

Market Position Statement

Healthier Lives

May 2023

Strategic context (1)

Healthier Lives is the collective term used in Newham for preventative public health services that aim to tackle the growing burden of chronic illness in the borough. Namely: weight management, physical activity and smoking cessation.

The '50 Steps to a Healthier Newham' Health & Wellbeing Strategy articulates a number of priorities in this area

- **Priority 4:** Developing high quality and inclusive services, ensuring equity and reducing variation
- **Priority 8:** Supporting an active borough
- **Priority 10:** Working towards a smokefree Newham

Budget: £1,450,000 per year

Strategic context (2)

- 50 Steps to a Healthier Borough outlined the intention to develop specialist pathways for excess weight and smoking.
- We know that “one size does not fit all”, with traditional interventions working for some but not others. Engagement with 300 residents and experts has highlighted the importance of motivation when looking to change habit.
- Lives are hard, and people are surrounded by an environment that works against new positive habits. Changing behaviour involves changing habits and ensuring people can afford the change while managing competing demands.
- Non ‘lifestyle’ factors are typically overlooked in healthy living programmes: everyday challenges related to disconnection (friends, family, natural environment), loneliness and associated mental health problems (e.g. anxiety and depression) will impact the ability to lose weight and get active.
- The role of the family and a life-course approach is also something typically missing from ‘traditional’ healthy lifestyle interventions. Positive behaviour change at an individual-level can be helped or hindered through the family environment.
- The Council therefore wanted to develop a pathway that could flex around what works, providing residents with options that align with their strengths, interests and readiness to change.

Current provision – overview and direction of travel

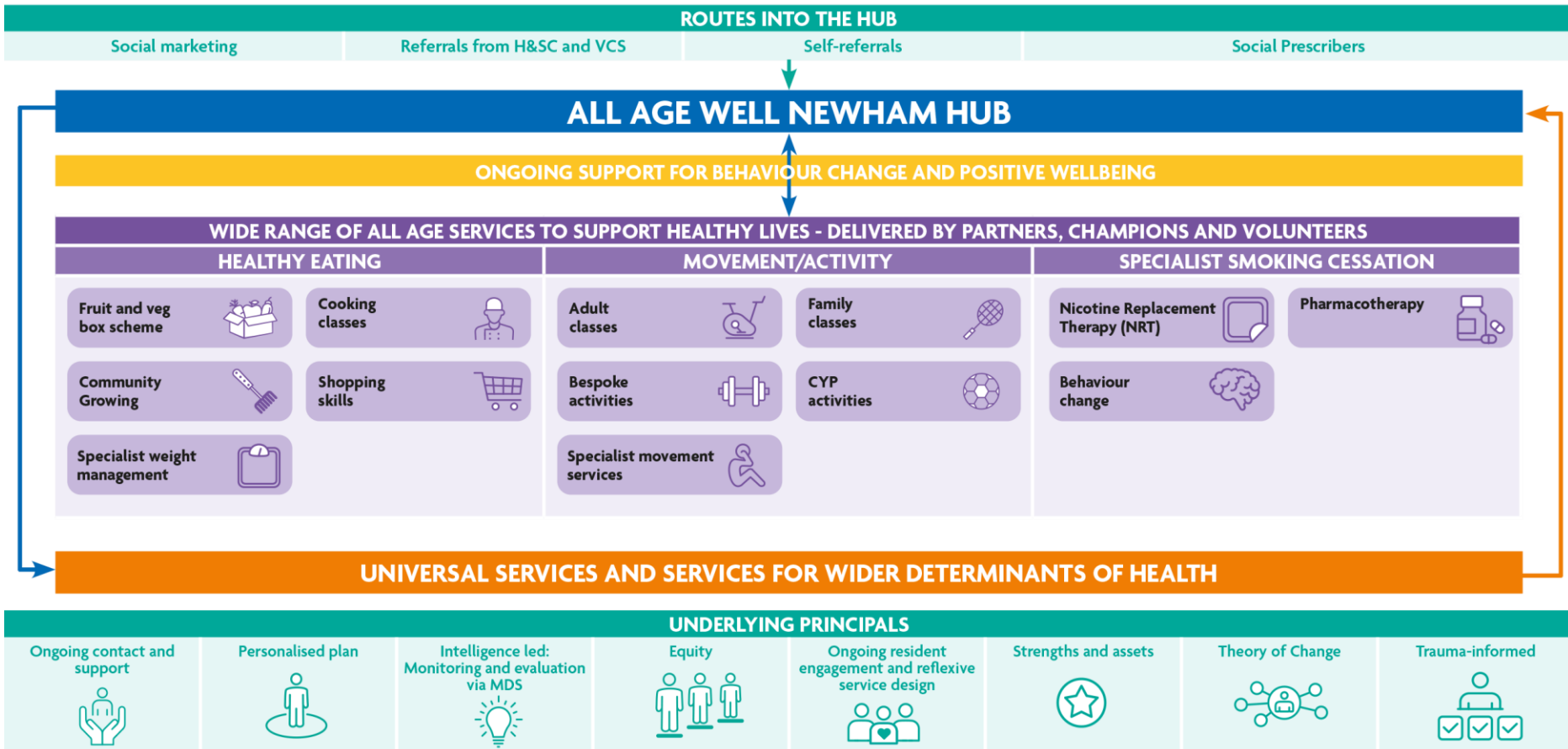


- Newham Council has transformed its Healthier Lives offer for commissioned services through the establishment of a 'Dynamic Purchasing Vehicle' (DPV).
- The length of the DPV is for an initial five years with the option to extend for up to five additional years (3+2 years), commencing 1 April 2023.
- There are four categories of the DPV and providers can register for one or more than one Category.
 - 1) **All Age Specialist Stop Smoking Service**
 - 2) **All Age Specialist Weight and movement Service**
 - 3) **Community projects for health and wellbeing**
 - 4) **Addressing resource inequality**
- The DPV is open for providers to register at all times. Interested providers can register or get more information on the [Council website](#).
- Evaluation of providers' bids to register for each Category will be evaluated roughly once per year (this will likely be more frequently in the first year).
- Mini competitions will be held among registered providers as required (schedules TBC).
- The intention is that Newham Council's in-house 'Well Newham Hub' will serve as an online and telephone-based Single Point of Access (SPoA) and triage function. Health Coaches will staff Neighbourhood-based Hubs to work with residents to co-develop a plan tailored to their needs and motivations.

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Newham Council's model for an All-Age Healthy Lives System



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Demand / Need: Data from Office for Health Improvement & Disparities (OHID)



Obesity / overweight

- 61.2% of adults in Newham are classed as overweight or obese, compared to a London average of 56% (2020-21). This trend is stable over the past 5-6 years.

Inactivity

- 30.6% of adults in Newham are classed as physically inactive, compared to a London average of 24.3% (2020-21). This trend is stable over the past 5-6 years.

Smoking

- Data from 2019 indicates that around 13.8% of Newham adults class themselves as smokers, compared to a London average of 13.9%. Smoking prevalence in Newham has declined gradually over the past eight years, mirroring the national trend.

Diet

- Newham is ranked worst in London for the proportion of adults that report eating at least five portions of fruit and vegetables on average per day.

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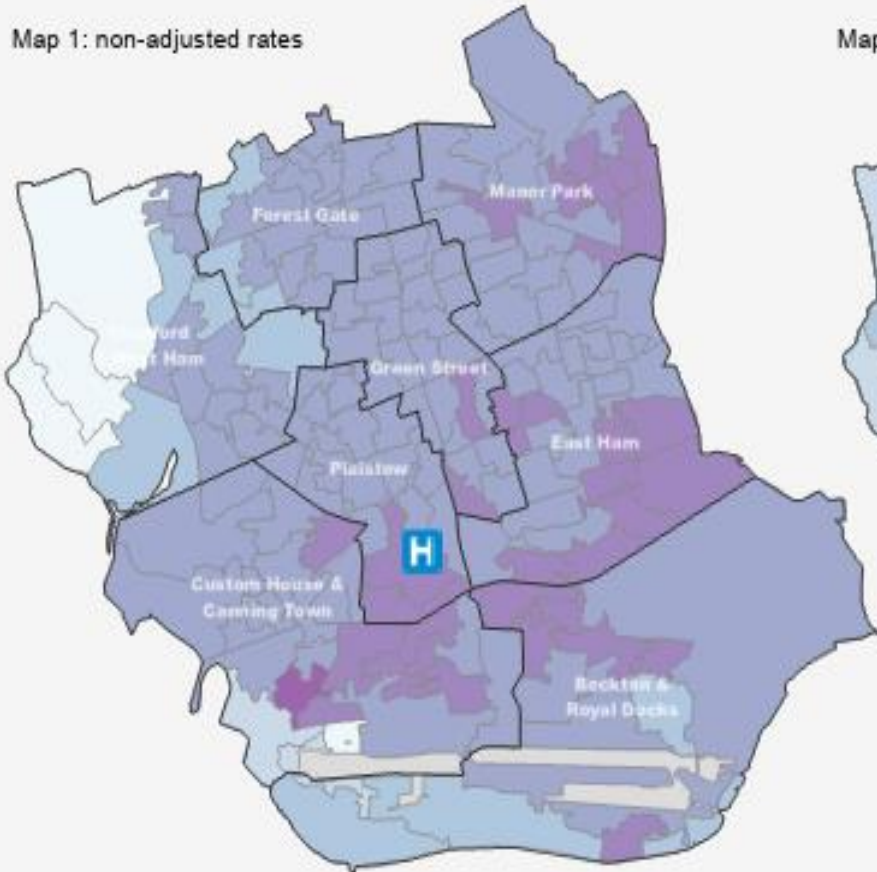
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Demand / Need: Local perspective

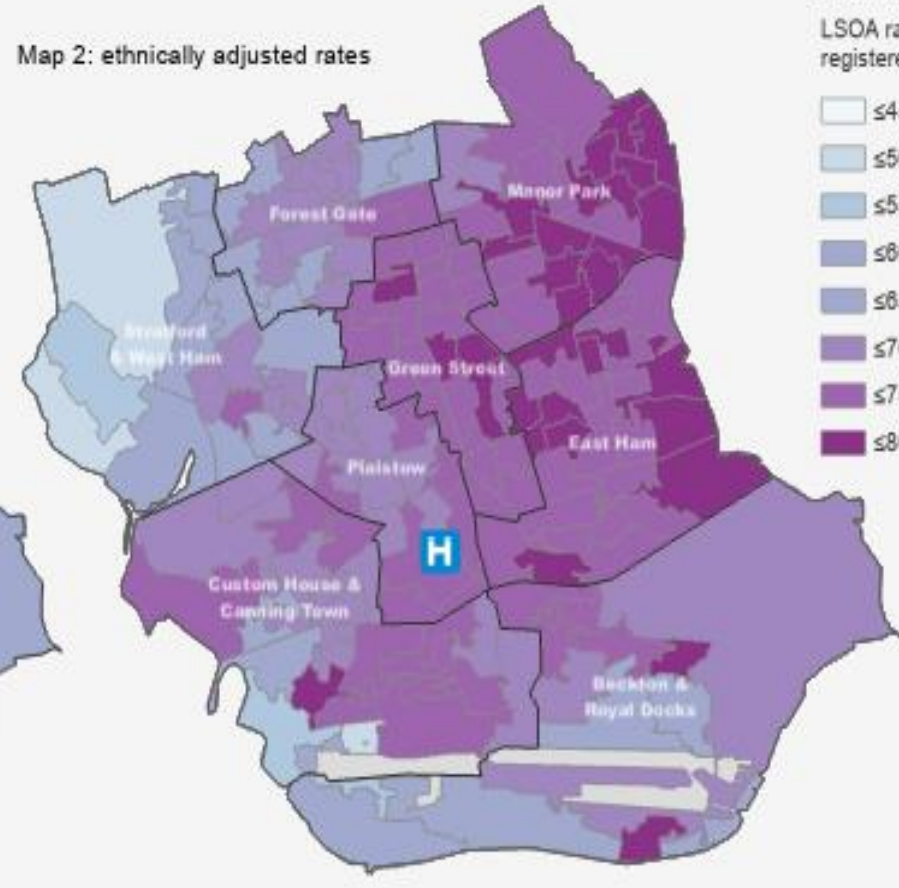
- Newham has some of the highest rates of overweight/obesity and inactivity in the country.
- This major preventable risk factor for chronic illness is compounded by demographic and societal factors.
- On average, Newham's South Asian, Black African and Black Caribbean communities experience the same level of health risk at a lower BMI compared to the White British population.
- The next slide illustrates the disproportionate impact of obesity on diabetes risk at lower BMIs among ethnically minoritised residents.

Demand / Need: Disproportionate impact of diabetes risk based on BMI when data is 'ethnically adjusted'

Map 1: non-adjusted rates



Map 2: ethnically adjusted rates



Legend (both maps)

LSOA rate per 1,000 GP registered population

- ≤450.0
- ≤500.0
- ≤550.0
- ≤600.0
- ≤650.0
- ≤700.0
- ≤750.0
- ≤801.2

Tier-2 Weight Management: Demographic Intelligence – Summary



- Traditional Tier-2 Weight Management services do not work for everybody and that is why Newham is seeking to diversify in this area (more below).
- Furthermore, national data indicates that the efficacy of tier-2 services has been significantly impacted by the Covid pandemic.
- Data from Newham's current Tier-2 weight management programme (Live Well Newham) indicates that:
 - High numbers of referrals and assessments among the South Asian population, in particular, but completion rates are, on average, lower among South Asian residents.
 - Highest completion rates are seen among Black Caribbean residents (39.3%) followed by White British residents (31.2%).
 - Significantly higher uptake among women relative to men – a strong pattern seen across the majority of weight management programmes.
 - Men are generally less likely to complete the programme, especially men of 'non White-British' ethnicities.
 - Relatively high uptake among younger residents.

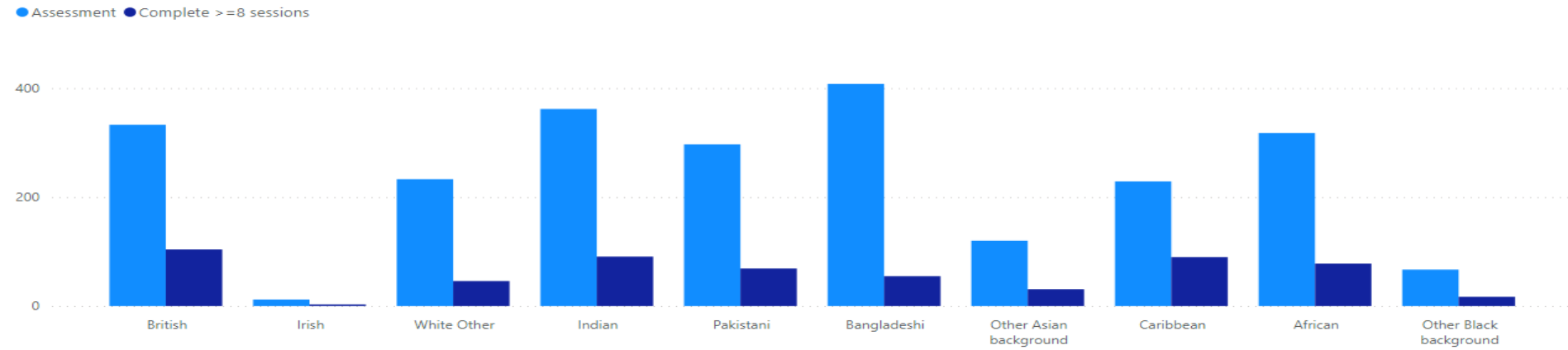
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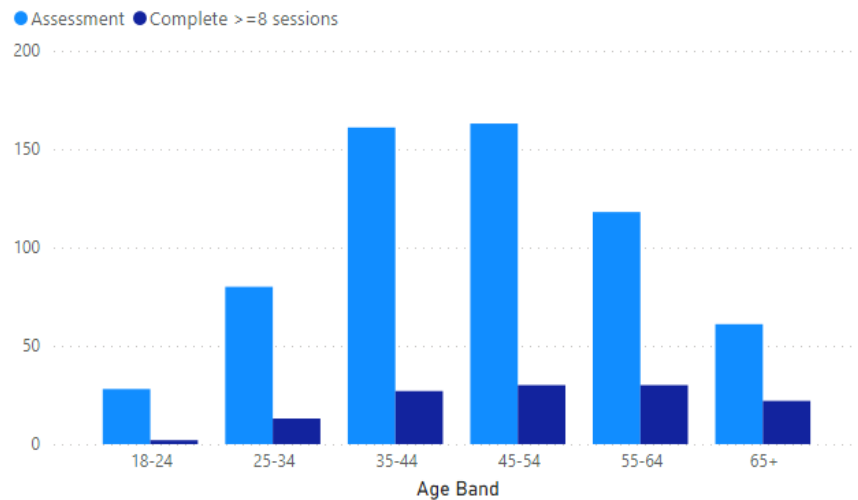
Tier-2 Weight Management: Demographic Intelligence



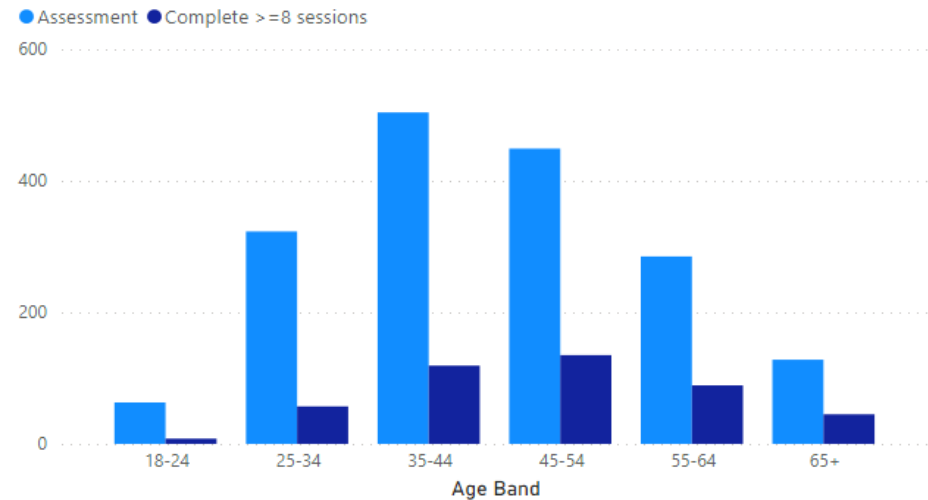
Activity by Ethnicity



Activity Male



Activity Female



Smoking Cessation: Demographic Intelligence – Summary

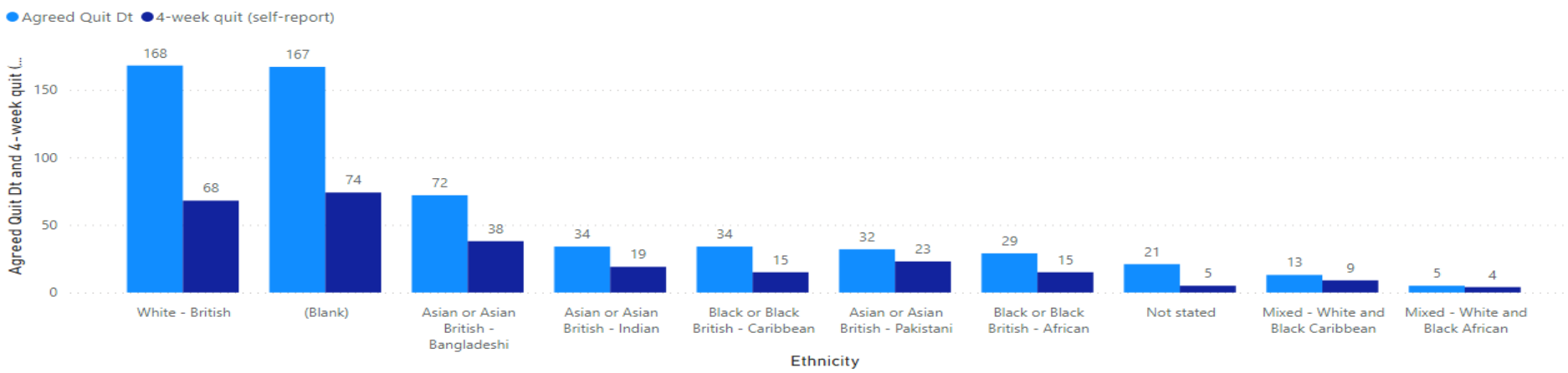


- The following slide provides a more detailed breakdown of the demographic patterns observed for the current smoking cessation service, which commenced January 2021 and is contracted until 31 March 2023.
- The demographic pattern for uptake of smoking cessation is skewed towards the White British population, which is broadly consistent with the ethnicity breakdown of smokers in the borough (based on GP 'EMIS' data).
- Uptake is equitable among male and female groups, but quit rates are slightly higher for men compared to women.
- Uptake is skewed towards younger age groups (more so for females), with the highest levels of service uptake seen among 30-39 smokers.

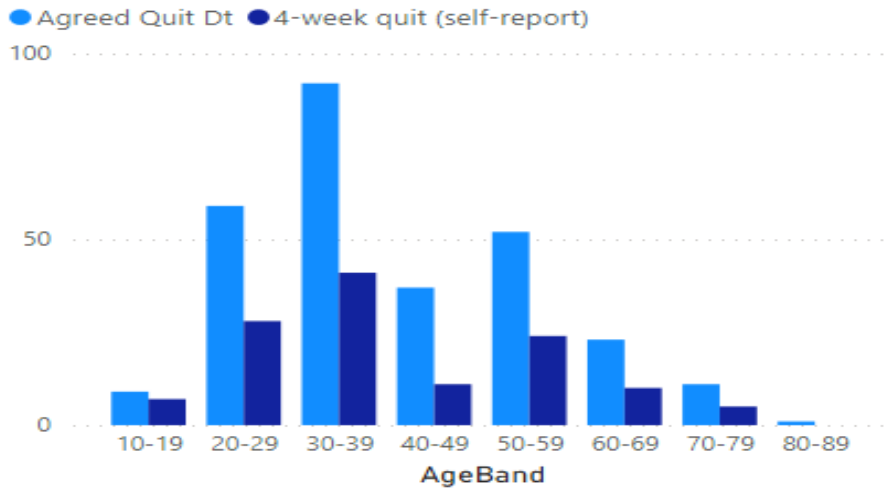
Smoking Cessation: Demographic Intelligence



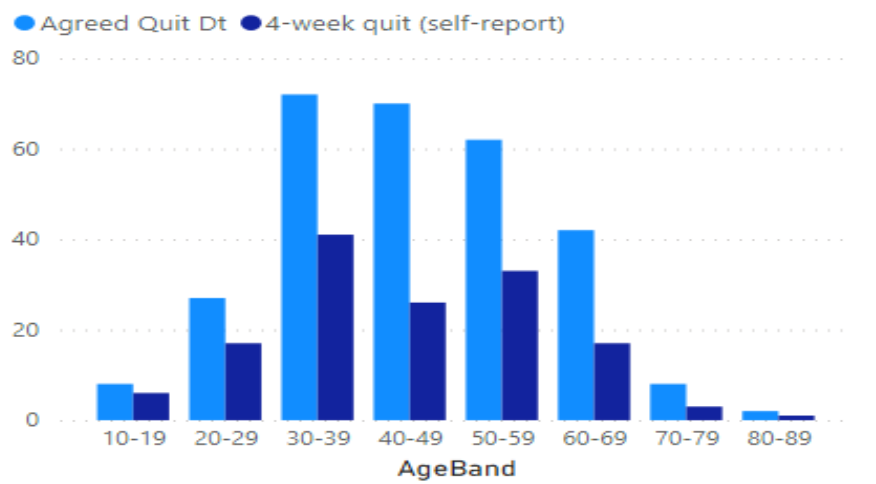
All



Female



Male



Commissioning priority 1: Expanding the CVFS and community capacity for healthier lives via Categories 3 and 4 (slide 1 of 2)



- Categories 3 and 4 of the Healthier Lives DPV are the channels that the Council will use to implement its "no one size fits all" approach to commissioning services in this area.
- The Council intends to commission a variety of services via the borough's Community, Voluntary and Faith Sector (CVFS). Services may be linked to any topic or area linked to improving health and wellbeing, not just weight, diet, activity and smoking.
- Interested providers are encouraged to [register for the Healthier Lives DPV now](#).
- **Category 3:** Primarily aimed at local CVFS organisations that would like to be commissioned for future services designed in collaboration with residents.
- **Category 4:** This category is for small, independent providers of health or wellbeing services that are already working in Newham. If you're already helping Newham residents to eat well, move more, lose weight or generally feel better then we would like you to [register for this Category](#).
- We will work with residents (informed by evidence and local data) to identify priority areas and target groups, co-developing and testing programmes of work on a localised basis. If it works, we will aim to do more of it.

Commissioning priority 1: Expanding the CVFS and community capacity for healthier lives (slide 2 of 2)



- Core principles underpinning delivery of these services include:
 - Submission of line-by-line resident data (demographics, activity, outcomes) via the Council's Joy software (also known as the Well Newham Directory of Services)
 - Segmentation, stratification and a focused approach to improving service delivery.
 - Incentive payments linked to the achievement of outcomes.
 - Increasing focus on up-skilling residents; training and educating so that individuals feel more confident to take pro-active steps towards a healthier life (see final slide).
- Providers registering for the Healthier Lives will need to work closely with the Council to ensure that these core principles are maintained.

Commissioning priority 1: Expanding the CVFS and community capacity for healthier lives (slide 2 of 2)



- Some areas where there is a need identified already include:
 - Pulmonary rehab
 - Cardiac rehab
 - Specialist weight management and movement offer for residents with mental and physical health needs
 - Joined-up smoking cessation provision across community, hospital and mental health inpatient settings
 - Tier-3 weight management – although this sits outside of LA commissioning responsibility and work is underway at ICS level

Commissioning priority 2: Weight and movement

- Data from existing services has indicated some areas of improvement and the Council is interested in hearing from the market for solutions:
- Improving uptake and completion of weight and movement programmes for men, especially men of colour.
- Improving uptake and completion of weight and movement programmes for women with a history of gestational diabetes (GDM).
- Improving uptake and completion of weight and movement programmes among adults and children with learning disabilities.
- Specific interventions to prevent falls among older and more isolated residents

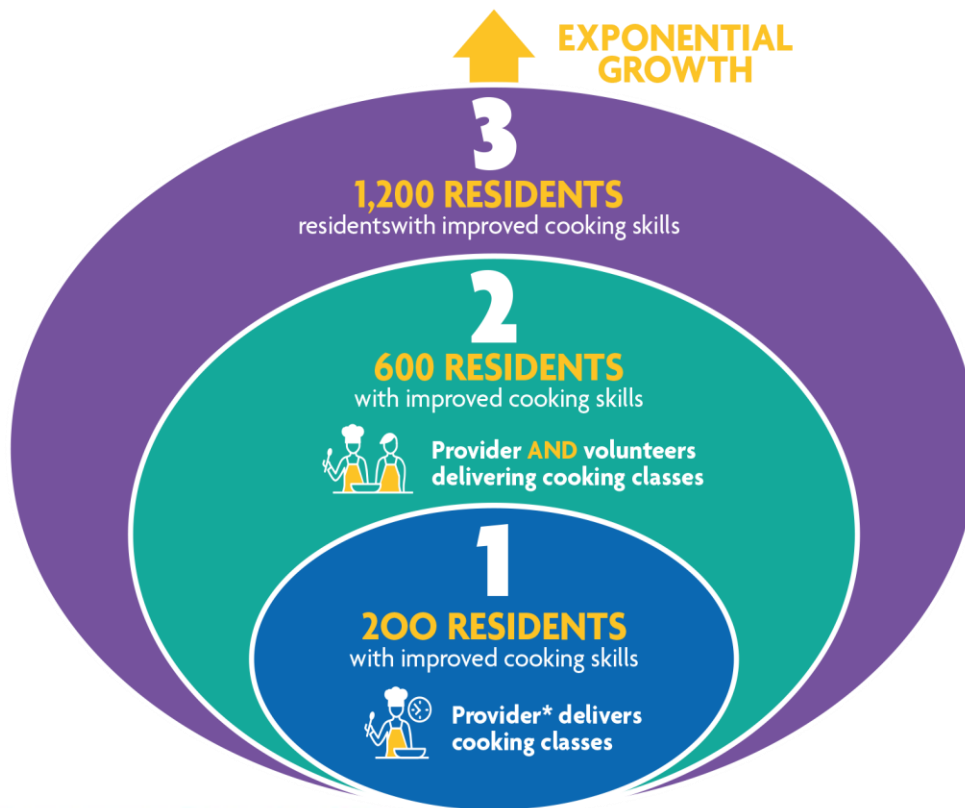
Commissioning priority 3: Smoking cessation

- Data from existing services has indicated some areas of improvement and the Council is interested in hearing from the market for solutions:
- Improving uptake of smoking cessation programmes among high prevalence groups including: routine and manual workers; residents of eastern European origin; mental health service users and residents with substance misuse issues.
- Increasing the number of CO validated 4-week and 12-week quits.

Growing Our Own Healthy Lives Movement



Many of the skills required to live healthy lives are not complicated. The model encourages residents to teach these skills to their families, friends and communities. The plan is to develop a movement.



YEAR 3:	
KPi	Provider to achieve 200 residents completed 4 x cooking classes
KPii	40 x Volunteers trained to deliver cooking classes to 400 residents
YEAR 2:	
KPi	Provider to achieve 200 residents completed 4 x cooking classes
KPii	20 x Volunteers trained to deliver cooking classes to 200 residents
YEAR 1:	
KPi	200 residents complete 4 x cooking classes
KPii	20 volunteers trained to deliver cooking classes independently. Materials and venue funding TBC – grants?

* Role of a Specialist Provider to do the training. To “get the ball rolling” by bringing knowledge and evidence base into the foundation of the system – to be developed and expanded by the community

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