

Title	Prevention at Scale pilot update
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Purpose of this report:

The purpose of this report is to update Health and Wellbeing Board members on the approach and focus of the Prevention at Scale pilot in Buckinghamshire, and request support from within member organisations to enable participation in the pilot.

The prevention challenge chosen for the Buckinghamshire pilot is to reach, engage and motivate residents to change their lifestyle behaviour.

Summary of main issues:

What is Prevention at Scale?

Prevention at Scale (PAS) is an approach to tackling a critical public health challenge by utilizing all available levers across the health and care system and wider organisations. There is an expectation that the whole system including the NHS, communities and the voluntary, faith and community sector will be involved in achieving improvements where appropriate.

Getting prevention at scale right means we will be able to make a significant improvement in the health and wellbeing of our communities and deliver our Joint Health and Wellbeing Strategy.

Buckinghamshire is one of 15 pilot sites participating in a national Prevention at Scale programme led by the Local Government Association (LGA) working with Public Health England (PHE) and the Association of Directors of Public Health (ADPH). The programme support offer includes an LGA support manager with public health expertise and up to 20 days of expert support to enhance an existing prevention initiative. The learning from the 15 pilot sites will be externally evaluated and shared across the programme with evidence of effective interventions shared nationally next autumn.

Areas other pilot sites will be focusing on include:

- Preventing cardiovascular disease
- Reducing alcohol intake
- Reducing falls

- Developing prevention pathways for areas such as NHS Health Checks, mental health and loneliness
- Developing prevention with a place based focus including health inequalities and risk stratification.

What are the Challenges in Buckinghamshire?

The Buckinghamshire Joint Health and Wellbeing Strategy includes a focus on helping people adopt healthier lifestyles. There is a need to address this in Buckinghamshire as:

- 62% of Bucks adults are overweight or obese
- 37% do insufficient physical activity
- 11% smoke.
- It is estimated that 12% of the adult population have 3 or more lifestyle risk factors
- Risk factors and prevalence of disease are higher in key groups including our growing BAME population. At the same time key groups such as men, BAME groups and people from more deprived areas are under-represented in our existing lifestyle services.
- Unhealthy lifestyles are driving an increase in long term conditions and preventable disability

Prevention at scale offers the opportunity to develop and implement a whole system approach to these challenges. The support offered by the LGA will enable a number of focused projects to be developed and tested and then the learning to be applied on a larger scale.

The offer of support from the LGA has coincided with the recommissioning of local lifestyle services with a new integrated lifestyle service commencing in April 2018. The aim of integrating services is to make access easier, particularly for those with multiple risk factors. This service will also provide a single point of access for lifestyles and access to care support for long term conditions. The single point of access element of the service is jointly commissioned with the Bucks CCG's and reflects the links between unhealthy lifestyles and conditions such as diabetes, cardiovascular disease and chronic obstructive pulmonary disease.

Part of the challenge going forwards is to promote and support lifestyle change at scale with diminishing resources. The new integrated lifestyle service will include a universal digital offer which will enable motivated individuals to adopt healthier lifestyles and provide support at scale. For priority groups, who are at greater risk of poor health and find it harder to make changes, there will be the option for more intensive face to face interventions.

The Accountable Care System also offers new opportunities for whole system working and is committed to deliver a holistic approach to meeting people's physical, mental health and wider social needs. This includes mainstreaming prevention, expanding self-care and linking people to community assets to promote health and wellbeing and reduce the demand on health and care services. Improving lifestyles

will delay the need for adult social care, reduce social isolation, improve educational attainment and wellbeing for children, improving economic productivity and quality of life.

Prevention at Scale in Buckinghamshire

On advice from the LGA, the Prevention at Scale project in Buckinghamshire will deliver a small number of focused projects, which can then inform how prevention at scale is developed locally. In order to get maximum value from the LGA resource, it has been decided that the project will be linked to the implementation of the new integrated lifestyle service. Public Health are still working with the LGA to develop the specific focus and scope of the projects over the next year, as this will depend on what specialist expertise the LGA can provide. The focused projects which initially will be taken forwards are:

- How to engage the whole system, including health and social care professionals, wider organisations and the voluntary, faith and community sector, in the identification of opportunities and the co-creation of routes and processes to support residents to make lifestyle behavior changes. Engagement with these opportunities can stimulate prevention activity in other organisations and maximize the referrals to the new integrated lifestyle service. A stakeholder workshop will be held on the 11th January 2018, aimed at operational management and those currently working day to day with the current routes and processes.

It is vital for health and social care professionals to engage with the prevention at scale pilot to identify opportunities, build understanding and develop an approach that supports front line workers to encourage and support residents to make lifestyle behaviour changes, as part of everyday practice.

- How to motivate and engage at risk communities in lifestyle behavior change. This work will initially focus on one priority group and will undertake insight and co-design work to identify effective approaches to engage and motivate this group, which can be applied across the County and at scale. If resources allow the LGA project will extend to other priority groups. The opportunities raised at the stakeholder workshop will help to inform the initial priority group that will be chosen.
- How to effectively engage residents with digital support to support lifestyle behaviour change at scale. This work will aim to significantly improve the user experience for critical activities on the website (e.g. the initial engagement process and single point of access assessment) and to make sure the website is easy and intuitive to use, keeps residents interest to access the service and is easy to complete a session and to return in the future. This will be a significant piece of work to successfully engage residents at scale, and has real potential to increase the impact of the digital support. Initial usability testing will start early January to meet timescales of new integrated lifestyle service website development.

Recommendation for the Health and Wellbeing Board:

1. To note the update for the Prevention at Scale pilot
2. To commit to supporting and participating in the Prevention at Scale pilot within your organisations over the next 12 months

Background documents:

A brief summary of the initial PAS stakeholder event held on the 11 January will also be presented.