



A Derby City Council Project

# **Livewell Service** – *delivering an integrated lifestyle service in a challenging climate*

12<sup>th</sup> February 2020

Rob Smithers



Derby City Council

# What is Livewell?



**Livewell is a national award winning integrated healthy lifestyle service for people registered to GP practice in Derby. It offers free 12-month intervention programmes to support adults and children make lifestyle changes to improve their health and wellbeing.**

Our variety of programmes includes weight management for children and adults, stop smoking and community-based NHS Health Checks. The service also offers a specialist service for children and adults with mild to moderate learning disabilities - Liveability

<https://youtu.be/5ktCSlcYFyQ>



Derby City Council

# Why are we here?

Health Inequality gap in the city is 10 years for men and 8.5 years for women

65.5% of the adult population are overweight or obese

19.2% of adults are smokers

23% of children at Year 6 are obese

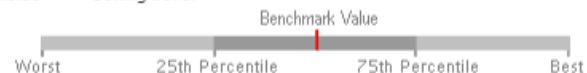
Social Mobility is poor

Derby Dove



Compared with benchmark: ● Better ● Similar ● Worse ○ Not compared

Recent trends: — Could not be calculated → No significant change ↑ Increasing / Getting worse ↓ Increasing / Getting better ↓ Decreasing / Getting worse ↓ Decreasing / Getting better ↑ Increasing ↓ Decreasing



Indicator	Period	Derby			Region		England			Best
		Recent Trend	Count	Value	Value	Value	Worst	Range		
Admission episodes for alcohol-specific conditions - Under 18s	2015/16 - 17/18	—	-	*	29.2*	32.9	-	Insufficient number of values for a spine chart		-
Admission episodes for alcohol-related conditions (Narrow)	2017/18	—	1,915	811	669	632	881		498	
Smoking Prevalence in adults (18+) - current smokers (APS)	2018	—	37,972	19.2%	15.8%	14.4%	20.6%		10.8%	
Percentage of physically active adults	2017/18	—	-	65.1%	65.7%	66.3%	63.8%		68.5%	
Percentage of adults (aged 18+) classified as overweight or obese	2017/18	—	-	65.5%	64.4%	62.0%	67.9%		54.7%	

Indicator	Period	England										
		England	East Midlands region	Derby	Derbyshire	Leicester	Leicestershire	Lincolnshire	Northamptonshire	Nottingham	Nottinghamshire	Rutland
Admission episodes for alcohol-specific conditions - Under 18s	2015/16 -17/18	32.9	29.2*	*	39.4	16.9	19.7	21.6	35.3	*	*	*
Admission episodes for alcohol-related conditions (Narrow)	2017/18	632	669	811	710	708	556	591	702	881	670	498
Smoking Prevalence in adults (18+) - current smokers (APS)	2018	14.4	15.8	19.2	13.9	17.3	13.2	17.7	15.1	20.6	15.4	10.8
Percentage of physically active adults	2017/18	66.3	65.7	65.1	67.3	63.8	64.3	63.8	64.0	68.1	68.5	68.1
Percentage of adults (aged 18+) classified as overweight or obese	2017/18	62.0	64.4	65.5	65.3	64.7	60.6	65.2	67.9	63.6	67.5	62.9



Paul



Derby City Council

Andy



Derby City Council

Jules



Derby City Council

# Budgets

Operational budget of £600k

3 years ago £1.3m

Significant structural changes

Number of services remain, scope reduced

Are reduced budgets always a bad thing?

Would the service be as good as it is now?



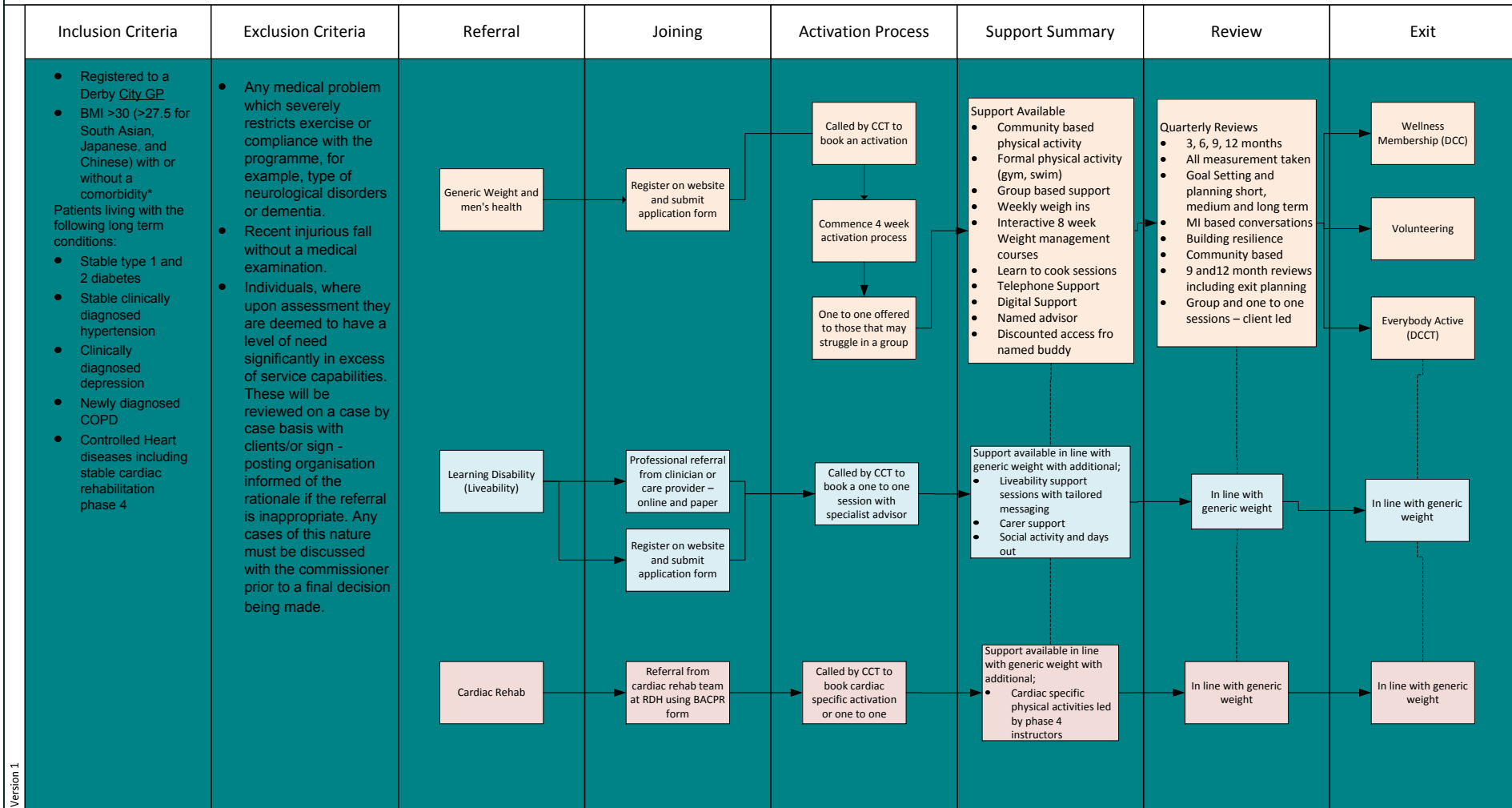


# How do we do it?



# How do we do it?

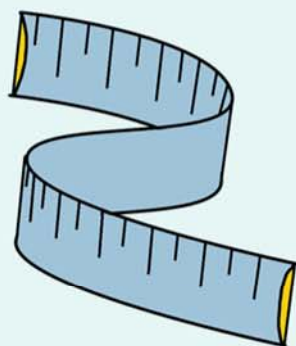
Livewell Weight Pathway



Version 1



## We may not see ourselves or our children as obese...



Adults tend to underestimate their own weight

Half of parents do not recognise their children are overweight or obese



The media tend to use images of extreme obesity to illustrate articles about obesity



GPs may underestimate their patients' BMI



**If we do not recognise obesity we are less likely to prioritise tackling it**

## being overweight doesn't have to be your life story



I'm Alison. I'm 31 and a mum.  
I've got into some bad habits since  
having the children. Consequently,  
I've put on a lot of weight.  
I'd really love to shift the baby weight  
now and keep up with the kids...



I'm Steve. I'm 45 and I'm unfit.  
It's easy to blame being busy  
for not exercising but now  
I'm out of breath and my  
blood pressure's rising.  
It's time I did something...



I'm Jasminda. I'm 39 and  
I'm overweight.  
The scales have been creeping up  
gradually over the past few years.  
I don't want my teenage  
daughter to end up like me.  
It's time to make things different...



# What's on offer?



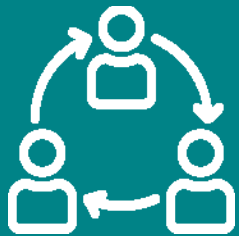
Up to 12 months of support, with your own advisor

Direct NRT supply – no vouchers



Free prescribed physical activity across the city and in DCC leisure centres – gym and swim

Weight management education course accredited by RSPH



Face to face, digital and telephone support available



# What's on offer?



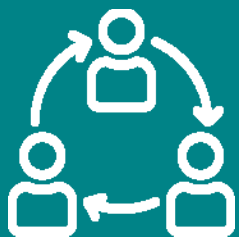
Community based support; libraries, social housing, parks

Vibrant volunteering network; peer to peer support



Non-traditional physical activity; allotments

Behaviour based conversations; what makes most sense to you..



Training for clinical and non clinical staff



# What's on offer?

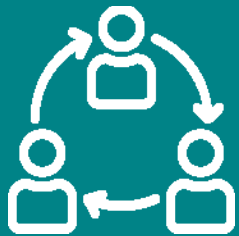


Active schools programme – whole school approach

Parents and carer support



Emotional Health and wellbeing as well as physical literacy



Training for teaching and non teaching staff





# Power of Community





# Volunteering



- Over 50 volunteers supporting the service, many weekly
- 13 weekly walks
- 4 weekly couch to 5k / jogging groups
- At least two volunteers at each health hub
- Trained in behaviour change (VBA) and taking blood pressure



# Weight Management 2019/2020

Derby Prevalence 65.5%

Adults

Specialist programme to support people with mild to moderate learning disabilities

## Targets

- Support 500 clients BMI  $\geq 30$  registered to a Derby City GP (27.5 South Asian Ethnicity)
- 50% to achieve at least 5% reduction in body weight
- 50% to achieve increase in PA and 5-a-day



# NHS Health Checks 2019/2020

National vascular  
screening programme  
Statutory service  
Risk score  
POC testing

## Criteria

- Aged 40-74
- No diagnosed cardiovascular disease
- Must deliver 500 checks



# Smoking Cessation 2019/2020



Derby prevalence 19.2%  
16.2% SATOD

Adults and Children aged  
≥12

Targeted support for  
pregnant smokers

## Targets

- Support 600 people to achieve 4 week quit
- 60% quit rate
- 30% 52 week quit rate



# 2018/19 Outcomes - Adults



789 started weight management, 53% achieved at least 5% weight loss



1192 people achieved a 4 week quit, 66% quit rate



832 people had an NHS Health check.



# Child Weight Management 2019/2020

Derby Prevalence (at year 6) 23%

Community  
Whole school approach  
Council Risk

## Targets

- Support 150 children (5-17)  $\geq 85^{\text{th}}$  centile
- 40% to achieve at least 3% reduction in BMI centile
- 50% to achieve increase in PA and 5-a-day



# 2018/19 Outcomes - Children



191 started weight management, 49% achieved at least 3% BMI centile reduction



68% of children maintained their weight



1803 children engaged through Active Schools



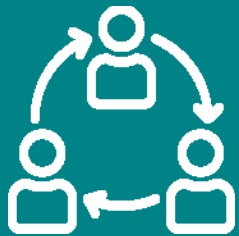
# 2018/19 Outcomes



93% of clients would recommend the service to family or friend – *NHS Friends and Family*



53% of clients coming from the most deprived wards in the city



Over 50 active volunteers support the service every week





# Successes, lessons and the future



# Lessons



Doing too much with too many people



Overly complicated for the public and partners



Data for the sake of data



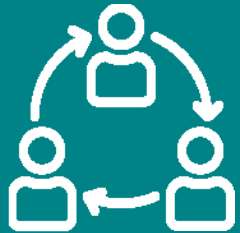
# Successes



Created bespoke CRM system with click and book functionality



Harnessing the power of social media, trackable targeted marketing organic and paid



Involving volunteers in the development of the service



# Future??



# Rolls - Royce

External funding for staff health and wellbeing programmes across the Derby campus as part of global smoke free policy

# Delivery

- Smoking cessation in house service across 14 business sites
- Staff health MOT pilot across EOS site including POC
- Weekly wellbeing sessions at Elton Rd
- New proposals from Q4



# Derby & Derbyshire CCG & East Midlands Cancer Alliance

Services at Royal Derby  
Hospital

## Delivery

- Supporting smokers with respiratory disease
- Staff smoking cessation service
- Joint delivery of cancer prevention inpatient programme with Derbyshire County Council



# For more information;



[www.livewellderby.co.uk](http://www.livewellderby.co.uk)



[livewell@derby.gov.uk](mailto:livewell@derby.gov.uk)



[@livewellderby](https://twitter.com/livewellderby)



01332 641254



[Facebook.com/livewellderby](https://Facebook.com/livewellderby)



Derby City Council

# Thank you

<https://youtu.be/5ktCSlcYFyQ>



Derby City Council