

Appendix - Lifestyle Services Background and Strategy

1.0 Purpose

- 1.1 The purpose of this report is to provide Cabinet (Resources) Panel an overview of the proposed Lifestyle Service.
- 1.2 The lifestyle services proposed in this paper consist of three broad areas of remit, all with a differing range of implications and requirements. 1. Adult tier 2 weight management; 2. Smoking cessation provision 3. Delivery of services and behavioural support. Therefore, governance and procurement processes are complicated, and this report sets out to detail these, and provide clarity of the overarching processes and purpose.
- 1.3 An Individual Executive Notice has been created and will be going through the appropriate process to approve a supplementary budget of £1,800,000 funded by Public Health Reserves and to approve £1,800,000 allocation from the Public Health reserves for three years of provision.
- 1.4 The following elements of the service are included in this report for approval Service Delivery, Adult Tier 2 Weight Management app, Adult Tier 2 Weight Management group support and Nicotine Replacement Therapy.
- 1.5 Other elements that are below threshold for procurement procedures will follow different processes. These include the funding to bolster the existing maternity smoking offer, e-cigarette starter packs, staff training and the digital element (including a case management system and PharmOutcomes for data capture).

2.0 Background

- 2.1 Further to the Our City Our Plan principle that Wulfrunians will live longer, healthier lives, the Public Health Vision 2030 set out the ambition for the residents of Wolverhampton to live longer, have good quality of life and reduce the gap between healthy life expectancy in Wolverhampton and the national average.
- 2.2 Before Covid-19 (2018-2020), healthy life expectancy in Wolverhampton for men and women was already worse than the national average¹. This means people in the city are likely to spend less years of their life in a state of 'good' general health in comparison to the rest of the country. This has significant implications for people's quality of life and demand on local health and social care services.²
- 2.3 Addressing the life expectancy gap in Wolverhampton is an ongoing challenge, that has been made worse by the impact of the pandemic. The biggest causes of premature mortality among adults persist to be Cardiovascular Diseases (CVD) and Cancers³. Preventative approaches in both supporting people to shift to better health behaviours (such as stopping smoking and having healthier nutrition and weight) as well as engaging

¹ <https://fingertips.phe.org.uk/search/healthy%20life%20expectancy>

² Wolverhampton Health Inequalities Strategy 2021-2023 [Layout 1 \(moderngov.co.uk\)](#)

³ [Public Health Annual Report 2021-22 v9.qxp WCC 1668 - 07/22 \(wolverhampton.gov.uk\)](#)

in preventative healthcare (such as cancer screening programmes) play key roles in creating the conditions that support healthier lives.

- 2.4 The NHS are currently taking an active role in prevention services with smoking and weight management high on their agenda as part of NHS England's Core 20 Plus 5 strategy to tackle health inequalities⁴ and Enhanced service specification for Primary Care⁵. Therefore, there is a renewed focus on smoking and adult weight management, utilising an evidence led process, in partnership with stakeholders in the Living Well Strategic group via One Wolverhampton.
- 2.5 Smoking is the most damaging cause to preventable ill health and premature mortality in the UK. Smoking is a major risk factor for many diseases, such as lung cancer, chronic obstructive pulmonary disease (COPD) and heart disease. It is also associated with cancers in other organs, including lip, mouth, throat, bladder, kidney, stomach, liver and cervix.
- 2.6 In Wolverhampton, adult smoking prevalence is 15.1%, this is above both England and regional averages. Smoking is more common in routine and manual workers and those living in areas of deprivation, contributing significantly to health inequalities and gaps in life expectancy⁶. Current service provision includes limited community-based advice and support with nicotine replacement therapy (NRT) available through maternity services, an inpatient offer and some mental health service provision.⁷
- 2.7 In recent announcements the government has an intention to create smokefree generation, setting out proposals which include legislative changes to age restricted sales, bolstering of existing stop smoking service provision, incentives for pregnant women to quit during pregnancy, and a commitment to tackle the impacts of youth vaping. As a result of these proposals, the Department of Health and Social Care (DHSC) is planning allocation of additional funding in Public Health grants which will ensure universal and comprehensive smoking cessation offers are available across all local authorities in England. Funding is weighted by local authority, with those with the highest smoking rates receiving more to address health disparities. If approved, this will be first time that smoking cessation will become a mandated service for Local Authorities as a condition of the Public Health grant.⁸
- 2.8 Obesity is a global, and complex public health concern. It is associated with reduced life expectancy and is a risk factor for a range of chronic diseases, including CVD, type 2 diabetes, cancer, liver and respiratory diseases and also has an impact on mental health. The risk and severity of these diseases increases with a higher body mass index (BMI). The proportion of adults with obesity in England have increased substantially in the last

⁴ [NHS England » Core20PLUS5 infographic – Adult](#)

⁵ [NHS England » Enhanced service specification: weight management programme 2023/24](#)

⁶ [Public health profiles - OHID \(phe.org.uk\)](#)

⁷ [Smoking and tobacco: applying All Our Health - GOV.UK \(www.gov.uk\)](#)

⁸ [CP 949-I Stopping the start: our new plan to create a smokefree generation \(publishing.service.gov.uk\)](#)

four decades. Therefore, prevention measures and ensuring good access to support services for people living with obesity or being overweight remains priority.⁹

- 2.9 Wolverhampton has higher levels of adult obesity (18+) (33.2%, Active Lives Survey)¹⁰, overweight or obese (69.7%)¹¹ than England and West Midlands averages. Current service provision for tier 2 services includes targeted offers available through the national digital programme or the national diabetes prevention programme¹² (local community-based diet, nutrition, lifestyle and behaviour change advice and support)¹³.
- 2.10 A gap analysis has been completed utilising the expertise of the Public Health team and has identified that despite some provision for Wolverhampton residents, there remain gaps in access to services in relation to tier 2 adult weight management and smoking. Furthermore, new technologies and evidence-based interventions have become available, and the way people are accessing services has also changed post pandemic.
- 2.11 In addition, there is a potential for existing workforce in Primary Care, community pharmacy, Royal Wolverhampton NHS Foundation Trust (RWT), City of Wolverhampton Council (CWC) and the voluntary sector to become trained advisors and offer services and specialist behavioural support from community-based locations at scale to meet some of the unmet need. Alongside this, there needs to be a strong emphasis and commitment to complement and enhance any existing service provision in these areas.
- 2.12 Following on from the gap analysis undertaken, there were initial workshops in March 2023 with CWC colleagues to discuss the lifestyle service proposals and gather evidence and need for services. A citywide workshop with other key stakeholders including, Primary Care, Integrated Care Board (ICB) and the voluntary sector took place in April 2023 in partnership with One Wolverhampton's Living Well strategic group.
- 2.13 These workshops led to the agreement to establish lifestyles services for adult weight management and smoking cessation as a priority for One Wolverhampton's Living Well strategic group and the establishment of a task and finish group has since been developed to include key partners including legal, finance, information governance, ICB, One Wolverhampton and other key stakeholders. The development of an adult lifestyle service with behavioural support also links to priorities from other One Wolverhampton strategic groups, such as Children and Young People and Adult Mental Health groups.
- 2.14 It is proposed that the smoking cessation service will include access to electronic cigarettes (vape starter packs) for adults, which combined with additional behavioural support from stop smoking services, are up to twice as effective as the available licensed nicotine replacement therapy (NRT) at one-fifth of the cost. In April 2023, the government

⁹ [Obesity Profile: short statistical commentary July 2022 - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/obesity-profile-short-statistical-commentary-july-2022)

¹⁰ [Public health profiles - OHID \(phe.org.uk\)](https://publichealthprofiles.org.uk/)

¹¹ [Obesity Profile - Data - OHID \(phe.org.uk\)](https://publichealthprofiles.org.uk/obesity-profile-data)

¹² [NHS England » The NHS Digital Weight Management Programme](https://www.nhs.uk/weight-management-programme)

¹³ [NHS England » Tobacco dependency programme](https://www.nhs.uk/tobacco-dependency-programme)

announced a world-first national ‘Swap to Stop’ scheme - offering a million smokers across England a free vaping starter kit.¹⁴

- 2.15 A large proportion of this national programme will be delivered in partnership with the service, who will provide smokers with starter kits as part of their offer. The government’s increased investment will allow services to reach a larger number of smokers to ‘swap to stop’ and provide the wraparound support for more specialised staff who can provide essential behavioural support alongside the vaping kit. This initiative will also be implemented across existing provision in Wolverhampton including service provided by RWT and Primary Care.
- 2.16 These would be innovative approaches for Wolverhampton and offer residents who smoke an alternative option if they have previously accessed support but were unsuccessful in their quit attempt. Any services commissioned would also be required to offer support to any resident who vapes and wishes to stop vaping by ensuring adequate behavioural support and access to NRT is provided.
- 2.17 A review of the existing available literature and evidence were collated prior to development of proposals to ensure an evidence-based approach to service provision.
- 2.18 It is proposed that the service will include aspects of three broad areas of provision:
 1. Adult Tier 2 Weight Management Services:
 - Tier 2 weight management app (12-week programme)
 - Tier 2 weight management group support (12-week face to face programme)
 2. Smoking Cessation Services:
 - Nicotine Replacement Therapy – six weeks with National Institute for Health and Care Excellence (NICE) recommended behavioural support
 - E-cigarettes – Adult smokers - four weeks supply with NICE recommended behavioural support ¹⁵
 3. Service delivery:
 - Staff resources in a central location in the City, digital solutions and staff training
 - Staff resources in community settings across the City with alignment to Primary Care, digital solutions and staff training

¹⁴ [CP 949-I Stopping the start: our new plan to create a smokefree generation \(publishing.service.gov.uk\)](#)

¹⁵ [Overview | Tobacco: preventing uptake, promoting quitting and treating dependence | Guidance | NICE](#)

2.19 Table 1 shows a breakdown of the initial allocated budget:

		1 year	3 years
Weight Management	App	£60,000	£180,000
	Group support	£127,465	£382,395
Smoking Cessation	NRT	£102,500	£307,500
	E-cigarettes	£20,500	£61,500
Service Delivery	Staffing	£250,000	£750,000
	Digital	£32,382 (<i>£20,000 contribution from ICB</i>)	£97,146
	Training	£7,153	£21,459
Total		£600,000	£1,800,000

- It is proposed that £300,000 of the three year budget for staffing will be allocated to Royal Wolverhampton Trust to allow central delivery of services from a city centre base, to address equity and improve access.
- It is proposed that £30,000 of the smoking cessation three year budget will be allocated to the current maternity offer as they are a priority cohort and aligns to Families Joint Leadership priorities.
- The JOY App for data sharing and reporting will be commissioned by the ICB and match funded by CWC and has many benefits beyond the scope of lifestyles commissioning including better record keeping and reporting for social prescribers, improved links to primary care services and wider access, improving experiences for residents and health professionals whilst providing essential service data.
- Aligned to the Department of Health and Social Care (DHSC) offer of free vape starter packs for adult smokers.

2.20 Adult Tier 2 Weight Management Services

The funding will cover procurement of a 12-week weight loss programme app and vouchers for 12-week face to face weight loss programme which will support users to safely learn about healthy ways to achieve calorie deficit and a nutritious balanced diet, develop healthier eating habits and embed behaviour change. It is predicted that approximately 5% of the obesity register (1,850) will receive an offer per year. The new service provision will dovetail and complement existing national tier 2 weight management services, supporting broader health promotion ambitions and universally available service provision aligned to NHS priorities.

2.21 Smoking Cessation Services

The Department of Health and Social Care (DHSC) recently announced a national ‘swap to stop’ scheme which aims to offer one million smokers nationwide a free vape starter kit for adults.

Local Authorities will be given the option to complete a proposal form to claim these starter kits. Further information is yet to be released but the kit will cover four weeks

supply (device and charger + coils, eliquids/pods) and then the service user will be asked to purchase ongoing consumables. Public Health will ensure to work closely with trading standards and legal teams in relation to enforcement and other issues that may arise.

Nicotine Replacement Therapy (NRT) will also be made available to those smokers who prefer this method. It is predicted that this offer will be made available for 5% of the smoking register (2,050 people) per year and NRT will be provided for 6 weeks with patients self-funding NRT for the required remaining length of time.

NICE recommended behavioural support will be made available for up to 12 weeks.

2.22 Service delivery

- Delivery from a city centre location – the central location will aim to address health inequalities and target vulnerable cohorts and build on the successful implementation of a city centre health hub used for covid vaccination to improve access for residents and offer proactive support to tackle obesity and smoking.
- Delivery using community-based model – with the aim of aligning staff members to a Primary Care Network (PCN) population which will be based in the community. Using learning from the covid vaccination approach, these community locations will aim to take the offer to residents with the most need. An additional advantage of this approach is the alignment to PCN and primary care who have direct access to patient records improving call and recall systems and ensuring every opportunity is made to offer these services equitably to all Wolverhampton residents who wish to access them.
- Bolstering of existing provision and creating a workforce who are well placed to deliver interventions at scale in both General Practice and non-traditional health settings such as libraries, WVActive, community venues, faith settings etc.

2.23 Digital

PharmOutcomes for data capture (£7,146 for three years per license with no limited number of users). This provision is a data capture solution which integrates with existing health records to ensure that timely data is reported and available for monitoring purposes.

*JOY App for data sharing and reporting (£90,000 for three years including access for all GP practices). A case management system which integrates with existing health records and allows interactive referrals and self-referrals to existing provision in the city that have been asset mapped prior. The intention is to link and extend usage to Wolverhampton Voluntary & Community Action existing services who provide social prescribing staff commissioned by the ICB so that all Primary Care staff are using the same system.

**case management system will be commissioned by ICB, with the ICB leading procurement for this element and match funded by CWC.*

Benefits of the JOY platform are wide ranging and have the potential to be utilised for multiple purposes to support GP access and improve patient care for local residents through social prescribers, health coaches and other PCN based staff in the future.