

Integrated wellness model for Bury

The need for change

- 21% adults smoke
- 54% want to quit
- 31% adults inactive

18% 10-11 year olds obese

9% 4-5 year olds obese

25% adults high risk drinkers

69% adults have excess weight

23% adults obese

72% heavy drinkers want to cut down/quit

59% want to eat more healthily

45% want to get more sleep

35% over 65's fall each year

55% want less stress

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Where we are now

Multiple referral routes

Limited use of assets

Fixed offer

Inconsistent communication or signposting

Limited behaviour change

Systems not joined-up

Limited volunteer offer

Vision
Everyone can...
Start well, live well and age well

Everyone can...
Choose a healthy and active lifestyle



The new model

- Strong leadership
- Customer centric approach
- One stop point of access
- Every contact counts
- Universal targeted offer
- Clear brand and marcomms
- Highly trained & skilled workforce
- Joined-up referrals
- Cutting edge technology
- Army of volunteers and champions
- Co-designed tailored offer
- Sustainable wellness assets

How we will do it

- Signposting wider support services
- Telephone support
- Map assets/signposting
- Investing in our workforce
- Face to face
- Volunteer recruitment
- Community-based assets
- Monitoring Evaluation
- REFERRAL PATHWAY
- One digital platform
- Sustainable wellness facilities

Outcomes and evaluation

- Population of Bury living healthier and for longer
- Gap in life expectancy narrowing
- Reduction in health inequalities
- Strong return on investment
- Clear social value