

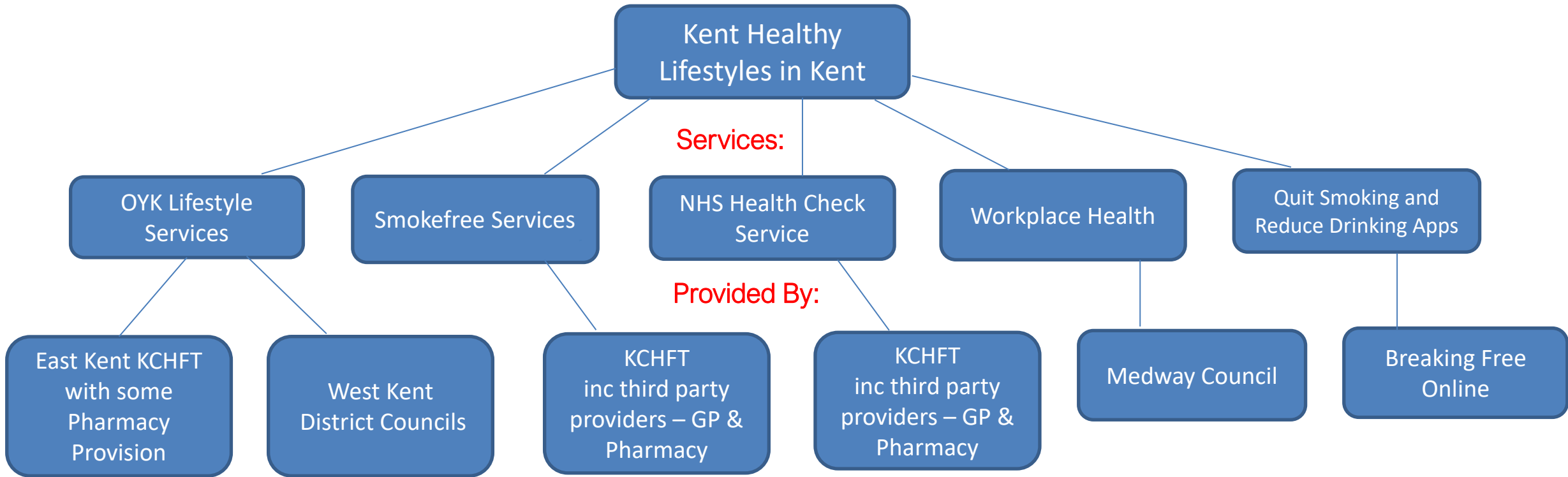
Response, Restart and Recovery
Healthy Lifestyle Services
January 2021

Healthy Lifestyle Services

- Local Authorities are mandated to improve the health and wellbeing of residents, prevent escalation of need and reduce health inequalities. Public Health commissions an Integrated Adult Healthy Lifestyle Behaviour service to support adults address multiple unhealthy behaviours.
- The service, known as One You Kent (OYK), offers a holistic approach underpinned by wellbeing which supports people to stop smoking, maintain a healthy weight, drink sensibly, increase activity levels and improve diet.
- Services are delivered by KCHFT, Primary Care and Pharmacies, Medway Council and District Councils in West Kent through a combination of face to face and virtual methods including digital apps to increase access and provide flexibility.
- KCC also commission KCHFT to provide NHS Health Checks which is a mandated cardiovascular screening programme for those aged 40-74 and is designed to spot the early signs of stroke, kidney disease, heart disease, type 2 diabetes or dementia and promote a healthy lifestyle.
- These slides provide a summary of the impact of Coronavirus, response of services and priority actions needed to support recovery.



Visual of Healthy Lifestyle Services in Kent



Healthy Lifestyle Services – Impact of COVID-19

National Guidance

- National guidance informed local service prioritisation of Public Health Services
- Business continuity planning to protect at risk groups (staff and users)
- National guidance recommended an initial pause on the NHS Health Check programme and a supplier relief process to protect primary care from becoming overwhelmed and support cash flow. New guidance in the autumn allowed the restart of Health Checks in a safe way and a transition back to activity payments

Service Impact

- Rapid shift to online delivery with an increase of virtual consultations for individual and group sessions
- Communication priorities focused around COVID-19 including NHS Test and Trace, Coronavirus awareness, mental health, reducing risk factors
- Reduced capacity in both primary care and pharmacy due to competing national priorities
- KCHFT Lifestyle Advisors were redeployed to assist Health Visiting, pharmacy and domestic abuse services
- District Council staff redeployed to support Community Hubs
- Postural stability classes were ceased across Kent and welfare calls put in place

Service Activity and Trends

- Initial decrease in demand across all lifestyle services, followed by an increase in demand for Smokefree service leading to a waiting list for the first time
- A reduction in third party provision from pharmacy and primary care (who usually provide 60% of smoking services) led to additional resource being allocated to reduce waiting list for Smokefree service which is now under 2 weeks
- No Health Checks delivered from end of March to August, currently 42 of approx. 150 GPs have restarted
- Increase in demand online for the One You Service (47% increase in hits to OYK website in last 3 months)
- 192 downloads of the My Quit Route app and 198 for the Lower My Drinking app between August and November
- New digital postural stability services pilots commenced in October 2020 working with 40-50 individuals

Healthy Lifestyle Services – Response to COVID-19

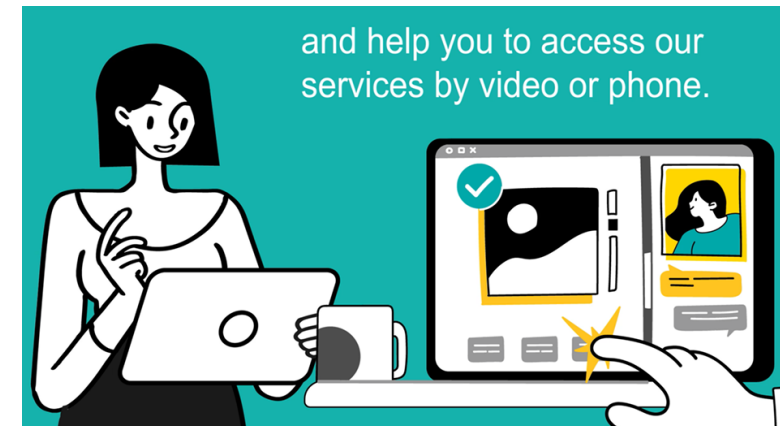
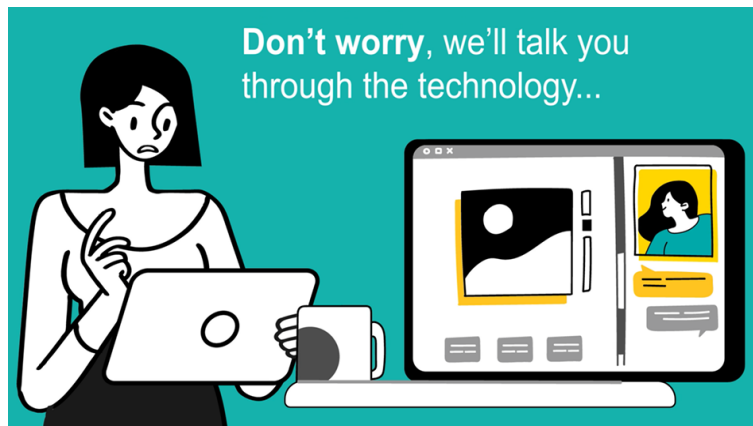
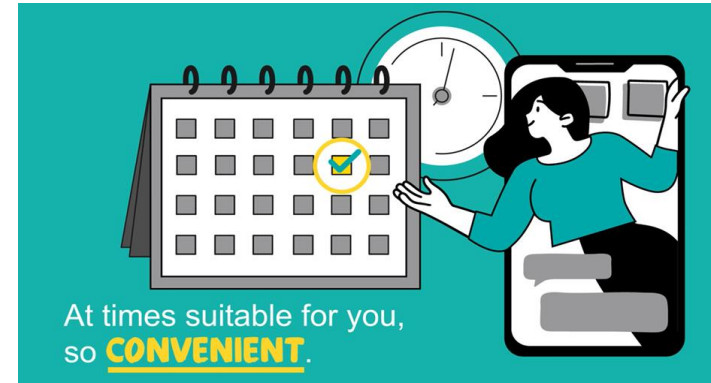
Partnership arrangements between KCHFT and District and Borough Councils has provided an effective mechanism to respond rapidly to COVID-19, implement a number of revised service models to manage demand and ensure safe access to services

New and Enhanced Services

- Campaigns launched to support individuals to stay healthy and reduce the risk of COVID-19, these include Quit for COVID, Stoptober, Release the Pressure and Better Health
- Launch of a multi-agency wellbeing hub developed in response to COVID-19 at www.kent.gov.uk/wellbeing with a total of 15,640 hits to date
- Launch of Lower My Drinking and My Quit Route apps to support a digital approach to encourage individuals to reduce drinking and stop smoking with 166 on the My Quit Route app setting a quit date and 159 people on the Lower My Drinking app completing the audit C screening tool. Developing a risk stratified approach to NHS Health Checks developed to target BAME, over 50s and those at highest risk of cardiovascular disease with a range of tailored communications. This is planned to launch in early 2021.
- One You live streams on weight loss, Smokefree in pregnancy, eating well, wellbeing with 21,916 views and 186 hours watched to date
- Upskilling and retraining lifestyle advisors to support the Smokefree service to address the waiting list and increasing referrals
- Group exercise classes delivered by Zoom as part of the healthy weight programme
- New digital postural stability pilot launched in October 2020
- New workplace health offer launching in January 2021 with a focus on employee health and resilience and COVID-19 secure workplaces

Visual of Healthy Lifestyle Services – Example of Adapting to Technology and supporting all clients

The screenshots below are from a video developed by KCHFT aimed at supporting clients to access services digitally



Healthy Lifestyle Services – Future Priorities and Next Steps

Conclusions and priorities for recovery

- Roll out the NHS Health Check risk stratified approach, work with primary care on catch up cohorts over the next 5 years
- Targeting resources to those most in need and reduce risk factors for COVID-19 (e.g. smoking and obesity)
- Evaluating new ways of working to ensure the service meets the needs of service users
- Maintain digital enhancements as an option to provide a more flexible access to service
- Increase face to face sessions when safe to do so in line with guidelines to support behavioural change
- Review capacity in the smoking service as primary care continue to support COVID-19 efforts
- Rollout of transformation for people in either increasing intake or ~~and~~ at risk categories for alcohol consumption.

Service User Quotes

“I found the service received excellent, it met all my needs. My diet and my exercise regime has improved significantly. Now, I am accessing appropriate, helpful services that I need in the community. Mentally, I am a lot more confident, no longer isolated. I am very happy with the service I have received.”

“Moving forward you should keep the telephone appointments, it’s been much easier with telephone appointments as before lockdown due to work I could not attend this service. On the phone service really works.”

“Thank you so much for your support. I am now back at the gym and running. I definitely won't be going back to cigars.”

“The advisor is so lovely and helped me give up smoking and I never thought I could. However, my little girl is now 5 months old and I still haven't picked up a cigarette and don't get the urge to either”.