

Living Well



A whole systems approach to
improving health and wellbeing in
Bradford District

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The prevention challenge

A man born in Bradford District today can expect to live until the age of 77.7; a woman until the age of 81.6.

The main causes of death in the District are no different to other parts of the country – circulatory diseases, respiratory diseases and cancer – the difference is that people in Bradford District die much earlier. Furthermore, within the District itself there are huge disparities, with early death the norm for those living in our most deprived communities.

It's not just about when you die and live longer; it's about having a good life and living well. However, people in Bradford District spend more years of their lives living in poor health than other parts of the country; and whilst there have been improvements in life expectancy, healthy life expectancy has not improved over the last decade.

An increasing number of people are living with long term conditions such as diabetes, Chronic Obstructive Pulmonary Disorder, coronary heart diseases, high blood pressure and high cholesterol; many with multiple long term conditions by the time they reach the age of **55**. Around 5,000 people are also living with dementia. These conditions are not only driving premature mortality, but they are driving inequalities and increasing demand for health and care services. These **preventable health conditions result predominantly from five key unhealthy lifestyle behaviours: eating too much; eating an unbalanced diet; being inactive; smoking and consuming excessive alcohol.**

These lifestyle behaviours have, however, been public health priorities for decades. Yet, beyond the impact of national policies, we have struggled to make an impact at the scale needed to make a difference at a population level. The traditional approach to promoting healthy lifestyles has been through service provision models for example, stop smoking services and weight management services. However, with two thirds of the adult population overweight, and with an estimated 74,000 smokers in the District, services have to see **a lot** of people, just to make a small difference to population outcomes. Of significant concern is the number of children who are overweight or obese; the number of children who are overweight or obese when measured in Year 6 continues to increase; there have been year on year rises over the last decade and our prevalence is one of the highest in the country.

We can't treat our way out of these issues. We need a more sustainable approach delivered at scale by all parts of our society; changing the system that we live in to make it easier to be healthy for everyone. Addressing such challenges is far from simple, evidenced from the data; the societies in which we live and factors such as education and poverty drive behaviours, meaning that we need to put people and communities at the heart of what we do, recognising the context in which people live their lives.

This is not just about preventing ill health. It is about improving outcomes for the 125,000 people with a long term condition. When individuals living with long term conditions continue these lifestyle behaviours, it significantly impacts on their ability to self-care and manage their condition to achieve the best health and wellbeing possible.

The consequences of unhealthy lifestyle behaviours on the health and prosperity of the district requires us to work at pace and at scale to improve the lifestyle behaviours of people of all ages in our district to ensure they can go on to live long lives in good health.

Living Well: the approach

Living Well is a whole systems approach to reducing preventable mortality and ill health by making it easier for people in the District to adopt healthier lifestyle behaviors and be better able to care for themselves. The Living Well Plan evolved out of the need to halt the rise in childhood obesity, as it became clear that the drivers of obesity are the same as many long term conditions. It was also a timely opportunity to strengthen the focus on prevention in the Self Care and Prevention Programme.

Box 1: What is a Whole Systems Approach: an example of Obesity

Obesity at the individual level is the result of eating too much and/or eating unhealthy high calorie food compared to the amount of physical activity that is being undertaken. A traditional approach to prevention typically entails providing an individual with information and support on how to lose weight through eating healthier foods and being active. Whilst this can be highly beneficial for those with the capability and motivation to lose weight, the system that we live in requires a consistent level of will power to resist temptation and remain active and thus, for many, they easily become overweight again or some struggle to lose weight at all.

The whole systems approach is about understanding and addressing the reasons **why** so many more people are eating less healthily and being less active than ever before. From increased food availability, more desk based jobs, working parents having less time to cook, snacking culture, to increased screen time... the reasons are multiple, complex and often interrelated. These aren't 'problems' that we can attribute to specific organisations, they are the result of complex systems of causation for obesity and other lifestyle behaviours. These are sometimes referred to as root causes, or the causes of the causes. The whole systems approach advocates recognising and tackling these root causes, as a whole system working together as an approach to sustainable and population level prevention to make it easier to be healthy and maintain a healthy weight.

There is growing evidence that a whole systems approach is the most sustainable way to tackling complex preventable conditions associated with unhealthy lifestyles. The Living Well whole systems approach in Bradford District has been developed over an 18-month period whilst serving as a pilot site with Public Health England who are developing best practice guidance on delivering the whole systems approach in practice. This will be published in late 2019.

The development of the Living Well approach to prevention built on the needs identified in the JSNA and involved asking large numbers of cross system partners in the District what they recognised as the root causes of unhealthy lifestyle habits; in particular for food and physical activity. These root causes were then grouped into 3 key theme areas for action - People, Societies and Environment. Existing good practice and assets were identified addressing the causes within each of the domains and **the Living Well Plan, and projects within it, have been developed to fill the 'gaps in the jigsaw' as well as ensure existing good practice is being delivered at scale.** The three theme delivery areas are facilitated and enabled by fourth area focusing on the 'Systems' aspect including critically ensuring work is being coordinated and aligned to maximise its impact, as well as continually evaluating.

The cross system team which have developed this Living Well approach has included membership from Public Health and Clinical Commissioning Groups, Voluntary and

Community Sector Organisations, Highways, Sport & Leisure, Born in Bradford, Local Delivery Pilot and Active Bradford, Neighbourhoods and Better Start Bradford all working together. The Living Well Plan itself will use the whole systems approach to build on the success of the Self Care and Prevention programme and increase the focus for the future towards prevention.

Over the last four years, the Self Care and Prevention programme has worked with partners across health and social care to implement a wide range of self-care projects to support the delivery of these three strategic aims:

1. People and Communities: people feel confident and able to manage their own health and wellbeing and are equal partners in their care; supported to maximise their independence
2. Workforce: staff have the knowledge, tools, skills and confidence to support people to take more control of their own health and wellbeing
3. System Change: organisations recognise the importance of Self Care and Prevention and their role in making it happen

There has been significant progress and learning from the programme and the transition into the Living Well Plan provides an opportunity to upscale the delivery projects and drive the prevention agenda through capitalising on the strengths of the existing programme. The Living Well whole systems approach looks to use community assets such as schools, businesses and policy makers to change lifestyles. As such, the more traditional approach of focusing on 'physical activity' or 'children and young people' in isolation in this holistic approach to upstream prevention at scale becomes obsolete. Nevertheless, these are recognised as cross cutting themes to provide assurance the projects within the plan are covering the full breadth of the system needs.

The Living Well Plan will:

- Increase and strengthen the focus on prevention across our system
- Build on the learning and success of the Self Care and Prevention Programme
- Deliver a recognisable public facing programme to create a social movement around wellbeing
- Avoid duplication by joining up with other areas of work and identifying and filling gaps in the existing prevention activity
- Be better able to address complex issues jointly rather than in separate programmes
- Increase the coordination of investment, resources and joint commissioning
- Enable the scaling up of existing work to create bigger impact and change
- Increase collaboration and partnership work
- Provide the opportunity to have a clear brand with consistent messages to the general public and the health and wellbeing sector to support impact and coordination of upstream prevention activities.
- Create links with and capitalise on the internationally recognised research infrastructure of Bradford.



The Living Well Plan



Aim	Deliver a whole systems approach to reducing preventable mortality and ill health through making it easier for people in the District to adopt healthier lifestyle behaviours and be better able to care for themselves			
Vision	It is easier for everyone, everywhere, everyday to live a healthy and active lifestyle in Bradford District			
Core Work Streams	Living Well Systems	Living Well People	Living Well Societies	Living Well Environment
	Leadership coordination innovation	Assets, opportunities and support	Social norms and attitudes	Healthy places and spaces
Work Stream Objectives	Create and strengthen leadership, governance, multi-sectoral partnerships, workforce capabilities, advocacy and information systems across sectors to achieve excellence in resource mobilisation and implementation of coordinated actions to make living healthier lifestyles and self care easier for everyone, every day everywhere	Create and promote access to opportunities and programmes, across multiple settings, to help people of all ages and abilities engage in living healthier lifestyles and accessing the right help and support as individuals, families and communities	Create a paradigm shift in society by enhancing knowledge and understanding of, and appreciation for, the multiple benefits of adopting healthier lifestyle behaviours according to ability and at all ages	Create and maintain environments that promote and safeguard the rights of all people, of all ages, to have equitable access to health promoting places and spaces, in Bradford District
Cross Cutting Themes	<p>Physical Activity Eating Well Smoking Alcohol Self Care Mental Wellbeing Long Term Conditions</p> <p>Preconception Antenatal Early Years Children & Young People Adults Older Adults</p>			
Mid Term Outcomes	<ul style="list-style-type: none"> Rate of hospital admissions for alcohol reduces Smoking prevalence reduces Proportion of the population meeting the recommended '5 a day' increases 		<ul style="list-style-type: none"> Proportion of population physically inactive reduces Adults classed as overweight reduces Children classed as overweight or obese reduces 	
Long Term Outcomes	<ul style="list-style-type: none"> Number of people living with preventable long term conditions is reduced 		<ul style="list-style-type: none"> Preventable and premature mortality improves 	

Living Well Systems

Aim: Create and strengthen leadership, governance, multi-sectorial partnerships, workforce capabilities, advocacy and information systems across sectors to achieve excellence in resource mobilisation and implementation of coordinated actions to make living healthier lifestyles and self-care easier for everyone, every day everywhere.

Example of Activities within the Living Well Systems enabler:

- Enhanced cross-sector and partnership working to embed Living Well and engagement in health and wellbeing into non-traditional settings and work areas in the system. For example, strands of the Living Well Service staff team are embedded in sport and leisure facilities rather than a more typical health service setting.
- Providing a central point of contact and engagement for system partners working on prevention to align and coordinate activities.
- Disseminating information through the Living Well board to ensure that members are advocating and embedding the 'Living Well' approach within and across their own departments and organisations.
- Working collaboratively with the Sport England Local Delivery Pilot, Better Start Bradford and Born in Bradford to ensure that the Living Well plans are aligned and enhanced by local initiatives.
- Working with colleagues from Born in Bradford to ensure the work is grounded in the latest local, national and international evidence base and evaluation is embedded in all activity from the outset.
- Providing assurance and challenge that all the planned work is equitable and will not serve to increase health inequalities.
- Providing a cross-sector link to funding opportunities both national and local. For example the Living Well Team coordinated the successful bid for Bradford from the national Childhood Obesity Trailblazer Fund
- Leads in place for the four work stream areas and a programme management framework established to oversee the delivery of the core work areas and opportunities that lie between them.
- Living Well Board providing cross-sector and multi-disciplinary constructive challenge, governance and assurance to the Living Well work areas.

Living Well People

Aim: To create and promote access to opportunities and programmes, across multiple settings, to help people of all ages and abilities engage in living healthier lifestyles and accessing the right help and support as individuals, families and communities.

Examples of activities within Living Well People

The Living Well Service

- Securing a shop unit in Bradford city centre as a base for the Living Well Service to facilitate a face to face access point for the public
- Living Well Advisers and BEEP staff working collaboratively with partners to engage with the public across Bradford District.

Digital tools

- Ongoing development of the new Living Well Website and Well Being Assessment.
- Implementation of the Orcha 'prescribe an app' tool which provides clinicians and people with the confidence to utilise reviewed and rated apps to manage their health and wellbeing.

Care Navigation

- Continued delivery and development of the Community Connectors (social prescribing) project across the 11 Community Partnerships to support people with social, emotional and practical needs.
- Ongoing development of the Care Navigation for Receptionists project to include more services such as carers support, bereavement support and debt advice.

Living Well Societies

Aim: Create a paradigm shift in society by enhancing knowledge and understanding of, and appreciation for, the multiple benefits of adopting healthier lifestyle behaviours according to ability and at all ages.

Example of Activities within Living Well Societies:

The Living Well Brand and Social Movement

- Developing a **Living Well Communication and Marketing Strategy** and stakeholder engagement plan to raise awareness of the Living Well initiative with key stakeholders across the system and the public.

Engagement and Marketing

- Promoting the Living Well brand across Bradford District with ongoing campaigns and public engagement events.
- Working in partnership with Bradford University to produce Living Well short films highlighting people in Bradford who are making positive changes to their health and wellbeing.
- Sponsoring events and activities to promote the Living Well brand. For example, Living Well is sponsoring the Active Bradford Sports Awards 2020 with a high profile publicity campaign.

The Living Well Academy

- Working collaboratively with key stakeholders across the system to develop and expand the current training offer to provide opportunities to upskill staff, businesses, volunteers and the public living in Bradford district. For example, Bradford Council has recently been approved to be a new registered centre to deliver Royal Society of Public Health (RSPH) accredited training and this will offer an incentive for businesses and organisations to sign up to the Living Well Charter for Businesses.

Living Well Environment

Aim: Create and maintain environments that promote and safeguard the rights of all people, of all ages, to have equitable access to health promoting places and spaces in Bradford District

Example of Activities within Living Well Environment

Living Well Charter for Businesses and Food Retailers

- Engaging with businesses and food retailers across the district to make a commitment to become Living Well organisations. Living Well to work with them to develop a plan and the aim is to make it easier to be healthy in the workplace. For example, through the provision of healthy food options, less fizzy drinks, crisps and sweeties in vending machines, training of staff through the Living Well Academy and use of Living Well marketing tools.

Living Well Charter for Schools

- Working on a plan to develop a healthy standard for schools with the aim of making it easier for children and young people to be healthier and more active.

Healthy Spaces

- Delivering a combination of targeted projects that impact on healthy behaviours such as school travel zones, active travel, free public access to drinking water and healthy vending machines.

