

## MID SUFFOLK DISTRICT COUNCIL

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|---|------------------------------------|
| <b>TO:</b> MSDC Cabinet   | <b>REPORT NUMBER:</b> MCa/23/28    |
| <b>FROM:</b> Cabinet Member for Environment, Culture and Wellbeing        | <b>DATE OF MEETING:</b> 03-10-2023 |
| <b>OFFICER:</b> Tom Barker – Interim Director for Communities & Wellbeing | <b>KEY DECISION REF NO.</b> CAB449 |

### HEALTH BEHAVIOURS PARTNERSHIP AGREEMENT

#### 1. PURPOSE OF REPORT

- 1.1 To provide information on a new partnership between all Suffolk District and Borough Councils and Suffolk County Council to co-produce, deliver and support the Healthy Behaviours offer for Suffolk, known as 'Feel Good Suffolk'.
- 1.2 For Cabinet to note the agreement at Appendix 1 that sets out the basis on which partners have agreed to develop and operate the Partnership.

#### 2. OPTIONS CONSIDERED

- 2.1 To note the report and Healthy Behaviours Partnership Agreement

#### 3. RECOMMENDATIONS

- 3.1 To note the report and the Healthy Behaviours Partnership Agreement

#### REASON FOR DECISION

- 3.2 So that Cabinet is updated on progress made with the partnership and development of a new Feel Good Suffolk Healthy Behaviours offer for Suffolk and understands the principles by which the partnership will operate and its key objectives to co-produce, deliver, and support the Healthy Behaviours offer for Suffolk, including:
  - (a) Reducing smoking prevalence.
  - (b) Reducing inactivity; and
  - (c) Reducing the number of adults who are overweight or obese

## 4. KEY INFORMATION

### What is Feel Good Suffolk?

- 4.1 'Feel Good Suffolk' (FGS) a new approach to providing important health and wellbeing services to the people of Suffolk, including support to quit smoking, lose weight and to be more active.
- 4.2 FGS is a partnership of local councils and SCC public health colleagues working together, building on our close links with communities and our existing local assets to offer greater choice and flexibility of services to meet the needs of residents.

### 4.3 Feel Good Suffolk Vision:

***“People in Suffolk are helped at the right time and place to make positive changes to their health and wellbeing”.***

### 4.4 Feel Good Suffolk Service Description:

*Feel Good Suffolk supports people to make positive changes to their health and wellbeing covering losing weight, giving up smoking and becoming more active. It is designed to provide a choice of services close to people, at the right time to support steady and lasting improvements to people's health.*

### 4.5 Strapline

*Supporting healthy changes, one step at a time*

- 4.6 We are taking a new approach to improve health and wellbeing in Suffolk acknowledging the complex issues underlying unhealthy behaviour choices. The model will be based on choice, flexibility, and ease of access to quality information and support.
- 4.7 This is a new model moving away from a traditional model of directly commissioned services and is being developed in partnership with SCC Public Health, District and Borough Councils and working alongside NHS and our leisure operators – (Abbeycroft for Babergh and Everyone Active for Mid Suffolk).
- 4.8 Over time the Partnership will build on our relationships with existing specialist providers, especially the Voluntary Community, Faith and Social Enterprise sector, to ensure a wide range of good quality local provision.
- 4.9 One of the benefits of District and Borough Councils working alongside Public Health is the access to a wide range of insight and data that is critical to better understand social determinants of health and how we might work together with our communities to improve health outcomes. Layering this approach to intelligence and how we might use population health management to target and transform how we deliver services might also provide the opportunity to enhance the number of people engaged in healthy behaviours, anticipating need earlier.
- 4.10 At district level we are responsible for the development and delivery of multiple services that connect with people in the places they live. Including housing, community development and environmental services. This will be a key lever to

delivering healthy behaviours as it provides an opportunity to develop and embed a 'making every contact count' approach to how we connect with people and stimulate behaviour change. District and Borough Councils are already delivering activity, (including in partnership with local alliances), to deliver outcomes that align to the Healthy Behaviours contract. This includes established relationships with leisure providers and community leaders.

#### 4.11 Who is feel good Suffolk for?

|                                |   |
|--------------------------------|---|
| <b>The Digital Offer</b>       | <p>Everyone who wants to learn about / make changes to improve health and wellbeing</p> <p>Residents of Suffolk</p>   |
| <b>Adult Weight Management</b> | <p>Aged 18 years and over</p> <p>Individuals with a BMI &gt; 30 kg.m-2</p> <p>BMI of 27.5 kg.m-2 and are from a Black, Asian or Minority Ethnic group or have a co-morbidity -</p> <p>Have been referred for Diabetes Prevention Programme and not engaged</p> <p>Are eligible for the NHS Digital Tier 2 Weight Management programme</p> <p>Require support while waiting for a Tier 3 weight management referral</p> <p>Are ready to address weight loss requirements</p> |
| <b>Physical Activity</b>       | <p>People who are inactive as set out by the (<a href="#">UK Chief Medical Officers' guidelines</a>)</p> <p>People with Long Term Conditions e.g. diabetes, cancer</p> <p>Groups derived from population health management</p>  |
| <b>Smoking Cessation</b>       | <p>Smoking Status at Time of Delivery</p> <p>Targeted interventions for: Routine &amp; Manual Workers; Areas of high prevalence of smoking ; and people living with Severe Mental Illness</p>   |

## 4.12 Delivery Model

### The Digital Offer

- ❖ There will be a digital front door to the new healthy behaviours offer which provides universal, quality assured information and signposting alongside access to a face-to-face referrals management platform for more intensive support
- ❖ Digitally disadvantaged customers will have the benefit of telephony support.

### Face to face offer

- ❖ A face-to-face offer to support people with more complex needs delivered by Feel Good Suffolk Advisors, who are dedicated advisors who provide support and navigate service users through the process.

### Further Support

- ❖ Onward referrals can be made to clinically trained professional and specialists within the field of weight management, psychology, nutrition, functional or physical activity.
- ❖ At place community-based activities will be accessed via health walks, exercise on referral
- ❖ Adult weight management and Stop Smoking support from commercial operators will also be accessed where needed and appropriate
- ❖ Feel Good Suffolk Advisors will become semi-specialist over time in stopping smoking, Physical Activity or Adult Weight Management and, as part of their role, will deliver education-informed sessions or physical activity interventions.

## 4.13 The Partnership Agreement

- 4.14 The Healthy Behaviours Partnership Agreement (Appendix 1) sets out the key principles and objectives of the partnership. The agreement is centred around the need to work collaboratively, with openness and transparency and adhering to agreed governance processes to achieve an agreed set of objectives that will ensure the effective delivery of the healthy behaviours programme.
- 4.15 The agreement also sets out the responsibilities of each of the delivery partners to ensure performance and quality assurance of the services delivered and use of a shared case management system.
- 4.16 Robust governance arrangements will include the creation of a Partnership Board with representation from each partner.
- 4.17 The financial contribution detailed in the agreement is also set out in Section 6 below.

## 5. LINKS TO CORPORATE PLAN

- 5.1 The Healthy Behaviours Partnership directly contributes to the Councils Vision: “Great Communities with bright and Health Futures that everyone is proud to call home”.
- 5.2 The new Feel Good Suffolk will also directly contribute to the outcomes detailed in the Councils Wellbeing Strategy:
- ❖ Inequalities are reduced for all groups
  - ❖ Residents have the best opportunities to improve their physical and mental health and wellbeing
  - ❖ Families lead active, health and safe independent lives and manage their own health and wellbeing

## 6. FINANCIAL IMPLICATIONS

- 6.1 Suffolk County Council funding to the District Councils

| District Council  | 2023/24 |         | 2024/25  | 2025/26  |
|-------------------|---------|---------|----------|----------|
| Adult Obesity     |         |         |          |          |
| Babergh           | £38,296 | Q3 – Q4 | £76,592  | £76,592  |
| Mid Suffolk       | £41,112 | Q3 – Q4 | £82,224  | £82,224  |
| Smoking           |         |         |          |          |
| Babergh           | £44,380 | Q3 – Q4 | £112,747 | £112,747 |
| Mid Suffolk       | £37,645 | Q3 – Q4 | £95,637  | £95,637  |
| Physical Activity |         |         |          |          |
| Babergh           | £20,771 | Q3 – Q4 | £41,542  | £41,542  |
| Mid Suffolk       | £27,669 | Q3 – Q4 | £55,337  | £55,337  |

## 7. LEGAL IMPLICATIONS

- 7.1 The Healthy Behaviours Agreement is not intended to be legally binding, and no legal obligations or legal rights shall arise between the parties from the Agreement. Each Council enter into the Agreement intending to honour all their obligations.

## 8. RISK MANAGEMENT

8.1 Key risks are set out below:

| Key Risk Description   | Likelihood<br>1-4 | Impact<br>1-4 | Key Mitigation Measures  | Risk Register and Reference* |
|--|-------------------|---------------|--|------------------------------|
| Move from procurement to partnership model at pace                             |                   |               | Strong and wide partnership with a wealth of resources to call on should enable issues<br>Strong governance to reflect local implementation.<br>Partnership Agreement  |                              |
| Organisational processes mean insufficient level of support cannot be provided |                   |               | Organisational steer to Members and senior officers.<br>Clear decisions plan for each organisation   |                              |
| Failure to agree model   |                   |               | Shared vision for the delivery model, building on the Act Global, Think Local approach<br>Workstreams and Design Group established with oversight of a Steering Group.<br>Direct reporting into SCOLT and SPSL |                              |
| Go Live date delayed   |                   |               | PM and Design Lead support within the project<br>Phased approach to delivery   |                              |

*\*Healthy Behaviours Partnership Risk Register*

## 9. CONSULTATIONS

9.1 Consultation has taken place with SLT and Cabinet members.


## 10. EQUALITY ANALYSIS

10.1 The Partnership Agreement does not impact or exclude any of the protected characteristics defined under the Equality Act 2010.

## 11. ENVIRONMENTAL IMPLICATIONS

11.1 There no environmental implications associated with this report

## 12. APPENDICES

| Title                                       | Location  |
|---|---|
| (a) Health Behaviours Partnership Agreement | <br>2023-08-04 Healthy Behaviours Partnershi<br>Attached |
| (b)   |   |
| (c)   |   |
| (d)   |   |

## 13. BACKGROUND DOCUMENTS

13.1 Healthy Behaviours project plan and risk register.

13.2 Healthy Behaviours Partnership Agreement

## 14. REPORT AUTHORS

Vicky Moseley, Corporate Manager Communities