

The Healthy Bradford Plan

Shaping the system, improving lifestyles

September 2017

1. The Issue

Bradford District has some of the highest rates of preventable diseases in the country these include; obesity; Type 2 Diabetes; and some kinds of cardiovascular, respiratory and liver diseases and muscular skeletal disorders.

These preventable diseases, often called 'lifestyle diseases', are linked to five key behaviours:

eating too much **eating unhealthy food** **being physically inactive** **drinking excessive alcohol** **smoking**

It has been recognised both nationally and locally that current efforts to support people to address these behaviours themselves are not making enough impact on the scale that we need them too. For example, over 67% of people in the District have a Body Mass Index over 30 and are classified as being overweight or obese.

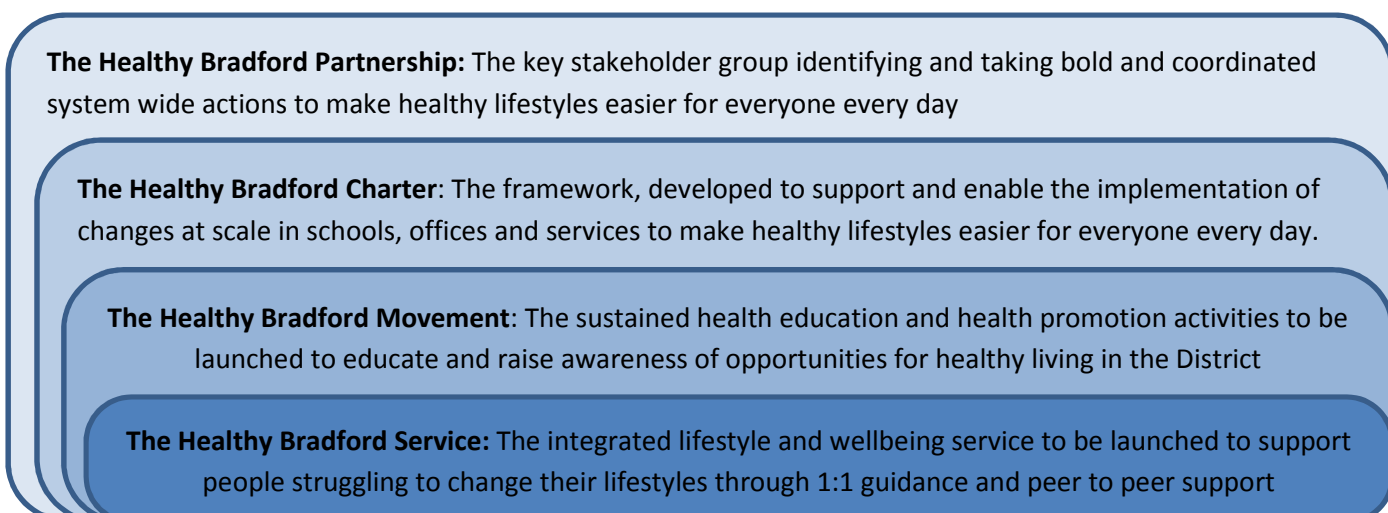
Interventions to directly tackle these behaviours (e.g. diet and exercise classes) have had a relatively low impact. While the changes made by people participating in such activities are normally very positive, there are often low numbers of people when looking at the District as a whole and the changes being made are very challenging to sustain.

This lack of sustainability when we make lifestyle changes is evidenced to be a result of the culture and environments in which we now live making *unhealthy* lifestyles behaviours much easier to maintain than healthy ones. For example, compared to even 20 years ago, we now find ourselves with cheaper and high calorie foods readily available to eat and snack on, convenient motorised transport to travel just short distances, spending long hours sat at computer/tv screens with less opportunity to exercise or having family time to cook from scratch... the list of changes to our lives and lifestyles is long. Furthermore, many of these 'drivers' of unhealthy behaviours are interrelated; working together to make living a consistent healthy lifestyle a challenge. We call these interconnected drivers working together the 'system'. There is now overwhelming research showing that, in order for us address the root causes of peoples unhealthy behaviours, we must find ways to understand this system and work together to shape it for a better and healthier future for our District.

2. The Plan

The Healthy Bradford Plan aims to bring a collaboration of partners together to shape the system with coordinated actions towards a shared ambition: **To make it easier for everyone, everywhere in the District, to live healthy and active lifestyles every day.** The plan consists for four core activities shown in Figure 1. Each activity will build on the previous and each will develop numerous actions with multiple partners to identify and tackle the drivers of unhealthy lifestyles across the population.

Figure 1: The four core activities to be undertaken to deliver the Healthy Bradford Plan



2.1 The Healthy Bradford Partnership

The Healthy Bradford Partnership will be established in October 2017 as a working group to include a wide range of partners from across the District. The group will be tasked to map the local drivers of poor lifestyles using the latest tools and techniques developed by Leeds Beckett University on behalf of Public Health England. The system map developed will identify and prioritise areas where we can work together to positively shape and change our existing system at pace, and at scale. This may include both scaling up existing good practice or entirely new areas of activity. Examples of the kinds of drivers and actions that could be used are shown in Figure 2. There are known to be multiple drivers to lifestyle behaviours and addressing each will result in multiple potential actions; the Partnership will work together to identify key themes of activity from these and prioritise the actions for delivery.

Figure 2: A sample of the type of drivers of poor lifestyles and examples of the kind of actions that may be undertaken to address them

Learned activity pattern in early childhood	Identify, facilitate and raise aware of opportunities for families based physical activity in the District
	All Children’s centres to provide a programme of physical activity for early years
Level of recreational activity	Healthy Charter Movement to highlight simple daily changes to be more active e.g. keeping the remote control away from your sofa area , ways to discourage children from excess screen time
	Provide and develop safe spaces where children can enjoy active play across the District
	Support communities to develop with easy low /no cost opportunities for physical activity – both sporting (e.g. park runs) and non-sporting (e.g. walking meetings, active travel)
Parental role modelling of activity	Identify, facilitate and raise aware of opportunities for families based physical activity in the District
	Promote walking and cycling for journeys under two miles using a mixture of methods (e.g. awareness campaigns, car parking restrictions)
	Continue delivery of HENRY programme at scale
Level of occupational activity	Work with employers and use Healthy Bradford Charter to promote physical activity in general and where possible encourage occupational physical activity
	Work with employers to encourage voluntary take up of Business Travel Plans
Dominance of	Provide innovative and evidence based ideas and suggestions to increase physical activity in schools, workplaces and care homes through the Healthy Bradford Charter

2.2 The Healthy Bradford Charter

The Healthy Bradford Charter (Figure 3) is a framework that has been developed specifically to support implementation of a large scale approach to making living healthy lifestyles easier in the Bradford District and facilitate the ability to make positive changes at scale.

The framework is designed to support everyone in the District to examine their own environments, workplaces and whole organisations to identify ways in which they can contribute to making it easier for people to live healthier lifestyles.

In its design the Charter applies some of the basic approaches of behavioural change science and population wide working through its core principle: **Being healthy is made easier for everyone, every day, everywhere**

Toolkits will be developed to provide different sectors such as schools, factories, restaurants or offices with tailored resources to help them utilise the framework and share simple innovative ideas for activity they can undertake within each of three areas. Examples of the kinds of actions and opportunities we might expect organisations to identify are shown in Figure 4. Incentives and promotional activities will be developed to inspire and encourage uptake of the Charter, including a self-scoring system and the opportunity to receive awards.

Figure 3: The Healthy Bradford Charter



Figure 4: Examples of the kinds of actions and opportunities we might expect organisations to identify through using the Healthy Bradford Charter and the sector specific toolkits to be developed

EXAMPLE ACTIONS: PEOPLE		
All our staff and pupils will be automatically registered to use a free health and wellbeing app and online tool (<i>School/ employer</i>)	We will run a monthly competition between staff with who have walked the most steps per person that month – the winner will get a paid early finish and first pick of shifts for the following month (<i>Factory</i>)	We will encourage staff to start to grow vegetables in our waste ground area at the rear of the building and allow staff and customers to pick and take them home for free (<i>Café</i>)
EXAMPLE ACTIONS: POLICY		
We will develop a policy that all the offers and special deals we put on in our staff canteen will be on healthy meal choices only (<i>Factory</i>)	We will create a school policy to request parents not to bring birthday cakes or sweets into the classroom and provide them with a list of ideas for other great fun ways they can help their child celebrate with their class at school. (<i>Primary School</i>)	We will develop a policy to ensure that sub-contractors we use in future are caring for their own staff's health and wellbeing too (<i>Local medium size business</i>)
EXAMPLE ACTIONS: PLACE		
We will install an exercise bike and table tennis into our staff room to make it easier for staff to be active in their breaks (<i>Retail shop</i>)	We will encourage our staff and customers to join Stoptober and to stop smoking by banning tobacco in our grounds but continue to allow vaping. (<i>Museum</i>)	We will clear and mark out a mile long route around the our grounds for pupils and encourage teachers to run/ walk a daily mile with ease (<i>School</i>)

2.3 The Healthy Bradford Movement

A sustained health promotion campaign will be developed by the partnership with the following aims:

- To educate the public on easy steps they can take to live a healthier lifestyle
- To raise awareness of local activities and ways to become involved in healthy activities in the community
- To raise awareness and uptake of the Healthy Bradford Charter

The campaign will feature a single recognisable brand/ slogan that will be available for use by any group, business or organisation wishing to raise awareness of a health improving activity. It will also include unusual high profile activities to inspire the inactive public to challenge themselves for example a District wide digitally tracked walking game such as Beat the Street..

At its core, the Healthy Bradford Movement will be responsible for providing consistent key messages on healthy living and improving the understanding of health related information in the population (health literacy). Where relevant, all activity will be coordinated with those of national campaigns where appropriate (e.g. Change 4 Life and One You) to maximise the impact and audiences. The unique and high profile challenges and activities being developed will provide continued momentum and new audiences for these health education messages.

2.4 The Healthy Bradford Service

A community based Integrated Healthy Lifestyles and Wellbeing Service will be commissioned. The service will be specified to provide:

- Individual 1:1 personalised behavioural change support targeted to people who face additional challenges to improving their health and physical and mental wellbeing
- To establish Health Champions in communities across the district working to understand and support people in their community using a peer to peer training and support model.

The aim of the service will be to ensure that, while all the other elements of the plan are being delivered to across the population, people in the most disadvantaged areas who often experience worse health outcomes are given the necessary additional support, guidance and motivation they need to improve their own wellbeing. The service will be focussed towards helping those with the greatest changes to make and who also often face the greatest challenges to overcome to make those changes. This service will also be the interface of the Healthy Bradford Plan with those services and activities being delivered under the Self Care and Prevention Programme; working together delivering the priority actions set out in the 2017 Health and Wellbeing Board Strategy.

3. Measuring our activity and impact

The actions developed through this Healthy Bradford Plan will be subject to thorough evaluation with clear metrics set out to identify the changes in behaviour we will need to see. In turn, these changes in behaviour will go on to achieve the longer term high level outcome of reducing the numbers of people living with, and dying of, preventable diseases.

We will also seek to evaluate not only the actions developed but also the implementation of each of the four key elements of the plan itself, setting out clear milestones and ensuring we continually reflect on and refine our ways of working.

