

Appendix 5. Living Well Key Achievement's so far

Living Well Systems

The Living Well Board

- The Living Well Programme Board was established in September 2019 with representation from key stakeholders working across the system.
- A Senior Responsible Officer and Chair were appointed.
- Board members participated in a development session to consider their role in implementing and embedding Living Well across the system at both a strategic and operational level.
- Terms of reference for the board have been signed off and a reporting schedule is in place for 6 weekly board meetings.

Living Well Delivery

- We have established a programme management framework and identified Public Health leads for the work streams.
- Project plans have been updated to identify key milestones, timescales and risks.

Reducing Inequalities in City CCG (RIC) programme

- A number of proposals have been developed to support the implementation of the Living Well programme and comprehensive project plans are currently being worked up for final sign off by the RIC steering group.
- We will implement the successful proposals and align the work to the wider Living Well programme.

Evaluation

- Work is ongoing to develop and implement an evaluation plan to measure the impact of 'Living Well'

Living Well People

The Living Well Service

- We are working with colleagues in Bradford Council estates/legal to secure a shop unit in The Broadway as a base for the Living Well Service.
- Living Well Advisers, BEEP staff and partners engaged with the public at events during Self Care Week.

Living Well Digital Service

- A new Living Well website <https://mylivingwell.co.uk/> has been developed.

Community Connectors (social prescribing)

- The service received 939 referrals from GP practice staff in the first six months of 2019.
- People accessing the service have reported significant improvements in their health and wellbeing.
- Work is underway to extend the service beyond March 2020 through the Reducing Inequalities in City programme.
- Sheffield Hallam University are developing an evaluation report to demonstrate the impact of the service over the last two years.

Care navigation for receptionists in GP practices

- We launched the project in December 2018.
- 59 GP practices are offering care navigation.
- 632 reception staff have been trained to deliver accredited care navigation by offering

additional choice and services to patients who contact the GP practice for a GP appointment.

- Phase two of the project will be launched in early January 2020 to include more services such as carers support, bereavement support and debt advice.

Orcha 'prescribe an app' tool

- A new digital tool has been commissioned to enable people and staff to utilise apps to encourage self-care and wellbeing.
- This tool is now being used on the new Healthy Minds mental wellbeing website to help people identify the safest and useful apps on the market.
- The Orcha tool will be available on the new GP Assist tool to encourage clinicians to make app recommendations in consultations.
- We will also be including apps in new treatment pathways such as back pain.

Living Well Societies

The Living Well Brand and Social Movement.

- Work is ongoing to finalise the **Living Well Communication and Marketing Strategy**; Develop and deliver effective Living Well Campaigns and create a wider Marketing Unit.
- Work is currently in progress to identify and develop a stakeholder engagement plan as part of the Living Well communications strategy.

Engagement and Marketing

- The Living Well brand was launched across the Bradford District in June 2019 via a high profile publicity campaign and public engagement events.
- Living Well supported the Self Care Week 2019 across Bradford and Craven from 18th - 24th November with support from 100 Bradford University Pharmacy students.
- Initial feedback suggests that over 3000 people joined the 'Make One Change Challenge' and pledged to increase physical activity levels.
- Living Well sponsored the Bradford City runs and participants were issued with a branded t-shirt.
- Living Well supported the Bradford UNESCO City of Film's annual Bradford Family Film Festival in August 2019.
- Filming of the fake-away films was completed with Bradford University Media Students and staff from Inn-Churches.
- Living Well worked in partnership with Bradford University media students who filmed the Living Well launch events in June and the Shake Up games in City Park in August.
- Living Well video clips have been developed to tell the stories of people in Bradford who are making positive changes to their health and wellbeing.
- Living Well sponsored the Bradford City runs in November and all participants were issued with a Living Well branded t-shirt.
- Living Well is sponsoring the Active Bradford Sports Awards 2020 with a high profile publicity campaign until March 2020, and more specifically the Active Achiever category.
- Asset based community development (ABCD) funding – the CCGs have invested £300k of grassroots grants to support the improvement of health and wellbeing in the Community Partnerships in Bradford. Over 280 small community projects have been supported in the first three rounds of the programme. The final round of grassroots grants has been agreed and this work will continue in a number of the Community Partnership areas.
- Living Well is supporting the All Age Prevention and Early Help programme across the Bradford district.

Childhood Obesity Trail Blazer

- In July 2019 we were successful with an application to become one of five local authorities to be awarded the Childhood Obesity Trailblazer (COTB). This is a three year programme awarding £100,000 per year to enable Trailblazer Councils to lead innovative action to tackle childhood obesity.
- We worked with our partners at Born in Bradford and Bradford Council for Mosques to explore the opportunities for working with Islamic religious Settings, in particular Madrassas and subsequently developed a plan.
- This work is being delivered by Born in Bradford alongside a Project Manager from Public Health and oversight from Bradford Council for Mosques.
- The targeted action that will take place will seek to address the higher rates of excess weight in South Asian children in Bradford, of which a large majority identify as Muslim.
- Around 85% of South Asian Muslim children attend the madrassa after school for around two, mostly sedentary, hours per day from the age of four to 15.
- The COTB will support healthier behaviours amongst the children by influencing social and structural change for better health in the environments that surround Mosques.
- Alongside this we will work with Islamic religious settings to co-produce evidence-based madrassa curriculum materials and training for Islamic leaders aligned to Islamic Narrative.
- Action groups will be established within participating faith settings to explore how to mobilise and connect existing community assets to promote joined up local approaches to promote health and identify enablers for systems change with wider partners.
- The project will co- produce a dynamic model of best practice and guidance to support and facilitate change that can be tailored to a range of Islamic settings both within Bradford and further afield.

Living Well and Employee Health, and council staff wellbeing

- Public Health and Employee Health and Wellbeing are working collaboratively with Corporate comms to launch the Living Well 'Make One Change Challenge' campaign in January to promote physical activity amongst the Council workforce.
- Staff will be able to download a weekly planner on Bradnet to encourage them to join in with the challenge and it will be an opportunity to raise awareness of other existing initiatives such as the healthy weight programme, green mile walks / walking for you, Club Active, One You, BEEP scheme, the regular lunchtime YOGA at MMT, and staff discounts available at the new Sedbergh leisure centre
- Further staff engagement is planned in February to obtain feedback and views on what staff would want and value from our physical wellbeing offer to sustain focus and work to create a social movement around Living Well and physical activity and wellbeing during 2020.

Living Well Academy

- Bradford Council has been approved to be a new registered centre to deliver Royal Society of Public Health (RSPH) accredited training.
- This will enable the Public Health department to offer a range of one or two-day training courses accredited at levels 1 and 2.
- Beneficiaries will include staff, businesses, volunteers, champions and the public.

Training

- Training targets will be exceeded for 2019/20.
- 351 people have attended Conversations for Change training.
- 573 children have participated in mindfulness sessions in 14 primary schools to date.
- RIPEN Training - Motivational Interviewing (Conversations for Change) and SMILE Programme have been approved to be extended until 2021.

Living Well Environment

The Living Well Business Charter

We are developing the Living Well Business Charter by engaging and consulting with a number of organisations. This will enable consultation with businesses on how we can best empower them to improve the health and wellbeing of their employees. This will in turn inform the development of a standard offer for businesses who commit to the Charter.

Support from the Integrated Workforce board

- We have a commitment from members of the Integrated Workforce board to sign up to the Living Well Business Charter.

Living Well Schools Programme (LWSP)

The LWSP is new and evolving. At the current time it consists of:

- A health and well-being quantitative survey taking place in Spring 2020 for year 5, 7 and 10. It will help schools to identify the most important health and well-being issues for their children. This will enable more effective service/curriculum planning for children and young people.
- An on-line health check/accreditation tool such as the Leeds or Doncaster tools. This is in line with recommendations from the Obesity Strategy (2016). The strategy requires schools to have a healthy rating scheme. It is based on evidence of impact from Leeds, Doncaster, Manchester and London.
- A multi-stakeholder steering group who are responsible for guiding the on-going development of the programme and approving which interventions will receive a LWS endorsement.
- A LWSP website for schools that contains details of the best available interventions (LWSP endorsed) to schools around physical activity, healthy eating, mental well-being and relationships and sex education.
- A LWSP Team consisting of, at least, one overall Co-ordinator. They will provide a basic level of support to primary schools in Bradford to implement interventions in response to their school survey findings. There also four additional staff to work more intensively in the Bradford City Area (funded by City CCG 's reducing inequalities funding - RIC).

Planning and Development

- We work with partners to align planning and development frameworks across the district to health and wellbeing.
- We assess request for pre-planning advice relating to new business development.
- The focus of Public Health advice at this stage is to identify potential impacts on people's wellbeing, and whether these may impact more or less on local people dependent on the existing local health profile.
- We encourage business developers to ensure that their development will be a safe, healthy place that as a minimum does not cause harm to wellbeing, and preferably supports the wellbeing of end users including staff and customers and of local residents.
- The key focus is issues such as noise nuisance, land pollution, road safety and air quality.

Air Quality monitoring

- Public Health provides a commentary on the wider health and wellbeing impacts of air pollution, including evidence of impact on wellbeing at air pollution levels that are below the UK's legally permitted levels.
- We work alongside the air quality officers to identify the best possible design to minimise emissions to as low a level as possible.
- We advise developers on maximising the potential for active travel to the site, ensuring that it is safe and accessible by public transport, walking and cycling and by electric vehicles.
- We encourage developers to provide a healthy food offer where applicable