

## How Derby City Council's Livewell programme integrated its community NHS Health Checks with its wider healthy lifestyle services.



A Derby City Council Project

### Summary

Evidence suggests that people living in the most deprived areas of Derby are living 12 years less than people in more affluent parts.

In an attempt to address these issues, Livewell set out to increase the take up of NHS Health Checks by reaching people in their communities who don't visit their GP practice or prefer a more convenient time or place.

Another key aim is to ensure that during a Health Check people are seamlessly connected with the Livewell services they require to lose weight, stop smoking, get fitter and improve their overall health through 12-months of funded support.

Livewell has delivered 1650 community-based NHS Health Checks since starting this service in February 2015 and has supported more than nine thousand people in Derby to make significant lifestyle changes to improve their health outcomes.

### Livewell NHS Health Checks

Livewell aims to deliver 1000 NHS Health Checks a year by working closely with the city's 30 GP practices, agencies and healthcare providers, local employers and community groups to ensure NHS Health Checks are available to as many eligible people as possible followed up with timely integrated lifestyle services. In addition, Livewell delivers checks on behalf of four GP practices.

Three advisors promote and deliver Health Checks in deprived communities and are trained using the NHS Health Check competence frameworks. They involve Livewell's stop smoking and weight management advisors to maximise opportunity for supporting lifestyle change.

### Geraldine Comery, Practice Manager, Park Farm Medical Centre

*"Livewell delivers NHS Health Checks for our Practice, which has freed up clinician time but still enables this vital service to be provided to our patients. As the letters are produced on the practice letter-headed paper, the patients have confidence in the service as they know it is linked to the practice – this is very important to our patient population. This service has enabled the practice, including clinicians to focus resource where it is needed."*

### What works well

Lifestyle services such as Livewell are a natural fit for the NHS Health Check programme. 56% of people having a Health Check with Livewell are either referred into its 12-month lifestyle programmes or to their GP for further support.

So what is behind Livewell's NHS Health Check service and how is it different?

- A registered nurse leads the clinical element of the service and maintains the high quality standards.

- 30-minute day and evening appointments for comprehensive lifestyle assessment and advice offered in community settings such as pubs, church halls, mosques, leisure centres, libraries and workplaces.
- NHS Health Check advisors with three strands to their roles - community development, health promotion and delivery.
- Clear and complete test results and risk scores combined with helpful lifestyle and condition information in a handy, easy-to-follow booklet.
- A bespoke online click and book system for Health Check appointments ([www.livewellderby.co.uk/healthchecks](http://www.livewellderby.co.uk/healthchecks)) supported by a Customer Relationship Management system for easy and secure management of appointments and client records.
- Effective marketing – articles in local publications combined with highly-targeted digital advertising. Strong links with local media including a live Health Check on BBC Radio Derby.
- Partnerships – developing meaningful links with communities, workforces and GP practices. Building their needs and wants into service delivery.

### **Derby Jamia Mosque – a community partnership**

Derby has an ethnically diverse population with its BME community increasing to 24.7%. The Pakistani community represents the largest group (5.9% of overall population). That’s why Livewell has focussed much of its development efforts in the hard to reach Normanton and Peartree areas, forging a unique relationship with the Derby Jamia Mosque.

Listening and embedding the ideas of influencers best positioned to engage with the Mosque, Livewell used the fingertip blood glucose test to appeal to the high population diagnosed with and worrying about diabetes. Friday lunchtime after prayers was suggested as a key time to run a male health awareness event, where blood pressure measurement, BMI, and blood glucose testing were offered. The Imam talked to men about the importance of looking after their own health to boost participation. Over two Fridays Livewell spoke to 200 men and took 21 Health Check bookings.

Female-only health sessions have motivated women and children to modify unhealthy behaviours, increasing referrals into Livewell’s family weight service which tackles child obesity.

Livewell will continue to offer weekly Health Checks from the Mosque for the community’s convenience and to increase take up.

### **Nazir Hussain, Secretary at Derby Jamia Mosque**

*“Livewell has genuinely involved our community – running events at the Mosque, women-only sessions, giving checks and raising awareness about the importance of Health Checks. The team understands our cultural needs and actively encourages everyone to get involved. It runs health awareness events timed around prayers and activities to support as many of our people as possible to take part. We’re excited about Livewell having a regular presence here and the difference it will make to our community’s health.”*



## Healthier workforces

Livewell has established strong links with local businesses to deliver Health Checks for staff on their premises through tailored health events offering informal drop in appointments or pre-arranged slots.

Using quick Body MOT checks that measure BMI, blood pressure and carbon monoxide readings for smokers, Livewell gives all staff valuable health feedback whilst capturing those eligible for a Health Check and Livewell's wider service. Those outside of Derby are signposted to the One You website for local service information.

Feedback has been fantastic with most firms highly receptive to support that helps keep their workforce healthy. Livewell has had the biggest impact in firms where management are prioritising health and wellbeing such as Asda, Tesco, Nationwide, Riverside Medical Supplies, Derby Homes (30 NHS Health Checks and 120 quick checks) and SNC Lavalin where 190 referrals were made for lifestyle support. BBC Radio Derby invited Livewell to deliver checks to its staff during a health week which helped secure valuable on-air coverage to a key demographic. The results have raised awareness and boosted Health Check bookings.

## Making a difference

Though 54 year old Josie Gill's cholesterol and blood pressure were normal, her BMI of 32 revealed her to be obese and therefore at a higher risk of cardiovascular disease. Following her Health Check, she promptly joined Livewell's weight management programme and is steadily losing weight through a personalised plan that includes regular Livewell exercise sessions and an 8-week healthy eating course. Three months in and Josie is already reaping the benefits of a healthier lifestyle.



*"I knew I was overweight but my Health Check confirmed it. Luckily, I qualified for the Livewell weight programme which has supported me to get back into exercise and eat more healthily. I'm a happier, more confident person now and I can keep up with my grandkids!"*

David Roberts (61) was shocked to be referred to his GP for a high blood glucose level and high blood pressure after his Livewell Health Check. His doctor gave him three months to improve his health and turn things around. That gave David the push he needed to make some key changes to his eating and exercise habits. In 12 weeks he lost two stones, moving his BMI, blood pressure and blood glucose into a healthy range. His doctor claimed that if all patients followed these instructions the diabetes problem in this country wouldn't exist! Needless to say both David and his doctor are thrilled with the turnaround.



*"Discovering I was overweight and diabetic was a big wake up call. Thanks to my Health Check with Livewell I've lost two stones in 3 months by eating better and exercising more. I now have a healthy blood sugar, cholesterol, blood pressure and BMI. My GP is delighted."*