

WIRRAL COUNCIL

EXECUTIVE MEMBER DECISION

9th July 2015

SUBJECT:	Proposal to re-commission Tier 2 weight management services
WARD/S AFFECTED:	ALL
REPORT OF:	Fiona Johnstone Director of Public Health
RESPONSIBLE PORTFOLIO HOLDER:	Councillor Chris Jones Portfolio Holder for Adult Social Care and Public Health
KEY DECISION?	YES

1.0 EXECUTIVE SUMMARY

- 1.1 The prevalence of obesity amongst adults has increased sharply and presents a set of complex and costly problems to society. Currently, around two thirds of the adult population of Wirral are classified as overweight or obese. Obesity can reduce overall quality of life and lead to premature death. Being overweight or obese significantly raises the risk of developing diseases and health problems like diabetes, heart disease and certain cancers. Excess weight can also make it more difficult for people to find and keep work and can affect self-esteem and mental health¹.
- 1.2 The Council currently commissions two weight management programmes which support overweight and obese adults to lose weight and learn how to maintain a healthy weight. In order to achieve value for money and support a greater number of local residents to lose weight there is a need to look at alternative models of support.

The purpose of this report is to request that Cabinet agrees a budget of £1.3M (£260,000 per annum) for an initial 3 year contract (2016-19) with an option of two one- year extensions for a weight management service as a key part of local work to tackle overweight and obesity.

2.0 BACKGROUND AND KEY ISSUES

- 2.1 Local estimates suggest that 65% (n=165,421) of local adults are of an unhealthy weight with 26% (n=66,675) classed as obese. Higher levels of obesity are reported in women and we also see higher rates of overweight and obesity in our more deprived parts of the borough². These trends are reflected in national data with the Marmot Report commenting that "income and social deprivation have an important impact on the likelihood of becoming obese.

Women and children in lower socio-economic groups are more likely to be obese than those who are wealthier”³.

- 2.2 Annual healthcare costs for treating overweight and obesity in Wirral residents are estimated to rise to over £109M by 2015⁴. Beyond this, the impact of unhealthy weight on individual quality of life and the wider cost to Wirral in terms of demand placed on other (non-health) services and general loss of productivity must be considered. The Foresight Report on Obesity⁵ predicted ever rising costs if current trends continue forecasting an overall national cost for obesity by 2050 at over £45bn a year.
- 2.3 The Council currently commissions two Tier 2 adult weight management services as follows:
- Wirral NHS Community Trust, through their *Livewell programme*, provide an adult weight management programme for 16 year olds and over with a BMI of 35¹ and above
 - *Measure Up* an adult weight management programme provided by the 5 Borough Partnership NHS Trust, focuses on overweight adults (generally with a BMI of less than 35)

A summary of the two services is provided in appendix 1.

- 2.4 The current annual budgets for the two services are Livewell, £556,745; Measure Up £87,424. The overall costs and value for money represented by the two services vary widely. However, it should be noted that direct comparisons of cost and outcome are not valid as the two services have distinct elements, as described in appendix 1.
- 2.5 The Livewell programme has encountered difficulties in achieving the targets set for it. Consultation with local people as detailed in section 5 of this report has indicated that they would prefer a more flexible model to help them lose weight.
- 2.6 It is proposed to re-commission the weight management service for an initial term of three years (1st April 2016 to 31st March 2019) with the option for two further one year extensions at a maximum value of £1.3M (£260,000 per annum).
- 2.7 The proposed re-commissioning of services will provide an opportunity for commissioners to have a refreshed and clearer view of the funding model and to discuss delivery of some elements of the service on the basis of tariff or payment by results.

¹ The main measure of obesity is the Body Mass Index (BMI) defined as weight (kg) divided by the square of height (m²), whereby a BMI of 25-30 is classed as overweight; a BMI of over 30 as obese.

3.0 RELEVANT RISKS

The prevalence of obesity is increasing; we need a strong, effective weight management service as part of our wider work to tackle the impact of overweight and obesity on individuals and society. Not having a strongly performing, cost effective weight management service (as part of a wider wellbeing strategy) would result in greater numbers of individuals needing health and social care for avoidable obesity related illnesses, such as Type 2 Diabetes, against a backdrop of shrinking resources.

4.0 OTHER OPTIONS CONSIDERED

The option to continue with the current provision was considered. However, this would not support the potential to deliver a more cost effective service nor would it provide choice for local people.

5.0 CONSULTATION

5.1 Consultation and engagement with local people and providers took place to obtain their views on what services should be in place to support people to lose weight. The consultation took place between January and March 2015 as detailed below:

- an online questionnaire (see appendix 2), advertised and made accessible to the general public
- a well-attended event for professionals e.g. dieticians, and providers both current and potential
- paper versions of the online questionnaire completed by clients currently engaged with commissioned weight management services within their service sessions
- targeted engagement events with groups that we want the service to engage with e.g. Tomorrow's Women Wirral

The analysis of the consultations provided the following themes:

- people prefer to hear about weight management services from friends and family, the internet and their GP practice – local papers can also be useful
- the vast majority of potential clients will have already tried to lose weight before
- services should be available outside normal working hours and be accessible via public transport
- having a choice of weight management courses is good
- outcomes other than weight loss e.g. increased confidence are seen as worthwhile
- improving health, appearance and confidence are the common motivations for wanting to lose weight
- diet issues, failing motivation, emotional stress and 'slow results' are frequent challenges to losing weight
- support, group work, exercise and achieving quick and tangible success are powerful supporters of weight loss

- exercise and leisure followed by positive mental health services and other health services are seen as important in terms of signposting to further opportunities/services

This information will be used to develop the revised service model. The consultation report is available upon request.

6.0 OUTSTANDING PREVIOUSLY APPROVED ACTIONS

6.1 None.

7.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS

7.1 There is currently no significant Voluntary, Community and Faith group involvement in the delivery of weight management services. The re-tender will present the opportunity for greater involvement.

8.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS

8.1 There is currently allocated funding for the services highlighted. The tender exercise will enable a more integrated and cost effective model to be developed. T.U.P.E may be an issue that will need to be addressed.

9.0 LEGAL IMPLICATIONS

9.1 Required Standing Financial Instructions will be followed, TUPE issues may need to be addressed.

10.0 EQUALITIES IMPLICATIONS

10.1 Has the potential impact of your proposal(s) been reviewed with regard to equality?

(a) **Yes** and impact review is available

<https://www.wirral.gov.uk/my-services/community-and-living/equality-diversity-cohesion/equality-impact-assessments/eias-april-2014/eias-families-wellbeing>

11.0 CARBON REDUCTION AND ENVIRONMENTAL IMPLICATIONS

11.1 Public consultation demonstrated peoples' opinion that programme venues should be sited on public transport routes. As well as facilitating access this should have a positive environmental impact.

12.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS

12.1 There are no planning or community safety implications based on the content of this report.

13.0 RECOMMENDATION/S

- 13.1 It is recommended that Cabinet agree a maximum budget of £1,300,000 for a initial three year contract (2016-2019), with an option for two further one year extensions for a weight management service.
- 13.2 It is recommended that the Director of Public Health be authorised to secure these services within the Council's Contract Procedure Rules, and to take appropriate action in respect of ensuring effective implementation of the service.

14.0 REASON/S FOR RECOMMENDATION/S

- 14.1 The reason for the recommendation is to ensure we have a weight management service that is providing value for money and the delivery of optimum outcomes for individuals and local communities.

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APPENDICES

1. Details of current weight management programme
2. Consultation questionnaire

BACKGROUND PAPERS/REFERENCE MATERIAL

1. Department of Health, 2013, Reducing obesity and improving diet: www.gov.uk/government/policies/reducing-obesity-and-improving-diet
2. Estimate of obesity prevalence in Wirral (adults aged 16+). Wirral Council internal document
3. Marmot, M., 2010, Fair Society, Healthy Lives: www.instituteofhealthequity.org/projects/fair-society-healthy-lives-the-marmot-review; the National Child Measurement Programme: www.hscic.gov.uk/ncmp
4. Cost effectiveness of weight management services in Wirral (internal report). University of Liverpool September 2013
5. Foresight report "Tackling Obesities: Future Choices" Government Office for Science, 2007.

BRIEFING NOTES HISTORY

Briefing Note	Date

SUBJECT HISTORY (last 3 years)

Council Meeting	Date

APPENDIX 1

Details of current weight management programme

Service	Provider	Referral	Multi-component	Targets in 2014-15 contract	Budget
Livewell Programme-weight management service for adults	Wirral Community NHS Trust	By health care professional and self	<ul style="list-style-type: none"> • Healthy eating • Behaviour change input • Physical activity within sessions plus support and signposting • 1:1s offered 	<ul style="list-style-type: none"> • 1550 referrals to be processed • 60% of these to attend their first session with the service • 70% of first session attenders to complete the first phase (10-12 weeks) • 143 GROUP completers to lose 5% of body weight at course end • 130 GROUP completers to have lost 5% of body weight at 12 months 	£556,745
Measure Up	5 Boroughs Partnership NHS Trust	By health care professional and self	<ul style="list-style-type: none"> • Healthy eating • Behaviour change input • Signposting and support for physical activity • 1:1s offered 	<ul style="list-style-type: none"> • to support 1000 referrals to the service • 60% of referrals to attend their first appointment • 50% of first appointment attenders to complete their weight management course • 40% of 'completers' to achieve 5% or greater weight loss on completion of their course • 15% % of 'completers' to achieve 5% or greater weight loss at 12 month assessment 	£87,424

CONFIDENTIAL & ANONYMOUS Weight Management Services Survey

What is the purpose of the survey?

We are trying to find out what services people would like to help them lose weight. The information you give will be used by Wirral Council's Public Health team to help shape local services. **Even if you have never used a weight management service we still want to hear your views.**

Will my taking part in the study be kept confidential?

Yes. We take confidentiality very seriously. The survey does not ask for names or addresses so no-one will know you have taken part and your answers cannot be traced back to you. All surveys will be kept on a secure, password protected computer. Please be aware that, because we do not take names, it is unlikely you would be able to withdraw your answers from the study after you have returned the survey.

Do I have to take part?

No. It is up to you to decide whether or not to take part. Please read this information and take your time to decide. **However, please only complete this survey if you live, work, socialise or access services in Wirral.**

What's involved?

The survey asks for brief information about you, your knowledge, awareness and opinions of services to help people lose weight management services.

Are there any risks/benefits to being involved?

There are no direct risks to you being involved in the study, but the information you provide will be used to help develop and improve future services you and others might use.

Contact details

If you have any questions or would like to discuss the study, please contact:

Tricia Cavanagh, triciacavanagh@wirral.gov.uk

SECTION A: ABOUT YOU

1. How old are you?

- Under 16 16-19 20-24
 25-29 30-34 35-39
 40-44 45-49 50-54
 55-59 60+

2. What is your postcode? (We will not use this information to identify or contact you, we just need to find out which areas people live in)

_____ e.g CH41 5AL

3. How would you describe your ethnic origin? (Please tick only one)

- White British Asian/Asian British
 White Irish Asian/Asian British: Indian
 Black/black British Asian/Asian British: Other Indian
- White European Asian/Asian British: Chinese
 Gypsy/Traveller Mixed white and Asian
 Mixed white and black
 Other (please specify) _____

4. Are you?

- Male Female Other (Please tell us _____)

5. How would you describe your current weight? (Please tick only one)

- Healthy Obese
 Underweight Overweight
 Other (please specify) _____

6. Do you have a long-term physical or mental health condition? (e.g. this might include diabetes, depression/anxiety etc.)

- Yes No

If yes, what?

SECTION B: Weight management

7. If you decided to try and lose weight, what would be your reasons for wanting to do this?

8. Where would you go to find out about services to help you lose weight?(Please tick all that apply)

- | | |
|---|---|
| <input type="radio"/> Friends | <input type="radio"/> Family |
| <input type="radio"/> Partner | <input type="radio"/> Family doctor/GP/Practice nurse |
| <input type="radio"/> Pharmacist/chemist | <input type="radio"/> Telephone helpline |
| <input type="radio"/> Magazines | <input type="radio"/> Internet – other websites |
| <input type="radio"/> Local Paper | <input type="radio"/> Internet – NHS websites |
| <input type="radio"/> Television | <input type="radio"/> Social Media |
| <input type="radio"/> College/school/university | |
| <input type="radio"/> Contact Group Directly | |
| <input type="radio"/> Other (please specify)_____ | |

9. If you joined a weight management programme, what would you be expecting it to do or provide for you to help you lose weight?

10. Have you tried to lose weight before?

- Yes No

11. If, in the past, you have found trying to lose weight frustrating and/or unsuccessful, what were the main things that were really difficult?

12. If you successfully lost weight before, what helped you do that?

13. If you have lost weight before but put it back on, what led to this and what would help stop that happening again?

14. Do you think it is important that weight management services and courses:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Should be available within 3 miles of home.					
Should be easily accessible by public transport.					
Should be open outside of the normal working hours of 9-5pm.					
Should be available at weekends.					
Should be part of a wide range of different weight management courses you can choose from.					
Include physical exercise within sessions.					

15. What other services / opportunities should your weight management course be able to tell you about? (e.g. Positive Mental Wellbeing / Physiotherapy / Leisure Services / Stop Smoking /Change4Life)

16. Which of the options below would make you feel that completing a weight management course was worth it? (tick all that apply)

- You had lost weight at the end of the course
- You lost weight that stays off beyond the end of the course
- You had increased knowledge about healthy lifestyle
- You had made new supportive friends
- Increased self-confidence / self-esteem / happiness and resilience
- You became more active once the course was completed
- Other (please specify)_____

17. Do you have any other comments?

**THANK YOU FOR TAKING THE TIME TO FILL OUT THIS
QUESTIONNAIRE**

If you have any questions or comments about services or about the questionnaire, please leave them here or contact, Tricia Cavanagh: triciacavanagh@wirral.gov.uk