

Health and Physical Activity Update

The purpose of this session is to provide you with an update on how our move to CCC's Health and Care Services is benefitting AC and how this is likely to develop even further and benefit the sport and physical activity sector in the future.

- We've planned 3 parts to this session:
 - I'm going to cover the strategic connectivity of AC with the health sector and the prevention agenda
 - Kelly will bring to life the work she is currently leading on in her new role with AC as our Physical Activity Development Officer. Kelly will also clarify our future strategic approach to workplace development in Cumbria
 - For the final part there will be an opportunity for you to ask questions or raise any feedback comments.

Strategic Connectivity:

- Clearly for many years now AC has been engaging in PA developments and has been proactive in working with Health sector partners.
- However, it's only recently that we feel that green shoots have emerged and more importantly these are now starting to flourish and we are beginning to see a return on our efforts!
- For over a year now AC has been working alongside the PH Team and the Cumbria Advice and Support Team (otherwise known as CAST) in a new Health & Wellbeing Service at CCC under one of four corporate directorates – Health & Care Services.
- For the last year Richard Johnston and I, as senior managers for AC have been reporting directly to Colin Cox the Dir of PH and Assistant Corporate Director for Health and Wellbeing.
- We are very fortunate in that Colin completely gets the importance of addressing physical inactivity as a top tier PH priority. Colin came to Cumbria from Greater Manchester as their Assistant Dir of PH. Whilst there Colin was also the Commissioner for Physical Activity. It's really encouraging that Colin doesn't need convincing of the benefits that sport, physical activity and our sector can bring to the prevention agenda.
- In the last couple of weeks we've just secured £170,000 of PH budget to support a range of new PA interventions for delivery this financial year. These interventions are seen as addressing priority PH work areas and Kelly will help to outline what they are in a few minutes.

Health and Social Wellbeing System for Cumbria:

- One of Colin's key ambitions for the county is to create a Health & Social Wellbeing System.
- I know that a couple of you were able to attend an engagement event for 3rd sector partners last week, but the majority won't know too much about these ambitious and beneficial developments.
- In support of the event last week a briefing document was produced. I'll make arrangements via Aileen to circulate this after today so you can study it in more detail as it will undoubtedly have a positive impact on all of our health related work in the coming years.
- If I may, I would like to spend a couple of minutes to highlight some of the content of the briefing document:
 - Intro – (section 1.2) – The aim of this system is to support people in Cumbria to live well, by addressing factors that influence their health and wellbeing, and build their capacity to be independent, resilient and maintain good health for themselves and those around them. The system will include universal and targeted prevention activity.
 - Why is a systems approach being proposed? – (section 3.1) To see a move away from the fragmented commissioning and funding of individual lifestyle, advice/support and wellbeing services into a more structured universal and targeted prevention system.
 - Fig 1 shows where we are with respect to health and wellbeing prevention work.
 - Fig 2 proposes our vision for where we would like to be with a structured prevention and targeted prevention system in place with clear pathways between services (less silo based service provision)
- In the coming years this system will be incredibly significant for our sector to support and engage with.
- Presently, AC sits on the 2 groups established to drive forward to creation of this system:
 - The first is the 'Internal' based Health and Social Wellbeing System 'Working Group', which is made up of senior officers from PH, CAST and AC along with officers from the CCC's Commissioning Team and the Information and Intelligence Team – this group provides operational leadership and co-ordination to the development of the system
 - The second is the 'Multi-Agency' Health & Social Wellbeing System 'Steering Group', which is made up of representatives from PH, CAST, AC, CCC Commissioning, CCC Social Care, Cumbria CCG Commissioning and Clinical Reps, Cumbria CVS and Cumbria Partnership NHS Foundation Trust – this group provides strategic leadership for the development of the system.
- As the system develops we will ensure that sector partners are updated accordingly

Connectivity with PHE:

- We're also regularly working with colleagues at PHE – mainly through Caroline Holtom who has recently been appointed as their Public Health Manager leading on Health Improvement and covering Cumbria and Lancashire.
- Caroline has recently agreed to become a health representative on our Partnership Steering Group.
- Caroline has also agreed to join our new EoR Provider Development Group to help reshape the future services that we plan to provide under this scheme across 4 existing localities with the view to extend to South Lakeland and Barrow this year. Cumbria CCG has also agreed to join this new group too.
- PHE has recently created a new model for Physical Activity which helps to define a range of services that should be provided; who should be commissioning it; and clarifying who the services should be targeting. Caroline has kindly shared this with and I would like to share this with you now.
- This model adopts a tiered approach starting with primary and open access prevention activity at Tier 1 leading to more targeted and specialist services and interventions up to tier 4 level.
- You'll see that this new model is very much aligned to the Health & Social Wellbeing System that we are creating in Cumbria.
- Again I'll make arrangements via Aileen to circulate this after today.

Future positioning of our Partnership Steering Group:

- Since the Cumbria Health and Wellbeing Board has just been reviewed and now only has statutory sector representations, a new Public Health Alliance has been created to ensure that other sectors can be appropriately connected at a strategic level. Although AC does not yet have a seat at either group, Colin Cox believes there is a strong case for our Partnership Steering Group to become a recognised sub group of the PH Alliance. Future representation may either be an AC Officer or a Steering Group member, but this is still to be decided.

Future connectivity with health sector partners:

- We know that many of you have already and/or are developing other services and interventions which support the prevention agenda and help to address physical inactivity. There's nothing stopping you from making direct contact with local CCGs or health sector partners, but we believe that health partners would prefer to have connectivity via a single point of contact. Clearly, we are becoming more strategically connected and would suggest that in the first instance you make contact with us, before you forge ahead and knock on the doors of health sector partners.

Hopefully, you can see that we are now making positive strides in terms of connecting strategically with the health sector and are now starting to see resources coming into our own sector to deliver on new interventions in support of the prevention agenda.

I'm going to now hand you over to Kelly.