

Report To:	Governing Body Meetings in Common
Report Title:	Public Health Update - Coventry and Warwickshire Year of Wellbeing
Report From:	Dr Shade Agboola, Director of Public Health, Warwickshire Liz Gaulton, Director of Public Health & Wellbeing, Coventry
Date:	18 th March 2020
Previously Considered by:	9 th May 2018 Governing Body Meeting (<i>Update on the Coventry Healthy Lifestyle Service and the Year of Wellbeing</i>).

Action Required (*delete as appropriate*)

Decision:		Assurance:		Information:	✓	Confidential	
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Purpose of the Report:

The purpose of this report is to advise the Board of the outputs and evaluation headlines from the Coventry and Warwickshire Year of Wellbeing, and outline the legacy recommendations agreed at the Place Forum meeting on 3.3.20.

Key Points:

1. The Year of Wellbeing programme running throughout 2019 on behalf of the Place Forum has now completed and is moving into a new phase called 'Wellbeing for Life'.
2. The programme met or exceeded the targets set by the Place Forum in terms of quantifiable deliverables, as set out in the 'Outputs' section.
3. An external evaluation focused on changes brought about within the health and social care system. The area of greatest challenge in terms of delivery was in evidencing effective tackling of loneliness.
4. A series of legacy recommendations have been proposed, and heard by the Place Forum on 3.3.20 to ensure there is a continuing benefit from having undertaken the Year of Wellbeing.

Recommendation:

- The Governing Bodies are requested to:
1. **NOTE** the outputs and evaluation headlines from the Year of Wellbeing; and
 2. **CONSIDER** the legacy recommendations from the final report of the Year of Wellbeing and **AGREE** actions to maintain activity.

Implications

Objective(s) / Plans supported by this report:	Coventry & Warwickshire Health & Care Partnership/ Population Health Management.					
Conflicts of Interest:	None identified					
Financial:	Non-Recurrent Expenditure:	Not applicable				
	Recurrent Expenditure:	Not applicable				
	Is this expenditure included within the CCG's Financial	Yes		No		N/A ✓

	Plan? <i>(Delete as appropriate)</i>						
Performance:	Not applicable						
Quality and Safety:	<p>The delivery of the Year of Wellbeing and subsequent activity badged 'Wellbeing for Life' are reported to the Population Health Management Executive (formerly Proactive & Preventative/ P&P).</p> <p>Output and impact measures were set by and reported to the Place Forum at each meeting between March 2018 and March 2020, with the programme's performance reporting into the Place Forum's dashboard.</p> <p>Quality and safety considerations remained in the purview of the host/commissioning body.</p>						
Equality and Diversity:	<p>General Statement: The CCG is committed to fulfil its obligations under the Equality Act 2010, and to ensure services commissioned by the CCG are non-discriminatory on the grounds of any protected characteristics. Policies/decisions may need to be adjusted in line with any equality analysis or due regard. Any decision that is finalised without being influenced by appropriate due regard could be deemed unlawful.</p>						
	<p>Has an equality impact assessment been undertaken? <i>(Delete as appropriate)</i></p>	<p>Yes (attached)</p>		<p>No</p>		<p>N/A</p>	<p>✓</p>
Patient and Public Engagement:	<p>Patient and Public engagement was a theme within the activity of the Year of Wellbeing in several ways:</p> <ul style="list-style-type: none"> Public-facing media campaigns (radio, press, social media) focusing on mental health/ suicide; loneliness and social isolation; opportunities to be physically active; getting involved in your community; Identifying, working with and showcasing local people with aspirational health and wellbeing stories to act as inspiration for others; Engagement of staff in awareness raising and promotion of wellbeing activities, both for employee and public benefit. 						
Clinical Engagement:	<p>Clinical engagement in the planning and delivery of the Year of Wellbeing was through those officers designated by Chief Executives and strategic leaders in relevant bodies. The same people will have input into the maintenance of Wellbeing for Life as a brand.</p>						
Risk and Assurance:	Not applicable.						

Outputs

The Coventry and Warwickshire Year of Wellbeing campaign set out to raise the profile of local prevention opportunities and to encourage people to be proactive about their own health and wellbeing. We had 4 themes for the year: child physical activity; workforce wellbeing; loneliness and social isolation, and celebrating personal successes.

- We trained **52** people to tell their wellbeing stories and worked with a further **21** people who got on board during the year.
- We used 'personal pledging' to encourage people to make a positive wellbeing change and as a way of promoting the Year of Wellbeing campaign. Aligning with our mainstream pledging offers – Best You and #onething – a total of **3,020** people made a pledge to improve their wellbeing.
- We worked with primary schools and our local activity providers to encourage more activity in and around the school day. We reached **130** schools, over a third of all primary schools across the areas.
- The Year of Wellbeing raised awareness of loneliness and social isolation by promoting national campaign days and events. We reached around **680** frontline staff to highlight the health and wellbeing impacts of loneliness and isolation.
- We promoted a range of opportunities to improve the physical and mental wellbeing of employees in their workplaces. **111** businesses and organisations across Coventry and Warwickshire signed up to the Thrive at Work wellbeing accreditation programme, **21** of those being large public sector organisations including councils and NHS partners. An estimated **36,101** employees will benefit from improved workplace practices.
- We also promoted a programme to train workplace wellbeing champions. **250** staff from **8** organisations achieved the qualification during 2019.

Evaluation headlines

An external evaluation of the programme was undertaken by Risk Solutions Ltd., who visited, interviewed and surveyed people from across sectors and specialisms who were involved in the Year of Wellbeing in varying capacities. They noted 25 themes which they grouped into 4 categories to describe the impact of the Year of Wellbeing: changing the context and culture of the way we work; changing individual behaviour; changing system behaviour; change in the long-term (sustainability).

We learned that the campaign was successful in its initial ambition to 'create a buzz in the system' and get people and organisations thinking and acting in ways that promoted wellbeing. In fact probably the most valuable aspect of the programme was the step change noted by many in the way the system worked together and shared ownership of the key messages and activities forming the campaign. The Local Government Association in particular notes the advancement in strength and coherence of the health and care system in Coventry and Warwickshire, from an already robust starting point: we are judged to be some distance ahead of the game in terms of national system maturity. The brand and key messages, and the relationships developed with organisational Communications Teams, was central to the positive response to buying in to the campaign.

Our 'governance-lite' approach to programme management was judged to have been positive for a short-term programme, particularly in terms of being able to adapt to blocks and barriers whilst still maintaining operational pace within the general theme areas. The evaluators noted however that managing a programme of this type afforded fewer opportunities to fully understand barriers in the system and what actions might be needed to overcome them, and that there was a trade-off between pace, measuring progress against original targets, and capacity.

The existence of the campaign drove an elevation of focus on prevention and wellbeing, and was considered by a majority of survey respondents to have been critical in all areas except tackling loneliness and social isolation. Information from respondents suggests that more work is needed to understand what it is we want to achieve by tackling loneliness and social isolation, and what tools we want staff to adopt in delivering this: the topic was in some ways too broad to be successfully summarised. The majority of 'solutions' to loneliness are delivered outside of the public sector and thus are often small, disconnected, and unevenly spread across the areas. These features appear to create some anxiety in terms of quality assurance, capacity, and permission for signposting.

The sustainability of the campaign was a key feature of evaluation responses, and of strong interest to the Place Forum in terms of maintaining focus and direction of travel. Respondents noted the importance of dedicated capacity to steer the messages and pace of delivery, and clearly valued a point of coordination outside of individual partner organisations. A word of caution was recorded in terms of the natural life cycle of a programme, and being mindful of the point when something ceases to be fresh and useful. The system is advised to be mindful of the need to evolve its message and activity to maximise ongoing impact.

Legacy recommendations

These recommendations were presented to the Place Forum on 3.3.20 as ways of ensuring a local legacy for the Year of Wellbeing campaign.

1. Health and Wellbeing Board partners embed the Thrive at Work wellbeing accreditation model into their organisational approaches to employee health and wellbeing, and achieve an accreditation award at the bronze, silver or gold level.
2. Stakeholders continue to collaborate on approaches that increase the uptake of physical activity opportunities in schools, and share learning about what works.
3. Population health to be embedded in system plans for delivery of the NHS Long Term Plan in Coventry and Warwickshire.
4. Health and Wellbeing Board partners continue to develop their thinking about ways to embed the Health Foundation's 'anchor institution' model, actively connecting the population health and economy agendas and shaping population prevention approaches.
5. Partners across all sectors continue to make use of the campaign branding – reshaped as 'Wellbeing for Life' – to strengthen the connection between wellbeing and local resources.
6. Partners build on the use of real local people and their health and wellbeing stories, and further develop their communication approaches to showcase and celebrate people's successes as a way of motivating others.
7. Embrace our 'Wellbeing for Life' ethos in the way the system works together to accelerate Coventry and Warwickshire's emerging health and care priorities.

Organisations and Boards are asked to consider their progress and participation to date in these areas of activity, and to further commit to maintaining positive action. For example, many organisations have signed up to the Thrive at Work wellbeing accreditation scheme to promote staff wellbeing, but the forward focus is on encouraging organisations to convert their sign-up into achievement of the bronze level award by the end of 2020. In this way the Place Forum partners would be leading staff wellbeing practices by example.