

ARUN DISTRICT COUNCIL

REPORT TO AND DECISION OF RESIDENTIAL AND WELLBEING SERVICES COMMITTEE ON 22 JULY 2021

REPORT

SUBJECT: Arun Wellbeing Programme Update

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EXTN: 37605

AREA: Community Wellbeing

EXECUTIVE SUMMARY:

This information report outlines the activity and outcomes of the Arun Wellbeing Programme during 2019-20 and 2020-21. It describes successful initiatives delivered by the Arun Wellbeing Team to both inform and update Committee Members on work to improve the health and wellbeing of Arun residents.

RECOMMENDATIONS:

That the Residential and Wellbeing Services Committee:-

1. Note this report; and
2. Support targeted work in Arun's areas of significant health inequalities and need.

BACKGROUND:

The Arun Wellbeing Programme and Partnership Agreement

The West Sussex Wellbeing Programme is commissioned by West Sussex County Council, Department of Public Health. Each of the District and Borough Councils in West Sussex is contracted to deliver a local Wellbeing Programme; the current three- year partnership agreement is 1 April 2019 to 31 March 2022.

Each District/Borough Wellbeing programme has been allocated a core sum of £100,000 per annum plus funding for additional services based on local need, taking into account population size, deprivation indices and prevalence of health related risk factors: consequently, Arun Wellbeing receives additional annual funding of £223,363. This funding arrangement has been fixed since 2017/18.

Further funded services have been commissioned by Public Health: NHS Health Checks and Stop Smoking commenced in 2019-20 with funding of £62,090 (2019-21) reducing to £47,804 (2021-22) and Alcohol Reduction which commenced in June 2020 with funding of £42,857 per year.

Overview of the Arun Wellbeing Programme

The Arun Wellbeing programme delivers the following services and activities to improve the health and wellbeing of local residents:

- Preventing risk factors for cardiovascular disease (CVD), diabetes type 2, stroke and preventable cancers by supporting at-risk residents to change their behaviour in order to promote healthy lifestyles. This is achieved through a variety of approaches encompassing introducing residents to physical activity, providing healthy eating advice, support to stop smoking or reduce alcohol and reducing fuel poverty. The Arun Wellbeing team are trained to provide one-to-one support using motivational interviewing techniques and support early diagnosis of risk factors via health checks with clients.
- Provide information to promote and encourage the benefits of wellbeing and lifestyle improvement for local residents. This is distributed using multiple communication channels i.e. telephone, email, website www.arunwellbeing.org.uk, social media, advertising and promotional materials (see *Appendix 1 Wellbeing Booklet*) including a regular newsletter [Newsletter Spring 2021](#). Pre-Covid the team undertook face to face engagement in local communities and this will resume, subject to coronavirus restrictions and Public Health approval.
- Work with partner organisations and other departments across Arun District Council to enable targeting of high risk/marginalised communities to promote the wellbeing of its residents
- Develop and manage the delivery of a range of projects and activities to promote wellbeing and lifestyle changes. These may be coordinated in-house or commissioned through external organisations.

Arun Health Needs specific to the Arun Wellbeing Programme

The latest Arun Health [Profile](#) (2019) shows that residents in the District continue to experience significant health issues and inequalities with the most notable being that **life expectancy is 11 years lower for men and 9.8 years lower for women in the most deprived areas of Arun than in the least deprived**. In addition:

- 70.7% of adults are classified as overweight or obese
- Alcohol related harm hospital admissions in Arun are worse than the England average at 1,220 admissions in 2018/19, increasing from the previous year.
- Estimated recorded diabetes rate in adults is 78.8%
- Percentage of physically active adults is at 63.9% meaning that 36.1% do not achieve the recommended minimum of 150 minutes activity per week
- There are higher levels of inactivity in the most deprived areas in Arun, 35.2% are active less than 30mins per week compared to 18.7% in the most affluent [Active](#)

Arun Wellbeing Programme Services

Arun Wellbeing offered the following services during 2019-20 and 2020-21. The Covid pandemic in early 2020 with the subsequent government restrictions resulted in a channel shift to from face to face to virtual delivery of all services offered: individual clients in the majority, preferred telephone support with some online video calls. Group sessions previously held in the community (face-to-face) were transferred to an online video platform (with telephone one-to-one support for those who could not access online provision). These adaptations, implemented swiftly, enabled the team to continue to deliver services within the partnership contract and specification. Despite a decrease in referral numbers during 2020/21, attributed to the impact of the Covid pandemic, the service continues to deliver and support positive health and wellbeing outcomes for residents, in some cases improving on the previous year (e.g. Weight Management, Stop Smoking and Home Energy).

Each of the Arun Wellbeing services is set out below providing a brief description, case studies where relevant and the key outcomes achieved for each programme area:

Wellbeing Advisers: providing a core service, Wellbeing Advisers provide one to one support for clients who wish to make ongoing lifestyle changes to improve their health and reduce their risks of preventable diseases including type 2 diabetes, stroke, cardiovascular disease and preventable cancers. All Advisers are trained to the same standard which enables both flexibility and resilience as they can interchange to deliver across all these services. Using motivational interviewing techniques and cognitive behaviour therapies the Advisers support clients to make and sustain desired behavioural changes to achieve positive outcomes (*Appendix 2 Case Study, Adviser*).

Year	Numbers accessing the all services	Of those numbers receiving Adviser one-to-one	3Mths after intervention % reporting maintaining a positive change
2019-20	1513	206	86%
2020-21	617	118	58%*

* Feedback suggests that people have found maintaining positive changes challenging during Covid-19 restrictions.

Stop Smoking Service: stopping smoking is the best thing a person can do to improve their health, but many smokers who want to quit aren't sure about the best way to go about it. With professional support from an Adviser they are three times more likely to have a successful quit compared to trying alone ([Stop smoking services: increased chances of quitting \(ncsct.co.uk\)](https://www.ncsct.co.uk)). The Arun Wellbeing Advisers offer residents up to 12 support sessions to help plan how to quit, set a quit date and dispense Nicotine Replacement Therapies. (*see Appendix 3 Case Study Stop Smoking*). It should be noted that not all referrals convert into an intervention and high fallout rates are common, however the current targets are being exceeded.

Year	No of Referrals to service	No of Successful quits
2019-20	36	4
2020-21	81	28 (35%)

Alcohol Reduction: drinking alcohol is a commonly accepted lifestyle choice but can have a devastating impact on individuals and their families if it gets out of control. Clients who feel concerned and worried about their consumption of alcohol can access support from the dedicated Wellbeing Alcohol Reduction Adviser. In return they receive clear support to help plan decrease their drinking to a safer level or even quit drinking if desired. This is a new service recruited to in July 2020 (see *Appendix 4 Case Study Alcohol*).

Year	No of Clients	No of Successful Unit Reductions	3Mths after intervention % reporting sustained change
2019-20	N/A	N/A	N/A
2020-21	13	3 (out of 7)	N/A due to time frames

Pre-Diabetes Programme: providing support to individuals with non-diabetic hyperglycaemia and therefore at high risk of progression to type 2 diabetes. Pre-Pandemic, clients are invited to attend a three-hour workshop and receive information on behavioural change (including nutrition and physical activity) designed to prevent the client from progressing to type 2 diabetes. Clients can opt to have follow-up one-to-one support from a Wellbeing Adviser. Currently, this service is being offered either as a 1-2-1 telephone service or as an online virtual group, running over two 1.5-hour sessions. Clients can also opt to have a follow-up one-to-one support from a Wellbeing Adviser if required. (see *Appendix 5 Case Study Pre-Diabetes*)

Year	No of Referrals to Service	% of clients setting at least one goal	3Mths after intervention % reporting change made
2019-20	550	95%	36%
2020-21	110	93%	93%

Wellbeing Active: programmes are offered and designed to support inactive and sedentary adults to increase their activity levels to build up to the recommended 150 minutes per week of moderate activity as recommended. Wellbeing Active offers free entry level physical activity courses, for example: learn to run (see *Appendix 6 Case Study Active*) and beginners' fitness. These teach skills that the participant can then do independently. All classes are subject to government guidelines and are available either in a community setting (pre-Covid) or online during the Covid pandemic.

Year	No of Clients	Number of courses held	% increase daily activity levels
2019-20	110	20 Beginners fitness x 12 Learn to run x 6 Back to swim x 2	51%
2020-21	35	2 Virtual classes held – beginners' fitness	80% (35 participants)

Wellbeing Workplace: This project works with local employers. It offers Wellbeing MOT/ Wellbeing Checks for staff during working hours and advice to employers with anonymised reports detailing significant and common issues for their employees. Follow-up sessions and tailor-made workshops are delivered for staff focusing on the main issues or areas of concern.

Year	No of Workplaces worked with	No of Staff MOTS/Wellbeing Checks	No of Workplaces Returning visit 6mths or more
2019-20	19	214	2
2020-21	9	9 workplaces virtual talks delivered during this period.	7 workplaces followed up with further support

Wellbeing Home: The Home Energy Adviser supports households in fuel poverty to reduce their fuel bills, keep their homes warmer and thereby improve their health. This is achieved by a mix of guidance on tariff changes and signposting to priority service registers, boiler replacement schemes, warm home discounts, grant funding and other financial support.

Year	No of Clients	Total Potential Savings	Total Grants Secured
2019-20	274	£7,642	£118,142
2020-21	190	£45,306	£161,804

Weight Information Sensible Eating (WISE) is our weight management programme for people with a BMI of 25 and above; individuals attend a 12-week course that includes healthy eating guidance and introduction to exercise. Clients presenting with a BMI of 35 and above with co-morbidities, or 40 and above are signposted to an external specialist service.

Year	No of Clients	% of people losing 3% of starting weight	% of people losing 5% or more of starting weight
2019-20	98	26%	32%
2020-21	63	70%	31%

Health Checks: these are free health checks to identify the main risk factors of preventable diseases that include (type 2 diabetes, stroke, cardiovascular disease and preventable cancers). Checks include, blood pressure, cholesterol, BMI and a discussion about lifestyle choices and family history. Those clients who have a high-risk score are referred to their GP for further tests and offered one-to-one support with lifestyle changes. This service was commissioned in 2019: due to delays in training the service began in early 2020 and the service was suspended March 2020 due to the pandemic.

Year	Number of Health Checks
2019-20	9 (service did not commence until January 2020)
2020-21	Suspended service: awaiting guidance from Public Health for resuming service

EXTERNALLY COMMISSIONED SERVICES

Family Wellbeing: START is commissioned to deliver a tailor-made one-to-one service to support families with a child who is obese or overweight and to support lifestyle change for both the children and their parents/carers (*see Appendix 7 Case Study Family Wellbeing*). Many families have multiple additional issues of concern and the Family Wellbeing Keyworkers link closely with WSCC Early Help services and school nurses. The service holds a caseload of 20 families and operates a waiting list. All families were supported

throughout the pandemic and no cases were closed until quarter 4 in 2021. During 2020 Public Health approached Arun Wellbeing to expand the current contract with this provider to run a pilot project in a neighbouring district, evidencing the need to expand the service countywide. The pilot commenced in December 2020 and will finish in line with the current contract (2019-22).

Year	No of families worked with and cases closed	% of children have no increase in their BMI score (grow into their weight)	% increase activity levels at end of intervention
2019-20	43 Families recruited 56 on waiting list at end of quarter 4 27 cases closed	81%	92%
2020-21	Held a full caseload of 20 throughout the year closed 12 in final quarter	82%	87%

Falls Prevention: Active House Sussex Wellbeing Online CIC is commissioned to deliver the Arun Fall's Prevention service. This is an early intervention service to prevent falls in the form of a 1-hour balance and co-ordination core stability classes over 20 weeks. The programme supports older people, who are at risk of falling to regain confidence in their balance and therefore prevent future falls. This is part of the countywide referral pathway for falls prevention. This service was commissioned in 2020 and commenced in November the contract will run inline with the current contract (2019-22)

Year	No of Referrals into Service	% of new referrals have received home exercise guidance and a support call	% have received 20/24 interactions (telephone call, email, virtual activity)
2019-20	Service commissioned Nov 2020	N/A	N/A
2020-21	7	100%	No interactions completed

REASONS FOR ACCESSING ARUN WELLBEING

The top six reasons people gave for accessing the Wellbeing programme, and the numbers identifying these reasons are listed below (many people identified more than one reason).

Reason	2019-20	2020-21
Preventing Diabetes	39	183
Weight management	172	167
Reducing fuel poverty	n/a	88
Stop Smoking	2	81
Increasing Activity	6	45
Healthy eating	22	15

REFERRAL SOURCES

In 2020-21 a high number of referrals were from GPs (40%), the majority of which were booked onto courses for the Pre-Diabetes Programme (pre COVID) which were subsequently cancelled due to restrictions.

In 2019-20 the highest numbers of referrals by professionals were from GPs (27%).

Referral Source	2019-20	2020-21
GP	96	244
Self-Referrals	275 (98 of these were self-referrals following a signpost from GP or other health professional)	162
Online/Social Media	0	57
Other Health Professional	32	53
Word of mouth	25	46
Housing	5	17
Advertising in publication	2	14
Wellbeing Adviser/Workplace referral to other Wellbeing service	6	11

Please note due to differing data recording methods over the two years it is not always possible to compare like for like data for a meaningful interpretation.

ARUN WELLBEING – CURRENT AND FUTURE DEVELOPMENTS

Public Health funding for 2017/18 was confirmed at £323,363, a small reduction on 16/17's budget. A rationalisation of external contracts along with more efficient ways of working allowed the Wellbeing team to continue to deliver a full service.

The Wellbeing service continues to see a rise in complex cases, especially people with mental health issues or where individual health needs require specialist interventions. This has an impact on resources, but effective partnership working has enabled more sign posting to take place to ensure that client is referred to the appropriate specialist.

The team continues to work closely with partners (e.g. Freedom Leisure, Age UK, Citizens Advice) to ensure clients have access to complimentary services and where possible break down barriers to activities and support. Arun Wellbeing is also closely aligned to the work of Social Prescribers operating from GP Practices.

The Arun Wellbeing team delivers on Arun's corporate priority of 'supporting those people in our district who need our help'. It will also work with the emerging Local Community Network to help address local health and wellbeing inequalities in the Arun District.

The current 3-year partnership agreement with West Sussex Public Health ends in March 2022. The Committee will be advised of West Sussex Public Health's intentions in respect of future commissioning and funding as this information is made available.

2. PROPOSAL(S):

The Residential and Wellbeing Services Committee:

1. Note this report; and
2. Support targeted work in Arun's areas of significant health inequalities and need.

3. OPTIONS:

To support the proposal or consider other recommendations.

4. CONSULTATION:

Has consultation been undertaken with:	YES	NO
Relevant Town/Parish Council		✓
Relevant District Ward Councillors		✓
Other groups/persons (please specify)		
5. ARE THERE ANY IMPLICATIONS IN RELATION TO THE FOLLOWING COUNCIL POLICIES: (Explain in more detail at 6 below)	YES	NO
Financial	✓	
Legal	✓	
Human Rights/Equality Impact Assessment		✓
Community Safety including Section 17 of Crime & Disorder Act		✓
Sustainability		✓
Asset Management/Property/Land		✓
Technology		✓
Other (please explain)		

6. IMPLICATIONS:

The Arun Wellbeing service is funded by West Sussex county Council (Public Health) and is subject to a contractual agreement

7. REASON FOR THE DECISION:

To support the work of the Arun Wellbeing team.

8. BACKGROUND PAPERS:

See Appendices.