

**Decision Session – Executive Member for
Adult Social Care and Health**

25 July 2016

Report of the Director of Public Health

Yor-Wellbeing Service (Integrated Wellness Service)

Summary

1. The purpose of this report is to describe the proposals for the development of an Integrated Wellness Service (Yor-Wellbeing Service). The service will ensure the legacy of previously Sport England funded physical activity and sport initiatives in York targeted to priority groups and the delivery of stop smoking support and the provision of NHS Health Checks to eligible groups across the City.

Recommendations

2. The Executive Member is asked to:
 - Note the proposals for the development of the Yor-Wellbeing Service
 - Support the new approach to tackling unhealthy behaviours in York residents which is based on the life-course and with a focus on wellbeing.

Reason: To enable the Yor-Wellbeing Service to be developed with a focus on promoting healthier, independent and more active lives using a personalised approach structured around Local Area Teams.

Background

3. The responsibility for public health services transferred from the NHS to local authorities in April 2013. City of York Council inherited a number of contracts from the NHS for healthy lifestyle services including stop smoking support and the delivery of NHS Health Checks. These contracts came to an end on 31 March 2016.

4. Since 2013, the Council has had a number of grants from Sport England for the delivery of sport and physical activity initiatives, including the Healthy, Exercise, Active Lifestyles (HEAL) Exercise on Referral programme for residents with long term health conditions. The Sport England funding ends in July 2016.
5. With these changes in mind, in November 2015 the City of York Council Public Health Team hosted a procurement event and invited potential providers to discuss the formation of an Integrated Wellness Service for the city. This will allow for the various healthy lifestyle services to be brought together into a single service providing opportunities for an integrated service provision through a 'one-stop shop' approach and also deliver cost efficiencies.
6. The outcome of the event, together with wider consultation with stakeholders, including an on-line survey, has led the council to decide to develop this service internally. The service will be there to support the people of York through a life course approach to live well by addressing the factors that influence their health and enhance their capacity to be independent, resilient and maintain good wellbeing for themselves and those around them.
7. The integrated wellbeing service will be known as the Yor-Wellbeing service. The service will have several strands and one of them will target the physically inactive priority groups to enable them to become more active and improve their overall levels of wellbeing. The service will continue to support Active York, and work in partnership with North Yorkshire Sport.
8. In addition to the physical activity offer, the service will take in the existing Stop Smoking Service and will deliver the city's NHS Health Check offer.
9. The outcomes of the service will be measured against how it addresses the ['Six Ways to Wellbeing'](#).



1. Be active
2. Keep learning
3. Give
4. Connect
5. Take notice
6. Care for the planet

10. For those who are able, we are in the process of developing an online health assessment tool that will support individuals with advice and guidance in order to make positive lifestyle changes (self care) to improve their wellbeing.
11. Libraries and the voluntary sector will support people where needed to use this tool. The new model of wellbeing will have a **person centred approach** and work with those with the greatest health inequalities, helping individuals to understand and address their lifestyle behaviours in relation to improving their wellbeing. For one individual, this could be healthy eating and physical activity and for another, this could be joining a social club and volunteering.
12. We will enhance community capacity by working with community partners to deliver services, provide training and strengthen community assets. Through this approach we will support community clubs and groups to take on new participants and to identify and tackle unhealthy behaviours.
13. The development of the Yor-Wellbeing Service aligns with the review of the 0-19 early intervention and prevention work around early help arrangements which align with the council's move towards a wider vision of a new place-based operating model. Staff will work in geographical areas with those most at need, offering individual information, advice and guidance and community capacity building.
14. A new staffing structure (due to be implemented on 1 August 2016) will locate officers in three geographical zones in the city where they will develop links with other frontline council services, community organisations, GP practices and health and care

providers. Customers will have direct access to the service through their area based Public Health Wellbeing Officers tackling improvements in health outcomes particularly mental wellbeing, diabetes prevention and cardiovascular disease.

15. Our intention is to seek additional funding from Sport England and other funders, as appropriate, based on increasing the physical activity of those in the our target groups, using a life-course approach – Starting and Growing Well, Living and Working Well and Ageing Well – and work with academic partners to evaluate the effectiveness of what works. Initial discussions with Sport England at the recent North Yorkshire Sport Conference were extremely supportive of the approach we are taking.

Options

16. There are no other options to consider.

Analysis

17. By bringing all the healthy lifestyles services and delivery of NHS Health Checks together into a single, Council Public Health Team provided service we can ensure that we are making maximum use of increasingly scarce public health resources, exploiting the opportunities for integration with other Council provided services and targeting those residents who are most vulnerable and at greatest risk of poor health and wellbeing outcomes.

Consultation

18. Key discussions have taken place including with Healthwatch York and York Community and Voluntary Service who are engaged in the process and can see the links with their service users and community partners.
19. The future priorities for Sport and Active Leisure have been discussed with partners on the Active York partnership board. They were supportive of the direction of travel and the need to tackle inequalities in participation. The board are planning future meetings to discuss how the work of the partnership can reflect this. All of the Sport and Active Leisure and Public Health staff have been consulted on the development of the Yor-Wellbeing Service and the roles within it. During 2015, pilot work in three wards in the city looked at how to engage communities in tackling unhealthy

behaviours and the appetite for change. The findings of this work have been incorporated into the design of the wellbeing service.

20. Regular meetings between the Vale of York Clinical Commissioning Group and Public Health have led to the development of the Yor-Wellbeing Service and the Health Check offer. We continue to work collaboratively to ensure that these services are fit for purpose and support the work of both organisations

Council Plan

21. The actions set out in the report contribute to the Council Plan (2015 – 2019) 's objective of a focus on frontline services where specifically All York's residents live and thrive in a city which allows them to contribute fully to their communities and neighbourhoods Delivering frontline services for residents is the priority; Everyone has access to opportunities regardless of their background Support services are available to those who need them Residents are encouraged and supported to live healthily.

Specialist Implications

22. **Financial:** The financial impact of the staffing and service changes have been addressed in the wider departmental restructure. This factors in the loss of grant funding from Sport England and other sources.
23. The Yor-Wellbeing Service operational budget will be made up of the Sport and Physical Activity budget Improved physical activity and mental wellbeing (£343K in 2016/17), the Stop Smoking Service budget (£291k) and the NHS Health Checks budget (£100k). By pooling these budgets and tackling all lifestyle behaviours through one pathway the service will reach more individuals and be able to evidence the impact of combined service delivery. Any efficiencies required from this budget area will be addressed through the 2017/18 budget process.
24. **Human Resources (HR):** All public health employees and their union representatives have been fully consulted with both at group meetings and individual 1-1 sessions about changes to the public health structure. The HR process followed was in accordance with the CYC Supporting Transformation (Management of change) guidelines. Two members of staff have been successfully redeployed in to suitable alternative roles within CYC which has mitigated the requirement for any compulsory redundancies.

25. **Equalities:** A Communities Impact Assessment has been completed against the new service (Annex 1). Where any impacts have been identified, they have shown a positive impact. The service is being designed to address health inequalities and target those most at risk of unhealthy behaviours.
26. There are no Property, Crime and Disorder or Information Technology implications arising from this report.

Risk Management

27. In compliance with the Council's risk management strategy the main risks that have been identified associated with the proposals contained in this report are those which could lead to the inability to meet business objectives and to deliver services, leading to damage to the Council's reputation and failure to meet stakeholders' expectations. The level of risk is assessed as "Low". This is acceptable but means that regular monitoring is required of the operation of the new arrangements.

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**Report
Approved**



Date 15/07/16

Specialist Implications Officer(s)

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Wards Affected:

All

For further information please contact the author of the report

Background Papers:

Report January 2016 [Consultation Report on Integrated Wellness Service](#)

Annexes

Annex 1-Community Impact Assessment – Integrated Wellness Service
– Yor-Wellbeing Service