



DERBY CITY COUNCIL

COUNCIL CABINET
15 FEBRUARY 2011

Report of the Strategic Director of
Neighbourhoods

ITEM 13

Healthy Living Coaching Programme

SUMMARY

- 1.1 Derby City Council has been commissioned by NHS Derby City to provide a pilot Healthy Living Coaching Programme for adults for 12 months, starting 1 March 2011.
- 1.2 The aim of the programme is to reduce health inequalities by improving the health and wellbeing of targeted groups, communities and individuals in Derby, where the greatest health inequalities are experienced.
- 1.3 The cost of the 12 month pilot programme will be £250,000 which will be fully funded by NHS Derby City. This will include the costs of all staffing and resources required to deliver the pilot programme. The programme has been designed with the potential to generate income for the Council. A Service Level Agreement has been developed between NHS Derby City and Derby City Council.
- 1.4 If the pilot is successful, a further £500,000 to £600,000 of funding could be available to continue the programme into future years, at which point options to widen the scope of the programme to include children will be considered.

RECOMMENDATION

- 2.1 To approve Derby City Council being commissioned by NHS Derby to provide a 12 month pilot Health Living Coaching programme from 1 March 2011

REASONS FOR RECOMMENDATION

- 3.1 NHS Derby City have identified that there is a compelling need for a programme to provide an integrated, seamless service in local areas and communities across the city. There is currently no dedicated service in Derby that is able to offer a comprehensive lifestyle/behavioural support.
- 3.2 There is a strong national and local context for the development of the Healthy Living Coaching Programme including: the Darzi Report (Department of Health 2008d); Choosing Health (2004); The Commissioning Framework for Health and Well-being (2007a); Healthy Weight, Healthy Lives (2007) and various documents from NICE (on Physical Activity, Hypertension, Obesity, Behaviour Change). The local context is also strong and includes the Healthy Derby Strategy (Derby City PCT: 2007) and the 5 Year Strategic Plan (2008).

- 3.3 Following an options appraisal of potential providers NHS Derby City identified the Leisure and Cultural Development Division within Derby City Council as best placed to develop and deliver the pilot programme in partnership with NHS Derby City. This decision was primarily based on the previous work done under the b-active brand and the success achieved in increasing children and young people's activity levels and the expertise and experience in the Division in developing intervention based physical activity and well being programmes.

SUPPORTING INFORMATION

- 4.1 NHS Derby City are commissioning the Leisure and Cultural Development Division to run a pilot Healthy Living Coaching Programme to trial a range of approaches to support local people to change unhealthy behaviours with the long term aim of permanently changing unhealthy behaviours and adoption of healthy lifestyles, improving the health and wellbeing of people in Derby and reducing the need/reliance on secondary care services.
- 4.2 The pilot will be delivered over 12 months. It will provide a primary programme specifically targeting individuals who are at risk of Chronic Obstructive Pulmonary Disease (COPD), Cardiovascular Disease (CVD) and Diabetes and/or with a Body Mass Index (BMI) over 30. The programme will be a client centred combination of motivational interviewing, physical activity and nutritional advice and support.
- 4.3 Clients will try various options including personal training sessions, cook and eat sessions, family meal planning advice, home exercise programmes, "try it" pass for Council leisure centres and access to a dedicated support website. Clients will be supported throughout the 12 month programme through a variety of contact methods.
- 4.4 Links will be made to existing Council programmes including The Movement and Active Start, activity programmes at Council leisure centres, Cycle Derby programmes and park activities. A charge will be made for these activities where appropriate and on completing the 12 month programme each client will receive a Passport to Leisure ensuring access to value for money activities.
- 4.5 A range of success indicators have been developed for the pilot programme and these will be fully evaluated using the Department of Health toolkit for weight management reduction programmes.
- 4.6 The cost of the 12 month pilot programme will be £250,000, funded by NHS Derby City. In addition a further 19k of Dietician time provided by NHS Derby City has been agreed which equates to two days a week work on the programme
- 4.7 The pilot programme will be managed by the Health and Wellbeing Manager and supported by other staff in the Leisure and Cultural Development Division. It will link into a range of programmes and activities already offered and developed across Leisure services. An additional 5.5 full time temporary staff will be recruited for the length of the pilot on one year fixed term contracts. These staff will require expertise in clinical settings, motivational interviewing skills and experience in detailed clinical work. All costs associated with the staffing including any redundancy costs are covered by the pilot funding.
- 4.8 Staffing costs for the programme will total £150,562 including on costs. The remainder of the budget will cover travel and office equipment, print and publicity material, equipment, management costs, room hire and website development. A contingency has also been included in the budget.

OTHER OPTIONS CONSIDERED

- 5.1 Not accepting the opportunity to be commissioned is an option but the Council are best placed in the city to provide this service as identified by the options appraisal carried out by NHS Derby City and this provides an opportunity to make a significant contribution to reducing health inequalities in the city over the next 12 months and into the future.

This report has been approved by the following officers:

Legal officer Financial officer Human Resources officer Service Director(s) Other(s)	Stuart Leslie Toni Heathcote Celia Dyson Claire Davenport
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For more information contact: Background papers: List of appendices:	Name 01332 641231 e-mail Amanda.sharman@derby.gov.uk None Appendix 1 – Implications
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IMPLICATIONS

Financial

- 1.1 All costs associated with the pilot programme are funded by NHS Derby City. Included in this is a contribution to the staffing costs of the existing Council Health and Wellbeing Manager which offers a one off saving of £11,000 in 2011/12.

Legal

- 2.1 The Healthy Living Coaching Programme is subject to a Service Level Agreement that outlines the financial contribution and relationship between the two partners, NHS Derby City and Derby City Council.

Personnel

- 3.1 An additional 5.5 full time temporary staff will be recruited for the length of the pilot. These staff will require expertise in clinical settings, motivational interviewing skills and experience in detailed clinical work. Some of these posts may provide a redeployment opportunity for some staff who are currently vulnerable

Equalities Impact

- 4.1 This programme will seek to address health inequalities across the city.

Health and Safety

- 5.1 The pilot programme has been developed following NICE and Department of Health protocols.

Carbon commitment

- 6.1 Clients will be encouraged be more active and therefore may choose to walk on occasions where they would otherwise taken their car.

Value for money

- 7.1 The pilot programme has been developed with the long term aim of reducing reliance on secondary care services in the city, has the potential to generate income for the Council and contributes to Council budget savings for 2011/12.
- 7.2 The participants will also be offered a passport to leisure ensuring access to value for money activities.

Corporate objectives and priorities for change

8.1 Healthy City, HC3 objective, outcomes and milestones