

Ambition 3

EVERYONE CAN ACCESS THE RIGHT SUPPORT TO IMPROVE THEIR HEALTH

3

Everyone can access the right support to improve their health

Health, care and community services will work together to strengthen their focus on promoting good health and wellbeing and preventing illness, by building on people's strengths.



Introduction



Ambition 3 (everyone can access the right support to improve their health) encompasses a range of priorities within the Joint Health and Wellbeing Strategy. This presentation will:

- Highlight key achievements since the last Ambition 3 report in May 2024.
- Cover the Joint Health and Wellbeing Strategy priorities of mental health, healthy weight, tobacco and alcohol reduction.
- Highlight any challenges and associated mitigations that have been experienced in delivery of Ambition 3.
- Outline plans for delivery over the next 12 months.

Key achievements - Countywide

Mental Health

- Successful launch of the new **all-age NottAlone website** as part of the NottAlone programme and the NottAlone Podcast (launched in May 2025 during Mental Health Awareness Week).
- Publication of the Nottingham and Nottinghamshire **Adult Mental Health Joint Strategic Needs Assessment Profile**.
- Launch of the new Nottingham and Nottinghamshire **Self Harm and Suicide Prevention Strategy** and **Suicide Prevention Charter**, co-produced with people with lived experience.
- 68 sessions of our local **mental health, self harm, suicide prevention and bereavement training** delivered to a total of 638 attendees.
- 46 **mental wellbeing and suicide prevention small grants** issued to CVS organisations.
- **Stakeholder Network** sessions on Relationship Breakdown, Gambling Related Harm and the Suicide Prevention Charter
- **Integrated commissioning roadmap** developed by ICB, Nottinghamshire County Council and Nottingham City Council, setting the strategic commissioning intentions for the next two years to support delivery of the adult integrated mental health pathway.
- **Partners in Mind** expert by experience group established to embed the voice of local people throughout system mental health work.
- **Systems dashboard and outcomes framework** developed to monitor the impact of care on the outcomes and experiences of local people.

Healthy weight

- Your Health Notts (YHN) rolled out new **universal child healthy weight offers** engaging with over 1,000 children and families and 21 schools (including four SEND schools).
- The ICB commissioned **Childrens and Young Persons Weight Management Referral Single Point of Access** went live. 374 referrals have been received through the Single Point of Access and supported into the right service for their needs. 280 children and young people have accessed ICB Commissioned Tier 2 + specialist weight management programme to date.
- In the 2024/25 reporting year, 1,400 adults accessing **Your Health Notts** for support with their weight achieved a significant weight loss of between 3% and 5% of their starting weight, a 41% increase on 2023/24. 3,285 people were supported to increase their levels of physical activity from inactive to fairly or moderately active.
- In response to new NICE Guidance and NHS England Commissioning Guidance, Nottingham and Nottinghamshire ICB have been working with partners to define the local offer for **access to injectable weight loss medication through the NHS**. People with the highest level of clinical need will be prioritised and be able to access in 2025.

Key achievements - Countywide



Smoking and tobacco

- **Local stop smoking service providers** worked together to improve transition between secondary care and community stop smoking services and transfers between City and County services.
- **Smokefree generation grant** was used to increase capacity in smoking cessation services, promote swap to stop using vapes, and targeted support. There was a 45.47% increase in quits between 2023/24 and 2024/25.
- Launch of a partnership **pilot harm reduction pathway** for people with Severe Mental Illness, anxiety or depression to quit smoking.
- **Smokefree Homes Nottingham and Nottinghamshire project** developed. 43 housing staff were trained to have healthy conversations with tenants, promote smokefree homes and make referrals to local stop-smoking services.
- **Smokefree Sidelines** was launched in partnership with Nottinghamshire Football Association to help grass roots football clubs promote a smoke and vape free environment.
- Development of a **new delivery plan for the Nottingham and Nottinghamshire Smoking & Tobacco Alliance (2025-28)**, to support further progress towards a smokefree Nottingham and Nottinghamshire by 2035.
- Communications campaigns to **promote reporting of illegal tobacco products**, raise awareness of the law on smoking in cars with under 18s present, and change perceptions around mental health and smoking.

Alcohol reduction

- Your Health Notts trained over 100 people in **Alcohol Identification Brief Advice (IBA)** across the system. The highest attendees were from Probation, Social Care and Social Prescribing.
- Through the Alcohol IBA training, 4 individuals have expressed an interest in becoming an **alcohol champion** for their organisation.
- Over the year 2024/25, 10 letters have been sent from public health to licensing applicants as part of the **licensing matrix** work. As part of writing to applicants where highest levels of alcohol harm are within the County, an excellent response was received from **Worksop Town Football Club**. Through dialogue with the lead applicant, it was possible for the club to implement further mitigating measures to strengthen their application and reduce alcohol harm.
- **Partnership working with PCN's** across the county, leading to presentation on alcohol to Primary Care Practice Learning Time (PLT's) due in September and October 2025.

Key achievements – Countywide



MECC

- Insight-led **development of a systematic approach to MECC** and wider prevention through awareness raising and targeted engagement with residents, staff, organisations and partnerships.
- Establishing initial governance through Universal Personalised Care Oversight Group, Place-Based Partnerships and the formation of a MECC System Working Group. Aligning MECC with other programmes of work focussed on **embedding prevention and reducing health inequalities** such as 'Building Blocks of Health' and 'Personalised Care' .
- Key deliverables include:
 - **Multi-level training offer** – new bespoke eLearning (due October 2025), short MECC introduction sessions delivered through lifestyle service provider/s, plus longer 3- and 6-hour versions of training available for targeted staff/volunteers. Building Blocks of Health communications approach incorporated within all levels of training.
 - **Train-the-trainer courses** in April, July and September 2025 recruiting 40 MECC champions/trainers from across the ICS. Peer support network established for MECC Champions/Trainers.
 - **Bespoke resources** developed including shared Framework for Action, available via FutureNHS and MECC Link.
 - Support for the **development of a new community system directory** to aid signposting and referrals (due April 2026).

Key achievements – Bassetlaw



Move More in May 2025 - Annual Partnership Campaign

- Move More in May is a place-wide partnership initiative across Bassetlaw, aiming to support people of all ages and abilities to increase their physical activity levels, connect with and access community services and support at the right place and time, and make sustainable lifestyle changes that improve their health and wellbeing. Green spaces and encouraging people to get out, get moving, and improve their health and wellbeing.



Key Achievements:

- 7,448 local people engaged in the 2025 campaign — bringing communities together to access information and services, utilise local green and community spaces, reduce access barriers, raise awareness, and increase movement and physical activity.
- 120 Health Checks were completed in community settings, including chair-based exercise classes, supermarkets, workplaces, Worksop College, and community health and wellbeing events across Bassetlaw. 18 patients were identified with high blood pressure and signposted back to their GP for further investigation.
- Over 100 community health and wellbeing events were delivered, aimed at increasing physical activity for people of all ages and abilities. These events focused on providing information about local services and access. More than 40 local partner organisations were involved, supporting and encouraging increased movement and healthy lifestyle changes. Partners included PCNs, leisure services, National Trust, Bassetlaw District Council, DWP, Citizens Advice, Food Bank, NHS Talking Therapies, LGBT+ Service, CYP mental health services, Nottinghamshire Youth Service, Active Notts, BCVS, and Youth Health Notts — with a focus on healthy weight management and smoking cessation.
- Over 300 National Trust community passes were provided to local organisations working with residents living in Core20 areas, those aged 65+, and individuals with learning disabilities — helping remove barriers to accessing green spaces and encouraging people to get out, get moving, and improve their health and wellbeing.

Mid Notts PBP Investing in Communities

Weekly Outreach Clinics – Trowell Court, Bellamy Road, Mansfield.

Case Study.

Mid Notts PBP Case study:

Weekly Outreach Clinics at Trowell Court, on the Bellamy Road Estate, Mansfield, are funded through the work of the Investing in Communities Fund and are supported by Citizens Advice Central Nottinghamshire (CACN).

Weekly clinics provide services such as advice, support and onward signposting to residents of the Bellamy Road Estate, in respect of physical and mental health, finance support etc.

This case study provides an overview of James (name changed for confidentiality), following his release from hospital after being sectioned under Section 2 of the Mental Health Act.

James found himself out of work because of his mental health and did not have any knowledge of how much and what benefits he was receiving. He had also paid a £10K deposit on a kit car and had no way of paying the £10K balance for the car to be built.

Slide Source: Delivery partner/CACN IIC Q3 (2024/25) return.

Outreach clinics also provide an opportunity for residents to meet with professionals and other members of the community, in a safe space to talk about what is important to them. From this, CACN and other agencies are best placed to help build communities that meet the needs of residents through the MECC Framework.

James was able to link with the Foodbank that operated from the same location.

With outreach clinics being based in James' community, it negated the need to travel far or need transport. It also enabled James to receive support in his local community/surroundings.

Full assessment of James's benefit entitlement was provided which resulted in additional entitlement being received.

Outputs and Outcomes based on the Building blocks of Health



Image source: The Health Foundation, 2024. What builds good health ?

Accessible via: <https://www.health.org.uk/news-and-comment/charts-and-infographics/what-builds-good-health#download%20resources>

Outreach clinics provide the opportunity to access advice and support to James and other residents, such as alcohol management, weight management, smoking cessation etc, where applicable.

Support was given to try and retrieve the £10K deposit back through the Citizens Advice Consumer Helpline.

Support was provided in respect of what professionals, under the Mental Health Act and Consumer Goods Act, James needed to contact in respect of James capacity to act at the time of making the deposit.

Key – Box outline correlates to the corresponding colour of the building block. Where there are multiple colours, multiple outcomes have been achieved.

Key achievements – South Nottinghamshire

- Six **Healthy Hearts for Hucknall** events have taken place since August 2024, to proactively identify and manage cardiovascular disease – conditions which affect the heart and blood vessels, such as high blood pressure, heart failure, and pre-diabetes, for people who live in Hucknall.
- Partners from a variety of health services, Your Health Notts, Ashfield District Council, Everyone Active, voluntary and community services, worked together to deliver the events from community venues, providing health checks and access to wellbeing, diet, exercise, and mental health support.
- The events were promoted through GP text messaging, posters and flyers in GP practices, pharmacies and community venues across Hucknall. This approach attracted exceptionally high attendance.
- Due to the overwhelming demand at the first event, more targeted invitations were used at subsequent events to better manage capacity and ensure meaningful engagement. Learning occurred over the 6 events and guidance has been developed.
- Staff at the events reported a high sense of satisfaction and further strengthening of relationships and collaboration amongst colleagues working in Hucknall.



“In October 2024 I attended the Healthy Hearts for Hucknall clinic at the Jamie Brough Pavilion. You saw a need in me to have an ECG which you arranged for me to have at the Torkard surgery. The results of which prompted a chain of cardiac appointments and procedures. The outcome being that I have been diagnosed with Heart Failure, and I am on medication to alleviate my symptoms. As my daughter says, my going to the Healthy Heart clinic has saved or prolonged my life. I thank you for all that you do and truly believe that the Healthy Heart clinics are a brilliant initiative.”



- Attendees were able to access appropriate support at the events to address any concerns or issues identified – including weight management, smoking cessation, passes for the leisure centre, 24-hour blood pressure monitoring through community pharmacy and talking therapies.
- The final numbers are being collated from all the events to complete a formal evaluation with support from Nottingham Trent University, however based on the first four events, there were over 1400 base tests carried out, supporting over 500 people. This gave 41 people a new diagnosis of hypertension, 587 onward referrals were made to other teams and services, with over 400 opportunities for education through information and advice.
- A Public Health Master's student on placement reviewed and streamlined the health check questionnaire, resulting in a dramatic increase in engagement – leading to the 5th event having more forms completed than all previous events combined.
- The success of these events has not only demonstrated their local impact but also inspired other Integrated Neighbourhood Working areas to adopt the same model, replicating it across their own communities to improve local cardiovascular health.



Challenges



Healthy Weight

- Low levels of engagement in Tier 2 family weight management support after referral were identified in 2024/25, however improvements are being seen in 2025/26. The service is responding by providing new and innovative targeted and universal offers to families with children aged 2+ and schools-based programmes. In addition, new targeted universal offers in community settings are successfully engaging children and young people with a higher BMI.
- Inconsistent referrals and low levels of engagement in maternity healthy weight sessions was identified in 2024/25. The system is responding by working together to strengthen referral pathways and ensuring consistency by embedding a consistent approach to talking about healthy weight in pregnancy through a rolling programme of CPD for midwives and maternity staff to increase their confidence around talking about healthy weight in pregnancy, providing information and support, signposting and referring
- NHS England funding for the provision of specialist weight management services for children and young people (Complications of Excess Weight – CEW – Services) ends in March 2026. The ICB are working through the Children and Young People Weight Management Network Group to map current provision across the child and young person's weight management pathway and complete an options appraisal to aid local decision making.
- Demand for weight loss medicines exceeds current capacity and funding for the identified cohort and drives additional demand and pressure through GP Practices. There is a need to ensure that people accessing medical models for weight loss are supported to make lifestyle changes for sustainable weight loss. A fully integrated system wide model for weight management interventions is required.

Mental Health

- There is a need to identify sustainable funding to continue with the NottAlone Website and wider programme of engagement and communications activities. Commissioning partners are working together on an options appraisal to aid decision making on future commissioning arrangements.
- Housing has been recognised by system partners as one of the most significant system challenges for people with mental health needs. The Nottingham and Nottinghamshire Adult and Children's Mental Health Partnership Board agreed for housing to be one of its priorities for 2025/26, to ensure senior strategic oversight of progress to address the issues and ability to escalate support with regional and national housing colleagues.

Challenges



Alcohol reduction

- Challenging to develop a robust Alcohol Related Brain Damage (ARBD) pathway, including commissioning challenges around health and social care input into pathway development. Public Health colleagues are working with Alcohol Change UK around ARBD.
- Challenges around primary care identification of alcohol treatment need and referral into treatment. ICB and local authority colleagues are sharing learning around ways to increase IBA and referral within primary care. Public Health colleagues plan to attend Protected Learning Time sessions in September and October to brief GP's and primary care on referral pathways and treatment need regarding alcohol.











































Smoking and tobacco

- Challenges within the neighbourhood-based stop smoking pilot around community engagement, which has delayed pace of progress. Trading Standards, Your Health Notts, Mansfield CVS, Mid-Notts Place Based Partnership and the Illegal Tobacco Delivery Group have been consulted to identify ways of working to increase engagement in the community.









MECC

- Key challenges for MECC delivery and implementation include:
 - Being unable to identify a suitable single point of access for staff to access prevention training and resources.
 - Under-representation from some providers/organisations through development process.
 - Sustainability with Public Health resources to support delivery of the system priority are set to end in October 2025, as large organisations will be asked to self-serve and partners are keen for MECC/building blocks of health to be embedded in neighbourhood health/transformation programmes
- Mitigations to these challenges include MECC resources being hosted on MECC link and NHS Futures, as these are accessible across the system. Also, MECC eLearning is being produced as Sharable Content Object Reference Model (SCORM) files to be owned by County Council and provided to large organisations to host on their individual systems. An item is being presented to HWB regarding these challenges.

Outcomes (where are we)

Priority	Indicator details	Latest data	England latest	Notts latest	Notts trend	Notts recent	JHWS
Ambition 3: Everyone can access the right support to improve their health							
Ageing well	 Emergency hospital admissions due to falls in people aged 65 and over Persons 65+ yrs	2023/24	1,984.0	1,881.0			
Ageing well	 Winter mortality index Persons All ages	Aug 2021 - Jul 2022	8.1	5.2			
Ageing well	 Estimated dementia diagnosis rate (aged 65 and older) Persons 65+ yrs	2025	65.6	67.9			
Healthy weight	 Overweight (including obesity) prevalence in adults, (using adjusted self-reported height and weight) Persons 18+ yrs	2023/24	64.5	67.5	—		
Healthy weight	 Percentage of physically active adults Persons 19+ yrs	2023/24	67.4	69.3	—		
Mental health	 Social Isolation: percentage of adult carers who have as much social contact as they would like Persons All ages	2012/13	41.3	32.1	—		
Mental health	 Percentage of looked after children whose emotional wellbeing is a cause for concern Persons 5-16 yrs	2023/24	41.0	46.0			
Mental health	 Emergency Hospital Admissions for Intentional Self-Harm Persons All ages	2023/24	117.0	103.5			
Mental health	 Self reported wellbeing: people with a high anxiety score Persons 16+ yrs	2022/23	23.3	20.2	—		
Mental health	 Suicide rate Persons 10+ yrs	2021 - 23	10.7	10.6	—		
Substance Use	 Successful completion of alcohol treatment Persons 18+ yrs	2023/24	34.2	29.7			
Substance Use	 Admission episodes for alcohol-related conditions (Narrow) Persons All ages	2023/24	504.1	532.7			

Nottinghamshire County Joint Health & Wellbeing Strategy Indicators

 Better than England,
  Similar to England,
  Worse than England,
  Not numerically compared
 Trend:  getting better,
  getting worse,
  no trend detected,
 — not calculated
 Part of monitoring for Joint Health and Wellbeing Strategy

Plans for the year ahead

Mental Health

- Develop a **new service model for adult mental health** that maximises interfaces with all system partners.
- Continue to work with partners identifying actions within their organisations to **implement the Self Harm and Suicide Prevention Strategy**.
- Maintain the **all-age NottAlone website** to support good mental wellbeing and incorporate parental and infant mental health and promote NottAlone to parents and carers.
- Strengthen the **capacity for co-production** at an individual, organisation and strategic level.
- Develop **strategic oversight of all housing related discussions** and developments in the system in relation to mental health.

Healthy Weight

- Undertake **Joint Strategic Needs Assessments (JSNAs)** to support system wide approaches and develop structures for strategic leadership of whole system approaches to support healthy weight.
- Provision of a **comprehensive pathway for weight management**, through the NHS, that incorporates evidence informed interventions and supports sustainable weight loss.
- Ensure appropriate levels of provision are in place for **children and young people** to provide sustainable weight loss.

Alcohol reduction

- **Raise awareness of the needs of people who use alcohol** and improve signposting/referral into appropriate support.
- **Improve access to community fibroscan** in order to identify alcohol-related liver disease.
- **Limit the increase in the density of alcohol outlets** in the most deprived areas. Promotion of no and low alcohol products, as outlined in the NHS 10-year plan.

Plans for the year ahead

Smoking and tobacco

- Implement actions within the **Nottingham and Nottinghamshire Smoking and Tobacco Alliance Delivery Plan 2025-2028**.
- Work with partners towards **reducing smoking in pregnancy**, including use of vapes as a quit aid.
- Seek to **dispel myths and misinformation around vapes** with adoption of the East Midlands Association of Directors of Public Health (ADPH) position statement on vaping.
- Engage with the public to encourage participation in **national consultations related to the Tobacco and Vapes Bill**.

MECC

- New **bespoke MECC eLearning will be shared** and launched by partners once complete in October 2025. Further roll out of other training levels to continue.
- Ongoing collaboration between Public Health and Systems Analytics Intelligence Unit colleagues to build a Power BI dashboard solution to enable **reporting of MECC training outcomes**.
- Public Health resources to support delivery of Integrated Care Strategy priority are set to end in October 2025.
- Large organisations will be asked to self-serve and partners keen for **MECC & Building Blocks of Health to be embedded in neighbourhood health/transformation programmes**.

Asks of the Board

Healthy Weight

- Support the development of the proposed 'Healthy Weight and Good Nutrition' and 'Moving More' JSNAs and consider how your organisations can support implementation of recommendations once developed.

Mental Health

- Continue to promote NottAlone as the main place for people of all ages to access trusted mental health advice and information about services and support the promotion of commissioned free training provided by Harmless and Zero Suicide Alliance to people working and volunteering in Nottinghamshire.

Alcohol reduction

- Ensure that drug and alcohol services are embedded within Integrated Neighbourhood Teams (INTs) as these develop over the next year.

Tobacco Control

- Endorse the new 2025-2028 delivery plan for the Nottingham and Nottinghamshire Smoking and Tobacco Alliance.
- Encourage your organisations to consider adopting the East Midlands Position Statement on Vaping.

MECC

- Consider how your organisation can support rollout of MECC training, support front-line staff across our partnerships to have healthy conversations, connect people to key services and play an active role in prevention priorities. A dedicated item on MECC will be presented at the Health and Wellbeing Board meeting.