

**11 November 2019****Agenda Item: 4****REPORT OF DIRECTOR OF PUBLIC HEALTH****INTEGRATED WELLBEING SERVICE****Purpose of the Report**

1. To inform Committee of the result of the procurement exercise for Nottinghamshire's Integrated Wellbeing Service (IWS) and provide timescales for mobilisation and launch.
2. To seek Committee approval to publicly launch and promote the service to residents and stakeholders across Nottinghamshire for the duration of the contract.
3. To seek Committee approval to proceed with promoting Alcohol Awareness Week and other ongoing substance misuse and alcohol communications.

**Information**

4. The Authority is responsible for improving the health of their resident local population and for Public Health (PH) services. This responsibility is reflected in the Council Plan 'Your Nottinghamshire, Your Future 2017-2021' and is explicit in ambition 6 'People are healthier'.
5. Evidence shows that in certain parts of Nottinghamshire, health risk behaviours such as smoking and obesity are higher than the national and regional average. More importantly, evidence suggests that there are a significant number of people who have multiple risk factors such as smoking, excessive alcohol consumption, physical inactivity and a poor diet. This has implications for both the individual and society. For the individual it means an increased proportion of life spent with illness and disability. For society, it means increased health and social care costs.
6. In response to this, a more person-centred and personalised approach is required when delivering health behaviour change services. A service is needed that addresses multiple health behavioural risk factors rather than individual standalone behaviours delivered by separately commissioned services. In October 2018 Committee approved an Integrated Wellbeing Service (IWS) model that brings health behaviour change functions together into one Service.

This includes;

- Stop smoking services

- Weight management services
- Healthy eating support
- Physical activity
- Alcohol Identification and Brief Advice (IBA)

## **Outcome of procurement**

7. The outcome of the procurement process is that the bidder offering the best value solution to residents is ABL Health (ABL). ABL is a community-based health and behaviour change service provider founded in 2009. It has predominately engaged with and developed services within communities across the North of England, particularly in Greater Manchester and Merseyside. The company is clinically led and CQC registered. It provides a range of innovative, evidence based, healthy lifestyle, behavioural change and wellbeing programmes including weight management, nutrition support and smoking cessation.
8. The procurement of the IWS used the Competitive Dialogue process. The process enabled the Authority to have lengthy and constructive in-depth dialogue with interested bidders to discuss technical and financial requirements and develop deliverable solutions.

## **Integrated Wellbeing Service Model**

9. From the perspective of a Nottinghamshire resident accessing the service, the experience will be different to current services. Previous health behaviour change services have focused on individual health risks such as smoking, weight and physical inactivity. The IWS will combine these services along with alcohol Identification and Brief Advice (IBA) see Appendix 1. Interventions will be underpinned with the recognition of the importance of mental wellbeing in supporting behaviour change and the workforce will be trained to recognise and support good mental health and wellbeing.
10. Residents will enter the service via a single point of access and be supported by a key worker using a 'My Story' holistic assessment tool. Service Users will benefit from additional evidence-based behaviour change coaching that aims to produce a tailored plan that addresses people's priorities, needs and strengths. Support will also aim to address the wider influences on people's health such as housing and personal finances by producing joint plans with external organisations such as social prescribing.
11. Residents with multiple health behaviour risks will have the opportunity to address health risks individually or simultaneously rather than having to attend multiple services and repeat health conversations. This will maximise the opportunity for Service Users to make multiple behaviour changes and so have a greater impact on their health and wellbeing.
12. In order to maximise engagement, there will be a wider range of options to access the service including telephone, face to face group support and a new digital offer, at times and locations convenient to residents. Service Users will be linked to local organisations and community resources to ensure that they are supported to maintain lifestyle change.

13. Whilst the service is available to all Nottinghamshire residents, the IWS will target resources to areas with the greatest need and priority groups such as pregnant women, adults with increased risk or living with a long-term condition and residents with a mental health illness.

### **Additional value and impact for stakeholders**

14. From the perspective of stakeholders from across the health and social care system, there will now be a single behaviour change service that residents can be referred into. The Service will support partners at a strategic level to deliver Nottinghamshire County Council, District, Health & Wellbeing Board and Integrated Care Systems priorities. It will link with the rollout of social prescribing, community asset-based development and the aims of the NHS Long term plan to embed prevention and reduce health inequalities.
15. A key component of the IWS model is to work with communities and local stakeholders to support the long-term co-production of local community assets across Nottinghamshire to improve public health outcomes. The IWS will be a part of the community that it serves and support local residents, services and organisations to develop the strengths and capacity of individuals, families and communities to enable sustainable behaviour change. It will offer local employment opportunities, provide training to develop health champions, co-locate with other services, support community events and offer a community fund to enhance community capacity.

### **Budget and contract length**

16. The current Public Health budget available to invest in the IWS is £2,630,000 per year. The contract is up to a maximum of 9 years, comprising an initial contract term of five years with options to extend by up to four years. The service model, funding allocation, procurement approach and recommended contract duration, and permission to proceed with procurement was approved by committee on 8 October 2018.

### **Outcomes and payment system**

17. ABL will be expected to deliver 10,000 behaviour change outcomes per year across the life course of the contract. Behaviour change outcomes include:
- Number of successful smoking quits at 4 weeks
  - Number of adults and children who lose weight
  - Number of adults who reduce their alcohol consumption
  - Number of physically inactive adults and children who increase their physical activity levels
18. The payment approach for the IWS is a block payment with service credits. A block payment gives the provider financial security with which to develop an innovative service model. To manage the financial and performance risk to the Authority, a service credit has been added to the payment approach. A service credit is a mechanism by which amounts are deducted from the contract value if the provider fails to meet the performance standards set in the service specification. To retain the service credit and to ensure that activity and resources are focused on areas of the greatest need, the provider is required to secure 60% of outcomes from the 40% least advantaged areas of Nottinghamshire.

## **Next Steps**

19. During the mobilisation period lasting from the 1st October 2019 until the end of March 2020, officers together with the provider will define overarching service outcomes and key performance indicators. These may evolve further over the lifetime of the contract, to reflect newly emerging needs and policy landscape. The provider will work closely with the incumbent providers to ensure a smooth transition for Nottinghamshire residents. The new provider is expected to build effective partnerships with local stakeholders.
20. As part of mobilisation, effective promotion of the new service is vital to ensure that Nottinghamshire residents and health and social care professionals are aware of the service. Although establishing the IWS brand will take time, the Council can play a role in promoting the service, particularly as it is a Council commissioned service. It is proposed that a series of launch events will be held across all the districts to meet the new provider and further establish partnerships with the wider community. It is also proposed to use targeted advertising to promote the service to priority groups and communities.

## **Alcohol Awareness Week**

21. Alcohol Change UK is a leading UK alcohol charity formed from the merger of Alcohol Concern and Alcohol Research UK. As part of Alcohol Change UK work, each year, they promote an alcohol awareness week which is focused on awareness raising and campaigning for change. The focus for this year's campaign (from the 11<sup>th</sup> to the 17<sup>th</sup> November) is 'Alcohol and Me'. The campaign will focus on encouraging people to test their knowledge around the drinking guidelines and health impact associated with drinking.
22. It is proposed that a local campaign in Nottinghamshire supporting this year's theme 'Alcohol and me' is undertaken through highlighting case studies in the local media. A social media plan will also be developed to promote the support available to people who wish to change their behaviour. Front line staff will also be utilised to offer intervention and brief advice to people at risk via information scratch cards.

## **Reasons for Recommendation**

23. A rigorous procurement process has been conducted using competitive dialogue which has resulted in ABL Health being the successful provider.
24. Whilst the provider will be primarily responsible for its own communications and service publicity, it is important for the Local Authority to be able to support the launch and ongoing delivery of the IWS through its own media channels. This would include using the County Council's social media channels and selective proactive press releases to promote specific aspects of the service throughout the duration of the contract.
25. As part of Alcohol Awareness Week, Nottinghamshire County Council Public Health Division would like to undertake a publicity campaign through the local media, social media and via front line staff and a press release to promote the 'Alcohol and Me' theme as well as the ability to undertake further ongoing alcohol and substance misuse communications.

## **Statutory and Policy Implications**

26. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance, finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability and the environment and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

### **Crime and Disorder Implications**

27. No crime and disorder implications are contained within this report.

### **Financial Implications**

28. The IWS contract will be funded from the Public Health Grant.

### **Human Resources Implications**

29. No HR implications as this is a commissioned service.

### **Human Rights Implications**

30. No known human rights implications, service functions will still be provided and available to the communities across the County.

### **Implications in relation to the NHS Constitution**

31. No known NHS Constitutional implications. Further conversations are taking place with NHS Stakeholders across the County.

### **Public Sector Equality Duty implications**

32. We have considered the equality implications of the consultations reach and completed an Equality Impact Assessment on the process. The document has been uploaded onto the Council's publicised page.

<http://www.nottinghamshire.gov.uk/jobs-and-working/equality/completed-equality-impact-assessments-eqias>

### **Smarter Working Implications**

33. No smarter working implications.

### **Safeguarding of Children and Adults at Risk Implications**

34. No additional safeguarding implications.

## **Implications for Service Users**

35. Service users will receive a new service offer which is integrated and coordinated. This should improve the information and support available to residents across the county.

## **Implications for Sustainability and the Environment**

36. The service model is working within local communities, responding directly to communities needs which will be more sustainable long term.

## **RECOMMENDATION/S**

It is recommended that the ASCPH Committee:

- 1) Approve the launch and continued service promotion of the IWS to Nottinghamshire residents for the duration of the contract.
- 2) Approve that the County Council supports the Alcohol Awareness Week from the 11<sup>th</sup> to the 17<sup>th</sup> November and contribute towards ongoing substance misuse and alcohol communications.

**Jonathan Gribbin,  
Director of Public Health**

### **For any enquiries about this report please contact:**

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## **Constitutional Comments (AK 29/10/2019)**

37. The recommendation falls within the remit of the Adult Social Care and Public Health committee under its terms of reference

## **Financial Comments (DG 10/10/19)**

38. The IWS budget envelope is £2,630,000 per year and will be funded from the Public Health grant.

## **Background Papers and Published Documents**

39. Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

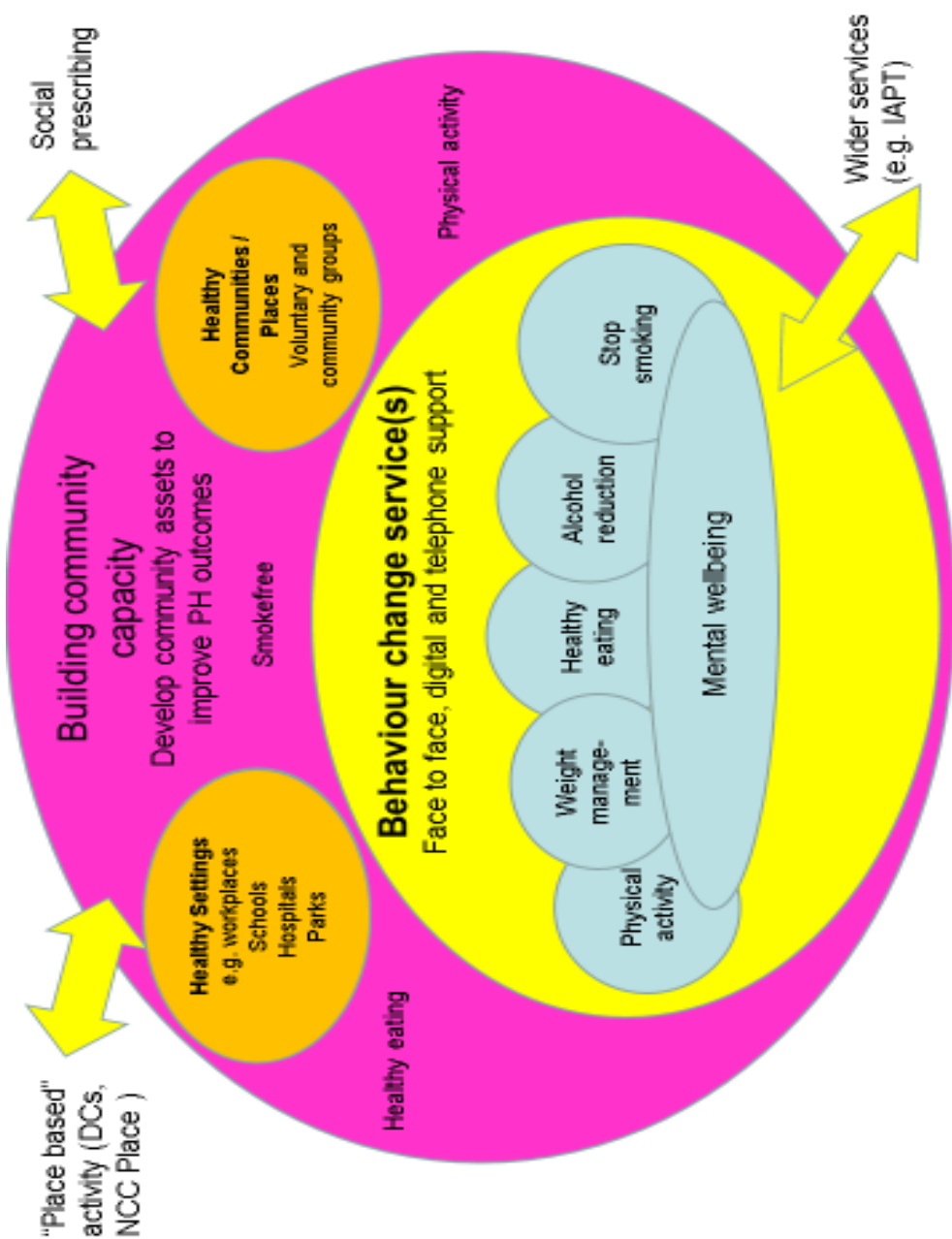
- Commissioning Intentions paper – February 2018 – Adult Social Care and Public Health Committee.
- Commissioning Intentions paper Integrated Wellbeing Service – October 2018 – Adult Social Care and Public Health Committee.

**Electoral Division(s) and Member(s) Affected**

All







Nottinghamshire  
County Council

## Integrated Wellbeing Model

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