

SUNDERLAND HEALTH AND WELLBEING BOARD

24 JULY 2015

INTEGRATED WELLNESS – THE LIVE LIFE WELL SERVICE

Report of the Acting Director of Public Health

1. Purpose of report

The purpose of this paper is to provide Board Members with an update regarding the development of the Integrated Wellness Service, now known as the Live Life Well Service, in the context of Sunderland being a healthy place being identified as one of the Boards priorities.

2. Background

The Shadow Health and Wellbeing Board discussed the role of community resilience in transforming health and wellbeing in the City at its meeting in January 2013. It agreed that more integrated service delivery, based on a community resilience model building on local assets, was key to take this forward. The Board agreed to have oversight of the development of integrated wellness services supported by area arrangements as defined locally.

Since then, the development of an integrated wellness model was discussed by Area People Boards during October/November 2013 with further updates following on from a stakeholder engagement event, *Improving Health –How do we do it?* which took place in November 2013.

Public Health then developed a model which reflected this engagement work, engaged with the main equality groups in the City and commissioned further engagement with the community and key stakeholders, including current service users. Alongside this engagement work we carried out a broader consultation to ensure that the wider community had the opportunity to comment on the model.

The integrated wellness model was re-named the “Live Life Well Service” and was procured in January 2015, with the service delivery starting from 1st April 2015.

3. Our New Approach

The new approach to mental and physical wellness is based on the principles of the Health and Wellbeing Strategy. We recognise that we have significant health problems in Sunderland and that, in spite of some improvements, most have been in place for many years. We therefore need to have a radical shift in our approach which recognises that, for many, it is preferable to be enabled to make positive changes to their own health. Some communities and individuals can also support others to improve their health. There are,

however, some people who are less able to change and so these people should be offered additional, more personal support.

4. The New Model

Our new model will deliver an approach that takes into account the health needs of the whole population while also being personalised to individual need. The model is outlined in figure 1 on the following page.

Much of the feedback we have received is that many people do not want or need services but rather need to embed healthier choices into the way they live their lives, with minimal additional cost.

Healthy Places - Public Health has increased investment in supporting active travel as improving the availability and use of outdoor space, e.g. parks and play areas, in the city leading to better mental and physical health.

Central Hub/ Gateway to Healthy Opportunities - To overcome the difficulties that many people have in finding opportunities to improve their health we have commissioned a central hub that will be accessible and available to all. The hub will enable people to improve their own health with information and signposting available through a range of media. It will be a single (but not exclusive) point of contact. It will also ensure that people continue to be supported in making changes to their health by supporting self-monitoring and following up those who want to make a change to offer further encouragement.

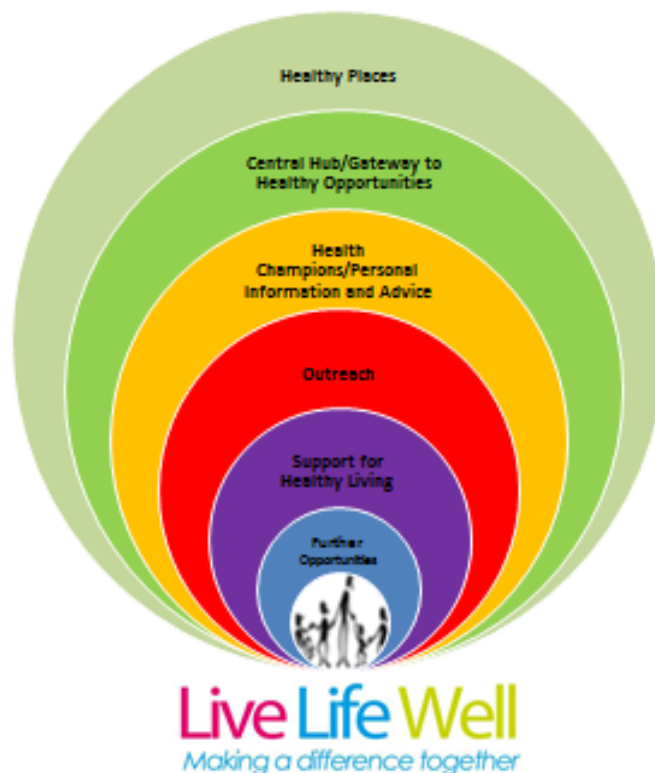


Figure 1: Delivering Live Life Well model

Health champions/ Personal information and Advice - Whilst the hub will provide the support that people need who have decided to make a change, we recognise that some people need more encouragement to take that first step and so we will build on our successful Sunderland Health Champions programme to ensure that people who are thinking about making a change to improve their health.

Outreach - We will strengthen our proactive approach when we identify health issues arising in specific neighbourhoods or communities in the city and work with local people in a focused way to address the particular issues. e.g. sexual health promotion and alcohol education amongst high-risk groups, stop smoking services for young pregnant women, delivery of NHS Health Checks in disadvantaged neighbourhoods, chlamydia screening for young people who do not access core services.

Support for Healthy Living - Recognising that some people need extra support to make the necessary changes to improve their mental or physical health; we will have wellness coordinators who will help people to build a plan for themselves and/or their families using the opportunities available that best suit their daily lives. They will also support them in accessing the necessary opportunities but with the aim of people accessing opportunities independently as quickly as possible.

Further opportunities - Finally, there will be a range of commissioned and non-commissioned direct delivery such as Sexual Health Services, NHS Health Checks, Stop Smoking Services, Substance Misuse Services and services aimed at improving Mental Wellness. In addition, there will be signposting and support into a range of opportunities for improved mental and physical wellness offered by other sectors in the city as well as further development of peer support.

Please see Appendix 1 for a more detailed description of the function of the Live Life Well Model.

The Live Life Well Service works city wide and on area based priorities. There is a lead for each locality area and priority Public Health areas such as Stop Smoking Services, alcohol, sexual health, NHS Health Checks and mental wellbeing.

5. Recommendations to Health and Wellbeing Board

Board Members are recommended to:

- Identify key assets within their services with whom the Live Life Well service can promote and/ or work with
- Identify any issues within their local organisations that the Live Life Well service can help to address
- Forward on any feedback regarding the Live Life Well service to Public Health thus continuing to influence the delivery of Live Life Well Service.

