Plymouth - A place to Thrive
Thrive Plymouth Year Three
Director of Public Health | Annual Report 2018
Health inequalities are differences between people or groups due to social, geographical, biological or other factors. These differences have a huge impact, because they result in people who are worst off experiencing poorer health and shorter lives. We want Plymouth, Britain’s Ocean City, to be a place where everyone enjoys an outstanding standard of living and where health is not determined by which part of the city a person is born or lives in. This is why we launched Thrive Plymouth in 2014, to raise awareness of this issue, and work with our partners to coordinate resources from across the city with the goal of reducing the impact of health inequalities on our residents.

We have set ourselves a big challenge and in this Annual Report we look back at year three of our campaign. The national One You campaign launched by Public Health England in March 2016 presented a remarkable opportunity for Plymouth to use precisely researched marketing resources designed to re-engage seven million adults in the UK with their health and influence behaviour change nationally. Year three of Thrive Plymouth maximised the impact of this national campaign, making it meaningful and tailored for Plymouth.

Within this report I have included the stories of our partners who have engaged with Thrive Plymouth this year alongside an explanation of why the localisation of this campaign was so successful. My recommendations for the future are also included.

I hope you will enjoy seeing the rich selection of activity in the city this year. As we move forward with year four of Thrive Plymouth, which focuses on mental wellbeing, I want to congratulate all those who participated in year three and encourage them to continue making their contribution to reducing health inequalities. Together we can make this city a thriving community where everyone feels welcome and cared for.

Director of Public Health Annual Report 2018

Ruth Harrell
Director of Public Health,
Plymouth City Council
1 THRIVE PLYMOUTH

Thrive Plymouth is the city’s ten year programme to get everyone working together to improve health and wellbeing in Plymouth and reduce health inequalities between different people and different communities.

Population prevention recognises that small changes in a large number of people can lead to a significant difference in the amount of ill health and premature death across the population. We therefore support everyone, no matter the size of their risk, to make small positive changes.

Common risk factor recognises that although single unhealthy behaviours can lead to many different diseases, often these risk factors cluster because they are associated with underlying social determinants of health. Understanding how these behaviours affect each other and seeking these underlying causes is therefore more efficient and effective.

Changing the context of choice recognises that people do not make decisions in a vacuum; they are influenced by people, places, advertising, street design and many other factors. Many people know how to improve their health and if it was easier to do so, would! We therefore focus on making the healthy choice the easy choice.

Why is this important?
Health inequalities mean that some people live more painful, shorter lives than others and we think this is unacceptable. One way of measuring health inequalities is by comparing differences in life expectancy. We have created a bus route which shows that for every mile you travel from the suburbs to the city centre life expectancy drops considerably.

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We think of Thrive Plymouth’s annual campaigns like launching a ship each year. We put our efforts into getting the right resources together, making sure the messages are right and then organising the efforts of the institutions, teams and people in the city so that those messages and resources spread as far through the community as possible.

In our first year we focused on workplaces and the workplace wellbeing charter, in the second on schools and the healthy child quality mark, and for the third year, as you will read, we focused on adult health using the national resources of the One You campaign to re-engage adults with their health. Since then, we launched year four in October 2017 which focused on mental wellbeing and the five ways to wellbeing. We are looking forward to year five, which will focus on the ways we can use food to engage with our community and is currently being developed with partners.

Many adults can expect to live into their mid-80s, and many people believe gradual decline in physical and mental health is an inevitable part of ageing. Yet so much of how we age is down to lifestyle and that represents a real opportunity for change. Our lifestyles can be unhealthier than we think. Without even knowing it, by the time we reach our 40s and 50s, many of us will have dramatically increased our risk of contracting diseases like cancer and heart disease, and increased our risk of suffering a stroke. Whether we’re eating too much of the wrong things too often, or drinking more than we should, or continuing to smoke despite everything we know, or not being sufficiently active, all these things can add up to have a huge influence on our health.

The good news is that making small changes can improve health right away. It’s never too late to start. And that’s where One You comes in, an exciting behaviour change programme to help adults fight back and kick those unhealthy habits out of our lives.

One You was launched nationally by Public Health England (PHE) in March 2016 with the goal of getting one million adults between 40 and 60 years old re-engaged with their own health. They did this through a campaign which used cutting edge marketing approaches to health promotion including the creation of an online lifestyle quiz, The ‘How Are You?’ quiz gives a score out of 10 for health and then gives lifestyle advice specific to the person completing the quiz. The goal of the campaign was to get people doing more physical activity, eating better, going smokefree, drinking less alcohol, sleeping better, stressing less and checking themselves for the symptoms of disease.

The A TIMELINE OF THRIVE PLYMOUTH SO FAR

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1. Did you know? You don’t have to go to the gym or wear Lyra’s to feel the benefits of exercise. Walking counts too. An active 5k are 10 minutes of continuous walking, which can get your heart pumping and can make you feel more energetic, as well as lowering your risk of serious diseases like heart disease and type 2 diabetes.

2. Did you know? If you stay smoke free, you have a much higher chance of finding tasty and healthier alternatives is often cheaper (not to mention tastier) to make your own!

3. Did you know? We don’t have to stop eating well just because we’re busy. 10 minutes of continuous walking, which can get your heart pumping and can make you feel more energetic, as well as lowering your risk of serious diseases like heart disease and type 2 diabetes.

4. Did you know? If you stay smoke free for 38 days you’re more likely to stay smoke free. Cessation usually only lasts a few minutes so they can be beaten. If you time your quit attempt with the end of the week then you’ll be much more likely to stop smoking.

5. Did you know? There’s a lot you can do to cut down on drinking. Don’t feel you have to have an alcoholic drink in a round, order a soft drink. Try a smaller glass or a lower strength drink, or add a mixer.
During year three of Thrive Plymouth (2016-17) we set ourselves the following goals:

<table>
<thead>
<tr>
<th>Engagement</th>
<th>To engage 20 organisations in the city by November 2017</th>
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<tbody>
<tr>
<td>'How Are You?' quiz</td>
<td>To increase the number of people completing the 'How Are You?' quiz in the city</td>
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<tr>
<td>Geographic coverage</td>
<td>To plan events throughout the whole city using national marketing</td>
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<td>Gender balance</td>
<td>To improve the ratio of men using the 'How Are You?' quiz (September 2016: 1:3)</td>
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<tr>
<td>Behaviours</td>
<td>To use all seven behaviours throughout the city</td>
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<tr>
<td>Events</td>
<td>To plan a full calendar of events throughout the city</td>
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<td></td>
<td>To count the number of events using resources branded as One You or One You Plymouth in the city</td>
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The behaviours
Of the seven behaviours identified within the One You campaign which impact on health, four are the same as Thrive Plymouth, smoking, eating, drinking and moving, and two others support our ability to make and sustain positive changes (sleeping better, stressing less). As the initial focus of the One You campaign was on these same four behaviours although the One You campaign is aimed at the 40 to 60 years old age group we felt their messaging was also appropriate for Plymouth. We decided to use the third year of Thrive Plymouth to localise One You within the city. The third year launched in November 2016 at Plymouth University.

The launch of year 3
Thrive Plymouth November 2016 launch event

We had an amazing year, meeting and exceeding our goals with over 3,000 people in the city completing the ‘How Are You?’ quiz.

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We got partners engaged early

We were involved early in the design of the One You campaign. Plymouth City Council is part of a national reference group including 20 local authorities across England that helped Public Health England to plan and design their future campaigns. Our participation in this group allowed us enough time to plan for the national launch event in March 2016.

This early engagement gave us time to strengthen our links with a range of organisations across the city who were ready to partner and contribute resources towards launching One You successfully. Working as a partnership, a range of organisations from across the city joined with Council teams to plan for the Thrive Plymouth launch of One You. See Livewell Southwest and I Love Life pages.

On the day of the national launch of One You many businesses and services in the city encouraged their staff, clients and customers to take the How Are You Quiz.

Livewell Southwest

One You Plymouth is the local health improvement service commissioned by the Council. As One You was launched nationally the local health improvement service had the opportunity to rebrand and decided that aligning with the national PHE brand would be beneficial to the local population.

In 2016 Livewell Southwest was working closely with Plymouth City Council, Plymouth Community Homes, the Herald and Plymouth Community Housing. It was decided that there would be a local launch of One You through the Herald on the same day as the national publicity. During this time the Livewell Southwest Health Improvement service rebranded to One You Plymouth and established a new website and interactive tools. As a result we were the local provider with the most ‘How Are You?’ quiz referrals during the launch, 400 more than the next most successful provider.

For the Thrive Plymouth launch event in October 2016 the health improvement service was officially launched as One You Plymouth and all the lifestyles interventions were delivered under the One You Plymouth banner.

Using the national brand at a local level allows the local activity to be endorsed by a nationally recognised brand. The apps and digital tools devised by PHE are very useful for Plymouth residents and allow us to effectively engage with evidence based applications. One You Plymouth has recently joined with PHE to publicise NHS Health Checks and this has increased local take up.

Challenges

Individual

Search for How Are You online and take the quiz. Sign up to receive email updates about events and projects you can get involved in.

Population

Let’s make it easier to be healthy. Our Joint Local Health Improvement service had the opportunity to rebrand and decided that aligning with the national PHE brand would be beneficial to the local population.

Success

We ensured a wide range of activities

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We used media effectively

Our Thrive Plymouth year three launch event in November 2016 was held at the University of Plymouth. At this event we encouraged all organisations present to join up to our Thrive Plymouth network which was launched the following week, as a result 41 organisations joined by the end of year three there were 52 organisations on board. We also launched a Facebook page dedicated to Thrive Plymouth.

Social media played a big part in the campaign with our partners re-posting many of our post and using social media to advertise the events they held to support Thrive Plymouth.

Using the nationally developed resources from PHE, we used the cost and time involved in designing and printing marketing material. With the message already crafted and designed by the national team we could focus on networking and spreading the message.

Individual Challenges
Create a social media post which encourages people to search for the How Are You quiz online.

Organisational Challenges
Create a newsletter article or post on social media as your organisation encouraging your staff, clients or customers to take the How Are You quiz.

Population Challenges
Let's get as many people as possible engaged with their own health. Use targeted media to reach those who have not engaged with How Are You so far and find out who will get them engaged.

Plymouth Herald’s ‘I Love Life’ campaign

Plymouth’s local paper, the Plymouth Herald, has for a number of years run health promotion campaigns. The ‘I Love Life’ campaign had been running for some time before the launch of OneYou. This campaign was funded jointly by Public Health, Livewell Southwest, Healthwatch and Active Devon. The ‘I Love Life’ steering group had produced a series of 12-page supplements which were published as part of a Herald weekend publication.

In preparation for the launch of OneYou the ‘I Love Life’ supplement for March 2016 focused on OneYou related messages and encouraged readers to complete the How Are You quiz online. The supplement also included articles and features on healthy lifestyles with personal stories from a group of taxi drivers who had become ‘I Love Life’ by completing the Livewell Southwest healthy lifestyle programme. It was hoped by showing the stories of people who had been successful at changing their lifestyles the readers would feel inspired to make their own changes.

The supplement was heavily branded using OneYou raising the awareness of the accompanying out of home advertising which was funded in the city to coincide with the launch.

We were pleased to find out that for all completions of the ‘How Are You’ quiz nationally the BBC website had the highest number of referrals and the Plymouth Herald website had the second most referrals.

Meet 12 people who want to be healthier

12 people who want to be healthier

Yeovil

Jobtitle: 
Traffic warden
Age: 
65
Refusedriver
Startweight: 
17st2lbs
Visceralfat:
Startweight: 
17st2lbs
Visceralfat:
Weight:
15st12lbs
Visceralfat:
6%
Visceralfat:
6%

I have an active role as a gardener; I'm on my feet all day.

I don't think I had that much weight to lose but when I looked into things I found that I was eating a lot of cakes and would get home and have a huge pizza and a bottle of wine. I might drink a lot once a month but I don't tend to drink during the week. I don't smoke and I try to be as healthy as possible.

I like to get into a routine where I'm exercising. I'm interested in walking and I've been walking in the city too. I have an active role as a gardener; I'm on my feet all day.

I used to walk six to eight miles a day; it was quite a good routine, but I've had a knee injury which has made it hard to walk and I've had to give up some sports. I enjoy walking around the city that I'm used to going to. It's a great way to keep fit.

It's going to be hard giving up alcohol; I'm guilty of drinking too much but I don't think I should be. I like to drink beer and wine, but I try not to drink during the week. I used to drink a lot at weekends but I try to cut down. I don't smoke and I try to be as healthy as possible.

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We ensured a wide range of activities.

We held five Thrive Plymouth network events where organisations could come together to share their best practice and encourage each other. We know as a result of these network events many new projects and partnerships have been formed. We looked forward to reaping the rewards as a city.

We were asked to make 25 presentations to organisations over the year, this meant an extra 361 people heard about Thrive Plymouth and One You. There were a further twenty events where One You was represented throughout the city.

Throughout the year PHE launched a number of initiatives with accompanying apps which could help people to live healthier lives. The Active10 app encouraged people who were only doing a small amount of physical activity to increase that to 10 minutes of brisk walking per day, with the eventual goal to increase to 30 minutes per day. This app caught our imagination and in the last week of March 2017 we held a week of lunchtime walks with media coverage to encourage more walking in the city. Twelve Active10 walks took place across the city, run by organisations who are members of the Thrive Plymouth network and the Plymouth Herald ran news reports on the app and the walks.

**DATAplay Event**

DATAplay is an innovative Plymouth City Council project which aims to encourage more use of publicly collected data. The hope is this will provide solutions to hard-to-solve problems in Plymouth. Towards the end of 2017 we worked with the DATAplay team to run a Hackathon event. Hackathons are events where the digital community comes together and works to solve problems that are presented during the events. We presented the Thrive Plymouth message and data about health in the city to the digital community asking them to suggest/design/create solutions to encourage better lifestyles in the city. The community responded with a menu project to encourage healthy eating through redesigning menus. This project has now been run three times in the city influencing people to make healthier choices within cafes and we are hoping to get funding to continue the good work in the future.

**Santa Cycles to Whitleigh**

As part of the Herald’s ‘I Love Life’ campaign Healthwatch organised and ran an outreach event in Whitleigh. A series of local elves cycled Santa miles on two stationary bikes to carry Santa all the way from the North Pole to Whitleigh in time for the annual Christmas Fayre.

**RECOMMENDATIONS**

**Individual Challenges**

- Effectively advise and support people to achieve physical activity targets.
- Encourage people to eat healthily.
- Support people to stop smoking and drink safely.

**Organisational Challenges**

- Run events that will encourage your clients, customers or staff to move more, eat better, smoke less or drink safely.

**Population Challenges**

- Let’s make the most of our natural environment.
- Plymouth has incredible green and blue spaces available. We need to make the most of these through low cost and fun activities that will improve health outcomes.

**The Green Taverners Love Life**

One of Plymouth Argyle’s football club supporter groups is called the Green Taverners. In January 2017 they became one of the teams of ‘I Love Lifers’. They went through a 12 week programme where Livewell South West’s Wellbeing Team worked with them to ‘know their numbers’ which means they were weighed, measured and had their blood pressure and body fat percentage recorded. They then learnt about nutrition and physical exercise as well as receiving help and support to cut down tobacco and alcohol use. After 12 weeks they reviewed to see if the programme had helped them make any changes to their lifestyle.

**Plymouth Argyle supporters**

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**Plymouth Argyle supporters**
St Jude’s Community Hub

This new Community Hub meets every Tuesday morning in the local Church Hall. The volunteers provide an internet café, social inclusion activities and free coffee to anyone who attends. When they got involved with Thrive Plymouth they decided to train their volunteers in how to lead Walking for Health activities as part of the Active10 App launch. Two of their volunteers attended a training course provided by Livewell Southwest and now they offer a weekly walk in the local parks. ‘St Jude’s Walk, Talk and Tea’ takes place at the same time as the Community Hub to encourage more physical as well as social activity.

Walking for Health Event

Poole Farm

This community farm has been owned by the Council for over a year and is bringing a little bit of the countryside into town. The farm now boasts a herd of cattle, sheep, bees and chickens alongside the impressive amount of tree planting and improved wildlife habitats that have been achieved. This has all been done through an extensive volunteering programme and organised events, happening weekly throughout the city as well as proactively working with partners such as Duchy College and Plymouth Environmental Action.

In celebration of the work Poole Farm have been doing to increase low level physical activity this year, the Thrive Plymouth Summer Away Day was held at the farm in July 2017. This event was a celebration of all the work which has been carried out to encourage healthier lifestyles, especially amongst our low income residents.

Poole Farm, Volunteering Days

PCH New Home New You

This project came about as a result of conversation between Public Health and Plymouth Community Homes (PCH) about how PCH could get involved in year three of Thrive Plymouth. PCH revealed that they see approximately 600 new tenancies each year and many of these new tenants suffer from poor health and wellbeing-related outcomes.

The new tenants have several meetings with PCH Housing Officers, before their tenancy begins and then at four weeks, six months, nine months and twelve month home visits. Housing Officers are also responsive to residents needs throughout their tenancy. The start of a new tenancy is the moment that many people choose to make lifestyle changes.

Livewell Southwest trained PCH Housing Officers on how to have a health and wellbeing-related conversation with the new tenants. Staff from the council and Livewell Southwest liaised to develop and deliver a bespoke training package for the PCH Housing Officers. There was also input from the Peninsula Dental School. The package was a mixture of ‘making every contact count’ and ‘wellbeing champion’ training. Four half-day training sessions were held with the PCH staff in February and March 2017. Approximately 45 PCH Housing Officers attended these sessions. A further 53 (approximately) front-line staff have also been trained.

The opportunity was also taken to review the ‘goody bag’ that new tenants are given. Rather than it being simply filled with household items, they now contain signposting information to health and wellbeing-related services as well as some health-improvement-related literature.

The intervention process has now been agreed. This is based on a standard health and wellbeing ‘conversation starter’ form developed by Livewell Southwest. A plan for evaluating the impact of the programme has been developed. It is based on the use of (1) the Warwick-Edinburgh mental wellbeing scale and (2) the PHE How Are You (HAY) quiz. These can be administered at different points in the first year of tenancy to assess impact over time.

A post-graduate student studying for an MSc in Public Health at Marjon’s University will carry out an evaluation of the project as part of their degree. The training has now been offered to staff from the other social housing providers in the city.

The project was officially launched on 16 October 2017.

"A new home isn’t the answer to optimal wellbeing, but it can be a powerful catalyst for wider positive change. PCH and partners will provide opportunities to make that change."
Throughout the year our partners did incredible things to help Plymouth to thrive. There were so many events and projects it would not be possible to include them all in this report. To share the great news about One You we sent monthly emails to the Thrive Plymouth network encouraging and sharing good practice. We also helped our partners create case studies that could be shared online and in newsletters.

We celebrated the success

<table>
<thead>
<tr>
<th>Individual Challenges</th>
<th>Organisational Challenges</th>
<th>Population Challenges</th>
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<tbody>
<tr>
<td>Use the One You apps and tell your friends about how it helps you live a healthier lifestyle.</td>
<td>Check all your organisation and identify what environmental factors are discouraging your staff, clients or customers to be unhealthy – can you change anything? For example encourage brisk walking during breaks or redesign the menu in your staff canteen to make healthy choices the easy choices.</td>
<td>We need to increase the low cost/free options for improving health within the city. Making it easier for everyone to engage with activities on their doorstep.</td>
</tr>
</tbody>
</table>

- Blue Light Day – resulted in hundreds of people living with learning difficulties and their carers learning about healthy lifestyles.

Director of Public Health Annual Report 2018

Library Case Study Video

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Library Case Study – resulted in a great health and wellbeing offer being available through the library.
It was a great year for engagement with Thrive Plymouth across the city. Using a national campaign locally meant we could access high quality, evidence based, free resources to encourage healthy lifestyles amongst our residents. This allowed us to spend time focusing on other aspects of behaviour such as the environment in which we make our choices. A huge amount of work has been done in Plymouth to encourage local residents to access the many smart phone apps launched this year.

As a major employer the Trust already had many of the things you would expect from a good employer: staff knowledgeable about their health, occupational health services, a gym, smoking cessation services, healthy eating options in the café, green travel plans and a commitment to the environment. Thrive Plymouth enabled us to bring this all together to encourage active, happy and healthy staff.

Nick Thomas Deputy CEO, Plymouth NHS Hospital Trust

6 CONCLUSIONS

It was a great year for engagement with Thrive Plymouth across the city. Using a national campaign locally meant we could access high quality, evidence based, free resources to encourage healthy lifestyles amongst our residents. This allowed us to spend time focusing on other aspects of behaviour such as the environment in which we make our choices. A huge amount of work has been done in Plymouth to encourage local residents to access the many smart phone apps launched this year.

Nick Thomas Deputy CEO, Plymouth NHS Hospital Trust

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Walking football

Walking football

Walking football
7 WHAT IS THE FUTURE?

So what is the future for Thrive Plymouth? We are in the midst of year four which is focusing on mental wellbeing. The five ways to wellbeing are a really good way to get people to understand there is more to health (mental and physical) than simply what you eat, drink or do. We want to treat people as individuals, with complex and interesting lives. Understanding that how people are feeling has a massive impact on how well they can respond to stress in their lives we want to make it easier for people to feel good.

We also need to find out whether this year of the Thrive Plymouth programme has worked. There are two parts to this:

1. Finding out what the impact of the One You campaign has been; are people more engaged with their health and able to make healthier choices?
2. Tracking changes in the twenty Thrive Plymouth indicators which include both behaviour and disease rates amongst the population.

It will be some time before we are able to see any significant changes in the indicators, and we know it will be extremely difficult to be certain any changes have definitely been caused by Thrive Plymouth; however we believe we have made a good start and are heading in the right direction.
8 LINKS

Thrive Plymouth:
www.plymouth.gov.uk/publichealth/thriveplymouth

Plymouth’s Life Expectancy Bus Route 2015-16
www.plymouth.gov.uk/publichealth/thriveplymouth/aboutthriveplymouth/
healthinequalities

Global Burden of Disease:
www.healthdata.org/gbd

One You:
www.nhs.uk/oneyou

All One You Apps available from:
www.nhs.uk/oneyou/apps#HeDTm2C0SRUtJUAJ.97

Public Health England:
www.gov.uk/government/organisations/public-health-england

DATAplay:
www.plymouth.gov.uk/dataplay

9 REFERENCES

1 Changes in health in England, with analysis by English regions and areas of deprivation, 1990–2013: a systematic analysis for the Global Burden of Disease Study 2013
Newton, John N et al.

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