

Integrated Healthy Lifestyles Model Rochdale Borough

2nd Phase Consultation October 2013

Background

In 2011 Public Health carried out a consultation with local people and stakeholders to gain their views in shaping an evidence based model for Healthy Lifestyle Services across the borough.

Public Health as part of the NHS at the time, and Rochdale Metropolitan Borough Council agreed to this joint project which aims to maximise the impact of our lifestyle and wellbeing services to improve the health and wellbeing of local people. This will also ensure the most effective and efficient use of our collective resources.

On the 1st April 2013 the local Public Health function transferred to the Local Authority, Rochdale Metropolitan Borough Council from NHS Heywood, Middleton and Rochdale Primary Care Trust. This paper outlines the development of the project and the service model that we wish to commission this year.

Local context

Pivotal to everything we do are the overriding needs of the population. The local Joint Strategic Needs Assessment (JSNA) 2011-12 brings together up to date information about health and wellbeing needs across the borough and gives us a sound evidence base upon which we can continue to build sustained improvement in health and wellbeing outcomes and shape service delivery.

Our local needs assessment led to a Joint Health and Wellbeing Strategy 2012-15 which highlighted the following priorities:

1. Children & Young People - Giving Every Child the Best Start in Life
2. Prevention and Early Intervention
3. Tackling Health Inequalities
4. Wellbeing
5. Healthier Lifestyles

The aim of this proposal is to develop an integrated approach to the delivery of lifestyle and wellbeing services which improves outcomes linked to the five priorities in the Joint Health and Wellbeing Strategy for Rochdale Borough 2012-2015.

This consultation paper builds on the previous proposal that an Integrated Healthy Lifestyles Service model is developed which links together current services to provide a seamless way for local people to improve their own and their families' health and wellbeing and get the support they need if and when needed. This will enable people to manage their own health and wellbeing, to lead health improvement within their own communities, and to get the support they need from services when they need them. This would be a service that builds up from the family and neighbourhood, measuring success in behaviour change rather than just service

activity levels, with outcomes linking to the Public Health Outcomes Framework indicators.

Initial Consultation - You Told Us

Barriers to a healthy lifestyle are:

- Lack of knowledge, not enough education, not enough focus on what is in it for people in terms of the benefits, lack of encouragement, lack of a single point of access and services not working together.

In terms of overcoming barriers - You Told Us

- Suggested: working with community leaders, Imams, priests and people with influence; providing information in accessible and key locations; training staff to deliver health messages (not just health staff); recruiting volunteers to work in communities; work with supermarkets and large employers; look at alternative venues to display information such as hairdressers, bingo halls, working men's clubs, target high schools; have more flexible times to fit in with people's lives; promote the benefits of a healthy lifestyle in 'real terms' not jargon; promote health trainers more widely as a way in; promote pharmacies and what they can offer; offer different things for different ages; emphasise to the population that it is their responsibility, that they do not necessarily need 'treatment' and shift responsibility to the individual with clear information on benefits of a healthier lifestyle.

In relation to Men's Health – You Told Us

- Some men do not seek help until their health deteriorated so suggested targeting messages to men in communities and workplaces. There was a lack of knowledge of all the services that were available at that time. It was suggested that information should be to the point and eye catching, it should be encouraging people to make lifestyle changes and available in locations not just usual libraries and children's centres. There was a view that the delivery and promotion of services could be changed.

In terms of service delivery - You Told Us

- Provide a joined up seamless services with single point of access, bases or one stop shops within communities not just main towns; extended opening hours; working together to offer advice on smoking, diet and exercise from one place; offer services that are right for each age group; ensure capacity is there to meet the needs of people trying to access services. There were differences between areas for preferred sources of information thus highlighting that we need to work with local neighbourhoods to design appropriate local sources; we need different approaches and locations in different areas.

Four key points – **You Told Us**

1. Information and patient education is essential both for younger people and adults about the benefits of a healthy lifestyle and services available.
2. Targeted work in communities using health trainers, community centres and local influential people. Develop 'community health champions' for information and signposting.
3. Utilise local media, events to promote and tailor key messages. Keep messages succinct.
4. Joint work across agencies to organise joint events and work jointly with employers, supermarkets etc. to have innovative approaches to promoting health.

Former Lifestyle Model

- Single lifestyle behaviour based support
- Limited cross referral
- No formal connection to wider wellness support
- Limited community and volunteer involvement/did not build upon community assets

From what **You Told Us** we have continued to develop the following model: see overleaf.

New Model

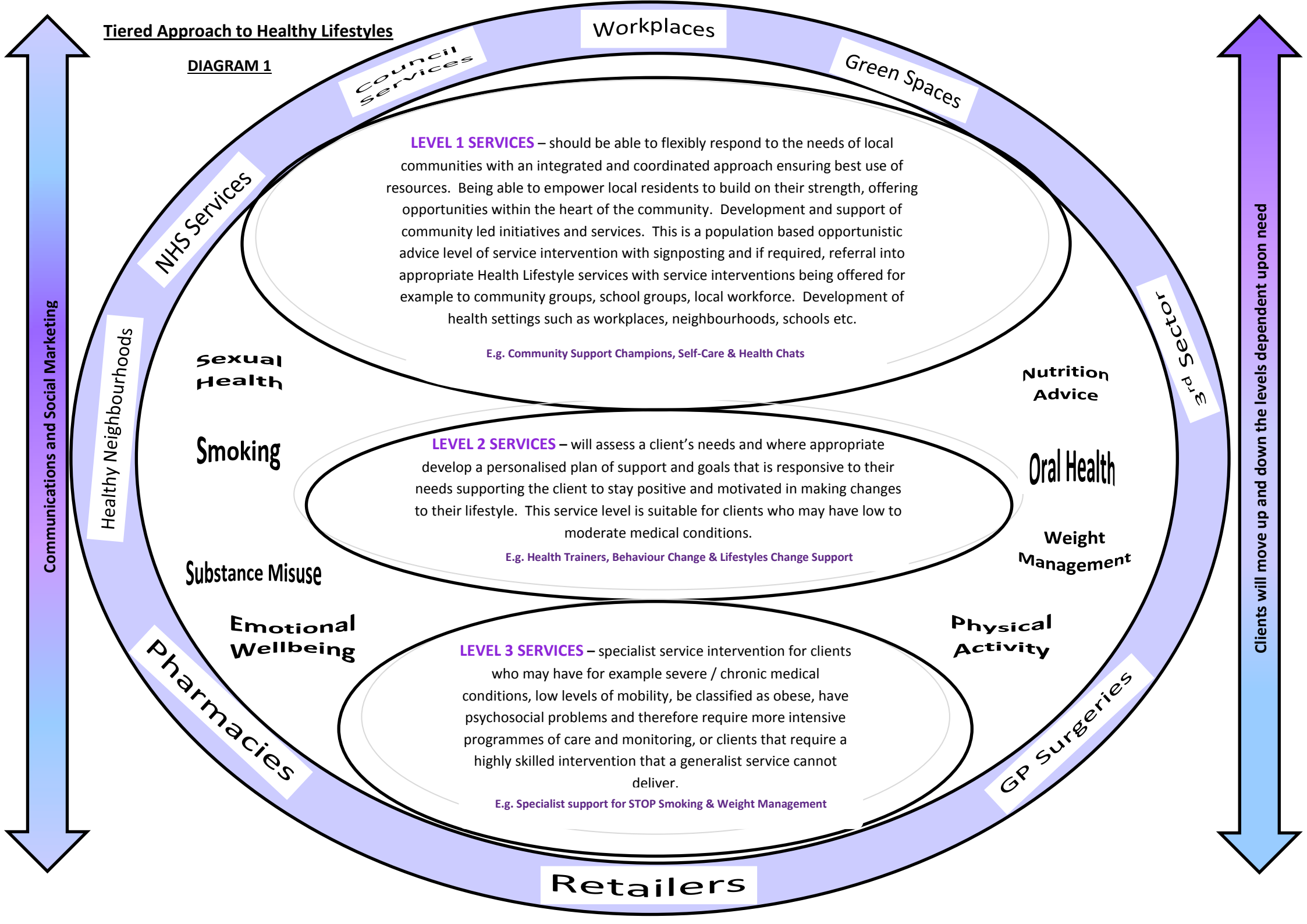
DIAGRAM 1: Tiered approach to Healthy Lifestyle services

The following diagram is indicative of the approach of the proposed service which also aims to move the intervention to the community level wherever possible. Individuals will move between the levels but the aim is always to return to the community level with support. In order to have the maximum impact in the most efficient and effective way, services will need to work together to create a simplified system to both access and exit services. We need to create a coordinated system rather than a series of disconnected services.

- Single hub for access with service delivery in each Township of the borough
- Holistic assessment of individuals with a shared user plan
- Triage/assessment of clients at hub based upon need
- Services support community development and build upon community assets
- Excellent information points that are easily accessed and updated
- Support and enable healthy settings and neighbourhoods
- Increased volunteer opportunities

Tiered Approach to Healthy Lifestyles

DIAGRAM 1



LEVEL 1 SERVICES – should be able to flexibly respond to the needs of local communities with an integrated and coordinated approach ensuring best use of resources. Being able to empower local residents to build on their strength, offering opportunities within the heart of the community. Development and support of community led initiatives and services. This is a population based opportunistic advice level of service intervention with signposting and if required, referral into appropriate Health Lifestyle services with service interventions being offered for example to community groups, school groups, local workforce. Development of health settings such as workplaces, neighbourhoods, schools etc.

E.g. Community Support Champions, Self-Care & Health Chats

LEVEL 2 SERVICES – will assess a client's needs and where appropriate develop a personalised plan of support and goals that is responsive to their needs supporting the client to stay positive and motivated in making changes to their lifestyle. This service level is suitable for clients who may have low to moderate medical conditions.

E.g. Health Trainers, Behaviour Change & Lifestyles Change Support

LEVEL 3 SERVICES – specialist service intervention for clients who may have for example severe / chronic medical conditions, low levels of mobility, be classified as obese, have psychosocial problems and therefore require more intensive programmes of care and monitoring, or clients that require a highly skilled intervention that a generalist service cannot deliver.

E.g. Specialist support for STOP Smoking & Weight Management

The service model is based on a hierarchy of need and will provide Level 1, Level 2, and Level 3 programmes of care which take into consideration age, ethnicity, lifestyle factors, community networks, living and working conditions and economic and environmental conditions.

Service model vision

Clients can:

- Access Healthy Lifestyle services easily when they need to.
- Experience safe, high quality responsive services.
- Be supported to manage their own health and make healthy lifestyle choices.

Service model aim

To improve health and reduce health inequalities through better service integration and through moving resources towards prevention and early intervention and away from avoidable treatment and care.

Individuals will be supported and enabled to make healthy and informed choices to address lifestyle factors, thereby reducing the development of chronic diseases and preventable deaths. Services will also develop and support the creation of health promoting settings across the Borough.

Proposal

The proposal is to adopt an asset based approach that values the capacity, skills, knowledge, connections and potential in a community. It is community led, long term and open ended and aims to achieve a better balance between service delivery and community building.

Within our service there will be generic and holistic services which will be complemented by specialist interventions. The Service will provide a seamless service regardless of the provider and enhance the concept of self-care and community ownership and leadership. The Service will support the development of the skills and capacity building of local people, communities and staff.

There will be a single point of access (hub) across the borough with an Information Satellite in each Township with multiple delivery points (spokes) with integrated pathways into more specialised services where required. There will be clear exit points to move back down the tiers and a system for support at points of relapse.

There will be generic lifestyle brief intervention training provided for front line staff and community champions and topic based training for staff and community members where appropriate e.g. smoking, alcohol, weight management, healthy eating. It will provide tools to develop knowledge, skills and attitudes, be family, community and neighbourhood based, and will provide maintenance support and support after relapse. The Service will encourage and develop champions and

ambassadors from local areas who will have access to training and support and will actively seek out and engage communities with the greatest need.

Success criteria would include:

- A shared assessment process and management process with a plan moving with the customer to whichever service they choose to use.
- Clear and robust referral pathways are developed and in place. Where there is more than one provider of a specific service there will be one agreed pathway.
- Staff will be skilled in core competencies to implement 'Every Contact Counts', for example, Smoking, Alcohol, Physical Activity, Healthy Weight.
- More support being provided to local people to enable people to maintain lifestyle choices and obtain support at points of relapse.
- More community champions and volunteers within the Service and active within communities.
- Single hub providing access to all Healthy Lifestyle Services across the borough with provision in each Township.
- Movement of service provision into community locations.
- Services would be provided in a range of locations within facilities and hours that suit local needs.
- Communication and information provision regarding Healthy Lifestyle services across the borough.
- Partners to agree an overall strategy for communications and a joint service logo.
- More people accessing services and more equitably.
- User reported outcomes will be positive and recorded behaviour changes would be maintained.
- Evaluation would be undertaken and inform the service plan moving forward.
- Links with other services and organisations to address the wider health issues and social issues impacting on health.
- Empowering service users and communities to build resilience and increase independence.

Summary

The Integrated Healthy Lifestyle Service adopts a holistic and person centred approach addressing multiple needs as opposed to single behaviour support. Township delivery based on need, influenced and built by communities; will facilitate improved access to services, improved partnership working and reduce duplication.