

OUR
BOROUGH

Live Well Croydon Programme

November 2016



Agenda

- Overview of the Live Well Croydon Programme
- Introduction to Just Be
- Overview of the Just Live Well service model
- Live Well Alliance
- Next Steps

Live Well Croydon Programme

- Live Well Croydon is a **redesign of current separate lifestyle services (stop smoking services, weight management, physical activity and alcohol screening and brief advice)** into a new innovative **integrated model** that provides advice and support to change a number of health behaviours through a digital platform and targeted services that will concentrate on key areas of deprivation and areas where unhealthy behaviours cluster.
- The overarching aim of the Live Well Croydon Programme is to **increase life expectancy and reduce health inequalities** for people in Croydon. This will be achieved by:
 - Reducing the smoking prevalence
 - Increasing the number of people eating a healthy diet
 - Reducing the number of people drinking alcohol at increasing or high risk levels
 - Increasing the number of people who achieve the recommended amount of physical activity per week



**Just
BE**
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for Croydon
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HEALTH MOT

**SEND ME TIPS
AND ADVICE**

BE HAPPY BE ACTIVE BE ALCOHOL AWARE BE SEX SAFE BE FOOD SMART BE SMOKE FREE SEARCH

HEALTH MOT

Take a free online health check-up

Health Checker



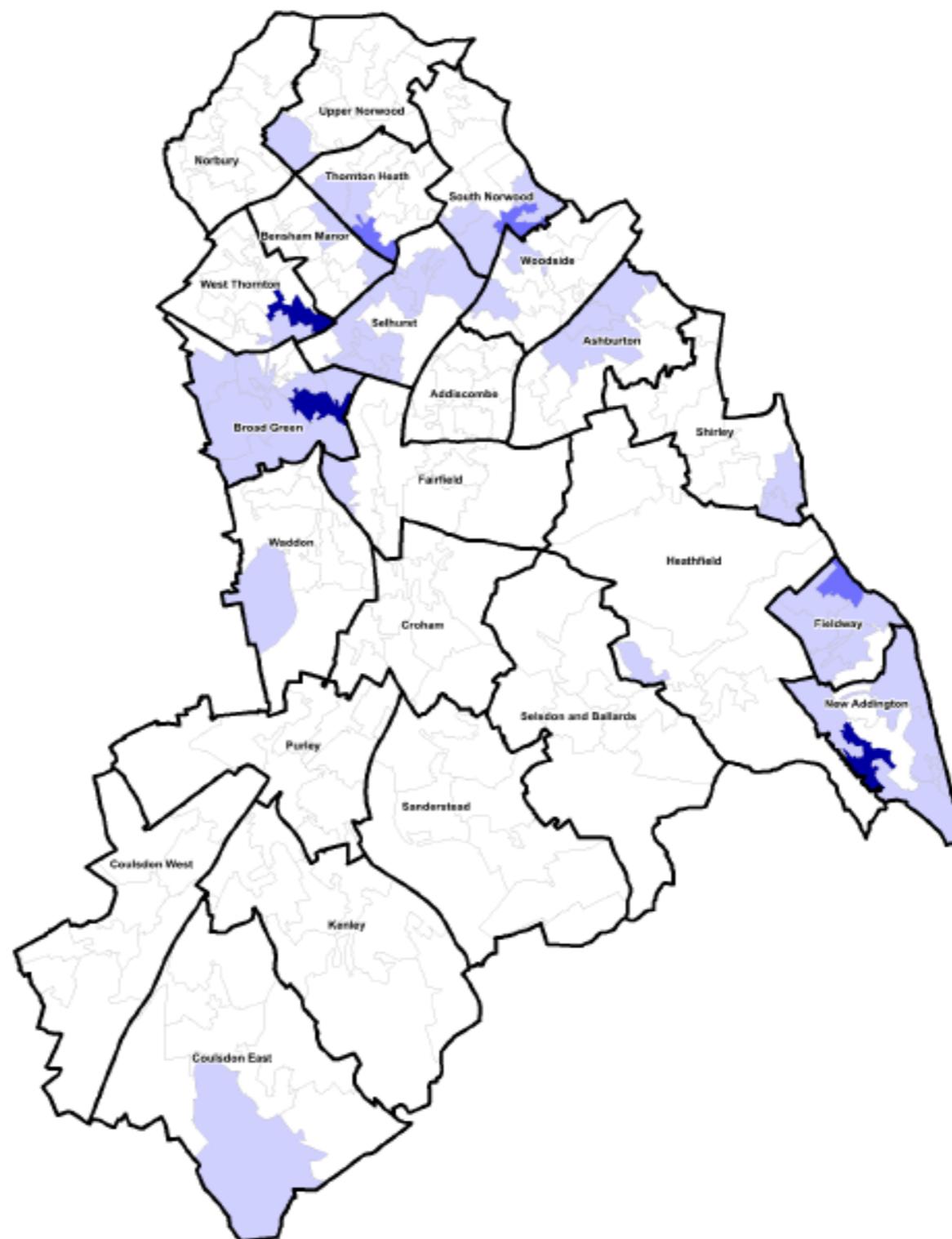
Digital Behaviour Change moving forward

- Just Be can provide Croydon with a platform to build on as new evidence emerges around digital behaviour change such as online CBT for smoking
- Just Be could evolve...
 - A community space for residents to offer peer support
 - A ‘Be’ platform to support self-care and self-management as well as early identification and prevention
- A client management system that will support healthy behaviour change messaging through push text and nudges to influence health behaviour change.

Just Live Well

- Targeted person-centred and holistic lifestyle service intervention to support residents for up to 12months.
- This service will offer interventions that can be delivered face-2-face, within groups, remotely, through email, text or telephone.
- This service is built upon NICE best practice and clinical guidance on behaviour change specific lifestyle services
- This service will be managed by LBCs Active Lifestyle Manager within our Districts Centres and Regeneration team, in partnership with Public Health, and is due to start on 1 April 2017
- We envisage ‘Just Live Well’ will be delivered in partnership through the Council, Primary Care, Secondary Care and the Voluntary and Community sector.

Just Live Well service target areas



Live Well Alliance

- We recognise that not all residents are enabled to access online support so we want to work with the community and voluntary sector to support residents to access Just Be and lifestyle services
- We envisage that the Live Well Alliance will be developed to share the learning on adopting healthier behaviours through borough wide training and partnerships to make adopting a healthier lifestyle everyone's business
- We also plan to develop a number of hubs for residents to access computers, as well as health promotion advice through libraries and other community resources

Live Well Alliance

- CVOs are already doing good work in their communities. We want to understand what you are doing and how this programme can compliment or add value to what you are doing.
- Ultimately, we want to hear from you so if you have any ideas about how healthy lifestyles can be supported in your community through the Alliance please let us know

Next Steps

- This is the start of working with the VC sector around Live Well
- Hoping to have follow up meetings with various organizations in the coming months to understand how we can work together
- Heath Impact Assessment Stakeholder workshop – Tuesday 22nd November
 - Discussing and reviewing health impacts of Just Live Well and Just Be
 - Developing feasible recommendations for mitigating negative impacts