

8. MID SUSSEX WELLBEING SERVICE

REPORT OF: ASSISTANT CHIEF EXECUTIVE
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Wards Affected: All
Key Decision: No
Report to: Scrutiny Committee for Leisure and Community
24th March 2015

Purpose of Report

1. This report updates Members about the Mid Sussex Wellbeing Service.

Summary

2. Since 2011/12 the District Council has been commissioned by NHS West Sussex and West Sussex County Council (WSCC) to provide a Wellbeing Service with the aim of preventing ill health through the promotion of healthy lifestyles. In West Sussex this is provided through a Wellbeing Hub in each of the districts. The hub provides signposting and advice, through a range of locally commissioned services. To deliver these services the Council has a contract with (WSCC) for the period 2013 – 2016. This report sets out the proposed approach for delivery of wellbeing services in Mid Sussex for 2015/16.

Recommendations

3. **Members are recommended to:**
 - (i) **Consider and endorse the proposed approach for the continued delivery of the Wellbeing Service for 2015/16 and**
 - (ii) **Recommend to the Cabinet Member for Health and Community that he approves the service's Business Plan for 2015/16 as required by West Sussex Public Health.**
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Background

4. Since April 2013 the responsibility for Public Health has transferred from the NHS (NHS West Sussex) to Local Authorities (West Sussex County Council). In West Sussex the County Council has commissioned the District and Borough Councils across the county to provide prevention and wellbeing services on their behalf. The Districts and Boroughs work to a standard specification which includes the delivery of a Wellbeing Hub and additional commissioned services to meet local need. This standard specification ensures that the Wellbeing Services across the county are aligned with the Healthy Lifestyles aim in the WSCC Public Health Plan. It should be noted that WSCC has not set specific targets for the numbers of people engaging with the service for each of the District and Borough Councils to meet. This

ensures that prevention and wellbeing services are provided at a local level responding to the needs of the local population.

5. The Council has a contract with WSCC to deliver the Wellbeing Service for the period 2013-16. Although the contractual agreement is for a three-year term, funding levels are agreed on an annual basis. It was confirmed in September 2014 that the funding for 2015-16 will remain the same as the 2014 -15 level at £328,500. This figure is made up of £100,000 per annum to deliver the Wellbeing Hub and £228,500 per annum to commission additional services aligned to local need. This report sets out services that were delivered in 2014/15 and outlines proposals for 2015/16.

Mid Sussex Wellbeing Hub

6. Members will be aware that the Mid Sussex Wellbeing Hub is a “one-stop-shop” for health and wellbeing services for adults and families. It provides signposting, guidance and advice to local residents and is a source of information for people who refer into health and wellbeing services as part of their work, be that in a paid or voluntary capacity. All of the members of the Wellbeing Team, who work one to one with clients are qualified to provide non-medical wellbeing advice and use motivational interviewing techniques to support clients to make long term lifestyle changes.
7. The Hub has an administrative base at the Council’s office which can be accessed by telephone, email or through a dedicated website. A Wellbeing Advisor also provides outreach services in key locations such as Help Points, Children and Family Centres, community venues and libraries. The Wellbeing Team also attend community events to ensure a good coverage across the district. The outreach locations are chosen to focus on areas of deprivation and where those residents at particular risk of poor health live.
8. For 2014-15 the annual target for the number of local residents referred to the Wellbeing Hub was 750, this was based on the previous year’s performance. In the first nine months of 2014-15 (April to December), 1,104 residents have been referred to the Wellbeing Hub. An additional 1,600 people have received information about local health and wellbeing services at community outreach events. The service has therefore already exceeded its target for the year. 69% of the Hub’s clients are female and 31% male. The figure for male clients represents an increase of 7% which can be attributed to locally led public health campaigns on men’s health and the provision of the service in workplaces.
9. The success of the hub, reflected in the increasing number of referrals has resulted in a need to explore how the service can be adapted to meet current and future demand. The service is considering the option of employing an additional temporary wellbeing advisor in 2015/16 to increase capacity in the team. This post would be fully funded within the current budget provided by West Sussex Public Health.
10. Since the service began in September 2011 the main reasons that clients give for getting in touch with the service are to lose weight, for healthy eating advice and for getting more active. However since April 2014 there has been

an increase in the number of people contacting the hub for advice and support around reducing their alcohol consumption (from 6 people in Q1 to 42 in Q3). This will be monitored in 2015/16 to establish whether there is a trend emerging.

11. The wellbeing service delivers six public health campaigns per year. In 2014/15 campaigns were
- Sun Smart (skin cancer) which targeted families with children. Postcards with key facts were distributed to Children and Family Centres and reached all families with primary school age children through book bags
 - Stoptober (stop smoking) involved a roadshow in Burgess Hill on a Saturday morning and a radio campaign on Bright FM
 - Diabetes prevention campaign included awareness information events in partnership with a local GP practice and information stands in the local libraries
 - Movember (Men's Health) delivered men only health check events and a radio advertisement running throughout November
 - In January a campaign challenged residents to 'rethink your drink' and provided information on the units and calories in alcoholic drinks
 - Red for Heart focused on Heart Health and in February free CPR training was offered to members of the Mid Sussex Health and Wellbeing Network and blood pressure checks to Council staff.

These campaigns were supported with press releases and provide an opportunity to promote the core work of the Wellbeing Hub.

12. The most common referral route into the Hub is self-referral or via a family member, neighbour or friend (48%). 25% of clients contacted the hub on the advice of a health professional which indicates that the service remains trusted by local partner agencies. It is encouraging to note that all of the local GP practices have made direct referrals into the service. The Wellbeing Service is also working in partnership with the Think Family key workers and in the Think Family Neighbourhoods. Since April 2014 8 families have been referred in to the Hub for lifestyle behaviour advice and support and a regular wellbeing outreach surgery has been set up in Willow Way.

13. Performance of the wellbeing service is monitored by WSCC Public Health. After a twelve-week period, clients who have engaged with the hub are telephoned and asked for feedback about their experience. In the period from April to December 2014 we received responses from 122 people (out of 255 questioned).

- 94% of responses rated the service as 'useful or very useful'
- 84% had made positive changes to their lifestyles as a result of contact with the wellbeing service and;
- 96% would recommend the service to others.

The positive changes included; taking action to lose weight, starting a new form of physical activity or reducing alcohol intake.

Key achievements in 2014/15

14. The Wellbeing Service has developed closer links with the local GP surgeries and has worked with the Practice Managers to identify and train Wellbeing Champions. The role of these champions (who include practice nurses, receptionists and health care assistants) is to be the link between the surgeries and the Wellbeing service. This has improved communication between the surgeries and the Wellbeing Hub which has in turn increased the number and appropriateness of referrals into the service.
15. The Community Connections Directory of Services for Older People was refreshed, reprinted and 5,000 copies distributed. Due to demand from health care professionals and voluntary organisations supporting older people, a further 5,000 copies are due to be printed by the end of March 2015.
16. In Mid Sussex there are a number of services which are only available through a direct referral from a GP. These include the Tier Three Weight Management Service and the Exercise on Prescription programme (previously known as TERMS) The Wellbeing Service has worked with the commissioners and providers of these services and as a result has, since September 2014, been permitted to refer people directly in to these key services. In addition Time to Talk, the psychological therapies service has chosen Mid Sussex as the pilot site for self-referral in to their service. The ability to refer people to these services demonstrates the level of trust that the Clinical Commissioning Group has in the Wellbeing Service. As a direct result there will be a reduction in the number of GP appointments required to refer people in to these wellbeing interventions. To date 21 referrals have been made in to weight management and 10 to Exercise on Prescription.
17. Given the successes in the current year it is proposed to continue to deliver the core Hub services in the same way in 2015/16. Relationships with the GP surgeries will continue to be nurtured and links with local pharmacies will be developed. The service will explore further opportunities for outreach advisor surgeries in the Think Family Neighbourhoods.

Commissioned Services

18. The Mid Sussex Wellbeing Service also commissions additional services to complement its core work. For the period 2013-2016 the following services have been commissioned.
 - Weight Off Workshops - An adult weight management scheme for people who are overweight or obese
 - Family Wellbeing - A family weight management scheme for school age children who are overweight or obese
 - Mid Sussex Family Alcohol Service - A family alcohol worker project for people aged 11 – 25 years
 - Wellbeing Coaches - to support people with low self-esteem, anxiety or caring responsibilities to access health and wellbeing services.
 - Back to Exercise - A physical activity project providing very low cost

exercise sessions for inactive adults

- 'Steady On' Falls Prevention Programme - An older people's physical activity programme promoting strength and balance
- Workplace Health – Promoting and providing health and wellbeing services in the workplace

Appendix 1 contains targets and additional information about the each of the above services.

19. The majority of these contracts run until March 2016 with the exception of two; the older people's physical activity programme which expired on 31st March 2014; and the Family Weight Management contract which is provided under a Service Level Agreement with PFP Leisure which expires on 31st March 2015.
20. The uptake of the original older people's physical activity programme provided by Age UK West Sussex was far lower than expected and the service was not re commissioned after the contract expired in March 2014. Over the past year the Wellbeing Service has been working in partnership with Horsham District Wellbeing (part of Horsham District Council) to set up a falls prevention programme which supports vulnerable older people who are at risk but are not eligible for the existing falls service. The pilot programme started in Horsham in November 2014 and expanded in to Haywards Heath in January 2015. A part time coordinator for the project was employed by Horsham DC however the pilot has demonstrated that, for the service to meet user's needs the service requires a dedicated Mid Sussex coordinator. The Wellbeing Service is currently carrying out an options appraisal to cover this area of work from April 2015.
21. The Back to Exercise programme was initially run as a pilot scheme by a Physical Activity Coordinator employed within the Wellbeing Hub. Based on the results of this pilot, the contract was put out to open tender and was let to Albion in the Community in September 2014. Details of the outcomes of the project are included in Appendix 1.
22. The Family Weight Management Service was initially provided under an annual Service Level Agreement by Freedom Leisure and since July 2014 by PFP Leisure. Although the service has worked with 70 school age children since it was set up referrals have dropped significantly in the past six months. In an attempt to reverse the decline in referrals the service has been promoted through school nurses, school newsletters and local media campaigns. Despite this only 14 families were referred in the period July 2014 to December 2015. A new countywide family weight management service has been commissioned by West Sussex Public Health which will be operational in Mid Sussex from April 2015. This will provide a very similar service and therefore it is not intended to renew the SLA with PFP Leisure for 2015/16.
23. The Mid Sussex Family Alcohol project is provided by CRI and is jointly funded by the Wellbeing Service and the Mid Sussex Partnership. The project supports young people aged between 11 and 25 years who are drinking to hazardous levels or are affected by someone else drinking to hazardous

levels. Due to changes in staff there has been a significant impact on referrals in to the service in 2014/15. The new worker who was recruited in March 2014 has re-established the service and through close performance monitoring the number of referrals is now increasing. The remit of the service has been expanded and the worker now supports the wellbeing team on the adult referrals to the core wellbeing team. It is anticipated that this, along with the increasing referrals of young people will ensure that the performance targets will be exceeded in 2015/16.

24. As previously reported to this Committee on 21st January 2014 a new project was planned to address workplace health (using workplaces as a setting to promote health and wellbeing). A Business Liaison Officer was recruited in March 2014. The post holder supports small and medium sized local businesses to help improve the health of their employees and also contributes to the Council's economic development work. Details of the project are included in Appendix 1.

In addition to the services detailed above, the Wellbeing Service has contributed financially to a countywide project namely a Wellbeing Advisor service for the gypsy and traveller community.

Friends Families and Travellers were commissioned by the West Sussex Wellbeing Hubs to provide a wellbeing advisor to engage with gypsy and traveller communities (on authorised sites and in settled accommodation) across West Sussex. The advisor's role was to promote healthy lifestyles and raise awareness of local health and wellbeing services. In line with the other Wellbeing Services, Mid Sussex contributed £6,000 to this project. Although the project has engaged with 51 clients to date, the issues that the advisor is dealing with fall predominantly outside the prevention and wellbeing agenda. The project highlighted a need for a service which supports families in crisis situations and with poor mental health. This outcome data from this project will be shared with the Sussex Partnership NHS Trust and the Horsham and Mid Sussex CCG. It is not intended to re-commission this service in 2015/16 however, as part of the existing project, the providers have set up training sessions for wellbeing staff to increase awareness of issues facing gypsies and travellers and to increase referrals from these communities in to the core service.

Future Commissioning

25. It is intended that with the exception of the family weight management service and the gypsy and traveller wellbeing service that the commissioned projects continue to run until 31st March 2016. Members are asked to endorse this approach.

Evaluation and Future Commissioning Intentions

26. There is a rigorous performance management process in place for all of the commissioned projects. The performance measures used are aligned with the public health indicators detailed in the Public Health Outcomes Framework 2012 -16. The Wellbeing Service is monitored by West Sussex Public Health on a quarterly basis.

27. The current funding period comes to an end on 31st March 2016. West Sussex Public Health is planning to evaluate the Wellbeing Services provided by the District and Borough Councils during Quarter 4 of 2014/15. This evaluation will inform the future commissioning intentions of West Sussex Public Health. WSCC has indicated that the Council will be informed of the future of the service by September 2015. It should be noted that no guarantees have been made by WSCC that funding will continue.

Links with the Mid Sussex and Horsham Clinical Commissioning Group

28. The Wellbeing Service has an excellent relationship with the Horsham and Mid Sussex Clinical Commissioning group (CCG). The CCG is fully supportive of the Wellbeing Service and promotes the hub to GP Surgeries across Mid Sussex. In addition the Wellbeing Service is promoted in the outpatients department of the Princess Royal Hospital and through the newly established proactive care teams across Mid Sussex. The support of health care professionals is vital to reaching people at risk of the poorest health. The Wellbeing Team has developed prescription pads for health professionals and an online referral form for surgery staff.
29. Through working with the CCG it was identified that although there is a service for people who are diagnosed with diabetes there is not one for those who, following a blood test which indicates impaired glucose tolerance, are identified as pre-diabetic. Although these patients are informed that this is reversible through lifestyle change they are not offered any specific help. The Wellbeing Service, with the support of the CCG, has developed a diabetes prevention programme which will support people with impaired glucose tolerance to set achievable goals around weight and physical activity. The Wellbeing Service has been asked to formally present this new service to local GPs at a Mid Sussex locality event in March 2015.

Policy Context

30. The Wellbeing service contributes to the Council's Better Lives corporate objective through the promotion of healthy lifestyles. The Wellbeing Service works closely with other departments of the Council addressing wider public health issues such as Environmental Health, Leisure Services and Housing Services.

Other Options Considered

31. There is no statutory obligation for the Council to have a Wellbeing Service. However, all other districts and boroughs in West Sussex have agreed to provide this service in partnership with WSCC. If the Council decided not to continue to provide the service in the future, it would leave a gap in the Mid Sussex area and the Council would lose both the opportunity and funding to provide locally tailored public health services.

Financial Implications

32. There are no specific financial implications for the Council arising from this report. There is no requirement for additional Council funding as the cost of

the Wellbeing Service, including staffing costs and the commissioned projects, is covered by the funding provided by WSCC. Management for this service comes from within the existing revenue budget of the Performance and Partnerships Business Unit.

33. As there are limited guarantees in terms of the annual allocation of funding, all contracts for staff are temporary. The commissioned projects are contracted on a three-year term basis, with the contracts including a clause relating to the availability of funding.

Risk Management Implications

34. A risk assessment has been undertaken as part of the Mid Sussex Wellbeing Service Business Plan 2013-16 and an updated risk log is a requirement of WSCC's quarterly monitoring process

Equality and Customer Service Implications

35. An Equalities Impact Assessment has been undertaken for the service. The key finding of the assessment is that the target groups for the Wellbeing Service are broadly aligned to those identified under the Equalities Act. The Wellbeing Service is monitored on a quarterly basis on how the service targets and engages with people at risk of the poorest health.

Other Material Implications

36. All processes relating to both the Wellbeing Hub and Commissioning Function are in line with Council's procurement procedures, legal procedures, health & safety procedures, safeguarding and any other relevant legislation.

Background Papers

- [Mid Sussex Wellbeing Equalities Impact Assessment](#)
- [Improving Outcomes and Supporting Transparency; Part 1 A Public Health Outcomes Framework for England 2013-16. Published by Dept. of Health 2012.](#)
- [WSCC Public Health Plan](#)

Commissioned projects in 2014-15

All of the commissioned projects contribute to the National Public Health Outcomes Framework 2013-16. The vision of this framework is to improve and protect the nation's health and wellbeing and to target the people at risk of the poorest health.

Below is a brief description of each of the Mid Sussex commissioned projects, along with the public health indicators to which they contribute. All of the commissioned projects are targeted at people at risk of the poorest health, for example people living in deprived areas, people from black and minority ethnic communities, people with long term health conditions or physical disability, people with caring responsibilities or with low self-esteem. This is a targeted rather than a universal service and is measured on health outcomes rather than absolute numbers. Members should be aware that all of the projects also have a range of more detailed performance measures which are used for the monitoring of each provider. Only a summary is provided below.

Weight Off Workshops – Health Champions Ltd

Cost for 2014-15 - £40,080

This project contributes to the following public health indicators

- Excess weight in adults
- Self-reported wellbeing

The workshop runs over a 12-week period. The course supports a minimum of 100 people to take responsibility for their weight and to make small changes to their lifestyle with the aim of long term sustainable change. It is expected that people who have completed the course will have reduced their Body Mass Index by 5%. All participants have the opportunity to attend cook and eat sessions as part of the course.

Outcomes from April 2014 to end of December 2014

- 82 people have completed the course
- 71 people are on or are waiting to start the course
- 98% of completers lost weight
- 93% of completers reported improved mental wellbeing
- 93% of people who provided feedback at 12 weeks post completion reported sustained behaviour change

Family Wellbeing – PFP Leisure

Cost for 2014-15- £12,000

This project contributes to the following public health indicators

- Excess weight in adults
- Excess weight in 4-5 and 10-11 year olds
- Self-reported wellbeing

This service is available for 36 families who have a child aged 5 to 16 who is over the recommended weight for their age and height. The family receives 10 individual one-hour sessions of physical activity. Each session includes advice and information on healthy eating. It is expected that 80% of families who have completed the programme will have increased their cardio vascular fitness and nutritional knowledge and diet.

Outcomes from April 2014 to end of December 2014

- 14 families recruited
- 11 families have completed the course (3 are still on the course)
- 90% of participants have reduced or stabilised their Body Mass Index
- 90% of participants have increased their fitness levels
- 100% of participants have improved their eating habits
- 100% of participants have improved their mental wellbeing

Mid Sussex Family Alcohol Service - CRI

Cost for 2014-15 - £28,657

This project contributes to the following public health indicators

- Alcohol-related admissions to hospital.
- Self-reported wellbeing

This service is for young people aged between 11 years and 25 years who are drinking to hazardous levels or are at risk of drinking to hazardous levels. The service also works with the families of the young people. The provider is required to work with a minimum of 150 young people per year on their alcohol intake (125 as brief interventions and 25 as one to one support) and to offer brief intervention training to 30 organisations working with young people.

Outcomes from April 2014 to end of December 2014

- 159 brief interventions delivered to young people (brief discussion about alcohol consumption and advice given)
- 14 young people have received one to one advice and support
- 6 young people have completed the programme (some ongoing)
- 19 education sessions have been delivered reaching 423 young people
- 31 people who work with young people trained to deliver brief interventions

Wellbeing Coaches - Albion in the Community

Cost for 2014-15 - £39,000

This project contributes to the following public health indicators

- Excess weight in adults
- Proportion of physically active and inactive adults
- Social connectedness
- Self-reported wellbeing
- Alcohol-related admissions to hospital.

The Wellbeing Coaches provide one-to-one support for adults who need additional support to make changes to their lifestyle. This could be because they have caring responsibilities, have low self-esteem and are unable to participate in group sessions. Support is offered over a twelve week period. The provider is expected to work with a minimum of 80 people per year and that 80% will improve their cardio vascular fitness and emotional wellbeing.

Outcomes from April 2014 to end of December 2014

- 60 people recruited to the programme
- 41 people have completed the programme (some on-going)
- 83% reporting improved mental wellbeing
- 95% reporting increased activity levels
- 94% reporting improved eating habits
- 89% reporting sustained change at 12 weeks post completion

Back to Exercise – MSDC in partnership with Aspire Sussex (to Sept 2014) Albion in the Community (from Sept 2014)

Cost for 2014-15 - £40,000

This project contributes to the following public health indicators

- Proportion of physically active and inactive adults
- Utilisation of green spaces for exercise/health reasons
- Self-reported wellbeing

Back to Exercise is a 12-week course of exercise sessions for adults aged 18+ who do little or no exercise. Courses include Zumba, Pilates, Yoga and Boot Camp which are all taught at a beginner's pace. The cost is £12 for 12 weeks. The project also includes promotion of the outdoor gyms. A minimum of 240 people will access the service with 80% of participants reporting that they have continued to exercise three months after the end of the programme.

Outcomes from April 2014 to end of December 2014

- 189 recruited to the programme
- 143 people completed the programme
- 95% of completers have increased their activity levels to meet Dept of Health recommended levels
- 89% reporting improved mental wellbeing
- 64% reporting sustained behaviour change at 12 weeks post completion

Falls Prevention programme

Cost for 2014-15 - £10,000 (this will increase to £30,000 in 2015/16 to reflect roll out of the service)

This programme contributes to the following public health indicators

- Proportion of physically active and inactive adults
- Self-reported wellbeing
- Falls and injuries in the over 65s
- Social connectedness

This service is aimed at vulnerable adults aged over 65 years to improve their strength and mobility. The programme provides strength and balance classes to reduce the risk of falls for people who are not eligible for the existing services provided by the NHS.

- Outcomes to from April 2014 to end of December 2014 Falls coordinator recruited
- Referral pathway agreed with NHS Falls Service
- 12 people recruited on to pilot 15-week programme in Haywards Heath

Workplace Health – Business Liaison Officer

Cost for 2014-15 – £25,000

This project contributes to the following public health indicators

- Excess weight in adults
- Proportion of physically active and inactive adults
- Self-reported wellbeing
- Smoking prevalence – adult (over 18s)

The aim of the project is to provide a resource for small and medium sized local businesses to support sustained lifestyle changes amongst their employees to prevent future ill health. A Business Liaison Officer has been employed to engage directly with a minimum of 15 local businesses (targeting small and medium sized enterprises who employ routine and manual workers and businesses in rural areas). The officer will support them to engage with the Wellbeing Hub (and the commissioned services) and coordinate access to non-chargeable services such as NHS Health Checks and the Stop Smoking Services.

Outcomes from April 2014 to end of December 2014

- 1000 businesses contacted via direct marketing / newsletters
- 46 businesses contacted directly
- 17 businesses supported to offer Wellbeing MOTs within the workplace
- 104 employees have had a health check within their workplace
- 4 businesses supported to set up wellbeing programme within the workplace

Gypsy Traveller Wellbeing Advisor – Friends Families and Travellers (FFT)

Cost for 2014/15 £6,000

This project contributes to the following Public Health Outcomes

- Excess weight in adults
- Proportion of physically active and inactive adults
- Self-reported wellbeing
- Smoking prevalence – adult (over 18s)
- Alcohol-related admissions to hospital.

The aim of the project is to provide a wellbeing advisor to support gypsies and travellers (on authorised sites and in settled accommodation) to make healthy lifestyle choices.

Outcomes from April 2014 to end of December 2014

- 5 members of FFT staff trained to provide health and wellbeing interventions
- 71 clients engaged with the service
- 7 visits to authorised sites in Mid Sussex
- Training session planned to provide advice and support for wellbeing teams to engage effectively with members of the gypsy and traveller community