

HEALTH AND WELLBEING BOARD: 12 JULY 2018

REPORT OF THE UNIFIED PREVENTION BOARD

UNIFIED PREVENTION BOARD UPDATE

Purpose of the report

1. The purpose of this report is to update on the work of the Unified Prevention Board (UPB) in delivering the prevention approach for Leicestershire.

Link to the local Health and Care System

2. The Unified Prevention Board (UPB) was created as a sub-group of the Leicestershire Health and Wellbeing Board. It oversees the development and delivery of prevention activities underpinning the Health and Wellbeing Strategy for Leicestershire.

Recommendations

3. It is recommended that the Board:
 - a) Notes the contents of the report and progress.
 - b) Supports the development through Leicester-Shire and Rutland Sport (LRS) and the Unified Prevention Board of Healthy Workforce = Healthy Leicestershire

Background

4. The UPB agreed four key outcome pillars that it was felt all partners contributed to in helping residents maintain their own health and wellbeing. These are:
 - Keep Well;
 - Keep Safe;
 - Stay Independent; and
 - Enjoy life
5. Three cross-cutting programmes of work were identified as the focus in developing the unified prevention offer:
 - Joined up communications
 - Lessons learned from key integration programmes
 - Healthy workforce = Healthy Leicestershire

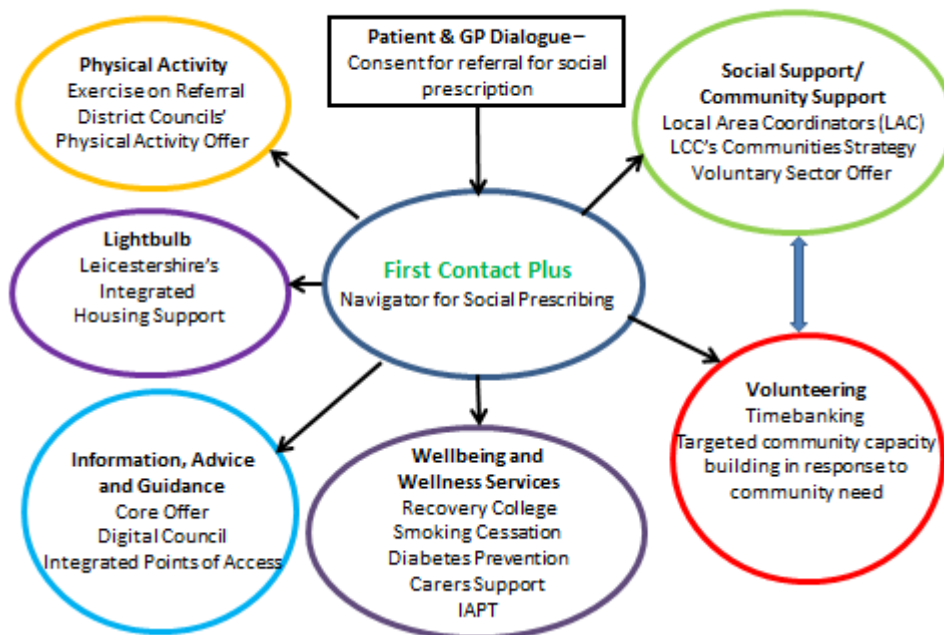
Current work

Joined Up Communications

6. A key principle of the Health and Wellbeing Board is ‘Supporting people to avoid ill health, particularly those most at risk, by facilitating solutions, shifting to prevention, early identification and intervention.’
7. The core objectives of the Self-Care Communications campaign for Leicestershire through the UPB are:
 - To re-enforce key approved national and local public health messages that encompass a focus on agreed self-care themes throughout the calendar year.
 - To drive support and participation in self-care and self-care promotion amongst primary and secondary audiences as well as partners and stakeholders.
 - To encourage behaviour change and perception through self-care actions and increase awareness and understanding of healthcare navigation – reducing the impact on resources at a local and regional level.
8. Activity levels during the winter campaign were positive with a total 2,990 Twitter impressions and 31 engagements through the Health and Wellbeing Board account (@leicsHWB).
9. The top tweet during the winter campaign went out on 12 March, with a focus on preventing loneliness and isolation and generated a total 538 impressions and 8 engagements. Traffic to the campaign page was also encouraging with data showing the page within the top 10 visited on the site and an increase in unique visitors spending at least 3 minutes on the page itself.
10. The current campaign will focus on lifestyle and wellbeing improvement through the core theme of raising awareness of diabetes in Leicestershire. These messages will build upon and continue the diabetes awareness campaign introduced in autumn 2017.
11. Seasonally relevant messages will seek to increase activity levels and encourage healthier eating and drink awareness. A campaign e-toolkit containing posters and social media messages and images has been distributed to partners and stakeholders and we would ask partners to support us in sharing these messages

Lessons Learned from key integration programmes

12. The model for prevention/social prescribing (Figure 1) includes universal services, targeted services and those that are specific to a local area. Building the locality part of the prevention offer is done in conjunction with voluntary sector organisations.

Figure 1 – Leicestershire Prevention model**Model for Social Prescribing – First Contact front door**

13. The UPB has continued to develop links between the prevention/social prescribing offer in Leicestershire and Integrated Locality Teams. Work has focussed on strengthening the engagement between UPB partners and Integrated Locality Teams (ILTs) in each locality. District council and Public Health representatives are now part of each integrated locality team board helping shape the prevention focus of ILTs and build local join up.
14. The recent ILT Organisation Design (OD) workshop with Leicester, Leicestershire and Rutland partners provided further opportunity for ILT's to be aware of the prevention offer in Leicestershire and consider further actions on prevention for ILT's particular cohort of patients.
15. The emerging People's Zones initiative through the Strategic Partnership Board has provided opportunity for discussion at UPB on how the lower levels of prevention detailed in the Leicestershire model could complement the People's Zones model.

Healthy Workforce = Healthy Leicestershire

16. LRS has been supporting the Workplace Health agenda through delivery of the Workplace Challenge and on behalf of UPB through the development of the Workplace Health Needs Mapping exercise.
17. Recently it has focused on the development of a web based Health Needs Assessment tool with a short version of the national Workplace Health Needs

Assessment has been developed to support organisations to identify areas of concern within the health and wellbeing of their staff.

18. Due to the success and high levels of interest, LRS currently have a waiting list of 15 workplaces wanting to conduct the workplace health needs assessment. UPB is working on a delivery model to pilot a new Leicestershire Workplace Health Offer. This involves the development and delivery of three Workplace Health strands, all of which interlink and complement each other as the Leicestershire Workplace Health offer:
- Workplace Health Needs Assessment
 - Workplace Wellbeing Charter
 - Action Plan and Interventions
19. To date, LRS have provided in kind capacity to support this programme through:
- Sports Development Officer Time - Development of the Workplace Health Needs Assessment, production of the Workplace Health Needs Assessment Analysis Reports and relationship management with organisations.
 - Performance, Research and Insight Officer - Development of the online function of the Workplace Health Needs Assessment and support with production of the Analysis Reports
 - IT Platform to host the Workplace Health Needs Assessment
 - Sports Development Manager /LRS Director; Programme oversight of the Workplace Health Agenda
20. In order to continue to deliver the Workplace Health Needs Assessment; develop the Workplace Charter and provide a bespoke offer to organisations (where required), additional capacity is required. The intention is to appoint an Assistant Development Offer to add additional capacity to the team, part funded by Leicestershire County Council Public Health and part funded through district council support.

Officer to Contact

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Relevant Impact Assessments

Equality and Human Rights Implications

21. The work being undertaken would have a positive impact on the health of the population.

Partnership Working and Associated Issues

22. The recommendations within this report focus on actions across agencies that will improve the population's health. The basis of the report is improving population health in partnership with other key agencies.

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