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To: Health Reform and Public Health Cabinet Committee

6 March 2020

Subject: Contract Monitoring Report – One You Kent (Adult Healthy Lifestyle service)

Classification: Unrestricted

Summary:

This paper provides an overview of the delivery, performance and outcomes for the One You Kent (OYK) Adult Healthy Lifestyle service. Services are targeted to those in high areas of need and form a key part of the prevention offer for local residents and supports delivery of the prevention strand of the Sustainability and Transformation Plan (STP).

For the current financial year, the service has a combined annual value of just under £4.7m. A £900K recurrent saving was delivered during 2017/18 as services moved to a new integrated model and launched the OYK brand.

From April 2018 to December 2019, the service has received over 33,000 referrals. On average, each quarter, over 3,000 individuals are engaged in the service, from receiving Health MOTs and NHS Health Checks to accessing smoking cessation service, weight management programmes and Health Walks.

All aspects of the OYK programme are closely monitored to ensure the services are achieving expected outcomes and meet local need. The Adult Tier 2 weight management programme and the workplace health offer are both currently undergoing a review and may result in a change to the model by Autumn 2020. The recent needs assessment for substance misuse has highlighted a gap in provision with people drinking at medium to high risk. A new model has been developed for the OYK service which will see the advisors deliver behaviour change and motivational interviewing to residents in Kent who need to reduce their alcohol intake up to dependent levels. It is anticipated that delivery of this model will be rolled out in a phased approach from April 2020.

Increasing use of digital technology is a key focus for this service as it can drive efficiency, increase the reach wider than traditional service provision and benefit the environment. Work is underway to review digital support solutions to reduce alcohol consumption and support people to quit smoking. This would be designed to complement the comprehensive One You Kent website, suite of Public Health England (PHE) approved apps and support a self-help approach.

<https://www.kent.gov.uk/social-care-and-health/health/one-you-kent>

The Health and Social Care landscape is undergoing significant transformation as a result of the NHS Long Term Plan. These services will need to align to these changes and ensure

close connection with the social prescribers and Multi-disciplinary teams within the Primary Care Networks.

Recommendation:

The Health Reform Public Health Cabinet Committee is asked to **COMMENT** on the performance of the OYK Service and the initiatives being undertaken to improve quality and outcomes.

1. Introduction

- 1.1. The adult integrated healthy lifestyle service, known as One You Kent (OYK), aims to improve the health of adults across Kent. This service is designed to promote positive lifestyle choices and behaviour change to support individuals to lose weight, quit smoking and become more active. This will support the achievement of the following objectives:
 - Extend healthy life expectancy through prevention of chronic conditions such as obesity, cardiovascular diseases and diabetes.
 - Reduce health inequalities
 - Reduce avoidable demand on the health and care system in Kent.
- 1.2. This contract monitoring paper focuses on performance, outcomes, value for money and strategic direction of the service.

2. Background - Why invest?

- 2.1. KCC has a statutory responsibility for public health which means KCC has a legal duty to improve the health and wellbeing of residents, prevent escalation of need and reduce health inequalities.
- 2.2. The Adults Healthy lifestyle service aligns to the KCC Strategic Outcomes (Appendix 1) set out below and is part of the council's Strategic Delivery Plan ⁱ(Outcome 2, number 41 and Outcome 3 number 47),
 - Kent communities feel the benefits of economic growth by being in-work, healthy and enjoying a good quality of life
 - Older and vulnerable residents are safe and supported with choices to live independently
- 2.3. Public Health commissions an integrated Adult Healthy lifestyle behaviour service to support adults address multiple unhealthy behaviours. Around 40%ⁱⁱ of all deaths in England are related to everyday habits and behaviours which are preventable such as eating too much unhealthy food, drinking too much alcohol, not being active enough or continuing to smoke. The cost to the NHS is estimated to be more than £11 billion every year so having an effective early intervention can help reduce the burden on the NHS and improving outcomes is key to supporting a sustainable health system. Health and social care services in Kent are undergoing a significant

ⁱ https://www.kent.gov.uk/data/assets/pdf_file/0003/93711/Strategic-Delivery-Plan-summary.pdf

ⁱⁱ <https://campaignresources.phe.gov.uk/resources/campaigns/44-one-you>

transformation in order to meet the challenges of changing demographics, increasing financial pressures and opportunities to improve health outcomes for the population.

2.4. Research by The King's Fundⁱ has shown that unhealthy behaviours tend to cluster in the population and are more common in individuals in high areas of deprivation. These factors therefore play a key part in health inequalities. They also found around seven in ten adults do not follow guidelines on tobacco use, alcohol consumption, healthy diet or physical activity. The current picture in Kent highlights pockets of deprivation where the clustering of unhealthy behaviours results in health inequalities as highlighted below:

- 63% of the adult population in Kent are overweight or obese (770,000 people) and only 57.1% of Kent residents consume at least five portions of fruit and vegetables a day with only 46.6% in Dartfordⁱⁱ
- The prevalence of smoking in Kent is 15% which is higher than the national average. Prevalence of smoking in pregnancy in Kent (2018/19) is 14.2%.
- 20%ⁱⁱⁱ of adults in Kent are physically inactive, and a total of 32%^{iv} do not currently meet the recommended levels of 150mins of physical activity per week (2017/18).
- There are an estimated 153,000 dependent drinkers and 16,700 severely dependent drinkers in Kent and Medway.
- Mental health is also a key contributing factor to poor physical health and in a GP Patient Survey for 2016/17^v, 13.6% of Kent adults aged 18+ reported feeling moderate or high levels of anxiety or depression (170,000 people).

2.5. By encouraging the nation's adults to take control of their health by eating a healthier diet, drinking less alcohol, exercising more, and quitting smoking, OYK will help them enjoy longer and healthier lives, reducing costs to the health and social care system

3. What does the service provide?

3.1. The service offers an holistic approach underpinned by wellbeing which supports people to stop smoking, maintain a healthy weight, drink sensibly, increase activity levels and improve diet offering a combined approach towards multiple behaviour

ⁱ <https://www.kingsfund.org.uk/publications/tackling-multiple-unhealthy-risk-factors>

ⁱⁱ <https://fingertips.phe.org.uk/search/weight#page/3/gid/1/pat/202/par/E10000016/ati/201/are/E07000105/iid/93077/age/164/sex/4>

ⁱⁱⁱ <https://fingertips.phe.org.uk/search/weight#page/4/gid/1/pat/202/par/E10000016/ati/201/are/E07000105/iid/93015/age/298/sex/4>

^{iv} <https://fingertips.phe.org.uk/search/weight#page/4/gid/1/pat/202/par/E10000016/ati/201/are/E07000105/iid/93014/age/298/sex/4>

^v <https://fingertips.phe.org.uk/search/anxiety#page/4/gid/1/pat/6/par/E12000008/ati/202/are/E10000016/iid/90647/age/168/sex/4>

change. By addressing behaviours holistically and understanding the drivers and factors behind them, it is more effective in supporting long term behaviour change.

- 3.2. Motivational Interviewing methodologies are used to encourage long term lifestyle behaviour change. This is achieved by working in conjunction with clients to set goals, breaking down barriers to change, linking in with local community assets (such as signposting and referring to additional support), tackling social isolation and developing a personal health plan that suits the individual.
- 3.3. There are multiple ways in which an individual may engage with the service. Routes may include via their GP, other key professionals, self-referral or through the Kent.gov.uk website. Individuals may also sign up to the service through community settings, subcontractors (e.g. pharmacy) and outreach delivered by lifestyle advisors.
- 3.4. Following a brief discussion and triage, individuals are informed of the choice and interventions available. Clients are assessed for suitability and their journey depends on their needs, preferences and complexity, motivation and readiness to change.
- 3.5. The criteria for the Tier 2 weight loss programme is BMI >30, (lower for certain BME groups) in accordance with NICE recommendations. A Tier 2 programme is offered for up to 12 weeks, incorporating behaviour change interventions, physical activity, nutritional advice, and structure support. This can be via one to one sessions with OYK advisors and pharmacies in East Kent or through group sessions.
- 3.6. The stop smoking services provide individuals with support to change behaviour. They utilise a range of options and determine the most compatible to engage the individual and increase the likelihood of long-term behaviour change. The service offers pharmacotherapy and, where appropriate self-help resources. KCHFT also subcontract to GP and Pharmacies to provide a more flexible approach to support individuals to quit smoking. Evidence shows that you are four times more likely to quit smoking if supported through a service. The service is also e-cigarette friendly for those individuals who prefer this option.
- 3.7. KCHFT provide county wide targeted support to pregnant women who are smoking to quit by offering a home visit. This was due to poor smoking rates in Kent and Nationally. A successful Home Visit service was piloted in Swale, South Kent Coast and Thanet prior to the wider offer being rolled out across the county. The Home Visit service is supported by the 'What the Bump' campaign which provides resources to support pregnant women to quit (Appendix 6). The Service provides a 26 and 52 weeks follow up to track behaviour change and attainment of long-term achievement of healthy lifestyle goals.

4. Who is the service for?

- 4.1. The OYK offer is universal for adults aged 18 and over, with no upper age limit but the service does have a degree of flexibility to accept people under 18 where appropriate. For example, it may be more appropriate for a 17-year-old who wants to stop smoking to utilise the services.

- 4.2. The service delivers structured support to those living in the most deprived communities, this includes those in both quintiles 1 and 2 and in the 89 LSOA's identified in the Kent inequalities work.
- 4.3. Key target groups include pregnant women, routine and manual workers, smokers, men and Black Minority Ethnic groups who are at risk of having excess weight and are under-represented in services. In addition to individuals who have multiple unhealthy behaviours, which increases their risk of long-term conditions and premature mortality.
- 4.4. The service often needs to resolve challenges like mental health, housing, debt or employment before they can tackle people's unhealthy behaviours that are preventing people living longer in good health.

5. How is it delivered in Kent?

- 5.1. The service is delivered through a partnership agreement with KCHFT and grants to the Districts in West and North Kent. KCHFT deliver healthy lifestyle services across the county, but in West and North Kent, KCHFT work with the Districts to avoid duplication with their services. KCHFT alone deliver the smoking cessation services and OYK outreach NHS Health Checks across the county.
- 5.2. The Advisors use motivational interviewing techniques to understand health goals and the barriers faced by the individuals in achieving them, by acting as a mentor to support and influence lifestyle change through practical goal setting.
- 5.3. An OYK shop has been set up in Ashford in partnership with Ashford BC. This provides a point of access where people are encouraged to pop in, ask questions and take advantage of the free health services on offer.
- 5.4. Advisors deliver the service in a variety of community-based venues across Kent including Children's Centres, Libraries, GP surgeries and pharmacies and Healthy Living Centres (HLCs). The HLCs are grant funded via KCC and offer similar support as the OYK Shop.
- 5.5. Marketing and communications are a key element in the delivery of OYK and aims to increase reach of the front facing services. A Joint Facebook and Instagram account facilitated by KCHFT was set up in 2019, this supports targeted and local messaging regarding the OYK services and for key campaigns.
- 5.6. Collaborative working between KCHFT and the Districts delivering OYK is working well. The County meeting has been put in place with all partners, including KCC PH Commissioners to come together to explore trends, continuous improvement and to share best practice. KCHFT and Districts meet regularly at an operational level to ensure that they are working together as effectively as possible.

6. What does good look like and how is the service performing?

- 6.1 The Service performance is monitored by the Public Health Commissioning Team to ensure that it delivers against the expected outcomes and quality standards. The key performance indicators, activity metrics and quality indicators include user satisfaction rates, contact times, deprivation, smoking quits and weight loss. More

information relating to these is set out below and provided in further detail in Appendix 2.

- 6.1 **Responsiveness** - There have been over 33,000 referrals to the services since April 2018 and on average over 3,000 individuals are engaged in this service quarterly. Those who do not engage may still receive information and advice on healthy lifestyles including a brief intervention and/or be signposted to online or community resources. The providers have a target to contact people being referred within 48 hours, they consistently achieve and exceed the 70% target.
- 6.2 **Deprivation** - The service is designed to target individuals who need the most support and a challenging target was set with providers to achieve 60% of those seeing an OYK Advisor being from quintiles 1 & 2. Although there is variation across the providers, at Kent level between 54% and 56% are from quintiles 1 & 2, work is underway to focus on how this can be improved.
- 6.3 **Smoking** - The Core smoking cessation service continues to deliver against target, with 8,651 setting a quit date between April 2018 and September 2019, and of these, 4,854 people achieved a four-week quit. This was a 56% quit rate against a target of 52%. This figure is expected to increase following rationalisation of third-party data.
- 6.4 The smoking cessation service introduced a new Home Visit service for pregnant women which was rolled out across the county in 2019 following evaluation of a successful pilot in Swale, South Kent Coast and Thanet. From April 2019, 1,923 women have been referred, 238 have set a quit date and 101 have achieved a four-week quit. Once the service is established a baseline target will be agreed.
- 6.5 **Weight management** - All elements of the OYK service would cover weight loss and the importance of a healthy diet and physical activity. For example, 1,639 individuals have set a goal around physical activity. Key apps that would be promoted include Sugar Swaps, Couch to 5K and Active 10.
- 6.6 In addition, the service has an Adult Tier 2 Weight Management programme (WMP). This is currently under review as the providers have experienced difficulties in engaging the expected number of Kent residents into the service, and levels of weight loss have varied greatly across providers and time frames. The numbers engaged in the WMP is small in relation to the Kent population who are overweight or obese. Wellbeing - Since the start of OYK, 4,516 have received a brief intervention on wellbeing. All interventions are underpinned by a conversation about mental health to support behaviour change using the SWEMWBS wellbeing scale.
- 6.7 **Alcohol** – An audit C screening tool is completed with all clients entering the service with the expectation that 90% of those who are medium or high-risk drinkers are offered brief intervention. To date 2,453 have received a brief intervention on alcohol reduction, and the aim is to support those with higher levels of drinking to reduce their units by at least 12 following an extended brief intervention.
- 6.8 **Health Checks** – There were a total of 483 Health Checks delivered against a target of 1600. The target set was aspirational as this is opportunistic testing and therefore is impacted by eligibility. The target will be reviewed now that we have 18 months of data and a clearer indication of the potential reach. For those individuals who were

not eligible for a Health Check, 3249 received a Health MOT through the OYK service.

- 6.9 **Service user experience:** The percentage of people satisfied or very satisfied with the service at the end of their intervention has been consistently reported as exceeding the 90% target with, the last 5 quarters being over 98%. The service also collects regular feedback in the form of case studies and uses learning to improve service. Case Studies can be found in Appendix 3.
- 6.10 **OYK Ashford Shop** - The Ashford Shop has been open since February 2017, in 2019 it moved to a larger and more prominent position. Since February 2017 to December 2019 there have been 8,090 visits to the shop and 9,085 healthy lifestyle interventions delivered. Healthy weight services have been consistently the most popular. 31% of people who visited the shop live in the topmost deprived wards in Ashford. In addition, there have been a total of 643 interventions delivered in the shop by external providers.

7 How much does it cost?

- 7.1 The service has a combined annual value of just over £4,698.400?, this includes the cost of smoking pharmacotherapy. Smoking quits and outreach NHS Health Checks are paid against invoiced activity.
- 7.2 The move to an integrated model in 2018 delivered approximately £900k savings and a further £600k savings were achieved through moving to a patient group directive (PGD) model for prescribing NRT.
- 7.3 **Value for Money** - The contract delivers value for money through its interventions leading to potential cost avoidances in the future. A large portion of ill health is avoidable – potentially preventable risk factors such as smoking, alcohol consumption, physical activity, diet, and others explain 40% of ill health in England.
- 7.4 **Return on Investment** - The services are preventative and focus on keeping individuals in good health and avoiding the need for costly treatment services providing positive returns on investment. For example, for every £1 spent on motivational interviewing for those with harmful drinking habits there is a £5 return on investment. Around 30% of this is from a reduction in NHS demand, 45% in additional alcohol support services and small reductions in social care costs. Also, health walking groups have been estimated to return over £3 for every £1 invested over 2 years. Most of these returns are based on improved quality of life and productivity.ⁱ

8 Risks and Service Improvements

- 8.1 **Risks** - Risks are logged and mitigation measures reviewed in line with the contract monitoring framework. Key risks for the service include increased demand impacting wait times, changes in the local care system, potential confusion of offer and service with the introduction of social prescribing roles and the risk of reduction in funding. A number of mitigating actions are in place to address risks.

ⁱ <https://healthinnovationnetwork.com/wp-content/uploads/2017/09/FINAL-AUG-16-SWLS-Roi-ON-PublicHealthInterventions.pdf>

8.2 **Service Improvements** - KCHFT and the Districts are working alongside Commissioners and PH Specialists on a range of initiatives as part of the commissioning cycle which are focused on improving the quality and effectiveness of the service. Below are the service areas which have been reviewed to date and some which are currently in development for 2020 and beyond.

- A county wide smoking in pregnancy home visit model went live in August 2019. The service has seen 306 individuals with 238 of those having set a quit date and 101 having achieved a 4 week quit. This supports Public Health England's target to reduce smoking at the time of delivery to 6% by 2022 (Kent is currently 14.4%).
- An integrated pathway is being considered for the point of discharge from acute, maternity and mental health services for people who have been offered smoking cessation drugs and counselling whilst in hospital settings.
- A review of the alcohol support within the OYK services has commenced following the needs assessment which highlighted a gap in provision with people drinking at medium to high risk. Delivery of this model will be in a phased way from April 2020. Further information on the proposal can be found at Appendix 4.
- A review of the Tier 2 Weight Management Programme is in progress. Initial findings have identified the importance of tackling weight management across the life course.
- KCC are in the scoping phase of the whole systems approach (Appendix 5), this will be informed by the Obesity Needs Assessment.
- Commissioners are also reviewing the Workplace Health strand of OYK. Findings from the review are being considered and recommendations are expected imminently.

The aim of these service reviews and improvements is to ensure alignment to emerging local care priorities and to sustain and continue improving the outcomes for Kent residents.

9. Conclusions

- 9.1 There is a clear case for KCC investment in Adult Healthy Lifestyle services to improve outcomes for Kent residents as set out in this paper. The service offers a single point of access through the OYK Website. 23,109 people have engaged in the integrated service offer since April 2018 and have engaged across all aspects of the service from receiving a health MOT to quitting smoking.
- 9.2 Findings from the reviews currently being undertaken will shape future commissioning decisions. Commissioning plans will be reviewed with key partners to ensure we are in line with the emerging Primary Care landscape and STP priorities.

10 Recommendations

The Health Reform and Public Health Cabinet Committee is asked to COMMENT on the performance of the OYK Service and the initiatives being undertaken to improve quality and outcomes.
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11 Contact Details

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