

Social Impact Report

Be Well Barnsley



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Section 1: What is Impact Reporting?

At PSS, we're committed to helping people change their lives for the better.

We want to provide services that strengthen communities and empower individuals, and we're always on the hunt for new ways we can help create real improvements in society. To make sure we're doing this, we need to measure how many people we reach, how effective we are at what we do, and the value of the services we deliver. This will show us our social impact.

We prioritise social impact reporting because:



We often hear stories of the changes we have helped make in the lives of our service users. We shine a light on these stories as part of our impact reporting process, helping to make them clearer and allowing them to show us what we're doing well and what we need to do better for our service users.

This social impact report looks at the work done by our Be Well Barnsley team, whose aim is to improve the wellbeing of individuals, families and communities through the reduction of health inequalities between the different parts of Barnsley and the rest of the country.

The ultimate aim of this report is to look at what we do and be able to answer the question - **are we doing any good?**

Section 2: Who we are

About Be Well Barnsley

Our Be Well Barnsley Service supports people to improve their health by:

- giving up smoking;
- losing weight;
- reducing alcohol intake;
- becoming more active;
- reducing stress and/or anxiety; and/or
- changing to a healthier diet.

How do we provide support?

The Be Well Barnsley Service is designed to allow individuals to choose what works for them from a large menu of activities and support.



We aim to help people by providing information they can trust while spending time talking through the challenges their facing. Our team of Be Well Advisors are local people who provide support and motivation, while setting goals to improve health.

Who is the service for?

Be Well Barnsley is commissioned by Barnsley Metropolitan Borough Council to work with individuals, families and community groups of all ages, across all areas of Barnsley. Anyone who has a Barnsley postcode or is registered with a Barnsley GP can attend.

How do people access the service?

People can self-refer through a variety of methods including our 0800 number, email, social media and our new website or they can be referred by their doctor, a health professional, dietician or social worker.

Section 3: Why is Be Well Barnsley important?

There are a number of different factors which influence the health and wellbeing of the people of Barnsley. These can include:

- poor lifestyle choices including smoking, drinking alcohol to excess;
- poor diet; and/or
- a lack of physical activity.

The local Health and Wellbeing Strategy sets out the following vision for the Borough:

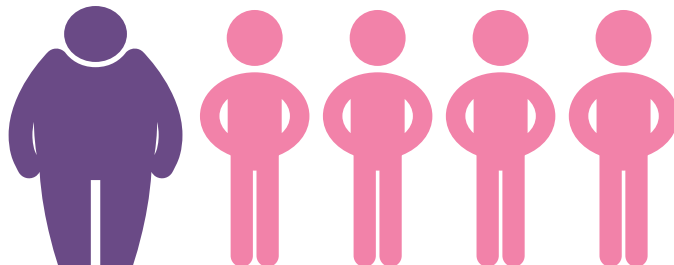
“That the people of Barnsley are enabled to take control of their health and wellbeing and enjoy happy, healthy and longer lives, in safer and stronger communities, regardless of who they are and wherever they live¹.”

We work to reduce health inequalities, by taking action on the social, cultural, economic and environmental determinants of health including poverty.

Weight...

1 in 5 children
in reception year

are overweight or obese in Barnsley



1 in 3 children
in year six

are overweight or obese in Barnsley

7 in 10 adults

are overweight or obese in Barnsley compared to **6 in 10 in England**



Section 3: Why is Be Well Barnsley important?

Lifestyle...

1 in 5 people drink at 'increasing risk levels' in Barnsley



21% of adults smoke compared to **17%** of adults in England

50% of adults are physically active compared to **57%** in England



28% of deaths in Barnsley were related to **cardiovascular disease**

Mortality...



29% of deaths in Barnsley were related to **cancer**



16% of deaths in Barnsley were related to **respiratory disease**

7% of people in Barnsley live with **diabetes** compared to **6.4%** in England

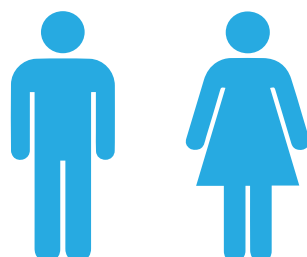


Health...

4600 people in Barnsley are predicted to be living with **dementia** by 2020

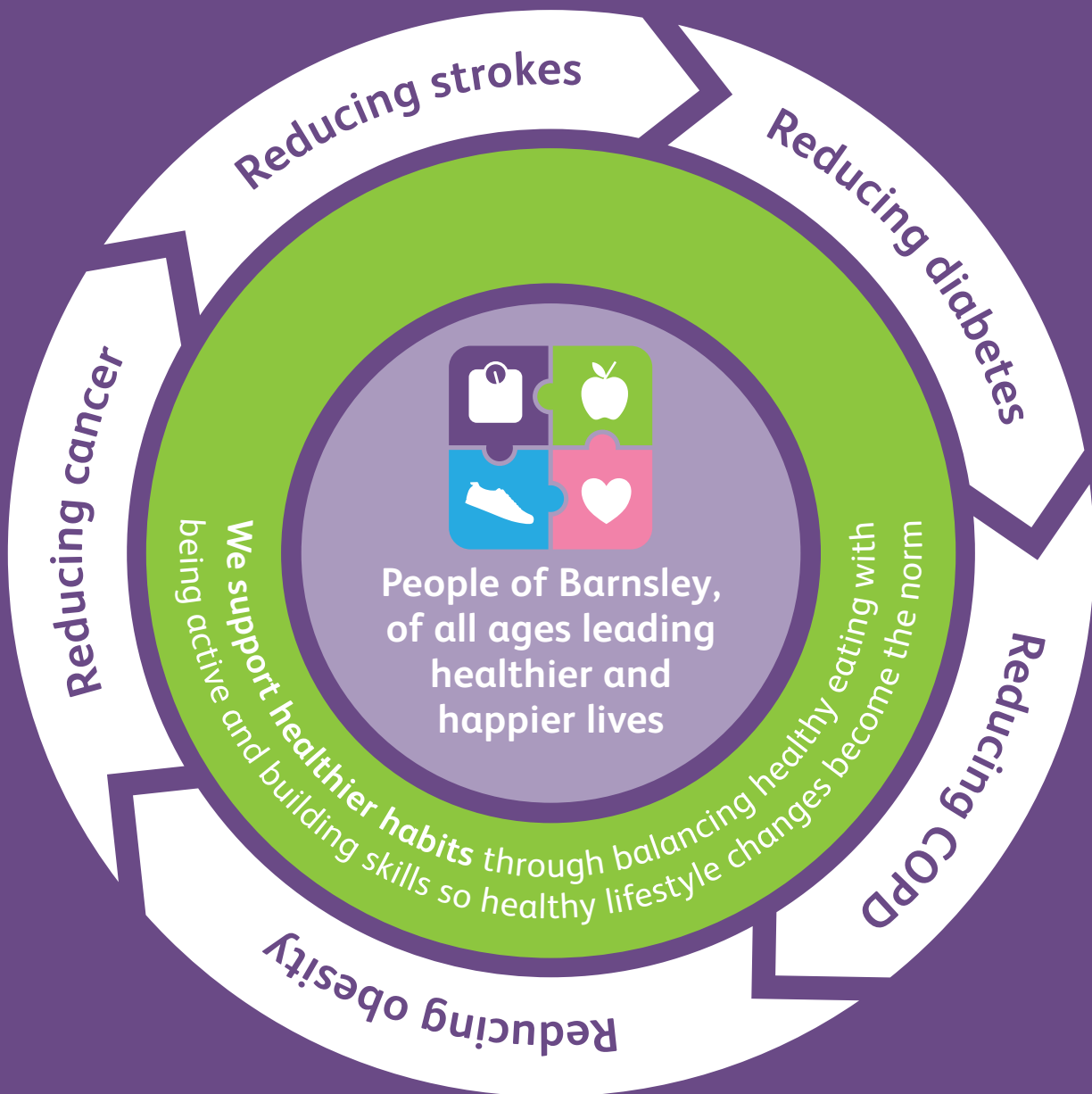


Barnsley is ranked **141 out of 150** Local Authorities for **men's healthy life expectancy**



...and is ranked **146 out of 150** for **women's healthy life expectancy**

Section 4: **What we want to achieve**



The aim of Be Well Barnsley

A lot of the outcomes that our clients achieve are as a result of mixed interventions and activities that are delivered or recommended as part of a holistic package. Like the diagram above shows there is a lot of overlap.

In this report we are showing these outcomes distinctly in terms of our inputs and achievements; but they aren't standalone – they are all very closely connected and delivered as a result of a whole package of support.

Section 5: How we achieve our aims

We help individuals make informed choices about their health

We recognise that it's important to support individuals to set small realistic goals based around the topics covered in one to ones and groups. We then use behaviour change tools, so people can maximise their capability and be in control of their choices. Examples include:

- Introducing tools to help with self-care and capturing progress, such as apps like MyFitnessPal, food diaries, pregnancy journals, and goal/weight cards.
- Not adopting a 'one size fits all' approach; people choose where, when and how they engage with us – for example, postnatally new mums can attend Fit Mums with children or Fit Me on their own, taking time out.
- Focusing on wider wellbeing, responding to needs and relevant health issues of the group were engaging. We have recently linked up with Barnsley Recovery College to do some partnership work around prostate cancer and male mental health issues where they come and delivery a session at Fit Reds utilizing their expertise.
- Referring to other services if our support is not suitable or they have additional needs, for example, referring to GP if blood pressure is over 140/90, or tier 3 dietician for children above the 98th centile.

We work in Primary Care

We are part of a wider integrated workforce in primary care, where Be Well Advisors are seen as valued members of the team. They can help patients overcome barriers, take time to listen and ultimately achieve a lifestyle goal that supports QOF targets e.g. losing weight, reducing blood pressure through improved lifestyles.

In the last few years we have achieved the following:

April 2016 - March 2017:

904 referrals received, **466** achieved their goal (52%)



April 2015 - March 2016:

1070 referrals received, **513** achieved their goal (47%)

We are really pleased that by working together with primary care more patients/clients are now achieving their goal. We plan to market our service further in primary care to raise awareness and ensure we have the right conversations with people at the right time.

We deliver a broad range of interventions

We recognise that one size doesn't fit all, and therefore deliver a broad range of interventions aimed at different groups and designed to encourage healthy lifestyles.



Fit Stix

Fit Stix is a new, innovative programme based on the latest fitness craze. Inspired by drumming, Fit Stix uses lightly-weighted drumsticks to transform drumming into an incredibly effective way of working out. It is adapted for inactive people.



Men's Health

We want to increase the number of men using our service, so we deliver a range of tailored interventions aimed at men, including Men's Circuits at Goldthorpe Salvation Army, Fit Reds and a new weight-loss group called Fit Fellas. Fit Fellas follows the format of a healthy lifestyle workshop, followed by different exercise tasters each week including outdoor circuits, running and indoor cycling.



Fit Reds

We run Fit Reds in partnership with Barnsley Football Community and Education Trust; the name 'Fit Reds' being synonymous with Barnsley FC ('The Reds'). Fit Reds is an award-winning project which has developed into a sustainable eight-week programme for men who want to lose weight and become more active, with weekly circuits and football sessions alongside health workshops. Following the eight-week course, we offer Fit Reds Vets sessions, so the men can continue to take part in weekly physical activity with their peers.



Fit Me

This course is for women to increase their confidence to become more active, lose weight and feel healthier and happier. Taking new approaches to how we deliver interventions is important, so we can try to get the best results for everyone. We tried running our Fit Me course by charging people a small fee to attend two sessions per week for six weeks, instead of one session per week over eight weeks. This has been really well received by the participants.

Section 5: How we achieve our aims



Fit Mums

Fit Mums supports women and their families to have a healthy and happy pregnancy and beyond. We run various pre and post-natal courses to encourage healthy habits to be developed as early as possible. We have been focusing on pre-natal activities since January 2017 and have added aqua natal to the timetable.



Choose 2 Lose

Choose 2 Lose is an 8 week weight loss course for men and women, adapted from the previous Change 4 Life courses run in Barnsley. We reviewed the locations and venues to ensure we were focused on the deprived communities and have incorporated more interactive and practical elements. We also made sure behaviour change is part of every session. This is an eight-week programme and we have made it a drop-in course, so people don't have to book to attend.



My Healthy People

This is an eight-week weight-loss group for people with learning disabilities, which was developed in partnership with Mencap. Two people who used to use the service, who also have learning disabilities, have become Health Champions and support with the delivery. One of the Health Champions has lost 11 % of her weight through the support of a Be Well Advisor and wants to help her peers achieve healthy lifestyle changes. So far we have also run this course at St Helens Church in Athersley and Gilroyd Day Centre.

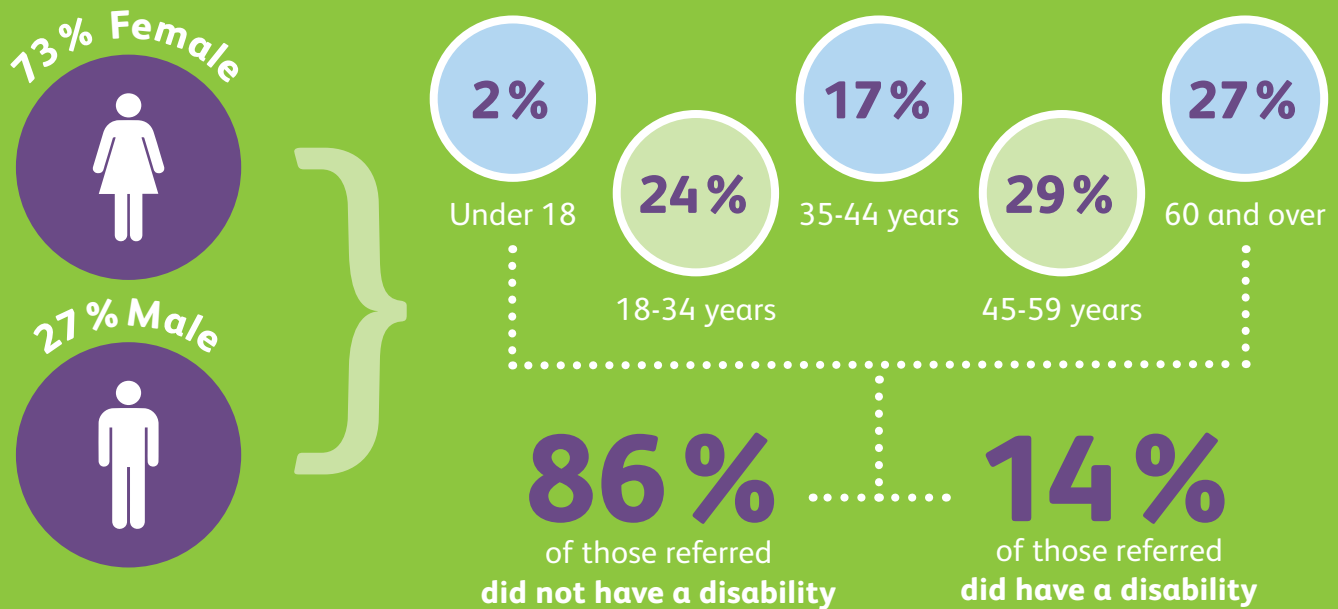


Move 2 Lose

Our Choose 2 Lose programme has been developed into Move 2 Lose, which offers exercise tasters, including activities like cycling, walking, boxercise and gym, alongside healthy weight workshops.

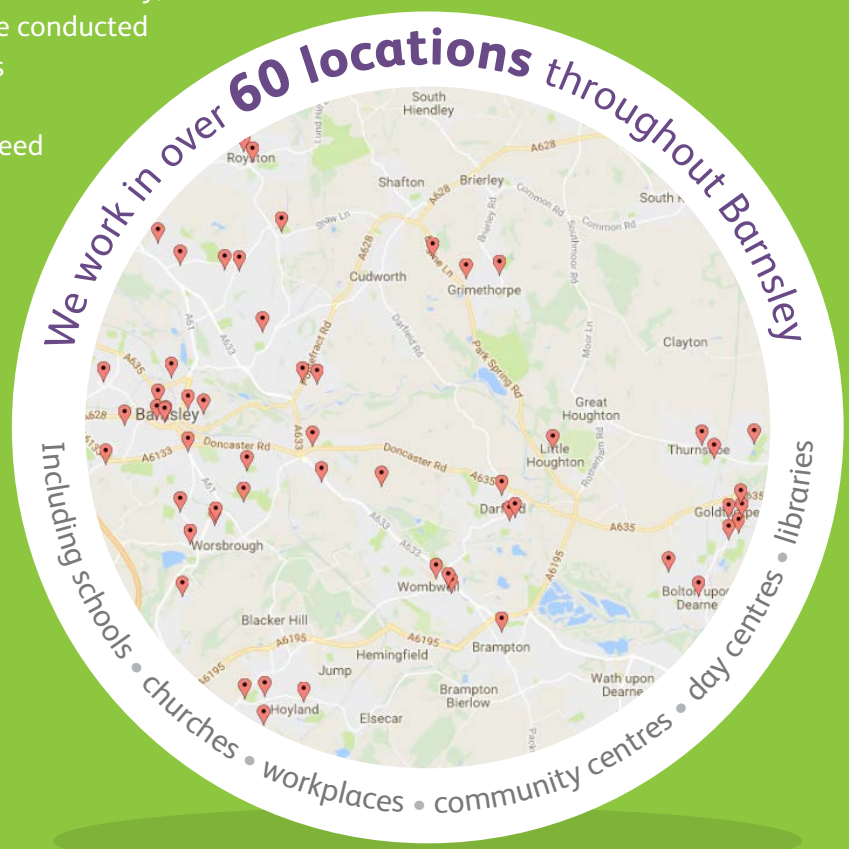
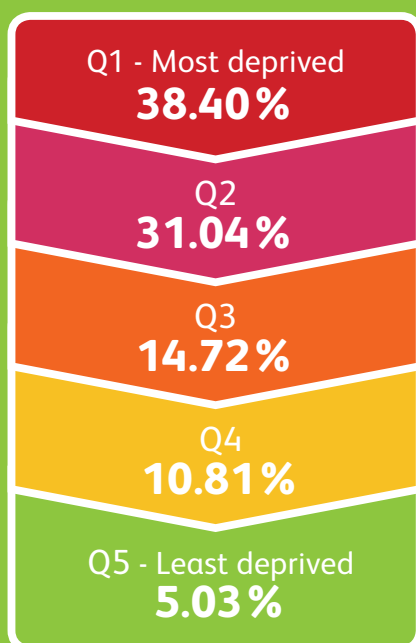
Section 6: Who we work with and where we work

In the year April 2016 – March 2017, we carried out **2174** initial assessments.

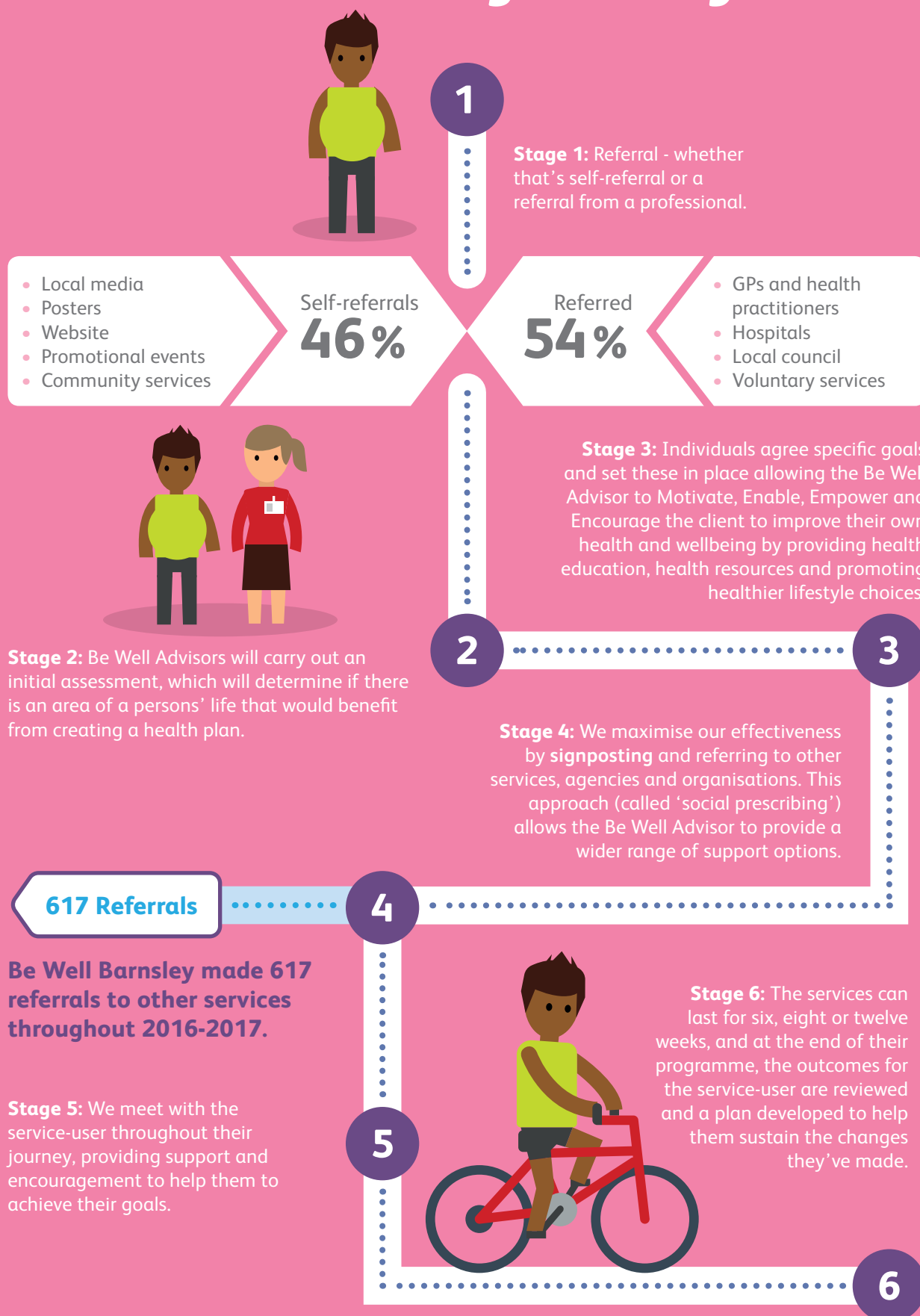


Deprivation

The 'indices of deprivation' are a relative measure which look at a number of factors to determine how deprived an area is. Areas of high deprivation are associated with poverty, low attainment, lower life expectancy and poorer health. For Be Well Barnsley, over half of our initial assessments were conducted with people in the bottom two quintiles for deprivation. This indicates that the individuals with the greatest levels of need are being referred into our service.



Section 7: What our service users' journey is like



Section 8: **What we've achieved this year**

This section will look at some specific achievements including how we have supported children and families as a specific client group, how supporting people to manage their weight has improved their health and wellbeing, and how some of our interventions have encouraged people to adopt healthier lifestyles.

Improving the health and wellbeing of children and families

Improving the health and wellbeing of children and families is a new area of provision that was taken on by Be Well Barnsley in November 2015. There is strong evidence to show that family-based interventions focusing on changing behaviours towards diet are highly effective and that parental input is essential to support this ². The involvement of schools and teachers to support families and children individually is also crucial.

We have developed tailored courses for priority groups e.g. disabilities, foster children, alongside working in partnership with the Salvation Army to deliver support e.g. creating healthy lunchboxes using items from the Foodbank. We have gained referrals from School Nurses, Dietician, Family Support Workers, Strengthening Families (Social Care), and self-referrals from the families themselves. Based on this evidence, Be Well Barnsley has developed a programme of family-based activities, which support parents and children together, as well as children individually. Some of these projects are shown below.



Be Well Families

We have worked with primary schools to deliver a new six-week programme called Be Well Families. This is an after-school course for children and parents to enable them to work together and to become healthier as a family. The course focused on eating well, cooking, physical activity including free games to do at home, positive role models and being healthy together. Be Well Families was also delivered as one-to-one sessions and focused on priority groups.

Healthier Lifestyle Course in Secondary Schools

The Healthier Lifestyle Course has been delivered twice at Shafton Advanced Learning Centre (ALC). Delivered over four weeks, it was aimed at year seven pupils, with a focus on eating well, cooking, understanding food, alcohol and smoking.

Aim Higher

Aim Higher is a programme aimed at children with complex learning disabilities. Our first course was delivered in partnership with Barnardo's. Two courses have been run as a pilot, and more courses have been run recently at Greenacre School. The programme focuses on healthy cooking, physical activity and food safety skills.

Fit Farm and Stay and Play

Fit Farm and Stay and Play are summer-time activities aimed at encouraging children to be healthy through engaging with them in a farm setting. Activities included the meerkat fruit salad, treasure hunt, growing food and a mini-Olympics. The Stay and Play project was aimed at children under three.

Improving the health and wellbeing of children and families

Inputs from PSS and service users		Outputs and achievements	
<ul style="list-style-type: none"> 223 families and 875 individuals attended our courses throughout the year, including 450 year seven children at Shafton ALC, as well as children with complex needs and 21 families through the Fit Farm project. 		<ul style="list-style-type: none"> Be Well Barnsley has achieved the target of engaging 200 families and 500 individuals in the year. The Shafton ALC Healthier Lifestyle Course is now being replicated in Darton College. 	
Who have we helped?		Outcome and Value added	
Children and families		<ul style="list-style-type: none"> Based on pre and post-test evaluations, some of the self-reported outcomes from a cohort of 197 children include: <ul style="list-style-type: none"> - 75 % of children increased fruit and veg intake - 82 % of children reduced fried food intake - 60 % of children reduced high dairy intake - 76 % of children reduced unhealthy snacks Increased physical activity is linked to improved wellbeing and greater academic success³. Improved familial relationships between children and parents as a result of joint activities. 96 % of the children with complex needs engaged through Greencare's rated the course as 'good' or 'very good' stating that they would recommend this to others. 	
NHS and health services		<ul style="list-style-type: none"> The cost of childhood obesity in the UK is £4.2bn per annum⁴. Reduction in childhood obesity will create cost-savings for the NHS. Improved physical activity can be linked to improved mental health and a reduction in risky behaviours such as smoking, generating further savings to the NHS and health services⁵. 	
Local Authority and Public Health		<ul style="list-style-type: none"> Whilst there is a cost to delivering the programme, there are indications from a number of studies that, in general, early interventions are cost-effective in providing both savings and increased wellbeing that exceed the original investments in the programmes. One study determined that the economic returns of early childhood interventions exceed cost by an average ratio of six to one⁶. 	

Rebecca's story...

Rebecca is a 15-year-old girl who was referred to the Be Well Families project by her school nurse, to whom she had confided worries about her weight. Rebecca's family owned a fast-food shop and this made it easy for her to access unhealthy foods. Because she was embarrassed by her weight, she chose not to eat at school. At the end of the day she'd feel really hungry, and when she got home, would eat lots of fried foods from her mum and dad's shop. The only exercise Rebecca did was one hour of P.E. a week at school.

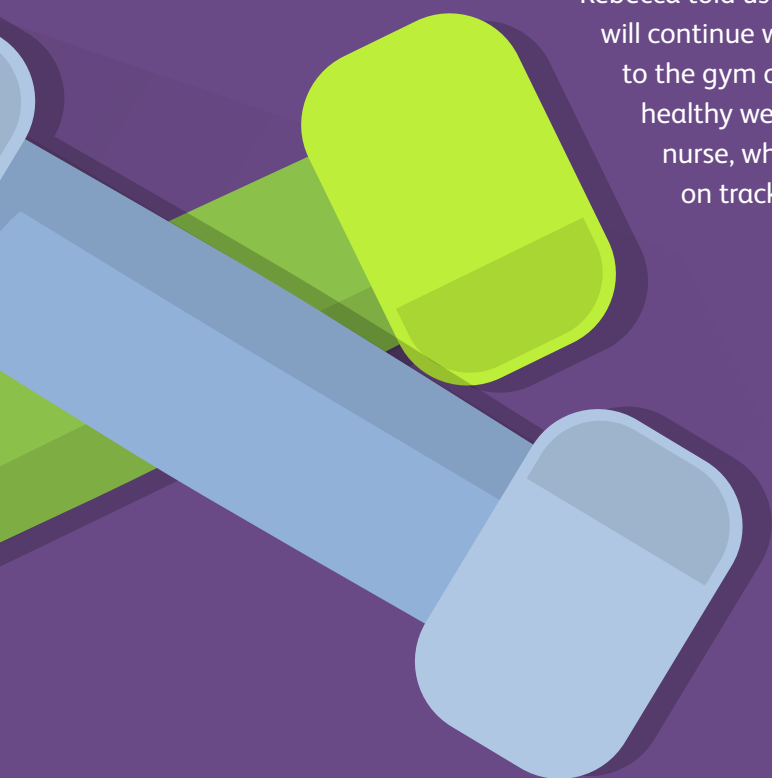


To support Rebecca, a Be Well Barnsley Advisor delivered a lunchtime group at her school, where they explained the importance of consuming regular meals, and how this can help with weight loss, to Rebecca and three of her friends. The group of friends decided they would all have something to eat together at lunchtimes to support one another.

Rebecca and her friends also told us that they had sleepovers every Friday where they would go to Rebecca's house for a takeaway from the shop - usually fried chicken and chips or pizza. During one of the lunchtime groups, we helped the group of friends make a pitta bread pizza - to show them how they can make healthier choices. The following week they had made the pitta bread pizzas again at their sleepover and had also gone on a walk instead of just sitting in the house.

At the end of the 12 weeks, Rebecca had decreased her weight dramatically - going from 112.1kg to 96.6kg, alongside making physical activity part of her weekly routine. As well as eating more healthily, she increased her physical activity levels from just one moderate session per week to five moderate and three vigorous sessions, which is in-line with government guidelines. She did this by attending the school gym a few nights a week and going on long walks with her friends at the weekend.

Rebecca told us that she is really pleased with her progress so far and will continue with the lifestyle changes she has made. She still goes to the gym on a regular basis and is determined to achieve a healthy weight. The support of Rebecca's friends and the school nurse, who she sees on a monthly basis, continues to keep her on track.



Improving health and wellbeing by reducing adult obesity

Adults being overweight and obese is a significant issue, both in the UK and globally. Over two billion adults worldwide are classed as overweight and over 700m classed as obese. In the UK, obesity rates nearly doubled between 1993 and 2011; from 13% to 24% in men and from 16% to 26% in women ⁷. In Barnsley, we know this is a significant issue, with data from the Active People Survey and local GP records showing that 7 in 10 adults are overweight or obese ⁸.

What is obesity?

Obesity is defined by the World Health Organisation as ‘abnormal or excessive fat accumulation that may impair your health’. It’s measured using your body mass index (BMI). BMI is a simple index defined as a person’s weight in kilograms divided by the square of his height in meters (kg/m^2).

The classification of healthy weights are shown below.



The impact of obesity

Being obese is directly linked to a range of chronic and severe medical conditions, including diabetes, cardiovascular disease, musculoskeletal disorders, cancer and diabetes ⁹. It’s estimated that life expectancy is reduced by an average of two to four years for those with a BMI of 30 to 35 kg/m^2 , and eight to ten years for those with a BMI of 40 to 50 kg/m^2 . ¹⁰

In 2014, NICE produced a public health guideline which recommended weight management lifestyle programmes that should address local needs and help people set realistic goals – primarily to lose approximately 3% of their weight and ideally maintain the loss. Be Well Barnsley has worked to provide programmes that do exactly that.

Improving health and wellbeing by improving weight management

Inputs from PSS and service users		Outputs and achievements	
<ul style="list-style-type: none">• Courses are provided by PSS throughout the year, focusing on weight management as well as physical activity to support the reduction of adult obesity.• Courses adhere to national guidelines, by focusing on lifestyle and behavioural change; as well as having targeted courses for parents, men and people with learning disabilities.		<ul style="list-style-type: none">• 75 % of clients engaging with the programmes have seen a reduction in weight, with well over half losing over 3 % of body weight.• Over half the clients we have worked with have seen a reduction in their BMI.	
Who we helped		Outcome and Value added	
Service users	<ul style="list-style-type: none">• Across all of the Be Well Barnsley programmes, out of 1104 of our service users' post-course weights, 623 lost 3 % of their body weight and above (56.5 %) and 205 lost 1-3 % (18.5 %) of their body weight. In total, 828 lost weight – a total of 75 % of all service-users.• 51 % of the 1709 service-users who's BMI we had recorded reduced it:<ul style="list-style-type: none">- 272 service users reduced their BMI by between 0 and 1kg/m²- 438 service users reduced their BMI by between 1 and 5kg/m²- nine service users reduced their BMI by between 5 and 10kg/m²• An estimated 7.1 per cent of deaths (35,820) were attributable to elevated BMI in England and Wales in 2014. Each individual lost 12 years on average. Reducing BMI will result in increased life expectancy and reduced mortality.		
NHS and economy	<ul style="list-style-type: none">• The gross cost to the public sector of obesity is £6.07 billion per year. Taking into account a £3.6 billion per year reduction for unrealised pension, healthcare and benefit costs as a result of premature death; this means that the total net cost of obesity-related issues is £2.47 billion per year ¹¹.		
Local Authority and Public Health	<ul style="list-style-type: none">• Reductions in obesity will consequently reduce the risks of heart disease, diabetes and cardiovascular disease. It will also lower blood pressure.		
Cost effectiveness			
Economic modelling has shown that if weight loss achieved by attending a lifestyle weight management programme were to be maintained for life, these interventions would be cost effective, provided they cost less than £500 per person and on average, participants lost more than 1kg in weight ¹² .			

Zoe and Ian's story...

Zoe and her partner Ian were referred to Be Well Barnsley by their GP as they needed to lose weight and increase their physical activity. Zoe was waiting for an operation on her hip and had been told to lose weight before they would go ahead with the procedure. She was struggling to walk and did no exercise at all and both she and Ian had very poor diets.

After meeting with Sean, their Be Well Barnsley advisor, they started completing food diaries and making small changes each week especially around unhealthy snacks and high fat foods. This led to Zoe and Ian feeling more confident and they decided to access the community gym together. This was a massive achievement for Zoe who struggles with her mobility. The exercise bug took hold and she is now attending classes such as chair-based exercise while Ian attends Fit Reds.

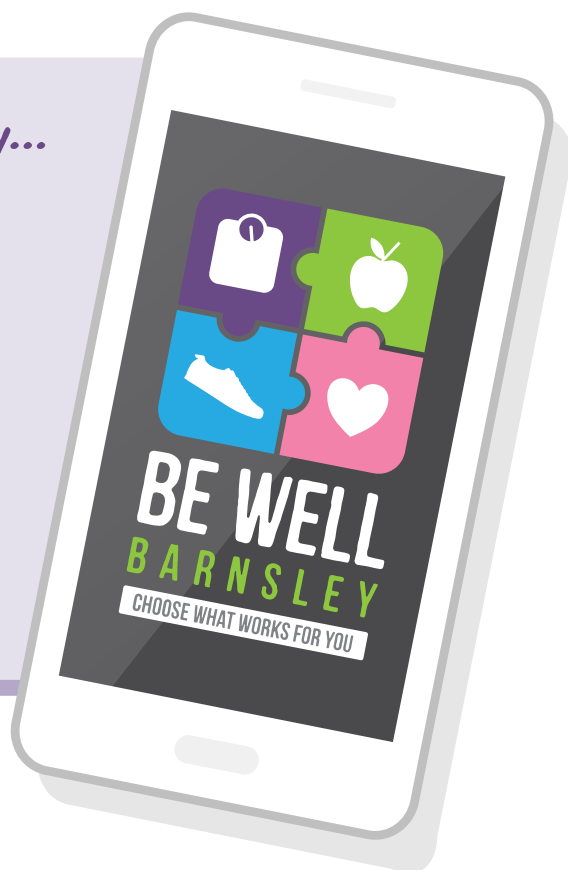
Sean talked with them both about how calorie intake and moving more is key to weight management and they both bought Fitbit devices as a motivational tool. This enabled them to monitor their weekly weigh-ins and food intake using My Fitness Pal which all links into their Fitbit recording their daily activity, helping them get the balance right.

Zoe lost enough weight for them to be able to proceed with her operation. There are days when this is painful and restricts her exercise but her motivation and drive are fantastic and when she does exercise her effort is tremendous. Zoe has had a real push over the last few months to lose more weight after her hip operation. She hopes that once she has fully recovered she will be able to increase her exercise intensity but has already started attending Fit Stix to enable her to continue her weight loss,

12 months later Zoe and Ian still attend the community gym at Shaw Lane and other classes such as Zumba and Aerobics where Zoe adapts these by sitting down. This is a massive change as when Zoe first started she couldn't walk up the ramp to Shaw Lane. They both attend Shaw Lane on a weekly basis to get weighed and have a quick chat about their progress and any issues. Zoe will also text for advice and information on her diet if she is unsure on a products suitability or food labels.

Since coming to Be Well Barnsley...

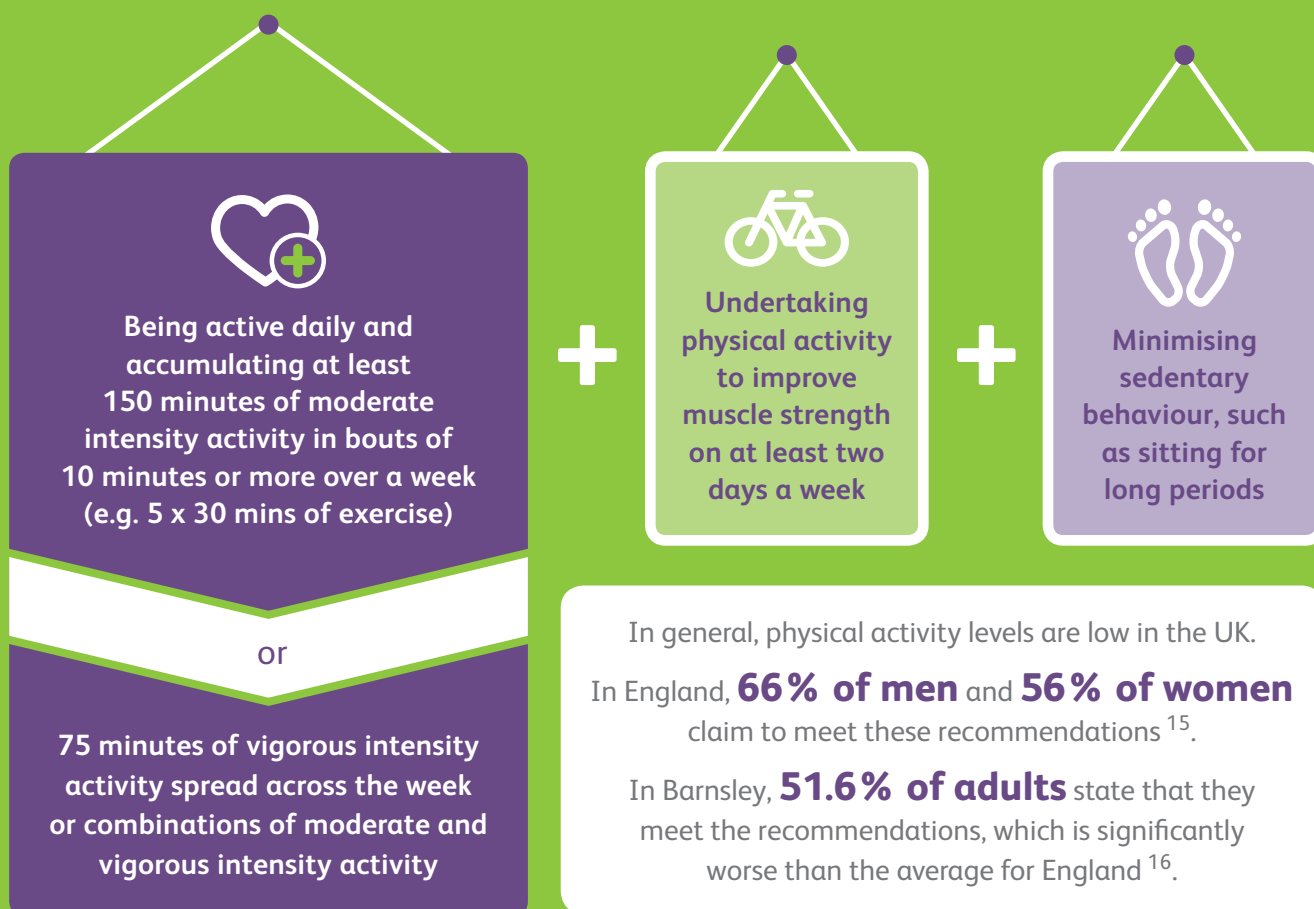
- ✓ Zoe started at 145.4kg and is now 105.4kg, **a total weight loss of 40kg - 6 stone 5lb**
- ✓ Zoe has dropped from a size 32 **to a size 22 in trousers**
- ✓ Ian's blood pressure has dropped from 145/84 **to 116/71**
- ✓ Ian has dropped from an XXXL shirt size **to XL** and has lost **4 inches off his waistline**



Improving health and wellbeing through increasing physical activity

Physical activity can significantly improve both physical and mental wellbeing, helps manage and keep health conditions at bay and reduce all-cause mortality throughout life. It can also improve life expectancy. For example, physical activity can help prevent and manage over 20 conditions and diseases, including coronary heart disease (CHD), some cancers, diabetes, musculoskeletal disorders and obesity¹³.

The chief medical officers across the UK issued guidance in 2011 on the recommended levels of physical activity for adults age 19-64. For adults, the guidelines recommend¹⁴:



Qualitative evidence suggests that physical activity interventions which allow people to develop social support networks might be beneficial in encouraging regular attendance and long-term improvements in levels of physical activity. Practical factors, such as accessibility of venues, are also important in ensuring that people are able to attend and commit¹⁷.

Be Well Barnsley has aimed to address the needs of the people in the borough by providing a range of schemes improve physical activity and exercise across a wide geographic area; with courses aimed at men, women, mothers and people with disabilities.

Improving health and wellbeing by encouraging healthy lifestyles

Inputs from PSS and service users		Outputs and achievements	
<ul style="list-style-type: none"> • Courses provided by PSS throughout the year focusing on improving physical activity and adopting healthy lifestyles • Provision of two low-cost community gyms, and negotiated reduced pay-as-you-go rates for other gyms in Barnsley. • Signposting to a range of physical activity classes and community groups which provide 1-2-1 and emotional support. 		<ul style="list-style-type: none"> • Out of the 651 people we assessed post-course, 424 said they had increased their levels of physical activity – a total of 65 %. • Of a sample of 347 service-users we contacted 12 months after the intervention, 75.8 % had maintained their increased levels of physical activity. • 80 % of participants reduced their blood pressure from 'high' to a safe level. 	
Who have we helped?		Outcome and Value added	
Clients		<ul style="list-style-type: none"> • So far we have delivered two of the new Fit Stix courses. Participants who completed the course lost a total of 4 % of their weight. • For the 'Fit Me' programme, 89 % of participants completed the course, and of those, 69 % achieved a 3-5 % weight loss. • We have delivered Fit Reds to 849 people over 47 courses and the men have lost a combined total of 6483lbs – that's an average of over half a stone per person. • 88 women have attended Fit Mums pre and post pregnancy. 52 % of participants achieved their primary goal. 	
NHS and economy		<ul style="list-style-type: none"> • The gross cost to the public sector of obesity is £6.07 billion per year. Taking into account a £3.6 billion per year reduction for unrealised pension, healthcare and benefit costs as a result of premature death; this means that the total net cost of obesity-related issues is £2.47 billion per year ¹⁸. 	
Local Authority and Public Health		<ul style="list-style-type: none"> • Reductions in obesity levels will consequently reduce the risks of individuals developing a number of long-term conditions including heart disease, diabetes, cancers and cardiovascular disease. • It is estimated that the average annual health and social care cost per year for a person without a long-term condition is £1000. This rises to £3000 for a person with one long-term condition, to just under £6000 for a person with two, and approximately £7800 for a person with three ¹⁹. 	



Jamie's story...



Jamie was referred to Fit Reds by his GP when he said that he wanted to lose weight and increase his fitness levels. By his own admission, Jamie didn't really know anything about what following a healthy diet would involve or what kind of fitness or exercise programme to try.

Joining the Fit Reds programme was the perfect way for Jamie to understand how to live a healthier lifestyle. Each week, the group learned about different topics relating to nutrition and healthy eating, like making sense of food labels, identifying healthy/unhealthy fats and recommended alcohol consumption. Jamie began keeping a food diary to understand his food choices and how much food he consumed in a day. He also started to take part in the exercise sessions provided in the Fit Reds programme.

After eight weeks, Jamie had lost over two inches from his waist, lowered his blood pressure considerably and had lost 7 % of his total body weight. He told us he now realised that, in order to lose weight and lead a healthier lifestyle, he just needed to make a number of small, easy changes to the way he was living, so he could sustain his new lifestyle on a long-term basis.

Jamie and the rest of the Fit Reds group requested that the Be Well Advisors introduced a sample meal plan, to give them a better understanding of what they could eat in a day.

This was really positive feedback and we have now incorporated this into the programme.

Jamie is still using the knowledge he gained from attending the Fit Reds course and is still doing very well in leading a healthier lifestyle. He keeps in touch with the other participants from the course and they get together every week to have a game of football.

Section 9: **Spotlight on Be Well Barnsley**

Spotlight on... Innovation

- Working collaboratively on placed-based initiatives, for example, with Barnardo's for our work with children and their families has been key as we engaged parents and their children attending Webster Stratton (parenting course) and children with learning difficulties in the Aim Higher group.
- Using apps to support self-care, helping people take a more active role in looking after their health; for example, Food Smart, One You.
- Using social media as a promotion tool, this is low costing and means we can target adverts based on geographical areas and demographics, for example spending £19.00 to promote an Aqua Fit course, we had 62 comments, 14 shares, reached 6,286 and 173 post clicks, in one day the 20 places were fully booked.
- Incentives relevant to the groups, for example, Fit Reds playing a match on the Barnsley FC pitch, Smoking in Pregnancy pamper pack.

Spotlight on... Health Champions

Be Well Barnsley is supported by Health Champions who are vital to what we do, whether its sharing a post on social media regarding a new Be Well Barnsley activity, sharing their experience of the service with other people or delivering and supporting groups in the community, everybody makes a big difference. A total of 50 hours a week is given to support to deliver Be Well Barnsley activities.

Examples include:



3 Football sessions (6 hours)
and **1 Disability Football (2 hours)**



6 Champions support the
community gym at Shaw Lane



3 Champions support
Dearne Stay Fit



1 Community Allotment
(28 hours a week)



1 RSPH Health Improvement
Training (16 hours one off)



3 Champions support
Fit Reds

Spotlight on... Shaw Lane Community Gym

Shaw Lane Community Gym is a great example of an activity supported by our health champions. The idea of our gym is for it to be accessible to service-users who can't or don't want to access mainstream gyms. This could be for a multitude of reasons, but most common are affordability, having to sign up to contracts and the unwelcome feeling service-users get when they are currently overweight or inactive.

Our gym provides a safe and welcoming environment for service-users with similar needs to come together and make positive lifestyle changes. They are given an access fob to let themselves in which costs only £2, and after they have been received it, can access the gym as many times as they like.

Jason, one of our health champions, helps with the running of the gym by coming in twice a week to clean machines, helping with maintenance by checking all machines are working and then setting up bikes for a cycling group that runs every Friday.



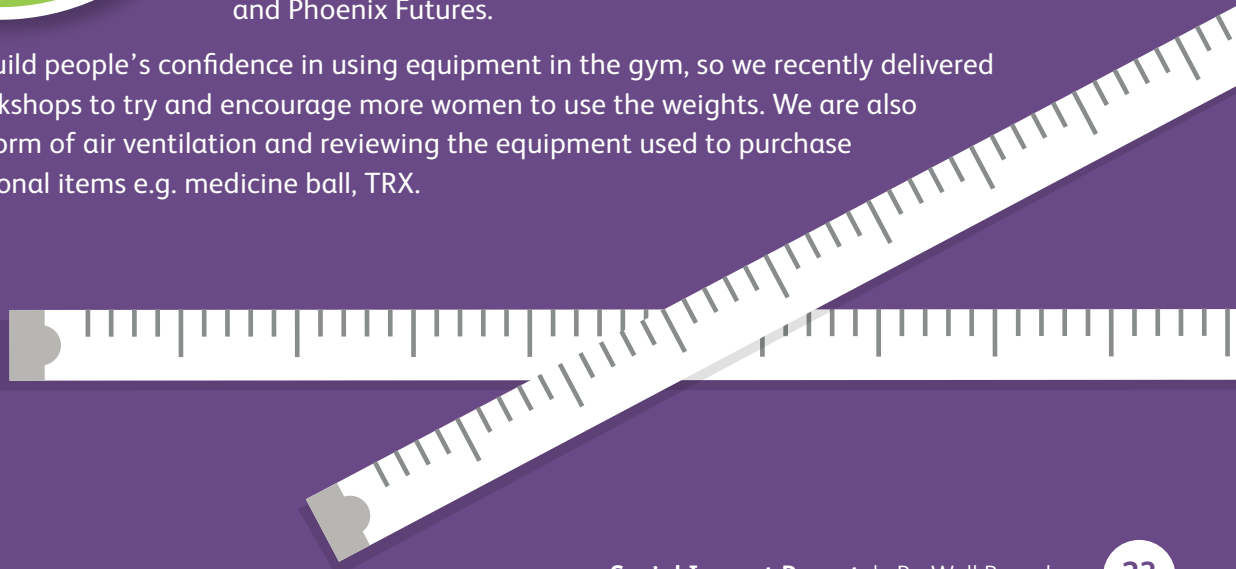
The difference this makes...



The gym has particularly been popular with people in the community of other ethnic backgrounds; 36 of the 124 people (29%) who signed up are from a BME background. This is significantly higher than the proportion of clients accessing Be Well Barnsley as a whole.

The gym has also provided a welcoming environment to complete some targeted interventions with young people, asylum seekers/refugees and people in recovery from substance misuse. Links with these groups have been developed by working in partnership with local organisations such as British Red Cross, Barnsley Youth Service, Horizon School and Phoenix Futures.

Next steps is to build people's confidence in using equipment in the gym, so we recently delivered two women's workshops to try and encourage more women to use the weights. We are also looking at some form of air ventilation and reviewing the equipment used to purchase some more functional items e.g. medicine ball, TRX.



Section 10: What our stakeholders say about us

What our service users said...

I started Fit Stix to lose weight and get fit. I have a laugh with the other members while keeping fit. The instructor is good and clear with instructions and helps when needed.

I achieved the personal goals I set myself. I have breakfast every day, whereas before I didn't eat it at all, and I have swapped biscuits for fruit.

Class is very good, I'm enjoying it, plus, it's working for me - I've never felt better. I don't feel stupid when I'm dancing - the team is very happy to help and extremely supportive, giving guidance when needed.

Doing the sessions has opened my eyes: I'm now looking at food labels, checking the amount of fat and sugar in different foods and understanding carbs in order to lose weight. I'm also increasing exercise to help burn off excess calories.

My boys have really enjoyed the sessions and I would definitely come to another. They have been a great way to learn new recipes and games.

I found it very helpful - both my Be Well Advisors were great. They make each session understandable and easy to follow, are extremely approachable and always make time to answer your queries.

What professionals said...

The service is brilliant. Louise is fabulous with the groups. She brings humour to the sessions and ensures she includes everyone in the activities, encouraging parents to engage their children in making meals.

Family Development Service, Barnardos

The staff are always pleasant and approachable, happy to help anyone and very knowledgeable on subject matter, they never push people too far with any exercise but gently nurture members to try a little harder.

Community Shop, Goldthorpe

Be Well Barnsley help market the family centre and encourage parents to access it, enabling us to give out further information for other groups they can attend.

Darfield Family Centre

The practical sessions Chloe did with us in small groups were great and really drove home the messages she was talking about around traffic lighting of food labels, reduced sugar and salt and calorie counting.

Barnsley Hospice Workplace Healthy Weight Intervention

This offers our patients the opportunity to achieve their lifestyle goals quickly and efficiently. All my patients compliment the service on how often they are seen, and the support they are given - particularly by James. The service is run efficiently and the support provided gives excellent results. Keep up the good work.

Kingswell GP Practice

Section 11: Our economic and social impact

One important feature of delivering a service like Be Well Barnsley is demonstrating its effectiveness - not only in the outcomes that we help achieve, but also the value and social value that we create.

In 2010, Graham Lister was commissioned by the Department of Health to carry out a review of Health Trainer services (like Be Well Barnsley). He identified values that could be attributed to the goals being achieved and developed a tool to enable services to clearly show the impact they were having.

How the tool works...

Identify the number of clients supported to achieve each outcome

Identify the numbers achieving their goals

The tool will attach a value to that number (e.g. a health gain, an emotional gain, a specific cost)

The tool will also look at the future costs associated with the outcomes achieved

The tool calculates the social return on investment (SROI)

Based on the number of clients achieving their personal goals in relation to diet and activity, and the value generated from lower and higher level signposting, social value was created in three different ways:

- Human Value of a Quality Adjusted Life Year (QALY)
- Savings to the economy from employment impacts
- Savings to the NHS and Local Authority

The result of the SROI analysis was that for every **£1** invested in Be Well Barnsley - **£15.09** was created in Social Value ²⁰

This was calculated using national data and proxies, with conservative assumptions.

References

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