

Health and Wellbeing Board

Date of Board Meeting	19 th July 2023
Title of Report or Presentation	<i>a better u</i> Prevention Framework
Executive Summary Section	
<p><i>a better u</i> is South Tyneside's approach to prevention - improving health, wellbeing, and self-care. ABU is more than a snazzy logo, campaigns and raising awareness (although these are very important – see appendix one). It's about how we move the whole health and care system towards being proactive, personalised, and fair.</p> <p>The South Tyneside Alliance recently endorsed the framework and the “asks” (see cover paper) of our system. The framework is being shared with the Health and Wellbeing Board today for awareness and endorsement.</p>	

Health and Wellbeing Board Action Request		
[Double click on box]	Type	Reasoning
<input type="checkbox"/>	Decision Needed	If a decision is needed or additional funding is sought, please indicate whether a funding stream has been identified:
<input checked="" type="checkbox"/>	Endorsement Needed	If an endorsement of a way forward is needed, please provide details: the <i>a better u</i> Prevention Framework has been adopted by our South Tyneside Alliance. The Health and Wellbeing Board are asked to endorse our system-wide approach to prevention.
<input type="checkbox"/>	Information Sharing Only	

Health and Wellbeing Board Theme	
[Double click on box]	Outcome
<input checked="" type="checkbox"/>	Giving Every Child and Young Person the Best Start
<input type="checkbox"/>	Financial Security to Lead Healthy, Fulfilling Lives
<input type="checkbox"/>	Safe and Healthy Places to Live, Learn, and Work
<input checked="" type="checkbox"/>	Good Mental Well-Being and Social Connectivity Across the Life Course
<input checked="" type="checkbox"/>	Fair Delivery of Service
<input checked="" type="checkbox"/>	Public Involvement and Community Engagement

Author of Report	Tori Hunt and Diane Walker
Health & Wellbeing Sponsor	Tom Hall – Director of Public Health

South Tyneside Partnership

Health and Wellbeing Board

Date: 19th July 2023

a better u – Our Framework for Prevention

Report of Director of Public Health

Why Has this Report Come to the Health and Wellbeing Board?

1. a better u is South Tyneside's approach to prevention - improving health, wellbeing, and self-care. ABU is more than a snazzy logo, campaigns and raising awareness (although these are very important – see appendix one). It's about how we move the whole health and care system towards being proactive, personalised, and fair.
2. The South Tyneside Alliance recently endorsed the framework and the “asks” (see below) of our system. The framework is being shared with the Health and Wellbeing Board today for awareness and endorsement.

Which Outcome is this Linked to Within the Health and Wellbeing Strategy and How?

3. This framework supports the delivery of the whole health and wellbeing strategy, but particularly the “Giving Every Child and Young Person the Best Start” and “Good Mental Well-Being and Social Connectivity Across the Life Course” outcomes.

How Does This Report Contribute to the Cross Cutting Theme(s)?

4. The framework also enables us to deliver on our cross-cutting themes by building on community assets and strengths, and promoting fairness as a principle for everything we do.

Introduction

5. *a better u* is South Tyneside's approach to prevention - improving health, wellbeing, and self-care. ABU is more than a snazzy logo, campaigns and raising awareness (although these are very important – see appendix one). It's about how we move the whole health and care system towards being proactive, personalised, and fair.
6. We need to continue building and re-shaping our system in South Tyneside to be preventative and address the root cause of issues, focus on what matters to the person and what strengths they have in their lives, and be accessible to everyone, including those from more deprived populations and inclusion groups.
7. If we continue to do this as a system, we will achieve our overarching system vision to make South Tyneside a happier, healthier and fairer place, while also improving outcomes for people, reducing system pressures on health and care services and meeting national “must dos”, including the Core 20+5 framework.
8. *a better u* provides us a real opportunity to build upon the work to date, but to be bold about our approach to working collaboratively with our communities; building on the assets that are found in the community and mobilising individuals, associations, and institutions to come together to realise and develop their strengths. This makes it different to a “deficit-based” approach that focuses on identifying and servicing needs and problems.
9. An “asset-based” approach spends time identifying the assets of individuals, associations and institutions that form the community. The identified assets, for an individual, are matched with people or groups who have an interest in or need for those strengths. The key is beginning to use what is already in the community. Then to work together to build on the identified assets of all involved. We need to bold in our approach and commitment to shifting the power dynamics and shifting to a truly enabling relationship with our communities. This starts with an honest conversation about what matters to people and what are our collective roles and responsibilities within that.

The ABU Alliance

10. The ABU Alliance exists as a group to help drive forward the ABU principles across our system. We do this by encouraging all Alliances and Partnerships in our system to embed the ABU principles in their priorities and work plan, and by putting supportive “do once” elements in place.
11. Recent work of the ABU Alliance includes:
 - Refreshed branding and communications strategy – based on input and feedback from our communities and Alliances. Find out more from our animation video at <https://youtu.be/J9qfnUo90Qc>.
 - A new web-presence – visit www.southtyneside.gov.uk/abetteru.

- The development of ABU Community Champions – transitioning our COVID Champions into a wider role and asking them to support a greater range of campaigns and events to improve health and wellbeing.
 - Retendering of the ABU Training Contract – expanding the offer to our communities, volunteers and workforces around health, wellbeing, behaviour change and self-care.
 - Community asset mapping at Jarrow Hall and in Simonside and Rekendyke – led by Inspire, to help create connections between community organisations and support the development of a directory.
 - Supported the development of multiple peer models – advocating for, and supporting the connections between, peer-led models.
 - Supported the Community Insights Research (conducted by Newcastle and Northumbria Universities) which helped define the Health and Wellbeing Strategy and create new connections with community groups. Identifying and sharing funding opportunities.
12. There are also some brilliant examples of where Alliances in South Tyneside have embedded the ABU principles in their work, service design and delivery. Recent examples include the work of the Long-term Conditions Alliance to develop integrated rehabilitation models, and the work led by South Tyneside and Sunderland Foundation Trust on health literacy.

ABU Framework

13. The ABU Alliance have been in the process of developing an overarching ABU framework in South Tyneside.
14. Recently the ABU Alliance presented a number of “asks” to our South Tyneside Alliance. The Alliance agreed to adopt the framework and promote the “asks” to all of our Alliances. Asks:
- Use the ABU principles and branding on agendas across our system.
 - Notify Tori Hunt (tori.hunt@southtyneside.gov.uk) of any campaigns or events you’re planning for the year for inclusion on the website and to help us with forward planning.
 - Use the ABU branding for campaigns and events.
 - Identify opportunities for the ABU Community Champions to support your campaigns or events.
 - Promote the opportunity for members of your target population/ community to become ABU Champions.
 - Ensure that staff and volunteers are accessing the free ABU Training opportunities to build their knowledge, skills, and capabilities to support health, wellbeing and selfcare.
 - Provide feedback to Tori Hunt about any identified gaps in training.
 - Think ABU in all that you do in your Alliance/ Partnership – consider the ABU principles (proactive, personalised, and fair) when assessing need, co-producing solutions, making decisions, mobilising, or providing support, and monitoring performance. As a minimum, this can be included in the Equality Impact Assessment process.
 - Maintain a comprehensive understanding of the assets in individuals, communities and facilities relating to your target population/ community, and

ensure these are captured in the Joint Strategic Needs and Assets Assessment.

- Actively consider the role of experts by experience and/ or peer support models in your system offer.
- Regularly share case-studies/ stories of difference with us, so we can learn about the most effective ways to embed the abu principles in what we do.
- Tell us how you're doing on the asks above in 12 months' time.

15. The Health and Wellbeing Board are asked to endorse the framework and support the *a better u* approach.
16. The Health and Wellbeing Board will be provided with an update on the "asks" in a year's time.

a better u

Our Approach to Prevention

South Tyneside

a better u is everyone in South Tyneside working together to improve health and wellbeing. **“a better tomorrow, a better u!”**



2023

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Framework Summary

03

This Framework will support leaders across South Tyneside and at a neighbourhood level to work together to embed the principles of a better u (abu) across all health and care services in order to ensure that support to people is **proactive, personalised, and fair**.

The Framework will enable local decision makers and leaders to:

- Assess whether all our health and wellbeing local services are aligned to the a better u principles of personalised, proactive, and fair to determine areas for improvement and act accordingly.
- Agree key priorities for improving self-care and healthy behaviours across the borough.
- Determine key priorities for collaborative working at local level.

If South Tyneside is to fully embrace the principles of a better u we need a supporting framework to ensure it becomes part of our everyday thinking, decision-making and delivery.

We recognise this programme of work is interdependent with other Alliances and work going on across South Tyneside, for example Long Term Conditions Alliance, Five Year Vision for Adult Social Care in South Tyneside (see publications.southtyneside.gov.uk/strategies/adult-social-care-strategy/) and many more, so in order for the South Tyneside system to embed a better u successfully things must be viewed as a whole. Ultimately, we must collaborate and co-operate with system partners and Alliances to achieve our goal.

Together we will create ways of working that are designed to future proof and enable delivery of our goals, aims and overall system vision. We want a better u to become a fixture in service development and co-production discussions. However, penetrating the wider workforce and population will require diverse ways of working, patience, and resilience.

“With this in mind we invite you to join us on our ‘a better u’ journey”



The Purpose of a better u

04

To maximise people's independence, by developing services and approaches to make self-care easy and increase good health and wellbeing in South Tyneside, supporting a shift from crisis driven to a more preventive approach. We will work together with established community assets, and our statutory services to overcome barriers to increase people's control over their health and wellbeing.

Using our three principles of proactive, personalised, and fair as detailed below, we will build a system which will enable people to maintain their independence and wellbeing by listening to, and focussing on, what matters to them. By using their own strengths and our community resources, the system will enable people to self-care and live longer, healthier and more fulfilling lives.

"Each service is likely to have their own set of barriers, by working together we can identify those barriers and gaps to enable change to make self-care easy."



Proactive

Our systems will be built to make it easy to actively manage your own health and wellbeing, with a commitment to prevention.



Personalised

Building systems to help make the right choice at the right time for them and family with 'what matters to you' always in mind.



Fair

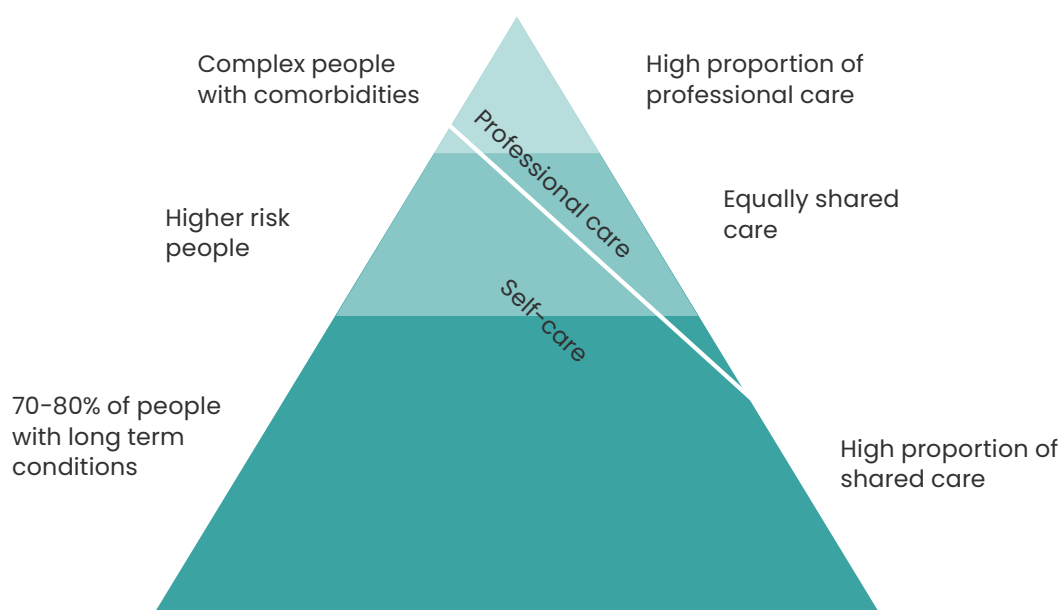
Ensuring all our residents have an equal opportunity to health services removing all artificial or real barriers, developing a fair, fit for purpose system. This will mean targeted support for our residents and parts of the borough that need it most, reducing inequalities and making things fairer.

Why the need for a better u?

05

We know for the majority of time people manage their health with support from family, friends, and unpaid carers with only intermittent contact with professional services.

The benefits of supporting people to manage their health and at different stages and ages during their lives will go some way to reducing and delaying the burden of comorbidities, help people live longer and happier lives, as well as crises on our statutory services.



The North of England, and particularly the North East has worse health (e.g. 2 years lower life expectancy than the rest of England) and higher health inequalities than the rest of England.

Drawing on the most recent publicly available data from the Public Health Outcomes Framework Data tool www.phoutcomes.info, National Health Service (NHS) Digital www.digital.nhs.uk and the Office for National Statistics (ONS) www.nomisweb.co.uk

In summary the most recent data shows that the NE region has the lowest life expectancy at birth in England, and improvements have stalled in recent years.

The region also has the lowest healthy life expectancy of any region in England, and the data demonstrates that not only do men and women in the NE have lower life expectancy than the national average, but also, they spend a larger proportion of their shorter lives in 'not good/poor' health.

Deprivation in South Tyneside

06

The Index of Multiple Deprivation ranks each small area in England from 1 (most deprived) to 32,844 (least deprived). Each small area has about 1,500 residents. Small area rankings are averaged to give local authority rankings.

www.southtyneside.gov.uk/article/8696/Deprivation-in-South-Tyneside

As of 2022 across the 7 domains South Tyneside has the following rankings (higher rankings indicate more deprivation and are out of 326 authorities):

3rd in the country for worst employment rates

13th most deprived area in the country for income

15th most deprived area for health

69th for crime

75th for education

By being proactively involved with the a better u approach our residents will become active partners in determining outcomes that matter most to them and become confident and skilled at how to achieve them. They will be supported to build knowledge, skills and confidence to manage any health needs, enabling them to live a healthier life for longer.

Being enabled to access the support they need within and beyond services to better manage their own health and wellbeing on an ongoing basis.

For example -

Voluntary and Peer roles; This approach enhances individuals' capabilities to provide advice, information and support or organise activities in their or other communities.

Such as -

- Peer Support
- Expert by experience
- Health trainers
- Health Champions
- Community navigators
- Volunteering health & environment schemes
- Health walks



Together we will be promoting access to community resources, involving communities and local services by working together at every stage of the planning cycle, from identifying needs and agreeing priorities, through to implementation and evaluation. Involving people leads to more appropriate, equitable and effective services.

These approaches build community capacities to act on health and the social determinants of health. People come together to identify local issues, devise solutions, and build sustainable social action.

Core20PLUS5

08

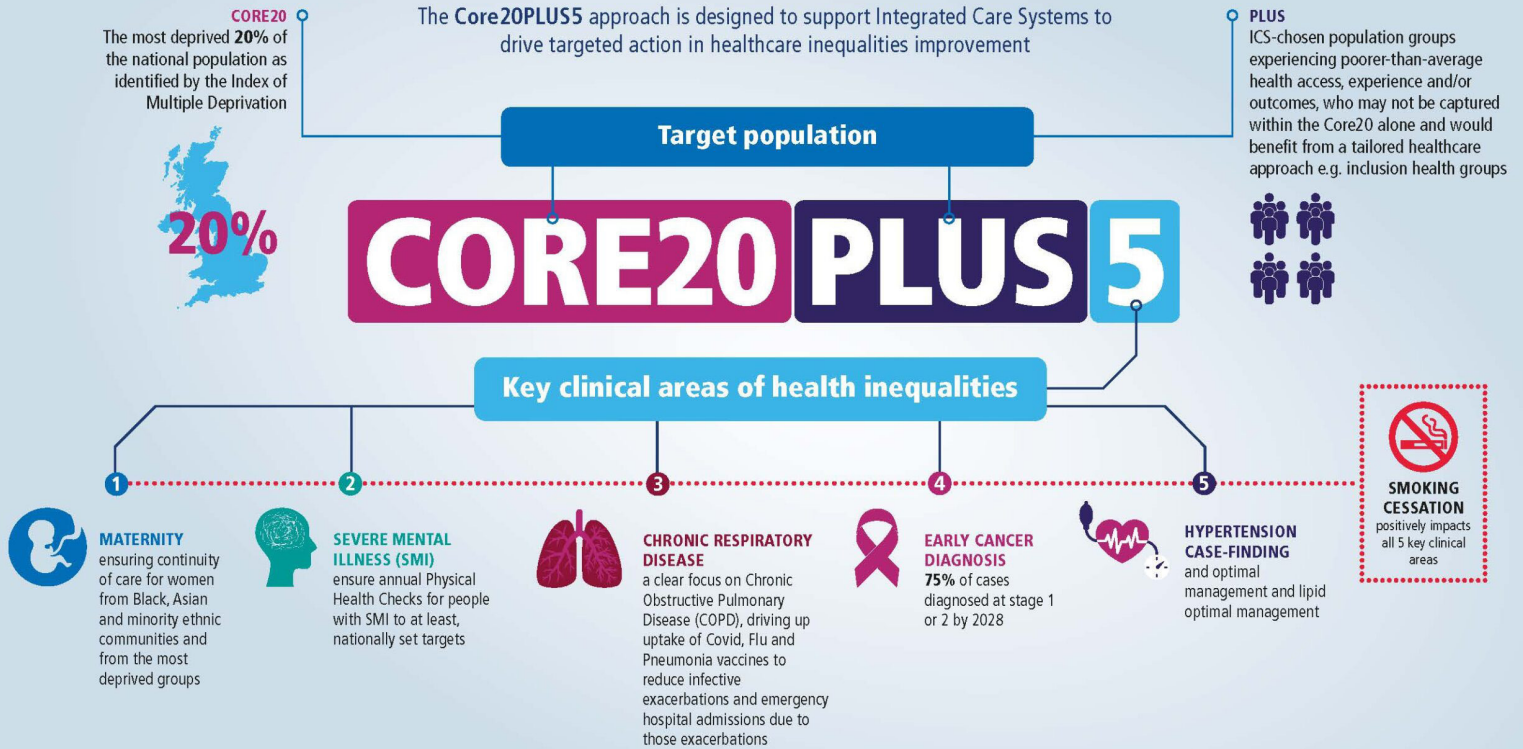
We know this also aligns with NHS England national Core20PLUS5 approach to reduce health inequalities at both national and system level. The approach defines a target population of 20% most deprived, referred as 'Core20'

However, 47% of South Tyneside residents are in the most deprived populations as defined by the National Index of multiple deprivation, so we have a core 47, nearly half of our population. www.gov.uk/government/statistics/english-indices-of-deprivation-2019

The 'PLUS' population groups will be identified at a local level. These populations could be ethnic minority communities; people with a learning disability and autistic people; people with multiple long-term health conditions; other groups that share protected characteristics as defined by the Equality Act 2010; and groups experiencing social exclusion, known as inclusion health groups which could include: people experiencing homelessness, drug and alcohol dependence, vulnerable migrants, Gypsy, Roma and Traveller communities, sex workers, people in contact with the justice system, victims of modern slavery and other socially excluded groups.

There will be a further focus on '5' clinical areas requiring improvement – maternity, severe mental illness, chronic respiratory disease, early cancer diagnosis and hypertension case finding. Smoking cessation was added to the framework due to its potential to impact on all five clinical areas for improvement. The approach, which initially focussed on healthcare inequalities experienced by adults, has also been adapted to apply to children and young people.

REDUCING HEALTHCARE INEQUALITIES



Moving forward, it will be key for the 'a better u' approach in South Tyneside to align with the priorities of the Core20PLUS5 framework to help tackle health inequalities and ensure interventions are targeted towards the 'Core20PLUS' population.

"Actively consider a better u principles in all your decision making and finding solutions within your alliance."

Ensure co-production in solution finding and maintain a clear understanding of available assets in your community.

Ensure the use of clear, jargon free communication:
www.england.nhs.uk/personalisedcare/health-literacy

Children and Families

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We support NHS England with our approach to reduce health inequalities for children and young people, at both national and system level. The approach defines a target population cohort and identifies '5' focus clinical areas requiring accelerated improvement.



Strength-based approach for children and families

A strengths-based approach (SBA) to social care focuses on identifying the strengths or assets, as well as the needs and difficulties of children, young people and families. Something we in South Tyneside are committed to promoting across our multi-agency workforce

The values and principles that inform this approach are not new, but there has been a rapidly growing interest over the last five years in such approaches. These approaches are also about co-production – people providing care working in equal partnership with those who need it to design and deliver services.

A strengths-based approach to care, support and inclusion says let's look at what people can do with their skills and their resources and what people around them do in their relationships and their communities. People need to be seen as more than just their care needs – they need to be experts and in charge of their own lives.

Best start in life for children and families



Our Vision

We want South Tyneside's children and families to get the best start in life, remain healthy and aspire to a bright and prosperous future. To ensure everyone reaches their full potential, we will work together to provide the best possible learning and recreation opportunities, with targeted protection, care and support for those in greatest need.

Improved emotional health and wellbeing of all children and young people:

Safer and Stronger Families

- Building stronger families through early help and support
- Protecting children and young people at risk
- Giving our looked-after children the best start in life

Enterprise Learning and Skills

- Provide a choice of high-quality early years settings, schools and post-16 providers
- Providing a range of high-quality training and employment opportunities
- Providing support for those with special educational needs and/or disabilities

Healthier Communities

- Protecting health
- Promoting healthy lifestyles
- Reducing risk taking behaviour

Family Hubs South Tyneside

The family hubs offer high-quality support for families with children ages 0-19 (or up to 25 for young people with special educational needs).

A place where all children, young people, parents/carers can access support, information and help. We are here for your whole family and will support you as your children grow, putting relationships at the heart of everything we do.

We are here to connect you to the right support, with the right person, at a time that suits you. Our 12 family hubs provide a range of services in the local community, working with families to ensure that services meet the needs of infants, children, young people and parents/carers in the borough.

www.southtynesidefamilyhubs.co.uk

How we intend to develop a better u in South Tyneside

Using 4 main drivers of:

01 Support for people

02 Support for communities

03 Enabling systems and processes by working together to make changes which makes self-care easy

04 Always challenging ourselves to uphold our principles

01 Support for people

This will mean putting in place:

- Personalised support for people, carers, and families to develop the knowledge, skills and confidence to better manage their health and a 'what matters to you' conversation.
- Support freedom for professionals to work differently by developing and integrating the knowledge and skills that are effective in supporting self-management with their professional practice.
- Peer and community support networks of formal and informal support between people with similar conditions or experiences, within their community.

“Allow time and freedom for employees to develop their knowledge, skills and confidence to have that ‘what matters to you’ conversation.”

02 Support for communities

We are taking a collaborative and innovative approach to:

- How support services are designed, commissioned, provided, and regulated building on strength and assets in communities and co-producing services that will meet the needs of the community.
- Providing education for staff, and people working to promote self-care, freeing staff up to work differently.
- Continue to develop the a better u health and wellbeing community network for professionals and our citizens.
- Highlighting available micro-grants.



03 Enabling Processes

Key components necessary for our system to work:

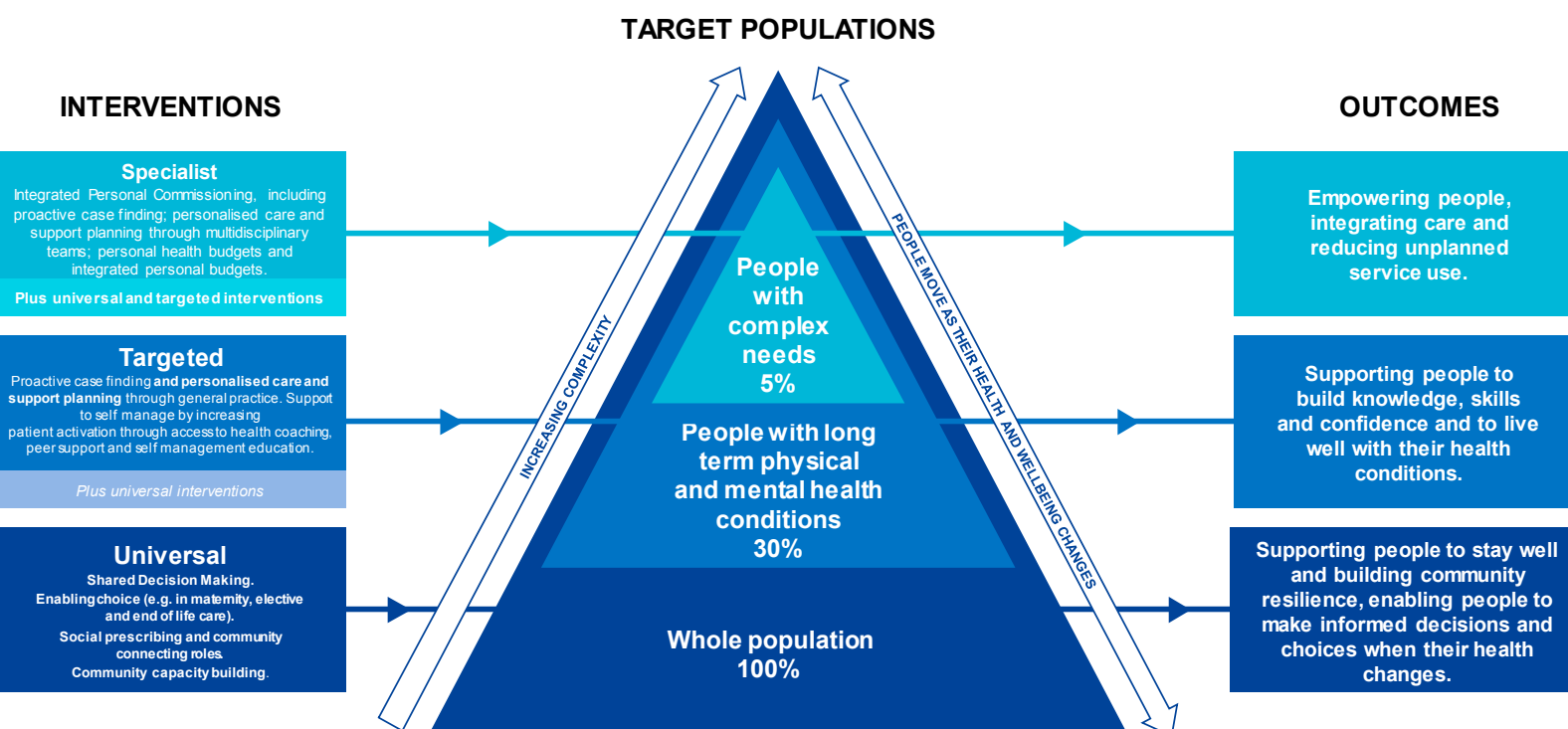
- System Leadership – a commitment to change, develop new and innovative ways of working that support the system to have a different conversation with the public, engaging, co-designing, and co-producing with people in designing their future.
- Capability building programme for professionals – the how and what structured education for people and carers (generic and topic specific) – in person and online.
- Peer support across the system – creating opportunities for people and peer support networks.
- Working with communities to harness and build on the assets available and support the development of new assets where there are gaps.
- Online and physical resources about what is available in communities.

“Commit to change, allowing employees to undertake the necessary training to develop co-production skills, explore new and innovating ways to work, work together and not in silo for the greater good of our citizens”



Comprehensive Personalised Care Model

All age, whole population approach to Personalised Care



www.england.nhs.uk/wp-content/uploads/2019/02/comprehensive-model-of-personalised-care.pdf

We will use the traditionally recognised definition of primary, secondary, and tertiary prevention to acknowledge prevention can happen at all stages of life. It is relevant for everything we seek to do to improve or change a situation from happening or worsening. This definition of prevention also maps well onto the Care Act 2014 definition of prevention.

The Care Act 2014 places a duty on local authorities and partners to ensure resources are available to prevent, reduce and delay the development of needs for care and support and is a central part of the Adult Social Care Strategy, Living Better Lives.

www.southtyneside.gov.uk/article/1341/Adult-Social-Care-Strategy

Primary prevention:

Taking action to reduce the incidence of disease and health problems within the population, either through universal measures that reduce lifestyle risks and their causes or by targeting high-risk groups.

Examples include legislation and enforcement to ban or control the use of hazardous products e.g. Tobacco, or to mandate safe and healthy practices e.g. Use of seatbelts and bike helmets, education about healthy and safe habits e.g. Eating well, exercising regularly, not smoking.

Secondary prevention:

Systematically detecting the early stages of disease and intervening before full symptoms develop – for example, prescribing statins to reduce cholesterol and taking measures to reduce high blood pressure.

Examples include regular exams and screening tests to detect disease in its earliest stages e.g. Mammograms to detect breast cancer, or a diet and exercise programs to prevent further heart attacks, strokes, or obesity. Identifying people who may be at risk of loneliness or social isolation and offering a 'what matter to you' conversation to identify the activities they would like to be engaged with.

Tertiary prevention:

A healthcare strategy that aims to prevent the progression of disease, to alleviate symptoms and to prevent subsequent disability after initial clinical diagnosis.

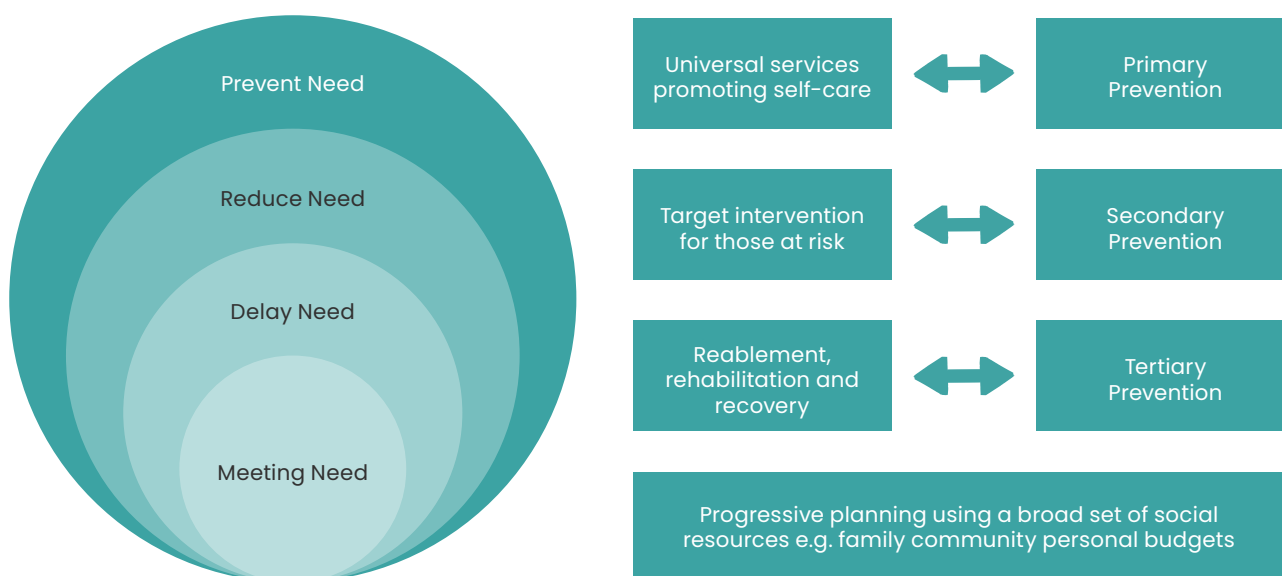
For example, for people with diabetes focuses on control of blood sugar, excellent skin care, frequent examination of the feet, and frequent exercise to prevent heart and blood vessel disease.

By shifting resources to address health inequalities and move towards a more preventative, whole population, community-led approach.

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Examples include

- Area-based initiatives
- Area pledges
- Healthy towns
- Area forums
- Co-production



We have been purposeful in our use of the term prevention. We want to be clear that we know that there is a much broader scope of health and wellbeing that might not be covered by our ambitions around prevention.

We don't discount wider health and wellbeing work taking place in South Tyneside for example work to improve employment rates and reduce income inequality, the development of the Local Plan (www.southtyneside.gov.uk/article/3663) or improve educational attainment. However, we also recognise that the South Tyneside health and care system has some immediate priorities that would be best served by a shift towards a more preventative system.

“As an Alliance, remain sighted on work to improve the wider social determinants of health and wellbeing, work together to support and influence broader system improvement”.

Recent work of the a **better** u Alliance

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a better u Champions

The a better u Health and Wellbeing Community Champions are a group of volunteers who live or work in South Tyneside. They help others stay up to date with the latest health and wellbeing advice. They talk to people about the help and support that is available to them in South Tyneside and how to find it.

They do this by sharing information with family, friends, and colleagues. They also attend events to help share information to community groups and members of the public www.southtyneside.gov.uk/abetteru.



Champion's role

- Be a positive role model and public health advocate.
- Support other Community Champions.
- Attend events and take part in promotional activities.
- Gather feedback from the community and reactions to key public health messages.
- Help us identify gaps in communications and how those messages are best received.
- Consider future opportunities to Champion public key messages.
- Support other Health and Social Care priorities that impact our communities.

The purpose of the a better u Champions

Help ensure that residents across South Tyneside receive trusted and consistent information about all aspects of health and wellbeing, to encourage self-care and help keep our residents happy and healthy for longer.

We recognise that there is often debate and sometimes disagreement with health information, so the Champions role is to, inform people of reliable information and consistent key messages so they can make an informed decision and apply it to their everyday lives.

How we support the a better u Champions

- Fortnightly e-bulletin of latest information regarding all aspects of health and wellbeing.
- Social media messages to share.
- Options to join our Champions Teams Channels.
- Invitation to a minimum of one online meeting a month to share views and feedback about what the public want from us, ask questions, and hear the latest from Public Health.
- Access to free training (accredited and non-accredited).

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Become
a better u
health and wellbeing
champion



Find out more and sign up at
www.southtyneside.gov.uk/abetteru

 abetteru@southtyneside.gov.uk  [@ABetterUsouthtyneside](https://www.facebook.com/ABetterUsouthtyneside)  [@Become_AbetterU](https://twitter.com/Become_AbetterU)

An example of the Champions work to date

- Community engagement for the COVID vaccine.
- Volunteering with the Melissa Bus popup clinic in the community.
- Lateral flow testing sites.
- Strengthened links with community partners.
- Highlighted the importance of prevention.
- Improved communications across the health and wellbeing community.
- Supporting South Tyneside warm spaces.
- Staying healthy during winter information.
- Sharing information on the support available during the cost of living crisis.

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**WARM
SPACES
SOUTH TYNESIDE**

Sign up to become a Champion and help spread the word. Do you know someone who fits this role?

Please get in touch: abetteru@southtyneside.gov.uk



New Branding

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We have refreshed the a better u brand which has been created to reflect the positive values of the project. The success of our brand will be determined by the use of brand consistency through marketing and promotional items.

The creation of the new brand includes a direct call to action to improve the health and wellbeing of the residents of South Tyneside.

All messages will be tailored with images and visuals to make it relatable to each specific audience. See our Brand Guidelines www.southtyneside.gov.uk/article/16854/A-Better-U-Brand-Guidelines

Audience:

The new brand is health and wellbeing focussed and will appeal to everyone who lives or works in South Tyneside including:

- External partners and residents of all ages and backgrounds
- Third sector organisations and their customers
- Local and regional media
- Local businesses
- Elected Members
- Employees

Health and wellbeing in South Tyneside cover many areas and subjects. Imagery and visuals are important to the brand to act as a communicative tool to strengthen the brand and enhance its positivity – becoming a brand synonymous with trusted values.

The colour palette is bright and optimistic to appeal to all age groups and backgrounds and the colour and messages is specific to each area

Age specific colours

- **Pink** – Older Adults
- **Green** – Community Groups / Services
- **Orange** – Children and Young People
- **Blue** – Health / Clinical Services
- **Purple** – Adults
- **Yellow** – Families

Images are key to the visual imagery of each communications message.



Branding Objectives

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- To raise awareness of 'a better u' and build a trusted, recognisable brand
- Encourage people to live healthier lives by playing an active role in managing their own health and wellbeing and provide the tools for them to do this
- Promote 'Prevention' information and encourage residents to take a pro-active approach to their health and wellbeing
- Target specific groups with tailored communication
- Signpost residents to the support and services available in South Tyneside
- Inform residents of what the council and partners are doing to improve the health and wellbeing of residents
- Promote national health campaign messages in a localised way
- Encourage residents to become a better u Champions to help improve the health and wellbeing of their communities by having constructive conversations, sharing information and signposting to services
- Promote personalised approaches to Health and Wellbeing in South Tyneside
- Promote the collaborative and innovative approaches taken by the council to health and wellbeing projects

“Use our new a better u branding and resources! We can provide you with all our new branding templates for example, presentations templates, leaflets, banners, popups, logos for all your social media campaigns, and events. Tell us what you’re up too, we can help promote what you’re doing on our a better u webpage.”



Quitting smoking is one of the best things you can do if you're having a baby. The sooner you stop smoking, the better it is for you and your baby. Nicotine is very addictive so it's really important to get the right support to help you quit. We're offering Start for Life vouchers, with free support, to help give pregnant women the best chance to quit smoking for good.

Benefits of Stopping Smoking in Pregnancy

Quitting smoking now you are pregnant has lots of benefits to you and your baby.

You will reduce your risk of

- Miscarriage
- Premature Birth
- Still Birth
- Sickness during pregnancy
- Heart Disease
- Cancer



You will reduce the risk to your baby of

- A low birth weight
- Asthma
- ADHD
- Colic
- Ear Infections
- Respiratory Infections
- SIDS (Sudden Infant Death Syndrome)



How do the Start for Life Vouchers Work?

- You'll be referred to the Tobacco Dependency Treatment Service (TDS).
- A stop smoking advisor will call you to make an appointment within 2 working days. You can choose to have appointments at a Family Hub or at the hospital.
- The advisor will give you advice, support and prescriptions for Nicotine Replacement Therapy (NRT) for 12 weeks.
- You will receive an e-voucher for setting a quit date, then for reaching your 4, 12 and 36 week quit dates. You can spend the voucher online or ask for a gift card that you can spend in a number of shops.

For more information, help and advice on quitting smoking visit www.southtyneside.gov.uk/smoking

If you have any questions contact 0191 424 7300 or public.health@southtyneside.gov.uk



Communications Strategy for a better u

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We are also working hard to develop key practical changes to enhance the knowledge of a better u by expanding our communications in an effort to bring a better u to life.

Our Communications Strategy www.southtyneside.gov.uk/article/16855/A-Better-U-Communications-Strategy outlines the effective approach to marketing a better u. This includes communications with residents, practitioners, partners, and members, within South Tyneside. The objective is to actively engage with groups and individuals who are not health conscious and find it challenging to make healthy lifestyle changes.

The communications strategy sets out:

- What we aim to achieve through our communications
- Our ongoing development of communications within South Tyneside
- A new webpage specific to a better u
- Our target audience
- How we will engage with our residents

Engagement with residents is the key to the success of a better u. It helps create a relationship and builds trust.

This creates a link where residents can provide feedback, influence communications and ultimately helps us to understand the communities needs and aspirations with our overarching aim to improve the health outcomes of residents in South Tyneside. South Tyneside Council and partners have a number of marketing platforms.

Internal:

- Viva Engage
- Staff briefing emails
- Sway
- Health Advocates
- Intranet

External (some of the key channels):

- Social media – Facebook, Twitter, NextDoor, Instagram, TikTok and YouTube
- Plasma screens
- Banners, leaflets and posters
- Fingerposts
- Resident newsletter to 73,000 households and E-newsletter to 25,000 subscribers
- Healthnet channels
- Press releases
- Website
- Find out more from our animation video at youtu.be/J9gfnUo90Qc

“Let’s work together... Keep us informed and we can use all our resources and media channels to inform our residents what it is you are promoting. We will use our new branding, have consistent messages, and develop into a place where people go when they need help with their health and wellbeing. Over time we will become a trusted brand synonymous with easy self-care information .”

Community Collaborations

24

Exploring Community-led Approaches

The event held in July 2022 was to initiate an iterative conversation with VCSE organisations to allow us to identify, collate and deepen our understanding of community led activities and community assets across South Tyneside.

Discussions at this first event reflected on the data secured via a Community mapping open call.

Our discussions took the format of a World Café environment and included:

What are you noticing from the data/mapping so far?

In terms of your own organisation – what are you most proud of?

In terms of your own organisation – what are you struggling with?

What do you notice about who / where is left behind?

Together what could we do about that?

We hope the collaborative nature of this event will see peer to peer support, opportunities for shared generation of solutions, and interest in joint working.

The event included over 50 organisations from across the borough, provoked curiosity and desire to get more insight into what is working well and understand any gaps in provision or challenges in service access.

“Simply get involved!”



How is a **better u** supporting local business through South Tyneside Pledge

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The South Tyneside Pledge is for all organisations in South Tyneside, big or small, public, or private.

The aim is for South Tyneside organisations to commit to taking small steps to:

- Reduce health inequalities
- Reduce carbon emissions
- Boost local economic activity
- Enhance civic pride

This will benefit the whole of South Tyneside

The South Tyneside Partnership will:

- Champion and monitor the Pledge
- Share best practice
- Provide advice, guidance, and support to those signing up

One specific target of the pledge is to help reduce health inequalities by encouraging our local services to promote health and wellbeing not only in the workplace but across South Tyneside. By identifying a better u Health and Wellbeing Champion within their organisations will help the dissemination of trusted health and wellbeing messages, campaigns and local health and wellbeing information across all businesses their colleagues, friends/families and communities.

Sign up to the South Tyneside Pledge

[www.southtyneside.gov.uk/
article/74445/Sign-up-to-the-South-
Tyneside-Pledge](http://www.southtyneside.gov.uk/article/74445/Sign-up-to-the-South-Tyneside-Pledge)



“Identify one member of staff to become a better u health and wellbeing Champion, and this will tick the ‘reduce health inequalities’ aspect of the pledge for you. By signing up to become a better u Champion you will receive weekly emails with all the information you need to help keep your workforce, family and friends fit and well.”

www.southtyneside.gov.uk/abetteru



Community insights Research

Working alongside our colleagues from Newcastle and Northumbria University the community insights report www.southtyneside.gov.uk/article/15547/Community-insights-report has helped inform the development of a new Joint Health and Wellbeing Strategy (JHWS) for South Tyneside.

It understands what influences people's health and wellbeing in South Tyneside, and what could be done to help those who live, work and study in the borough to lead healthier, happier lives.

The strategy will be used by the local authority, NHS and other partners to jointly plan and support delivery of improvements in health and wellbeing, and define the overall health and wellbeing strategy www.southtyneside.gov.uk/article/15538/Health-and-Wellbeing-Strategy

What is the future for a better u ?



We will continue to build on strengths and assets in the community.



Ensure the a better u principles are fundamental to our long-term aspiration.



Support all services delivering supported self-care to develop and ensure the a better u principles are integral with any development strategy.



Continue to develop our Champions network.



Always adopt a proactive, personalised, and fair, whole system approach and make evidence-based decisions on a best for system basis.



We will always co-produce with our residents in the planning and development of services to improve health outcomes.



Continue to identify and share funding opportunities.



Include community activities on the Council What's On event listings for easy access.



Provide the opportunity to advertise on a range of communication channels and outlets in the borough and with partner organisations.



Promote awareness days that are directly linked to health and wellbeing through council screens both within council buildings and larger outdoor screens.

Appendix A

Story of Change

a **better** u

Stories of Change – ‘a better u’			
Organisation/s	A better u Drop in	Cleaddon Park Primary Care Centre	
Completed by	A better u Champion	Date written	13th March 2023
<p>A) What was the problem you were trying to address?</p> <p>Consider: Proactive, Personalised, fair</p> <p><i>Why was contact made? What mattered most to the person? What was difficult? Why did they need support? What were the options explored? What options were available?</i></p>			
<p>Mrs. Brown came along to the a better u health and wellbeing drop-in event after visiting her Dr at Cleaddon Park PPC and noticed the event. She reported gaining weight after COVID and has not been able to exercise since due to needing new trainers and the cost-of-living impact on her finances. After a chat with a better u Champion who shared information on where to seek help with financial matters, Mrs Brown had some healthy soup and fruit and went away to act on her new information.</p>			
<p>B) How would you have responded prior to becoming an a better u Champion?</p> <p>Consider: Knowledge, skills and confidence</p>			
<p>Would not have been able to provide Mrs Brown with that information as wouldn't have that level of knowledge or understanding to have been able to pass that information on.</p>			
<p>C) What did you do differently after becoming a better u Champion and adopting the a better u principles?</p> <p>Consider: How your knowledge was able to help, what skills you have gained to enable help, how confident you were to help?</p>			
<p>With the trusted information received via the Champions network I have grown more confident to give that more personalised information knowing it is the correct information to give. There is so much untrustworthy information out there becoming a Champion has given me that confidence.</p>			
<p>D) What was the outcome?</p> <p>Consider: Was your contact understood, what was the experience like for the person? What had the most impact?</p>			
<p>Mrs. Brown returned to the next drop-in event to thank us for the information she received and show us her new trainers which she purchased at the local charity shop. She said "they are in great nick and have hardly been used they fit me a treat" she is back to her daily walks and even lost a small amount of weight.</p>			
<p>E) Experience If the same thing occurred again, would you do anything differently</p> <p>Consider: What did you learn from your encounter? If anything, what would you change?</p>			
<p>No, it was a great result, so happy with the outcome</p>			
<p>F) Any other comments:</p>			
<p>Mrs. Brown is now considering becoming a better u Champion herself</p>			



Any Questions? Please contact
diane.walker@southtyneside.gov.uk