

Consultation summary: The health-related behaviour change service

One You East Sussex helps residents to eat well, manage their weight, move more, quit smoking and drink less. The contract for the service ends in March 2024. We are thinking about changing the future service model. This consultation explains our thinking and what the changes would mean for residents and professionals who refer people to the service.

The service would continue to offer a holistic health assessment to all eligible residents, and everyone would have access to online support programmes to help them make changes to their health-related behaviours. More intensive forms of support would only be routinely offered to those with the highest needs who could gain the greatest health benefits. Intensive forms of support might include face-to-face support from a health coach, or a weight management group delivered online or in person.

This would help us tackle health inequalities by offering greater levels of support to those who need it the most; for example, those living in areas where deprivation levels are high and life expectancy is lower than average, or people living with a disability or mental health issue. Any savings from these changes would be used by the service to help it achieve the best possible health outcomes for residents and communities.

You can fill in the survey online or on paper, but you can also send us a letter or email - whatever works for you. **The consultation closes on 10 March 2023.**

- Complete the online survey at: www.eastsussex.gov.uk/behaviourchange
- Email us your survey or feedback: public.health@eastsussex.gov.uk

Get in touch to request a paper survey that you can post back to us. Email is the best way of contacting us, but you can call if needed on 07824 085 355.

**If you need this information in another format or language,
or if you need help to take part, please contact us.**

What you tell us will be summarised in a consultation report and will inform the Equality Impact Assessment. A final decision on the proposed change to the service model will be made by the Lead Member for Adult Social Care & Health in June 2023.

Consultation overview

Background

One You East Sussex is an integrated health and wellbeing service for people living in the county. It helps residents make changes to health-related behaviours, such as eating well, managing weight, moving more, stopping smoking, and drinking less.

The contract for the service ends in March 2024. During the summer of 2023 we will be giving providers the opportunity to bid to run the service from April 2024.

We are thinking about changing how the service supports residents. The aim would be to get the best possible outcomes for residents and communities and make the best use of the budget we have. This consultation explains the proposed change and what it would mean for people.

How the service works now

Everyone living in East Sussex who is 16 or over can use the service. For stop smoking support young people aged 12 and upwards can use the service too. In 2021 the service supported over 5000 residents.

People can choose to be supported online through digital programmes and virtual support, over the phone or face-to-face. During the pandemic most of the support was delivered online and over the phone.

The service starts with a holistic health assessment to identify which areas of their health and wellbeing residents would like help with. Some people only access one programme when they use the service but many access more than one. Each behaviour-change programme typically lasts for 12 weeks.

Why we are proposing to make changes

Local authorities are responsible for the health of their local population and reducing health inequalities. We receive a ring-fenced grant from the Government to do this.

In 2019 we used Public Health England's prioritisation framework to help us evaluate all our work in a fair and evidence-based way. The integrated health and wellbeing service was identified as an area where we could make better use of the

budget by strengthening our focus on supporting residents who are most affected by health inequalities and premature death.

The Kings Fund defines health inequalities as avoidable, unfair, and systematic differences in health between different groups of people. They can include the status of people's health, the differences in care they receive and the opportunities they have to lead healthy lives.

When we talk about health inequalities in this consultation our focus is on behavioural risks to health. Find out more information about health inequalities:

www.kingsfund.org.uk/publications/what-are-health-inequalities

People's behaviour is a major factor in how healthy they are. Smoking, poor diet, physical inactivity and harmful alcohol consumption are the main risk factors that lead to preventable ill health and premature death in England.

These behavioural risks to health are more common in some parts of the population than others. For example, the proportion of adults in England who were smokers and in the lowest income quartile was 27% in 2019 compared to 10% in the highest income quartile. Living in an area of deprivation, being in a lower income quartile, your gender and ethnicity are some of the other factors that can mean that people are more likely to experience poor health outcomes.

By targeting behaviour-change support at people who experience the poorest health outcomes, the evidence shows that we can make the biggest improvements to the overall population health of East Sussex.

What would change if the proposal went ahead

Everyone accessing the service would still receive a holistic health assessment and have access to online programmes that would help them make changes to their health-related behaviours. More intensive forms of support would only be routinely offered to those with the highest needs who could gain the greatest health benefits. Intensive forms of support might include face-to-face support from a health coach, or a weight management group delivered online or in person.

This would mean those facing the greatest health inequalities, such as:

- people living in places which experience a high level of deprivation based on the Office for National Statistics' Index of Multiple Deprivation (as we know that on average, unhealthy behaviours are higher in such places).
- people living in population groups who face health inequalities, such as people with a disability or serious mental health issue, and
- any individuals who are not in the groups above who the service provider identifies as needing this sort of support.

Some residents in these groups may prefer online support to face-to-face and where possible we'd aim to meet people's preferences. The provider who wins the contract will be required to work with the targeted communities and population groups to design a new service model which works best for them.

Residents already using the service when the new contract started wouldn't be affected. They would remain on their programme until it finished.

The change also wouldn't affect how people like GPs refer into the service. Anyone who wants to make changes to their health-related behaviours would still be able to be referred to the service for a holistic health assessment and get information about what support is available to them.

Why we are proposing to make this change

Since we last commissioned this service in 2017 there have been national developments in the support available to people around their health-related behaviours. Some examples are the new free-to-use NHS Digital Weight Management programme and the Better Health Quit Smoking App. Local NHS services are also now delivering more prevention programmes to their patients.

These developments give us an opportunity to change how the service supports residents in the future. We think we can target the service at those with the highest needs and those who could gain the greatest health benefits, while still being confident that all our residents have access to health-related behaviour support.

Making the proposed change would reduce the cost per user to a level more in line with the average for the South East and bring us into line with nearby local authorities. For example, West Sussex County Council has already made a similar

change to its health and wellbeing services, moving from a universal service for everyone to a targeted service.

As we are keeping the same budget of just over £2 million per year, we would reinvest the savings made by the change back into the service. The spending options for these funds include:

- meeting the anticipated increase in residents eligible for support,
- being more flexible in how we deliver the behaviour change programmes (for example, having the option to offer more regular support or extending their length where appropriate),
- building better links between the service and other services that support individuals with things that make a difference to their health and wellbeing, such as education, housing, and employment,
- enabling people to achieve health related behaviour change by offering support for mental wellbeing where needed (such as those experiencing low to moderate anxiety, stress and depression within behaviour change programmes),
- covering the anticipated higher running costs caused by increases in the cost of living.

Have your say

Local authorities are responsible for improving the health of their local population and reducing health inequalities. We think this proposed change to our future integrated health and wellbeing service balances this duty whilst getting the best out of our budget.

You may agree or you may think differently. This consultation is your chance to share your views, concerns, and ideas with us. We are keen to hear from everyone with an interest including:

- residents who have used the service and those who have not,
- those who refer people to the service such as GPs,
- staff and organisations working in health and wellbeing,
- voluntary and charity sector staff and organisations, and
- our public sector partners such as other local authorities, and the NHS.

Please do share your views with us and help make our decision making as robust as it can be. **The consultation closes on 10 March 2023.**

What you tell us will be summarised in a consultation report and will inform the Equality Impact Assessment (EQIA). An EQIA is a tool we use to understand how particular groups and communities would be affected by a proposed change. A final decision on the proposed change to the service model will be made by the Lead Member for Adult Social Care & Health in June 2023.

COMPLETE ME ONLINE!

Use your phone or tablet to scan the QR code or visit our website at eastsussex.gov.uk/behaviourchange



If you need this questionnaire posted or provided in another format or language emailing us at public.health@eastsussex.gov.uk is the best way to get in touch but you can call if needed on 07824 085 355



The questionnaire

We don't ask you to provide any personal information in the questionnaire, although there is an optional 'about you' section at the end. Please ensure that any comments don't include names or personal details of you or anyone else. You can find our privacy notice about how the data will be stored on our website at www.eastsussex.gov.uk/privacy/consultation-hub/.

Q1) Are you completing the survey as: (Please tick one box)

- Someone who has used the current service
- Someone who lives in East Sussex
- Someone who works in the NHS in health and wellbeing
- Someone who works in the voluntary sector in health and wellbeing
- Someone who works in a statutory organisation in health and wellbeing
- Other (please provide details below)

If you ticked 'other' please provide details here:

Q2) How much do you agree or disagree with our proposed change to how the integrated health and wellbeing service would support residents?

Online programmes would be open to everyone, but more intensive forms of support would routinely only be offered to residents and communities facing the greatest health inequalities. Intensive forms of support include face-to-face support from a health coach, or a weight management group delivered online or in person.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

Q3) Please use the box below to tell us why you agree or disagree with the proposed change to the service:

Q4) How would the proposed change affect you?

What you tell us will help us carry out an equality impact assessment. So please do let us know how the change would affect you and explain why. If you wouldn't be affected, please leave this question blank, and move to Q5.

Q5) How should we spend the money freed up by the proposed change?

Please choose your top two options from the list below. You can tick the 'other' box if you want to suggest other ways that we could spend the money.

Your first choice:

- Meeting an increase in residents eligible for support
- Allowing for flexibility in the frequency and length of programmes
- Building better links with services in education, housing, and employment
- Providing mental health support that aids health-related behaviour change
- Covering any increase in running costs
- Other (please explain in the box below)

Your second choice:

- Meeting an increase in residents eligible for support
- Allowing for flexibility in the frequency and length of programmes
- Building better links with services in education, housing, and employment
- Providing mental health support that aids health-related behaviour change
- Covering any increase in running costs
- Other (please explain in the box below)

If you ticked 'other' please provide details here:

Q6) Which behaviour change programmes are most important to you and your community?

The service provides a range of programmes to residents ranging from help to eat well and manage your weight to quitting smoking and drinking less. There are other national and local services providing similar support. To help us decide how we split funds between the programmes it would help us to know which you value.

a) Which two programmes are most important to you:

	Your 1st choice	Your 2nd choice
Eating well	<input type="checkbox"/>	<input type="checkbox"/>
Being more physically active	<input type="checkbox"/>	<input type="checkbox"/>
Weight management	<input type="checkbox"/>	<input type="checkbox"/>
Quitting smoking	<input type="checkbox"/>	<input type="checkbox"/>
Drinking less alcohol	<input type="checkbox"/>	<input type="checkbox"/>
Mental health to aid behaviour change	<input type="checkbox"/>	<input type="checkbox"/>
NHS health check in the community	<input type="checkbox"/>	<input type="checkbox"/>

b) Which two programmes are most important to your community:

	Your 1st choice	Your 2nd choice
Eating well	<input type="checkbox"/>	<input type="checkbox"/>
Being more physically active	<input type="checkbox"/>	<input type="checkbox"/>
Weight management	<input type="checkbox"/>	<input type="checkbox"/>
Quitting smoking	<input type="checkbox"/>	<input type="checkbox"/>
Drinking less alcohol	<input type="checkbox"/>	<input type="checkbox"/>
Mental health to aid behaviour change	<input type="checkbox"/>	<input type="checkbox"/>
NHS health check in the community	<input type="checkbox"/>	<input type="checkbox"/>

c) Please use the box below to explain your choices if you would like to, or for any other comments about question six:

Q7) Do you have any other suggestions or comments about our plans?

Thank you for completing the questionnaire. If you would like to, please fill in the optional 'about you' section on the next pages. You can send your completed survey to: FREEPOST ESCC PUBLIC HEALTH, County Hall, St Anne's Crescent, Lewes, BN7 1UE

About You: Equalities Monitoring Form

We want to make sure that everyone is treated fairly and equally and that no one gets left out. That's why we ask you these questions.

Your data is important to us, and we won't share the information you provide with anyone else. Your information will only be used and reported anonymously to support the activity you have completed the 'About You' survey for.

You do not have to answer these questions but by doing so you are helping to ensure our services effectively meet the needs of all our service users.

Full privacy notice: www.eastsussex.gov.uk/privacy/about-you

1. What age are you?

..... years <input type="checkbox"/> Prefer not to say

2. What is your gender?

<input type="checkbox"/> Female <input type="checkbox"/> Male <input type="checkbox"/> Non-binary <input type="checkbox"/> Prefer to self-describe, please write in: <input type="checkbox"/> Prefer not to say

3. Is the gender you identify with the same as your sex registered at birth?

<input type="checkbox"/> Yes <input type="checkbox"/> No, write in gender identity: <input type="checkbox"/> Prefer not to say
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4. What is your ethnic group?

White <input type="checkbox"/> English/Welsh/Scottish /Northern Irish/British <input type="checkbox"/> Irish <input type="checkbox"/> Gypsy / Irish Traveller <input type="checkbox"/> Roma <input type="checkbox"/> Any other White background, write in:	Mixed or Multiple ethnic groups <input type="checkbox"/> White & Black Caribbean <input type="checkbox"/> White & Black African <input type="checkbox"/> White & Asian <input type="checkbox"/> Any other Mixed or Multiple background, write in: Asian or Asian British <input type="checkbox"/> Indian <input type="checkbox"/> Pakistani <input type="checkbox"/> Bangladeshi <input type="checkbox"/> Chinese <input type="checkbox"/> Any other Asian background, write in:	Black, Black British, Caribbean or African <input type="checkbox"/> Caribbean <input type="checkbox"/> African background, write in: <input type="checkbox"/> Any other Black, Black British or Caribbean background, write in: Other ethnic group <input type="checkbox"/> Arab <input type="checkbox"/> Any other ethnic group, write in: <input type="checkbox"/> Prefer not to say
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5. Which of the following best describes your sexual orientation?

- 'Straight' / Heterosexual
- Gay or Lesbian
- Bisexual
- Prefer to self-describe, please write in:
- Prefer not to say

6. What is your religion or belief?

- | | |
|--|---|
| <ul style="list-style-type: none"><input type="checkbox"/> No religion<input type="checkbox"/> Christian (including Church of England, Catholic, Protestant and all other Christian denominations)<input type="checkbox"/> Buddhist<input type="checkbox"/> Hindu<input type="checkbox"/> Jewish<input type="checkbox"/> Muslim<input type="checkbox"/> Sikh | <ul style="list-style-type: none"><input type="checkbox"/> Any other religion, write in:
.....<input type="checkbox"/> Philosophical belief, write in
.....<input type="checkbox"/> Prefer not to say |
|--|---|

7a. Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more?

- Yes
- No (go to question 8a)
- Prefer not to say (go to question 8a)

7b. Do any of your conditions or illnesses reduce your ability to carry out day-to-day activities?

- Yes, a lot
- Yes, a little
- Not at all
- Prefer not to say

7c. If 'yes', please state the condition or illness. If you have more than one please tick all that apply. If none apply, please mark 'Other' and write an answer in.

- | | |
|--|--|
| <ul style="list-style-type: none"><input type="checkbox"/> Physical Impairment<input type="checkbox"/> Sensory Impairment<input type="checkbox"/> Learning Disability/Difficulty<input type="checkbox"/> Long-standing illness<input type="checkbox"/> Mental Health condition | <ul style="list-style-type: none"><input type="checkbox"/> Neurodivergent condition<input type="checkbox"/> Other Developmental condition<input type="checkbox"/> Other (please write in)
.....<input type="checkbox"/> Prefer not to say |
|--|--|

8a. Do you look after, or give any help or support to, anyone because they have long-term physical or mental health conditions or illnesses, or problems related to old age?

- Yes (go to question 8b)
- No (go to question 9a)
- Prefer not to say (go to question 9a)

8b. If yes, for how many hours a week?

- 9 hours a week or less
- 10 to 19 hours a week
- 20 to 34 hours a week
- 35 to 49 hours a week
- 50 hours or more a week
- Prefer not to say

8c. If yes, do you care for a.....?

- Parent
- Partner/spouse
- Child with special needs
- Other family member
- Friend
- Other (please give details)
- Prefer not to say

9a. Armed Forces Service: Are you currently serving, or have you previously served in the UK Armed Forces (this includes Reservists or part-time service)?

- Yes
- No
- Prefer not to say

9b. Are you in a household or family where someone is currently or was previously serving in the UK Armed Forces?

- Yes
- No
- Prefer not to say

10. Please tell us your postcode

-
- Prefer not to say

Thank you: this information will help us improve our services for everyone.