Healthy lifestyles
Gloucestershire



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John Russell Healthy Lifestyles Service Director



Jo Bourne-Jones
Operations Lead



Nicki Blyth
Training Co-ordinator



Naomi Grainger Programme Administrator



Craig Russell
Office Assistant







Michelle Heslop Healthy Lifestyles Coach



Khatija Mehter Healthy Lifestyles Coach



Sumaya Ali Healthy Lifestyles Coach



Nurcan Milner Healthy Lifestyles Coach

Countywide



Laura Taylor Senior Healthy Lifestyles Coach and Smoking in Pregnancy Lead

Cheltenham



Tracey Miller
Healthy Lifestyles Coach

Cheltenham/ North Cotswolds



Vincent McCumisky Healthy Lifestyles Coach



Stroud/South Cotswolds



Paula Tracey Healthy Lifestyles Coach

Kella Freeman Healthy Lifestyles Coach

Forest of Dean



Rikki Lane Senior Healthy Lifestyles Coach

Forest of Dean/ Tewkesbury



Alex Bluett Healthy Lifestyles Coach

First Year Foreword from the Director of Healthy Lifestyles

It's an exciting time for Healthy Lifestyles in Gloucestershire. We've had a really successful first 15 months since launching in January 2017 and I'm delighted to share the highlights of our successes and achievements during this time.

Healthy Lifestyles Gloucestershire is an integrated lifestyle service commissioned by **Gloucestershire County** Council to help the people of Gloucestershire to maintain a healthy weight, increase their physical activity, reduce their alcohol consumption and stop smoking. We call each of these behaviour changes 'journeys'. One of the significant advantages of an integrated service is that we can see people on multiple journeys at the same time. For example, a client may choose to focus on stopping smoking, whilst also accessing help to maintain a healthy weight.

The success of the service belongs to the people within it - our dedicated team members and, most importantly, the people who take the small steps necessary to improve their health every day. We would like to thank anybody who has made a direct referral into the service this year or recommended someone get in contact with us; you are fantastic.

I look forward to seeing the service develop as we help more and more people to be their best selves.

John RussellHealthy Lifestyles
Service Director

The Healthy Lifestyles Service helps people who live in Gloucestershire to:

- Lose weight
- Get active
- Cut down on alcohol
- Give up smoking.

We call these behaviours, and we work with people on tackling multiple behaviours at the same time.

Our goals are to reduce health inequalities, empower and inspire behaviour change and motivate people to increase confidence in their ability to succeed in the long term. We are proud to be co-creating a real and sustained difference to the health and wellbeing of citizens in Gloucestershire.

We support people aged 18 and over (12+ for smoking cessation) in their local

communities in a wide variety of venues (from community centres to coffee shops) for up to 12 weeks of support. This support is bespoke to each individual, but typically involves a mixture of face-to-face, telephone, email and text message support.

Our coaches are trained in health coaching, motivational interviewing and receive training to behaviourally support people with weight, physical activity, alcohol and smoking cessation.

Weight

2000 people lost 5%

as a total

I was able to come off my diabetes medication.

I maintained my weight as well as quitting smoking.

A further people lost 3-5% of their body weight

5,891 lbs (2,672kg/421 stone) were lost by the people of Gloucestershire, which is the equivalent weight of three African forest elephants or 32 fully grown adults.



Peter

Peter lost a stone with the help of Healthy Lifestyles Gloucestershire.

Read <u>Peter's story</u> under 'Your Stories' on our website <u>www.hlsglos.org</u>

Speaking of his experience with us, Peter said:



"Do it, just have a go and don't worry because it's the whole atmosphere; it doesn't criticise or condemn and just shows you the way to go. I did it, I'm still doing it!"



The Healthy Lifestyles Service is pleased to be partnered with Slimming World to deliver a free Weight Management on Referral (WMoR) programme across Gloucestershire.

Clients are given 12 weeks of support in two follow-on six-week blocks. Clients are expected to reach 2% body weight loss at week 5 to receive the next six weeks. If they are unable to achieve this, they are withdrawn from the Slimming World programme and are offered further support with the Healthy Lifestyles Service.

Groups take place in 80 locations, with 170 sessions taking place every week.

3,433 people were referred to Slimming World. Some will not have been eligible or chose not to take up the offer. 2,377 started their Slimming World journey, 1,499 have finished their 12 week programme. Some people who started their Slimming World Journey will still be on their 12-week programme at the time of writing this report.

Some people may have been unsuccessful with Slimming World, however the HLS

service is available at a later stage for when people are ready to try again.

798 (52%) people lost at least 5% of their body weight. This is in line with national providers weight loss achievements throughout the UK.

Of the 798, 178 people (12%) lost 10% or more of their body weight. This is better than the national average where 9.9% of people lost 10%.

Feedback, shows that

- 92% of people chose healthier food since joining Slimming World.
- 19% people ate unhealthy snacks compared to 84% at the start of the programme
- 94% of people were satisfied with the Slimming World Service
- 80% of people said they thought they would continue at Slimming World after their referral finished.

I am SO thankful for the referral. It has changed mine and my family's eating habits for the better.

I am even going to fitness classes, something
I have avoided doing for years. I will be fit and healthy at 40, thank you all so much!

- Slimming World Participant

What are Slimming World members saying about Slimming World?

Having this referral has given me more confidence and belief in myself.

I am pleased with my weight loss of one stone so far! I will continue with my group.

This has given me the boost I needed to reassess my eating habits. I was lazy with my eating.

Thanks to this scheme, I think about everything I eat. I am so happy with my results so far

I'm really pleased with how it's gone so far. I still have a long journey ahead but plan to buy another 12 weeks membership when this one runs out. I have lost 1 stone 9lbs in 10 weeks and am hoping to get my 2 stone award before Christmas.

Brigid Faulkner

AGE: 65

START WEIGHT: 15st 8½lbs CURRENT WEIGHT: 12st 11lbs TOTAL WEIGHT LOSS: 2st 11lbs

wanted to lose weight because I needed to be healthy. I was referred to Slimming World by my doctor's surgery – it's not likely that I'd have joined without this.

When I first went to join, I felt a bit nervous but I was made very welcome. My consultant, Claire, is so encouraging.

Now I enjoy my evening at Slimming World each week, and I get lots of help and support if I need it. It's really good to meet people on the same journey.

I can eat anything – it's not a diet. I don't feel hungry and I just try to plan ahead.



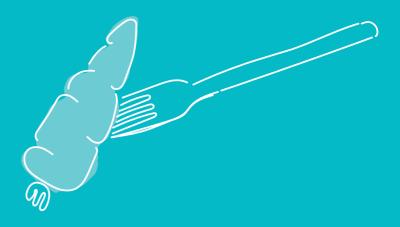
AGE: 23

START WEIGHT: 26st 4½lbs CURRENT WEIGHT: 23st 8½lbs TOTAL WEIGHT LOSS: 2st 10lbs

I wanted to lose weight as I didn't like the way I looked and I want to be around for a long time with my nieces.

I heard about the Slimming World on Referral scheme from my mum, and then I got a referral voucher from my GP. To be honest, it's very unlikely that I'd have joined without this.

When I first went to join group I felt very nervous but I like it a lot now. I love how easy it was to change my ways and how friendly my group and my consultant, Maxine, are.



I had a lot of health issues before losing weight which are now improving – this includes arthritis, fatty liver, high blood pressure and feeling generally rubbish. I was really exhausted most of the time but I feel much better now.

Since starting my weight loss journey, I walk a lot more than I did. The best thing is that I feel like I have more freedom as I don't drive.

We go out more and I don't ache all the time. I feel I have a better quality of life.



My weight was affecting my health, but this has changed a lot since I've lost some weight and I'm also doing more physical activity.

Although the best thing to happen as a result of my weight loss so far is being able to buy smaller clothes.

Full Year HLS Achievements Alcohol

people are now drinking within government guidelines

people reduced their consumption by half or more

I've cut down on my alcohol. I have better understanding of alcohol units and how to calculate the units. Having regular support intake, I feel good about my achievement

in for other

their units

With a total reduction of 3,953 units per week, this could equate to:

- 395 bottles of wine or
- 1,000 pints of beer

and feel healthier.



Full Year HLS Achievements

Physical Activity

people moved from doing less than 150 minutes of physical activity per week to 150 minutes or more of physical activity per week.

A further

people who
didn't reach 150
minutes had
increased by
30 mins or more.

A further people increased by an amount less than 30 minutes

This increase in physical activity represents 6,500,000 steps. These 6,500,000 steps are also the equivalent of walking from John o' Groats to Land's End and back, every week.

O COCO

I have reduced my anxiety and got the confidence to exercise, I have lost weight and my breathing has improved.



Kenneth

Kenneth was seen by our health coach Michelle.

Kenneth said: "I've lost weight by increasing my exercise and feel better about myself."



Michelle, Kenneth's coach, said:

"Kenneth was a delight to work with.

He didn't have much spare time as he is a carer. In many ways, he wanted this lifestyle change and was determined to do whatever to get it.

He achieved his goals and I am so happy for him."

Full Year HLS Achievements Smoking

people stopped smoking

79% of people who set a quit date, quit at 4 weeks

83% of all smokers were verified as quit by using a carbon monoxide monitor

141

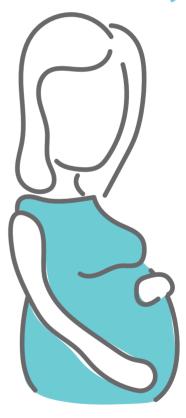
pregnant women stopped smoking at 4 weeks

74% of all pregnant smokers were verified as quit by using a carbon monoxide

76% of women were still quit at time of delivery

The best part was actually quitting; people said I would never be able to do it!

quit smoking after 60 years, 60 cigarettes a day to 0!



Equivalent to over **7,500 fewer** cigarettes being smoked every day (over 2,500,000 per year), that's **a saving of £1.3m.**



Wendy

Wendy had smoked for over 55 years, but with help from Healthy Lifestyles Gloucestershire, she quit smoking last year and has been smoke-free ever since, saving £250 a month - that's £3,000 a year!

Wendy said: "I've been 3 months without smoking and don't even think about it anymore."

Wendy's coach said:
"Wendy struggled in the beginning. She found that being one of the only smokers out of her friends made her want to quit and save money. Wendy achieved her goal and I am very proud of her".

726 (76%)

of people who saw a HLS coach showed a significant improvement in their wellbeing as a result of accessing the service.

Wellbeing

When I first came to Healthy Lifestyles
I was very depressed, and I had
become isolated. Having appointments
to keep with my coach made me make
an effort to go out. We talked about
a lot of things to do with my daily
routine and how I could make changes.
I am attending the gym regularly now
and my depression has lifted.





Amy, Forest of Dean For Weight and Alcohol

What was your main goal?

My main goal was to lose weight. I hoped to get advice on alcohol as I was aware I was drinking more than I should be.

What did you do?

I realised I needed to reduce alcohol. Each week, I set a new goal to reduce the amount of units I consumed. When I started my journey, I was consuming 42 units per week. Each week, I would reduce the units down.

I would fill out the sheets every week to keep a record of my units so this would help me stay on track. I also kept a food diary to make sure I wasn't eating too many of the wrong foods. I discussed these with my health coach.

What did you achieve?

At the end of the course, I was down to around 14 units a week and some weeks I didn't drink at all. I was drinking around a bottle of red wine on a night and drank on Thursday, Friday, Saturday and Sunday. Now I only have a drink on the weekend and I feel I have the confidence back and no longer need to rely on alcohol like I did before.

I am really enjoying my running and love cooking these new recipes and can see the weight is starting to come off as I am losing around 2.5lbs a week. I've even joined a running club.

I have to say that I really don't think that I would have stuck to the programme without the support from Nurcan. She was really supportive and helped me make realistic goals that I could achieve. When I first met Nurcan I really enjoyed drinking and didn't really want to stop. Now I can see how far I have come and can see the benefits of not drinking.

What's next?

The exercise is really helping with this as I am keen at running but can't run if I have had a drink the night before, so this is making me question myself every time I want a drink. My goal is to continue with my exercise and healthy eating and to try and keep my alcohol intake down.

Liz, Dursley For Weight and Exercise

What was your main goal?

I was so unhappy with my weight. I wanted to lose weight, be healthy and happy as well as improving my mobility.

What did you discuss?

We talked about healthy balanced meals. I set goals to stop snacks, to have sensible portions and to up the amount of exercise I was doing.

What did you do?

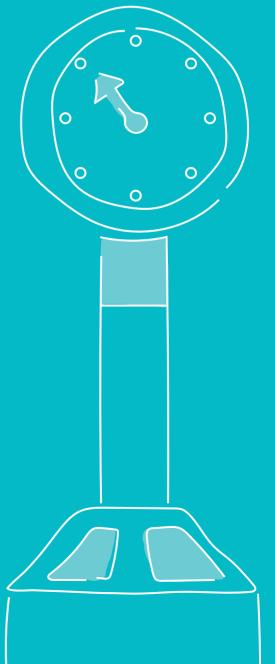
First of all, I stopped buying snack foods. I learned to replace snack foods and to have fruit instead. I also started to walk every day for at least 30 minutes, meaning I would reach over 150 minutes a week.

What did you achieve?

I have lost 2 stone in weight. I'm very happy about this. I actually bought a new dress which means so much to me.

What's next?

I actually feel confident with my weight now, although I still need to lose another stone. I will continue the work I've started. I've also made an appointment for my first gym session this Friday!



Ethnicity

91.6% of Gloucestershire residents are White British. In 17/18 84% of HLS clients were White British with the remaining 16% made up of BME groups.

HLS

64% of the referrals received were female and 36% were male

Slimming World

80% of Slimming World referrals received were female and 20% were male



Deprivation

*Smoking clients only

65%

of HLS clients came from the most deprived areas of the county

46%

of people referred into Slimming World came from the most deprived areas of the county

of clients came from a priority group in 2017/18

51% is a great start for our first 15 months however we're looking to work with our target population to improve this. We want to extend this to 75% so 3 out of every 4 people we see are from a group that most needs our help. For a list of priority groups please see appendix on page 31.

The Wider Digital HLS Offer

As well as our 1:1 coaching offer HLS also offers digital support comprised of the hlsglos.org website, the Best-You self-care website and app, as well as our social media on Facebook and Twitter.

In 2017/18, the HLS website saw 14,000 people visit the website with an average 39 new people visiting per day.

Overall, there were 42,368 page-views, meaning there was an average of 3 page-views per person accessing the website. These page-views per person suggest that the content on the website is keeping people engaged.

The most popular four webpages were:

- 1. Home Page
- 2. Referral Form
- 3. Contact Us
- 4. Stop Smoking page

We are looking to expand our digital self-care offer with specific lifestyle groups with a named HLS coach to answer questions.

We engaged 1,457 users on Facebook which includes the number of people engaging with the HLS page as well as clicking a link or story. Our posts were seen 680,135 times through the year and our stories/posts were seen over 2,000,000 times.

On Twitter, we engaged 2,172 people, received 288 retweets from people who thought our content was valuable enough to share and 541 people enjoyed the content and 'liked' it.

Best-You is a website and app where people can explore their own health and wellbeing and achieve the things that are important to them.

The Best-You app can be downloaded through both Apple and Andriod app stores. Users can set goals, track their progress and share successes with friends and groups to support them - and other Best-You users - on their journeys.

In Gloucestershire, a total of 388 people joined Best-You. When joining, people can choose to do one or all of the following:

- · Track their behaviours online
- Access reliable health information
- Join in with groups on specific topics relevant to Gloucestershire
- · Interact with coaches online.

A total of 158 people used their accounts to self-care. 59 of these made positive lifestyle changes which included reducing alcohol consumption, stopping smoking, getting more active and losing weight.

We will look to increase the numbers of people accessing the digital offer to self-care in the coming year.





The HLS team have been working with Gloucestershire secondary schools on a unique and innovative programme to engage with young people and inform them around the benefits of living a healthy lifestyle.

The aim of this peer support programme is to work with Year 8 and Year 10 pupils around risk taking behaviours linked to health and wellbeing.

There will be a specific focus on:

- Smoking Cessation
- Alcohol Reduction
- Brain Development
- Integrating learning into lesson plans

We have worked with four schools and 100 pupils to co-develop the pilot project.

Following on from this pilot the project will now be delivered with these four schools and evaluated to assess it's impact. The learning from the pilot sites will be brought together to improve content which will shape the final programme before it is rolled out across the county.

These schools are:

- Newent Community College
- Tewkesbury School
- Pittville School
- Rednock School

STOPTOBER 2017

Healthy Lifestyles held 7 location-based events around Gloucestershire for Stoptober. These took place in:

- Pharmacies in Lydney
- Gloucestershire Royal, Gloucester
- Adult Education, Gloucester
- Gloucester Cross
- Tesco in Cheltenham
- Cirencester Hospital
- Stroud College





PLEDGE CAMPAIGN

We also launched our new Pledge Campaign microsite **best-you.org/pledge** in July to coincide with the Pledge Campaign launch.

Service users were encouraged to make their pledges on the site which featured a rolling 'Pledge Counter'. We also attended local events to engage and inspire action to pledge in local people. Overall, 315 pledges were recorded.



Lin - I Pledge: To have four alcohol free days a week.

Lin was the lucky winner of a Fitbit in our pledge free prize draw.

When we followed up with Lin over two months later, she had kept to her pledge.

CUT DOWN IN JANUARY

HLS enlisted the support of the CCG Information Bus to tour around Gloucestershire. We visited Coleford, Cheltenham and Gloucester with the aim to support people to reduce the amount of alcohol they drink.



Making Every Contact Count (MECC)

from:

Purpose:

To increase the confidence of front-line workers in having conversations around lifestyle.

What:

MECC training combines behaviour change theory, including Motivational Interviewing with key public health messages. It focuses on how to help people make lifestyle changes.

Who:

The most common people trained in MECC were:

- 1. Nurses
- 2. Midwives
- 3. Family Support Workers

3. 2gether NHS Foundation Trust

Most people trained came

1. Gloucestershire Hospitals

NHS Foundation Trust

2. Gloucestershire Care

Services

- Other organisations included: • Barnardo's
- Gloucestershire CCG
- Gloucestershire County Council

How Many:

HLS Gloucestershire trained 274 people to Make Every Contact Count.

Other job roles included:

- Health Care Assistant
- Community Worker/ Practitioner
- Occupational Therapist







Smoking Cessation

Purpose:

To train health professionals to be stop smoking advisors who are able to support someone to stop smoking.

What:

Advisors can then offer behavioural support, advise on the use of Nicotine Replacement Therapy (NRT) and issue vouchers to access NRT.

Who:

The most common people trained in smoking cessation were:

- 1. Midwives
- 2. Nurses
- 3. Pharmacy staff

Other job roles included:

- GP surgery staff
- Health Care Assistant
- Physiotherapist

Most people trained came from:

- 1. Gloucestershire Hospitals
 NHS Foundation Trust
- 2. Gloucestershire CCG
- 3. 2gether NHS Foundation Trust

How Many:

HLS Gloucestershire trained 68 new smoking cessation advisors to help people live a smoke-free life.

Mental Health

First Aid

This two-day course supports people within Gloucestershire - especially those on the front-line of delivering a service - to be comfortable when approaching, discussing and helping people experiencing mental ill health.

Healthy Lifestyles Gloucestershire trained 81 new mental health first aiders.

Mental Health First Aid Lite

This half-day course introduces people within Gloucestershire - especially those on the front-line of delivering a service - to improve confidence in understanding, approaching and helping people experiencing mental ill health.

Healthy Lifestyles Gloucestershire trained 84 people in Mental Health First Aid Lite.

Applied Suicide Intervention Skills

This two-day course introduces people within Gloucestershire - especially those on the front-line of delivering a service - to be comfortable in approaching the topic of suicide, discussing suicide and intervening where appropriate with those at risk of suicide.

Healthy Lifestyles Gloucestershire trained 88 people in ASIST.

of delegates completed evaluations

of delegates demonstrated improved knowledge and awareness

of delegates reported an increase in confidence

of delegates rated the training as good or very good.

Stakeholder Engagement

We will continue to work and promote our service through stakeholder engagement. Our aim is to increase our presence within the county so that partners are aware of what we offer and how it can benefit them and the people they know.

Peer Support Programme in secondary schools

Expanding the schools project to a total of 10 schools.

1001 Days

We are working with stakeholders from the Better Births strategy group and maternity pathway and we are creating a new post for a pregnancy specialist to add capacity to the HLS team and wider system. This new post will integrate into the maternity pathway with scope to influence and design a wrap-around service to provide support for pregnant women and their families from conception to age 2. This is an exciting development and the impact and outcomes will be monitored and evaluated closely.

Digital Offer

We will continue to improve our digital offer and grow the numbers of people who selfcare. Coaches will continue to promote self-care during every appointment.

Healthy Settings – Workplace Accreditation Scheme

We are working with stakeholders from Gloucestershire County Council and NHS Gloucestershire CCG to launch a new accredited healthy workplace scheme in 2019 so we can help businesses to be their best and encourage healthy lifestyles within their workforce.

Coaching

In 18/19 we will expand our training offer with a 2-day coaching course which will be developed in line with the Better Conversations strategy approach. This is to develop a coherent approach to support the self-care agenda in the county.

Increasing Focus on Priority Groups

51% of people who have an assessment are from a priority group, but we know we can do better. We want to extend this to 75% so 3 out of every 4 people we see are from a group that most needs our help.

Our Mission

Our mission in Gloucestershire continues to be to #MakeBetterHappen.

You

If you want to work alongside us, we can't wait to hear from you.

You can call **0800 122 3788**, visit <u>www.hlsglos.org</u> or email <u>info@hlsglos.org</u>.



Events

Healthy Lifestyles Gloucestershire supported many events across the county in 2017–18.

Smaller events are typically supported by one or two healthy lifestyle coaches, whilst larger events are coordinated centrally and involve multiple members of the team.

Smaller events

We held events in workplaces such as:

- Lucozade Ribena
- Unilever

We held events alongside organisations such as:

- Community Wellbeing
- Active Gloucestershire
- 2gether NHS Foundation Trust
- Gloucestershire CCG
- Gloucestershire Hospitals NHS Foundation Trust

We support events with homeless centres and organisations, including:

- Emerging Futures
- Stonham Quilter House
- The George Whitfield Centre

We held events in cafés, including:

- Friendship Café
- The Melting Pot, Podsmead
- Roots Café

We held events in supermarkets such as:

- Tesco
- Sainsburys

We collaborated with Housing and Home Support, including:

- Cheltenham Borough Homes
- Green Square Group
- Home Group Supported Housing

We supported larger events, such as:

- The Big Health Check Day
- Gloucestershire Carnival
- BBC Radio Gloucestershire Healthy Lifestyles Event





Stakeholders

Working with our stakeholders is an important part of every day business for HLS. Over the last year we have met and supported a range of organisations such as:

Gloucestershire CCG

Gloucestershire Hospitals NHS Foundation trust

2gether NHS Foundation Trust

Children and Families Centres

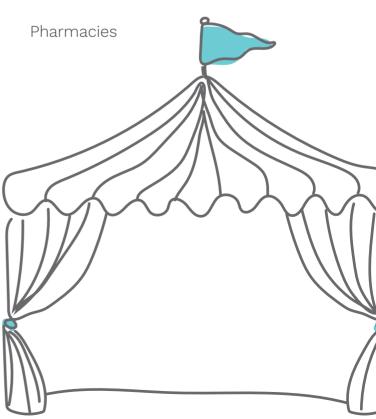
Gloucestershire Care Services NHS Trust

Gloucestershire County Council

Job Centre Wotton Lawn Hospital

Let's Talk Exercise on Referral Services

District Councils Phar





We met with organisations including:

- Art Lift
- Barnardo's
- Fair Shares Time Bank
- Faith Centres
- GL Communities
- Gloucestershire Libraries
- Hesters Way Resource Centre
- Independence Trust
- Kingfisher Treasure Seekers
- Macmillan
- Polish Association Gloucestershire
- St. Paul's Community Hub
- Taylor House
- The Nelson Trust
- The Probation Service
- Together in Matson
- University of Gloucestershire
- Young Farmers

Local gymnasiums, including:

- Freedom Leisure
- GL1 Leisure Centre
- Leisure at Cheltenham
- Stroud Leisure Centre
- Snap Fitness

Educational places:

- Cheltenham College
- Gloucestershire College
- University of Gloucestershire

To help young people:

- Early Help Forum
- Youth Centres

Priority Groups

- Clients and families living in poverty
- Clients who are morbidly obese
- Clients with a longterm health condition
- Clients with a mental health problem
- Clients with a physical or learning disability

- Pregnant women
- Clients with weight related health problems
- Vulnerable adults and frail older people
- Families who are involved in the 'Families First' programme

We encourage our clients to keep in touch with us via text and/ or email to stay motivated. It's only right the final words of this report should come from someone we have supported.

I wanted to give you some feedback on the healthy lifestyles service that I have recently been in receipt of:

I am truly delighted with the overall experience of HLS. From the first moment of contact, you have been simply wonderful. I came to see you with very little expectation, as I have been struggling with my weight for many years. You have helped give me the confidence to accept that it is ok to have a bad day, it is allowed, and I am not a failure just because I have made an unhealthy food choice. You have shown me respect throughout and have made no judgements.

I began my journey with my main aim being to lose weight fast. I knew that I would probably put it all back on again the moment I came off my diet. However because of the long chats we have had and your total understanding of my needs, I have finally understood that this is where I keep going wrong. You have taught me that slow and steady is the way forward and that having a treat is not a bad thing but can be actually healthy too. This is a lifestyle choice and not a diet that I am now doing and I am determined to keep it going.

I have lost two and a half stone in weight since starting out with you in April and I feel so much better in myself. I also feel well motivated to continue with this healthy eating style.

I cannot thank you enough Vince for everything. I will be recommending your service to my colleagues.

Contact the Healthy Lifestyle Service

Phone: 0800 122 3788 Web: www.hlsglos.org Email: info@hlsglos.org

