

'One You' Programme Update

Housing & Health Advisory Committee - 8 June 2021

Report of: Chief Officer People & Places

Status: For Information

Key Decision: No

Executive Summary:

This reports support the Key Aim of: Providing an update on One You services for the Housing & Health advisory committee

Portfolio Holder: Cllr. Kevin Maskell

Contact Officers: Kelly Webb, Ext. 7474 & Daniel McDermott, Ext. 7121

Recommendation to Housing & Health Advisory Committee: To receive and note the report.

Introduction and Background

- 1 One You Kent is a Lifestyle Improvement programme funded annually by Kent County Council's Public Health service. Sevenoaks District Council received £119,430.46 in 2020/21 to deliver the service and is scheduled to receive this same amount again in 2021/22.
- 2 This funding is primary used to fund three posts (1x Health Team Leader and x2 One You Advisor). There is very limited funding outside of this to be able to support the other fixed costs for the service and to facilitate service delivery.
- 3 One You Kent adopts the national "One You" branding developed by Public Health England, with the ethos of encouraging residents to adopt healthy lifestyle choices.
- 4 The Sevenoaks District Council One You service supports residents to adopt a healthier lifestyle through the offer of free lifestyle improvement services supported by our One You Advisors, these are:
 - One-to-one lifestyle support; addressing and supporting change in behaviours like; becoming more physically active, reducing alcohol consumption, eating healthier and having a better mental wellbeing.

- Tier 2 Weight Management service; providing support in groups or on a one-to-one basis providing easy to follow guidance to help people to lose weight and maintain their weight loss.
- 5 The Sevenoaks District Council One You service also supports residents to become more physically active through the provision of exercise opportunities like our programme of health walks and group exercise classes run in the community.

Performance Update

- 6 Unfortunately COVID-19 had a significant impact on the One You service in 2020/21 and referrals to the service dropped by just under 60% (641 referrals in 2019/20, 264 in 2020/21). We believe this is due to a reduction in referrals in GP Practices and COVID-19 having a detrimental impact on residents willingness and ability to make positive behavioural changes at a time of significant stress and anxiety.
- 7 However, during 2020/21 we have achieved a number of positive outcomes with the clients we have worked with;
- 16% set a goal to become more physically active.
 - 22% received brief intervention supporting their mental wellbeing
 - 25% received brief intervention surrounding their alcohol consumption
 - 22% of clients were supported through our Group Weight Management intervention. Of those
 - 57% attended at least 9 sessions (defined as “completer”)
 - 92.9% of completers lose weight
 - 38.5% of completers lose 5% of their original body weight

Key Successes & Future Developments

- During 2020/21 we managed to adapt a service that had been previously only been delivered face-to-face for remote digital delivery. This enabled us to continue working with our clients remotely using applications like Zoom. This was a particular challenge for our Group Weight Management service but we were able to deliver four successful online programmes in 2020/21.
- We have drafted our new Health & Wellbeing Action Plan and are aiming to reinstate the Health Action Team meetings working with Community and Healthcare partners to achieve the objectives outlined in the plan.
- We have supported the development of the Mental Health Strategy in addition to Sevenoaks District Council’s involvement in the Kent & Medway Healthy Workplace Programme.
- We have merged our Health Walk programme with the Every Step Counts programme under the future banner of “Sevenoaks District Wellbeing Walks”. This change was prompted by changes within The Ramblers, but we hope this will support Sevenoaks Residents awareness and engagement with one connected community walks programme.
- Through our partnership work with Dartford, Tonbridge & Malling and Tunbridge Wells Borough Councils we have changed database provider to

enable improved data collection and reporting to tell a fuller and more accurate story of the impact the One You service is having on our local clients.

- We are currently working on reinstating our Health Walks programme in addition to our community exercise class offer. We are carefully ensuring that these offers are relaunched with COVID-19 safety in mind but also bringing services back at a better standard achieved previously.
- We are currently exploring opportunities to be able to deliver “Making Every Contact Count & Motivational Interviewing” training for the Sevenoaks District. This training has been positively received by other local authorities in Kent both within and outside of their organisations. The training gives people the skills to have positive, motivational conversations surrounding health and facilitates signposting to services that can address changes.

Appendices

None

Background

None

Sarah Robson
Deputy Chief Executive and Chief Officer People & Places