



**Living Well  
in Bradford District**

2023 Progress Report

## What is Living Well?

Living Well is Bradford's whole systems approach to obesity and wellbeing. Established in 2018 it is a joint initiative led by the Bradford Council and Bradford District and Craven Health and Care Partnership.

The increasing number of people living with obesity and excess weight is the outcome of not one, but hundreds of seemingly small changes to what we eat and how physically active we are in recent decades.

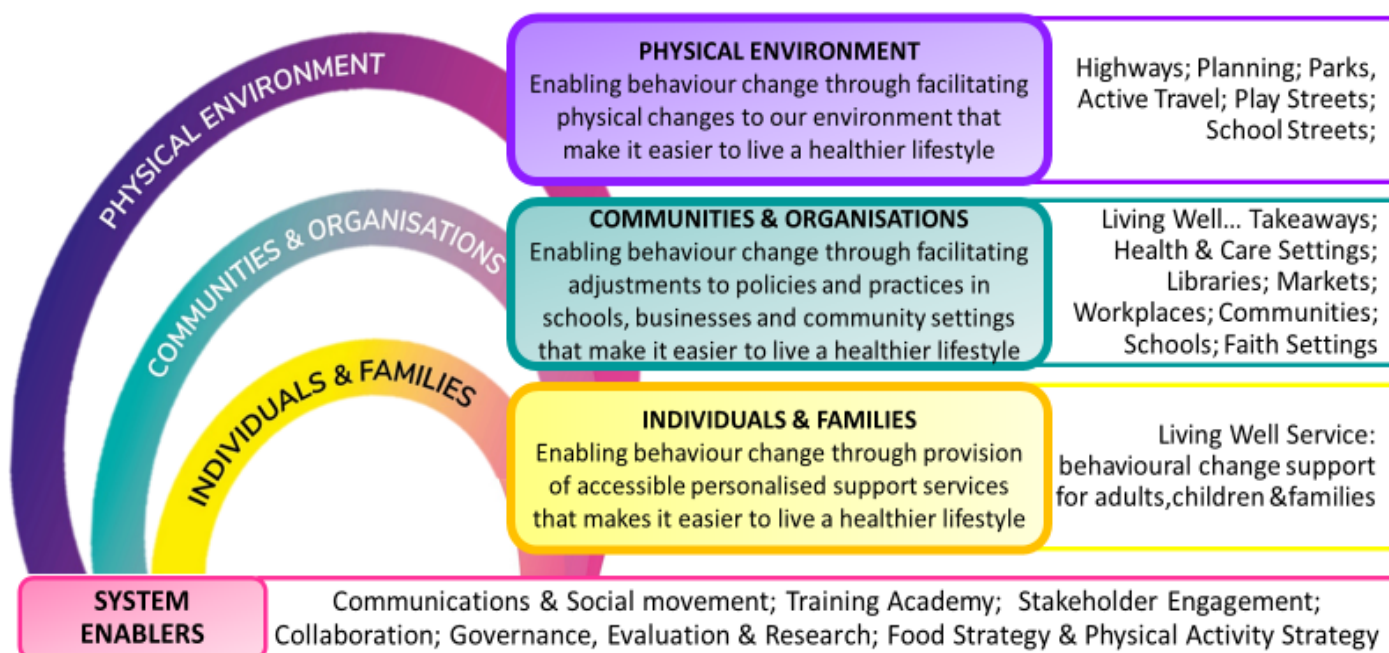
We use Living Well as an umbrella brand to coordinate collective action, create consistency, and build synergy between this broad range of activities that are all contributing towards making it easier for people living in Bradford district to have healthier and more physically active lifestyles.

### The Living Well Vision

To create a district where the places and organisations in which we live, work, learn and play are making it easier for people of all ages to live healthier and more active

## What does Living Well do?

Living Well enables the system to deliver interventions that will instigate behaviour changes to address the root cause of physical inactivity and having an unbalanced diet to make living a healthy life easier. The Living Well approach targets its efforts through four levels.



## Why do we need Living Well?

Over 67% of adults and 41.7% of children aged 10-11 in Bradford District are living with excess weight and obesity. Obesity increases a person's risk of conditions including heart disease, type 2 diabetes, asthma, hypertension, arthritis, sleep apnoea and many types of cancer. In the past effort has focussed on addressing obesity at the individual level, giving people diet plans and guidance on changing their lifestyle. Personalised support is still considered critically important for ensuring we are equipping people to navigate their way through the system in which we currently live, however this is only one element of the Living Well approach.

## What's different about a Living Well approach?

The Living Well approach is different to traditional individual focussed efforts to support those living with obesity. No single person, policy or activity has ever intended for our society to become increasingly overweight. Our approach recognises that obesity is the unintended outcome of living within a system which has developed to inadvertently default people into living a more sedentary lifestyle and eating greater volumes of food high in fats, salts, and sugars.

The rapid increase in the number of people living with excess weight has resulted from a combination of multiple and complex factors that have worked together to create a situation where it takes extraordinary levels of personal effort and resources to maintain a healthy and active lifestyle. We call these factors the root causes of obesity.

## The Living Well story so far...

Since 2018 we have engaged with hundreds of stakeholders and community members across Bradford District to map the root causes of why people have become less active and are eating an unbalanced diet in Bradford. **Together, we have identified hundreds of root causes and we set out to develop an approach guided by the latest evidence to address each root cause and work towards creating a district where it will be easier to eat a balanced diet and be physically active.**

There isn't a single solution that can bring about the necessary changes to address these root causes of obesity which come together to make living a healthy and active life so challenging. Living Well is about engaging and harnessing the potential of the entire local system to deliver work at scale to make healthier lives 'everybody's business'. It is about making the most of community assets by engaging and enabling organisations, businesses, and communities across Bradford District to develop combined actions that address the root causes of obesity and contribute towards fostering a healthier place for people to live, work, study, and play.

To make this happen, Living Well has directly delivered projects over the past 5 years to start trying to transform the system that we live in. **However, this change isn't going to happen overnight, and we can't do it alone.** As such, we now have over 200 key stakeholders actively engaged in helping to make the Living Well vision a reality. Little by little we are working towards generating the groundswell of change through creating consistent messaging, support, and tools for partners to work with under the Living Well brand. We want to see everyone from town planners to toddler groups recognising and seizing the opportunities we all have in our day to day lives towards creating a district where it is easier for people to start Living Well.

# Our Projects 2023



<b>Individuals and Families</b> .....	6
Living Well Service: Adult Weight Management .....	6
Living Well Service: Children and Families.....	6
Living Well Service: Bradford Encouraging Exercise in People .....	7
Living Well Service: Smoking Cessation .....	8
<b>Communities and Organisations</b> .....	9
Living Well Schools.....	9
Living Well Community Health Development.....	10
Living Well Madrassas .....	11
Living Well Workplaces.....	11
Living Well Libraries.....	12
Living Well Takeaways.....	12
Living Well Healthcare Settings.....	13
<b>Physical Environment</b> .....	14
Active Travel Social Prescribing.....	14
School Streets.....	14
<b>Systems Enablers</b> .....	16
Living Well Communications and Marketing.....	16
The Bradford Good Food Strategy .....	17
The Bradford Physical Activity Strategy.....	18
Living Well Academy.....	19
Living Well Collaborative Network.....	19
Living Well Strategic Engagement.....	20
Living Well Research and Evaluation .....	21

## Individuals and Families

### Living Well Service: Adult Weight Management

Living well is working in partnership with well-known service providers to offer all adults who live in Bradford District with a BMI of 25 or more the chance to access 12 weeks' free membership to weight management programmes. The support has been designed using the psychology of behaviour change and is delivered via community groups and online platforms to help people break old habits and change their lifestyle, giving them the confidence to commit to healthier new habits, for life.

#### The story so far...

- Launch of the 'Choose What Works for You' campaign in March 2022 via Living Well's social media pages, newsletters and website, to offer a choice of provider (Weight Watchers (WW); Slimming World; Get Slim; Shape Up 4 Life).
- Ongoing promotion of the offer has seen an increase in uptake, including GP referrals.
- Based on feedback and uptake, Living Well continues to offer membership to Weight Watchers (WW) and Slimming World.
- We have seen a fantastic community response with 6,950 applications received from March 2022 to date (Oct 2023)



#### Choose what works for you



#### Coming up...

- Collaboration with the University of Bradford to explore the facilitators, barriers and motivators for men and minority ethnic groups accessing and engaging with weight management interventions. The findings will inform any future adaptation of the service offer.

### Living Well Service: Children and Families

The Living Well Service for Children and Families offers a home or community based, needs-led behavioural support programme for children aged 2-19 who are above a healthy weight and live in Bradford District. The team offer personalised support tailored to each family to enable them to develop sustained behaviours around eating a balanced diet, being physically active, sleeping well and maintaining good mental wellbeing. The service offer is key to reducing inequalities in wellbeing experienced by children and their families who need additional support to help them navigate making transitions toward healthier behaviours.

#### The story so far...

- Service was developed from a substantial grant won by Bradford Council in 2021 to deliver a unique needs led model focussed on the whole family.



- Delivery of an adjusted model for grant compliance began in 2021 focussing on children identified through the National Child Measurement Programme data.
- Full home-based offer launched Sept. 2022 focussed on the health gains from behavioural changes.
- Referrals coming from a wide range of partners including self-referrals from families.

### Coming up...

- Focus on promoting the service to increase referral levels.
- Provide a clear transparent narrative and set of materials including videos about what is offered.
- Working to ensure seamless needs-led care pathways are in place around the service for children with more complex clinical and social needs.

## Living Well Service: Bradford Encouraging Exercise in People

Bradford Encouraging Exercise in People (BEEP) is multi-agency exercise referral scheme taking referrals from GPs and other health professionals from across Bradford to increase physical activity levels and reduce sedentary behaviour in those living with long term health conditions with a view to improve overall health and better manage conditions. BEEP offers bespoke exercise plans prescribed by registered exercise professionals with a 52-week follow up support service.

### The story so far...

- Established for over 15 years in Bradford District with a strong relationship with GPs.
- Implemented the BEEP Reducing Inequalities in Communities project focussing on increasing uptake of the services for residents living in the City area.
- New self-referral pathway established.
- Partnered with MS Society to offer exercise-based support to MS patients in the community.
- Launched a new cancer pre-habilitation pilot for lung and GI cancer patients in Bradford increasing their levels of physical activity prior to treatment to improve outcomes.
- BEEP client won the active lifestyle award at the Bradford Sports Awards 2022
- Redesign and production of new Living Well BEEP resources to increase awareness and transparency of what clients can expect.



### Coming up...

- BEEP animation to be used in GP practice waiting rooms and hospital display screens and further involvement at GP practice engagement events and trialling promotional SMS texting at additional GP practices.
- Supporting health events, offering blood pressure checks and involvement in Self-care Week
- Exploring inclusion of exercise on referral into secondary care pathways

## Living Well Service: Smoking Cessation

The Living Well Service Smoking Cessation offer provides 12 weeks of behavioural support with access to pharmacotherapy for all smokers in Bradford District wanting to quit. The Service is delivered by both Living Well Advisors and Stop Smoking Practitioners in accredited primary care settings. The objective of the service is to reduce smoking rates and smoking-related health inequalities across Bradford.

### The story so far...

- Ongoing and sustained numbers accessing the service for support.
- Introduction of Quit Manager software across the service and primary care partners to increase service efficiency.
- Redesign and production of new stop smoking resources including a regular newsletter for providers of the service in primary care.



### Coming soon...

- Local smoking campaign launching in November 2023
- Addition of vapes to the pharmacotherapy offer.
- Harm Reduction approaches being trialled with clients with more complex needs
- Expansion of service to deliver on nationally allocated additional investment in smoking cessation services from April 2024 onwards

### Service user story: Steve

*In the past few years Steve has had three heart attacks, a heart bypass and needed a couple of stents. He suffers from COPD and he knows this is due to smoking. Steve found it difficult to walk upstairs without assistance and needed help bathing and dressing, which left him with little dignity.*

*Helped by the Living Well stop smoking team at Thornton Medical Centre, Steve has now managed to reduce his cigarette intake to less than three per day. He is still receiving support from a member of the stop smoking team and with this help Steve is sure he can quit!*

# Communities and Organisations

## Living Well Schools

Living Well Schools began through a 3-year funding award from the Reducing Inequalities in Communities (RIC) Schools with aims to reduce childhood obesity and health inequalities in deprived city area. The project currently delivers its offer to 30 primary schools aimed at transforming them into health-promoting environments for students, staff, and families. The offer provides a facilitated approach linking schools to resources on physical activity, nutrition, and mental health to meet their individualised needs. This enables schools and their leaders to adopt and implement services tailored to their specific needs.



### The story so far...

- 85% of RIC-LW schools stated that they have increased the amount of physical activity on offer.
- 83% of RIC-LW Schools are working towards the Food for Life award, three schools have received the Foundation Award and two have nearly completed Bronze.
- RIC-LW Facilitators have produced a Lunchbox Toolkit and Nutrition workshop series for families.
- In September 2023, 20 RIC-LW Schools signed up to receive myHappymind, a locally commissioned mental health programme for schools.
- The team are delivering nutrition workshops to parents and families at coffee mornings and parents' evenings. They deliver lunchbox sessions and educate families about healthy eating.
- Engagement in the RIC Schools project has driven desire to develop outdoor space and utilise it throughout the school day. One school successfully obtained £300,000 through funding bids to create outdoor classrooms, grow beds, and to remodel the KS1 & KS2 playgrounds.
- The Living Well Schools website was developed and launched, with the aim of being an online directory and source of support for school staff and leaders.

*"Our RIC Facilitator has expert subject knowledge and delivered many CPD training sessions at our school. He was always responsive and supportive. Due to the access to my RIC Facilitator, progress and implementation has been possible and effective".*

Cluster 1 school lead

### Coming up...



- The RIC LW Schools team will continue to support the 30 RIC schools until the end of the school year and will be part of the evaluation, development, and transition into the wider Living Well Schools project over the next 8 months.
- Full Living Well Schools project under development to ensure best of RIC-LW offer is extended in addition to work areas around poverty proofing the school day, and adversity trauma and resilience work.



- The new phase of Living Well Schools will be launching in 2024 with increased focus on collaboration between schools, service providers and community projects to maximise the impact of offerings
- Staff training, building communities of practice, hosting and attending events and empowering staff and families.
- The extended provision will comprise of a team of leads to give support to schools, new functions on the website and a system of commissioned providers for schools to access.



## Living Well Community Health Development

This programme is based on community centred approaches to reduce health inequalities and strengthen community participation for health and wellbeing. The programme aims to put communities at the heart of what we do, strengthen health promotion action at a community level and gather community insights to maximise the impact of Living Well. We take a particular focus on underserved communities to enable a joined-up approach to addressing health and social inequalities with local populations. Through our work we link frequently with wider community partners, including Neighbourhoods teams, the VCS and place-based NHS provision to share insight and expertise.

### The story so far:

- In the past 6 months we have recruited five Living Well Community Development and Engagement workers (CDWs), who are now co-located with Neighbourhood teams across each of the five localities,
- Living Well CDWs have engaged with more than 5,000 local residents in last five months through participating at 45 community health events in Bradford and more than 35,00 local residents through 28 HAF community events in parks. With each engagement we are sharing key Living Well and public health messages and increasing sign-up to the Living Well Monthly Newsletter and social media websites.
- Provision of a Living Well Community Health Development grants offer for VCSE organisations to give voice and improve health within communities of interest groups.
- Conducting focus groups and tailored engagement to inform a health needs assessment for communities of Black ethnicity in Bradford.



### Coming soon:

- Living Well Champions project development in the next six months engaging community members in becoming more active in championing Living Well in the community
- Building capacity of small community groups and reaching marginalised community of interest groups through Community Health Development grants programme

## Living Well Madrassas

In 2019, Public Health, Born in Bradford and Council for Mosques formed a unique partnership to explore the opportunities for working with Islamic religious settings to tackle inequalities in childhood obesity by supporting healthier behaviours and influencing positive social and structural change. There are 124 registered Madrassa's in Bradford district providing a significant opportunity for engagement with children from the Muslim South Asian community who experience greater levels of inequalities in excess weight. Three years of initial funding was provided through the national Local Government Association 'Childhood Obesity Trailblazer' project (2019-2021), with direct Public Health funding being used to sustain the project since 2021.



### The story so far...

- The Madrassas programme worked with Islamic religious settings to co-produce evidence-based curriculum materials and training in the form of a tailored toolkit for Islamic religious settings to implement by aligning it with national guidelines on obesity prevention and the Islamic narrative.

- The toolkit was co-produced using 80 'test and learn' sessions with 10 new place-based groups and 21 workshops on healthy behaviours.
- 15 new faith settings engaged in the project in the last 18 months.
- 17 settings received incentive funding to buy equipment and resources to enable healthy eating and physical activity provision on site.
- Multiple publications in research journals evidencing the success of the project.

### Coming up...

- Further plans to work with another 10 new settings in 23/24
- Formally launching the toolkit and sharing best practice to partners outside of Bradford District
- Sustaining the project through further Public Health investment from April 2024

## Living Well Workplaces



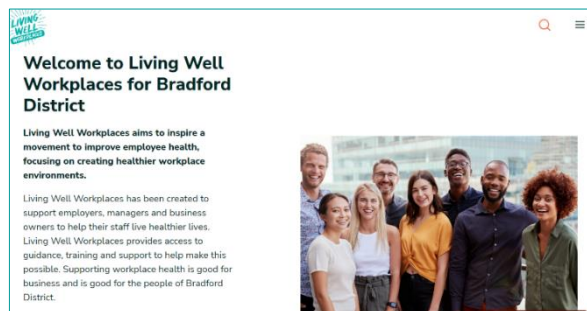
Living Well Workplaces aims to enable employers to consider how they can support the wellbeing of their workforce. We focus on supporting employers to develop policies that create a working environment that enables people to thrive at work and empowers employees to look after their wellbeing.

### The story so far...

- Launch of the Living Well Workplaces website
- Promotion of Living Well's 20-minute movement campaign to workplaces
- Development of 20 Living Well Workplace Wellbeing Promises for workplaces to choose from
- Development and launch of a quarterly newsletter with a focus on mental wellbeing.

## Coming up...

- Staff resource to support the full-scale development of the programme in 2024.
- Expansion of the Living Well Workplaces website offer to promote the broader Living Well offer and services to workplaces.



## Living Well Libraries

The aim of this project is to enable the Library Service to promote health and wellbeing in the community through training, guidance and support. Health and Wellbeing is a statutory area of focus for libraries and their work supports four key wellbeing issues: school readiness, so children can thrive at school and in life; addressing poverty; return to work; reducing social isolation.

## The story so far...

- Library service staff are accessing Living Well Academy courses to improve their health literacy and knowledge.
- Bradford Encouraging Exercise in People (BEEP) are delivering sessions in four library locations.

## Coming up...

- Looking at opportunities for Living Well Advisors to start working out of libraries across the Bradford District

## Living Well Takeaways

The aim of Living Well Takeaways is to enable takeaway businesses throughout Bradford district to look at ways they might offer healthier meal options for their customers. Living Well Takeaways offers takeaway owners and staff the opportunity to help change the way communities think about food.



## The story so far...



- Undertook 'face to face' engagement with 75 local takeaway owners and staff including interviews and focus groups.
- Engaged with a diverse range of communities and used an online survey to capture behavioural insights of 500 people who regularly use takeaways.
- Developed a research survey for Living Well Takeaways with Dr Eleanor Bryant and a behavioural psychology student from University of Bradford to gain additional insights. This was sent out to over 1,500 takeaway businesses operating across Bradford District via the Environmental Health e-bulletin & newsletters.

- Commissioned providers (Keighley Healthy Living & Participate) to work with takeaways over the next four years.



## Coming up...

- Onboarding the new providers by sharing insights gained to date and helping them to prioritise planned Living Well Takeaways work over the next 6-12 months.
- Both providers to engage and start working with 10 'test and learn' takeaway businesses to co-develop a range of offers and initiatives linked to healthier food options
- Develop a range case studies and examples of good practice for the Living Well website and work with the 'test and learn' takeaways to create a series of short films.

## Living Well Healthcare Settings

The aim of the Living Well Healthcare Settings work is to promote Living Well across hospital trusts, GP practices, pharmacies, care homes, nursing homes and voluntary sector services where we promote Living Well offers and resources to patients, staff and volunteers. Patients will be able to access Living Well services and resources either as a preventative measure or as health improvement support whilst managing their health conditions via their pathways of care. Health and care staff/volunteers will have knowledge of Living Well and will be able to advise patients on support available, as well as being able to access resources and support for themselves to aid a healthy workforce and create a health promoting environment.

## The story so far...

- Encouraged all health and care settings to sign up to the Living Well 20 Minute Movement campaign (including hospitals, care trusts, GP practices, care homes and pharmacies)
- Held engagement events across seven health and care settings.
- Living Well offers and messaging included in patient letters and online portal (several specialist) at Bradford Teaching Hospital Foundation Trust
- Worked with BEEP & GP practices to send targeted text messages encouraging patients to access Living Well services resulting in increased referrals.
- Commissioned GP practices to deliver an enhanced weight management offer for adults increasing referrals into Living Well Services



## Coming up...

- Extend engagement settings with a focus on adult social care and care homes.
- Continue to work with GP practices to test referral routes and targeted promotion of Living Well Service offers.
- Complete Living Well toolkits for each health and care setting.
- Embed Living Well service offers and resources into discharge process at Airedale General Hospital Foundation Trust
- Monitor impact of including Living Well content in patient letters and online portal at Bradford Teaching Hospital Foundation Trust

# Physical Environment

## Active Travel Social Prescribing

Bradford District was awarded £1.34 million of Active Travel England funding for a new project which aims to improve mental and physical health, and reduce disparities, through incorporating active travel within social prescribing. The pilot will focus on three areas of the district's most deprived wards where Active Travel infrastructure development plans are in place. The areas identified are Central Keighley, Manningham and Girdlington and Bradford Moor.



The ambition is to address the community-identified need for active travel support via social prescribing, particularly in under-represented groups and areas of high deprivation. Strengthening community connections to existing and future Active

Travel infrastructure intends to shift people towards active travel through wider travel choices and changes in physical activity.

### The story so far...

- Community readiness in progress
- Over 50 VCS organisations engaged.
- New team in place including one manager and two officer roles.



### Coming up...

- First delivery of Active Travel Social Prescribing before the end of the year
- Cycle Hub in Keighley to support 'learn to ride' and 'commuter' training
- Innovative e-Bike loans scheme across a pilot area
- Increase in trained cycle and walk leader to support VCS delivery and training
- Delivery of wheelchair skills course pilot

## School Streets

A School Street uses a legal traffic regulation order to restrict access to school traffic and through traffic\* at the beginning and end of the school day. The aim of School Streets is to help:

- Reduce congestion around the school
- Prevent dangerous driving, parking and turning in areas where there are lots of children and families
- Reduce air pollution (caused by engines running) and noise pollution.
- Provide a safer, calmer, happier, healthier space for children and their families
- Encourage greater physical activity (walking, cycling, wheeling and scooting) as part of the journey to and from school – even if it is only for the last part of the journey.



School Streets schemes in Bradford are currently funded as part of the Council's Active Travel Programme. When funding is confirmed (annually), schools are assessed against eligibility criteria which includes reviewing the suitability of the adjoining highway, air quality levels and existing school engagement.

### The story so far...

- In June 2021, nine schools launched their School Streets schemes using 18-month Experimental Traffic Regulation Orders. Of these initial schools, four schools have now converted to permanent schemes. In Summer 2023, two more schools launched their School Streets schemes using Experimental Traffic Regulation Orders
- Evidence from before and after traffic counts shows a reduction in the number of cars entering the school street area once the scheme has been introduced.
- There has been a lot of learning both locally and regionally about challenges including school staff capacity and safety concerns. However, despite the challenges, we are now in a far better place to help to support schools to introduce their schemes and manage their expectations accordingly.
- Through working with the pilot schools we have developed materials and resources to help them communicate effectively and regularly with their families and local residents

*\*Emergency vehicles are always allowed access and residents of the street are also issued with access permits.*

### Coming up...

- Public Health and Highways invited expressions of interest from a further tranche of suitable schools. To date, two more schools have expressed interest in implementing a School Street outside their school and site visits have been arranged with them.
- Act Early are evaluating the impact and reception of the introduction of School Streets. To date 999 pupils have completed a Health and Place Intervention Evaluation (HAPIE) tool which includes a standard measure of wellbeing, physical activity, play and street perception.
- Air Quality monitoring (using diffusion tubes) is being undertaken with Tranche 2 Schools (and their control schools). These will provide a general measure of air quality over time. A real time monitor has also been installed outside one Tranche 2 school and one control school for comparison.

## Systems Enablers

Delivering active community engagement, positive campaigns and training offers with consistent messaging under the Living Well brand to increase the capability and motivation of both the public and policy makers to create a social movement for healthier lifestyles.



## Living Well Communications and Marketing

Our aim is to raise awareness of the Living Well brand across Bradford District and create a social movement that will educate, encourage, and change people's behaviours by developing local campaigns that show how anyone can lead a healthier life. We want Living Well to become a trusted source of information through the website and via proactive and reactive social media to help make the healthy choice, the easy choice for people living in our district.

### The story so far...

- Delivery of a highly successful 'Swap Well to Eat Well' campaign and distribution of 15,000 'Swap Well to Eat Well' information packs
- Sub campaign 'Swap your Takeaway for a 'Fakeaway'' distribution of 1,600 free 'fakeaway' recipe packs in shopping centres and 1,200 recipe packs to people accessing Bradford food pantries.
- Nominations for two prestigious awards with CIPR Pride & Comms Hero Awards CIPR PRide Awards.
- Successful delivery of the '20 Minute Movement' physical activity campaign: 80 workplaces and >20,000 adults signed-up during Phase 1; 33 Primary Schools signed-up during Phase 2; development of campaign resources for older people in Phase 3.
- Sponsorship of the Active Bradford Sports Awards 2023



### Coming up...

- Development and delivery of a Living Well 'Quit Smoking' Campaign in November 2023
- Delivery of two Self Care Week events in November 2023
- Development and delivery of a Living Well 'Sleeping Well' campaign in January 2024
- Development and delivery of a Living Well 'Community Growing' campaign in Spring 2024

## The Bradford Good Food Strategy



The Bradford District Good Food Strategy has been developed in the context of the ongoing pandemic which has highlighted and deepened a range of inequalities, including those around the cost and supply of healthy food, and food insecurity. Work on the strategy has been underway since 2020 when we established a cross cutting multi-stakeholder partnership to lead the development of the strategy and establish the vision for the districts food system. This was followed by an extensive consultation phase where we engaged with key partners and organisations across the district, finishing with a substantial community-based consultation with residents across the district.

The strategy is governed by a new sustainable food partnership which is made up of over 50 local partners and the four key outcomes of the strategy are:

- 1) Creating an Eating Well Culture
- 2) Tackling food insecurity
- 3) Community led growing.
- 4) Creating a sustainable food system for all

### The story so far...

- Investment into local communities for 'community led growing' grants.
- Launched the 'Food for Life' award and 'Food Savers'
- Commissioned 'Grow Bradford' to lead on the community led growing workstream.
- Commissioned Leeds University to co-produce a healthy and sustainable markets charter to be implemented at the new Darley Street Market
- Funding provided to revamp 30 allotments to stimulate local growing.
- Funding to 'Trees for Cities' and 'Fruit Works' to enhance growing at local schools.
- Research produced on vertical farming feasibility and on Halal 'Farm to Fork' potential.
- Working with Food Standards Agency to improve school food.

### Coming up...

- A 'Food Symposium' to formally launch the strategy and enable advocacy across the system (13th November 2023)
- Community led food growing campaign to launch in Spring 2024
- The launch of an advocacy toolkit
- Establishing a plan of how to support anchor institutions with food procurement.
- Establishing a consensus statement on Ultra Processed Food
- Working with York University on climate friendly food for school meals



## The Bradford Physical Activity Strategy

The Bradford Physical Activity Strategy is our district's plan for promoting physical activity and creating a culture of movement. It provides a clear roadmap for action, outlining the steps that we need to take to increase physical activity levels across the community. Underpinned by an extensive engagement with residents, partners and multiple stakeholders, this strategy is the culmination of the overwhelming interest and participation.



The nine priorities of the new strategy are as follows:

- Active schools, children, and young people
- Neighbourhoods and communities
- Sport and active recreation
- Health and social care
- Workplaces and workforce
- Greenspace
- Built environment.
- Active travel



### The story so far...

- Successfully bid for the Active Travel Social prescribing national programme to develop active travel communities.
- New School Streets being delivered in the district to support communities being active on their home street
- New sports facility (Wyke)
- Growth of the Living Well faith settings work with Madrassas
- Launch of the Creating Active Schools framework in 50 schools
- Launch of an interactive and intuitive physical activity search portal powered by 'open data'
- Launch of the JU:MP app to support teenagers with being active called 'Best Life'



### Coming up...

- Formal launch of the new Bradford Physical Activity Strategy and finalising the action plan
- Co-developing plans for the ongoing growth of the Sport England local delivery pilot (JU:MP) to use its learnings to support wider district areas
- Formulating an approach to advocacy and embedding work across the wider council
- Expanding the Living Well Schools programme





## Living Well Academy

The Living Well Academy aims to help individuals, communities, and organisations across the district to access health improvement-based learning and training. The focus of the training on offer is to offer support to:



- 1) members of the public in improving their own health and wellbeing
- 2) system stakeholders including employers, schools, health and care staff understand how they can make changes to help others live healthier lives.

### The story so far:

- Creation of the Living Well Academy website which has supported promotion to reach a wider audience and increase in recruitment.
- Trained 293 people by delivering 28 mental health courses.; Trained 172 people by delivering 14 Royal Society for Public Health courses. Developed and trained 90 Bradford Council Respect Allies with a shortened one hour 'Introduction to Mental Health' training.
- Delivered bespoke Mental Health First Aid Aware course to various Bradford Council teams including Neighbourhood Wardens, Council Wardens, and Elected Members
- Developed and delivered training to support the '20 Minute Movement' campaign.
- Developed, delivered, and piloted the Living Well Making Every Contact Count (MECC) training

### Coming soon:

- Roll out Living Well Making MECC training to our core training offer.
- Develop bite size training sessions on key topics e.g., healthy eating, physical activity.
- In process of developing a short training package to deliver learning on key skills and knowledge areas for Living Well Champions and Living Well Stakeholder Engagement
- Offer additional Adult Mental Health First Aider courses due to high demand.

## Living Well Collaborative Network

The Living Well Collaborative is where we come together to deliver our whole systems approach in partnership with all our stakeholders. The group facilitates an opportunity to 'join up the dots' across the system by building capacity, disseminating key messages and sharing good practice. The group currently has 60+ members from across the multi- sectoral system.

### The story so far:

- Held six-weekly Living Well Collaborative Network meetings showcasing the work of our partners in delivering work on the Living Well approach and updating partners on the delivery projects within the Living Well team.
- Regular face to face partner events to develop as a group and for informal networking.

### Coming soon:

- Refresh our Living Well Collaborative Network to increase ownership across the system to enable us to expand on our existing group of partners.



## Living Well Strategic Engagement

Strategic Engagement work sits at the core of Living Well and strives to enable the system to take action. Our ambition is to build positive and supportive relationships across sectors, organisations, and partnerships. In doing this, we hope to engage key decision makers in the system and give them sufficient knowledge of the potential opportunities of their position to deliver strategic and policy change around improving health behaviours, as well as the tools, support, and motivation to allow them to feel shared ownership of Living Well. Through doing this work under the umbrella of Living Well, this aims to create co-ordinated actions that start to tackle the root causes of obesity and disrupt the system that perpetuate unhealthy lifestyles. Strategic Engagement is also responsible for providing robust and transparent governance arrangements for the purpose of providing leadership, assurance, scrutiny and oversight of the development and delivery of Living Well initiatives and achievement of core outcomes.

### The story so far...

- Created a governance system for the Living Well Steering Group to ensure that the programme is accountable. Meetings held every six weeks and highlight reports are produced for all delivery projects including quarterly data reports and a programme risk register.
- Delivered a session at the Annual District Partnership event with other enabler programmes to understand how we can best support the District Partnerships to systematically consider the implications of health, wellbeing, inequalities, and social determinants in their delivery.
- Ensured Living Well representation on the 13 community partnerships and five 'Act as One' priority programmes and agreed three key areas to focus on joint delivery.
- Showcased Living Well at regional, national, and international knowledge sharing events, conferences and peer-to-peer learning events.
- Developed new connections with the culture sector including the role of Arts in Improving Wellbeing and Bradford City of Culture 2025

### Coming up...

- Develop an action plan for partnership with the other Wellbeing system enablers including focussed work with a select number of District Partnerships groups to integrate Living Well into their programme delivery, policy and practice.
- Deliver a 'Living Well: learning from systems working' workshop at the Reducing Inequalities Alliance event in November 2023
- Showcase Living Well projects delivered by partners at the Celebrate as One awards in October 2023
- Create a new Culture and Health Network which brings partners together across the culture and healthcare sectors, to maximise the Bradford City of Culture 2025 and integrate wellbeing and culture through services (e.g., social prescribing)

## Living Well Research and Evaluation

Embedding research and evaluation into Living Well as an integral component creates the opportunity to measure what is happening, supports feedback and aids decision making.

### The story so far...

- Mapping of Living Well stakeholders and partner organisations across the local system
- Designing and piloting a comprehensive survey to explore the capacity and action of strategic partners in addressing the local causes of obesity.
- Developing a framework for monitoring all Living Well projects and outputs
- Supporting Living Well Children and Families Service with data collection and evaluation
- Ripple Effect Mapping workshops with Living Well Schools and Living Well Workplaces
- Several abstracts accepted for national and internal conferences, and presentation given at the EASO Congress on Obesity in Dublin May 2023
- Established a good collaboration with University of Bradford which has enabled MSc students to undertake research on Living Well Takeaways and Living Well Adult Weight Management work and provided a Careers presentation for Psychology and Health students.



### Coming up...

- Refresh Living Well's detailed logic models to reflect ongoing delivery and demonstrate how we're pursuing outcomes within a whole system approach.
- Writing collaborative journal papers with other academics from national institutions about Ripple Effect Mapping within Whole Systems Approaches and Reflections on Embedded Research
- Using research and evaluation to support the development of the Children and Families Living Well Service

