

Health Scrutiny Panel

Minutes - 23 March 2023

Attendance

Members of the Health Scrutiny Panel

Cllr Jaspreet Jaspal
Cllr Milkinderpal Jaspal
Cllr Rashpal Kaur
Cllr Sohail Khan
Stacey Lewis
Cllr Lynne Moran
Cllr Susan Roberts MBE (Chair)

Employees

Martin Stevens DL (Scrutiny Team Leader)
Lee Booker (Scrutiny Officer)
John Denley (Director of Public Health)
Richard Welch (Head of Partnerships)

Part 1 – items open to the press and public

Item No. *Title*

1 **Apologies**

An apology for absence was received from Cllr Paul Singh. There were no substitutions.

2 **Declarations of Interest**

There were no declarations of interest.

3 **Minutes of previous meeting**

Resolved: That the minutes of the meeting held on 19 January 2023 be approved as a correct record.

4 **Better Health Rewards Scheme**

The Head of Partnerships opened the presentation (a copy of the presentation is attached to the signed minutes) and gave some context on the Better Health Rewards Scheme. The Better Health Rewards pilot scheme was launched on the 17 February 2023 and was designed to last 6 months, in partnership with the Office of Health Improvement and Disparities (OHID) and Headup Systems Limited. It was designed to test whether individuals would change their behaviours to eat healthier and exercise more in response to incentivisation. The Council applied to take part in the scheme because of its commitment and interest in Behavioural Sciences and were accepted due to their willingness to try something different in response to issues like obesity and a reduced willingness across the national population to

participate in physical exercise.

The Head of Partnerships informed the Panel that the Department of Health & Social Care had made £3 million available in support of the scheme and explained some of the reward the scheme had for participants. Some major supermarkets supported the scheme. Further information was given on user set up information. Participants had to be 18 years old or above to take part in the scheme. The launch of the scheme included a volunteer led launch day, as well as advertising on a variety of national television programs, radio and newspapers. On going promotional planning was being delivered by the City of Wolverhampton Council working with partners such as Wolverhampton University. Advertising was utilised with the Wolverhampton Wanderers football club. The Head of Partnerships showed examples of video advertising which had been on going.

The Head of Partnerships summarised where the scheme was at; 20,000 residents had registered, with 16,000 fitness devices dispatched. Attrition rates would be monitored and the data would be fed back when the research findings were published by OHID.

A Panel member commented that feedback they had had was that it was not clear enough to users that it was a research program, concerns had been raised people did not know what was occurring with their data. The Director of Public Health welcomed the feedback.

A Councillor asked if the individuals not in the control group would get the opportunity to be in it at a later stage. The Director of Public Health said they would not, due to the nature of the scheme being a pilot for research.

A Councillor asked if the Council had anything in place to encourage those who had signed up but had not activated their device to move onto the next stage, he also enquired where the Council envisioned the scheme going after the 6 month trial had ended.

An Officer answered that each stage had nudge or prompts set up to engage with the service user as a reminder. The Director of Public Health replied to the Councillors second question stating that the data gathered from the trial would enable them to see what works best and utilise that data to improve the service should it go forward.

Councillors discussed issues that they had had with the technology that the app used. The Director of Public Health replied that as this was a trial, it would allow them to find out what issues occurred and then they could find out with more help with technology was required.

The Chair praised the work being done and informed the Chamber about her experiences using the device and the app, which she had found beneficial.