

TONBRIDGE & MALLING BOROUGH COUNCIL
COMMUNITIES and HOUSING ADVISORY BOARD

28 May 2019

Report of the Director of Planning, Housing & Environmental Health

Part 1- Public

Matters for Information

1 ONEYOU SERVICE UPDATE

Summary

This report updates Members on activity within the Council's OneYou Team during 2018/19.

1.1 Background

1.1.1 The Council's OneYou team are funded by Kent County Council, supplemented by Tonbridge and Malling, to deliver the One You programme across the Borough. The OneYou programme concentrates on the following key themes:

- Eating more healthily;
- Exercising more;
- Drinking less alcohol;
- Stopping smoking;
- Workplace health; and
- Ensuring health is thought about and incorporated into all Council and other community policies.

1.2 Activities

1.2.1 The OneYou service has received 370 referrals into the programme in 2018/19. The main route of referral has been through GPs and we continue to have a strong relationship with many GP surgeries. All these referrals will have received contact from a OneYou advisor and tailored advice and support will have been provided, for example, someone may want information on local exercise opportunities e.g. local leisure centre. A total of 176 referrals have received one to one assessments with OneYou advisors and ongoing support over a period of time. We are finding that a resident may be referred with one main reason e.g. need to lose weight however on assessment the OneYou advisor is finding there is often a myriad of complex issues for that person e.g. housing problems,

financial difficulties, poor mental health etc. all which need addressing if that person is going to successfully engage with a weight management programme. The OneYou advisors work closely with colleagues across the Council e.g. housing, finance, Occupational Therapists in order to provide that holistic approach for the resident. The team have also built up a number of strong relationships with agencies such as Live Well Kent, Involve (Care Navigation and Carers services), RBLI, Age UK to enable referrals and information to be provided.

1.2.2 Counterweight is a 12 week, evidence based weight loss programme run by the OneYou advisors. It is aimed at a moderate weight loss and has demonstrated evidence of both clinical and cost effectiveness. It is a structured weight management intervention keeping in touch with participants over a 12-month period, using behavioural strategies to assist people to change their lifestyle. The following feedback has been received from recent attendees “Excellent programme to increase awareness of what to eat and how to increase exercise. The ladies that run Counterweight were always supportive and encouraging. Thank you”, “Sally and Natalie have been fantastic during this year. I love the way that we have been monitored over the twelve months and can always call them regarding any queries.”, “I think it has been a great course to make you think about all areas of wellbeing and I definitely think different now as a result”. In 2018/19 the following outcomes were achieved:

- 135 participants engaged in at least one session on the programme
- 87 participants engaged in the programme
- 87 engagers lost weight
- 48 (55.17%) of engagers lost <3% weight
- 20 (22.99%) of engagers lost 3-4.9% weight
- 19 (21.89%) of engagers lost >5%

1.2.3 The OneYou team run ten walks over the week, covering all days and there is good access to a nearby walk for all residents of Tonbridge and Malling. Walks are held at accessible points with ample parking, they are led by trained volunteers who are equipped with the skills to enable anyone at any ability to attend a health walk. During the course of the year we have added an additional walk at St Marys Platt, this walk was created at the request of social prescribers who are working with local GP surgeries and seeing clients who would benefit from mild/moderate exercise and the chance to meet others socially. The walks are very well attended and the feedback from them is very positive.

1.3 Events

1.3.1 The OneYou team have been very proactive in 2018/19 in getting out into the community to provide advice and help for residents. The following illustrates some of the opportunities that the team have taken to deliver their messages:

- OneYou Kent Show- advisors spent the day at the Kent show to provide advice on OneYou.
- Oncology event at Ditton Community Centre- stand at the event for patients with or those who have previously had cancer. Stand with props, information and advisors who can give advice on behaviour change. We attend this event 4 times a year
- West Kent GP's Presentation- presentation following GP Signposting training. Update for GP staff on the OneYou service and how their receptionists can utilise the OneYou service
- Health Checks on eligible TMBC staff – a OneYou advisor arranged a succession of days inviting eligible staff in for a health check. These health checks opened up conversations with staff about their health which they may not have done previously.
- East Malling Beach Event – stall at the East Malling centre making healthy smoothies for families. Information on OneYou and free blood pressure checks. Smoothie bike available for families to cycle to make a smoothie.
- Tonbridge Calling Festival – stand at the event and advisor to offer advice about health.
- Stronger Kent Community Fair (Angel Centre) – stand with props to promote OneYou. Spoke with the public, leaflets handed out, blood pressure checks, public encouraged to take the OneYou quiz.
- GP Practice Park Run Event- advisors took part in the Park Run at Leybourne Lakes to encourage people to sign up. GP's also ran in order to be able to confidently prescribe exercise. Promoted and advertised on social media.
- Tonbridge jobs and training fair – stand at the Angel Centre promoting OneYou and providing blood pressure checks for the public.
- Boots Pharmacy – OneYou advisors at the store on Tonbridge High Street offering free blood pressure checks along with advice on healthy lifestyles for the public. Information about OneYou and how to sign up. OneYou have planned to have a regular slot in store to promote OneYou and offer blood pressure checks. Boots pharmacy team have also attached flyers of the event on to the prescription bags of clients, particularly the Nepalese

community to encourage them to come in and have their blood pressure checked.

- Social Prescribing Day- OneYou teamed up with RBLI, Macmillan and other organisations to promote services and discuss how social prescribing can support them in life. A OneYou advisor also had representation at a local GP surgery to promote OneYou and linked with external organisations.
- Macmillan Youth Cancer event – Held at the Village Hotel, Maidstone and had a representative from Maidstone BC OneYou and TMBC OneYou. Speaking with attendees about healthy lifestyles, how to increase physical activity levels through health walks, exercise referrals etc.

1.4 Case Studies

- 1.4.1 Clearly the focus of the One You service is about making a real difference for our residents so we hope a couple of case studies will highlight the positive impact the service is having.
- 1.4.2 Amanda is 60 and lives in Borough Green. She was referred to the OneYou service by her GP. She had a high Body Mass Index (BMI) and needed to lose weight so she could have planned knee surgery. After an initial one to one assessment by a OneYou advisor Amanda was offered one to one weight management support as she would find it difficult to attend any set group sessions due to her work patterns. She set herself a goal of going swimming twice a week. With the support of the OneYou advisor and a food diary she identified some problem food areas and set target goals around healthier switches and changes. A 5% target weight loss was set followed by an increase to 10%. After 3 months Amanda had achieved her 10% target weight loss and had reduced her BMI. She had made positive healthy food switches and had continued her swimming plus was also attending chair based exercise class to help after her knee operation. After five months Amanda was continuing to exercise and had lost two stone so her knee surgery had now been booked in. She commented “If I had not come to see the OneYou advisor I would not have been able to lose any weight. You made it so doable!”
- 1.4.3 Ian from Tonbridge was referred to the OneYou service by his GP and physiotherapist. He was overweight, not physically active, had some mental health concerns, had some financial concerns and felt socially isolated. Following a one to one assessment by a OneYou advisor he signed up to Counterweight (the One You’s weight management programme) and had information provided to him on healthy walks in the local areas as well as other socially active groups such as men in sheds and community cuppa along with the important offer from the advisor to attend with him the first time if he wanted that support. The advisor discussed with Ian his mental health and provided information about where he could get support if he required this. With Ian’s consent a referral was made to

both to West Kent debt advice service for financial help and the RBLI with regards to work opportunities. TMBC also assisted with a hardship fund application for Ian. Approximately three months later the position for Ian had transformed significantly. With the help of the Counterweight programme and consistently exercising three times a week he had lost nearly three stone in weight. His financial worries had reduced considerably as working with the OneYou and Housing team had meant some positive housing changes for him. Ian continued to attend social groups so was not socially isolated and had improved his mental health. He felt that the help had definitely prevented a suicide attempt.

1.5 Legal Implications

1.5.1 None arising from this report.

1.6 Financial and Value for Money Considerations

1.6.1 None arising from this report.

Background papers:

contact: Claire Potter

Nil

Eleanor Hoyle

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