

A community-based approach to healthy lifestyles in the East Riding of Yorkshire

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APSE Loughborough 8th November 2018



EAST RIDING
OF YORKSHIRE COUNCIL



- Health Promotion in the East Riding of Yorkshire
- Partnership with the University of Hull
- Accurately evaluating success
- The *infrastructure* of behaviour change for healthy lifestyles
- Case Study
- Making a difference through leisure: Moving forward





Physical activity promotion in the East Riding of Yorkshire

Healthy Lifestyle Programmes

Health promotion/ Disease management

10 ERYC leisure centres





The flyer features a purple header with a white heart icon and the word 'Health', and a white box with 'EAST RIDING LEISURE' in green. The main title 'Healthy Lifestyle Programmes' is in large, bold, black font. Below the title is a photograph of two green dumbbells and a yellow measuring tape on a wooden surface. At the bottom, there is a logo for 'EAST RIDING OF YORKSHIRE COUNCIL' and social media handles for 'eastridingleisure.co.uk', 'EastRidingLeisure', and '@ERLeisure'.

- **LiveWell** (weight management through lifestyle change BMI \geq 45)
- **Young LiveWell** (weight management through lifestyle change)
- **Exercise Referral Scheme** (management of conditions)
- **Walking for Health** (management of conditions)
- **Swim for Health** (management of conditions)
- **Health Plus** (Membership Induction Programme)
- **H.E.A.R.T** (cardiac rehabilitation)
- **HOP** (Health Optimization prior to elective surgery)





- 2007-2010 East Riding some of highest rates of bariatric surgery in UK
- Twice rate of national benchmarking
- Public health recognised need for non-surgical route to lifestyle change





The **Live Well** Programme

- Obese adults BMI>45
- GP referral
- 26 week programme
- One-to-One sessions
- Delivered by exercise instructors

AIM: Tailored individual advice and support to reduce calorie intake and increase sustainable PA for long term-term reductions in body weight.





University of Hull Retrospective Analysis

To quantitatively explore the effectiveness of Live Well as a weight management programme.





Completers n = 458 (79.4%)

“A weight management programme must aim to have at least 60% of participants complete the programme” (NICE, 2014)





Participating in Live Well significantly reduced
participant weight -8.71kg (6.33%)

**“A weight management programme must lead to
an average weight loss of at least 3%”
(NICE, 2014)**





88% of participants lost weight

“A lifestyle intervention must aim to have at least 30% of all participants achieving a weight loss equal to or greater than 5%” (NICE, 2014).

51.7% lost 5% or more of their weight



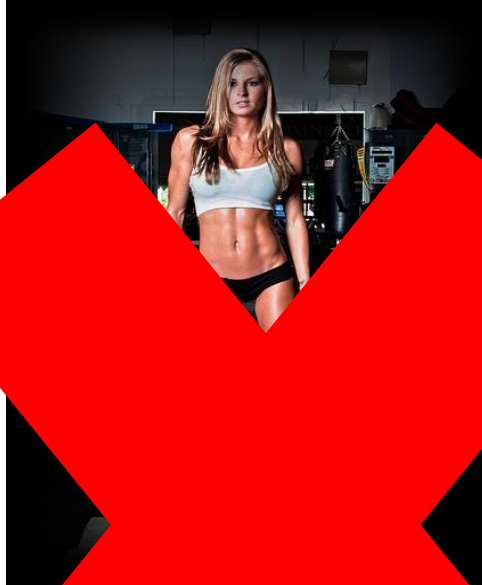


- Live Well has a significant influence on measures of weight loss
- Live Well is an effective weight management strategy
- Live Well surpasses NICE recommendations
- Live Well successfully promotes lifestyle change in severely obese adults





Customer service journey



Meet and Greet





How can leisure make a difference to lives?

Why it works: The East Riding change strategy

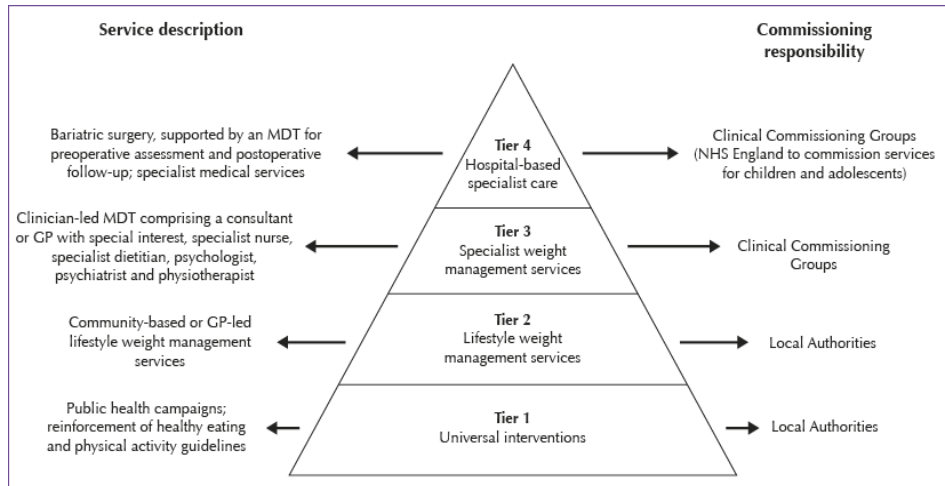
1. **Relate** – *short-term wins*
2. **Repeat** – *learn, practice, and master new habits/skills*
3. **Reframe** – *responsibility*





Tier 3 service delivery can be a community-based model of care

NHS Clinical Commissioning Policy (2013)



UK Obesity Care Pathway (NHS, 2015)

Multi-component lifestyle interventions should be the treatment of choice with MDTs only necessary where surgery is requested, but the patient requires assessment of underlying causes of their obesity (NICE guidelines 43 & 189)





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healthtrainers



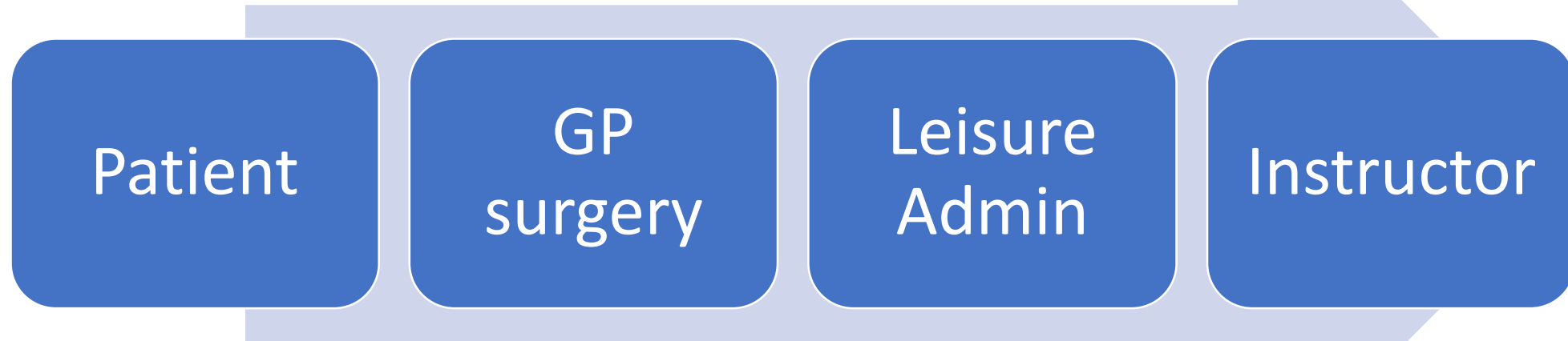
NHS
Humber
NHS Foundation Trust

Engaging GPs in active health





- The referral pathway:



- Motivational Interviewing





- Trainer shadowing
- Listening to clients
- Creating a product





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boditrax
precision body composition



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OF HULL

Making a difference to leisure users: *The patient to customer journey*



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“I have tried so many diets in the past I was somewhat cynical but said I would give it a try (even though I didn’t think it would work!) I never thought I would enter a sports centre, let alone a gym!... **I now have a completely different life style** which includes visiting the gym four times a week but one which I am able to continue doing.” (M2)





“When I arrived at the end of January I was **overweight, lethargic and had low self-esteem**. I had tried dieting before with limited success, so this was going to make or break... Now 6 months later I am **lighter, fitter, more energised** and feeling good about myself. All these things have given me the incentive to **carry on** and lose even more weight.” (M1)





“Losing weight is brilliant, but is only a **very small part** of what I have achieved through Live Well...friendship, improved health & a happier life to name a few things...the results have amazed me and I just want to carry on **changing my life**, one step at a time.” (M6)



Thank you

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