

# Health Prevention/Promotion - Alternatives to medical intervention

Subtitle here



Essex County Council



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# Impacts on Health

- Wider determinates:-
  - Material Wealth
  - Education
  - Employment
  - Benefits
  - Economic Growth
  - Pollution
  - Housing
  - Community Safety



# Impacts on Health

- Lifestyle Choice:-
  - Smoking
  - Diet
  - Physical Activity
  - Alcohol
  - Substance misuse
  - Sexual activity
  - Sun exposure

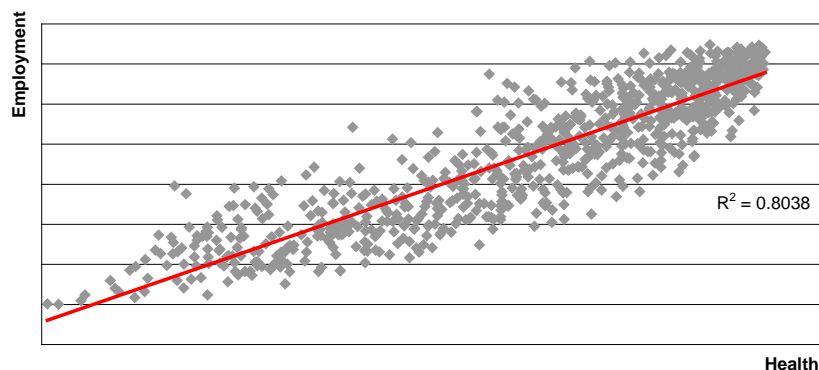


# Impacts on Health

- Clinical issues:-
  - Cholesterol
  - Blood pressure
  - Diabetes
  - Depression/ Anxiety
  - Heart irregularities
  - Chronic Respiratory Disease
  - Falls

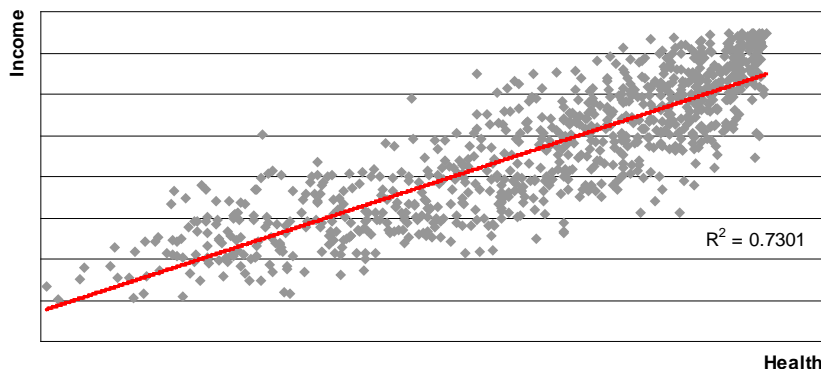


# Health's relationship to other factors

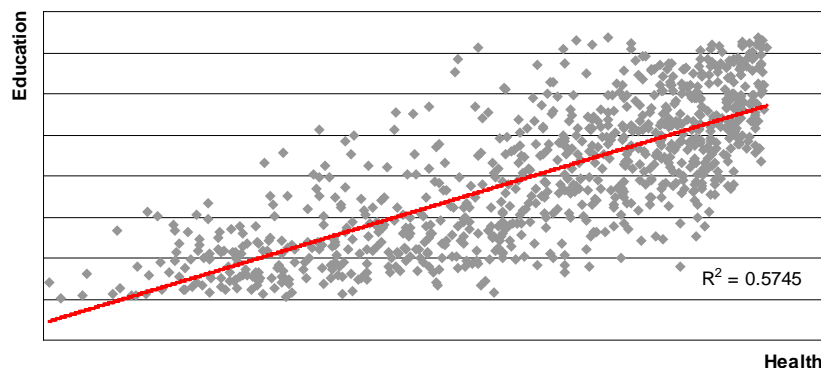


Data from Index of multiple deprivation 2010 for Essex shows very strong relationships between improving employment, income, and education, and improvements in health.

There is an 80% relationship between employment and health.

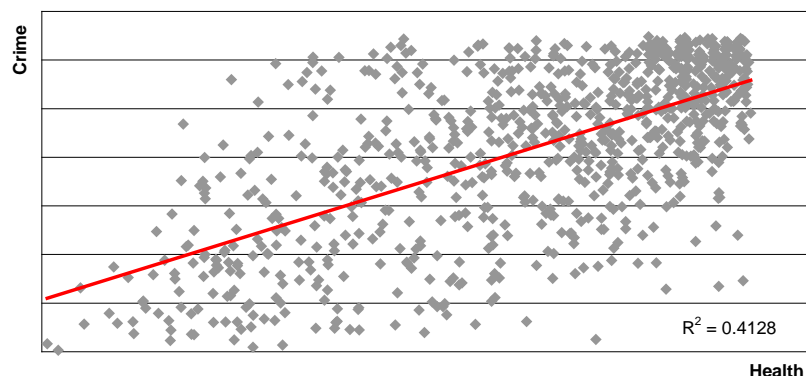


A 73% relationship between income and health.

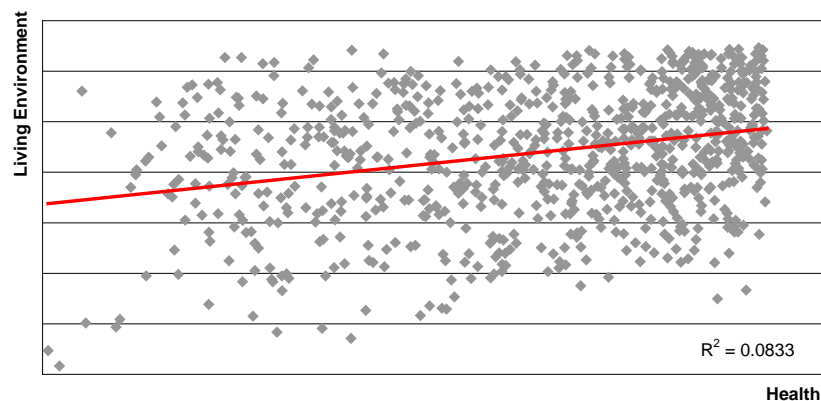


A 57% relationship between education and health.

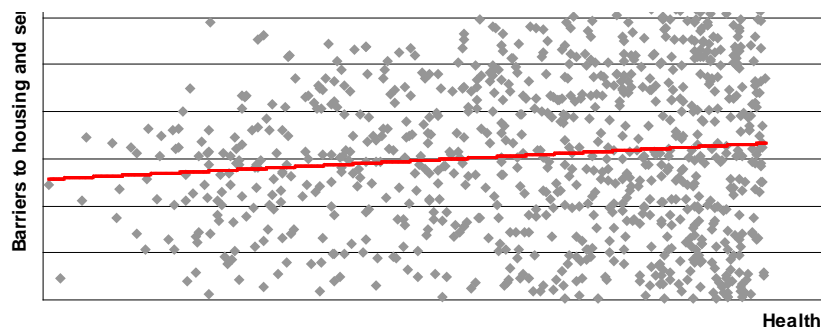
# Health's relationship to other factors



IMD 2010 data also shows a strong relationship between reducing crime and improved health (41%).

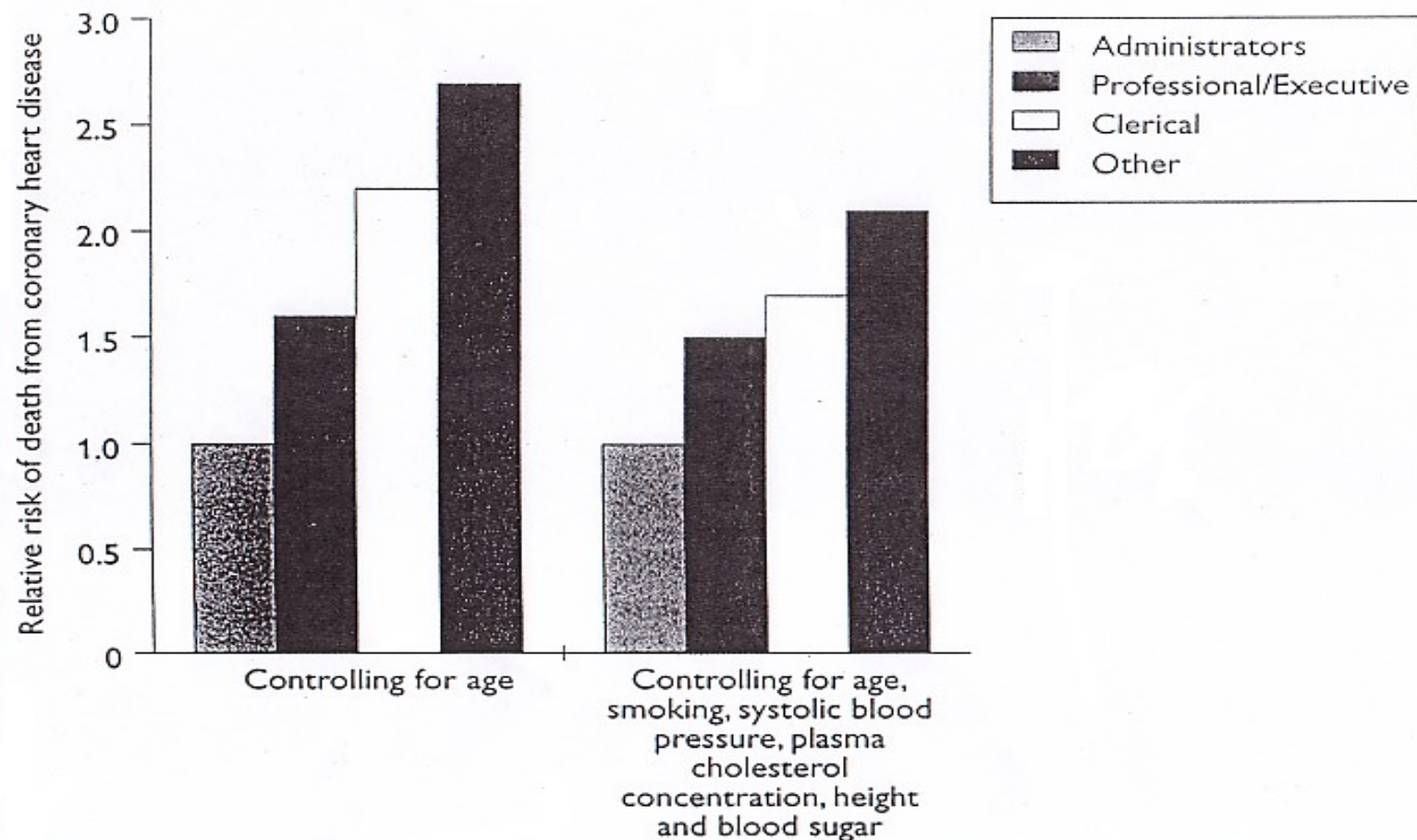


The relationship between living environment and health is weaker and more scattered (8%), but still in the positive direction, so improvements in living environment have small relationships with improved health.



However, interestingly (especially due to its potential relationship with income) there is virtually no relationship (1%) between barriers to housing/services and health.

**Figure 9** *Relative risk of coronary heart disease death in 10 years, controlling for age and other risk factors*



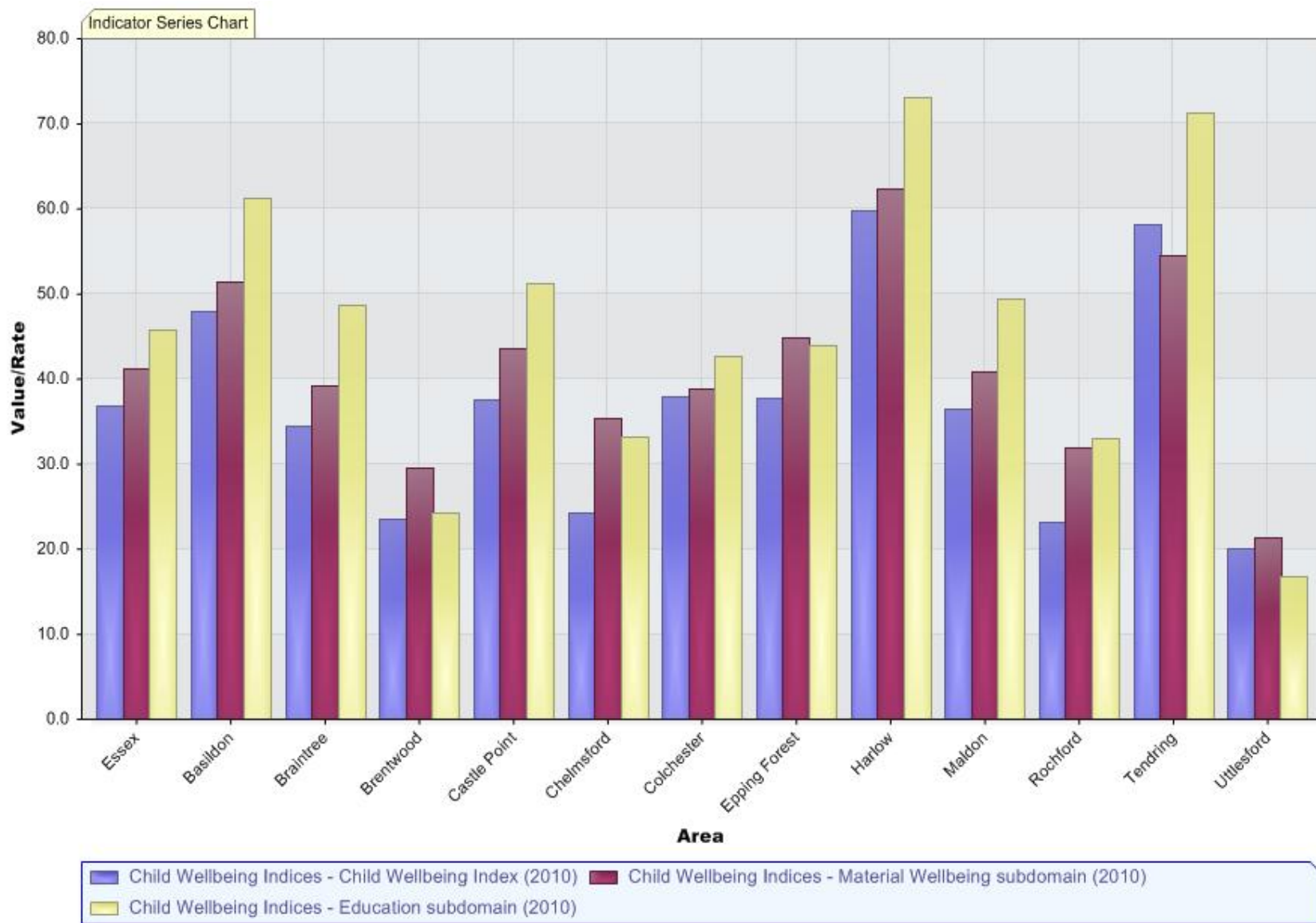


# Changes in % wards in lowest Quintile

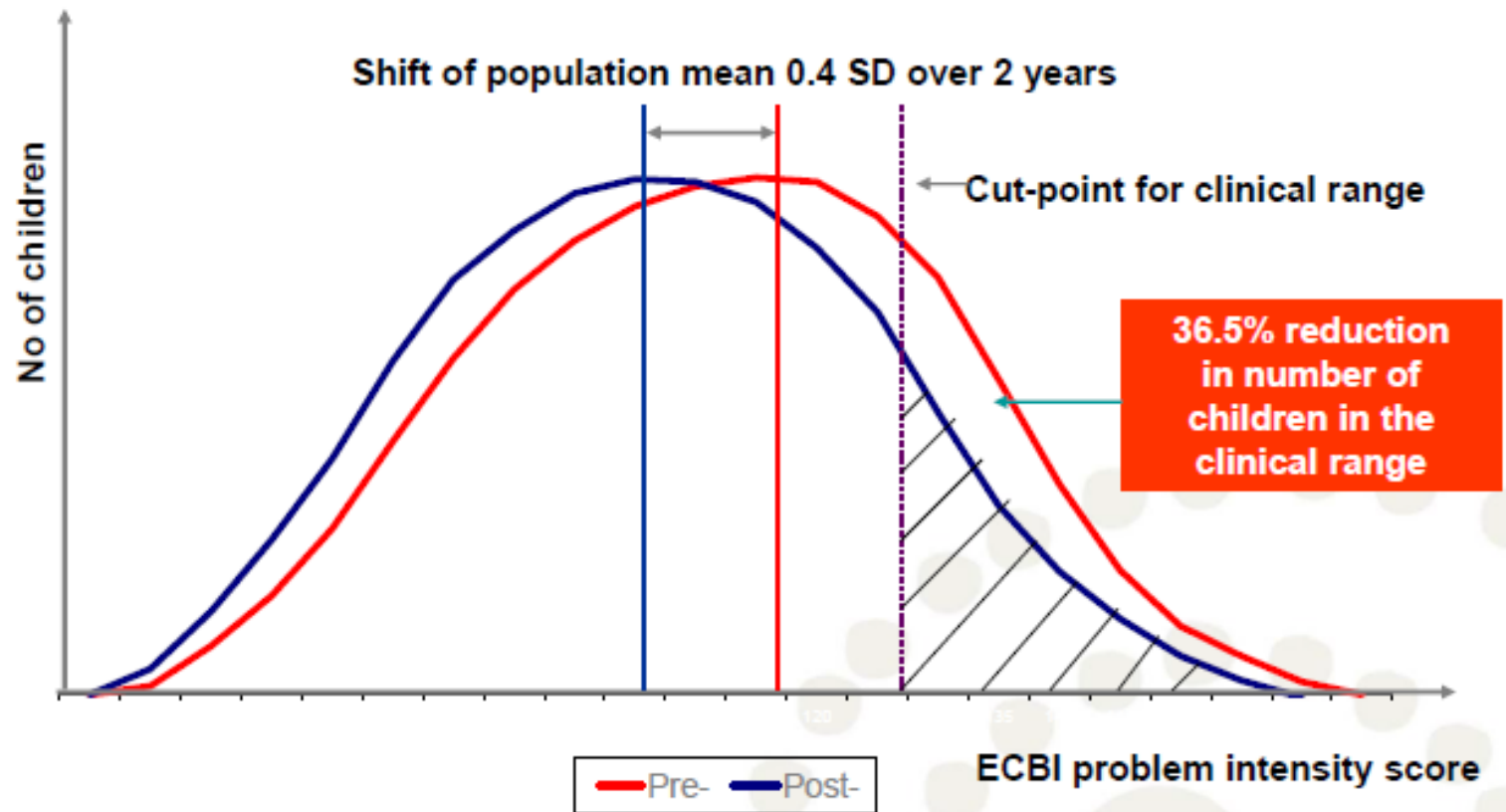
	% in 20% worst		
	2010	2015	Change
<b>Tendring</b>	17.3%	28.9%	12%
<b>Basildon</b>	19.8%	24.3%	4%
<b>Colchester</b>	3.5%	9.6%	6%
<b>Castle Point</b>	3.3%	8.4%	5%
<b>Harlow</b>	7.8%	7.8%	0%
<b>Chelmsford</b>	1.8%	2.9%	1%
<b>Epping Forest</b>	1.3%	2.3%	1%
<b>Braintree</b>	1.1%	2.0%	1%
<b>Rochford</b>	1.8%	1.8%	0%
<b>Brentwood</b>	0.0%	0.0%	0%
<b>Uttlesford</b>	0.0%	0.0%	0%
<b>Maldon</b>	0.0%	0.0%	0%



# Child Wellbeing and Educational Outcome



# Impact of universal provision of Triple P



Zubrick, S. R., Ward, K. A., Silburn, S. R., Lawrence, D., Williams, A. A., Blair, E & Sanders (2005). Prevention of Child Behavior Problems through Universal Implementation of a Group Behavioral Family Intervention. *Prevention Science*, 6 (4), 287-304.



# Why Deliver Brief Health Interventions from Job Centres ?

- Client group that face multiple health issues and suffer greater health inequalities than the working population.
- A disproportionate number of Jobcentre clients have mental health conditions. 43% of Employment Support Allowance customers and 23% of Jobseeker's Allowance customers.
- People with mental health issues are at high risk related to poor lifestyles and need focused support around smoking, alcohol, diet and exercise.

# Innovation in Service Delivery

- Multi Agency Centres (MACs) operated through the Social Justice Network deliver Health Checks and Mental Health signposting.
- Health Checks delivered from Jobcentres and Community Hubs, this includes Jaywick, the most deprived ward in England.
- Support Time and Recovery Workers (Essex Mind) based in Jobcentres to support IAPT, CBT counselling referrals.
- Work Star, a diagnostic tool for outcomes is revised to include a scale for wellbeing.
- Collaboration with ECC and Healthwatch Essex to get free and funded exercise programmes - Energiser
- Stepping Forwards a Jobcentre run motivational group that includes mindfulness and builds self esteem.
- Social Justice Consultants working directly with Addiction Recovery Programmes.



Work with JCP has cost us £8k!!!



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# Mental Health Caseworkers

- Key issue people with severe MH issues is often not MH per se
  - High levels unemployment
  - Insecure housing and chaotic behaviour
  - Poor access to benefits
- 
- Mental Health Caseworkers already in Tendring, plan Essex wide from April



# Impacts on Health

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# Innovation and working practice

- Information deficit- education and knowledge
  - Target specific groups- obesity services
  - Wider health promotion and improvement
  - Universal models – PHE and NHSE campaigns
- 
- Innovation
  - Bold and Brave
  - Changing practice
  - Partnerships
  - What can others support?



# MECC App



- ✓ Mobile app incorporating push notifications, with our partners
- ✓ E-learning package, with brief intervention videos
- ✓ Latest information and is being constantly developed
- ✓ Saves time and promotes self help
- ✓ Staff training package at ECC
- ✓ Voluntary Sector Social prescribing
- ✓ District, Borough and City council Staff
- ✓ NHS Partners
- ✓ Suppliers and as part of our workplace Health programme to local business



*The App and e-learning programme has the potential to strengthen relationships between the voluntary and public sector by establishing a shared language and approach to supporting residents".* **VCS Essex**

*Making the app and e-learning available has enabled our staff to access good quality, useful information to help them confidently approach smoking cessation with their vulnerable, and sometimes hard to reach/engage patients."* **Mental Health Nurse Foundation Trust**

*"As a front line Environmental Health Officer, I have regular contact with people from all walks of life and conversations "The Lifestyle Essex app, provides me with an at a glance source of information about support and referral. This information can be either passed onto the person directly when an issue crops up in conversation about themselves or someone they know..* **EHO Chelmsford**

*The e-learning package provided me with lots of information about living a healthier lifestyle. I am sure the mobile app will be really useful in the future. I will be encouraging my colleagues to take the training".* **ECC Staff**

A diagnosis of cancer makes both patients and their partners re-evaluate their daily choices. Making some lifestyle changes could improve their general wellbeing, side effects from treatment, and long term outcome. By sharing the App details I can offer access to services that can help support them. It takes only seconds to share, but may have a huge impact on their lives. **Specialist Urology Cancer Nurse**



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# Essex Lifestyle Service



- Develop and manage an integrated referral hub
- Provide flexible and individualised ongoing support
- Develop capacity
- Specialist Stop Smoking Support Service



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Jack

- 51 years old, carer
- Unemployed, smoker
- Feeling down



Feeling down and giving up smoking

Mentions giving up smoking

jobcentreplus

Jack downloads app but doesn't act



Promotion – Quit Kit



Pharmacy

Public Health England



Campaign - Stoptober



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Mentions social worker who mentions the app

Look at NHS choices

NHS England



Orders quit kit

Contacts service from detail on app



Triage using 'health star' assessment



Friends and Family



Jack volunteers in the community garden

Supported - followed up virtually for 1 year



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# Weight management

- Around 2/3rds adult population in Essex overweight or obese.
- Activity levels of around 50%.
- Longer term health issues- mobility, type 2 diabetes, cardiovascular health, mental health issues.
- Children- 1:5 reception children and 1:3 year 6 children
- Pan-Essex service
- Target groups
- Essex Weighs In- universal approach
- Tuck In project- partnership model
- Whole systems approach model- international approach



# Childhood Obesity

~would we need comprehensive commissioned Tier 2 services if we could manage differently?





# St Ninians Primary School

## The Daily Mile

“Fit to play, fit to learn”



# the impact

- it is inclusive of all children
- improved focus
- the children thrive on being outdoors – experiencing the fresh air, the weather, the sights and the sounds
- all 420 Children in the school are fit and able to get the most out of their PE sessions
- relationships
- the children are very positive about it and proud of it



# impact cont....

- 57 Primary One children and not one is overweight
- The children are clearly more resilient
- access
- athletics - we have had multiple successes nationally at cross country & road relay
- the children 'have a beautiful running style'
- The SLAs on sports day



# Risk Avert

- Commissioned in 2013
- Jointly owned and developed with chosen partner (The Training Effect)
- An innovative delivery model, schools based intervention
- Moving away from information deficit model
- Building school connectedness
- Initially year 8 pupils surveyed (whole school surveys available)
- Dependent on results a 6 session behavioural group programme
- Schools also receive a school profile based on survey data
- Social Norms based universal delivery based on survey data



# Risk Avert

- Online portal to allow schools to access support resources
- Developed as a commercial model
- Marketed outside of Essex
- Now being piloted and/or delivered in Suffolk, Herts, Medway, Thurrock and Southend
- Profits reinvested to reduce the costs in Essex
- Evaluation by funded PhD Student at Essex Uni (longitudinal study)
- Further evaluation and validation of screening tools and resources by independent academics
- Risk Avert: Healthy Relationships now also being delivered
- Risk Avert: Primary under development

