



# Worcestershire CCGs

## Lifestyle Advisor Service Survey Evaluation Report

June 2019

**On behalf of:**

NHS Herefordshire CCG, NHS Redditch and Bromsgrove CCG, NHS South Worcestershire CCG and NHS Wyre Forest CCG

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## Executive Summary

Between 10 June 2019 until 24 June 2019 the Engagement Manager on behalf of the three Worcestershire Clinical Commissioning Groups (CCG's); Redditch and Bromsgrove CCG, South Worcestershire CCG and Wyre Forest CCG and the Directorate of Public Health at Worcestershire County Council; ran a survey to engage with the Worcestershire population, with the purpose of gaining their views on a new Lifestyle Advisor service.

426 people responded to the survey. Of those who responded, only 21% had previously used a Lifestyle Advisor service in Worcestershire. The main reason (46%) people had not accessed services was because they were unaware they were available. Those that had undertaken a service, expressed a positive view and stated that they had had a somewhat useful (58%) or very useful (58%) experience.

The majority of respondents (65%) expressed an interest to significantly improve their health and lifestyle. Weight loss (53%), dietary advice (51%) and mental health and wellbeing (45%) were the most requested topics of support.

Views varied on the level of support needed to help improve lifestyle. Respondents were in most favour (30%) of regular contact with an advisor on a face to face basis (48%). There was a slight preference for mixed group and one-to-one appointments (36%). People would like to self-referral (65%) into the new service.

The key themes that have emerged from the comments were, as follows:

- The service should be offered at extended, flexible times
- People have not been aware that previous services had been available
- There is strong support for a new Lifestyle Advisor service
- There is an existing cohort of people attending lifestyle services within Worcestershire

## Background

Public Health have historically commissioned one-to-one behaviour change and lifestyle advice services. These contracts have been based on the "Health Trainer" service model which was born out of the Department of Health white paper "Choosing Health".

The local service model has changed with time through various contracts and providers have been both NHS and community based organisations. The Living Well service contract (delivered by the Independence Trust) ended on 31 March 2019.

Over the years, Worcestershire's lifestyle services have often struggled to engage fully with Primary Care to receive the number of referrals required to support those most in need. There is a need to create a new lifestyle service, to support people to adopt healthier lifestyle behaviours

(diet, physical activity, alcohol, smoking, mental wellbeing) that can be imbedded into and owned by PCN's<sup>1</sup>.

### **Integrated Wellbeing Officer**

Public Health are working in partnership with the CCG to create a lifestyle offer that is more embedded within Primary Care as part of a wider integrated wellbeing offer. An Integrated Wellbeing Steering Group was recently formed. Membership of the steering group included; CCG, Public Health, NHS Worcestershire Health and Care Trust, GP representation and Adult Social Care.

This group is utilising a systems approach to review and develop the range of information and advice, self-help, wellbeing, lifestyle and behaviour change provision across the system. As part of this work, a new lifestyle service needs to be shaped to fit into the system to work alongside social prescribing and the wellbeing hub<sup>2</sup>.

## **Pre Engagement**

### **Primary Care Engagement**

Public Health carried out their own engagement exercise via the neighbourhood team meetings to gain views on the existing lifestyle service and how a new model could be developed. The focus of the engagement was to establish how the new service could better meet the needs of staff within Primary Care and their patients.

The results of this pre-engagement exercise established the following:

- Service based within GP practices
- Lifestyle service to link with Social prescribing
- Simple referral criteria
- One to one and groupwork
- Option to self refer
- General lifestyle support with a focus on weight management

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<sup>1</sup> An Integrated Lifestyle Offer, PowerPoint Presentation, Steve Connelly & Claire Mitchell

<sup>2</sup> An Integrated Lifestyle Offer, PowerPoint Presentation, Steve Connelly & Claire Mitchell

- Need the right staff
- Communication links back with referrer<sup>3</sup>

### **Lifestyle Advisors Workshop**

On 25 May 2019, Public Health and the CCG held a Lifestyle Advisors Workshop at Haresfield Surgery in Worcester City. There was a diverse mix of attendees which included representation from Healthwatch Worcestershire, Patient Volunteer Representatives, South Worcestershire Healthcare, Public Health, CCGs, Secondary Care Staff (Dietitian), Primary Care (GP, Practice Manager, Lifestyle Advisors).

The purpose of the session was to:

- Share progress to date
- Share plans for a draft lifestyle model
- Gain stakeholder views on the model
- Update stakeholders on the commissioning timeline and future activity
- Undertake a S.W.O.T analysis of the plans<sup>4</sup>

It was established by attendees during the S.W.O.T analysis that the project leads should undertake additional engagement, in order get a broader patient and public view on lifestyle services.

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<sup>3</sup> An Integrated Lifestyle Offer, PowerPoint Presentation, Steve Connelly & Claire Mitchell

<sup>4</sup> An Integrated Lifestyle Offer, PowerPoint Presentation, Steve Connelly & Claire Mitchell

## Survey Exercise Summary

<b>Active Period</b>	10 June 2019 - 24 June 2019
<b>Printed Copy</b>	<a href="#">Appendix 2</a>
<b>Reach</b>	<a href="#">Appendix 1</a>
<b>Extended Reach</b>	Those contacted were asked to share the survey link with their respective networks/contacts. The County Council and CCGs disseminated via social media and on their organisational websites. Hard copies (Original Survey, Easy Read and Large Print) were also printed and circulated to those that requested them.
<b>No. of Respondents</b>	426
<b>Results Key</b>	The most prevalent answer has been highlighted in blue.

## Survey Results

Question 1 - Have you ever accessed support from a “Health Trainer” or “The Living Well” service in Worcestershire?

Answers	Count	Percentage
No	324	76%
Yes	89	21%
I don't know	13	3%
<i>Answered question</i>		426
<i>Skipped question</i>		0

There were 426 responses to Question 1, in which most respondents (324,76%), answered that they had not previously accessed support from the “Health Trainer” or “Living Well” services. There was no additional feedback received for this question.

Question 2 - If No, what are the reasons you have not accessed support from a previous lifestyle service?

Answers	Count	Percentage
I didn't know these services were available	149	46%
I have not needed any support	136	42%
I needed support, but I didn't know how to access it	14	4%
I needed support, but I was not motivated to access it	10	3%
I needed support, but I was not able to access the service	3	1%
Other	11	3%
<i>Answered question</i>		323
<i>Skipped question (of those who were eligible to answer)</i>		1

There were 423 responses to Question 2. The majority of respondents (149,46%) stated that they did not know that lifestyle services were available. It is worth noting, that a high proportion of respondents (136, 42%) stated that they had not needed any support for lifestyle issues.

Those that selected 'other', gave mixed reasons to why they had not used a lifestyle service. These included:

- *“too embarrassed”*
- *“There are ways I could benefit from support but I am not aware if there are any appropriate to me”*
- *“the Health Trainer contract ended”*



### Question 3 - If yes, what were your experiences of the service?

Answers	Count	Percentage
I didn't find it very useful	12	14%
I found it somewhat useful	20	23%
I found this very useful	50	58%
Other	4	5%
<i>Answered question</i>		86
<i>Skipped question (of those who were eligible to answer)</i>		3

There were 86 responses to Question 3. There was a clear majority that service users found the service to be very useful (50, 58%) or somewhat useful (20, 23%).

Those that selected 'other', gave positive experiences of the previous service. Examples include:

- "Excellent"
- "Extremely useful"

Question 4. Do you think you would benefit from making some lifestyle changes? (e.g. Improve your diet, increase physical activity levels, stop smoking, reduce alcohol consumption)

<b>Answers</b>	<b>Count</b>	<b>Percentage</b>
No, I don't need to make any changes to my lifestyle	81	19%
Yes, I would benefit from making some small changes to improve my health	66	16%
Yes, I need to significantly improve my health and lifestyle	272	65%
<i>Answered question</i>		<b>419</b>
<i>Skipped question (of those who were eligible to answer)</i>		<b>7</b>

There were 419 responses to Question 4. Most people wanted to make a significant improvement to their health and lifestyle (272, 65%).

Question 5. If you were to access a lifestyle service in the future, what topics of support would you benefit from?

Answers	Count	Percentage
Diet	208	51%
Getting active	183	45%
Losing weight	215	53%
Stopping smoking	36	9%
Reducing alcohol levels	39	10%
Mental health and wellbeing	184	45%
Other	32	8%
<i>Answered question</i>		407
<i>Skipped question (of those who were eligible to answer)</i>		19

There were 419 responses to Question 5. The majority of respondents (215, 53%) would like help to lose weight. This was followed closely with those who wanted support with their diet (208, 51%).

Those that selected 'other' gave mixed suggestions of lifestyle areas they would like support with. Ideas included:

- *“getting active despite having a disability”*
- *“Keeping on top of housework and gardening and house maintenance things”*
- *“anger management”*
- *“chronic pain”*

Question 6. What level of support do you require to help you to improve your lifestyle?

<b>Answers</b>	<b>Count</b>	<b>Percentage</b>
All I need is some information and someone to point me in the right direction	97	23%
I need information about how to become healthier, and a bit of motivational support too	98	23%
I would need to be in regular contact with an advisor to motivate me and keep me on track	126	30%
I do not require any support	79	19%
I don't know	20	5%
<i>Answered question</i>		420
<i>Skipped question (of those who were eligible to answer)</i>		6

There were 420 responses to Question 6. There was a slight majority of wanting a regular contact with an advisor for motivation and to be kept on track with lifestyle support.

Question 7. How would you like someone to help you to improve your lifestyle?

Answers	Count	Percentage
Direct me to a website where I can find the information myself	100	24%
Send me information in the post or email	77	18%
I would like someone to support me over the phone	39	9%
I would like to meet with someone face to face	199	48%
I would not like anyone to help me with my lifestyle	46	11%
I don't know	22	5%
Other	17	4%
<i>Answered question</i>		419
<i>Skipped question (of those who were eligible to answer)</i>		7

The were 419 responses to Question 7. There was a clear majority of wanting lifestyle support on a face to face basis (199, 48%).

Those that selected 'other' gave mixed suggestions of lifestyle areas they would like support with. Ideas included:

- *“Accessible advice”*
- *“Doctors surgery to have information on notice boards”*
- *“Holistic therapy”*
- *“Virtual/online coaching”*

Question 8. If you would like face to face support would you prefer:

Answers	Count	Percentage
One to one appointments	102	27%
Group based support	28	7%
A bit of both (group support and appointments)	138	36%
I would not like to receive face to face support	61	16%
I don't know	36	9%
Other	15	4%
<i>Answered question</i>		380
<i>Skipped question (of those who were eligible to answer)</i>		46

The were 380 responses to Question 8. The was a slight majority for wanting a mixture of group support sessions and one-to-one appointments.

Those that selected 'other' gave some of the following ideas:

- *"I just want flexible out of hours support where I can bring my kids as I don't have a sitter"*
- *"The NHS should encourage the use of My Fitness Pal"*
- *"Learning from each other supports the group"*

Question 9. If you were to access a lifestyle support service in the future, how would you like to access it?

Answers	Count	Percentage
I would like my GP to refer me	63	15%
I would like another health professional to refer me	34	8%
I would like a professional not working in health to refer me	13	3%
I would like information to refer myself	268	65%
I don't know	21	5%
Other	16	4%
<i>Answered question</i>		415
<i>Skipped question (of those who were eligible to answer)</i>		11

There were 415 responses to Question 9. There was a strong desire to be able to self refer into the new Lifestyle Advisor service.

Those that selected 'other' thought that anyone should be able to refer to the new service. Comments included:

- *"Anybody"*
- *"Anybody can refer"*
- *"Everyone should be in a position to make the referral. it is important that the referral is made instead of giving me the contact details as i would hesitate to initiate the referral"*
- *"Anybody, my Gp has referred me just now"*

## Question 10. Are there any other comments/feedback?

There were 156 responses to Question 10. The comments were varied, but four key themes emerged. These were:

### 1. Extended and flexible hours

*"It would be useful if appointments were available out of working hours."*

***"Would like out of hours due to work"***

*"Out of office hours as I cannot attend during the week"*

***"Weekends would be suitable"***

*"Evening would be better for me."*

***"Flexibility with weekends/evenings as I work"***

*"Due to the hours I work it is very difficult to commit to regular appointments as my hours are different and variable on a daily basis. As a truck driver I get a start time, but my finish time is when I finish! If I run out of hours it could mean an unscheduled night out in the truck unless people are available to bring another driver up to take over the truck and drive me back. This means, for me and others like me, that even getting a GP appointment is pretty well impossible. Today, we really need access to ALL health care 24/7 and outside of A&E!"*

***"Would benefit from flexibility as working during the day as a nurse and caring for parents"***

Respondents have highlighted the need for the new Lifestyle Advisor service to be accessible, with access to support outside of regular 'office' hours. Weekend and evening appointments have been requested.



## 2. Unaware of previous lifestyle services

*“Don’t need the service but wasn’t aware it existed anyway....”*

***“I feel this should be publicised as I consider myself quite a well informed person but didn’t know about this”***

*“I am a GP - these services are very poorly advertised and inaccessible...”*

***“I am a currently attending Henwick Halt with a referral by my GP, however I have never been aware of any service in the past.”***

*“Was unaware of any services of this nature available”*

Some of the respondents have highlighted that they were unaware to of the previous lifestyle service offer. The comments have highlighted the need for good service promotion with both members of the public and potential referrers (such as GPs).

## 3. A new lifestyle service is a good idea

*“I’m glad you are making this a priority.”*

***“I think that some of the services currently on offer are very good.”***

*“No massive help needed but good to know if its there if needed.”*

***“Good to see that you are doing this.”***

*“Good idea and questionnaire”*

***“This is a very important initiative which, if effective, will help improve lives and in the medium to long term save the taxpayer significant sums of money. Keep up the good work!!”***

*“I think this is a really good idea as in my previous career as a Nutritional Therapist, I realised that the public in general have no idea what they should be eating and doing to improve their health.”*

***“Good idea if it is available to people who need it in a way that is very easy to access.”***

There is clear, positive support for the new Lifestyle Advisor service. Many respondents commented that they thought the service was a good idea and that they were glad that the service would be available.

#### 4. Is either attending or previously attended a lifestyle service

*“I have been attending Lyppard Grange sessions on healthy eating and found it extremely useful and lost 7kg and feel fantastic.”*

***“I have been attending Henwick Halt and have found it amazing. The support of the group and the person running it.”***

*“I have been attending the H Halt sessions”*

***“Attending Spring Gardens which is working very well.”***

*“Did attend the 6 week diabetic sessions, which I found great at the start. Now starting to attend the sessions at Spring Gardens to help support.”*

***“I attend Henwick Halt”***

A large number of respondents wanted to identify themselves as current service users of lifestyle support at either Lyppard Grange, Henwick Halt or Spring Gardens. Of those attending these services, the feedback has been positive.

## Recommendations

The response rate for the survey has been very high. This would indicate a high level of public interest and desire to be involved with the project. The CCG Engagement Manager has made the following engagement recommendations:

1. **Patient Representatives** - Continue to involve patient representatives on any working group, steering group and evaluation panel, to ensure that there is a constant patient voice present.
2. **Co-production** – Ensure that patients/public have the opportunity to continue to coproduce the new service. Allow for regular sense checking, feedback and the opportunity to give their views.
3. **Engagement in the service specification** – Write into the service specification the need for ongoing engagement. Ensure that service users are able to give their views and that the information they provide can be captured and collated for the purpose of service improvement.

## Appendix

### Appendix 1 – Survey Distribution List

<b>Person or Group</b>	<b>Information Sent</b>
Worcestershire Involvement Network	Survey Link and Information
Patient Advisory Group	Survey Link and Information
Patient Participation Group Lead Contacts	Survey Link and Information
Healthwatch Worcestershire	Survey Link and Information
Websites (Redditch and Bromsgrove CCG, Wyre Forest CCG, South Worcestershire CCG)	Survey Link and Information
Twitter (Redditch and Bromsgrove CCG, Wyre Forest CCG, South Worcestershire CCG)	Survey Link and Information
Worcestershire County Council Website	Survey Link and Information
Public Health Team	Survey Link and Information
Midwifery	Survey Link and Information
Parenting providers (Wyre Forest, Redditch and Bromsgrove and South Worcestershire)	Survey Link and Information
Partnership manager in Redditch and Bromsgrove	Survey Link and Information
Walking for Health Service	Survey Link and Information
Libraries	Survey Link and Information
Community First	Survey Link and Information
District based public health practitioners to circulate around their district networks.	Survey Link and Information
Speak Easy Now	Easy Read Hard Copy Surveys
Individual requests	Large Print and Easy Read Hardcopies of the Survey
Worcester Community Trust	Survey Hard Copy
Age UK Herefordshire and Worcestershire	Survey Hard Copy and Large Print Hard Copy

Please note – this this is not exhaustive. Those that have been contacted have been encouraged to share the survey with their own groups and networks.

## Appendix 2 – Survey Questions

### Paper Copy



Lifestyle Advisor  
Survey - HARDCOPY.

### Easy Read



Lifestyle Services  
Survey - EASYREAD.p

### Large Print



Lifestyle Advisor  
Survey - LARGE PRIN