

CABINET MEMBER DECISION

Date of decision – 29 July 2019

LIFESTYLE AND BEHAVIOUR CHANGE CONTRACT

Relevant Cabinet Member

Mr J H Smith, Cabinet Member with Responsibility for Health and Wellbeing

Relevant Officer

Director of Public Health

Recommendation

- 1. The Director of Public Health recommends that the Cabinet Member with Responsibility for Health and Wellbeing:**
 - (a) notes the background and information relating to the Lifestyle and Behaviour Change service and the proposal to align and co-locate the service within primary care;**
 - (b) agrees that the contract value for this service be transferred into a new Section 75 agreement between the Council and the Worcestershire CCGs to enable delivery within primary care through the Primary Care Networks for a 3-year period from September 2019 to August 2022; and**
 - (c) authorises the Director of Public Health in consultation with the Director of Adult Services to take all necessary steps to put the above into effect, including a new s75 agreement for this arrangement.**

Background

2. The Joint Worcestershire Health and Wellbeing strategy (2016-2021) highlights the growing burden of lifestyle-related ill-health and disease, and poorer health outcomes in our most disadvantaged communities as two of Worcestershire's key health challenges.
3. Public Health research evidence, policy and guidance recommends an integrated approach between Primary Care and Local Authorities to improve health and wellbeing. Integrated wellness models have demonstrated good practice where the focus is on addressing wellbeing as the root cause of lifestyle behaviours, and when the service offers a range of lifestyle and wider support. The evidence emphasises a need to address psychosocial causes of health behaviours and to support both the physical and the wider social determinants of health. This has underpinned the development of an integrated wellness approach for Worcestershire by combining a social prescribing and lifestyle offer which will enable access to wider non-medical support.
4. To tackle rising demand, poor population lifestyle and health behaviours, a Lifestyle and Behaviour Change service is commissioned by Public Health, funded from the Public Health Ring-Fenced Grant. There is a discretionary requirement for the grant to be

invested in activities to include healthier lifestyles and reduce health inequalities measured through performance against national Public Health Outcome Framework Indicators.

5. The most recent contract for the previous Lifestyle Behaviour Change contract called the Living Well Service ended in March 2019. This funded an external organisation to deliver behaviour change interventions encouraging people to improve physical and mental wellbeing in addition to reducing obesity. A recent evaluation of the Living Well service included a detailed evidence review in addition to information obtained from engagement with service users, stakeholders, health and care professionals. This demonstrated that the Living Well service had not been able to attract enough appropriate referrals to deliver effective interventions, particularly from areas of deprivation. A new behaviour change service model is proposed employing lifestyle coordinators to help people improve health outcomes following initial screening by health care professionals and co-located in primary care.

6. In accordance with the information above, discussions have taken place between Public Health and the Worcestershire Clinical Commissioning Groups to design a new Lifestyle and Behaviour Change service in tandem with social prescribing (funded by the NHS), which would be co-located within a primary care integrated wellbeing model across the county. If approved, the new Lifestyle and Behaviour Change service will employ lifestyle coordinators commissioned by the CCGs for their practice populations. These practitioners will deliver individual health and wellbeing interventions focussing on prevention and early intervention to reduce harms associated with obesity, harmful alcohol consumption and smoking in addition to improving mental wellbeing. The service specification for the new Lifestyle and Behavior Change service has been jointly agreed between Public Health and CCGs to include targets and performance indicators from the Public Health Outcomes Framework which would be monitored on a quarterly basis for the lifetime of the arrangement.

7. The NHS Long Term Plan (LTP) includes a focus on local provision for a range of health services based in primary care which is being implemented in Worcestershire. This approach includes a coordinated approach to prevention which can include the Lifestyle and Behaviour Change service. This will be funded by Public Health, commissioned by the CCGs and integrated into other primary care services so it will be more likely to achieve increased health benefits for the community population in Worcestershire. It is recommended that funding for the new Lifestyle and Behaviour Change service is transferred via a new Section 75 agreement between the Council and the CCGs for up to a 3-year period. The Council will retain control of this anticipated funding to be reviewed on an annual basis against delivery of outcomes.

Legal, Financial and HR Implications

8. The budget is anticipated to be £350k per annum to fund this Lifestyle and Behaviour Change Service employing Lifestyle Advisors, as set out in the 19/20 Budget and approved by Council in February 2019. The proposal is that funding will be transferred on an annual basis for 3 years from the Public Health Ring Fenced Grant commencing 2019. Governance will be provided through a new section 75 agreement signed by both parties, including reference to the Worcestershire Clinical Commissioning Groups and the need to meet Worcestershire County Council procurement obligations and satisfying Public Procurement Regulations 2015. This will include a condition that this arrangement will be transferred to successor authorities.

Privacy and Public Health Impact Assessments

9. The potential Public Health and Equality Impacts of current proposals have been assessed and this new service will contribute to improvements in the health of the population of Worcestershire. There are clear synergies regarding the potential impact for Protected Groups (listed in Equalities legislation) and residents who could be impacted from a Public Health perspective. This will continue to be monitored within the new arrangements.

Equality and Diversity Implications

10. An Equality Relevance Screening has been completed in respect of this recommendation. The screening did not identify any potential Equality considerations requiring further consideration during implementation.

Contact Points

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Background Papers

In the opinion of the proper officer (in this case the Director of Public Health) the following are the background papers relating to the subject matter of this report:

- Cabinet of 17 July 2014 which authorised the commissioning of the previous service and delegated decision to CMR
<http://worcestershire.moderngov.co.uk/documents/s1429/05%20Cab%2020140717%20Living%20Well.pdf>
- CMR awarded previous contract by decision 06/01/2015
http://www.worcestershire.gov.uk/downloads/file/4711/living_well