

Place Forum delivery profile for the Year of Wellbeing 2019



Let's do this together

This profile is based on the pledges and ideas submitted by Place Forum members between July and September 2018. It describes the main activities - those areas of focus that most Place Forum members commit to delivering or upscaling during 2019. It is not a definitive list of every activity.

The intention is to use the Year to extend the reach of existing good practice. This means that no organisation should need to find additional money in future years to continue delivery.

It is recognised that not all organisations will deliver or participate in every activity although the Place Forum's expectation is that every organisation will contribute in some way.

Who will deliver the action plans

This profile is aimed at **Place Forum members**. We have made a firm commitment to work as a whole health and wellbeing system to value what we are already doing well and make better use of available resources. Collaborative solutions to prevention problems are a desired outcome.

There is a strong emphasis within the communications key messages on the role of **people and communities** in consolidating their knowledge and skills to nurture personal health and wellbeing. This approach reflects our system design model (shown here).



In addition to this we recognise and welcome contributions to the Year of Wellbeing 2019 from **delivery partners across the Third and Private Sectors**.

Staff resourcing commitment required to deliver the action plans

The action plans require organisations to release and prioritise staff capacity to support specific activities. The amount of capacity made available will directly influence the scale and impact of the Year of Wellbeing 2019.

The sorts of staff capacity contributions required include:

- ownership and project management of a nominated activity (e.g. the Daily Mile – Fit For Life rollout to businesses, community asset collation);
- research and drafting of wellbeing materials for specific groups (e.g. Elected Members, top tips for the public);
- collation of a monthly wellbeing update reflecting content and progress across all stakeholders (to support the Health & Wellbeing Champions programme rollout);
- webpage hosting and updating;
- Communications Team local ownership of the brand and its application;
- ad hoc social media support for inspirational storytellers.

Evolving and embedding activity

The Year of Wellbeing 2019 is one stage in the overarching Proactive and Preventative workstream of the Better Health Better Care Better Value programme for Coventry and Warwickshire. The clear intention is that this profile evolves during 2019, particularly to embrace additional prevention themes on which Place Forum members can collaborate.

With the exception of the new communications elements of the Year, the focus is on upscaling existing activity and spreading best practice. This means that the activity described will continue post-2019 and act as a foundation for further collaborative prevention work in the future.

About the brand for the Year of Wellbeing

The brand will play a central part in mobilising activity and promoting key messages during the year by providing a consistent and memorable connection between different types of wellbeing-related activity. All Communications Teams will receive brand guidelines to explain how and when to apply the brand in-house, and it will appear on a range of marketing materials.

The composition of the logo intends to represent the complementary aspects of Coventry and Warwickshire and references the way the Warwickshire border wraps around Coventry. The vibrant colours are associated with warmth, happiness and a sense of fun: the logo is intended to 'stand out

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from the crowd'. The working strapline is 'Let's do this together'.

Accountability for delivery

Place Forum members will hold themselves and each other accountable for delivering on the areas of activity they have committed to support.

Oversight

The Coventry and Warwickshire Place Forum is the body that agrees system-wide priorities and shapes the delivery profile for the Year of Wellbeing 2019.

The Proactive and Preventative Executive Group is accountable for the delivery of the over-arching system approach to prevention including the Year of Wellbeing 2019.

Activity area 1: Celebrating success and promoting wellbeing throughout 2019

The Year of Wellbeing incorporates a publicity campaign to raise awareness of the benefits of enjoying good wellbeing, to encourage people to take personal responsibility to stay well, and be proactive about managing health and wellbeing at the earliest point in time.

What we will do

The Year of Wellbeing brand and communication campaign will showcase and raise awareness of the incredible variety of wellbeing and self-help services being delivered by Place Forum members and our partners in other sectors and the community. The Year will also embrace and amplify real, positive stories from local people with lived experience with the aim of reaching new audiences in accessible voices.

Our long-term vision

By celebrating success and promoting wellbeing we aim to:

- Build community capacity to champion health and wellbeing
- Increase individuals' personal ownership of keeping well and feeling contented
- Increase healthy life expectancy: 'living well for longer'

See Appendix 1 for action plan.

Activity area 2: The Daily Mile

The Daily Mile is a national campaign targeting primary school children with the purpose of increasing fitness during 15 minutes of running or jogging. It provides a free downloadable resource pack and advice to schools on how to establish the Daily Mile as a normal part of the school day.

The Daily Mile – Fit For Life is a national campaign targeting young people and adults. The campaign encourages all people to walk to raise their heart rate over the distance of a mile.

We recognise the place of the Daily Mile campaign within the wider approach to increasing exercise amongst our population, and all activity aimed at increasing physical activity can be branded throughout the Year of Wellbeing 2019, including the Coventry European City of Sport award.

What we will do

We will adopt a collaborative approach to supporting more primary schools to adopt the Daily Mile. We will do this by engaging with primary school stakeholders who are in a position to support the establishment of schemes, and signposting them to the relevant support information. We will offer additional support in identified schools.

We will also promote uptake of the Daily Mile – Fit For Life to workplaces to encourage them to embed a positive approach to staff physical activity in the workplace.

Our long-term vision

By increasing sign-up to the Daily Mile across Coventry and Warwickshire we aim to:

- Support the development of good behaviours in children around being physically active
- Contribute to improvements in health and wellbeing
- Increase levels of physical activity in adults

See Appendix 2 for action plan.

Activity area 3: Workforce wellbeing

With higher than average rates of employment across Coventry and Warwickshire much of our working-aged population can benefit from workplace approaches to health and wellbeing. 90% of local businesses employ a small fraction of the working population so it is important to consider how the health and wellbeing of small business owners and their employees is promoted.

Around 18% of the population of Coventry and Warwickshire work for public sector employers, giving us the opportunity to positively impact staff at scale. We can also share best practice and learning with our largest employers.

What we will do

We will make best use of the West Midlands Combined Authority programme *Thrive at Work*, which has been piloted recently across the region as a framework for reviewing and evolving good practice. We will also offer practical advice and information to employers to help them consider the right wellbeing offer for their workforce.

Our long-term vision

By focusing on workforce wellbeing across Coventry and Warwickshire we aim to:

- Improve work-based health and wellbeing offers for employees
- Increase workforce attendance and productivity

See Appendix 3 for action plan.

Activity area 4: Start a conversation

Start a Conversation has a unique breadth within the campaign activity for the Year of Wellbeing 2019. It encapsulates all activities associated with engagement, ranging from promoting community involvement and social opportunities to informing, advising or guiding people to make effective early decisions.

Our partners in the Third Sector will play a significant role in starting conversations given their reach and acceptance as trusted voices.

What we will do

We will work in partnership across sectors to upscale and share effective methods of engaging with people across Coventry and Warwickshire. We will promote mental health as fundamental to wellbeing, and encourage social connectivity on an individual basis to help loneliness become a thing of the past.

Our long-term vision

By focusing on opportunities to engage people we aim to:

- Increase the number of people feeling socially connected and mentally well
- Increase the number of people asking for advice or support at the earliest opportunity
- Increase knowledge of what's on in our communities

See Appendix 4 for action plan.

Next steps

The delivery profile for the Year of Wellbeing 2019 has always been intended to be iterative so that it can respond to new opportunities arising throughout the year. One or more additional activity areas will be adopted based on priorities agreed by the Place Forum.

A 'handbook', drafted for public and partner use to describe the Year of Wellbeing and its activities, will accompany this delivery profile and will be presented at the Place Forum in November 2018.

Possible areas of future focus

Scrutiny of fingertip data has identified some areas common to both Coventry and Warwickshire in which collaborative prevention approaches could play an improvement role:

- Dementia diagnosis
- Hospital admissions for injuries
- Obesity
- Health check take-up
- Flu vaccination take-up
- Alcohol-related hospital stays

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Appendix 1 – Action plan – Celebrating success and promoting wellbeing throughout 2019

No.	Activity	Intended impact	Measure of success	Deliverers
1	Dispersed launch programme between November 2018 and early 2019	Multiple opportunities to find out about the Year of Wellbeing increases awareness	Launch activities completed	All Place Forum members All participating delivery partners
2	Apply Year of Wellbeing logo and key messages in all communication streams relating to prevention and wellbeing throughout 2019	Strong associations between branded activities and wellbeing Strengthen links and relationships across sector-led wellbeing activity	Number of times brand is used by Place Forum partners in 2019 Number of delivery partners applying logo and key messages to their activities	All Place Forum members All participating delivery partners
3	Opportunities to extend the brand reach to additional events and activities are pursued independently by Place Forum members	Members co-lead the Year of Wellbeing Involve new partners so that Year of Wellbeing reaches a wider audience Make prevention and wellbeing everyone's business	Number of new partners applying logo and key messages to their activities	All Place Forum members
4	Train a minimum of 50 'inspirational storytellers' to develop and use social media platforms by June 2019	Wellbeing messages reach a different audience through non-public sector channels Increase storyteller confidence in becoming a wellbeing advocate Embeds message that wellbeing is person-led not organisation-led	Number of storytellers blogging positively about wellbeing during 2019 Number of hits/likes/retweets	Sound Delivery (commissioned provider) Individual storytellers (volunteers) All participating Place Forum members
5	Public facing information on Place Forum members' own prevention and wellbeing services is highly visible and branded by early 2019	People can easily find the information they need to maintain good health and wellbeing	Number of page hits	All Place Forum members
6	Establish a network of 'delivery partners' outside the Place Forum delivering independent wellbeing focused activity	Wellbeing will become part of the wider community dialogue, embedded outside the public sector	Number of endorsed partner activities Case studies	All participating Place Forum members All participating delivery partners
7	Establish a sustainable microsite/ landing page to act as a 'directory' for all Year of Wellbeing stakeholders	Online information relating to the Year of Wellbeing is easy to find	Number of page hits Number of member activities linked to the microsite	Lead Place Forum member and web host All Place Forum members

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8	Collate an accessible programme of development and learning activity to support independent wellbeing Champions and Ambassadors	People will learn more about wellbeing People will promote and advocate good wellbeing independent of the public sector	Programme collated and made available online Number of Champions/ Ambassadors created through the programme	All participating Place Forum members All participating delivery partners
9	Extend the #onething campaign through social media to facilitate organisational and individual pledges	People pledge to behaviour changes improve wellbeing	Number of uses of #onething online Organisation engagement in #onething Case studies	All Place Forum members
10	Evaluation of the overall impact of the Year of Wellbeing	Place Forum members will increase understanding of what works in upscaling prevention	Report produced with recommendations for learning	All Place Forum members

Appendix 2 – Action plan – The Daily Mile				
No.	Activity	Intended impact	Measure of success	Deliverers
11	Engage with primary school stakeholders to promote the benefits of the Daily Mile	Primary schools sign up to participate in the Daily Mile	Number of primary schools signed up to the Daily Mile	All participating Place Forum members All participating delivery partners
12	Delivery of the Daily Mile in primary schools	Child health is improved	Number of primary school children participating in the Daily Mile	Primary school All participating delivery partners
13	Place Forum members join the Daily Mile – Fit For Life campaign and establish positive organisational attitudes to exercise	Staff health is improved	Number of members signed up	All Place Forum members
14	All public sector buildings organise at least one publicised Daily Mile route and open walking group	Increased number of staff exercising	Number of buildings signed up Number of mile routes per building base Number of staff participating Number of miles walked by staff during 2019	All Place Forum members
15	Promote the Daily Mile – Fit For Life to Third and Public Sector employers, and communities	Increased exercise across the whole population	Number of groups, employers and people self-reporting take-up of the Daily Mile Number of organisations registering affiliation to the Daily Mile – Fit For Life national programme	All participating Place Forum members All participating delivery partners
16	Connect the Year of Wellbeing to the Coventry European City of Sport programme	Increase awareness of sport as a contributor to wellbeing Increase level of physical activity during 2019	Football figures from Coventry City Council contracted sport provision compared to previous years Case studies	Coventry City Council All participating delivery partners
17	Evaluation of the impact of the Daily Mile in primary schools	Identify good practice	Evaluation report completed	All participating Place Forum members All participating delivery partners

Appendix 3 – Action plan – Workforce wellbeing				
No.	Activity	Intended impact	Measure of success	Deliverers
18	Place Forum members sign up to the bronze award level of the Thrive at Work – Workplace Wellbeing Award scheme by the end of 2019	Improved health and wellbeing approaches in Place Forum member workplaces	Number of members signed up Number of members achieving bronze or higher award	West Midlands Combined Authority All Place Forum members
19	Place Forum members make wellbeing a standalone and compulsory element of inductions for new starters, and ensure training offer identifies wellbeing learning	All new starters benefit from a prevention approach to wellbeing	Wellbeing elearning package produced Number of members introducing this or another standalone wellbeing induction activity	All Place Forum members
20	Staff Health and Wellbeing Champions are trained and supported to promote health and wellbeing to colleagues	People find information and support quickly and informally	Number of members with Champion training schemes operational Total number of Champions Case studies	All participating Place Forum members Commissioned training provider
21	Work alongside the third and private sectors to promote Thrive and workplace wellbeing uptake	Improved health and wellbeing approaches in workplaces	Number of organisations signed up Case studies	West Midlands Combined Authority All participating Place Forum members All participating delivery partners
22	Corporate challenge opportunities are offered to staff	Improved health and wellbeing approaches in workplaces	Number of organisations signed up Number of staff participating	All participating Place Forum members All participating delivery partners
23	Embed behaviour insights approaches into Place Forum member HR processes to promote positive action at key touch points between staff and the organisation	Staff benefit from earlier advice and information	Number of participating organisations Case studies	All participating Place Forum members All participating delivery partners
24	Activity-specific evaluation undertaken	Organisations learn what works and make improvements	Scheduled review takes place	All Place Forum members All participating delivery partners

Appendix 4 – Action plan – Start a conversation

No.	Activity	Intended impact	Measure of success	Deliverers
25	Place Forum members will apply the brand to and actively promote their own community engagement and mental health offers throughout 2019	Increased benefit from involvement in mental health and engagement offers	Number of activities promoted Case studies	All Place Forum members All participating delivery partners
26	A 'core' menu of preventative mental health offers will be promoted to Place Forum members and communities	Increased officer awareness of mental health prevention offers	Case studies	All participating Place Forum members All participating delivery partners
27	Information on where to find community resources and services will be promoted throughout 2019	Increased benefit from the use of social groups and community opportunities	Survey	All Place Forum members
28	The Third Sector will be supported to develop a collective response and programme of action for the Year of Wellbeing	Raised awareness of and participation in the Year of Wellbeing by the Third Sector	Workshop is held and a response is produced and adopted by Third Sector delivery partners	All participating Place Forum members All participating delivery partners
29	Community based delivery partners will use the Year of Wellbeing brand to endorse specific activities	Community support for wellbeing and prevention is recognised by Place Forum partners	Number of delivery partners using the Year of Wellbeing brand	All participating delivery partners
30	Develop an arts and culture-based response to loneliness and social isolation	People enjoy an increased range of arts and culture-based wellbeing opportunities	Arts and culture for health symposium held Activity programme developed collaboratively	All participating Place Forum members All participating delivery partners
31	MECC/ motivational interviewing skills training offered to Place Forum members' staff and other front-facing workers to promote skills and confidence to start a conversation	More staff feel skilled and confident to start a conversation with a 'customer', colleague or other person	Number of staff trained Case studies	All participating Place Forum members All participating delivery partners Commissioned trainer
32	Activity-specific evaluation undertaken	Organisations learn what works and make improvements	Scheduled review takes place	All participating Place Forum members