

OPEN

Adults and Health Committee

25th March 2024

Recommissioning of an Integrated Lifestyle Service (One You Cheshire East)

Report of: Helen Charlesworth-May, Executive Director – Adults, Health and Integration

Report Reference No: AH/20/2023-24

Ward(s) Affected: All

Purpose of Report

- 1 This report seeks approval from Adults and Health Committee to recommission an Integrated Lifestyle Service, currently known as One You Cheshire East.
- 2 This service contributes to the Council's corporate plan 2021-25 objective of being a Council which empowers and cares about people and the priority to 'reduce health inequalities across the borough'.

Executive Summary

- 3 The One You Cheshire East Integrated Lifestyle Service provides information and support to encourage positive lifestyle behaviour change in Cheshire East residents, thereby providing early intervention support to reduce the need for statutory services.
- 4 There is a consistent need for the service as seen through population health intelligence and performance data.
- 5 Data from a recent Lifestyle Survey sent to a sample of Cheshire East residents within each care community area would be used to inform service design. Further engagement with residents would also take place through focus groups and there would also be engagement with stakeholders and the wider market.

RECOMMENDATIONS

The Adults and Health Committee is recommended to:

1. Approve the recommissioning of an Integrated Lifestyle Service
2. Delegate authority to the Executive Director – Adults, Health and Integration to award the contract.

Background

- 6 The Council has a statutory responsibility to improve the health of the local population under the Health and Social Care Act 2012. The integrated lifestyle service is an important means by which this is achieved.
- 7 Early intervention and prevention is a key theme of the Joint Health and Wellbeing Strategy and the service's programmes work to support its strategic outcomes. The strategy identifies the need to increase the number of people who maintain a healthy lifestyle e.g. are physically active, have good mental wellbeing and enjoy a balanced diet.
- 8 Lifestyle behaviours are known to have a major impact on the mortality and morbidity of the population. Smoking is the leading cause of premature death in England and causes a range of respiratory diseases, cardiovascular disease and cancer. Being overweight or obese is the second most preventable cause of death and is estimated to reduce life expectancy by nine years. Physical inactivity is one of the leading risk factors for mortality from non-communicable diseases. People who are insufficiently active have a 20% to 30% increased risk of death compared to people who are sufficiently active. Falls are the second leading cause of unintentional injury deaths worldwide. Around 1 in 3 adults over 65 and half of people over 80 will have at least one fall a year.
- 9 Positively changing residents' lifestyle behaviours can also impact local health inequalities. There is a strong association between deprivation and life expectancy across both England and within Cheshire East¹. There are a number of reasons for this including lifestyle behaviours such as smoking. Those in the most deprived areas are more likely to

¹ E. Williams, D. Buck, G. Babalola, D. Maguire (2022) What are Health Inequalities? The King's Fund

be overweight or obese², they are more likely to be inactive³, and are more likely to smoke⁴.

- 10 The data from the recent lifestyle survey of Cheshire East residents shows that 55% of residents can be classed as being overweight or obese. Only 31% are moderately active (undertaking at least 150 minutes of exercise a week) and 49% had the recommended number of fruit and vegetables per day. 7% of residents are smokers. 35% felt that their physical health had got worse since Covid-19, with 1 in 5 saying their diet and alcohol consumption had also got worse since the pandemic. Public health data also shows that there were 2,437 emergency admissions due to a fall in people aged 65 and over and 1,036 smoking-attributable hospital admissions (per 100,000 people) in 2022.
- 11 The One You Cheshire East service is an integrated lifestyle service that provides evidence-based advice and support programmes for residents to stop smoking, get more physically active, manage their weight and prevent them from falling. The service also provides low level advice relating to mental health and alcohol use and was modified to provide third party delivery for NHS Health Checks. The programmes are free to use and have specific eligibility criteria to access them.
- 12 The service impacts on lifestyle related factors that can detrimentally influence an individual's health outcomes. It does this through information, advice and evidence-based support to equip residents with the ability to achieve and maintain positive lifestyle change. This in turn helps to reduce demand on statutory services such as health and social care. The interventions help to keep residents well in the longer term thus reducing overall costs to the health and care system.
- 13 For example, the cost of smoking in Cheshire East is estimated as being £6.23m to social care and £17.38m to the health care system⁵. Therefore, supporting people to stop smoking reduces the number of people needing to be supported by statutory services. A similar picture can be seen in the other service areas. Estimates of the cost of obesity and excess weight to the UK were revised in 2022⁶ and total £98bn, including £19.2bn to the NHS, £6.5bn through informal social care and £0.5bn to formal social care. With regard to falls, the total annual cost of fragility fractures in the UK is £4.4bn which includes £1.1bn for social care.⁷

² NHS England (2019), Health Survey for England

³ NHS England (2019), Statistics on Obesity, Physical Activity and Diet, England. Part 5: Physical Activity

⁴ ONS (2023) Deprivation and the impact on smoking prevalence, England and Wales: 2017:2021

⁵ Cheshire East Council (2023), Smoking JSNA,

⁶ A. Bradshaw, H Dace, (2023) Unhealthy Numbers: The Rising Cost of Obesity in the UK, Tony Blair Institute for Global Change

⁷ Cheshire East Council (2023) Falls JSNA,

- 14 The current contract was awarded to Reed Wellbeing for an initial term of three years starting 1st November 2019, with two extension periods of twelve months. These have been utilised and the contract will end on 31st October 2024.
- 15 The proposed contract length for the new service is four years with two additional extension periods of twelve months.
- 16 The name 'One You Cheshire East' derives from national Public Health England (now Office for Health Improvement and Disparities) 'One You' branding. This offered the key advantage of exploiting awareness from the national campaign, as well as allowing use of pre-established marketing materials. The 'One You' campaign has now been superseded by the 'Better Health'⁸ branding; therefore the current service name may no longer resonate with residents and there is potential to consider renaming the service. This would be explored further via engagement with local residents and organisations.
- 17 All the programmes provided are evidence based and meet NICE (National Institute for Health and Care Excellence) guidelines. They also utilise best practice from research studies and OHID (Office for Health Improvement and Disparities) guidance.
- 18 Current provision can be outlined as follows. The smoking cessation programme (Be Smoke Free) is split into community and specialist provision. The specialist provision supports people with mental health problems and pregnant women. The smoking cessation programme is for up to 12 weeks of one-to-one support with a health coach to support the participant to set a quit date, monitor carbon monoxide levels and provide access to Nicotine Replacement Therapy.
- 19 The physical activity support (Move More) provides a 12 week programme to support residents to become more active through low impact exercise classes in a range of formats including circuit classes and walking groups. The classes are held at community venues across the borough with an option to also workout at home with live and pre-recorded sessions.
- 20 The offer for weight management support is split into two. Reed Wellbeing provide a 12 week programme (Manage Your Weight) with an initial one-to-one interview followed by face to face or online group sessions. As an alternative, Reed also offers 12 weeks of free access to a local Slimming World group.
- 21 There is also a small scale family weight management component which provides support to families identified by school nurses / the

⁸ [Better Health - NHS \(www.nhs.uk\)](http://www.nhs.uk)

National Child Measurement Programme where at least one child is overweight. An after-school club has also been piloted as an alternative means to promote nutrition and healthy eating in primary age children.

- 22 The falls prevention programme (Stand Strong) is a 26 week gentle exercise programme for residents over 65 to improve strength, balance and mobility. These are held at a range of community venues across the borough.
- 23 Across all service elements, 4,257 residents participated in a One You programme in 2022/23. This breaks down as: 2,075 residents accessing weight loss support, 565 people participating in the physical activity programme, 1,027 residents accessing support to quit smoking and 590 older people joining the 'Stand Strong' falls prevention programme.
- 24 In 2022/23, 100% of participants completing a physical activity programme went from being inactive to active with, on average, 64% showing improvement in their wellbeing (as a secondary indicator). 91% of weight management participants achieved weight reduction. On average, 80% of community smoking cessation participants reviewed at 6 months had continued to quit smoking.
- 25 In 2021/22, 191 people completed the falls prevention programme with an average of 96.3% of completers showed improved strength and balance and 9.15 out of 10 satisfaction score.
- 26 The service was impacted by the Covid-19 pandemic due to not being able to provide in-person support. Provision was adapted to include online support but there was an impact on service delivery for the first two years of the contract. The falls prevention programme was particularly impacted as it was not suitable for online only provision.
- 27 The new service model would continue to provide support for the main programme areas of smoking cessation, physical activity, weight management and falls prevention. It will also target services at those not currently being engaged by any other existing local offers.
- 28 There are a number of refinements to the service that would be implemented in the new service model. These would aim to maximise effective support that would be provided for residents in all parts of the Borough.
- 29 These include increased emphasis on support for those with more complex health needs including those relating to lower level mental health; offering improved support for people in a range of target groups including those in deprived socio-economic areas, those in rural locations, older people and ethnic minorities.

- 30 Increased smoking cessation delivery would also be implemented, targeting support at a range of groups including routine and manual workers, school age smokers and people with long-term health conditions. Local smoking cessation provision will also be changing due to the priorities of the NHS Long Term Plan. The service would no longer provide support for pregnant women as delivery of this support will be undertaken by the Acute Trusts. The Government have also notified local authorities of increased funding for stop smoking support and this would also need to be considered in relation to increased provision of smoking cessation support.
- 31 The new service model would also include increased emphasis on promotion and outreach to further raise the profile and accessibility of the service.
- 32 The evidence base for all the programmes will be reviewed via a series of sub-groups involving a range of professionals including from Cheshire and Merseyside ICB, the local Acute Trusts and Public Health. This will result in final recommendations for the exact content of each programme.

Consultation and Engagement

- 33 A Lifestyle Survey has been sent to residents to help to steer Public Health strategy and actions over the next five years. The data from the survey would also be used to inform the design of the integrated lifestyle service. The survey was targeted at a representative sample of the Cheshire East population and residents were invited to complete the survey online. Up to four members of each household were able to take part. Where residents were unable to access the online survey, they were able to request a paper copy to return via freepost. Over 2,500 surveys were completed.
- 34 Further consultation with residents would take place via focus groups and drop in sessions for rural communities, areas of deprivation and ethnic minority populations. These will be held in March and April 2024.
- 35 Stakeholders and professionals would also be engaged through events and targeted meetings.
- 36 Initial interest from the provider market has been sought through a soft market testing survey and via follow up one-to-one meetings.

Reasons for Recommendations

- 37 By recommissioning an integrated lifestyle service residents can continue to receive support and guidance to improve lifestyle behaviours, therefore helping residents to enjoy improved health and reducing need for statutory support, including from Adult Social Care.

38 The recommission directly supports the Corporate Plan priority to “reduce health inequalities across the borough”, as well as directly working towards the measures of success for this priority, of increased take up of activities to improve mental and physical health; smoking cessation programme reinstatement; and that diet and exercise programmes are increased.

Other Options Considered

39 Do nothing and allow the contract to end, which would mean the service would cease to be provided. This would result in a lack of advice and support for smoking cessation, weight management, falls prevention and physical activity and would impact on statutory health and care services through increased demand. Ring-fenced grant funding in relation to these areas would have to be forfeited.

40 Options appraisal:

Option	Impact	Risk
Do nothing	-No community support available for residents that want to stop smoking. -Reduced free weight management advice and support. -No free falls prevention support. -No free access to physical activity sessions.	-Increased demand on statutory health and social care services.

Implications and Comments

Monitoring Officer/Legal

41 Recommissioning of the services will give rise to significant spend on the part of the Council. It is importance that the contract and the process to procure the same should comply with statutory regulation and the Council’s Contract Procedure Rules and the Council ‘s Legal Team will support and work with Procurement Team with a view to ensuring this.

Section 151 Officer/Finance

42 The proposed service will be delivered within the designated service budget. The budget for this service is £860,353 per year for service

delivery and £175,000 per year for Nicotine Replacement Therapy and is funded from the Public Health Grant. This is a ring-fenced grant that is signed off on annual basis by the Director of Public Health and either the Chief Executive or Section 151 Officer. As such, there are no implications for the Medium Term Financial Strategy (MTFS).

- 43 The Council has been notified of the award of the Local Stop Smoking Services and Support Grant for 2024-2025 from the Office for Health Improvement and Disparities, this is additional funding for local authorities for stop smoking services. The award for Cheshire East is £432,331.

Policy

- 44 An integrated lifestyle service supports the Council’s aim to reduce inequalities, promote fairness and opportunity for all and support our most vulnerable residents.

<p>An open and enabling organisation</p> <p>Promote and develop the services of the council through regular communication and engagement with all residents</p>	<p>A council which empowers and cares about people</p> <p>Reduce health inequalities across the borough</p>	<p>A thriving and sustainable place</p>
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An integrated lifestyle service also supports the outcomes of the below strategies and plans:

- Joint Health & Wellbeing Strategy 2023 – 2028. The service will support the four strategic outcomes. These are 1. Cheshire East is a place that supports good health and wellbeing for everyone; 2. Our children and young people experience good physical and emotional health and wellbeing; 3. The mental health and wellbeing of people living and working in Cheshire East is improved; and 4. That more people live and age well, remaining independent; and that their lives end with peace and dignity in their chosen place. The service works towards achieving a number of the strategy’s key indicators for success, including reducing number of adults who are overweight / obese; increasing the number of adults that are physically active and reducing the number of older people who have a fall and need to be admitted to hospital.

- Falls Prevention Strategy 2023-25. The service supports the priority to continue to commission and develop borough-wide evidenced based services which reduce the likelihood of falls and their severity.
- All Together Active Strategy. The service supports the aims of All Together Active to encourage and support inactive people to move more and increase opportunities to be physically active.

Equality, Diversity and Inclusion

45 An Equality Impact Assessment has been undertaken as part of the initial recommissioning process (see Appendix 1).

Human Resources

46 It is likely that TUPE would apply for staff from the existing provider if the contract is awarded to a new provider.

Risk Management

47 Recommissioning of the service would follow a project management approach which includes the identification of risks. As such, any significant risk will be controlled and escalated for action where appropriate.

Rural Communities

48 Provision of services will need to ensure access to community provision for residents in rural communities. The service offer will also include telephone and online access to the service.

Children and Young People including Cared for Children, care leavers and Children with special educational needs and disabilities (SEND)

49 The service currently offers a small scale family weight management service where parents and children or young people of excess weight can receive support. The intention as part of the review is to develop this provision in a more integrated way to improve support provided to children and young people; and cared for children.

Public Health

50 An integrated lifestyle service offering effective evidence based programmes has a positive impact on the health and wellbeing of the local population. As noted above, the service will work to improve relevant Public Health Outcomes. The service will also ensure that service delivery is targeted proportionately around need including targeting areas of deprivation.

Climate Change

- 51 The recommission will include social value questions including one specific to the environment. This will seek to minimise the environmental impact of the service. The service specification will also contain specific social value requirements relating to this.

Access to Information	
Contact Officer:	Kelly Brighthouse, Project Manager Kelly.brighthouse@cheshireeast.gov.uk
Appendices:	Appendix 1 - Equality Impact Assessment – Integrated Lifestyle Service
Background Papers:	Joint Health and Wellbeing Strategy Corporate Plan 2021-2025