

Healthy London Partnership - Prevention Programme

'Healthy Steps Together' *Expression of interest*

Register your interest to become a stage 1 Partner Demonstrator Site in a school, social housing or primary care setting to co-create innovative models of prevention under the 'Healthy Steps Together' Project



Background: Healthy London Partnership & The Prevention Programme

- In April 2015, NHS England (London region) and London's Clinical Commissioning Groups (CCGs) collaborated to form the **Healthy London Partnership (HLP)**. HLP is focused on delivering better health in London and meeting the challenges set out in the NHS *Five Year Forward View* and *Better Health for London* report.
- **The overarching vision is for London to be the world's healthiest major global city** - a world-class capital for health and wellbeing, where Londoners are empowered to maintain their own health and are supported to be as healthy as they can be.
- HLP is currently working on 13 transformation programmes across London one of which is the **Prevention programme**.
- **Governance** of the prevention programme is delivered through a collaborative **London Prevention Board** that brings together CCGs, NHS England, Public Health England, London Councils, Local Government, the Greater London Authority and London's Health and Wellbeing Boards.
- The Board will provide **city-wide oversight to leverage programmes occurring at a local level**, and enable the delivery of activities through **co-production and engagement from Londoners**. All work streams will be delivered with clinical leaders drawn from existing clinical networks and a new **London Obesity Leadership Group**.



The Prevention programme – ‘Healthy Steps Together’

In 2015/16 the Prevention programme focuses on helping Londoners kick unhealthy habits (tackling smoking & alcohol), getting London fitter with better food, more exercise and healthier living (tackling obesity and childhood obesity) and on ensuring that the NHS is a good role model for workplace health.

Four work streams have been established to underpin delivery:

1. Developing new and stronger partnerships focused on innovative action to tackle city-level health challenges: reducing obesity and smoking and promoting health
2. **Informing the transformation of health and care systems to embed health and wellbeing – ‘Healthy Steps Together’**
3. Improving workplace health, within and beyond the health and care system
4. Developing a sustainable investment model for London-wide investment in prevention

‘Healthy Steps Together’

We are now seeking *expressions of interest* from sites to partner with HLP, key stakeholders and a Design Team, including expertise in human-centred design and public health, to evaluate existing practices in specific community settings (*school, housing and primary care*) to better understand how the wider community environment and interplay of relationships can influence healthier decision-making.



Give all London’s children a healthy, happy start to life



Get London fitter with better food, more exercise and healthier living



Make work a healthy place to be in London



Help Londoners to kick unhealthy habits



Care for the most mentally ill in London so they live longer, healthier lives



Enable Londoners to do more to look after themselves

Healthy Steps Together project – 15/16 Implementation

Healthy Steps Together project implementation

In 2015/16 the Healthy Steps Together project will partner with exemplar sites in specific community settings to **build on existing local initiatives and good practice** to enhance their impact, further influence the uptake of healthy behaviours and embed health and wellbeing into health and care settings.

In stage one, sites will have the opportunity to partner with specialists within the Design Team to **combine behavioural science and human-centred design techniques to co-create, prototype, rapidly test and evaluate** a range of interventions, **with a particular focus on reducing the incidence of overweight and obesity in children and families.**

Stage 1 (January through to March 2016)

- Three demonstrator sites will be selected - one each from; a schools network, a housing area and a general practice network/federation
- A project team will be formed for each site that will include subject matter experts, behavioural change and user-centred design expertise along with core partners from healthcare, local government and Public Health England.
- The Design Team will undertake **diagnostic work** to generate a **deep human understanding of everyday health** for people in that setting and the ways that existing initiatives are contributing to success locally
- Each community will then have the opportunity to work with the design and behaviour change experts to **reframe their challenge** and **co-develop and test prototype solutions** that can be **validated for their effectiveness**
- Design teams and sites will then put forward best solutions as proposals for **rapid testing and evaluation** in stage 2.

Stage 2 (2016/17) *

- Sites will have the opportunity to **build on the learnings from stage 1** and participate in further testing, refining and evaluating the solutions within the setting and measure effectiveness to improve the local health and wellbeing status, as well as facilitate shared learning and benefits for London.

Stage 3 (from 2017)

- The outputs from stage 2 will enhance and inform existing and future initiatives, and ensure integration and links with other Local, London and national programmes

*Stage 2 funding is subject to funders commitment to the programme and sharing the benefits London-wide. HLP expect to be able to provide an update on this at the commencement of Stage 1 development.

The Opportunity for sites and support offer

- In stage 1 (2015/16) we are offering the three chosen sites a grant of £10k each to assist with the direct administrative costs of involvement in the Healthy Steps Together project
- Sites will also benefit from additional support and capacity throughout the project, with HLP also funding experts e.g. in user-centred design, behavioural insights and public health to work as part of the Design Team
- Sites will also be supported with input from HLP project resource to assist with the programme implementation
- We expect the programme to be delivered through a range of 1:1 consultations, workshops and focus groups with key members of the site personnel and supporting community (e.g. with staff, parents, children and community groups)
- Appropriate site resource requirements and time commitments to deliver the programme will be discussed and agreed with each site on appointment and as part of the design brief.

The Opportunity

In stage 1, sites will benefit from working as part of a core project team that includes behavioural design and user-centred experts to undergo independent review and assessment of the current practices. From this learning, sites will have the opportunity to co-develop and prototype potential solutions to enhance the health status of the local community.

Sites will also have the opportunity to work with the project team to build the case for stage 2 within the setting and to act as champions and ambassadors for future roll-out of the framework, with the opportunity to play a key leadership role in transformation of prevention across London.

Site guidance: who should apply

We are seeking expressions of interest to participate in stage 1 of the project from London sites that are already engaged in exemplar projects through existing local and national programmes, and with a particular goal to reduce the incidence of obesity and overweight children and families in the specific setting.

Schools

We are seeking to work with a primary school that is:

- Actively engaged in the Healthy Schools London programme and has demonstrated a commitment to improve the health and wellbeing of the community, with a particular focus on reducing levels of overweight and obesity
- This could be at a current bronze, silver or gold award status
- A member of a schools network; you may be closely linked in with other schools in the local area or part of a network that encourages collaboration and sharing of best practice and knowledge across sites
- Committed to further enhancing the health of the school community and building on existing good practice (e.g. aiming for 'silver' or 'gold')
- In a neighbourhood with a high incidence of obesity
- Engaged with existing community assets and partners
- Committed to building on other national and local programmes e.g. maximising the impact of the Ofsted Sport Premium

Primary care

We are seeking to work with a GP practice/pharmacy that is part of a federated or integrated network and that:

- Is actively engaged in family health
- Has established methods or tools to identify children and families that are at high-risk for obesity and diabetes (e.g. through NHS Health checks)
- Has established pathways (referral or delivery) for lifestyle interventions for high risk populations (e.g. overweight or obese children, or pre-diabetic parents)
- Is in a neighbourhood with a high incidence of obesity
- Has established links or seeking an opportunity to deepen links with other community assets to amplify the reach and extend existing programme benefits,

Social housing

We are seeking to work with a social housing site that is committed to improving the health of families and to address existing health inequalities. In particular:

- A social housing site with a poor health status and a high incidence of overweight and obesity amongst families
- Where there is existing integration with local health, care and community organisations to support the residents and staff
- With engaged, activated staff (e.g. housing and welfare officers) and partners who are committed to improving the health and wellbeing of the community
- Where there is a desire to deepen links with other community assets to amplify reach and extend programme benefits.

Guiding principles for sites

As a site, your organisation may demonstrate the following areas of expertise and capability:

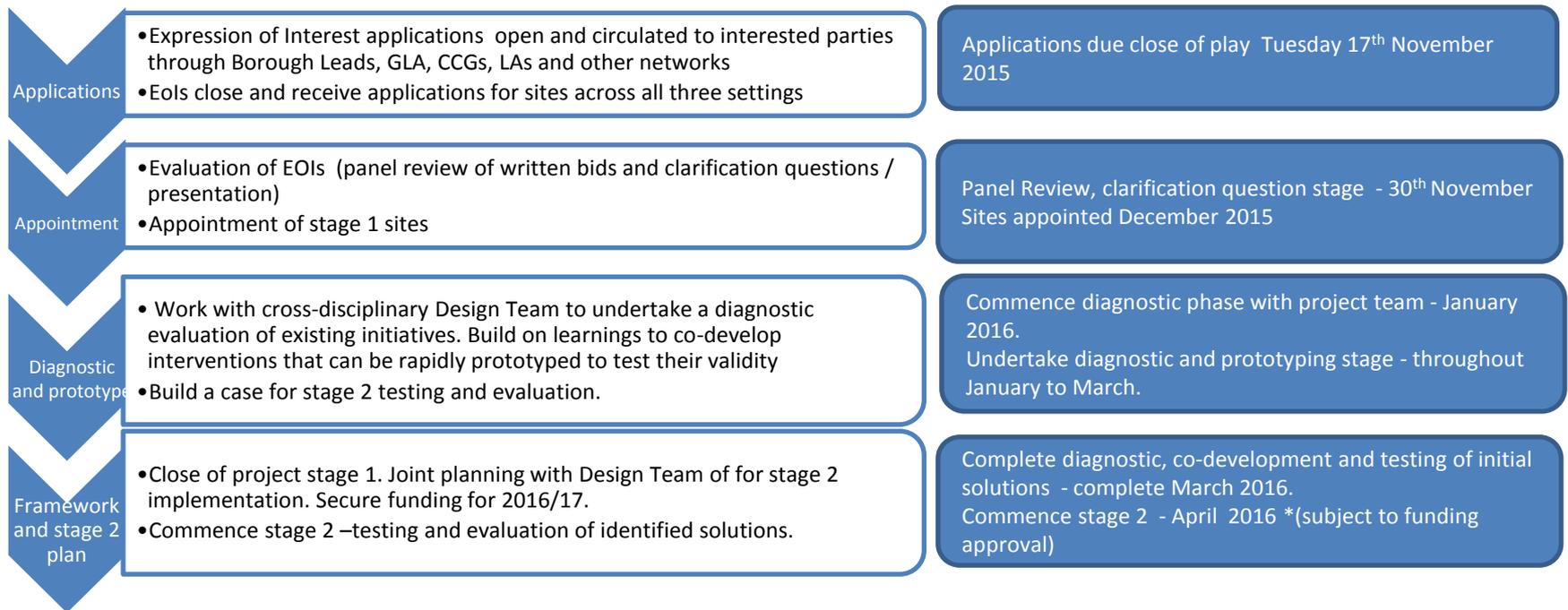
- **Passionate and committed to improving the health of the local community and the capability to lead by example** with a track-record of successful implementation of public health prevention programmes;
- **Capacity and commitment to work holistically across boundaries with a broad range of partners and support an integrated approach to prevention** with active and synergistic local relationships, for example the support of local commissioners, providers, health professionals and community groups;
- **A clear and ambitious outcome-based vision, innovative and creative ideas** for prevention-based initiatives that are rooted in evidence and learning from good practice;
- **Open to co-development of new initiatives and/or amplify the impact of existing initiatives**
- **Committed to sharing best practice**, including exploring future opportunity to integrate the approach with new models of care and to promote London-wide learning of the benefits of the approach
- **A commitment to support the programme implementation and a desire to move at pace with us** to test a new approach, with the potential to prototype and test innovative solutions
- **A commitment to the collection and analysis of standardised data** to enable real-time monitoring and evaluation.

Expression of Interest process and timeline

The Healthy London Partnership Prevention programme is calling for *Expressions of Interest* from partners to participate in stage 1 of the Healthy Steps Together project in 2015/16, with the opportunity to build a case for stage 2 and implementation throughout 2016/17.

A high level timeline is set out below, including the partner site selection process.

We hope applicants will find this a relatively straightforward application that encourages a broad range of responses and allows for a rapid turnaround and appointment of sites.



Review panel: The review panel will comprise representatives from the HLP Prevention team, CCGs, GLA, Local Authorities, Public Health England, as well as lay representatives and subject matter experts

Applications and further information

Please complete the brief expression of interest application form attached with this pack and submit your completed application to:

ENGLAND.HealthyInLondon@nhs.net for review by COP Tuesday 17th November 2015.

Short-listed applicants will be invited to discuss their application with a review panel (Monday 30th November).

For further information and any questions you have regarding your application for the 'Healthy Steps Together' programme process, please contact:

HLP Prevention programme: ENGLAND.HealthyInLondon@nhs.net or a team member on 01138070099



www.myhealth.london.nhs.uk/healthy-london