interviews. In summary, the following were felt to be the most important aspects for the new service.

- An integrated approach
- Joined up services
- Ensure mental health has a strong focus
- Enable all practitioners and the wider workforce to signpost to services appropriately and to "Make Every Contact Count" in their day to day work [Making every contact count | South Gloucestershire Council](#)
- Provide a single access point
- Offer a tiered approach
- Ensure digital technology supports the offer
- Strengthen the role for people who work in the community

How you can help

We are interested in hearing from all residents and public and voluntary sector stakeholders in South Gloucestershire. Your views will help us shape the service to ensure that it meets the needs of residents and is fit for the future.

We are particularly interested in your views on the following:

1. Our proposed vision
2. Our proposed approach for the service
3. The features of the proposed model
4. Your overall view of whether you think the proposed new model will make a positive difference to your health and wellbeing

How to find out more

Visit our consultation webpage: <https://consultations.southglos.gov.uk/consult.ti/HLWS18/>; to download the initial Equalities Impact Assessment and see how the new service model could affect different groups.

Attend one of our drop-in sessions to hear more about the proposed new service. These are being held on:

14th June from 10am -12 midday at Kings Chase Shopping Centre

20th June from 10am -12 midday at Yate Shopping Centre

28th June from 2pm -4 pm at Willow Brook Shopping Centre

How to have your say

Complete our [on-line survey](#) by Sunday July 15th 2018 or pick up a paper copy from a library or One Stop Shop and return it by Freepost – no stamp needed.

Telephone: 01454 868154

Attend one of our drop-in sessions

E-mail your views to: consultation@southglos.gov.uk

Write to: *Freepost, RTXL-YJXJ-BXEX South Gloucestershire Council, Corporate Research & Consultation Team, Council offices, Badminton Road, Yate, BRISTOL, BS37 5AF*

Guiding principles

It is proposed that the new service is guided by the following principles:

- **Integrated:** The new service should take an integrated approach and should build on and develop our current local offer. By integrated we mean services that are closely linked together and operate as one service. This should ensure that there is a healthy lifestyle and wellbeing offer which is high quality, evidence based and proportionate to need.
- **Accessible:** Improve access to information and support for users and local service providers by providing greater clarity of the local offer and avoid the potential for confusion and inconsistencies. Ensure services are available and easily accessible for those who find it hardest to access services and for those who don't currently use these services through active targeting. Develop a clear, single, access route that ensures access to the service is easy for both the public and practitioners.
- **Utilises community assets:** The service will seek to utilise the skills, knowledge, assets and capabilities of local people, community groups, organisations and facilities to help build health and wellbeing alongside the specific lifestyle support services
- **Focus on prevention and self-care:** Overall population health in South Gloucestershire is good and thus the focus should be on prevention, early intervention and self-care. The use of digital tools, information and signposting can provide a universal offer to support large scale population behaviour change. This will extend the opportunity to engage with the population of South Gloucestershire and link with national Public Health England campaigns. Those that face the biggest barriers and have the worst health will be more proactively targeted and receive a greater level of support. Ultimately we aim to reduce the demand on health and social care services.
 - Self-care encompasses the things individuals can do to protect their health and manage illness; these range from daily choices we make through to managing our own care of long term conditions. A key component is about individuals taking some responsibility for their own health and well-being
 - Prevention or preventative activity can range from whole population measures aimed at promoting good health to more targeted individual interventions aimed at improving behaviours, knowledge or skills for an individual or a specific groups of the population
- **Supports multiple lifestyle changes:** Given the evidence on clustering of unhealthy lifestyle behaviours, the new service should aim to increase the number of people supported to make more than one healthy lifestyle change should they choose to do this. Multiple changes can be made at all levels of support and include self-care.
- **Reducing health inequalities:** A key consideration in developing a new service model will be the way in which services are designed to reduce inequalities. This will include making evidence based decisions informed by local population intelligence about whether services should be universal or targeted, and where services are to be targeted how this should be done (for example; population groups, risk behaviours, geographical targeting).
- **Person-centred approach:** The service should aim to promote a person-centred approach that takes into account service users' needs, preferences and strengths.
- **Improve efficiency:** The service model should provide the opportunity for achieving further efficiency savings by bringing services together within a single overarching framework and avoiding unnecessary duplication and corresponding costs.
- **Improve outcomes:** The service model should demonstrate the potential to improve health and wellbeing outcomes in the population of South Gloucestershire against a clearly defined set of indicators. It should also enable people to set personal goals, include harm reduction

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approaches and take account of progress towards intermediate goals as part of an overall individual change process

- Robust evaluation: The new service will be robustly monitored and evaluated and ensure that the service user voice is heard

The anticipated outcomes for the service are:

- Reduced number of residents who smoke
- Increased number of residents who are physically active
- Increased number of residents who eat a healthy diet
- Increased number of residents who maintain a healthy weight
- Reduced number of residents drinking alcohol at risky levels
- Early identification of those at risk (diabetes, CVD, kidney disease)
- Improved mental health and wellbeing
- Reduced health inequalities
- Reduced social isolation
- Improved access to advice services e.g. housing, employment, debt.
- Reduced demand for health and care services (and improved appropriateness of use) and ultimately a reduction in cost to the system

Healthy Lifestyle and Wellbeing Service

Enhanced support

For a small number of people receiving intensive 1:1 support to make multiple changes by working with health coaches.

Enhanced
1:1 support
Ongoing self-care

Light support

For people identified as needing some additional support to achieve single or multiple changes.

Light
Face to face support
Telephone support
Ongoing self-care

Self-care

Most people will follow the self-care option through a digital platform with access to support apps, information and signposting to local services and community activities

Assessment for any additional support

Prevention & Self-care (universal offer)
Support from a local community offer
Signposting to a range of resources and information
Apps and other digital self-care tools
Downloadable resources e.g. leaflets
Self-assessment tools
On-line brief advice

Single point of access into service
for support such as smoking cessation, alcohol prevention, weight management, nutrition advice, physical activity, mental health & emotional wellbeing, social prescribing
Access via website and telephone

Routes into services
Individual, GP, Other health professional, Workplace, Community group, NHS Health Check, Other