

SLOUGH BOROUGH COUNCIL

REPORT TO: Slough Wellbeing Board **DATE:** 15th November 2017

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WARD(S): All

PART I

FOR DISCUSSION

CAMPAIGN PROPOSALS FOR THE SLOUGH WELLBEING BOARD ON THE FOLLOWING WICKED ISSUES: OBESITY, POVERTY AND SOCIAL ISOLATION (LINKED TO MENTAL HEALTH)

1. Purpose of Report

To review draft proposals to launch a number of public awareness campaigns on obesity, social isolation, poverty and mental health.

2. Recommendation(s)/Proposed Action

The Board is recommended to:

- 1) Note the recommendations at section 6; and
- 2) Commit to a number of public awareness campaigns to be run locally and on behalf of the Wellbeing Board, on obesity, social isolation, poverty and mental health.

3. The Slough Joint Wellbeing Strategy (SJWS) , the JSNA and the Five Year Plan

The campaigns will be planned using data and Intelligence from the JSNA and from partners, including:

- the demography of Slough
- the differing needs of communities in Slough
- the services currently available to slough residents

The proposed campaigns will contribute directly to the delivery of the following SJWS priorities: *priority 2 increasing life expectancy by focussing on inequalities and priority 3 improving mental health*

They will also contribute to the delivery of the following council's **Five Year Plan** outcomes: *outcome 1 – our children and young people will have the best and outcome 2 - our people will become healthier and will manage their own health, care and support needs.*

4. Other Implications

- a) Financial – No financial implications arise from this report.
- b) Risk Management - The following early risks to the campaign have been identified.

Recommendation	Risk/Threat/Opportunity	Mitigation(s)
Campaigns are launched within required timeframe	Campaigns can't start on time	The project timings will be carefully planned in agreement with SWB Chair and vice chair and relevant communication teams
Campaigns will use existing resources	Those resources will not be available to lead on this agenda and that the impact of these issues continues to cost society and the individual.	The task and finish groups will identify the resources required during each start up phase
Campaigns take account professional opinion	Lack of engagement from public, partners and stakeholders	Wide dissemination of fact sheets and direct emails to key partners and stakeholders A range of methods will be used to engage and involve the public in the campaigns / events

- c) Human Rights Act and Other Legal Implications – No human rights implications arise.
- d) Equalities Impact Assessment – The proposed campaigns aim to improve health and wellbeing outcomes for all residents in Slough.
- e) Workforce – No work force implications arise from this report.

5. Summary

This report proposes a number of public awareness campaigns to support local action to tackle obesity, social isolation, poverty and mental health throughout 2018.

6. **Supporting information**

- 6.1 The Wellbeing Board agreed when it met in September 2017 to establish a small group to look at the feedback received on the three wicked issues from the Partnership Conference (plus mental health) and come up with proposals for how a coordinated partnership campaign might be developed for roll out in 2018.
- 6.2 This small 'Sponsor group' met on 2 November to review the summary of the world café discussions on the three wicked issues (see appendix A) and agree next steps. Members of this group include Alan Sinclair, Gavin Wong, Nicola Strudley, Dean Tyler and Amanda Renn.

Coordinated partnership campaign proposal

- 6.3 The key recommendations of the 'Sponsor group' are to:
- 1) Run a separate public information campaign on each of the wicked issues discussed at the partnership conference and mental health throughout 2018.
 - 2) Link the timing of these campaigns to existing national or local campaigns wherever possible (e.g. World Mental Health Day) and build on existing work in these areas. A diagram showing how this might work in practise is attached at Appendix B.
 - 3) Use the NHS "One You" branding (<https://www.nhs.uk/oneyou>) for each of the campaigns i.e. One You: Get Active (for obesity), One You: Get Connected (for loneliness and social isolation) and One You: Be Resourceful (poverty).
 - 4) Kick start the year by focussing on One You: Get Active (obesity) campaign.
 - 5) Structure the time allocated for each campaign to include planning, 3 week intensive activity and evaluation phases. A diagram showing how this might work in practise and the separate activities that could be undertaken under each phase (using One You: Get Active as a theme) is at Appendix C.
 - 6) Establish dedicated task and finish groups for each theme and direct these groups to:
 - a) Create a dedicated fact sheet to be shared with key partners, stakeholders and practitioners to increase their knowledge and understanding of each issue and providing information and advice on the range of local services and activities that are available and which we should like them to actively publicise and promote to the public during the campaign.
 - b) Identify and agree a number of extra projects that the Wellbeing Board and partners might like to get behind e.g. getting the Daily Mile into every primary school, increasing number of people attending Slough Park run each week etc.
 - c) Identify and agree a list of potential partners to get involved in each campaign (i.e. staff, board members, celebrities, patrons, volunteers, community groups, politicians, businesses and other partners) and consider what we might like

them to do i.e. do we want partners to simply share data/information with us, promote the campaign on social media, or take a more active role i.e., such as host a pop up event in the community, participate in media interviews etc.

d) Identify the key measures of success to evaluate each campaign to feed into and inform the next campaign on the list.

7) Share the cumulative effectiveness of these campaigns with partners at the 2018 conference and agree next steps/activities for 2019.

8) Create a logo and distinct branding for the Wellbeing Board so that these campaigns are suitably branded.

9) Register a separate domain name for the Wellbeing Board and create a dedicated website for it so that information about these campaigns can be shared with the public from this platform.

7. **Comments of Other Committees**

7.1 This report has not been presented to any other committees.

8. **Conclusion**

8.1 The creation of a number of time limited Wellbeing Board led campaigns on a series of wicked issues facing Slough will help inform future plans for tackling these issues locally. The campaigns will also help support the delivery of the following outcomes:

- Delivery of the Wellbeing Strategy priorities
- Enable partners to see the Wellbeing Board as a strategic body with influence to deliver real change
- Improve public awareness of the Wellbeing Board
- Provide opportunities to increase knowledge of services and schemes via multidisciplinary working
- Encourage individual responsibility for health and lifestyle and related behaviour change

9. **Appendices**

A - Summary of the world café discussions on the three wicked issues at the 2017 Partnership Conference

B - Diagram showing the timing of the proposed campaigns

C - Diagram showing how the campaigns might be structured and the separate activities that might need to be undertaken under each phase

10. **Background documents**

None

Appendix A: Summary of the world café discussions on the three wicked issues at the 2017 Partnership Conference

Activity 1: Obesity

Drivers of Obesity

- Normalised community and individual behaviour
- Intergenerational Obesity
- Everything in life is too easy (people do not make the effort)
- Calorie intake and poor portion control
- Incorrect food labelling
- Fast food is usually convenient
- Lack of engagement in Schools
- People feeling unsafe to do outdoor physical activities
- Busy lives leaves no time to be active

How do we change behaviour?

- Reduction in takeaways or options to make them healthier
- Better parental engagement in both physical activity and healthy eating with children
- Better engagement from schools with Physical Activity
- Making the Council lead by example
- Better promotion of what is already available for physical activity
- Promote safe outdoor opportunities and change perception of danger outside for being active
- Better use of communication and technology to promote healthy living

Activity 2: Poverty

Causes of Poverty

- Low wages, hence low income (not having enough to live on)
- Changing living standards and expectations (finding yourself unemployed)
- Lack of training (or access to affordable training) to improve job prospects
- Lack of awareness of job opportunities
- Lack of knowledge of benefits you are entitled to
- Breakdown of family units (e.g. finding yourself as a lone parent with no second income)
- Benefit delays and changes
- Changes in life circumstances
- Enforced zero contract hours
- Gambling
- Finding yourself in a debt-trap
- High cost of fuel (fuel poverty)

Solutions

- Early identification within schools and offer support through Early Help
- Encourage families to grow their own vegetables
- Support cooking together programmes

- Emergency payments for those with delayed benefit support
- Money/Debt management programmes
- Benefit advice to make sure people get all the benefits they are entitled to.
- Encourage apprentice programmes to all school leavers from people with low income
- Target poverty in old age
- Making sure rent is affordable through legislation
- Build more affordable homes
- End zero contract hours to those that are considered victims
- Dressing inequality
- Make living wage mandatory

Activity 3: Social isolation and loneliness

Differentiate between the two:

Isolation: Disconnected

Lonely: State on mind (you can be isolated but not lonely. Some people like their own company)

There are wrong assumptions that social isolation and loneliness only applies to the elderly. This is not so. Everyone can be isolated / lonely as this is not age specific. Even young people can feel disconnected, leading to mental health problems

Causes

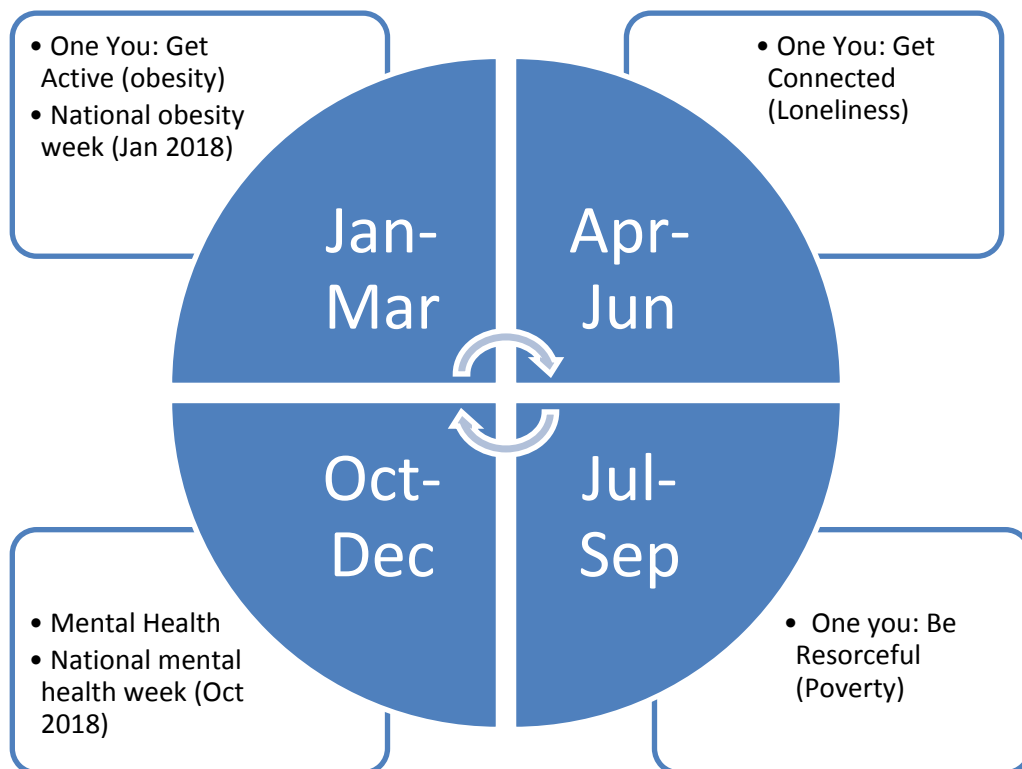
- Emotional mental health
- Physical health (not being able to physically go out and socialise)
- Fear
- Poverty – geo-social economics
- Lack of tolerance of others
- Age factors
- Being withdrawn, which creates a negative perception of social conditions
- Community conditions, which creates silos / exclusive mentalities

Solutions

- Positive community activities for those identified as lonely
- Develop a work life / social balance
- Develop emotional literacy and healthy relationships
- Allow exposure to life experience
- Offer and facilitate mechanisms for people to normalise feelings and create safer spaces to be themselves
- Buddy referral programmes for young people
- Run integration project that link the young people with the elderly (and make home visits) through Slough Youth Parliament / Schools /Adult Social Care through volunteering programme – step up to save
- Tackle fear of crime – specifically targeted to key areas
- Deal with cyber bullying especially for isolated young people

- Encourage volunteering to help those that need support and give yourself sense of purpose (retirement offer)
- Encourage family pubs and clubs events
- Deal with stigma attached to admitting to loneliness
- Town regeneration opportunities to foster greater sense of community – and set up local community events
- Age UK telephone befriending service– where friendships could be developed
- SPACE “One Place” to make links and have conversations with other people
- Fire Services safe and well programme
- Proactive early identification via “tell us once”
- Business conversation – asking them what they can offer to Slough
- Employers for carers – need to sign up
- Family Information Service
- Electronic and Frailty Index (EFI) use digital technology to support those feeling lonely/isolated

Appendix B: Diagram showing the timing of the proposed campaigns



Appendix C: Diagram showing how the campaigns might be structured and the separate activities that might need to be undertaken under each phase

One You: Get Active (obesity) campaign

