

ROTHERHAM BOROUGH COUNCIL – REPORT TO HEALTH & WELLBEING BOARD

1.	Meeting:	Health and Wellbeing Board
2.	Date:	10th July 2013
3.	Title:	Healthy Lifestyles Theme Update
4.	Directorate:	Public Health, Neighbourhoods and Adult Services

5. Summary

The Healthy Lifestyles theme of the Health & Wellbeing Strategy has the following outcomes:

Overarching outcome

People in Rotherham will be aware of health risks and be able to take up opportunities to adopt healthy lifestyles

Priorities

- We will work together to understand our community assets; identifying what and where they are across the Borough and how we use them effectively
- We will use the Health & Wellbeing Strategy to influence local planning and transport services to help us promote healthy lifestyles
- We will promote active leisure and ensure those who wish to are able to access affordable, accessible leisure centres and activities

The attached work plan outlines the activity which is underway to address these outcomes.

6. Recommendations

- That the HWBB endorse the work plan
- That partners commit to supporting the actions
- That the H&WB receives a further update on progress in due course

7. Proposals and Details

Health behaviours influence many facets of peoples' lives. The higher than average levels of obesity, smoking, alcohol use and lower level of physical activity amongst adults in the borough contribute to mortality and morbidity including long term conditions such as heart disease, stroke and diabetes and cancers. This has a significant impact on the health and social care systems – hospital admissions, social care provision as well as on formal and informal carers. Health behaviours impact on the local economy through attainment and skills development and business growth as well as worklessness, sickness absence and high levels of benefit claims for incapacity. Many individuals with long term health problems also experience low mood, anxiety and depression.

Obesity is also of concern in Rotherham's child population, as evidenced in the National Child Measurement Programme results for the Borough.

Health behaviours should not be seen as a “lifestyle choice” – for very many people their behaviours are influenced by the wider determinants of health and their awareness and understanding of personal/family health or “health literacy”. The outcomes identified in the strategy recognise the impact of the wider determinants of health and reflect the consultation undertaken in the development of the strategy.

The wider determinants of health are reflected in the diagram below:



The Determinants of Health (1992) Dahlgren and Whitehead

The theme crosses the full life-course, with initiatives which address prevention and early intervention (for example in tobacco control and obesity) in both adults and children and encourage self-care and independence. There are clear links between deprivation and health inequalities relating to this theme and opportunities for raising awareness of commissioned activity and community based opportunities through the Deprived Neighbourhoods programme. Four of the priorities identified in the strategy – obesity, smoking, alcohol and fuel poverty – sit within the framework of the health

improvement function of the public health framework and changes in health behaviours can make a significant difference to the impact of living with long term illness, including dementia.

The linkages with the transport and environment arenas also play an important role in peoples' ability to adapt their behaviours and the work plan includes a range of activities which promote increased physical activity through active transport (including walking and cycling) and public use of green space across the Borough.

8. Finance

RMBC Public Health commission a range of behaviour change programmes (from the ring-fenced PH grant) including weight management, smoking cessation, treatment for alcohol dependency and a Health Trainer Service. The weight management services are contracted until the end of the current financial year and will be recommissioned subject to approval by Cabinet. Work has been undertaken to review the effectiveness of a range of tobacco control initiatives and a new commissioning framework for tobacco control is being developed.

9. Risks and Uncertainties

There is a risk that progress will be limited by reductions in budgets across the partner organisations. It is important that communities and individuals are encouraged and supported to develop local initiatives and solutions to meet their needs and that partners work consistently to promote behaviour change programmes and services across the borough, maximising all opportunities to raise public awareness and increase referrals to services.

10. Policy and Performance Agenda Implications

Behaviour change services are subject to compliance with evidence and best practice (NICE) and are routinely performance managed.

Contact Name:

Joanna Saunders, Head of Health Improvement, Public Health. Telephone 01709 255852, email joanna.saunders@rotherham.gov.uk

Health and Well Being – Healthy Lifestyles Work Plan

Actions	Responsible Person	Progress	Deadline Date
Overarching Outcome: People in Rotherham will be aware of health risks and be able to take up opportunities to adopt healthy lifestyles.			
1. Benchmarking information available from findings of Health Inequalities summit (2011) community consultation (what people said)	Rebecca Atchinson	Complete	n/a
2. Clinical benchmarking data available from NHSR/ RCCG GP Comparative data (2011) and Joint Strategic Needs Assessment (what we know)	Robin Carlisle	Complete. Monitor updates as they are produced by CCG. JSNA in development	n/a
3. Commissioned lifestyle/behaviour change services delivery mapped across borough ensuring there are a range of services to meet the needs across the lifecourse (opportunities available)	Joanna Saunders/ Alison Illiff/Mel Howard	Available from service providers on an ongoing basis. Performance management data and equity audits available.	Ongoing
4. Work with partners to challenge the social norms in Rotherham (eg 75% of adults don't smoke; healthy weight is achievable for the majority of people) – reflected in cultural values of partner organisations	All partners	Development of Smoke Free Charter for Rotherham Promotion of social norms through work with partners including sports clubs, parish councils, schools and community organisations	Ongoing
5. Promotion of Public Mental Health through partners and the take up of targeted training to raise awareness of the importance of mental health and wellbeing	All partners Ruth Fletcher-Brown	Development of 5 Ways to Mental Wellbeing programme Delivery of training to support Welfare Reform programme	March 2014

Priority One:

We will work together to understand our community assets; identifying what and where they are across the Borough and how we use them effectively

1. Establish opportunities for delivery of services across the Borough, but with particular focus in deprived neighbourhoods (links with Dependence to Independence theme)	As above and service providers	<p>All DN Coordinators made aware of behaviour change/lifestyle service contacts and potential for delivery in community settings.</p> <p>Service specifications for weight management, stop smoking and Health Trainers require providers to target deprived neighbourhoods and outcome data is monitored for reach into DNs on an ongoing basis.</p> <p>Similar exercise to be undertaken with alcohol/substance misuse services as part of review/recommissioning.</p> <p>All services engaged in DN workstream as required (eg practitioner events, community events etc)</p>	Ongoing
2. Ongoing review of service offer in response to feedback from public (links with Expectations & Aspirations theme)	As above and service providers	Provider services are routinely performance managed on activity levels, customer feedback and complaints.	Ongoing
3. Support will be provided to voluntary/community organisations to help them signpost and refer clients to healthy lifestyle services	DN Coordinators Service providers	Attendance at practitioner events, community events etc	Ongoing
4. Where appropriate voluntary/community providers and non-specialist services are provided with training to delivery brief intervention	Behaviour change service leads	RUFC Community Sports Trust received training to deliver smoking cessation support (Levels 1 and 2) to children and	May 2013

and intermediate services to enhance their own service offer and to extend the availability and access to behaviour change services (capacity building)		<p>young people, particularly focussed on the Roma/Slovak community</p> <p>School Nurses trained to Level 2 Stop Smoking Support.</p> <p>Wide range of partners offered and trained in OCN Weight Management.</p>	Ongoing
Priority Two:			
We will use the health and wellbeing strategy to influence local planning and transport services to help us promote healthy lifestyles			
1. Delivery Making Every Contact Count training for deprived neighbourhood coordinators/teams, customer services officers (across a range of services), practitioner awareness sessions (training needs assessment)	Sally Jenks	Offer developed and workshop to be undertaken with H&WB stakeholders	Sept 2013
2. Rotherham Local Plan consultation includes the development of policy – for example in relation to hot food takeaways, use of green space to promote active travel, sports and recreation, play and use of cultural and public spaces etc – reflecting the wider determinants of health and the promotion of population health	Helen Sleight/ Joanna Saunders	Consultation period ends 29 th July 2013	2013

3. Continue work with Housing to promote Affordable Warmth (see separate action plan for priority measure)	Catherine Homer/ Paul Benson		Ongoing
4. Continue to support the SY Safer Roads Partnership in reducing road traffic accidents and promoting safe use of public highways for increasing active travel	Joanna Saunders/Tom Finnegan-Smith	Wide range of activities promoted through SRP and partners Active review of use of cars in close proximity to schools	Ongoing
Priority Three: We will promote active leisure and ensure those who wish to are able to access affordable, accessible leisure centres and activities.			
1. Map leisure/physical activity opportunities available across borough	Rotherham Active Partnership Rebecca Atchinson/Chris Siddall		September 2013
2. Seek opportunities to draw down resources to expand the physical activity offer in the Borough through Big Lottery and other external funding opportunities	RAP Rebecca Atchinson/Chris Siddall	Bid in preparation. Support to education settings and community providers to increase opportunities for physical activity	
3. Promotion of lifestyle/behaviour change services through MECC and active referral into services (monitored through service contract management)	All partners	See previous note	
4. Promotion of services/activities/resources through multimedia	All partners PH, RMBC and provider websites		Ongoing

Joanna Saunders June 2013