

HEALTH AND WELLBEING STRATEGY – PRIORITY 3 UPDATE

To: Health and Wellbeing Board

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1.0 PURPOSE

The purpose of this report is to update members on progress with the Health & Wellbeing (HWB) Strategy Priority 3:

“Encourage healthy lifestyles and behaviours in all actions and activities while respecting people’s personal choices”

2.0 BACKGROUND

Background information is provided in the associated HWB themed meeting template, which is attached as **Appendix A** to this paper.

3.0 SUPPORTING PARAGRAPHS

3.1 Aims set out in Priority 3

The key areas of focus set out in Priority 3 are as follows

- Encourage individuals and communities to get involved and take more responsibility for their health and wellbeing
- Increase participation in sport and physical activity, and encourage a healthy diet, to reduce the rate of development of long-term conditions, increase the proportion of older people who are active and retain their independence, and increase the proportion of adults and children with a healthy weight.
- Reduce the numbers of people who smoke

- Promote individual and community mental health and wellbeing, prevent mental illness and reduce stigma and discrimination against those with mental health problems. (this is being addressed through priority 4)
- Work with local partners to prevent hazardous and harmful alcohol consumption and drug misuse.
- Promote sexual health, reduce teenage pregnancy rates and improve outcomes for teenage parents and their children.

3.2 Introduction

Our lifestyles influence the way our health develops over our lifetime. Local research in East Anglia has shown that people with four key 'healthy' behaviours – not smoking, taking regular exercise, eating 5 fruit and vegetables a day and drinking alcohol within recommended limits, stay healthy for longer and live on average 14 years more than people with none of these behaviours.

Detailed evidence on the impact of preventive lifestyle interventions on reducing development of serious illnesses such as diabetes, heart disease, stroke and cancer, and the cost effectiveness of these interventions in delivering savings for the NHS, is provided in Agenda Item 6 'Health System Transformation Prevention Strategy'.

Appendix B provides a summary of the most recent information on lifestyle behaviours in Cambridgeshire and its districts, and on some of the trends in recent years.

People's health behaviours are extremely complex and eliciting change, calls for multi-component interventions within and often across a wide range of organisations and partnerships. This paper provides an overview of the following activities.

- Strategic aims and objectives along with delivery highlights that illustrate where local organisations are working collaboratively in partnership to meet the Priority 3 objectives.
- Specific policy and commissioning activities undertaken by individual organisations that support the delivery of Priority 3.
- Embedding healthy lifestyles and associated interventions into emerging 'Prevention Strategies, their supporting action plans and commissioning.

Critical to Priority 3 is the wide range of partnerships that play a role in addressing healthy lifestyles and behaviours.

- Local District Council Health and Wellbeing Partnerships
- Cambridgeshire and Peterborough Public Health Reference Group
- Cambridgeshire and Peterborough Health System Transformation Group (Prevention Strategy)
- Children and Young People Area Partnerships
- Children and Young People's Joint Commissioning Unit
- Older People Partnerships
- Voluntary Sector Activities
- Drug and Alcohol Commissioning Group

4. DISTRICT HEALTH AND WELL BEING PARTNERSHIPS

4.1 Each of the District and City local authorities has their own local Health and Wellbeing Partnership. Although these are long standing partnerships they were refreshed with the launch of the Health and Wellbeing Board. Each has a Health and Wellbeing Plan which reflects the Cambridgeshire Health and Wellbeing Strategy and local needs. The Plans focus on the added value of a partnership approach to deliver their objectives. Currently delivery is based on collaborative working with alignment of strategies and objectives across organisations with longer term objectives of joint commissioning.

4.2 Cambridge City Health and Wellbeing Partnership

The promotion of physical activity is the main lifestyle focus of the Cambridge City Health and Wellbeing Partnership Plan, including targeted interventions to promote physical activity amongst older people, women and girls, adults and children with disabilities, mental health and homeless service users. Examples of specific projects are falls prevention classes, "For the Girls" leisure centre programme, and a sports club for children with disabilities. There has been an increase in both provision and activity in the various schemes that has included the establishment of working links between partners and the following planned developments.

- Further develop the exercise referral programme and increase the number of referrals with better engagement of health professionals. This is being achieved through increasing the range of exercise opportunities included in the scheme by working more effectively with their commissioned leisure service providers, regular communications and new partners such as the University. Activity and completion rates have both improved.
- Expanding and developing a targeted swimming programme for BME communities, women, families and children and older people through promotion, free swimming facilities and new facilities. However uptake of many of the projects included in this Programme has been sporadic.

4.3 East Cambridgeshire Health and Wellbeing Partnership

The East Cambridgeshire Health and Wellbeing Partnership has in recent years focused on inequalities in health. It initiated and completed a number of projects in Littleport. Projects included social marketing research which led to a number of projects that focused upon young mums (Buggy Walks), Health Walks and increasing gym membership and other community physical activity initiatives. A new action plan is being developed that will focus upon the following priorities

- In support of increasing physical activity levels the "Local Plan" addresses the need to create an environment that supports and encourages people to be physically active. Improving facilities at the Ely Country Park and exploring options for a further country park in the North Ely development area are being considered.
- The District Council is actively working with the three community leisure trusts to implement an agreed District wide Sports Facility Strategy and Action Plan. A new district leisure centre has also been agreed.
- There is a focus on promoting the health and lifestyle of older people which includes actively working with housing providers and the establishment of an East Cambridgeshire Dementia Alliance.

4.4 Fenland Health and Wellbeing Partnership

The Fenland Health and Wellbeing Partnership has focused consistently upon a number of priority areas and supported a range of interventions to improve lifestyles in the District. Recently Fenland District Council has released its first Health and Wellbeing Strategy which reflects these priorities.

<http://www.fenland.gov.uk/CHttpHandler.ashx?id=12208&p=0>). It also pulls together all the strategic objectives and programmes that impact on the health and wellbeing including lifestyles. The themes of health inequalities and enabling older people to be healthy and to live independently are embedded into the following priorities

- Working across organisations more effectively to deliver the health and wellbeing agenda which would include data sharing and in the longer term joint commissioning.
- Addressing Coronary Heart Disease (CHD) and associated unhealthy lifestyles. Fenland has overall a higher prevalence of unhealthy lifestyles and in some areas rates of CHD are significantly higher than other areas. The partnership is providing added value through supporting ongoing work in areas such as Stop Smoking Services, NHS Health Checks, and Workplace Health Programme. It has developed along with the Community Safety Partnership an alcohol programme in Wisbech which has specific objectives around supporting lifestyle change. The Fenland Leisure Services has a commitment to increasing physical activity opportunities in the community and engaging more people in becoming active. National funding has been secured for the Active Fenland Project which is supported by Sport England. The focus is on providing opportunities for targeted groups to take part in specific sporting activities.

4.5 Huntingdonshire Health and Wellbeing Partnership

The Huntingdonshire Health and Wellbeing Partnership has wide ranging representation from many partners and has strong links with the local Children and Young People's Partnership and Community Safety Partnership. It has recently refreshed its strategic objectives and is in the process of developing a new action plan. The Partnership has supported ongoing work around lifestyles focusing on physical activity programmes and other work targeting obesity and can evidence increased engagement in projects. The strategic targets are as follows.

- Reducing Excess Weight (including Obesity) in Children and Adults
- Improving Mental Health in Children and Adults
- Supporting Older People to live independently, safely and well.

4.6 South Cambridgeshire Local Health Partnership

South Cambridgeshire Local Health Partnership aims to prevent ill health in all age groups and tackle the wider determinants of health by delivering outcomes for the health and wellbeing of South Cambridgeshire residents. The partnership brings together organisations such as the NHS, local authorities and voluntary sector with GPs. Each of the priorities will be underpinned by the partnership continuing to find **better ways of working together**, but specifically includes: Building relationships between all the partners, but in particular working with the voluntary sector and GP practices; closer working between GP practices and Children and Young People Locality Teams/schools.

The priorities for the LHP are:

- Ageing well, which includes elements of prevention and support to help people remain independent and live longer in their own homes. (Areas of focus include: tackling loneliness, depression and social isolation; supporting rural transport provision; warmer homes; supporting carers; hospital admissions and early discharge)
- Mental health, which includes a focus on the mental health of all residents, as well as joining up services before people reach “crisis point”.
- New housing growth, which includes learning from previous developments and ensuring access to green space. (Areas of focus include: Influence new developments, particularly in relation to preventing mental ill health; supporting independent living and providing key worker housing; Support the creation of social infrastructure through the planning process)
- Access to services by young people and families. (Areas of focus include: Supporting the work of the Together for Families project)
- Health outcomes for Gypsies and Travellers.

5. PUBLIC HEALTH REFERENCE GROUP (PHRG)

The PHRG was established to oversee and develop public health initiatives across the County. It is co-chaired by the Chief Executive of Fenland District Council and the Director of Public Health. Following a review of the evidence to consider impact and cost effectiveness two high level priorities were agreed for joint action to be taken forward in the first six to nine months.

- Actions to promote physical activity and healthy diet at a population level – which will help to reduce the health burden of obesity, amongst other benefits.
- Community engagement on health issues, using an asset based approach.

A Task and Finish Group was established which further reviewed the evidence for these priority areas and developed an action plan which includes consideration of evaluation, for the delivery of some key actions. The key projects are work with early years providers to improve diet for children under five, community led physical activity programmes, workplace health programmes, a collaborative cross district physical activity programme. Evaluation is considered to be an integral element. This action plan is currently underway and planning has started for the next phase which is the production of a medium term Obesity Strategy focusing upon the two high level priorities. Funding for the work of the PHRG is mainly from non-recurring public health reserves. Establishing sustainable interventions with a focus on community engagement, together with sound evaluation, are central to this work.

6. CAMBRIDGESHIRE AND PETERBOROUGH HEALTH SYSTEM TRANSFORMATION – PREVENTION STRATEGY

The System Transformation work being led by C&PCCG currently includes the development of a Prevention Strategy. The key aim is to identify short to medium term savings for the NHS associated with well evidenced prevention interventions. A Prevention Strategy and an implementation plan have been produced. Lifestyle interventions were identified through modelling as making a contribution to savings, in both the short and medium term. Further detail is given in agenda item 4.3.

7. CHILDREN AND YOUNG PEOPLE

The health and wellbeing of Children and Young People is primarily addressed through Priority 1. The following is a summary of key lifestyle activity targeting children and young people.

7.1 Children and Young People's Area Partnerships

The three Children and Young People's Area Partnerships have in the past focused upon lifestyle issues, and currently these issues are followed up through the Area Partnerships working closely with the local Health and Wellbeing Partnerships. The main health issue being addressed by the Area Partnerships is currently mental health - building self-esteem and building resilience which are linked to the adoption and maintenance of a healthy lifestyle in young people.

7.2 Cambridgeshire and Peterborough Children and Young People's Joint Commissioning Unit

Strategic oversight of the 0-19 commissioned services is the responsibility of the Cambridgeshire Children's Health Joint Commissioning Board (CHJCB) which aims to ensure a link with other 0-5 services and GP services to improve outcomes for children and families, particularly the most vulnerable. These aligned commissioning arrangements were set up to reduce the risk of fragmenting the commissioning of services for children and young people. There are specific lifestyle objectives that reflect the objectives in 0-19 Healthy Child Programme and through the commissioning process can be embedded into midwifery, health visiting and school nursing. Advice and support on lifestyles to children and families focuses upon various aspects of lifestyles management and healthy behaviours including offering information, signposting, support and appropriate guidance on: breastfeeding, diet, physical activity, (obesity prevention and management), mental health, smoking advice and cessation, drug and alcohol misuse, sexual health and contraceptive advice.

Cambridgeshire County Council's Children's Services provide a range of interventions through their under 5s services in nurseries, children's centres and young people's services providing advice and also supporting families to develop the skills to support a healthy lifestyle. There is specific targeted lifestyle work with children and young people most at risk for example Looked After Children. This work is overseen by Cambridgeshire County Council Children's Committee.

8. OLDER PEOPLE

The health and wellbeing of Older People is primarily addressed through Priority 2. The current attention across the system on prevention for older people has a focus upon facilitating healthy lifestyles that will help people to stay active and independent as they age.

8.1 Cambridgeshire Executive Partnership Board (CEPB)

The CEPB has wide range of partners and oversees work on the health and wellbeing of older people across the county. The linked Healthy Ageing and Prevention Strategy is currently in development and it will build on the joint Older People's Strategy:

- To enable the development of a co-ordinated preventative approach and facilitate the integration and join-up of partners in prevention across organisations.
- To develop preventative community-based services and capacity to support and enable older people to enjoy long and healthy lives, to feel safe within their homes and as part of their communities.
- To improve strategic commissioning, planning and delivery of preventative interventions.
- To complement and facilitate delivery of the Information and Communication agenda, to ensure the implementation of preventative health promotion messaging and the provision of early high quality advice to support healthy ageing.

9. DRUG AND ALCOHOL COMMISSIONING GROUP

Services to address drug and alcohol misuse were recently described in the Priority 4 update to the Health and Wellbeing Board. In summary in Cambridgeshire alcohol and illegal drug misuse is addressed through a network of partnerships that work to three strategic priorities (2015-18) that were agreed by the overarching Cambridgeshire Drug and Alcohol Team (DAAT) Executive Board. The first priority is the “Prevention and protection from harm”

Interventions to promote healthy alcohol consumption and avoidance of harmful drinking of alcohol include a programme of population wide and targeted campaigns that provide information about the harms associated with alcohol. There is a concerted effort to increase knowledge and understanding about the growing misuse and harmful impact of Novel Psychoactive Substances (NPS) through a local strategy and action plan. Identification and Brief Advice (IBA) training is provided to a wide range of organisations and businesses focusing upon those that work with high risk individuals and communities.

Historically drugs and alcohol work has been funded through pooled budgets and shared resourcing from members of the partnership. Currently the majority of the funding for specific drug and alcohol services comes from the Public Health Grant held by the Local Authority with small contributions from Cambridgeshire County Council Adult Social Care, Office of the Police and Crime Commissioner (PCC), and Cambridge City Council.

10 VOLUNTARY SECTOR HEALTHY LIFESTYLE PROGRAMMES

Cambridgeshire’s active voluntary sector is increasingly involved in promoting or providing healthy lifestyle interventions across the life course. The current focus on the need to maintain the health and wellbeing of older people has stimulated a rapidly growing development of programmes for this target group. Examples include the work of Care Network through its community development work that promotes the independence of older people, supporting them to take responsibility for their own health through lifestyle change . Age UK has similar objectives and offers initiatives such as cooking programmes for older people.

11. ENGAGING INDIVIDUALS AND COMMUNITIES TO TAKE RESPONSIBILITY FOR THEIR HEALTH

11.1 There is some evidence that community resilience and engagement can have a positive effect on health. It supports individuals and communities to take responsibility for their health and engage in health improvement activities. It is reflected in the strategies and action plans across a wide range of statutory and voluntary organisations in Cambridgeshire and the following provides examples of projects have been initiated.

- Cambridgeshire County Council Health Committee has allocated £500,000 non-recurrent Public Health funding for a Healthy Fenland Fund. This will be accessed over the next five years by Fenland communities to implement initiatives that will support healthy lifestyles and improve health and wellbeing. Following a procurement exercise, the voluntary organisation Care Network has been contracted to oversee the fund and to also employ community engagement workers to help strengthen communities, and support them in accessing the Healthy Fenland Fund.
- Cambridgeshire County Council has a number of community engagement projects that have been developing and evolving over several years. For example projects like the Community Navigators and Timebanking involve community members engaging and supporting communities to maximise their health and wellbeing.
- The Kickash Programme is a young person led (peer) smoking prevention programme. It has been developed by Cambridgeshire County Council Public Health and PSHE. Young people in Year 10 are recruited to work as Kick Ash mentors to promote their 'proud to be smokefree' message. The Kick Ash mentors lead activities in their own schools and their partner primary schools. Young mentors also play a role in combating Illicit tobacco working alongside Cambridgeshire County Council Trading Standards (along with the Police, Her Majesty Revenue and Customs (HMRC)). Young people and disadvantaged communities are often the target of this cheap tobacco. Through another initiative there has been recent success where partnership work has resulted in the removal of a large quantity of illicit tobacco and cigarettes from shops in Wisbech.

11.2 Cambridgeshire County Council has recently produced its Community Resilience Strategy. The Strategy is intended to articulate and drive the way the Local Authority works with local communities, proposing a fundamental shift in the way that service provision and local communities interact; essentially repositioning the Council as part of the wider community, with a real focus on building the capacity of local people to help meet local needs together. The Strategy is one of the identified mechanisms (enablers) for the delivery of the Cambridgeshire County Councils "New Operating Model" which includes as one of its seven priority outcomes "People lead a healthy lifestyle". Further detail is provided in agenda item 4.5.

12. CAMBRIDGESHIRE COUNTY COUNCIL PUBLIC HEALTH COMMISSIONING

Cambridgeshire County Council's Health Committee which oversees Public Health is supporting the commissioning of services designed to support healthy lifestyles and behaviour change amongst the whole population and targeted groups.

12.1 The Integrated Healthy Lifestyle Service

This Service was commissioned and launched in June 2015. It brought together a number of existing behaviour change and weight management services to produce an evidence based integrated service that will improve the experience of the patient/client through having one access point and easy referral to and between services. This increases cost effectiveness and has brought services to the north of the county that had hitherto only been provided in the south of the County. It includes the following services.

- Health Trainer Services: These support people for up to a year to make changes to their lifestyle along with referral to other specialist lifestyle services. Additional investment has expanded this service from provision in the 20% most deprived areas, to cover the rest of the county
- Weight Management Services: Tiers 2 and 3 Adult weight management services
Children's Weight Management Services
- National Child Weight Measurement Programme – Mandatory programme of annual height and weight measurement of reception and year 6 children in maintained schools. There is a pathway from this Programme to the Children's Weight Management Service.
- Outreach NHS Health Checks. This mandatory cardio-vascular risk assessment programme that involves referral to lifestyle services has primarily been provided by GP practices. The Lifestyle Service is commissioned to provide outreach NHS Health Checks targeting hard to reach high risk groups and workplaces.
- Behavioural Change Training: This is an evidenced based approach to enabling people to make lifestyle changes known as "Making Every Contact Count". Training is offered to frontline staff to equip them with skills to raise health and lifestyle issues and motivate individuals to address their behaviours.
- A Specialist Falls Prevention Health Trainer Service targets older people to support them to adopt evidence based physical activity interventions that help protect against falls.

12.2 The Integrated Sexual Health Service

This Service was commissioned in September 2014 and through extensive service redesign is meeting its overall aims.

- Improving the equity of sexual health services across the county and reducing health inequalities between the north and south of the county.
- Increasing the access to integrated services for service users to enable patients to have both their contraceptive and sexual health needs addressed in one location.
- Modernising service delivery in line with models of good practice.

Cambridgeshire Community Services are commissioned to provide the service. It has subcontracted the Terence Higgins Trust to focus on promotion of healthy sexual health behaviours and this work is targeting young people especially in Fenland, which historically has had a higher teenage pregnancy rate. Dhiverse is commissioned to promote sexual health and wellbeing for a range of at risk groups.

12.3 Workplace Health Programme

There is evidence that workplace health programmes are effective and cost effective through supporting the adoption of healthy lifestyles. Historically this Programme has been

run with some external support by Public Health Staff. Additional investment has been allocated and an external voluntary organisation has been commissioned to take this work forward. An example of a successful workplace programme was the adoption by Cambridgeshire County Council of a Smoke Free Policy and its subsequent implementation

12.4 GP Public Health Services

Stop Smoking Services, NHS Health Checks, Contraception Services and Chlamydia Screening have for several years been commissioned from GPs. These services have in recent years faced considerable challenges as GP practices have received additional demands for their services. Concerted efforts are being made to improve these services which will be supported by the CCG's Prevention Strategy. In addition Public Health has invested in an NHS Health Checks modernisation programme that will improve the patient experience and data collection.

12.5 Promoting Healthy Eating in Schools

For the past three years the Food for Life Programme has been commissioned to work in schools in areas where there are high rates of childhood obesity to help them develop healthy eating policies, increase knowledge of children and families of healthy eating including the opportunity to learn about growing healthy foods. This Programme has evaluated well nationally.

12.6 Health Promotion Resource Library

The Health Promotion Resource Library provides a range of resources about healthy lifestyles to professionals and the general public. Historically this had been commissioned by Public Health from Hinchingsbrooke Hospital. This Service was decommissioned in 2014 and is now provided by Cambridgeshire County Council Library service. This means that the Service has become countywide and greatly increases access to professionals and the public and has enabled closer planning and co-ordination of lifestyle campaigns

12.7 Public Health Programmes Team

The Public Health Team includes the Public Health Programmes Team which provides healthy lifestyles services including Stop Smoking Services, the multi-agency Gypsy and Traveller Health Team, mental health promotion and other health promoting campaigns. CAMQUIT is the core local Stop Smoking Service which help smokers quit and supports and trains other providers of Stop Smoking Services. The Team has been innovative in addressing a fall in the number of smokers accessing the Service which has been seen locally and nationally and attributed to the impact of e- cigarettes. Social Marketing was commissioned to help plan services and campaigns, and mobile services in Fenland, additional outreach in the community and additional workplace services have all been implemented.

13. PROMOTING PHYSICAL ACTIVITY AND SUPPORTIVE ENVIRONMENTS

There is strong evidence that an environment which affords opportunities for people to be physically active that are safe, accessible, affordable and enjoyable make a key contribution to lifestyle change. Local authority Planning, Housing and Transport Strategy services play an important role in shaping the environment. There is also a growing evidence base about the role of the natural environment and a number of initiatives are

being taken forward through the Natural Cambridgeshire Partnership. This work will be covered in more detail at the March meeting of the Health and Wellbeing Board covering Priority 5.

13.1 Travel for Work Cambridgeshire Partnership

The Travel for Work Cambridgeshire Partnership (partners are the District Councils, Chamber of Commerce, Addenbrookes Hospital Trust, Cambridgeshire & Peterborough Clinical Commissioning Group and the University) works with over 160 employers to promote sustainable and active travel and have established some innovative projects

- Through external funding grants are being awarded to support the purchase of bike shelters and pool bikes, and have supported/delivered 20 workplace events and workshops to promote walking and cycling, use of public transport and car sharing.
- Personal travel planning (PtP) guidance has been provided to 5000 residents in target communities. PtP has been proven to achieve modal shift through increasing active travel and reducing car use i.e. improving air quality and mental wellbeing. The recently completed Travel survey, for which 11,000 employees responded, showed (in the main part) a notable modal shift to more active travel modes for the majority of participating employers. Reports are currently being sent out to participating employers, highlighting what further measures might be delivered to their employees.'

13.2 The Cambridgeshire and Peterborough Sports Partnership

This Partnership is led by the voluntary organisation Living Sport. An example of its work is the Cambridgeshire County Councils 'Stepping Stone' Programme. This has assisted nearly 130 disabled people and those with a long term health need to take part in over 2000 activity sessions in 23 different sports including golf, paddle boarding, boxing, archery, shooting and trampolining. This is underpinned by £50k funding from Sport England.

14.0 ALIGNMENT WITH THE CAMBRIDGESHIRE HEALTH AND WELLBEING STRATEGY

14.1 This is an update on Priority 3 of the HWB strategy.

15.0 IMPLICATIONS

15.1 This is an update paper for members, so there are no new proposals contained within it.

16.0 RECOMMENDATION/DECISION REQUIRED

16.1 Members are asked to note this update.

Source Documents	Location
Please see Appendix for background information and source documents.	