

**11 January 2021****Agenda Item: 4****REPORT OF THE DIRECTOR OF PUBLIC HEALTH****YOUR HEALTH, YOUR WAY - INTEGRATED WELLBEING SERVICE UPDATE****Purpose of the Report**

1. To inform the Adult Social Care and Public Health Committee of changes to the service arrangements of the Integrated Wellbeing Service “Your Health Your Way”, due to Covid19.
2. To identify any further opportunities for ‘Your Health, Your Way’ to engage with members of the public.

**Information**

3. In October 2018, Committee approved an Integrated Wellbeing Service model to bring together several health behaviour change functions into one service. Following a paper to Committee in November 2019 advising of the new provider, Committee requested a progress update following the launch of the service. The Integrated Wellbeing Service, ‘Your Health, Your Way’, went live in April 2020. It is provided by A Better Life (ABL) who are based at Ransom Wood in Mansfield.

**The Impact of Covid19**

4. The Covid19 pandemic and associated restrictions impacted on the launch and face to face delivery of the service. This presented challenges in relation to the transfer of staff, data and services. Despite this, in April 2020 all staff were successfully transferred and received an extensive induction and training programme provided remotely.
5. In March 2020, officers used NHS England’s guidance on Covid19 prioritisation within Community Health Services to differentiate critical services that were required to address the needs of vulnerable people from non-critical services which could be paused for the period of lockdown. This included consideration of ‘Your Health, Your Way’.
6. Within ‘Your Health, Your Way’ it was agreed to pause all weight management (with the exception of maternity services), physical activity, falls prevention and alcohol support. In recognition of the potential additional risks relating to smoking and Covid19, smoking cessation support was prioritised. Accordingly, the provider implemented a remote support offer including telephone, Zoom, online and app-based interventions. Clients continued to be able to access Nicotine Replacement Therapy (NRT) to support their quit attempt. The

service also supported the national and local #QuitforCovid campaign. However, restrictions were imposed by Public Health England on the use of Carbon monoxide monitors for validation of those individuals who quit smoking for 4 weeks, impacting on the ability of the service to report on outcomes.

7. While weight management and physical activity support was paused, 'Your Health, Your Way' produced online resources promoting activity within the home and falls prevention exercises that were promoted through social media channels and the Nottinghamshire County Council website. Referrals to 'Your Health, Your Way' for healthy eating and physical activity were available through the Community Hub to provide healthy lifestyle support to those who were shielding, isolated or vulnerable. 'Your Health, Your Way' supported the Council's Covid19 response by providing nutritional advice videos and developing healthy recipe cards for the Extremely Vulnerable People (EVP) food parcels as well as offering expert nutritional advice to the Food Insecurity Task and Finish Group.

### **A different way of working**

8. Since June 2020, 'Your Health, Your Way' has provided a remote online service including smoking cessation, weight management, physical activity and alcohol reduction support.
9. The 'Your Health, Your Way' offer is strongly focussed on personalised support built around the unique and holistic needs and circumstances of each individual client as opposed to providing standard packages of support. Following referral and a brief assessment of eligibility for the service, all clients are allocated a healthy living advisor key worker. The key worker remains with the client throughout their journey in the service and coordinates their support, particularly when clients access multiple health behaviour change interventions. The key worker and client maintain regular contact via face to face meetings, text, email and the 'Your Health, Your Way' app during their time with the service and beyond.
10. 'Your Health, Your Way' has developed a 'My Story' assessment process to capture health information such as physical activity levels, smoking status and nutrition intake. More importantly, it is an approach to build a picture of the client and identify the wider factors that may influence someone's attempt to change their health behaviours, such as their work, finances, mental wellbeing, family and friends. The 'My Story' assessment is also a tool to allow healthy living advisors to have different conversations with clients.
11. This reflects a strength-based approach of using people's assets such as their interests, passions and social connections so that people do not rely on services but are supported to achieve and maintain their goals.
12. Most people using the service will have had many experiences of attempts to make healthy lifestyle changes and the 'Your Health, Your Way' service aims to give clients a different experience through individually tailored support. Staff use motivational interviewing techniques to tailor support but more importantly to allow clients to take ownership of their health behaviour change.
13. As clients achieve their goals, conversation between clients and key workers examine how the changes made can be sustained long term and key workers will link people into community assets such as leisure centres, local sports and recreational groups.

## Progress to date

14. 'Your Health, Your Way' are commissioned to deliver 10,000 outcomes, 60% of these in the 40% most disadvantaged communities. Due to the impact of Covid19 restrictions on face to face and group activity commissioners acknowledge the achievement of these outcomes will be affected. Service outcomes are tracked in routine contract management as detailed in quarterly performance reports that are submitted to the Adult Social Care and Health Committee. Quarter 1 performance was shared with Committee in the November 2020 report<sup>1</sup> and Quarter 2 performance will be available at the February 2021 meeting.
15. Mobilising a new service during the pandemic has been challenging and impacted significantly on the providers ability to deliver and measure outcomes. For example, in line with national guidance, the service has been unable to undertake CO monitoring to validate smoking quits. The pandemic has also impacted on the number of referrals into the service, with many referral pathways being closed or at limited capacity.
16. 'Your Health, Your Way' have developed a comprehensive Covid19 recovery plan that will be implemented as soon as social distancing restrictions allow. It is anticipated that once restrictions are lifted (and remain lifted) it will take between three and six months to increase referrals to the level required to deliver the contracted outcomes. Outcomes would increase around three months after the increase in referrals, as client's move through and complete interventions.
17. 'Your Health, Your Way' intends to establish face to face sessions for capturing client measurements early in the new year, in order to report on outcomes. This will include Carbon Monoxide (CO) monitoring and weight monitoring. In addition, qualitative feedback is captured in the form of client service journeys. Three examples of recent successes are provided below.
18. *Client A, who is in her 60s, had smoked for 53 years at 10-15 cigarettes per day. She had tried to quit on several occasions previously but had not been successful. She came to 'Your Health, Your Way' in April as a self-referral and set her 28-day quit date. Due to Covid19, services were being provided remotely. The client has received NRT regularly and on time and praises the support given to her by her advisor. She successfully quit, by her quit date.*
19. *Client B is delighted with the services she has received from 'Your Health, Your Way' and in her words is "over the moon" to be smoke free. She saved the money she would otherwise have spent and bought herself £300 worth of garden furniture to enjoy her summer in the fresh air. She is further saving to buy herself a log cabin. She says she has many goals to look forward to.*

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<https://www.nottinghamshire.gov.uk/DMS/Document.ashx?czJKcaeAi5tUFL1DTL2UE4zNRBcoShgo=Slxmi8OTM3o6O4DkdcjSiloWp3h9xYFK%2bC2EuF3ONFzk1zeQShG8Ww%3d%3d&rUzwRPf%2bZ3zd4E7lkn8Lyw%3d%3d=pwRE6AGJFLDNlh225F5QMaQWctPHwdhUfCZ%2fLUQzgA2uL5jNRG4jdQ%3d%3d&mCTIbCubSFfXsDGW9IXnlq%3d%3d=hFflUdN3100%3d&kCx1AnS9%2fpWZQ40DXFvdEw%3d%3d=hFflUdN3100%3d&uJovDxwdjMPoYv%2bAJvYtyA%3d%3d=ctNJFf55vVA%3d&FgPIIEJYlotS%2bYGoBi5oIA%3d%3d=NHdURQburHA%3d&d9Qjj0ag1Pd993jsyOJqFvmyB7X0CSQK=ctNJFf55vVA%3d&WGewmoAfeNR9xqBux0r1Q8Za60lavYmz=ctNJFf55vVA%3d&WGewmoAfeNQ16B2MHuCPMRKZMwaG1PaO=ctNJFf55vVA%3d>

20. Client C accessed Family Weight Management support following her child gaining weight during the lockdown period. Client C contacted her GP who recommended the Family Weight Management programme provided by 'Your Health, Your Way'. Client C welcomed the programme saying "Guidance on portion size has really helped as I was giving my son too much food on his plate beforehand. My son has increased the variety of food he is eating and is willing to try new foods. My son is very active and full of energy. So I believe he is picking up some healthy habits with his activity and food choices [...] the programme has been very helpful and provided me with a lot of new ideas."

21. Despite the challenges of mobilising a new service during the pandemic, 'Your Health, Your Way' have made good progress in generating referrals from across the system. Figure 1 is provided to demonstrate that 'Your Health, Your Way' are engaging well with our key system partners to increase engagement with the service. By establishing key referral pathways during the pandemic, 'Your Health, Your Way' are in a strong position to further maximise referrals rapidly when social distancing restrictions are lifted.

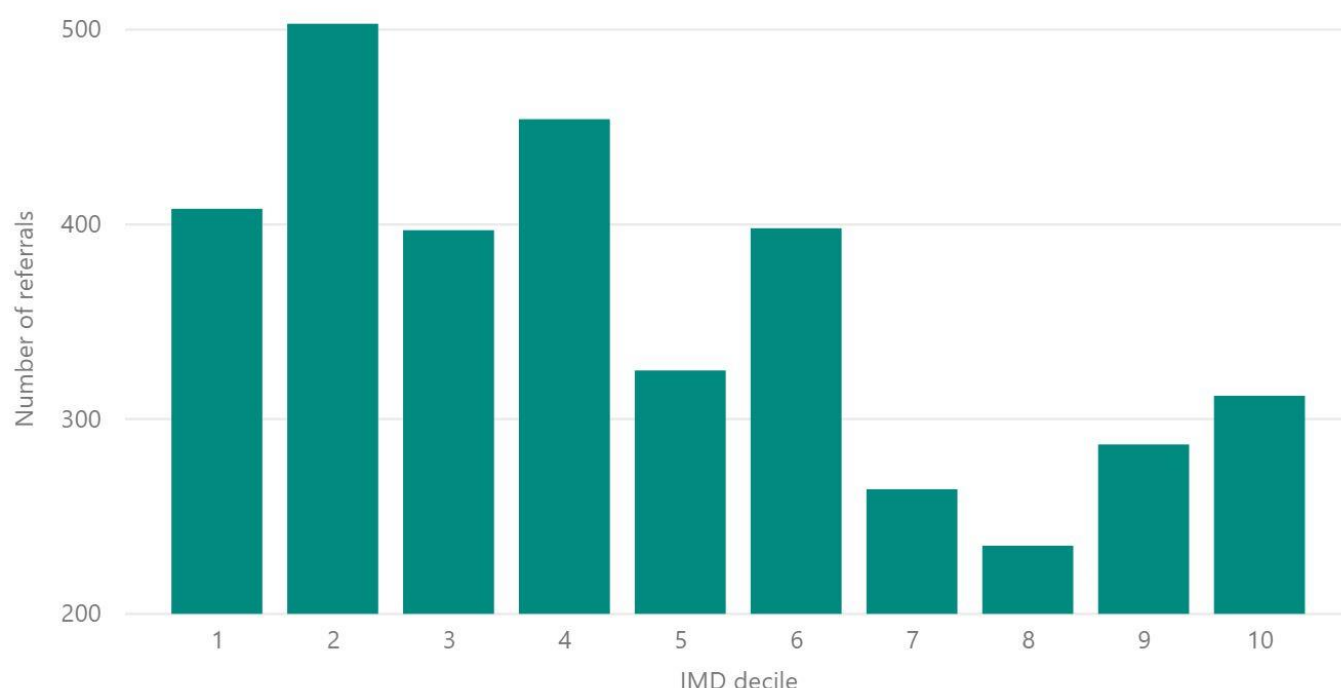
Figure 1: Referrals by intervention

Service Area	Referrals Quarter 1	Referrals Quarter 2
Smoking Cessation	1785	2191
Adult Weight Management	141	501
Children's Weight Management	26	73
Maternity Weight Management	324	327
Physical Activity	10	159
Alcohol	3	41
Falls Prevention	1	30
<b>Total</b>	<b>2290</b>	<b>3322</b>

22. The highest volume of referrals across the whole service are through Secondary Care (36.6%), Self (28.6%) and Midwifery (17%). Referrals from Primary Care have been lower than expected volumes (14.2%), and this is likely to be in part due to the impact of Covid19 on presentations to Primary Care. 'Your Health Your Way' are working closely with GPs and Primary Care Networks to promote the service within Primary Care and piloting new approaches to increase referrals.

23. In recognition of the variation in health risk behaviours across the county, 'Your Health, Your Way' is incentivised to deliver 60% of service outcomes in the 40% most disadvantaged communities. To support delivery of this outcome, 'Your Health, Your Way' are working to ensure accessibility for people resident in the most disadvantaged areas across Nottinghamshire as demonstrated in figure 2, where IMD 1 is the most deprived and IMD 10 being the least deprived.

Figure 2:  
Number of referrals by IMD decile



## Next steps

24. The 'Your Health, Your Way' service has a recovery plan to support a return to safe face to face service delivery when social distancing requirements and legislation allows. This involves refining risk assessments and working with venues across Nottinghamshire to ensure that safety measures are in place. One of the main areas for development is working with secondary care providers to improve the quality of referrals so the service has accurate information about clients and referrals are from people who want to make a health behaviour change.
25. The Integrated Wellbeing Service contract has been set up to ensure 'Your Health, Your Way' supports not just individuals but also communities. 'Your Health, Your Way' is working with local communities, groups and individuals to strengthen and build community initiatives and assets. The service has been working closely with the Voluntary Community Services, the Inspire Library service and local leisure providers to look at co-production opportunities and further promote referral pathways. The service is also working with social prescribers to ensure there is no duplication with each other's roles and improve access for patients. Currently attention is being put into developing a community fund to fund and support local initiatives and individuals to form groups to sustain long term community health change.
26. Public Health commissioners are supporting 'Your Health, Your Way' to develop links within Adult Social Care. Conversations have taken place with the Maximising Independence Service to look at opportunities to offer training to staff to support conversations with clients about health and wellbeing and to develop referral pathways.

## **Other Options Considered**

27. No other options to be considered

## **Reason/s for Recommendation/s**

28. The Integrated Wellbeing Service is a new model of delivering health behaviour change services that seeks to work within the local community. It is important that a range of stakeholders are informed and involved in the running of the service to maximise health benefits for the local community.

## **Statutory and Policy Implications**

29. 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.

## **Financial Implications**

30. There are no financial implications within this report.

## **RECOMMENDATIONS**

- 1) That members of the Adult Social Care and Public Health Committee receive future updates on progress of 'Your Health, Your Way' via routine quarterly performance reports.
- 2) That members of the Adult Social Care and Public Health Committee advise of opportunities for 'Your Health, Your Way' to further engage with members of the public.

**Jonathan Gribbin**  
**Director of Public Health**

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

Matthew Osborne

Health Improvement Principal

Email: [matthew.osborne@nottsccl.gov.uk](mailto:matthew.osborne@nottsccl.gov.uk)

## **Constitutional Comments (AK 04/11/2020)**

31. The report falls within the remit of Adult Social Care and Public Health Committee by virtue of its terms of reference

## **Financial Comments (DG 03/11/20)**

32. There are no direct financial implications arising from this report.

## Background Papers and Published Documents

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.

- Public Health Performance and Quality Report for Contracts Funded with Ring-Fenced Public Health Grant 1 April 2020 to 30 June 2020, Nottinghamshire County Council Adult Social Care and Public Health Committee, 9 November 2020  
<https://www.nottinghamshire.gov.uk/DMS/Document.ashx?czJKcaeAi5tUFL1DTL2UE4zNRBcoShgo=Slxmi8OTM3o6O4DkdcjSiloWp3h9xYFK%2bC2EuF3ONFzk1zeQShG8Ww%3d%3d&rUzwRPf%2bZ3zd4E7lkn8Lyw%3d%3d=pwRE6AGJFLDNih225F5QMaQWCtPHwdhUfCZ%2fLUQzgA2uL5jNRG4jdQ%3d%3d&mCTIbCubSFfXsDGW9IXnlq%3d%3d=hFfIUdN3100%3d&kCx1AnS9%2fpWZQ40DXFvdEw%3d%3d=hFfIUdN3100%3d&uJovDxwdjMPoYv%2bAJvYtyA%3d%3d=ctNJFf55vVA%3d&FgPIIEJYlotS%2bYGoBi5oIA%3d%3d=NHdURQburHA%3d&d9Qjj0ag1Pd993jsyOJqFvmyB7X0CSQK=ctNJFf55vVA%3d&WGewmoAfeNR9xqBux0r1Q8Za60lavYmz=ctNJFf55vVA%3d&WGewmoAfeNQ16B2MHuCpMRKZMwaG1PaO=ctNJFf55vVA%3d>

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

- All