

Staffordshire Health and Wellbeing Board	
Title	Health Improvement Service
Date	08/03/2018
Board Sponsor	Richard Harling
Author	Joanna Robinson
Report type	For Debate

Summary

This paper details the changes to health improvement services to support healthy lifestyles. The proposed changes are consistent with the Council's strategic priorities to maintain an active and healthy population, use new technologies to enable people to take personal ownership for their health and well-being and to reduce inequalities by focusing resources on those areas and individuals where health and well-being is poorest.

Recommendations to the Board

That the Board

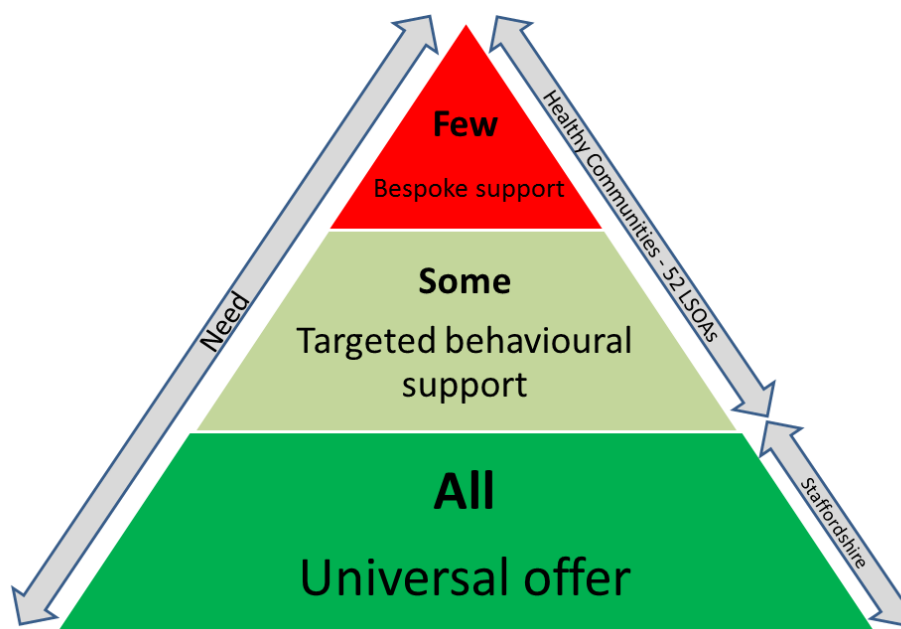
- 1) Note the Report and support the commissioned activity which is targeted in 52 identified areas.
- 2) Consider how HWBB partners can promote the digital offer and Healthy Communities Service

Background / Introduction

As you'll be aware people in Staffordshire are living longer, but not necessarily healthier lives. With less money available, we need to encourage people to take greater responsibility for their own health and wellbeing so that the council can focus its resources on those that need help the most.

From April 2018, the county council will be focusing support where we believe it will have the biggest impact. There will be three levels of support that require different approaches (Figure 1).

Figure 1



Universal Offer

To reflect the digital world we now live in, we are encouraging more people to use, in the first instance, a range of online tools which enable people to undertake an online health check and access information, advice and guidance around positive lifestyle choices. These tools are designed to enable people to take control of their own health and wellbeing.

Staffordshire County Council have an online health and wellbeing planner that directs individuals to sources of advice on a range of health and wellbeing related issues and support provided by public, private or community and voluntary sector organisations.¹

People can also complete a health check quickly and conveniently online. The online tools currently available are NHS Heart Age Tool and NHS One You. The NHS Heart Age Tool is based on the same algorithm (QRISK2) as used in the NHSHC to assess 10 year risk of cardiovascular disease. The NHS Heart Age Tool has been heavily researched and is currently accepted as the most accurate tool available.²

The online health check tools do not currently include blood tests or blood pressure measurements to assess risk and diagnose conditions. However, we are exploring the ability to offer these through new medical technologies and commercial bio-testing services, so that a full NHSHS is available online.

If the online tools indicate that a person is at higher risk of developing cardiovascular disease and they would still like a health check, then this can be arranged. We will work with the new service provider to facilitate a NHSHC for people who are not eligible for the Service where it is indicated the individual would benefit from a face to face check.

A Health & Care tile has been placed on the MyStaffs App. The app' has direct links to the NHS Heart Age Tool, NHS One You and a range of Staffordshire County Council information services including Staffordshire Connects.³

Targeted support – Available for the Some and Few

We are pleased to inform you we have now commissioned a new service which is expected to launch later in the spring and will be provided by Everyone Health part of Sports and Leisure Management Ltd.

The service will be available to people who are aged 50 years and over and live in the 52 identified areas (Appendix 1) where residents have a higher risk of cardiovascular disease and poor health and are therefore at more risk of entering adult social care and using NHS services. This approach of targeting resources proportionate to risk of poor health in later life is key in tackling health inequalities.

¹ www.staffordshireconnects.info/plan

² <https://www.nhs.uk/Tools/Pages/heartage.aspx>
<https://www.nhs.uk/oneyou/hay#g60f6IRYP4dxXgFC.97>

³ <https://www.staffordshire.gov.uk/MyStaffs-App/MyStaffs-App.aspx>

The service will provide NHS Health Checks as well as lifestyle help including weight management, diet and malnutrition, physical activity, stop smoking, falls awareness prevention and social isolation. This will be achieved by facilitating behaviour change, offering services and supporting people to use activities and groups within their community.

Who can use the new service?

The service will be available to eligible people who have one or more of the following lifestyle risks:

- smoke tobacco
- have a body mass index (BMI) greater than 28kg/m² with co-morbidity(s) or clinical condition(s) or Service Users with a BMI greater than 30 kg/m²
- have a fear of falling or who have fallen but do not meet the local NHS Falls Service criteria
- lonely or socially isolated
- physically inactive and/or have a low weekly physical activity score
- malnourished or at risk of becoming malnourished

The NHSHC intervention will be available to people that are aged 50 to 74 years, who do not already have CVD and have not already had a NHSHC/CVD risk assessment in the last 5 years.

The GP (or secondary care consultant, where applicable) will remain responsible for the management of the individuals medical condition/s whilst they are accessing the Service.

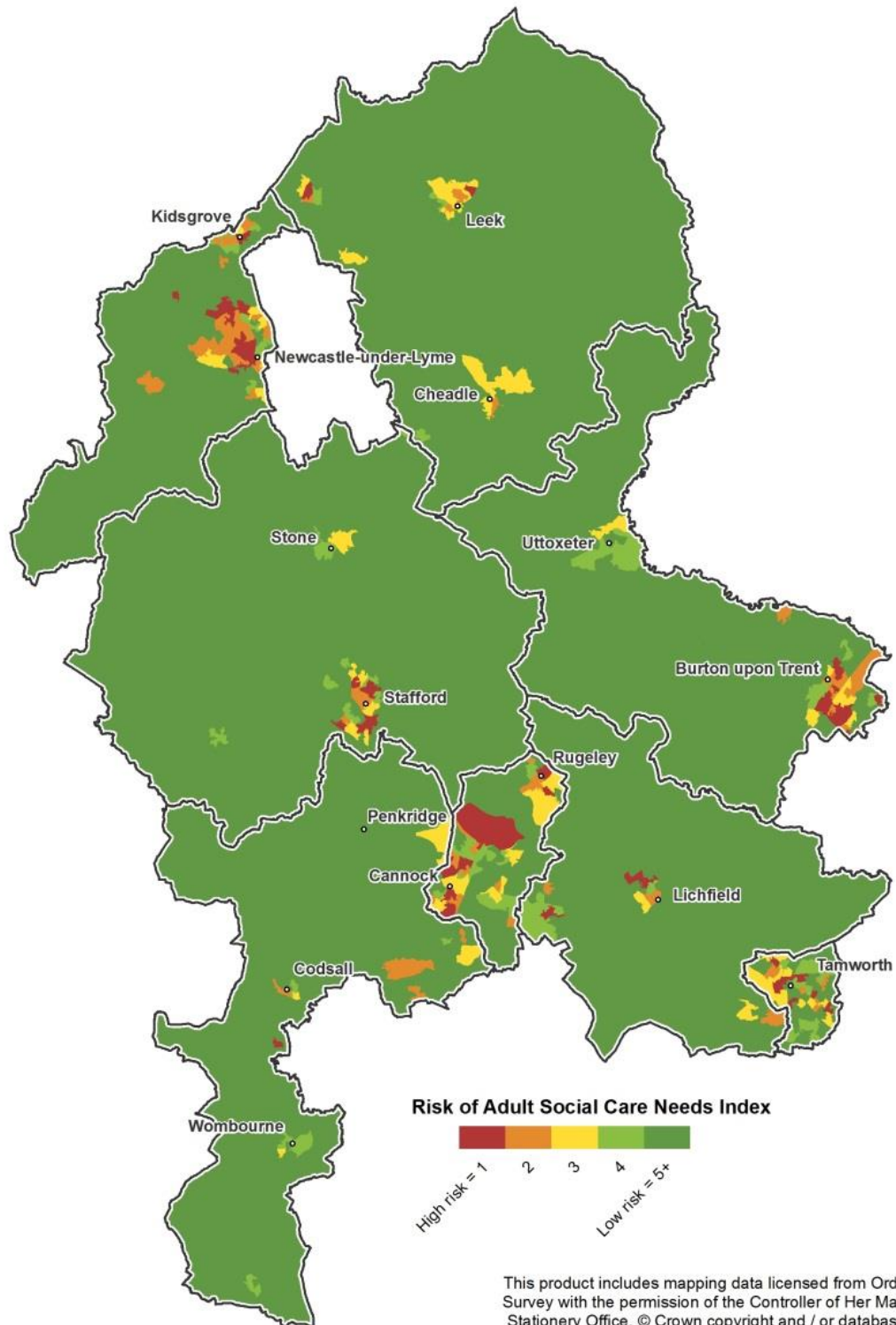
Recommendations

The approach has been through a thorough democratic process including; Community Impact Assessment, scrutiny by the Healthy Staffordshire Select Committee and approval by the Council's Cabinet. We have also shared the approach and supporting evidence with Dr Charles Pidsley, Co-Chair of the Staffordshire Health & Wellbeing Board. Dr Gulshan Kaul, LMC Chair in South Staffordshire, co-signed correspondence to all Staffordshire GPs which detailed our approach. We collectively acknowledge the ethical rationale underpinning the targeted approach and level of health inequalities the new service seeks to address.

The Board is asked to:

- 1) Note the report and support the commissioned activity which is targeted in 52 identified areas.
- 2) Consider how HWBB partners can promote the digital offer and Healthy Communities Service

Appendix 1. Map showing Risk of Adult Social Care Needs Index



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Risk of Health and Social Care Needs Index: areas at very high risk

LSOA	Ward name	Local authority
E01029346	Brereton and Ravenhill	Cannock Chase
E01029349	Cannock East	Cannock Chase
E01029350	Cannock East	Cannock Chase
E01029354	Cannock North	Cannock Chase
E01029355	Cannock North	Cannock Chase
E01029356	Cannock North	Cannock Chase
E01029359	Cannock South	Cannock Chase
E01029360	Cannock South	Cannock Chase
E01029388	Hednesford North	Cannock Chase
E01029404	Western Springs	Cannock Chase
E01029407	Anglesey	East Staffordshire
E01029409	Anglesey	East Staffordshire
E01029410	Anglesey	East Staffordshire
E01029427	Eton Park	East Staffordshire
E01029437	Horninglow	East Staffordshire
E01029447	Shobnall	East Staffordshire
E01029448	Shobnall	East Staffordshire
E01029453	Stapenhill	East Staffordshire
E01029468	Winshill	East Staffordshire
E01032898	Burton	East Staffordshire
E01029492	Chadsmead	Lichfield
E01029496	Chasetown	Lichfield
E01029499	Curborough	Lichfield
E01029527	Summerfield and All Saints	Lichfield
E01029535	Audley and Bignall End	Newcastle-under-Lyme
E01029538	Bradwell	Newcastle-under-Lyme
E01029547	Chesterton	Newcastle-under-Lyme
E01029548	Chesterton	Newcastle-under-Lyme
E01029553	Cross Heath	Newcastle-under-Lyme
E01029554	Cross Heath	Newcastle-under-Lyme

E01029555	Cross Heath	Newcastle-under-Lyme
E01029560	Holditch	Newcastle-under-Lyme
E01029566	Knutton and Silverdale	Newcastle-under-Lyme
E01029588	Ravenscliffe	Newcastle-under-Lyme
E01029599	Thistleberry	Newcastle-under-Lyme
E01029604	Town	Newcastle-under-Lyme
E01029666	Perton Lakeside	South Staffordshire
E01029691	Common	Stafford
E01029692	Coton	Stafford
E01029715	Highfields and Western Downs	Stafford
E01029725	Coton	Stafford
E01029727	Manor	Stafford
E01029734	Penkside	Stafford
E01029763	Biddulph East	Staffordshire Moorlands
E01029766	Biddulph East	Staffordshire Moorlands
E01029809	Leek North	Staffordshire Moorlands
E01029827	Belgrave	Tamworth
E01029834	Bolehall	Tamworth
E01029835	Castle	Tamworth
E01029845	Glascote	Tamworth
E01029849	Mercian	Tamworth
E01029859	Stonydelph	Tamworth