



Oldham
Council

Report to Health Scrutiny Committee

Health Improvement and Weight Management Service - Update

Portfolio Holder:

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Purpose of the Report

To update the Health Scrutiny Committee on the progress made by the Health Improvement and Weight Management Service, Your Health Oldham, delivered by ABL Health Limited, during the last 12 months, as requested by the committee in January 2021.

Executive Summary

Having a high functioning health improvement offer is an essential component of the range of activity required to achieve better population health and reduce demand on health and social care services.

'Your Health Oldham', delivered by ABL Health Limited, is Oldham's Health Improvement and Weight Management Service and commenced delivery in January 2021 following a comprehensive tender process.

Representatives from ABL Health have been invited to attend the meeting to present an update on progress made by the service during its first year.

Recommendations

Health Scrutiny Committee are asked to consider the progress made by the Health Improvement and Weight Management Service, Your Health Oldham, delivered by ABL Health Limited, and note the highlights and challenges of the last 12 months.

Health Improvement and Weight Management Service

1 Context

- 1.1. Local authorities have responsibility for improving the health and wellbeing of their local population and for public health services. There is also a responsibility to reduce health inequalities across the life course, including within hard to reach groups, and to ensure the provision of population healthcare advice. As such, statutory duties for public health include the provision of public health advice on obesity and physical activity for both adults and children and smoking and tobacco (including smoking cessation and intervention).
- 1.2. Oldham's adult population is less physically active, smokes more, and carries more excess weight than the England average. These unhealthy behaviours mean Oldham has significantly higher numbers of people with recorded diabetes, and deaths from smoking-related diseases, cardiovascular disease and cancer (which are significantly higher than the England average). The major risk factors contributing to mortality are preventable/modifiable with smoking and dietary risks contributing to one-third of all deaths in Oldham.
- 1.3. Reducing smoking prevalence, levels of obesity and increasing physical activity levels are behavioural risk factors, with strong connections to the wider socio-economic determinants of health, that have the potential to have the biggest impact on the improvement of population health, reduce demand on health and social care services and reduce health inequalities.

2 Background - Health Improvement and Weight Management Service

- 2.1 Your Health Oldham, Oldham's Health Improvement and Weight Management Service, delivered by ABL Health in partnership with a range of local delivery partners and grassroot organisations, launched on 1 January 2021, following a comprehensive tender exercise and completion of a successful due diligence and mobilisation period.
- 2.2 The high-level outcomes of the Health Improvement and Weight Management Service, include:
 - Reduction in the proportion of adults who smoke
 - Contribute to the reduction in smoking related illnesses and deaths
 - Contribute to improving the health of the population by reducing exposure to passive smoking
 - Contribute to the reduction in the proportion of adults and children who are overweight or obese
 - Contribute to the reduction in the proportion of adults and children who are physically inactive
 - Increase in the proportion of adults and children eating a healthy diet
 - Reduction in the proportion of adults that have a high vascular risk score
 - Reduction in the number of adults consuming alcohol above recommended limits
 - Reduction in the level of health inequalities experienced in the borough.
- 2.3 The Health Improvement and Weight Management Service delivers the following themed interventions, for residents of Oldham and those registered with an Oldham GP:
 1. Single Point of Assessment and Signposting
 2. Community Stop Smoking Support
 3. Weight Management Support
 4. Physical Activity Support

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5. Post NHS Health Checks Support
 6. Targeted Community Health MOTs and support
 7. Alcohol Brief Interventions and support
 8. Mental Wellbeing Support

All of which will help to improve the health outcomes for the borough and ensure that children and young people have the best start in life and are growing up in families that are thriving and that individuals are supported to make and maintain informed health decisions and behaviours

The service is also be enabled and developed by the provision and delivery of the following:

- Delivery of evidence-based training programmes to equip community facing staff with the knowledge and competence to support a population health approach
- A comprehensive Digital Offer to increase access, reach, engagement and motivation.

- 2.4 The service is a collaborative commission between Oldham Council and NHS Oldham CCG and the length of the contract is five-years from 1 January 2021 until 31 December 2025, with the option to extend the contract for a further two years until 31 December 2027.
- 2.5 An overview of the service, including the delivery model and anticipated outputs and outcomes, was presented to Health Scrutiny Committee at the start of the contract term in January 2021. Health Scrutiny Committee requested an update for their consideration in 12 months' time.

3 Progress to date

- 3.1 Your Health Oldham has had a positive first year as Oldham's Health Improvement and Weight Management Service and has supported Oldham's residents to improve their health and wellbeing by stopping smoking, moving more, eating more healthily and losing weight. ABL have launched and rolled out the full Health Improvement and Weight Management service offer, using a phased approach as agreed with commissioners, in the context of the ongoing COVID-19 pandemic.
- 3.2 The service has supported 2738 individuals and families over the last 12 months (55.4% of referrals for Smoking Cessation and 44.5% for Weight Management support). The service has made considerable progress towards achieving all of their performance targets whilst exceeding several, specifically around smoking cessation where 83% of service users have set a quit date (target: 50%) and 57% of those have achieved a 4 week quit (target: 45%), with 73% of those service users going on to achieve a 12 week quit.
- 3.3 Throughout the first year, Your Health Oldham saw a month on month increase in referrals as a result of effective communication and engagement from the service with local partners and stakeholders and scaling up of capacity within the delivery team to meet demand through both recruitment and improved processes and systems. Your Health Oldham have also undertaken considerable workforce development with the wider workforce to enable professionals to have health improvement conversations and give practitioners the skills to start difficult conversations with people around weight, smoking and alcohol intake. Your Health Oldham has also worked closely with their delivery partners to ensure the service offer has been co-produced with local communities and ABL has undertaken considerable social value work, including the establishment of the Your Health Oldham Community Fund that has funded several community projects that will support local people to improve their health and wellbeing by maintaining healthy behaviours.

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- 3.4 In addition to the commissioned health improvement service, Your Health Oldham has also added value to the wider health and care system by participating in several innovative pilots and projects as system leaders around health improvement and have been integral in the re-launch of Oldham's Tobacco Alliance and the national roll out of the Smoking Cessation Advanced Service (Referral from Secondary Care into Community Pharmacy).
- 3.5 ABL have also been commissioned to deliver additional Tier 2 Adult Weight Management support for vulnerable, priority and at-risk people with additional grant monies from Public Health England (now Office of Health Improvement and Disparities) which includes offering tailored and bespoke weight management support to targeted groups including people aged over 65, people from Black and other Ethnic Minority Communities, particularly the South Asian community in the borough, people with Learning Disabilities and dedicated Men's Only provision as well as an enhanced therapeutic offer which builds upon the provision offered via the Health Improvement and Weight Management Service.
- 3.6 Representatives from ABL Health will attend the Health Scrutiny Committee Meeting to present a detailed summary report of the progress to date during the first year of the contract, including performance data and contributions towards improved outcomes, and provide an overview of the highlights and challenges of the last 12 months as well as proposed next steps for the next part of the contract term.

4 Key Issues for Health Scrutiny to Discuss

- 4.1 Health Scrutiny Committee is asked to consider the health improvement offer available via Your Health Oldham for residents of Oldham and those registered with an Oldham GP, and the effectiveness of the support available to people who want to make and maintain positive health behaviours to improve their health and wellbeing.

5 Key Questions for Health Scrutiny to Consider

- 5.1 Health Scrutiny Committee is asked to consider the update on the first 12 months of delivery of the Health Improvement and Weight Management Service and note the performance management information and contributions towards health outcomes made by the service as part of the first year of their 5-year contract (potentially up to 7-year contract if all options to extend are enacted).

6 Links to Corporate Outcomes

- 6.1 The Health Improvement and Weight Management Service, as with all Public Health commissioned services, fully supports the Council's cooperative agenda as it promotes the active engagement of Oldham residents and providers delivering in Oldham in Thriving Communities, Co-operative Services and an Inclusive Economy. The commissioning of the service and the award of the contract to ABL Health Limited is consistent with the commitment within the Oldham Plan to take a person and community centred approach, that places prevention at the heart of our emerging new model of delivery.

7 Consultation

- 7.1 A comprehensive consultation process was undertaken as part of the development of the specification for the service and included engagement with residents and the market, as well as key stakeholders.
- 7.2 The Oldham Council Chief Executive and NHS Oldham CCG Accountable Officer approved the award of the contract for the delivery of the Health Improvement and Weight Management Service, in lieu of the Strategic Director of Communities and Reform, as per the delegated authority agreed at Cabinet in November 2019.

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- 7.3 An Equality and Diversity Impact Assessment has been completed prior to the tender exercise taking place. A copy is available on request. This will be regularly reviewed throughout the contract term.
- 7.4 Quarterly formal contract and performance monitoring meetings have taken place with the Provider and Commissioners throughout the first year. The Director of Public Health, in her capacity as statutory officer, and the Cabinet Member for Health and Social Care have been appropriately briefed regarding progress and performance.

8 Appendices

- 8.1 None