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**To: Health & Social Care Scrutiny Board (5)**

**Date: 29 January 2020**

**Subject: 2019 Year of Wellbeing – next steps**

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## **1 Purpose of the Note**

- 1.1 This briefing note intends to advise the Scrutiny Board of the headlines from Coventry City Council's participation in the Year of Wellbeing, and seek direction on the focus of future local activity to promote lifelong wellbeing messaging to staff and residents.

## **2 Recommendations**

### **2.1 Health and Social Care Scrutiny Board**

- 1) endorse the proposals for the 'Wellbeing for Life' brand and messaging set out in 3.4 & 3.5 to support the visible legacy of the Year of Wellbeing.
- 2) recommend to Cabinet Member for Public Health and Sport the promotion of ongoing participation across the Coventry City Council in the health and wellbeing agenda, particularly in relation to improving staff wellbeing.
- 3) identify wellbeing priorities and actions for 2019/20 and recommend these to the Cabinet Member for Public Health and Sport

## **3 Information/Background**

- 3.1 The 2019 Coventry & Warwickshire Year of Wellbeing was a public campaign across both authority areas driven by the joint Health and Wellbeing Boards (HWBB) acting as the 'Place Forum'. The campaign provided a visual and messaging framework for the 24 individual Board partners to promote wellbeing and prevention activity throughout 2019 with a long-term intention to keep people well and reduce demand for health and care services.
- 3.2 The main thrust of the activity focused on the development of a visual 'brand' that could be used by any partner and the use of positive, strengths-based language to showcase the benefits of staying well. Coventry City Council was a strong adopter of the campaign, promoting it through media campaigns, public signage, intranet stories and opportunities for staff to engage in 'wellbeing' themed activity.
- 3.3 The strength of the brand has been multiplied through its adoption by our key partners across the NHS, police, universities and third sector: in taking a 'dispersed ownership' approach to the campaign we have exponentially grown the visibility and reach of the campaign.
- 3.4 Recognising the positive impact to date we have revised the branding and logo under the banner 'Wellbeing for Life' to secure longevity of use, and launched a radio campaign in early January to engage the annual 'New Year resolution' momentum with a longer-term aspiration for wellbeing. We are seeking support for our intention to maintain the use of the brand on Council materials where there is a 'wellbeing' element that we would like to highlight. This particularly includes connecting public facilities, leisure offers, culture and physical activity opportunities to Wellbeing or Life so that we are able to sow prevention and self-help messaging into the fabric of these elements of our core business and make this our 'One Coventry' approach to population wellbeing.

- 3.5 Later in the spring we aim to launch a Coventry & Warwickshire approach to '5 Ways to Wellbeing', a simple national model for promoting wellbeing that is intended to build the capacity of individuals to understand, value and act to balance their own wellbeing. We see the value in linking this approach to 'Wellbeing for Life' and will seek support from wider Council colleagues to promote and adopt the 5 Ways both as a tool for staff and our customers.
- 3.6 In relation to the targets set by the Place Forum (the Joint Health & Wellbeing Boards) for deliverables for the Year of Wellbeing:
- a. **Target of 100 C&W primary schools increasing child physical activities during 2019.** Through partnership working with Think Active, Schools Games Organisers, School Sports Trust, CV Life and our own officer capacity, we have exceeded the target for contacts, activities delivered and advice/resources shared. This is a complex issue however, and much more work is needed to achieve measurable impacts on child obesity.
  - b. **Starting a conversation about loneliness and social isolation.** We have supported and promoted national campaigns this year to target messaging aimed at reducing stigma and generating social action. A strategic approach to loneliness is being developed in Coventry with a range of partners, recognising the challenges in understanding the exact nature of what interventions work best. Numerous third sector organisations are undertaking their own focused work.
  - c. **Promote 'Thrive at Work' to HWBB members and other employers.** The majority of Coventry HWBB members have signed up for the 'Thrive at Work' wellbeing accreditation. Our original target was to achieve bronze by the end of 2019 but this was perhaps too ambitious given the newness of Thrive and the limited capacity available to support organisations to engage this year. Nevertheless, we are very close to securing workplace wellbeing improvements for the 19% of the C&W working age population employed through the public sector.
  - d. **Achieve 1000 pledges by individuals to promote wellbeing.** We have exceeded this figure by around 800 pledges. This figure is even higher if we align 'One You' web-based health pledges to the total.
- 3.7 Place Forum partners have been consulted about their preferences in terms of legacy activity for the Year of Wellbeing. Our task is to take a focused approach to this that ties in with the findings of our evaluation (February 2020) and be selective so that our efforts over the next 12 months continue to deliver measurable progress. The health and care system is particularly interested to progress explorations into '[anchor institutions](#)' models, whereby large, community-embedded organisations review their purchasing power, facilities & estates, employment opportunities, partnerships and environmental impact to drive positive change for the communities in which they sit.
- 3.8 We are interested to understand from Scrutiny Board any specific areas of focus for wellbeing work that they would like raised at the Health and Wellbeing Board.
- 3.9 We have commissioned an external evaluation of the Year of Wellbeing through a company called Risk Solutions Ltd., which undertakes regular work for government departments. The evaluation has qualitative and quantitative aspects, and key figures have been interviewed to articulate the clear progress that has been made by the local system. The final evaluation findings are expected in early February and will feature in the final report that will be published in March.
- 3.10 We have agreed with WCC to continuation funding for 1 x FTE for a further 12 months to embed legacy activity and drive forward our 'next steps work'.

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