

# Live Well Alliance newsletter

## Edition 1 – Spring 2018

### Welcome to our first Live Well Alliance newsletter

We are pleased to welcome you to our first Live Well Alliance newsletter. These will be sent out quarterly and we welcome feedback on what you think of the overall look and content.

### What is the Live Well Croydon programme?

Live Well Croydon is an innovative behaviour change programme bringing together a number of lifestyle services which were previously delivered separately: smoking cessation, weight management, physical activity and alcohol screening and brief advice. The overarching aim of this programme is to increase life expectancy and reduce the current health inequalities for the residents of Croydon and we can do this by:

- reducing the smoking prevalence
- increasing the number of people eating a healthy diet and promoting a healthy weight
- 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
- promoting positive mental wellbeing

We want to reach as many residents across the borough as possible and to help us achieve this there are three parts to the programme. [JustBe Croydon](#), [Just Live Well](#) and the [Live Well Alliance](#).

## JustBe Croydon

[JustBe Croydon](#) was launched in November 2016 and is the go-to preventative health website for all Croydon residents. We have selected the best tools to help residents make changes: from losing weight, getting more active and stopping smoking to drinking less, sleeping better and feeling happier. There is signposting to apps, podcasts, expert advice, videos, diet and exercise plans to help support residents make healthier choices. There's a [blog](#) where residents can share their success stories and inspire others. There is also a [Health MOT](#), which can assess residents' lifestyles and also acts as the entry point for eligible residents to the face to face service; [Just Live Well](#).

## Just Live Well

[Just Live Well](#) is the face to face component of the Live Well Croydon programme and has been running since last April. It supports eligible Croydon residents to make and maintain changes to negative health behaviours and improve their physical health and mental well-being using best practice national guidance and motivational interviewing.

The Just Live Well service is delivered by Live Well Advisors from the Council's Live Well team, within some primary care settings, in secondary care and by our community care provision within Mind in Croydon. The Advisors are based throughout the borough and they will provide support to residents wanting to make positive changes to their lifestyle.

There are five core appointments over 12-months with additional support offered at 16 weekly drop-in health hub sessions, group sessions, emails, phone calls and texts.

## Live Well Alliance

Together with the JustBe Croydon website and the Just Live Well face to face intervention, the [Live Well Alliance](#) forms an important part of the overall Live Well Croydon programme. It is a network of health, community and voluntary groups,

workplaces and departments within the council. Its aim is to create a borough wide approach to influencing healthy behaviour, empowering communities to adopt healthier lifestyles and to promote a “health is everyone’s business” approach. By working collaboratively we can reach out to all Croydon residents and increase our access to priority groups and to those who may be harder to engage with, offering the necessary support to enable them to live healthier lifestyles. Alongside the Alliance we are rolling out a Make Every Contact Count (MECC) programme to capitalise on the day to day interactions between people. Find out more about MECC below.

## MECC - what's it all about?

We aim to train a variety of people including; those working in the voluntary and community sector, frontline staff who work with residents and health and well-being professionals. This training will give them the tools and confidence to support clients, friends, families and colleagues to lead healthier and happier lifestyles. This may be through signposting to available services and sources of information such as the JustBe Croydon website or simply having that initial conversation around health and lifestyle. If you wish to find out more or become involved please contact Shirley Piotrowski at [shirley.piotrowski@croydon.gov.uk](mailto:shirley.piotrowski@croydon.gov.uk).

## How are we doing so far?

Since November 2016 we’ve had almost 22,000 people access the JustBe Croydon website which includes people completing the Health MOT and those being signposted to information and resources to help them improve their health and well-being. We have approximately 1,000 residents being supporting through the Just Live Well face to face 12-month journey, helping them to tackle unhealthy behaviours. The greatest achievement so far is seen in residents who have quit smoking at almost an 80% successful quit rate. During the last quarter, participation across communities in high need areas has risen and the highest client engagement has been from two of the top areas of deprivation in Croydon

## How have we promoted Live Well Croydon?

We've set up:

- 16 drop-in sessions per week on 10 locations across the borough where all residents can speak to an Advisor to receive support, information and encouragement. The Advisors can also help residents access the JustBe Croydon website, complete the Health MOT and find activities and groups in their area. See our hub schedule at the end of the newsletter.
- 5 "Health MOT" sessions in GP practices and are looking to set up more in the next few months
- a six week weight management group
- we have developed a communication and marketing strategy outlining our plan over the next year in raising the profile of Live Well.

We've attended:

- team meetings across the different department in the health service including GP practices, Health Visitors, physiotherapists
- team meetings with other services in Croydon Council and local workplaces
- community events and open days to engage with the local communities

We've supported:

- the launch of the Outdoor Gym in New Addington
- the Sugar Smart initiative
- the opening of the Food Stop

We've produced:

- articles for newsletters across the borough
- articles for the monthly GP bulletins to keep them up-to-date about what is on offer for their patients
- leaflets, posters and "Prescription Pads" to promote Live Well Croydon and much much more

Below is a selection of the events we've been involved with.



Local Advertising in Milne Park, New Addington



Shrublands Trust event; Cooking on a budget



Supporting the opening of the outdoor gym in New



Promoting our service down in Surrey Street Market

## How can we work together?

In the most part building effective partnerships is the key to developing and delivering good services. We are great fans of collaboration and want to develop our network of partners to reach the heart of our communities and promote healthy living to all residents across the borough. For us it is also important to increase our knowledge of what other services are available for the people of Croydon as health is very much inter-related with wider lifestyle aspects. . We believe that by working together we can improve the lives of those living in Croydon by providing the appropriate support and information whether it is help to stop smoking, hints and tips on weight loss or signposting and referral to organisations who can provide advice and help with other issues such as housing, debt management, employment and all the other issues that affect our lives.

We can continue to build on our current engagement by:

- providing you with our promotional materials such as posters, leaflets and “Prescription Pads”
- attending community events to promote our service
- coming along to team meetings to explain to staff and volunteers what we do to help them signpost to the Live Well programme and also for us to learn more about your services
- provide material for any newsletters or bulletins you produce and circulate
- hearing your ideas for how we can better engage with the communities you support

## Who is in our team?

Our team consists of a Programme Manager (Shirley), Coordinator (Juliet), five Advisors (Poppy, Tami, Susan, Wendy and Lynda) and an Officer (Mike). Over the next few issues we will find out more about each team member and the role they play in the programme.

## What next?

Our Live Well Alliance newsletter will be produced and sent out quarterly. In the summer edition we will provide you with more updates of how the programme is doing as well as introducing you to other members of our team and what we've been up to in the community. We'll also look in more detail at some of the lifestyle behaviours we help with and some of the other community activities our wider team are involved with. We'd like to have a FAQs section too so please let us know what you'd like more information about.

## How to get in touch

livewell@croydon.gov.uk

020 8604 7719

<https://www.justbecroydon.org/>

<https://www.justbecroydon.org/health-checker/health-mot/>

Facebook – JustBe Croydon

@JustBeCroydon