# Box 1: Implications for future policy and practice

Thest	why findings approximate mond for
The st	udy findings suggest a need for:
٠	A clear strategic vision and leadership to ensure the success of the integrated model
٠	Recognition of the challenges of implementing transformational public health services and
	promoting collaboration in hostile economic conditions
٠	Clarity about the aims and intended outcomes of commissioning an integrated lifestyle
	service in the context of a need to tackle health inequalities
٠	Drawing on learning from existing research and practice with targeted groups
٠	Investing time and resources in supporting change management processes with new and
	existing staff, to build coherence, ensure buy-in, shared values, feasibility and
	complementarity between all elements, and enhance 'fit' with existing services
٠	A workforce that is sufficiently trained to implement an integrated service effectively and
	ensure the transition to new staffing roles and structures is managed appropriately
•	Sufficient time built into the mobilisation and set-up time of the new service, especially
	across provider organisations, to ensure teams are working towards a shared vision
•	Appreciation of the complexities of multiple providers delivering an integrated service, and commissioning and provider responsibilities being managed in the same organisation
•	Use of meaningful, co-produced and robust performance management systems linked to a shared understanding of what the service is aiming to achieve and what success looks like
•	Shared performance indicators across providers to ensure fully integrated working, and quality assurance measures to ensure the outcomes of the model can easily be reviewed as a whole
•	Identification of effective tools to capture change over time and measure outcomes valued by communities themselves (e.g. gaining a sense of belonging, expanding social networks, building self-belief, etc)

#### Figure 1: Live Well Gateshead



## Specialist Services

NHS Health Checks

- Housing, debt advice, employment, domestic abuse
  Stop smoking (Active intervention)
- Drug and alcohol services
   Mental health services
  - Sexual health services

## Community

- Individual
- Families
- Group
- Organisations
- (Schools / Workplace)

# Gateshead Wellness HUB

- ystem Co-ordination Service)
- Access, assessment and signposting • Health promotion and marketing • Performance monitoring and IT
- Gateshead Wellness

#### Service (Standardised Point of Access)

- Wellness Coach
  Buddying system to support step up and step down
  Address emotional wellbeing, eating well, being active
  Follow-up and review points at 6 and 12 months
  Signposting to 'step down' and step up' interventions based on progress
  - and need

#### Community Development

neighbourhood areas in Gateshead (TBC) • Developing self-help intervention with the community based on the Five Ways of Wellness. • Developing volunteers opportunities and Community Health Champions. • Promote and develop health campaigns with local people (in line with national campaigns) • Wellness fund to support capacity building • Improve health literacy • Promote and develop initiatives which address financial wellbeing, sustainable food and active travel.

#### Figure 2: Overview of the WFL service model

#### **County Durham and Darlington Foundation** Trust

- Large scale Health Trust
- Significant reach
- Connectivity with wider health
- system
- Health Trainer Experience •Training centre for Health Courses

#### **Durham Community** Action

- Community Infrastructure organisation
- Charitable Trust
- Asset mapping & Community
   Development
- Volunteer brokerage
- Partnership working and enabling



### **Durham County Council**

- •County wide Intervention
- delivery acrossCulture & Sport Large staffing reach
- Asset bases
- Volunteer support & 
   placement
- Partnership working & enabling

#### **Pioneering Care** Partnership

#### •Health Hub

- Charitable Trust
- Health Trainer Experience
- Specialist populations
- Training centre for health
- courses

#### Leisureworks Charitable Trust

- Focussed Intervention delivery
- acrossculture&Sport
- •LiesureTrust
- •Focussed staffing reach Asset bases
- Volunteer support & placement
- Partnership working & enabling

## **Highlights for Public Health:**

- Single-issue lifestyle services have made little impact on health inequalities
- Evidence is limited on the practicalities of developing, commissioning and implementing integrated services which address multiple health and wellbeing issues simultaneously
- Adverse structural and contextual factors risk destabilising these fledgling services
- Progress has been undermined by ongoing austerity and cuts to public health budgets
- Commissioners require robust, timely evidence of impact that takes into account the particular needs of the target communities

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## Table 1: Participant characteristics

Characteristics		Live Well Gateshead	Wellbeing for Life
Gender	Female	6	5
	Male	3	2
Role	Commissioner	2	1
	Provider	5	6
	Elected member	2	0
Employer	Local authority	7	2
	NHS Foundation Trust	2	2
	Third sector organisation	0	3
Total		9	7