

Title of Report:	Lifestyle prescription update
Date of meeting:	26 September 2024
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Health & Wellbeing Board Lead:	Dr Matt Tyrer

Executive Summary

Is this report for:	Information <input checked="" type="checkbox"/>	Discussion <input type="checkbox"/>	Decision
Why is the report being brought to the board?	The purpose of this report to provide the Health and Wellbeing Board with updates relating to the Cheshire East Lifestyle on Prescription resource.		
Please detail which, if any, of the Health & Wellbeing Strategy priorities this report relates to?	Creating a place that supports health and wellbeing for everyone living in Cheshire East <input type="checkbox"/> Improving the mental health and wellbeing of people living and working in Cheshire East <input type="checkbox"/> Enable more people to live well for longer <input type="checkbox"/> All of the above <input checked="" type="checkbox"/>		
Please detail which, if any, of the Health & Wellbeing Principles this report relates to?	Equality and Fairness <input checked="" type="checkbox"/> Accessibility <input checked="" type="checkbox"/> Integration <input checked="" type="checkbox"/> Quality <input type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Safeguarding <input type="checkbox"/> All of the above <input type="checkbox"/>		
Key Actions for the Health & Wellbeing Board to address. Please state recommendations for action.	The Health and Wellbeing Board (HWB) is asked to: <ul style="list-style-type: none"> Note the update Raise awareness regarding the Lifestyle Prescription for adults and children 		
Has the report been considered at any other committee meeting of the Council/meeting of the CCG board/stakeholders?	This report has been considered by the Cheshire East Public Health Senior Management Team.		
Has public, service user, patient feedback/consultation informed the recommendations of this report?	The Lifestyle Prescription for children and young people has been developed in collaboration with The Jigsaw Groups, Youth Council and Youth Club in Middlewich.		

<p>If recommendations are adopted, how will residents benefit? Detail benefits and reasons why they will benefit.</p>	<p>The purpose of the Lifestyle Prescription is to promote more comprehensive and holistic discussion and reflection on lifestyles in both residents and people working in Cheshire East. Promotion of holistic wellbeing and prevention are core goals of the Joint Health and Wellbeing Strategy 2023-2028 and the Blueprint Vision for health and care in 2030.</p>
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1. Report Summary

1.1. The purpose of this report is to update the Health and Wellbeing Board on the further developments of the Cheshire East Lifestyle Prescription resource: [Lifestyle on prescription \(cheshireeast.gov.uk\)](https://lifestyleonprescription.cheshireeast.gov.uk)

1.2. Key updates include:

- The wording of the resource for adults has been adapted to further simplify the messaging.
- The resource for adults has been translated into three languages to promote inclusivity. Polish, Ukrainian and Tetum.
- A new resource for children and young people has been developed.

2. Recommendations

2.1. The Health and Wellbeing Board is asked to:

- Note the update.
- Raise awareness regarding the Lifestyle Prescription resources for adults and children

Reasons for Recommendations

2.2. Promotion of holistic wellbeing, the best start in life, and healthy ageing are key components of the Joint Health and Wellbeing Strategy 2023-2028, and the Blueprint Vision for health and care in 2030.

3. Impact on Health and Wellbeing Strategy Priorities

3.1. The production of the Lifestyle Prescription supports the four outcomes from the Health and Wellbeing Strategy 2023-28:

- Cheshire East is a place that supports good health and wellbeing for everyone.
- Our children and young people experience good physical and emotional health and wellbeing.

- The mental health and wellbeing of people living and working in Cheshire East is improved.
- That more people live and age well, remaining independent; and that their lives end with peace and dignity in their chosen place.

4. Background and Options

- 4.1. The Cheshire East Lifestyle Prescription was developed over the course of 2022 and 2023 through a partnership approach.
- 4.2. The need for such a resource to support the prioritisation of prevention was identified through conversation within the Integrated Care Partnership cardiovascular, respiratory and prevention workstreams. The resource aligns with the Blueprint Vision for health and care in 2030 and the Joint Health and Wellbeing Strategy 2023-2028.
- 4.3. The resource was initially developed to be used to 'nudge' residents into thinking about acting upon lifestyle changes so they avoid the development of long term conditions, where possible, and see more than just the medication as a form of treatment, where long term conditions have developed.
- 4.4. It aims to
 - Promote lifestyle changes through the application of behaviour change theory- it provides motivations for behaviour change, information about how to achieve this and opportunities for support across the local area.
 - Put the Cheshire East resident at the heart of the resource by describing both local and national opportunities for support.
 - Draw a clear link to our social prescribing teams, empowering residents to connect with support for challenges relating to the wider determinants of health.
 - Encourage the use of outdoor spaces for health.
- 4.5. Intended audiences for the resource include:
 - The general public, who might access the resource via our libraries, or the Cheshire East live well site.
 - People diagnosed with a new long-term condition where lifestyle changes are the treatment such as pre-diabetes, hypertension, low level mental health issues, and the menopause.
 - People starting a new medication for a long term condition.
 - People that are waiting for a procedure or operation.
- 4.6. Development of the resource involved the following stages:

- A multi-partner working group, including representatives from Public Health, the Integrated Care Board, social prescribing, and general practice. A draft version also went out via the Integrated Care Board to the readers panel. The resource was then adapted according to feedback.
 - The revised version was piloted during early 2023 with a small group of General Practitioners, pharmacists and social prescribers. They were asked to use the resource with their patients over a four-week period. Professionals said it added value to the conversations and allowed them to obtain more information from the patient. However, time could be a barrier to introducing the resource as part of the consultation.
 - The final version of the resource was then launched during September 2023 through a series of communications and engagement events.
- 4.7. Further evaluation of the resource is planned for the coming year. However, the average number of website views per month has ranged from: 21-282 per week, with peaks in use around the time of the initial launch and a January campaign.
- 4.8. Engagement with pharmacists has been challenging and this is an area that requires further consideration and review. However, the resource has reached a wide variety of other health professionals including individuals from Cheshire Fire, Care Community Members, and the Living Well Bus, for example. Non-clinical roles have also engaged well, including, libraries, the Carers Hub and the Cheshire East Council veterans service. The resource has also been made available to support Cheshire East Council employee wellbeing via access on Learning Lounge and the Centranet. During 2024/25, the resource is to be utilised alongside the NHS Health Check in a pilot project.
- 4.9. The adults' version has been updated in the following ways: simplification of the language used; and changing the title to "Your Lifestyle Prescription – a guide to health and wellbeing in Cheshire East". This has resulted in just one version of the resource rather than multiple versions for different audiences, which, reportedly caused some confusion amongst professionals and members of the public.
- 4.10. Promotion of the adult Lifestyle Prescription highlighted that there was an appetite to develop a similar resource for our children and young people. The Public Health team worked with the Cheshire East Council Children and Young People's participation team to adapt the resource. On designing a children and young people's version of the Lifestyle Prescription resource, the team wanted to work with young people to ask what they would like to see contained within it. The Jigsaw Groups, Youth Council and Youth Club in Middlewich were shown the adult's version and were asked for their ideas on a name and the issues that matter to them. 'Your Health' was chosen as the title for their version and they wanted more of a focus on mental health and information about the risks of vaping. Alongside the sections on eating well and keeping active we also added a 'Your Links' page giving them quick access to further information and advice as this resource will currently be

downloadable only. The new resource will be live from September 2024, as we celebrate 'One Year' on from when the adult's resource was launched.

4.11. Next steps in the further implementation of the Lifestyle Prescription include:

- The relaunch of the Lifestyle Prescription for adults
- The launch of the Lifestyle Prescription for children and young people and the translated versions of the adult resource (Polish, Ukrainian and Tetum)
- Exploring promoting use of the Lifestyle Prescription as part of NHS health checks.
- Exploring promoting use of the Lifestyle Prescription in secondary care.
- Further developing the evaluation approach.

A webinar on the Lifestyle Prescription is being provided on 24 September 2024. The content of the webinar is summarised at Appendix A. Participants can book to join the webinar via the following link:

<https://events.teams.microsoft.com/event/3b93f7d4-cac8-4925-af70-103166ef0542@cdb92d10-23cb-4ac1-a9b3-34f4faaa2851>

Access to Information

4.12. The background papers relating to this report can be inspected by contacting the report writer:

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