

... in brief

The [Portfolio Holder \(Adult Social Care and Health/Wellbeing\)](#) has asked to monitor progress on the following issues. This briefing contains the latest position as of [January 2023](#).

Subject: Wellbeing Service and Key Projects.

The purpose of the Paper:

This paper provides a briefing on the following services and areas of work, describing the service delivery or project, presenting performance data, and proposed future developments:

- Wellbeing Service
- Wellbeing Academy
- Workplace Health
- Tier 2 Weight Management Programme
- Health Checks

Background

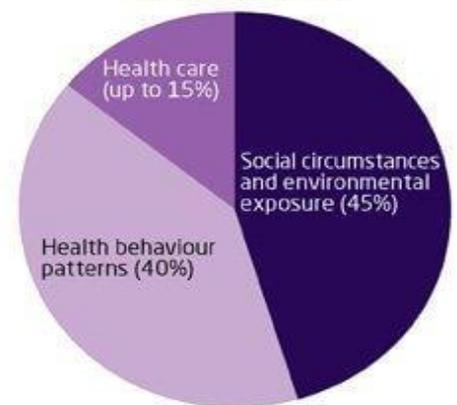
Health is determined by a complex interaction of health care, social and environmental factors, and health behaviours. It is estimated that around 40% of the determinants of health are attributable to health behaviours as per Figure 1 below:

Figure 1: Model of relative contributions of the determinants of health.

... in brief

By targeting resource, engaging with people within our communities, collaborating with partners and skilling up the wider public health workforce we will enable citizens to take control of their own health and wellbeing and reduce demand on a range of health, care, and council services.

Mc Giniss et al (2002)



Health is multifaceted and is determined by many factors. The link between social inequalities and differences in health outcomes is strong. Addressing the wider determinants of health will help improve health equity as well as overall health.

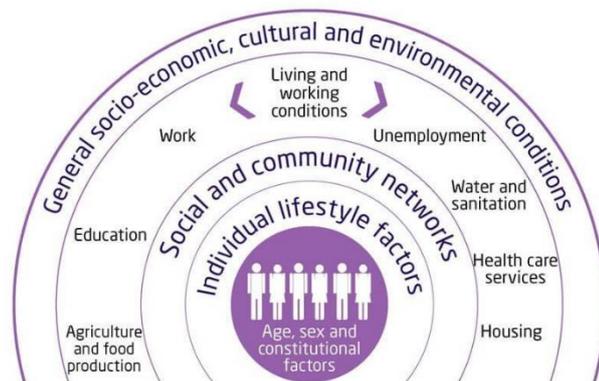
... in brief

Figure 1

The mechanisms by which the wider determinants influence mental and physical health can be complex and inter-related. The diagram opposite shows the relationship of health determinants. It places the individual and their 'constitutional factors' such as age and genetics in the centre, surrounded by individual lifestyle factors.

Outside individual factors are wider determinants: The broader contextual socioeconomic, cultural and environmental conditions within which our lives take place. The different layers of the model are shown as interlinked, highlighting the complex processes which determine people's health.

Source: Dahlgren, G. and Whitehead, M. (1993) Tackling inequalities in health



Recognising this broad span of influences on health, the Wellbeing Service adopts a holistic approach in supporting clients within the service.

Wellbeing Service

Service delivery:

The Wellbeing Service is a key mechanism in enabling the local authority to achieve improvements to public health by providing holistic wellbeing support to adults in North East Lincolnshire (NEL) focused on, but not exclusively, around health behaviours. The service is targeted at those experiencing greatest disadvantage, to tackle health inequalities.

The service is based on proportionate universalism. This means that the service is accessible to all adults in NEL, but the content, scale and intensity of intervention is proportionate to the level of social, economic, or environmental disadvantage that someone faces and the support that they need. Consequently, the wellbeing service proactively focuses and targets people and groups experiencing disadvantage across NEL using a tiered delivery system including universal, targeted and specialist level support.

... in brief

For those who come into service, the Wellbeing Workers conduct holistic person-centred wellbeing assessments and provide clients with 'time,' using a coaching approach to identify what and who matters to them, to enable and empower people to have control. The service works with clients to develop a wellbeing plan which is underpinned by behaviour change approaches, such as, COM-B (*Susan Michie, Maartje van Stralen, Robert West 2011*). The wellbeing plan covers a holistic approach to health, 7 lifestyle domains and how they interact and impact an individual's wellbeing, including:

- Daily Routine
- Relationships
- Money
- Learning
- Physical health
- Emotional wellbeing
- Where you live.

The Wellbeing Service also offers and delivers Smoking & Smoking in Pregnancy (SIP), cessation programmes to relevant clients, a key component of our new strategic tobacco framework for NEL, working closely with NLaG's tobacco team and Maternity Services in NEL.

The Service offers proactive outreach, taking wellbeing support into the heart of our communities. Having presence in venues and in key communities supports ongoing engagement with people in the settings where they live their lives. This could include workplaces, community venues or education settings. We operate a wellbeing referral system for GP's and other services to refer clients who would benefit from support as well as a self-referral approach.

The Wellbeing Service has observed an increase in the complexity of people's wellbeing related issues particularly around mental health as a result of the Covid-19 pandemic. In response, we have established some key partnerships and integrated pathways of support were set up and continue to support those in need. A partnership with Navigo and a direct referral line to service has been established and works to serve both parties with clients and recovery. A partnership with Department of Work and Pensions and having a presence in the Job Centre to support clients and improve employability and a new relationship with We are With You (drug and alcohol services) to help support people through recovery are established.

The numbers the team engage with has increased significantly with clients from the most deprived decile in NEL, therefore requiring additional staff time and resource. The service engagement has increased from **36%** in 2020/21 to **53%** 2021/22 (COVID-19 pandemic) and continued at a level of **52%** in Q1 and Q2 in 2022/23. Further performance data is presented below, and notably around 82-3% of clients state they have maintained the goals and changes made with the service and a large proportion report improved wellbeing.

Previous year 2021/22 – end of year report showed 2228 referrals to the Wellbeing Service. Of those, 37% were either non-contactable or declined the service and the majority of those referrals made were for smoking or as part of the standard Baby Clear smoking in pregnancy pathway. Those accepting our service totalled 1,133 (53%) and they received continued support of 6 sessions or more, depending on programme of support:

- **64%** of our total referrals were for smoking cessation
- **36%** wider wellbeing support

... in brief

- **86%** overall attendance rate at appointments – covid related and accessibility ease.
- **52%** of total clients achieved goals
- Consistent increases in self-reported wellbeing in all 7 domains, self-efficacy and WEMWBS scores showing significant increases at the beginning and end of interventions

Service follow up at 3-6months:

- **83%** stating that they have maintained the goals and changes they made with the service
- **83%** with increased wellbeing.

Current year 2022/23 – Q1-Q3 data shows 1500 referrals into service so far this year. Those accepting service 862 (57%) receiving continued support of 6 sessions or more depending on programme of support.

- **57%** of our total referrals are for smoking cessation
- **43%** for wider holistic wellbeing support
- **76%** attendance rate at appointments remains high even with return to face to face and community venues – suggesting client's needs and availability of service is effective.
- **63%** of total clients achieved goals – wellbeing and smoking combined.
- Consistent increases in self-reported wellbeing in all 7 life domains, self-efficacy & WEMWBS scores showing significant increases at the beginning and end of interventions.
- **207** people signposted to another service for support as appropriate.

Service follow up at 3-6months:

- **84%** stating that they have maintained the goals and changes they made with the service
- **90%** with self-reported increase in wellbeing.

Walk-in venue support:

- **69%** support around smoking – includes breathe & leave and new assessments
- **31%** wider wellbeing support

Further information on the Wellbeing Service is available here: [Wellbeing Service - LiveWell \(nelincs.gov.uk\)](https://www.nelincs.gov.uk)

Future developments for the Service including maximising opportunities to delivery within Family Hubs and the Start for Life Programme. We will also continue to develop key partnerships and alignment with developments within the Health and Care Partnership, including new models of care and close working with relevant hospital service to maximise opportunities to engage with more people, in the right places, at the right times.

Wellbeing Academy – Creating Connected Communities

The Wellbeing Academy is designed to increase the capacity within existing staff groups and with partner agencies and organisations across the borough to provide lower-level wellbeing support to people in the settings and communities where they are based or within services they already utilise.

The purpose of the wellbeing academy is to create a values-based approach to wellbeing conversations that support the consistency of information and support given to people across the borough, resulting in better help for the right people, at the right time, in the right places.

It aims to increase capacity across the borough to support people with their wellbeing and to have high quality conversations, linked with Making Every Contact Count. COVID has had a significant impact on the population's wellbeing causing challenges for many people in relation to both physical and mental health.

... in brief

A new online platform is emerging to host the Wellbeing Academy which will be open to a wide range of organisations to access all levels of training. The platform is in pilot phase and will be tested internally within NELC and adult social care teams and care homes staff to gain insight and feedback through Q4. Intended next steps are to explore potential rollout across the Health and Care Partnership and with other place-based partners.

Further information on the Wellbeing Academy platform is here: [Wellbeing Academy \(wellbeingacademynel.co.uk\)](https://wellbeingacademynel.co.uk)

Healthy Places Programme

Healthy Places is a workplace health and wellbeing programme and supports both People and Place priorities in NEL. There is evidence that workplace health programmes contribute to:

- Improved health and wellbeing leading to longer healthy life expectancy.
- Improved employee morale, productivity and motivation and business brand.
- Less sickness absence/ill health and presenteeism, leading to reduced business costs.

Building capacity for organisations to identify and achieve their unique goals towards creating a healthier place and enhance and deliver wellbeing solutions, promotes a cultural shift in workplace health. The focus is broad, covering the environment, processes, systems, and employees to improve business and health on both professional and personal level outcomes.

The benefits of an integrated Workplace & Workforce development programme serve much bigger return on investment than just sickness absence and loss of productivity. By being inclusive in the culture, environment and treating people as individuals, wellbeing can surge across a business not only to increase productivity, but to reduce stress, worries and anxieties related to work and externally: [the-workplace-health-report-2022.pdf \(championhealth.co.uk\)](https://www.championhealth.co.uk/workplace-health-report-2022.pdf)

The main aims of the Workplace Health:

- To promote health and well-being across North-East Lincolnshire and support and aid in closing the gap of health inequalities
- To increase the wider public health workforce and to deliver improvements in health through, training, support, advice, and consultancy
- Create cultures and environments where wellbeing is at the core, helping to make health everybody's responsibility developing positive Leadership for Health & Wellbeing across NEL.

Covid-19 has had a significant impact on the Healthy Places programme. It effectively stalled losing engagement with all businesses. Staff deployment into the pandemic effort and staff changes within the Wellbeing Service have also limited this programme. However, a new Wellbeing Programme Lead will commence their role Jan 2023 who will drive this programme and its action plan forward around it is for key theme:

1. Workplace health engagement and network development
2. Settings based approach – Business, Education, SME's
3. Targeted interventions – Tier 2 Weight Management, Smoking, Health Checks & Mental health
4. Healthy Workplace Online platform development

Key objectives for 2023 onwards are:

- Re-launch of Healthy Places workplace health programme across NEL.

... in brief

- Develop Wellbeing at Work Network, engaging up to 10 organisations annually. Share best practice/ knowledge/ health information.
- Work with organisations of all sizes with initial focus on routine and manual workforces, SMEs and Education settings.
- Develop an online platform for organisations to access and support, to generate their own wellbeing plan and strategy for workplace health

In the interim, we have re-engaged the network of businesses already engaged in the programme, including Phillips 66, Hilton Seafood, Police, and others.

Tier 2 Adult Weight Management

The Adult Weight Management Services Grant (No. 31/5540) distributed £30.5m of new funding between all local authorities in England to support the expansion of adult tier 2 behavioural weight management services commissioned by local authorities in April 2021. This funding extension ends in Dec22. Work initially was to scope and develop an options appraisal for the effective delivery and management of Tier 2 weight management. Working towards a sustainable model to enable the continuation of weight management services beyond Dec 2022.

The local programme is based around train the trainer model and we have 3 partner organisations delivering programmes alongside the Wellbeing service, on 12week face to face programmes with a key focus around behaviour change. The Tier 2 weight management programme links in the Healthy weight healthy Lives strategic framework (HWHL) and development across services and partners to ensure correct links with GP's, Social Prescribing, Community and leisure and business settings now and moving forwards.

In February 2023, the Wellbeing Service team will train all wellbeing workers in the Tier 2 weight management programme, creating a sustainable model of delivery to help tackle the overweight and obesity agenda in NEL. Two courses are planned to start in January 2023 and another TBC Feb23, with a full programme of courses from April onwards after training and assessment completion.

Programme evaluation is currently under way from the pilot programme with some key highlights below:

- total referrals 300
- those starting (week 0) 226
- completed (week 12) 150
- weight loss (avg %) 3.6%
- increase wellbeing score + 3.71

Health Checks

The NHS health check programme is a statutory responsibility of all local authority public health departments. The programme aims to improve the health and wellbeing of adults in England aged 40-74, by identifying early signs of stroke, kidney disease, heart disease, type 2 diabetes, and dementia. As adults age, they are at greater risk of developing one or more of these conditions and the NHS health check helps to identify ways to lower this risk.

... in brief

Currently the health check programme is delivered through the GP surgeries, which was re-commissioned in September 2022.

Legal duties exist for LAs to make arrangements:

- for each eligible individual aged 40-74 to be offered an NHS Health Check once in every 5 years and for everyone to be recalled every 5 years if they remain eligible.
- for the risk assessment to include specific tests and measurements.
- to ensure the individual having their NHS Health Check is told their cardiovascular risk score, and other results are communicated to them. [QRISK3](#)
- for specific information and data to be recorded and, where the risk assessment is conducted outside the individual's GP practice, for that information to be forwarded to the individual's GP.

NHS Health Check: Restart Preparation document November 2020 states 'that providers should continue to apply the principle of proportionate universalism, delivering checks in a way that prioritises resources and effort to inviting and engaging those who are most likely to be at higher risk of cardiovascular disease (CVD).'

OHID fingertips Public Health data is showing an encouraging uptick. [NHS Health Check - Data - OHID \(phe.org.uk\)](#)

2022/23

Q1. 1664 invites sent. 763 completed.

Q2. 1296 invites sent. 736 completed.

Q3. 731 invites sent. 658 completed.

2021/22

Total invites 4980

Total completed 1127 – 22.6% (data not available per quarter breakdown).

Work will continue with GP's and our partners in the ICB to improve both sent invites and uptake of Health Checks across North East Lincolnshire.

Health Check Outreach

Ensuring that health outcomes can be achieved depends upon the local authority collaborating closely with key partners and looking at the development of an outreach model. Delivering a successful NHS Health Check Outreach programme and lifestyle interventions which connect with primary health services will influence and improve some of the Public Health Outcomes Framework (PHOF) Indicators covering several wider determinants of health. Health checks should also help to address health inequalities, as they provide a means for identifying people at risk of poor health.

The DPH annual report on Health Inequalities highlights that cardiovascular disease accounts for a large proportion of the burden of disease in North East Lincolnshire (NEL) and contributes significantly to socioeconomic inequalities in life expectancy.

As part of the recommissioning plan for delivering health checks within GP Practice we are in the process of developing an outreach project that will target community venues such Freeman St market and Open Door and workplaces across the borough in line with national guidance and local insight. A joint project with North Lincs that has enabled us to share costs and expertise is in the initial stages.

... in brief

This project will involve mobilising the delivery of a health check so that it can be taken to either a workplace or community venue using a targeted approach. InHealthCare are a company who are developing our required specification and can provide a system platform that links with SystmOne and Emis to access and share patient health check data and integrate directly with GP Practice. This will enable health check delivery staff to complete health checks in external settings and share the completed data directly with the patients GP practice. Creating improvements in health identification needs and acting as a preventative tool across the system with potentially huge returns on investments and savings in clinical care, medicines, and ongoing support.

NEXT STEPS:

The development of Workforce development plan and a communications plan for the service will be key drivers in the team achieving its potential and fulfilling all its objectives and targets. To continue to focus on key partnerships and understanding the critical interdependencies of health and wellbeing projects, developments, and services to ensure the best outcomes for the people of North-East Lincolnshire.

Contact Officer:

Adam Johnston, Wellbeing Service Manager, adam.johnston@nelincs.gov.uk

If you require any further information, please contact the named officer or alternatively,

Claire Ward, Public Health Business Manager, claire.ward@nelincs.gov.uk

If you would like to find out more about scrutiny you can contact us:

by email democracy@nelincs.gov.uk

or by post

NELC Scrutiny Team,
Municipal Offices,
Town Hall Square,
GRIMSBY DN31 1HU.

Or go to: www.nelc.gov.uk/council/councillors-democracy-elections-/scrutiny/