

UPDATE ON ONE YOU SERVICES

HOUSING & HEALTH ADVISORY COMMITTEE - 17 January

Report of: Chief Officer People & Places

Status: For Consideration

Also considered by:

Key Decision: No

Executive Summary: One You Kent is the local adoption of a Public Health England National campaign to encourage the adoption of a healthier lifestyle. This includes; living at a healthy weight and consuming a healthy diet, quitting smoking, being physically active, and drinking alcohol at lower risk levels. This report will set out how One You services are performing in Sevenoaks District.

This report supports the Key Aim of: Community Plan

Portfolio Holder: Cllr. Kevin Maskell

Contact Officer(s): Kelly Webb , Ext. 7474 Daniel McDermott x 7121

Recommendation to Housing & Health Advisory Committee:

- (a) To note the report

Introduction and Background

- 1 The report aims to provide an update on the One You services provided by Kent County Council and delivered by Sevenoaks District Council's Health Team.
- 2 "One You" is a national Public Health England branded campaign, synonymous with behaviour change and health improvement.
- 3 Sevenoaks District Council is grant funded by Kent County Council's Public Health team to deliver One You Lifestyle Improvement. These include:
 - 12-week Group Weight Management services (known locally as "Why Weight")
 - 1:1 support for residents looking to:

- lose weight
 - be more physically active
 - eat a healthier diet
 - cut down on alcohol consumption
 - Improve their mental wellbeing
 - Deliver a local programme of volunteer led “Health Walks”.
 - Support in the dissemination of key health messages to local residents.
 - Seek alternate opportunities to improve the health and wellbeing of Sevenoaks residents, which may include a “health in all policies” approach.
- 4 To achieve the above, Sevenoaks District Council received annual grant funding from Kent County Council’s Public Health Service. In 2021/22 this amounted to £119,430.46 (unchanged from 2020/21). The funding is primarily used to fund three posts within the health team; x1 Health Team Leader and x2 One You Advisors.
- 5 Outside of the Sevenoaks District Council One You service, Kent County Council’s Health Improvement funding also fund the delivery of Smoking Cessation services and NHS Health Check services which are delivered within Sevenoaks District by Kent Community Health NHS Foundation Trust.

2021/22 service performance to date

- 6 Sevenoaks District Council is required to produce a quarterly data and narrative report to Kent County Council’s Public Health service. At the point of writing this report, Sevenoaks District Council had submitted Quarter 1 and Quarter 2 data (see Appendices A) and narrative reports (see Appendices B & C). Below are some key highlights from these reports.
- 7 Within Quarter 1 & Quarter 2 there have been 192 referrals to the Sevenoaks District Council One You Service. 96.4% of these referrals have an initial contact attempt within 2 working days of their referral being received (the KCC target is 70-85%).
- 8 58% of referrals receive our initial consultation. The “initial consultation” is the first contact a Sevenoaks District Council One You advisor will have with a One You client. During this appointment, the client’s health behaviour is assessed alongside any “wider determinant of health” issues (financial, housing and loneliness). We assess “wider determinant of health” issues as we are aware that it is harder for clients to change behaviour whilst there is a “lifestyle stressor” present.

- 9 Four Group Weight Management Groups have been delivered in 2020/21 with 31 clients enrolling into this service. Two of the groups commenced in May 2021 (the others commenced in September 2021). 66.7% of enrolees complete the programme (attend at least 75% of sessions) and 83.3% of enrolees also lose weight at the end of the 12-week intervention:
- 41.7% lose less than 3% of their original body weight
 - 25% lose between 3-4.9% of their original body weight
 - 16.7% lose over 5% of their original body weight
- 10 Our 1:1 lifestyle improvement service allows clients to receive up to 12 sessions worth of support with a lifestyle advisor. Clients supported through this service will generally be aiming to address their physical activity, alcohol, diet and mental wellbeing, we generally note the following improvement in clients at the end of the service:
- 29% of clients show an improvement in physical activity score
 - 43% of clients show a reduction in alcohol score
 - 17% of clients show an improvement in mental wellbeing score
 - 48% of clients show an increase in fruit and vegetable consumption
 - 44% of clients show a decrease in the consumption of high fat foods
- 11 74% of clients show a reduction in weight. We have not been able to resume the delivery of our Health Walk programme. Sadly significant loses in our pool of volunteers have impacted on our ability to resume our programme of health walks. We are continuing to pursue to resumption of this valued community activity and are working with the remaining walk leaders we have to bring back these walks at the earliest possible opportunity and as safely as we can for those involved. We are also pursuing the recruitment and training of new volunteers to support the reinstating and further development of our Health Walk programme.

12 **Adapting to COVID-19**

The One You service has traditionally been delivered in-person in one-to-one settings or with groups in community venues. Coronavirus has led to significant changes being made to our service to enable delivery to continue without placing our advisors and clients in additional risk.

To overcome the risk of COVID-19 we adapted the service for remote delivery, this was a significant challenge to our Weight Management service which required a fully adapted teaching plan and the development of new resources that could enable remote delivery. This has been successfully

implemented into service delivery and we have seen significant positive feedback for our weight management service.

13 Customer Voice

As highlighted in our quarterly reporting, 100% of clients who complete our satisfaction survey acknowledge that they are at least “satisfied” with the One You service they receive from Sevenoaks District Council.

Please see Appendices D for qualitative feedback from our service users.

14 Future Plans

The purpose of the One You Kent service is to support in the reduction of preventable ill-health burden from Primary and Secondary care services. This is achieved by supporting and enabling our residents to adopt healthy lifestyle changes that directly prevent the onset of ill health. We want to facilitate more “self-referrals” to the One You Kent service to further reduce the burden on GP Practices in making referrals to the One You service delivered by Sevenoaks District Council.

We want to ensure that Sevenoaks District Council plays a supportive role in helping residents navigate the various health services that exist. Many health services exist at a “tier 1” level and are intended to facilitate independent behaviour change without the need of the support of a professional. To achieve a healthy population we want Sevenoaks District Council to support residents to achieve the adoption of a healthy lifestyle before the need for support arises.

We continue to work to bring services like our Health Walk programme back following COVID-19. Whilst this service has been severely affected by coronavirus, we are working tirelessly to try and enable this service to resume for Sevenoaks District residents.

We are working to expand the offer of exercise provision in Sevenoaks District, this includes the development of the new Swanley Parkrun and seeking new funding to expand the offer of exercise opportunities to Sevenoaks residents, particularly where there is a gap and need to be addressed i.e. Our Parks.

We will seek opportunities to “infect health” into Sevenoaks District Council through the adoption of a “Health in all Policies” approach, this is intended to ensure that the health agenda is always considered at all points in the work being delivered more broadly by Sevenoaks District Council.

Other options Considered and/or rejected

Please see Appendices A-D

Key Implications

Financial

This is funded by KCC

Legal Implications and Risk Assessment Statement.

None

Equality Assessment

The decisions recommended through this paper have a remote or low relevance to the substance of the Equality Act. There is no perceived impact on end users.

Net Zero Implications

The decisions recommended through this paper have a remote or low relevance to the council's ambition to be Net Zero by 2030. There is no perceived impact regarding either an increase or decrease in carbon emissions in the district, or supporting the resilience of the natural environment

Community Impact and Outcomes

This action plan supports community involvement

Wellbeing

This action plan supports wellbeing

Conclusions

For Advisory Committee to note the report.

Appendices

Appendix A - Quarterly Data Report

Appendix B - Quarter 1 Narrative Report

Appendix C - Quarter 2 Narrative Report

Appendix D - One You Client Voice

Background Papers

None

Sarah Robson

Deputy Chief Executive and Chief Officer - People & Places