Making Health Everyone’s Business: The Wigan Approach to Improving Wellbeing, Health and Care

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Confident Place, Confident People.
The Journey of Reform in GM

- **Manchester Independent Economic Review 2009**: demonstrated strength of economy, economic assets, growth potential
- **Greater Manchester Strategy** priorities of economic growth and reducing dependency
- **Total Place**: mapped total GM spending
- Leading **Cost-Benefit Analysis** developed with 10 Government departments about the whole system costs and benefits of reform
- Community Budgets for complex families announced at Spending Review – 16 national pilots including Greater Manchester
- National Troubled Families Programme headed up by Louise Casey
- GM one of four national pilots for **Whole Place Community Budgets**
- Implementation of GM Public Service Reform Programme
Greater Manchester Strategy: ‘Stronger Together’

• **Vision**: Sustainable economic growth, where all residents contribute to and benefit from sustained prosperity.

• **2 Priorities**: Growth and reform

• **Why**?
  
  Total tax intake in GM **£17bn**

  Total public spending in GM **£22bn**

• Addressing this £5bn annual gap means focusing on tackling worklessness and low skills and reducing demands on public services.
Wigan’s Priorities for Reform

• Early Years
  – Reducing the scale of future complex dependency

• Complex dependency
  – Building on the model for Troubled Families but with broader cohorts incl. offenders and those leaving the work programme: significant consumers of public services, with a stronger focus on employment.

• Health and Social Care Integration
  – In hospital and out of hospital reform
**Population Headlines**

Aged 65+ = 54,500
Aged 65+ Living Alone = 15,927 (29%)
Aged 25-49 = 109,900
Aged 25-49 Living alone = 13,260 (12%)

**Working Age Singles**
- New Delivery Model for Work Programme Leavers

**Working Age Parents with children**
- New Delivery Model for Work Programme Leavers
- Confident Families
- Early Years New Delivery Model
- Life

**Aged 65+**
- Extended Integrated Neighbourhood Teams

**317,800 Total Wigan Population**

**28,710** Claiming out of work benefit
- JSA = 8,860
- ESA = 16,440
- LP = 2,530
- Other = 880
(6,310 claimants aged 25-54 have 1 child dependent or more)

**47/644** Looked After Children in CF cohort (8% of all Confident Families)

**14/25** Life Families

**621** Confident Families

**50/500** Families identified Work Programme Leavers

**15/116** Spotlight Clients in CF cohort

**1,471** Receiving Community Based care

**316/1,948** Assisted Bin Collection

**68** Affected by Benefit Cap

**4,035** Risk Stratification Residents in top 30% at risk of non-elective admissions
- 0-18 = 162
- 19-64 = 1,494
- 64+ = 2,379

**Denotes NHS number available as a primary identifier**

:Work around legislative barriers required
## Wigan Economy Financial Challenge

### Wigan Health Economy Summary Savings - Wigan Elements

<table>
<thead>
<tr>
<th></th>
<th>2014/15</th>
<th>2015/16</th>
<th>2016/17</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCG</td>
<td>£20.0</td>
<td>£18.0</td>
<td>£12.0</td>
<td>£50.0</td>
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<tr>
<td>5BP</td>
<td>£1.0</td>
<td>£1.0</td>
<td>£1.0</td>
<td>£3.0</td>
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<tr>
<td>Bridgewater</td>
<td>£1.8</td>
<td>£1.5</td>
<td>£1.5</td>
<td>£4.7</td>
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<tr>
<td>WWL</td>
<td>£13.6</td>
<td>£11.3</td>
<td>£9.3</td>
<td>£34.2</td>
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<td>Local Authority</td>
<td>£13.0</td>
<td>£14.0</td>
<td>£13.0</td>
<td>£41.0</td>
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</table>

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# Health Profile 2014 at a Glance

Internal Life Expectancy gap for males closed from 11.1 years in 2013 to 9.4 years in 2014 – Significant
Female internal life expectancy gap risen slightly from 8 to 8.5 years

<table>
<thead>
<tr>
<th></th>
<th>Wigan 2013</th>
<th>Wigan 2014</th>
<th>Travel</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Proportion of Children in Poverty</td>
<td>20.3</td>
<td>20.5</td>
<td>Worse</td>
<td>Start Well</td>
</tr>
<tr>
<td>Alcohol-specific hospital stays (under 18) (rate per 100,000)</td>
<td>110.9</td>
<td>67.8</td>
<td>Better</td>
<td>Start Well</td>
</tr>
<tr>
<td>% Adults Smoking</td>
<td>22.8</td>
<td>21.8</td>
<td>Better</td>
<td>Live Well</td>
</tr>
<tr>
<td>% Physically Active Adults</td>
<td>48.3</td>
<td>48.3</td>
<td>same</td>
<td>Live Well</td>
</tr>
<tr>
<td>Smoking Related Deaths (DSR per 100,000)</td>
<td>253</td>
<td>381</td>
<td>Worse</td>
<td>Live Well</td>
</tr>
<tr>
<td>Life Expectancy - Male</td>
<td>77.1</td>
<td>77.4</td>
<td>Better</td>
<td>Age Well</td>
</tr>
<tr>
<td>Life Expectancy - Female</td>
<td>80.8</td>
<td>80.8</td>
<td>Same</td>
<td>Age Well</td>
</tr>
</tbody>
</table>

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Inequalities in Disability Free Life Expectancy at Birth

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Making Health Everyone’s Business: The Approach

Maximising Health Gain

- Staff Health & Wellbeing
- Developing staff skills & confidence
- Investment in health & wellbeing services
- Commissioning levers
- Developing Leadership/Culture change
- Community Development For Health

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## Wigan’s Integrated Well-being, Health and Social Programme Approach

<table>
<thead>
<tr>
<th>Programme</th>
<th>Key Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children’s Integrated Care – Start Well</td>
<td>Focus on targeted implementation of universal interventions and then primary and community based interventions</td>
</tr>
<tr>
<td></td>
<td>Vision to establish an integrated, locality based hub for children’s services with primary care</td>
</tr>
<tr>
<td>Integrated Care for Adults of Working Age – Live Well</td>
<td>Alignment of a range of planned and preventative interventions around a risk stratified cohort of adults of working age</td>
</tr>
<tr>
<td></td>
<td>Transformation of Lifestyle services into an Integrated Health Improvement Model</td>
</tr>
<tr>
<td>Integrated Care for Older People – Age Well</td>
<td>Extended INT for over 65s built around primary care</td>
</tr>
<tr>
<td></td>
<td>Care Home programme - developing</td>
</tr>
</tbody>
</table>
## Example Integrated Programmes

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extended Integrated Neighbourhood Teams</td>
<td>Building on learning from E-INT – Unplanned Admissions Enhanced Service</td>
</tr>
<tr>
<td>Whole Borough Carers Strategy</td>
<td>Council Lead organisation</td>
</tr>
<tr>
<td>Mental Health Strategy for Adults</td>
<td>Mental Health – part of Integrated System</td>
</tr>
<tr>
<td>Deal for Adult Care and Health</td>
<td>Whole system understanding of health and</td>
</tr>
<tr>
<td>Personal social care and health Budgets</td>
<td>Strong platform of personal social care budget implementation to be extended for health</td>
</tr>
<tr>
<td>Primary Care Based alcohol services</td>
<td>Jointly funded by CCG and Council</td>
</tr>
<tr>
<td>Fuel Poverty</td>
<td>Joint investment proposition for risk stratified based cohort of 1,000 patients</td>
</tr>
<tr>
<td>Community Based Consultant Paediatric Services</td>
<td>In development using asthma</td>
</tr>
<tr>
<td>Learning Disabilities joint commissioning strategy</td>
<td>In context of Winterbourne View Action</td>
</tr>
<tr>
<td>Implementation of AGMA 0-5 Early years programme</td>
<td>Donna Hall lead CEO</td>
</tr>
<tr>
<td>Work Leavers programme with primary care</td>
<td>What is the link between work leavers and the working age cohort in Risk Strat</td>
</tr>
</tbody>
</table>
Wigan’s BCF Areas for Investment 2014/15 & 2015/16

- Transitional Domiciliary Care
- Hospital Based Social Work Teams
- Brokerage and Money Management
- Community Support
- Housing with Care
- Integrated Drugs and Alcohol Work
- IT Developments
- Transformed Homecare Model
- 7 Day Working Community Social Workers
- Development of Heathside
- Development of Dementia Day Services
- Development of Autistic Spectrum Disorder Service
- EINT Programme
- RAID – Psychiatric Liaison
- Medicines Management in Nursing Homes
- Support for People in Employment with Health Problems
Lose Weight Feel Great since Jan 2009

- Launched 2009 fully integrated pathway for managing excess weight in adults - 10,000 places per annum
- Over 20,000 starters and 35,000 calls
- Nearly 1/3 participants from most deprived areas of the borough
- Year 1 – reduced bariatric surgery approvals by 73%
- Redesign of pathway as initially predominantly female – introduced male service 2011
- 2011 Launched maternity pathway for pregnant women and their families
- Overweight & obese: 65.3% adults; Adult Obesity has reduced from 28.5% to 25.8%
- Self referral via central access hub with local number
- Evidence based suite of services based on local insight, delivered by a range of providers:
  - Community Weight Management Programme
  - Trim Down Shape up (Men’s service)
  - Specialist Weight Management Service
  - Health Trainers (1:1 support)
  - Online Weight Management Service
Real Life Stories: Kieran and Shirley Lloyd

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Men’s Weight Management Service

• Over 1,000 men have started the programme
• 50% of those who started the programme completed 9 or more sessions
• 60% of those who completed 9 or more sessions lost at least 5% of their body weight
• Over 40% of these clients came from the most deprived areas of Wigan

Garry Harris lost 10% of his bodyweight on the Trim Down Shape Up ‘Men-only’ service.

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A healthy approach

WIGANERS can now get health advice and information on stopping smoking and eating healthier from their pharmacists thanks to a new scheme.

The Healthy Living Pharmacy (HLP) project is a joint project between NHS Ashton Leigh Wigan and Wigan’s Local Pharmaceutical Society and aims to promote good health by offering a range of free services such as a stop smoking scheme, emergency contraception, alcohol brief interventions, chlamydia screening and medicines use reviews.

Bruce Prentice, is leading the HLP on behalf of NHSALW.

He said: “This is a really useful initiative which means people can get a range of health advice without feeling they have to visit their GP. “Some people do not feel comfortable talking about certain things to their doctor and we can offer a bit of informal advice and help with a range of different things from smoking cessation to eating healthily.”

So far 10 pharmacies in the borough have been accredited with a HLP award and a further 31 are undertaking training to join the project – meaning Wigan would have more pharmacies signed up to the HLP project than any other borough in the country.

One pharmacy which is already taking part is Cohen’s Pharmacy on Orrell Road. Sarah Shoobridge, Pharmacy Manager at Cohen’s, said: “We have been running the scheme for about a month now and the reaction has been positive.

“Our staff offer all sorts of advice, from smoking cessation to weight loss advice and you don’t need an appointment.

“Just come in and have an informal chat. We also have a private consultation room too.”

The pharmacies currently offering advice under the HLP project are:

- Cohen’s Pharmacy, 259 Orrell Road, Orrell
- Davina Pharmacy, 155 Elliot Street, Tyldesley
- Grassmere (Leigh) Ltd, Leigh Health Centre, Leigh
- J Morris Pharmacy, 109 Wigan Road, Ashton
- Lamb’s Pharmacy, Claire House, Ince
- Lloyds Pharmacy, 23 Church Street, Atherton
- Manor Pharmacy, 90-92 Manchester Road, Leigh
- Richardson Chemist, 38 Gathurst Lane, Shevington
- Rowlands Pharmacy, 5 Oaklands Road, Lowton
- Tesco Pharmacy, Central Park Way, Wigan

HEALTHY OUTLOOK: Cohens Chemist, Orrell Road, Orrell have signed up to the Healthy Living Pharmacy campaign. Pictured are Gemma Keen, Pharmacist Najmin Patel and Janine Allister
Healthy Living Dentistry

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Community Health Champions

Wigan Council

"Confident Place, Confident People."

It's good to get into the habit of doing this regularly – maybe when you're in the bath or shower, or while getting dressed in the morning. You might prefer to do it while standing up or lying down. Either way, the important thing is to be familiar with how your breasts look and feel normally, so you notice anything unusual – and remember to check the whole breast area, including your upper chest and armpits.

Right: Joyce dragon-boating with her cancer support group.
Our part

- Freeze Council Tax
- Help communities to support each other
- Cut red tape and provide value for money
- Build services around you and your family
- Create opportunities for young people
- Support the local economy to grow
- Listen, be open, honest and friendly
- Believe in our borough

Signed

Lord Peter Smith of Leigh, Leader of Wigan Council

Your part

- Recycle more, recycle right
- Get involved in your community
- Get online
- Be healthy and be active
- Help protect children and the vulnerable
- Support your local businesses
- Have your say and tell us if we get it wrong
- Believe in our borough

Signed
Investing in the Community

- £4m investment in creative, sustainable ideas from local community sector through a community investment fund.
- Moving from grants to investment – financial return and social return.
- Great examples of different, better, cheaper solutions – swimming pools, libraries, community hubs…
The Deal for Adult Social Care & Wellbeing

Overarching shift from dependence on formal health and social care services to independence and self reliance

• ‘Different conversations’ with residents to better understand individual assets, revealing insights about how to enrich their lives and recognising strengths, gifts and talents.

• **Building community capacity** to respond and meet this need:
  - Mapping and utilisation of community assets
  - Community hubs and micro enterprises
  - Use of new technology and value exchange
  - Step change in volunteering
Sunshine House Community Hub – Good practice

- Vibrant community hub - strong local knowledge & flexible provision
- Capacity to grow and take ownership
- Secured Community Investment Funding
- Expanded the community use and widened offer to people with health & social care need - dementia reading group, mental health friendship group.

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Dorothy is 74 and lives in with her husband (main carer). She has early on-set dementia.

Old package - domiciliary home care and attends a day centre

**Total cost £6,584**

New package - accesses activities 6 days a week in the community

**Total cost £2,960**

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Ella is a 82 year old lady, lives alone in sheltered accommodation

Diagnosis of depression

- Under care of a psychiatric consultant and community psychiatric nurse
- Reablement, followed by day care
- Referral to the Integrated Neighbourhood Team (INT).

**Total cost £4,256**

- Actively involved in community hub – no day centre needed
- Reduced visits to GP surgery
- No longer needs mental health social worker

**Total cost £1,301**

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Heart of Wigan Identified policies

• **Minimum Pricing Alcohol.**
• **Banning Drinking in all public open spaces** – In 2011 Wigan had designated alcohol ban zones. This has now been extended to cover the whole of the borough.
• **Providing healthier food (in all public sector settings).**
• **Economic incentives for healthier food businesses**.
• **Accessible high quality green space including safe routes to school** – This work is included within the borough’s ‘Greenheart’ strategy and the ‘Active Travel’ work streams.
• **Smoke Free Play Areas in Parks** – Implemented through local Tobacco Control Alliance October 2013.
• **Underage tobacco sales** – focus on proxy sales.

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Heart of Wigan Phase 2 : Way Forward

Rate of hospital admission is twice as high for people living in the 20% most deprived areas compared to the 20% most affluent. Need to target prevention activities through health improvement service re-commissioning (e.g. NHS Health Checks) to people living in poorer economic conditions to reduce inequalities.

A ‘Heart of Wigan’ programme task finish group chaired by Deputy Chair of Health Scrutiny Committee reporting into the Health & Wellbeing Board

• A subset of the ‘Health Champion’ programme is being developed.
• The ‘Heart Champion’ programme will focus strongly on the CVD prevention and is utilising the ‘Heartstart’ roll out within its communication and recruitment plan.
• ‘Heartstart’ is a partnership programme between British Heart Foundation (BHF, North West Ambulance Service (NWAS) and Wigan Council. The programme is based on the successful reduction of early avoidable cardiac arrest related deaths in Seattle.

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Harness the Power of “Believe”

- In order to tackle the persistent internal inequalities gap across the Borough and increase life expectancy work on needs to continue on Financial Inclusion, Building Self-Reliance across the hardest to reach areas.
- “Believe in Healthy Wigan” using social marketing and digital inclusion platforms.
- Develop a set of proposals on use of social media in public health linked to the #PH Live! digital platform.
- Evolution of the role of the Neighbourhood Health Improvement Team and their innovative flexible customer-friendly approach to working with local people as part of the public health skills contribution to the Council’s Transformation programme and to the Wigan model of health, social care and well-being integration.
- Further develop our investment in key community assets: e.g. sports clubs, arts/music participation

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