

SLOUGH BOROUGH COUNCIL

REPORT TO: Health Scrutiny Panel **DATE:** 28th June 2018

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PART I **FOR COMMENT & CONSIDERATION**

CHANGING BEHAVIOURS – WORK OF SOLUTIONS 4 HEALTH

1. **Purpose of Report**

To provide the Health Scrutiny Panel (HSP) with an update on the work undertaken by Solutions4Health Ltd to increase NHS Health Checks uptake and to elicit behavioural change in Slough residents.

2. **Recommendations**

The Panel is requested to note the report and make any recommendations relating to its content.

The Panel is requested to feedback whether there are any areas of work mentioned would benefit from being reported back in the future.

For councillors to support Public Health in understanding residents' health beliefs and other drivers: by promoting to residents behavioural insights work which will be crucial to understanding the lived experience, needs and aspirations of Slough residents, for example at ward level or as organically recognised communities.

For the Panel to consider establishing a behavioural insights members' group to ensure a two-way flow of conversations between local communities and SBC behavioural insights project

Continue to develop partnership engagement at senior level to coordinate seamless offer for Children and Young People across the 0-19(25) Pathway.

Continue to develop partnership engagement at senior level to amplify the profile of Cardiowellness4Slough within the Prevention and Health Care system in Slough.

3. **The Slough Joint Wellbeing Strategy, the JSNA and the Five Year Plan**

3a. **Slough Joint Wellbeing Strategy Priorities**

The current programme aimed at supporting local residents in changing their behaviours, and therefore improving their health outcomes, supports the following priorities of the Joint Wellbeing Strategy:

- Increasing life expectancy by focusing on inequalities
- Improving mental health and wellbeing

3b. **Five Year Plan Outcomes**

Long term sustainable behaviour change will also bolster efforts to deliver the following Five Year Plan outcome:

- Our people will be healthier and manage their own care needs

4. **Other Implications**

(a) Financial

Programme	Annual Budget	Financial Implications
Public Health Nursing4Slough	£2.8m	N/A
Eat4Health	£49,000	N/A
Lets Get Going	£18,0000	N/A
Smokefreelife Berkshire	£300,000	N/A
Cardiowellness4Slough	£132,000	N/A
FallsFree4Life	£90,000	N/A
Total	£3.55m	

1. Where new important system-wide projects has been identified and funding from the Public Health Budget is limited, there will be the need to make the case to partners (for example Frimely Health and Care ICS, Berkshire East CCG) to fund these projects, for example behavioural insights work mentioned above.

(b) Risk Management

Recommen dation from section 2 above	Risks/Threats/ Opportunities	Current Controls	Matrix Score the risk	Future Controls
RECOMME NDATION	Risk of insufficient funding to develop new system-wide projects to gain key behavioural insights of the local lived experience	Partnerships: Slough Joint Wellbeing Board Frimely ICS System and workstreams	2	No future actions identified at this time

(c) Human Rights Act and Other Legal Implications

There are no Human Rights Act implications to the content of this report

(d) Equalities Impact Assessment

The content of this report does not require an Equalities Impact Assessment.

5. Supporting Information

Changing Behaviours

5.1 As outlined in the Five Year Plan, Slough Borough Council's Priorities around putting people first are to ensure that:

- 'Slough children will grow up to be happy, healthy and successful' (Outcome 1) and that
- 'Our people will be healthier and manage their own care needs' (Outcome

For this to happen, SBC will need to be successful in encouraging and supporting our residents to adopt the following positive behaviours across the life-course. This includes encouraging and motivating people to:

- take up the 'Healthy Child Programme' offer for their children and YP wards, including ensuring that all immunisations are up to date
- adopt healthy eating
- become more physically active and reduce sedentary behaviour
- quit smoking
- reduce their excessive alcohol intake

5.2 This paragraph discusses how the priorities were identified, efforts to affect behaviours and how S4H were chosen to lead on this programme.

These positive actions have been identified from:

- Public Health evidence including the [Marmot Review](#)/ NICE Guidance
- Guidance on health promotion and improvement
- Guidance on how to commission interventions that improve population health on elicit positive behavioural change – Kings Fund reports
- [Slough Health Profile](#) and indicators as outlined via the Public Health Outcomes Framework
- Slough JSNA and Five Year Plan priorities.

How Solutions4Health were chosen to lead on the programmes

Solutions4Health were chosen following a series of procurement exercises for various Health Improvement Programmes commissioned separately, over time and in partnership with other local authorities.

Programme	Procurement Exercise	Footprint
Public Health Nursing4Slough	OJEU Process	Slough Only
Eat4Health	OJEU Process	Slough, Wokingham and West Berkshire
Lets Get Going	Bracknell Forest RFQ Process	Slough, Reading, Wokingham and West Berkshire
Smokefreelife Berkshire	OJEU Process	Berkshire wide
Cardiowellness4Slough (Funded by Better Care Fund)	RFQ	Slough Only
FallsFree4Life (Funded by Better Care Fund)	RFQ	Slough only (Bracknell Forest have commissioned this service separately)

Solutions 4 Health Ltd

Established in 2008, [Solutions4Health](#) currently employ over 360 healthcare staff (including Nurses and Doctors) and provide over 23 services to over 100,000 members of the public annually.

Service Provision

Nationally, S4H deliver healthcare services to over 30 Councils and provide:

- 0-19(25) Public Health Nursing Service
- Integrated lifestyle services
- Adult and Child weight management Services
- Children's lifestyles services in schools
- Falls prevention
- NHS health checks
- Smoking cessation services
- Clinical services for Tier 3 weight management
- Innovative information systems and technology solutions
- Chronic Disease Self Management courses

Credibility

- CQC Registered
- Healthcare team trained by the Stanford School of Medicine
- Royal Society of Public Health (RSPH) accredited training centre
- Winners of RSPH Technology and Innovation Award
- MJ Award for forward thinking approach to partnership working
- Diverse workforce, reflecting the communities served with over 15 languages spoken across workforce

- 5.3 This paragraph outlines the interventions provided by Solutions4Health and the Service outcomes/Outputs delivered

0-19 (25) Public Health Nursing Service (PHN4S)

[Healthy Child Programme, Maternal Mental Health and Wellbeing]

S4H have been providing this service since October 2017.

The Public Health Nursing Service4 Slough (PHN4S) provides all health visiting and school nursing requirements for Slough residents. Health Visiting provides universal and targeted services for 0-5 year olds in Slough. Maternal mental health is a key responsibility of this service. The School Nursing component for 5-19(25) year olds plays provides information and advice on lifestyle issues, mental health, sexual health and safeguarding where there is a health need.

The PHN4S is making progress rapidly and increasing partnership working at operational and strategic level e.g. S4H has recently hosted safeguarding training for all partners. SBC Early Years Service Lead is in contact with S4H. The PHN4S service is facing stretch as other services want to build even better links e.g. LAC inviting Health Visiting to co-locate with them + Early Help hub requesting HV to be co-located, participating in the MASH (Multiagency Safeguarding Hub).

Core indicators - National Health Visiting (Q3 17- 18)

	England	South East	Slough
C2: Percentage of births that receive a face to face New Birth Visit (NBV) within 14 days by a Health Visitor	88.4%	85.6%	94.0%
C8i: Percentage of infants who received a 6-8 week review by the time they were 8 weeks	86.1%	88.1%	100.0%
C4: Percentage of children who received a 12 month review by the time they turned 12 months	77.1%	78.9%	70.2%
C6i: Percentage of children who received a 2-2½ year review	76.5%	78.7%	65.4%
C6ii: Percentage of children who received a 2-2½ year review using Ages and Stages Questionnaire (ASQ-3)	91.2%	95.2%	100.0%
C6viii: Total number of children who received a 2-2½ year review in the quarter who were at or above the expected level in all five areas of development	78.0%	76.7 %	78.3% (Q4 local)

National Child Measurement Programme uptake in schools (School Nursing)

- 98% of eligible reception year completed
- 98% of eligible year 6 completed

Initiatives / successes

S4H have worked hard on the implementation of the service to ensure consistency of service provision from day one of the contract. The service is now working through a period of transformation, including:

- S4H have been extremely successful in recruiting a high calibre of senior management and have been successful in recruiting to other vacancies within the team.
- New website: www.publichealthnursing4slough.co.uk
- S4H working towards a digitally enhanced service to allow increased flexibility and improved provision for those accessing services (e.g. online booking for users requiring review appointments).
- New case management system reduces time required for data capture and also broad reporting functionality.
- Leadership teams and structures in place providing guidance to the service as a whole.
- Secured accommodation to co locate all staff; supports with case management/knowledge
- Initial data transfer issues being rectified (have required considerable amount of resources); some ongoing.
- Staff feedback has been very positive.

5.4 FallsFree4Life (Falls Prevention) FF4L

[Primary prevention of falls, encouraging and supporting independence]

The aim of FallsFree4Life Service is to provide an evidence based risk assessment and home exercise programme as part of a wider falls prevention strategy and integrated system linking existing services. It is also to engage with communities and increase capability and capacity in the community through the voluntary sector to promote awareness re the risk of falling.

The Fallsfree4life service in Slough was set up to provide a primary prevention service, to prevent the risk of an initial fall. Using a series of criteria, patients at

risks of falling are invited to undertake a Q-TUG assessment. Depending on the risk identified from this, they are then offered a 16 week well-balance course or are referred on to the falls clinic if they are of higher risk.

Successes

The service exceeded its target of carrying out 600 assessments by 31 March 2018. It carried out 636. FallsFree4Life service in Slough won the Royal Society of Public Health Technology & Health Innovation Awards 2017 (500 applications were received, of which 18 were shortlisted).

FF4L Cost/Benefits	No.	SBC £ Cost	Inpatient Costs	Total £
Falls Assessments Completed 2017-18	636	90,000	0	90,000
Assume 636 avoid A&E admission			£ 90.29 each	57,424
Assume 20% Hip Fractures Prevented	127		£8,955 each	1,137,285
Assume 80% Falls/Non Hip Fractures Prevented	509		£7,949 each	4,046,041
Total Expenditure		90,000		90,000
Total Estimated Saving				5,150,750

5.5 Eat4Health(E4H) Slough

[Reducing obesity in adults; promoting healthy eating and being active]

Eat4Health is a weight management programme for adults aged over 16 years of age, which supports people with a BMI >25 to lose weight and learn how to maintain a healthier weight. The programme incorporates healthy eating and physical activity. E4H supports overweight and obese adults to lose weight by learning how to maintain a healthier weight and forms an integral part of the local weight management care pathway. The Slough programme started in July 2017.

E4H	Number	%
Number starting an E4H course	260	
Number Completing an E4H Course	172	66
5% weight loss target at 12 weeks	57	22
Those who attended 6 month follow up continuing to lose weight (2kg or more)	156	60
No of Patients maintaining the weight they had lost since week 12 (2kg either side)	78	30
No of patients that had gained weight since the end of the course	26	10

5.6 Let's Get Going (LGG)

[Reducing Obesity in Children]

LGG is a free healthy lifestyle service for children aged 7 – 12 and their families. It aims to engage, inspire and enable children and their families to make healthy lifestyle choices, achieve a healthy lifestyle and reduce their risk of obesity. LGG is delivered within schools and community settings. Families join a 10 week course run as after school clubs and at the weekends in a variety of school and community venues.

LGG	Number	%
Number starting an LGG course	75	
Number completing	67	89

5.7 **Cardiowellness4Slough- including NHS Health Checks**

[Promoting healthy lifestyles, increasing NHS Health Checks uptake]

Cardiowellness 4 Slough is an integrated healthy lifestyle service for Slough residents. The service provides a one-stop shop for healthy lifestyle information and guidance on topics including stopping smoking, healthy eating, and physical activity and reduction in excessive alcohol intake.

The overall aim is to reduce premature death and address health inequalities through initiating and sustaining behavioural change targeting four key areas - alcohol, diet, smoking and physical activity, whilst recognising people's emotional health and wellbeing.

High Level Outcomes

- Increase the offer and take up of health checks to bring Slough up to the national target of 75% of the eligible population which for Slough was a target of 800.
- Maximise completion rates of service users i.e. 800 people at risk of CVD complete an evidence based programme of weight management, exercise on referral, etc.

CardioWellness 4 Slough (CW4S)	Attendees 2017	Attendees Jan-March 2018
Number of patients triaged through CW4S	1949	367
General Assessments	1147	215
Very Brief Advice/Making Every Contact Count	1949	367
NHS Health Checks	802	152
Eat4Health	217	43
Smokefreelife Berkshire	64	14
Falls Free 4 Life	174	82

5.8 **Smokefreelife Berkshire (Smoking Cessation Service)**

[CVD Reduction, Cancer Prevention]

The service provides evidence-based specialist smoking cessation support; monitoring and follow up, in accordance with best practice. Delivery is via intensive one to one counselling, group sessions and web/mobile support.

Service provision is offered in a variety of settings, including evenings and weekends to meet local community needs. [Settings include:](#) General Practice and Community Pharmacy; acute care and mental health settings, workplaces, community centres, Children's Centres and home visits for pregnant women and those with long-term illness or disability.

Performance

Q1-Q3 2017/2018	Slough	South East	England
Number of people quit at 4 Weeks	476	13,112	97,613
% successful quitters at 4 weeks (Conversion rate)	75.7%	50.6%	49.9%
Rate per 100,000 Smokers	1406	1229	1406

From Q4 2016/17 rate changed from rate per 100,000 population to rate per 100,000 smokers

5.9 Future Work

Future work to elicit positive behavioural change in the population would benefit from a project to understand the lived experience in Slough and gain key insights into people's aspirations, assets and needs as it relates to improving health and wellbeing. A Community Asset Based Approach (CABA) to improving health and wellbeing in families has recently been approved by the Frimely ICS Prevention and Self-Care working Group; this future work can dovetail with the ICS project.

Reducing Health Inequalities

The services that are currently provided by S4H are important in helping to reduce health inequalities particularly as we know that some riskier health behaviours such as smoking or being obese have a 'social gradient' and are disproportionately seen in the most disadvantaged. S4H work hard to improve service access and uptake across key groups at risk of inequality using for example, outreach, community engagement and employing multi-lingual staff. S4H continuously invest in and explore innovative ways of project delivery to maximise end user experience and accessibility. This would be important in maximising reach to the diverse population sub-groups within slough.

6. Comments of Other Committees

This report has not been taken as an agenda item by any other committees at Slough Borough Council.

7. Conclusion

This report presents an overview of Slough Borough Council's Health and Wellbeing behavioural change priorities. It provides a high level summary of commissioned services provided by Solutions4Health Ltd. S4H have a strong management structure, good track record of service delivery and service design to improve accessibility. These add value to the behaviour change interventions delivered to Slough residents to help meet the key priorities outlined above.

The Panel is requested to support efforts to develop key behavioural insights work which will be crucial to understanding the lived experience, assets and aspirations of Slough residents. This could include setting up a behavioural insights task and finish group to drive the work.

8. Appendices Attached

None

9. Background Papers

None