

Everyone Health

Cambridgeshire Healthy Lifestyles Service

Everyone Health is the Public Health division of Sports and Leisure Management Limited (SLM). It offers integrated, dynamic and bespoke solutions for local authorities and Clinical Commissioning Groups through the delivery of a wide range of evidence-based preventative and treatment solutions in line with NICE guidance and PHE frameworks.

All of its services are underpinned by behavioural change theoretical principles and provide local leadership, expertise and creative solutions to empower individuals and their local communities to make healthy choices and improve behaviour for sustained success.

Cambridgeshire Contract ChangePoint:

Integrated Adult Weight Management Programme

The Cambridgeshire ChangePoint programme is a high-quality, fully integrated lifestyle service that is person-centred, outcome focused and designed to achieve sustained behaviour change.

This evidence-based service provides preventative and lifestyle management interventions including physical activity, for individuals and families within convenient community locations.

The programme encompasses a wide range of services – tailored to each individual to meet their needs and includes the Health Trainer Service, Adult and Child Weight Management, National Child Measurement Programme, NHS Health Checks, Falls Prevention and Behaviour Change Training for front-line workers.

A single point of access to any of these services, requires simply one phone call via one central number, or one referral form from a health professional. An initial triage determines their needs, and following this participants can then navigate seamlessly to the most appropriate service truly personalising their care.

Key facts

Setting

Delivered county-wide across Cambridgeshire.

Target audience

Whole population, with special focus on high-risk groups addressing health inequalities through provision of a Lifestyle Service that will support individuals and families to adopt lifestyle behaviours to prevent ill health and improve their health.

Running length

Three-year contract.

Funding

£4.4m over three years.

Participants per year

Target of over 5,000 p.a.

[7] Case studies

To evidence the effectiveness of this service, outcome measures are collected through our bespoke informatics solution 'PulsePoint'. This data collection system monitors participant progress throughout their ChangePoint journey to ensure continued progress and long-term sustained behaviour change.

Everyone Health works with numerous partners/ organisations to deliver its integrated programme including GP practices, local health and wellbeing partnerships, county and district councils, children's centres, School Sports Partnerships, Cambridgeshire and Peterborough Foundation Trust and workplaces.

We work with our Everyone Active colleagues and other local leisure providers through the local district councils. In addition, the programme reaches out to local community wellbeing, sport and social groups to help people find support and interaction to engage in physical activity, social events and sustained healthy behaviours.

Impact

960 adults were referred to the programme. Within 12 weeks there was a 2.5-fold increase/ shift to moderate intensity activity and a rise from 17% to 54% of people achieving the national recommendations of physical activity.

In addition, a modest increase in vigorous intensity activity was recorded.



Key learning

A single point of access – one number/one referral – encourages Health Professional referral:

- Integrated services are crucial as individuals have multiple risk factors that must be addressed together, avoiding silo services.
- A holistic approach is key to improving mental health, physical and psychological quality of life.
- Working closely with local organisations to embed relevant services within local infrastructure nurtures a sense of community, pride and belonging, particularly through the support and development of local clubs and organisations.

Next steps

- To continue our work where our contracts are running well and take these learnings and our experience to other regions so they may benefit from this successful programme.
- To maximise opportunities to share the outcome measures from these innovative community-based integrated services and add to the evidence base to demonstrate the wider impact of the power of how improving physical activity levels can contribute directly to improvements in health and quality of life.

To find out more information:

www.everyonehealth.co.uk
annieholden@everyonehealth.co.uk