

Topic:	Healthy Lifestyle Programme
Date:	10th September.2015
Board Member:	Dr. Chris Weiner, Director of Public Health
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Report Type	For Consideration

1 Purpose of the Report

- 1.1 In May the Board affirmed its purpose as prevention, achieved by greater integration and the increased empowerment of people. It agreed that in 15/16 a work programme to deliver a prevention agenda will be developed. This paper provides information to the Board on the integrated approach to increase the number of people who make healthy lifestyles in Staffordshire. This programme of work is now in place and clearly links to the Living Well Strategy through the Prevention programme 15/16.
- 1.2 **The Board is asked to endorse and adopt the Healthy Lifestyle programme approach as an integral part of the HWBB's prevention priority.**

2 An integrated approach to achieve Healthy Lifestyles in Staffordshire

- 2.1 Public Health England has identified that 40% of health issues are attributable to behavioural patterns including smoking, alcohol, obesity and physical inactivity. The Staffordshire JSNA and eJSNA's also identify a need to address these lifestyle issues in Staffordshire. A review of the provision of Lifestyle services in Staffordshire identified the need for change and the development of a system-wide, whole person approach.
- 2.2 As a result, a new integrated Healthy Lifestyles programme has been developed to support behaviour change, by: addressing multiple lifestyle risk behaviours; moving resources upstream towards prevention and early intervention; providing a range of programmes and services to create a 'person centred - approach that promotes health and wellbeing (as opposed to one that diagnoses / treats), and; linking the lifestyle behaviour change programme with wider wellbeing services that tackle the wider determinants of health. The following represents the system-wide Healthy Lifestyles programme currently implemented through recent Public Health commissioning activities:
- Implementation of a Lifestyle Hub building on the Staffordshire Cares approach comprising of a website, market place and telephony support).

This uses technology to provide; information, advice and guidance; signposting or referral for further support (if required), and; integration into services that support the wider determinants of health e.g. welfare support, housing and community learning

- Building on local assets through locality commissioning partnerships to procure all age physical activity, community nutrition and alcohol prevention programmes. This formed part of the Locality Commissioning recently undertaken across all 8 districts.
- Procuring a Staffordshire-wide lifestyle behaviour change Service. This service provides evidence based structured programmes to support individual to change one or more lifestyle behaviour including stopping smoking, reducing alcohol and managing a healthy weight in both adults and children.

3 Expected outcomes/benefits

- 3.1 Positive behaviour change involving reduced risk taking behaviours (including smoking, alcohol, food and nutrition and physical activity)
- 3.2 Encouraging and empowering people through better information, advice and guidance using a range of formats and technology to proactively self-manage their lifestyle behaviour
- 3.3 Simple/easy access to the most relevant part of the programme.
- 3.4 Joint commissioning (through locality partnerships) to capitalise on existing local assets. This will encourage better connectivity across the local system for example this approach supports LWT programmes.
- 3.5 Allow seamless movement throughout the system according to the level and complexity / multiplicity of need and support that a Client presents with at any one time.

4 Recommendations

The Board is asked to endorse and adopt the Healthy Lifestyle programme approach as an integral part of the HWBB's prevention priority.