

# Living Well Presentation

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# Self Care and Prevention programme

- Initiated in 2015
- One of four Integration and Change Board (ICB) enabler programmes
- Working across Bradford District and Craven
- Led by Public Health and the CCGs with partners from across VCS, health and social care
- Quarterly board meetings & monthly core planning group meetings
- Funding – BMDC/CCG
- Strategic outcomes – People/Workforce/System

# Six delivery projects...

- ✓ Workforce
- ✓ Community Capacity Building
- ✓ Communications & Marketing
- ✓ Children & Young People
- ✓ Care Navigation
- ✓ Digital



# Healthy Bradford

- HWWB request for strategic approach to obesity (August 2016)
- 12month Healthy Weight Board sessions
- Agreed Healthy Bradford Plan (Sept 2017) (wellbeing)
- Pioneer site for PHE whole systems obesity
- Established Healthy Bradford Team and Network (Nov 2017)
- Became national pilot site for Whole Systems Approach (Dec-May 2018)
- 5 key work areas developed against system action plan

# Strategic outcome...

Work at scale to change 5 key lifestyle behaviours:

Overeating Unbalanced Diet

Physical inactivity Smoking Alcohol



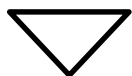
**REDUCE  
PREVENTABLE  
ILL HEALTH**

# SUMMIT ONE

Looked at the consequences of obesity



Established the causes of obesity



Grouped these root causes into 4 domains

# SUMMIT TWO

Developed new actions for the root causes



Mapped existing actions to the root causes



Looked at behavioural change science



Grouped the new actions into bigger strategic actions



Shared the proposed strategic actions



Take Comments to shape actions and offers of support

# SUMMIT THREE

# Delivery vehicles...

- **Communications** and social movement
- Schools and workplaces **Charter**
- Motivation and support **service**
- Healthy **places**

**Dynamic system: whole systems working**  
**Formative and responsive work plan**  
**Behavioural change science**

**Vision:** Easier to live healthy and active lifestyles for everyone, every day, everywhere.



**Outcome:** People of all ages are adopting healthier behaviours and better able to care for themselves



# Rationale for a new programme

- Scale up the Self Care & Prevention programme – boost momentum and refresh the programme
- Healthy Bradford priorities - increase focus on prevention
- Whole systems approach
- Joining up with other programmes – avoid duplication
- One stop programme for all things prevention



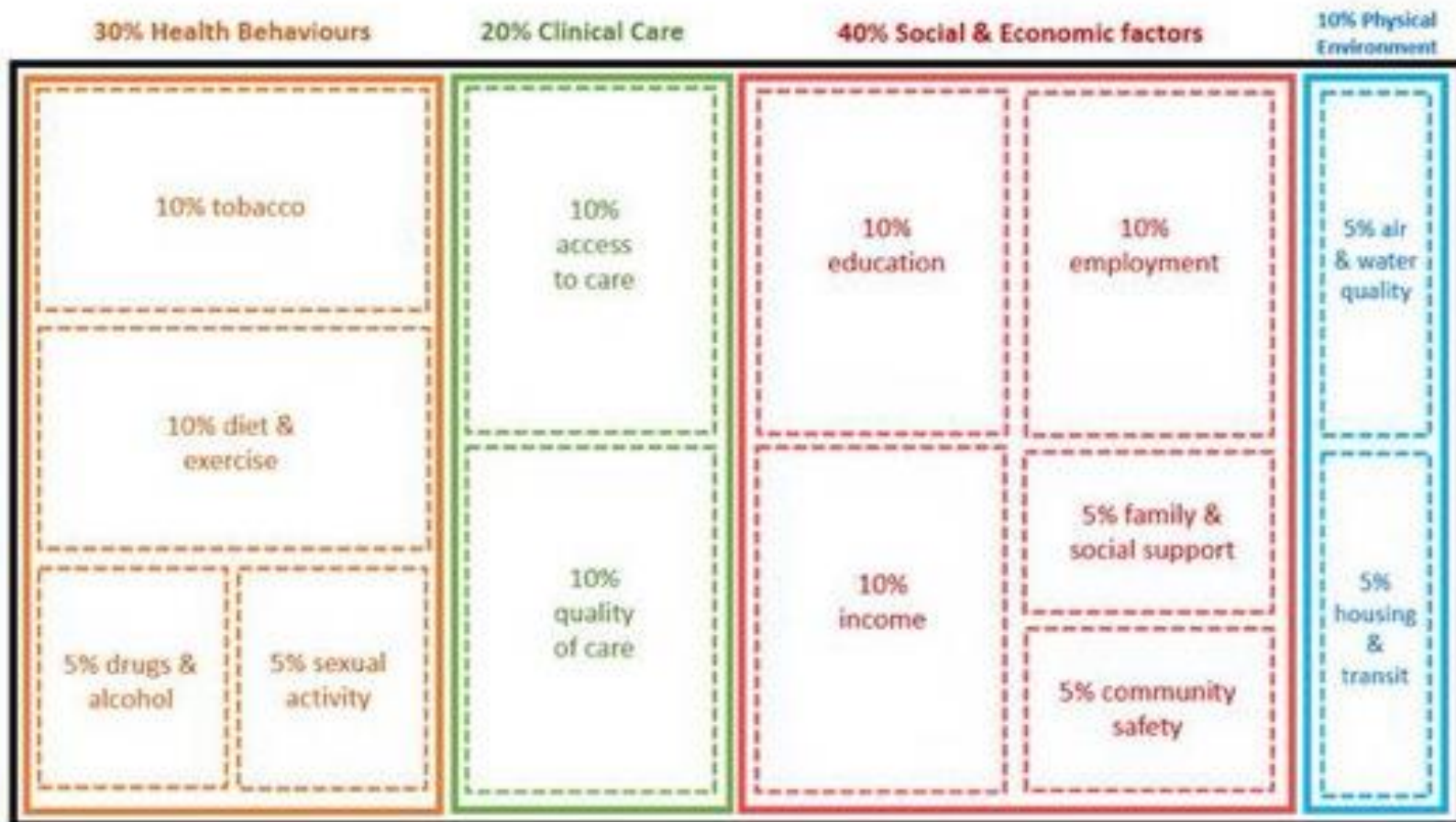
Join us at Kirkgate Shopping Centre  
Bradford on November 13th – 11am-2pm

Staying well starts with living well

# Place based system

## What makes a population healthy?

The University of Wisconsin Population Health Institute recently released the 2015 County Health Rankings. These use a range of factors weighted on the basis of *relative importance to overall population health outcomes* (considered here to be a 50% balance between length and quality of life). These are based on evidence review and expert opinion. The authors acknowledge that there is no "correct" weighting for a community. UK evidence would show a larger influence of housing for example.



Produced by the City & Hackney Public Health Team.

For further information see: <http://www.countyhealthrankings.org/sites/default/files/differentPerspectivesForAssigningWeightsToDeterminantsOfHealth.pdf>

## LONG TERM IMPACTS

## MEDIUM TERM IMPACTS

## SHORT TERM IMPACTS

- **Biological**
- Ethnicity, Age, Gender, Genes,
- Preconception and antenatal health

- **Structural**
- Housing
- Green Space
- Air pollution

- **Societal**
- Family/relationships
- Employment
- Education
- Social capital

- **Lifestyle**
- Smoking
- Diet
- Physical inactivity
- Alcohol

- **Long Term Conditions**
- Type 2 diabetes
- MSK
- CVDs,
- COPD
- Mental health

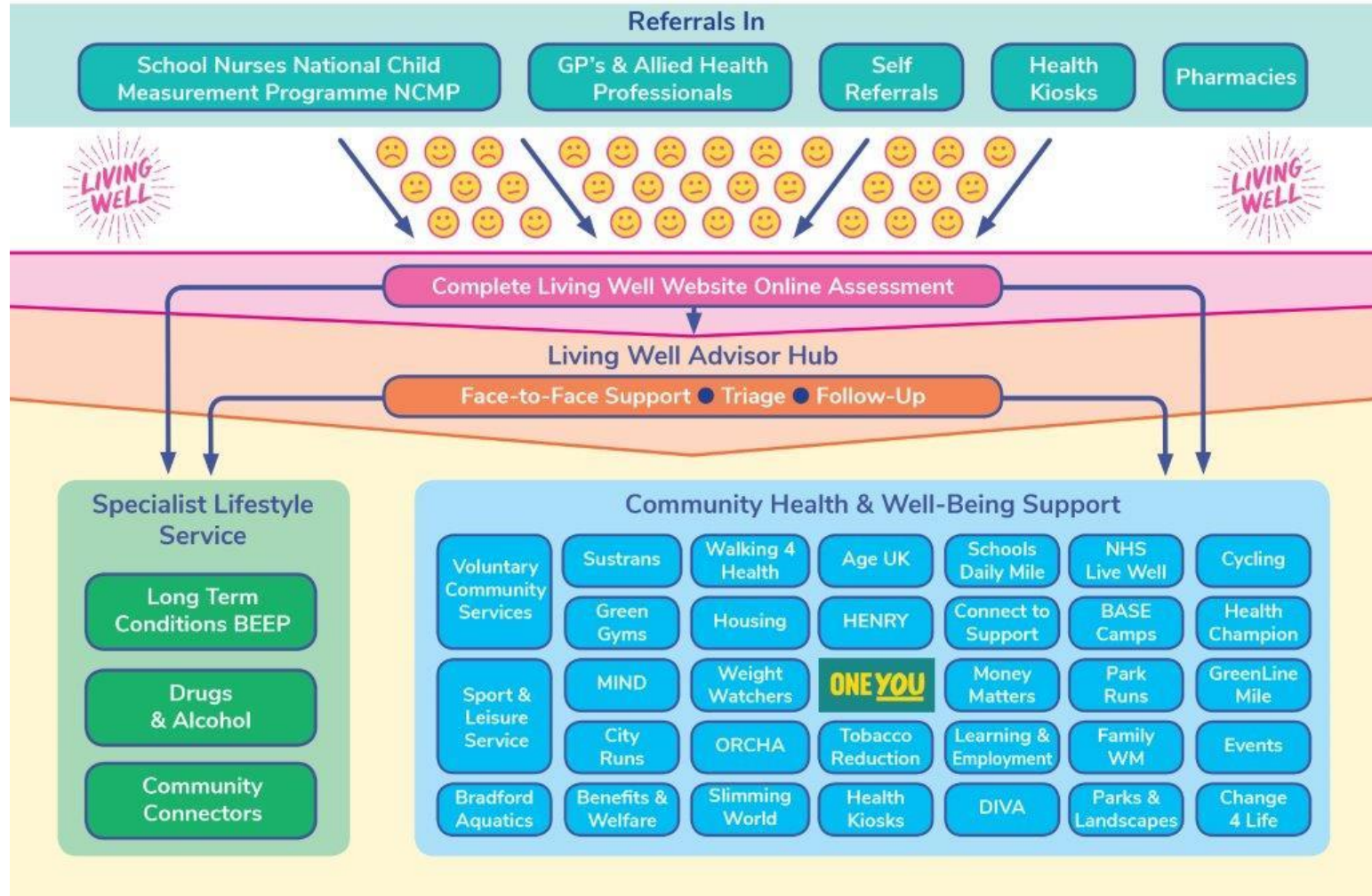
## Acute preventable illness and mortality

- Stroke
- Lung cancer
- MI (heart attacks)
- Suicide

Workstreams	Outcomes	Projects
<p><b>People:</b> assets and opportunities</p>	<p>Create and promote access to opportunities and programmes, across multiple settings, to help people of all ages and abilities to engage in living healthier lifestyles and accessing the right help and support as individuals, families and communities.</p>	<ul style="list-style-type: none"> <li>• Living Well service</li> <li>• Community Connectors (social prescribing)</li> <li>• BEEP (exercise referral service)</li> <li>• Digital (Wellbeing assessment/Orcha/Evergreen)</li> </ul>
<p><b>Societies:</b> social norms and attitudes</p>	<p>Create a paradigm shift in society by enhancing knowledge and understanding of, and appreciation for, the multiple benefits of adopting healthier lifestyle behaviours according to ability and at all ages.</p>	<ul style="list-style-type: none"> <li>• Social Movement – communications and marketing</li> <li>• Community Capacity Building</li> <li>• Living Well Academy – workforce training offer</li> </ul>
<p><b>Environment</b> spaces and places</p>	<p>Create and maintain environments that promote and safeguard the rights of all people, of all ages, to have equitable access to health promoting places and spaces, in Bradford District</p>	<ul style="list-style-type: none"> <li>• Living Well Charter – businesses, food retailers and schools</li> <li>• Living Well Places – green spaces, active streets,- links to wider determinants team</li> </ul>
<p><b>Systems:</b> The Living Well Team</p>	<p>Create and strengthen leadership, governance, multi-sectoral partnerships, workforce capabilities, advocacy and information systems across sectors to achieve excellence in resource mobilisation and implementation of coordinated actions to make living healthier lifestyles and self care easier for everyone, every day everywhere</p>	<ul style="list-style-type: none"> <li>• Local partnerships and collaborations</li> <li>• Evidence, research, data and evaluation</li> <li>• Policy, guidelines, assurance and governance</li> <li>• Behavioural insight expertise</li> </ul>

# Living Well - People

## Service Model Visualisation





# Living Well - Societies

- Social Movement – communications and marketing
- Community Capacity Building – health messaging, ABCD, improving health literacy
- Living Well Academy – workforce training offer
- New obesity trailblazer programme

# Living Well - Environment

- Living Well Charters
  - businesses
  - food retailers
  - schools
- Living Well Places – green spaces, active streets,- links to wider determinants team



# Living Well - Systems

## The Living Well Team

- Local partnerships and collaborations
- Evidence, research, data and evaluation
- Policy, guidelines, assurance and governance
- Behavioural insight expertise
- Links to national and international policy
- Strategic alignment with Integrated care System/ICB/Health and Wellbeing Board

# Discussion

- How can the VCS get involved to lead/shape the programme?
- How can the VCS help us change the system towards a more preventative model?
- What is the VCS already doing to deliver the programme?
- How can the VCS help us keep a check on Living Well to make sure the programme is meeting the needs of the communities and not widening inequalities?