



Coventry City Council

Report

To: Coventry Health and Wellbeing Board

Date: 12 October 2020

From: Dr Jane Fowles, Consultant in Public Health

Title: Covid 19 Prehabilitation Update – Coventry Health Challenge

1 Purpose

- 1.1 To provide the Board with an update on the local Covid 19 prehabilitation approach and the health profile of our target population.
- 1.2 **Prehabilitation** in this context is physical and/or lifestyle preparation designed to improve the populations resistance to more serious health complications as a result of Covid 19, flu and other respiratory illnesses that are particularly prevalent in the winter months.
- 1.3 The goal is to inform, support and challenge those most at risk to make healthier food choices, lose weight and protect their health by keeping up to date with immunisations, stopping smoking and seeking help with lifestyles changes as a range of self-managed and supported activity.

2 Recommendations

- 2.1 That the Board endorses the Coventry Health Challenge Campaign
- 2.2 That Board members receive the monthly toolkits and promote the campaign to residents and patients through their communication channels and health champions. (October Toolkit Appendix 1)

3 Information/Background

- 3.1 The Coventry Health Challenge is based on the [Governments Better Health campaign](#). As a Covid-19 response, the campaign is aimed at raising the awareness for older people, those that are obese and those with long term health conditions that improving their health will have a significant impact on their long-term health and reduce the risk of a more serious illness as a result of the virus.

3.2 Coventry's Health Profile (Covid 19 health risks)

3.1 Our vulnerable population, who are the primary target group for the campaign, are aged 55+ (the average age of patients critically ill in intensive care is 60). People with pre-existing conditions and those living in more deprived communities (nationally, the most deprived areas have more than twice the mortality rate of least deprived areas). Both these risk factors disproportionately include BAME communities who have been more adversely affected by Covid 19 than other groups. Those that are overweight/obese, smokers and the population previously shielding are also amongst the most vulnerable.

3.2 The health indicators and evidence for this focus are;

- ¹Individuals who are overweight or obese are at increased risk of serious Covid-19 complications and death. In Coventry 63% of adults were classified as overweight or obese in 2018/19, which is similar to the national average of 62%. There were 28 obesity-related hospital admissions per 1000 residents in Coventry in 2018/19, compared to the national average of 16
- According to the Census 2011, 66.6% of Coventry's total population is White British, which includes English, Welsh, Scottish, and Northern Irish. Coventry has a notably higher percentage of Black, Asian and minority ethnic groups compared to the national average. Covid-19 deaths are not split by individual ethnicity due to the way NHS England presents data however we know from the [PHE rapid review](#) and stakeholder consultation published in June that the risk of health complications from Covid 19 in these communities are higher than in the white British population.
- 46.3% of Coventry residents eat the recommended five portions of fruit and vegetables each day, compared to the national average of 52.3%.
- ²91% of surveyed adults in Coventry in 2018 agreed it was important to them to eat healthy foods, but only 25% of adults self-reported to consume at least five portions of fruits or vegetables in a typical day. Meanwhile, 10% said they had about one or less than one portion. In the same survey, 35% of residents said they ate takeaways at least once or twice a week.
- 61% of adults in Coventry are physically active – doing at least 150 minutes of moderate intensity physical activity per week - as compared the national average of 67%.
- 16.3% of Coventry's population over the age of 16 smoke, compared with the national average of 15.5%.
- 24.5% under 75 mortality rate from respiratory disease considered preventable in 2016 – 18 in Coventry, as compared with the national average of 19.2%

¹ Reference: Public Health England (2020) Public Health Profiles

² Reference: Household Survey 2018

- 3.3 Over the next 6 months with our partners, we will be challenging residents to practice self-care and take responsibility for their health as we head towards the end of 2020. Each month will repeat themes:
- diet and nutrition
 - physical activity
 - smoking cessation
 - immunisations
- 3.4 Residents will be set a challenge to work on improving their health in manageable stages, this will include advice and tips, checklists, case studies and signposting to local services like Coventry Healthy Lifestyles service on social media. These themes will also be echoed in local media coverage, via the Coventry Telegraph paper and several BBC CWR programmes, as well as our seasonal Citivision magazines to reach those groups in our communities that are not online. We will also be asking our community and health champions to reach out to their networks to spread the Coventry Health Challenge messaging. Materials have also been translated into community languages.

4. Campaign Calendar 2020 -21

- **September – Campaign Launch**
Press and media coverage on 23 September ‘national fitness day’ with a BBC article to highlight a local case study - a resident’s weight management journey with the Healthy Lifestyle Service
- **Themes:** Diet and nutrition, physical activity, flu campaign

- **October**
- **Themes:** Stoptober, diet and nutrition, physical activity - flu reminder

- **November**
- **Themes:** Long Term Conditions self-care (diet/exercise) and public reassurance that primary care and acute services are Covid secure and open for business. Link to World Diabetes day and our local diabetes prevention programme registration - Healthier You: NHS Diabetes Prevention Programme - flu reminder

- **December**
- **Theme:** Diet and nutrition – food swaps over the festive season, alcohol awareness – flu reminder

- **January**
- **Theme:** Diet and nutrition, physical activity and smoking – flu reminder

- **February**
- **Theme:** Immunisations, Diet and nutrition, physical activity and smoking. Link to National Heart Month

- **March**
- **Theme:** 12 months since the UK introduced lock down arrangements due to Covid 19 – Health challenge health check! How have the public engaged with the campaign? What have been our key learning points in terms of approaches to health inequalities and culturally competent messaging? How well were we able to maximise the use of champions to build reach and impact?

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Coventry Health Challenge – October Toolkit