



Integrated Wellbeing Service



Nottingham
City Council

Languages spoken in the City

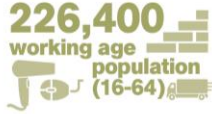


7.8% of households have no members who speak English as a main language

School Census Jan 2021



17% have a long-term activity-limiting illness or disability



1 in 4



adults are physically inactive

Sport England 2019/20



Young population aged under 30



Census 2021

323,700 live in the City

ONS 2016-20

45.7%



Own their home or shared ownership



ONS 2020

52.8%



Rent - (council, social or private)



Life expectancy lower than the England average
(Males 77 compared to 79 England)
(Females 81 compared to 83 England)

Households 145,800

Residential Properties (LLPG) 2021

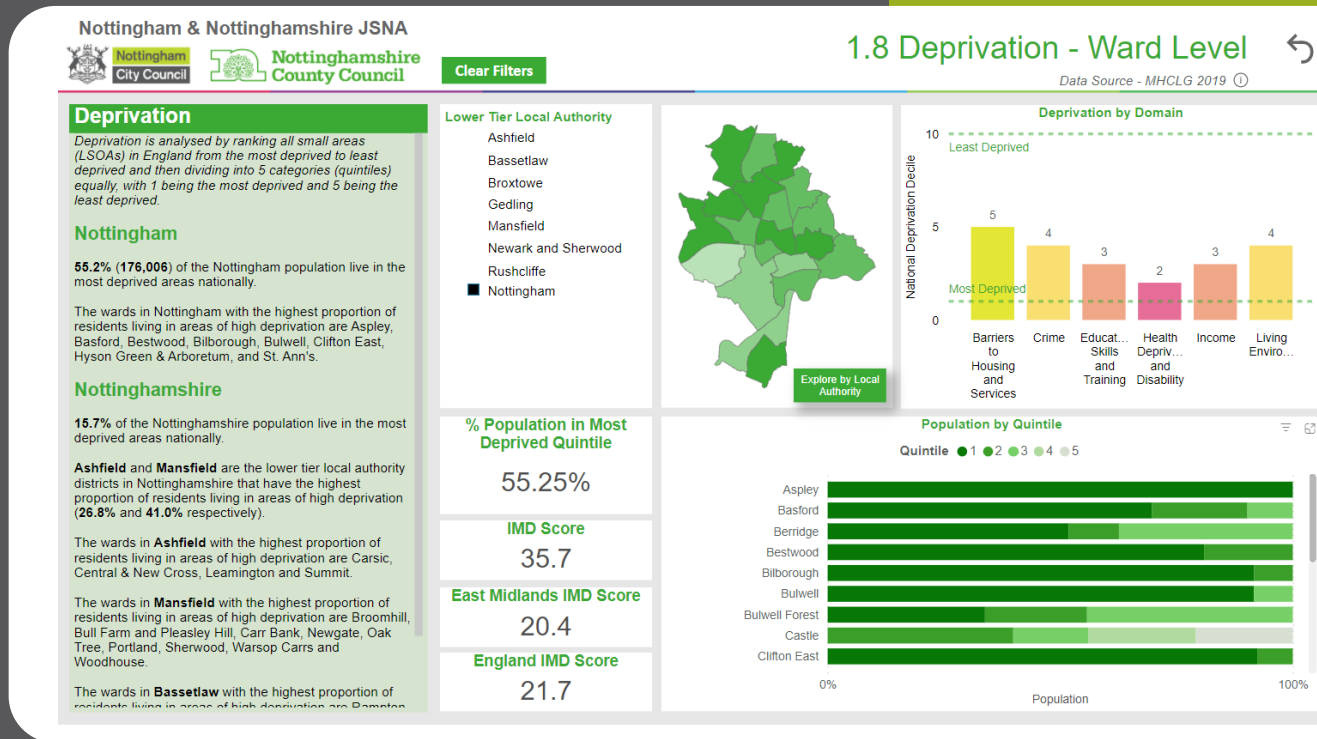
Nottingham ranks 11th most deprived district in the country

(18th out of 317 Districts) Indices of Deprivation 2019

NOTTINGHAM

Index of Multiple Deprivation Nottingham

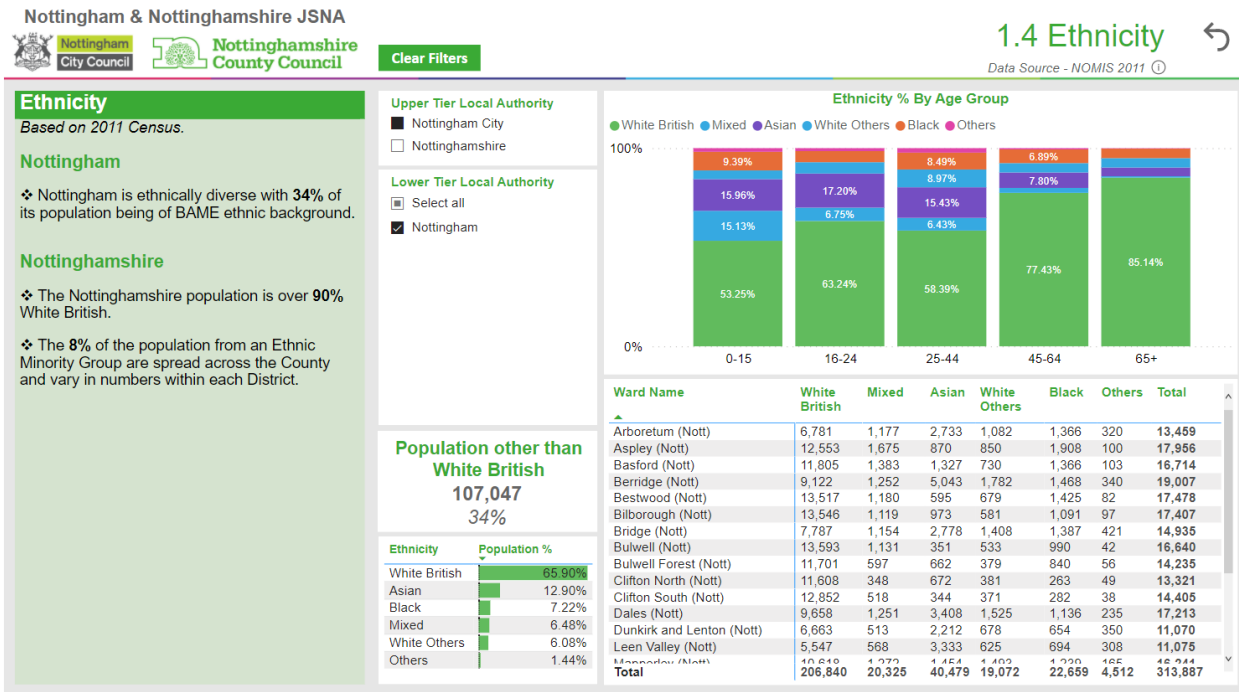
- 55.2% (176,006) of the Nottingham population live in the most deprived areas nationally



Ethnicity Nottingham

55.2% (176,006) of the Nottingham population live in the most deprived areas nationally

Nottingham is ethnically diverse with 34% of its population being from Black, Asian and other ethnic minority groups



Joint Health and Wellbeing Strategy Nottingham

David Johns, Deputy Director of Public Health

<https://www.healthynottingham.co.uk/>



Joint Health and Wellbeing Strategy for Nottingham

April 2022-March 2025


Nottingham and Nottinghamshire
Clinical Commissioning Group

 Nottingham
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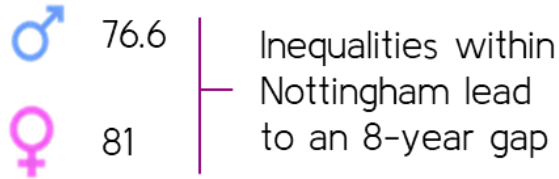
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LIFE EXPECTANCY



HEALTHY LIFE EXPECTANCY



People in Nottingham City spend 25-30% of their life in ill-health.

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Top 10 causes of death in Nottingham City:

1	Ischaemic heart disease
2	COPD
3	Stroke
4	Lung cancer
5	Lower respiratory infections
6	Alzheimer's disease
7	Colorectal cancer
8	Breast cancer
9	Prostate cancer
10	Cirrhosis

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Top 10 risk factors leading to poor health and death in Nottingham City:

1	Tobacco
2	High body mass index
3	High fasting plasma glucose
4	Dietary risks
5	High systolic blood pressure
6	Alcohol use
7	High LDL cholesterol
8	Occupational risks
9	Drug use
10	Child and maternal malnutrition

Joint Health and Wellbeing Strategy **Nottingham**



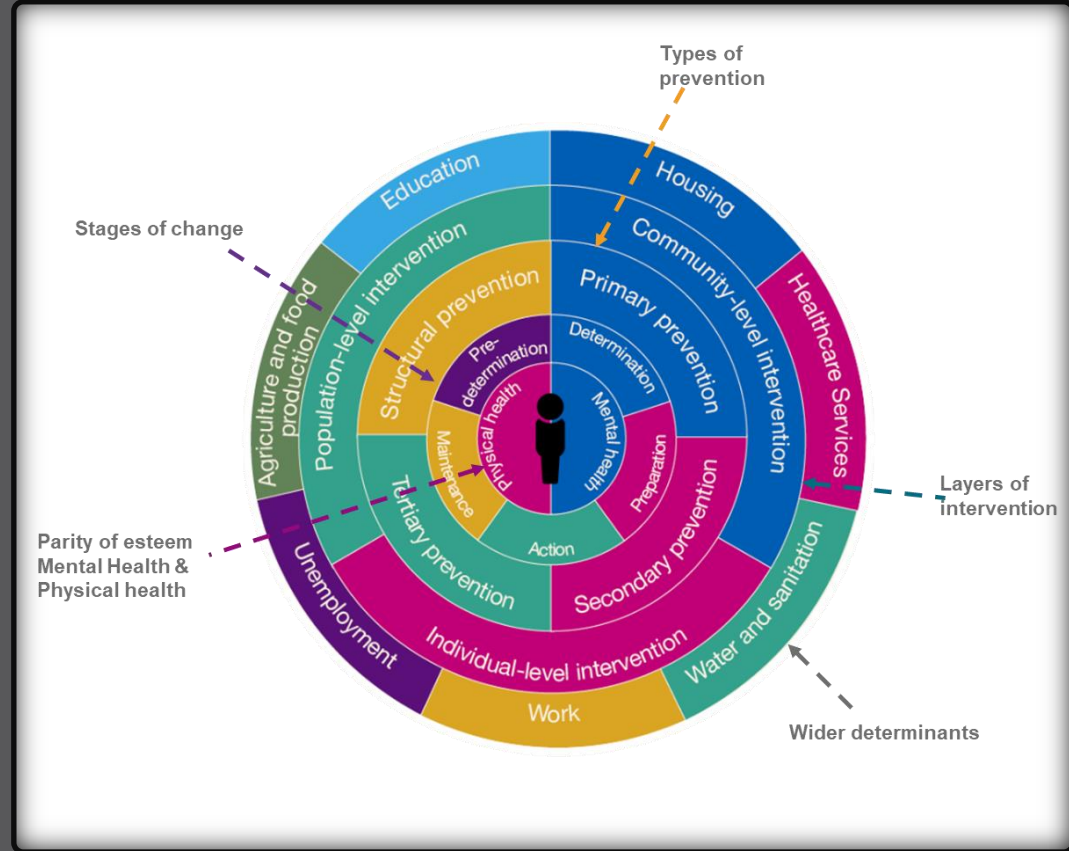
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Understand me and listen

'If I found time to go to see the GP he wouldn't understand me and I wouldn't understand him so what's the point?'

One size doesn't fit all

'You cannot slice a person up to fit services!'

Accessing services is difficult

'They treat illness with drugs but forget about everything else. I have no access to mental and wellbeing services, physiotherapy'

....and expensive

'I can't afford the bus fare to get across the city for an appointment'

Give me information I can understand

'English is not our first language so we don't like talking to others and are conscious that we don't understand the system'

My culture and religion are important

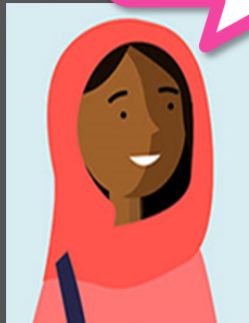
'I can't talk to my parents about this because you can't talk about this issue in my community'

...and there are reasons that I won't use them

'I don't trust services as they do not understand my culture and religion'

Health is not my first priority

'Health is the last thing I think about. I am trying to keep a roof over my head, feed my family and get a job'



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Smoking & Tobacco Control



Eating & Moving for Good Health



Severe Multiple Disadvantage



Financial Wellbeing

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Smoking & Tobacco Control



A SMOKE-FREE NOTTINGHAM

OUR LONG TERM SMOKING & TOBACCO CONTROL VISION FOR NOTTINGHAM CITY

Programme lead: David Johns, Deputy Director of Public Health, Nottingham City Council
Programme manager: Swathi Krishnan, Public Health Manager (Smoking & Tobacco), Nottingham City Council
Executive Sponsor: Hugh Porter, Clinical Director, Nottingham City Place Based Partnership

 Nottingham City
Place-Based
Partnership

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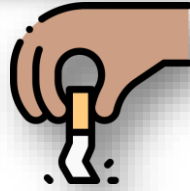


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Smoking & Tobacco Control

Nottingham is currently predicted to miss the smoke-free 2030 ambition by 10 years. (Source: LGA Research and Information Team)

17%

OF ADULTS ARE
CURRENT SMOKERS

(Source: Annual Population Survey)

13%

OF PREGNANT
WOMEN ARE
SMOKERS AT THE
TIME OF DELIVERY

(Source: NHS Digital)

3,039

HOSPITAL ADMISSIONS
WHOLLY OR PARTIALLY
ATTRIBUTED TO
SMOKING

(Source: NHS Digital for 2019/20)

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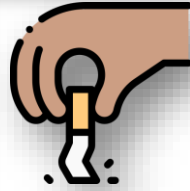


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Smoking & Tobacco Control

VISION

The Alliance has a clear, shared ambition to see smoking amongst adults reduced to 5% or lower by 2035 across Nottinghamshire and Nottingham City.

Further to this, we want to make the harms of smoking a thing of the past for our next generation such that all of those born in 2022 are still non-smokers by their 18th birthday in 2040

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Smoking & Tobacco Control

01

HELPING VULNERABLE GROUPS TO QUIT SMOKING

Have a comprehensive offer of support for anyone who wish to give up smoking and ensure that our most vulnerable communities have equity of access and outcomes.



02

EFFECTIVE REGULATION OF TOBACCO PRODUCTS

Work together to reduce the access to illegal tobacco and have a city and county where the retailer environment promotes good practice around illegal sales of tobacco and/or vaping product



03

CREATING SMOKEFREE PLACES AND REDUCING EXPOSURE TO SECONDHAND SMOKE

Increase the number of smoke free places and reduce exposure to secondhand smoke. Particularly amongst children and young people.



04

PREVENTION AND ENGAGEMENT WITH CHILDREN AND YOUNG PEOPLE

Prevent children and young from starting to smoke in the first instance and break generational smoking patterns



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Eating & Moving for Good Health



EATING & MOVING FOR GOOD HEALTH OUR LONG TERM VISION FOR NOTTINGHAM CITY

2022/23 update

Programme lead: David Johns, Deputy Director of Public Health, Nottingham City Council
Programme manager: Ruth Bell, Public Health Manager (EMGH), Nottingham City Council
Executive Sponsor: Louise Bainbridge, Chief Executive at Nottingham Citycare Partnership

 Nottingham City
Place-Based
Partnership

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Eating & Moving for Good Health

VISION

“It is our ambition in Nottingham to be a city that makes it easier for adults, families, children and young people to eat and move for good health.”

This means achieving lasting changes to the food, physical activity and social environment.

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Eating & Moving for Good Health



1: Ensuring all Early Years Settings, Schools and Academies are enabling eating and moving for good health



2: Supporting healthy choices in pregnancy and helping children and adults achieve and maintain a healthy weight



3: Promoting physically active lives and building active and green environments



4: Creating a local environment that promotes healthy food choices



5: Promoting a sustainable food system that tackles food insecurity

Current Picture



Adult weight management

Five services:

- In-person group based
- Digital only
- 3 x local sports clubs (new)



Stop smoking services

One service:

- 1:1 stop smoking service
- E-Cigarette pilot (Lung Health Checks)





Children's weight management

Early years provision only:

- Breastfeeding peer support, weaning education etc.
- No 5y+ service

Contracts are due to end **31 March 2024.**

Our Aim

- 
- Re-designing and re-commissioning services which encourage partnership working and integration
 - Improved health and wellbeing outcomes
 - Identifying and addressing inequalities and inequities
 - Connections with wider trends in health and social care, housing, finance etc.
 - Holistic support to address lifestyle behaviours and wider determinants of health
 - Focus on personalised, life course approach to the preventing of ill health
 - Considering all elements of health – physical, emotional, social and personal wellbeing
 - Ensuring overall “Best Value”
- 

Our Vision

From April 2024, the Council intends to amalgamate a range of health improvement interventions into one service model, referred to as an Integrated Wellbeing Service (IWS).

The Council will seek to commission a single delivery partner, which will be responsible for delivering the service functions in an innovative, dynamic, and flexible manner across and for Nottingham

The service will ensure **Best Value** and maintain a focus on **Continuous Improvement** with the following objectives:

- Maintaining and improving the health of Nottingham City citizens
- Preventing future ill-health and its negative impacts on the local population
- Reducing future and existing pressures on local health and care services
- Putting the service user at the centre of provision, in-line with the personalisation agenda.



CURRENT

Proposed scope

(our interpretation of an IWS)

- **Stop smoking service** – including development of a Cannabis Cessation offer and a Quit Vaping offer for young people.
- **Targeted Physical activity programme**
- **Eating and Moving for Good Health programme (Tier 1)** - universal behavioural interventions for all ages i.e. prevention and reinforcement of healthy eating and physical activity messages
- **Healthy lifestyle programmes (Tier 2)** - lifestyle weight management services providing diet, nutrition, lifestyle, and behaviour change advice
 - **Adult (18+)** - community and digital based programmes
 - **Children and family (5+)** - school & community-based programmes
- **Health MOT programme**
- **Mental and emotional wellbeing** - 5 ways to wellbeing programme (TBC)
- **Alcohol use screening and brief advice**
- **Substance use screening and referral**
- **Gambling screening and referral**
- **Healthy conversations training** - brief advice for healthcare, schools, and voluntary care sector
- **Social marketing** i.e. targeted campaigns with local information

Access



- Dedicated telephone number
- Available 7-days a week
- 8.00am - 8.00pm (suggested operating hours)



- Face to face conversations
- City based locations
- Outreach, events and high footfall areas



- Referrals from health professionals
- Referrals from support services
- Self-referral
- Feedback where appropriate



- Self-sign up via website
- Virtual consultations
- Digital support and information
- Dedicated website and social media channels

Starting point (single point of access)

STEP 01

Holistic assessment and initial data collection



STEP 02

Assess readiness for behaviour change

STEP 03

Identify individual needs and priorities



STEP 04

Goal and target setting

STEP 05

Co-designed personal plan



STEP 06

Allocation of personal wellbeing coordinator/navigator

The Approach

- Balanced and realistic
- SMART goals



- Innovative support
- Solution focussed



- Person centered
- Tailored and personalised
- Co-designed

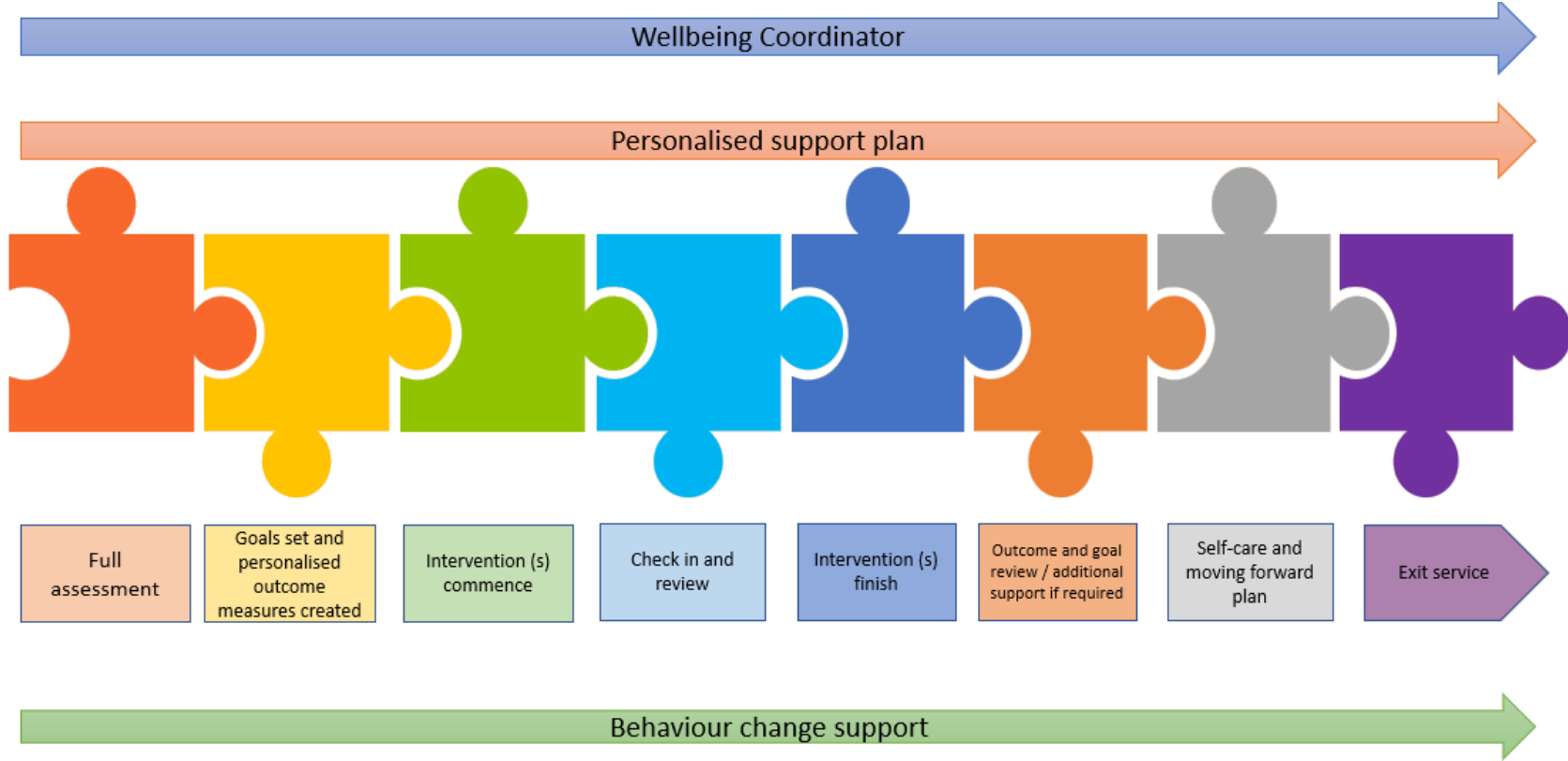


- Informed by health professionals
- Expert advice, support and guidance



- Meet the needs and goals of the individual
- Consideration taken for external determinants

Customer Journey



Details

Please note: Subject to change

CONTRACT LENGTH:

5 years (+3+2) = 10 years in total

FUNDING:

Current budget is circa £2.2m per year



Timeline

April - May 2023

Continued consultation via Citizens Panel, Youth Panel, Healthwatch (TBC), SSBC Parents Forum (TBC)

May 2023

Approval process - Council Procurement & Executive Committee (CPEC)

Summer 2023 (date TBC)

Open tender process

Oct - Nov 2023

Awarding of the contract

Dec 2023 - March 2024

Mobilisation



Thank You



Nottingham

City Council