

# Better Health Rewards Health Scrutiny Board

23 March 2023

# Presentation Objective:

- To give an overview of the Better Health: Rewards programme being piloted within the City
- To provide an update on progress to date and next steps

HM Government

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**Get Rewards**

Download the **FREE** Better Health: Rewards app

to get your **FREE** fitness tracker and start earning rewards today!

For more information go to: [Wolverhampton.gov.uk/rewards](https://www.wolverhampton.gov.uk/rewards)  
Available to Wolverhampton residents aged 18 and over.

Better Health Let's do this

CITY of WOLVERHAMPTON COUNCIL

## Better Health: Rewards

- Biggest ever physical activity research piece of its type undertaken with the Government
- Utilises technology and behavioural science for better health outcomes
- Government investment of £3m which includes:
  - 25,500 free fitness tracker devices
  - £40 payment (in vouchers, for all those that complete the surveys)
  - Additional Vouchers and incentives for those in treatment group.
- Aligned to our ambition for 'Wulfrunians to live longer, healthier lives'

# Better Health: Rewards pilot

- The behaviour change intervention has been designed to test whether individuals eat more healthily and increase their physical activity levels in response to incentivisation
- Participants who sign up will be sent a fitness tracker (if they do not have their own device) and will receive personalised weekly goals.
- Launched on 17 February 2023, the pilot will run for 6 months and is delivered as a partnership between the Council, Office of Health Improvement and Disparities (OHID), HeadUp Systems Limited.
- Residents will be split into groups, including a control group and a treatment groups

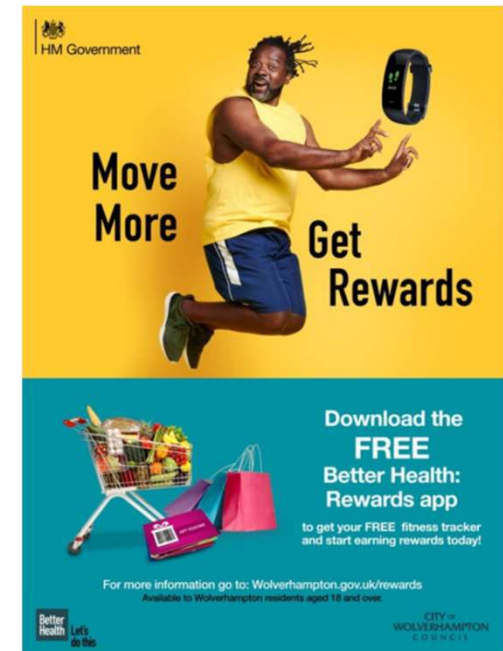


# Why Wolverhampton?

- CWC approached in response to our commitment to behavioural science agenda (including climate change, physical activity with LGA and COVID-19 response).
- Expression of interest submitted and subsequently offered to host the national pilot programme signed off by leader in November 2021.
- We were accepted on the basis that we are willing to try something different in response to tackling a wicked issue/s e.g. rising obesity figures and decreasing physical activity participation levels (national issues).
- The pilot has the potential to support our efforts made by the CWC and wider health system to tackle physical inactivity, in a personalised and data-driven approach

# What kinds of rewards are available?






- The Department of Health and Social Care has made £3 million available to provide incentives for users of the Better Health: Rewards app.
- Weekly goals such as increasing step count and eating more fruit and vegetables lead to points.
- Points can be exchanged for rewards such as **food vouchers, cinema tickets or day passes and discounted monthly gym subscriptions** across the city.
- Rewards are all health-promoting or health-neutral.



[wolverhampton.gov.uk](http://wolverhampton.gov.uk)

Sensitivity: NOT PROTECTIVELY MARKED

# Supermarket brand partners

Supermarket	Sainsburys	ALDI	ASDA	Tesco	Morrisons
Reward					
Stores	6x stores	5x stores	3x stores	6 stores + 3 mini	3 x stores

# How does the pilot work?

1

## Onboarding and baselining

Participants will download the app, input demographic information, and order their free physical activity tracker or sync their own.

The baseline period is two weeks to establish people's starting point.

2

## Setting challenges

After baseline, participants will set and complete up to two diet or activity challenges per week.

Challenges are recommended based if they are at or below government guidelines.

3

## Validating challenges

Participants must validate their challenges to earn points.

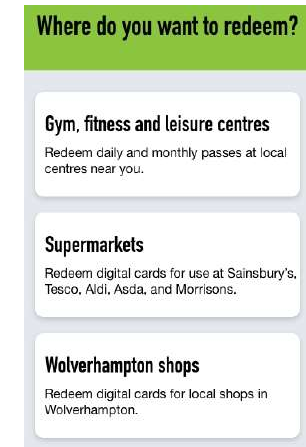
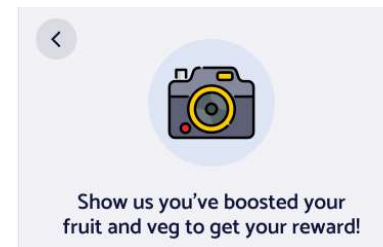
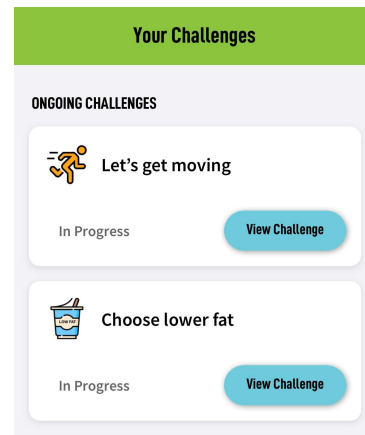
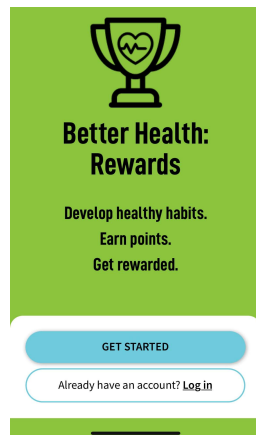
For PA challenges this is done via the tracker. For diet challenges this is done either via upload of a photo, or by completion of a quiz.

4

## Earning points and redeeming rewards

Once challenges are validated, participants accumulate redeemable points.

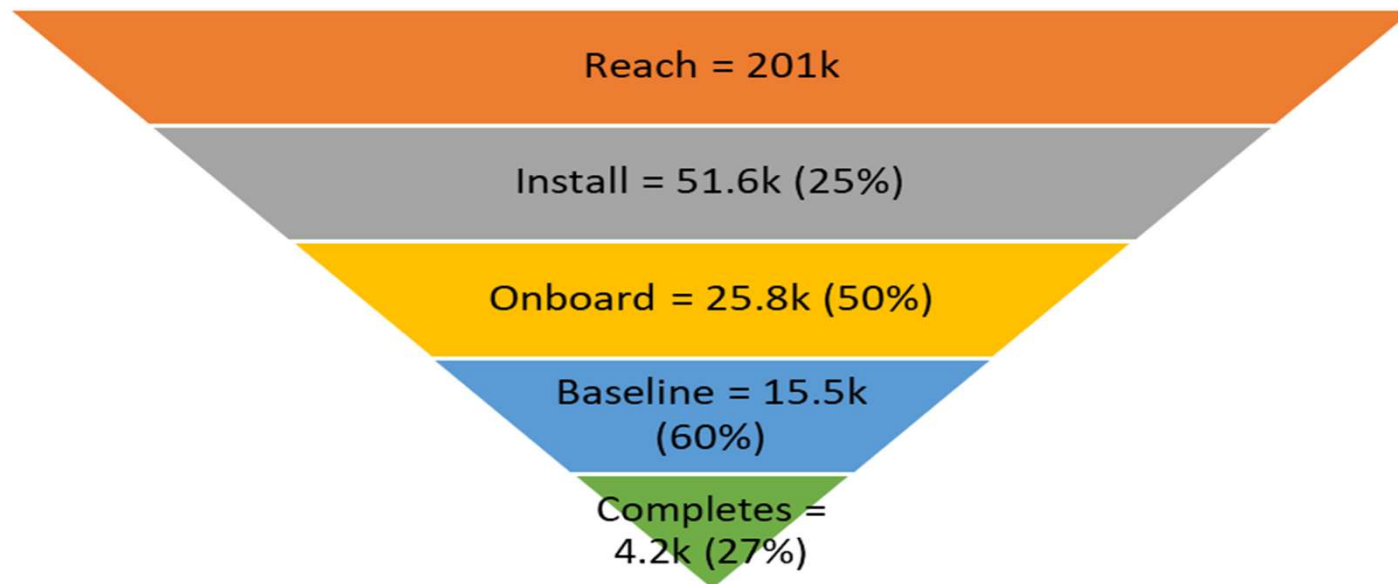
Points can be exchanged for rewards in the in-app store.





# Who can take part in the pilot?

- Wolverhampton residents (18+) can register their interest to take part in the scheme.
- Available to everyone regardless of how active or 'healthy' they are already.





## Feedback from Launch

## Launch day (17 February 2023)-activity to date:

- 'Big Bang' launch on Friday 17 February
- National press notice issued jointly by DHSC and CWC press office ahead of 6-week signup period
- Media call at city centre pop up shop attended by local, regional and national media – supported by volunteers, champions and the BID
- Launch of city-wide campaign – council channels plus outdoor and digital advertising

<b>TV</b>	<b>Radio</b>	<b>Newspapers &amp; Online</b>
<ul style="list-style-type: none"><li>• ITN National</li><li>• Central News</li><li>• BBC Midlands Today</li><li>• Jeremy Vine show</li></ul>	<ul style="list-style-type: none"><li>• LBC</li><li>• Heart</li><li>• BBC WM</li><li>• Free Radio,</li><li>• Greatest Hits Radio</li><li>• WCR FM.</li></ul>	<ul style="list-style-type: none"><li>• Times</li><li>• Telegraph</li><li>• Sun</li><li>• <u>Express &amp; Star</u></li><li>• <u>The Mirror</u></li><li>• <u>Birmingham Mail</u></li><li>• <u>BBC</u></li></ul>

## Ongoing promotional planning:

**Sustained communications and engagement campaign joint with DHSC to encourage sign up over six week sign up period including:**

- Campaign on social media and all council channels including printed leaflets, digital signs, E-newsletters, Council tax leaflets, text messages
- Use case studies of real people to sell the benefits of the pilot
- Advertising campaign funded by DHCS/OHID in billboards, YouTube, radio, E&S, Chronicle, local radio
- Better Health pop up shop in city centre
- Better Health Rewards bus targeting key locations across city
- Volunteer team targeting heavy footfall areas
- Working with partners (University of Wolverhampton, Wolverhampton Homes, NHS, Adult Education)
- Use of city influencers including WWFC players and more...

## Links with Partners and Social Influencers

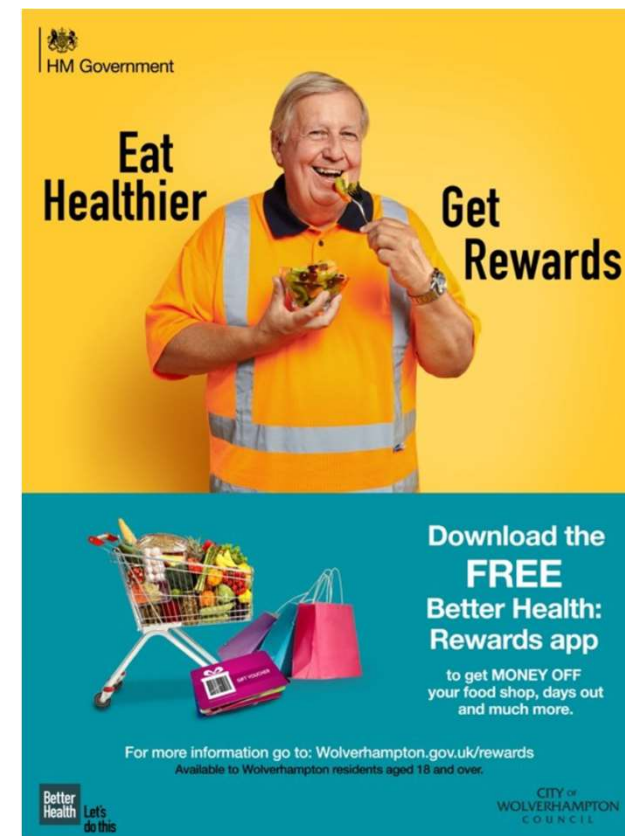


- Wolverhampton Wanderers FC
  - Official rewards partner (club shop)
  - Promotion at fan zone on 3 match days
  - Merchandising in and around stadium
- Backed by 4 players (with Videos)
- Sky Sports' Jeff Stelling / Matt Murray Promotional videos



## How have stakeholders supported?

- **Services to promote the app**
  - Promoted app with service users, staff and partners
- **Recruitment of residents**
  - Where possible, used customer service front line spaces to upsell downloading of the app and subsequent sign up
- **Marketing materials**
  - A range of Better Health branded printed and digital materials have been developed to help advertise the scheme
  - Shared marketing materials for partners to display in office/store/buildings or virtually.



[wolverhampton.gov.uk](http://wolverhampton.gov.uk)

# Promotional Video

The graphic is split into two vertical panels. The left panel has a yellow background and features a man in a yellow tank top and blue shorts jumping and holding a black fitness tracker. The right panel has a teal background and features a shopping cart filled with groceries and two shopping bags.

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**Download the FREE Better Health: Rewards app**

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## Current position and next steps:

- At time of publishing, approximately 20,000 residents had registered and approximately 16,000 fitness devices had been dispatched (+7 day update to be given at Health Scrutiny Panel)
- Final promotional push throughout the remainder of March to maximise registrations
- Monitor attrition rates over the 6 Month programme period and use comms accordingly
  
- OHID Research findings to be shared with CWC prior to publishing.
- Twin tracked comms to be programmed announcing findings
- Depending on findings OHID to consider national roll-out of programme at scale
- Depending on findings, CWC to consider how to use incentives locally to increase positive healthy lifestyle choices by residents



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**Any questions?**