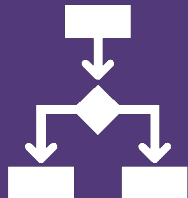


Health Select Committee Briefing

Wiltshire Health Improvement Hub and Smokefree Developments

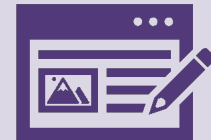


- 1) Key highlights of the service and its 10-year celebration
- 2) Key metrics from last financial year
- 3) Service developments working towards a smokefree generation

Acknowledgements

This report has been compiled by Wiltshire Council Public Health team

Further information and data about Wiltshire Public Health can be accessed on the Wiltshire Intelligence Network website here <https://www.wiltshireintelligence.org.uk/>



- The service has gone through several names and iterations over the last 10 years culminating in the Wiltshire Health Improvement Hub.
- The service specialises in behaviour change and helping Wiltshire residents make positive lifestyle changes.
- Managed by three Public Health Practitioners (each with a topic specialism) and includes a team of Health Coaches and a Wellbeing Admin team.
- Provide 1-1 and group support on smoking cessation, emotional wellbeing and weight management.

2014

Service launched

Health Trainers
helping you
to help yourself 

2015

BP checks
introduced

Replaced Health
Matter Nurses in
Libraries



2020

Covid-19 work:
Wellbeing Hub
Outreach – boater
vaccinations
Mortality data
Test and Trace

2020

Rebrand to: Health
Improvement Coaches
and Wiltshire Health
Improvement Hub



2020

Shift in focus to
include emotional
wellbeing in the light
of Covid fall out



2020

Group Weight Management team created

2021

Obesity grant – team expanded



2021

Restructure: Subject based PH Practitioners

2022

Healthy Mind Pilot group programme launched. Based on the 5 Ways to Wellbeing



2022

E-cigarette pilot



2022

Move with Bath
collaboration with
Bath Rugby
Foundation

2023

Group Stop
smoking
programme
launched



2023

Apprentice Health
Coaches recruited
with the help of
Community
Conversations

2024

Smokefree
generation grant

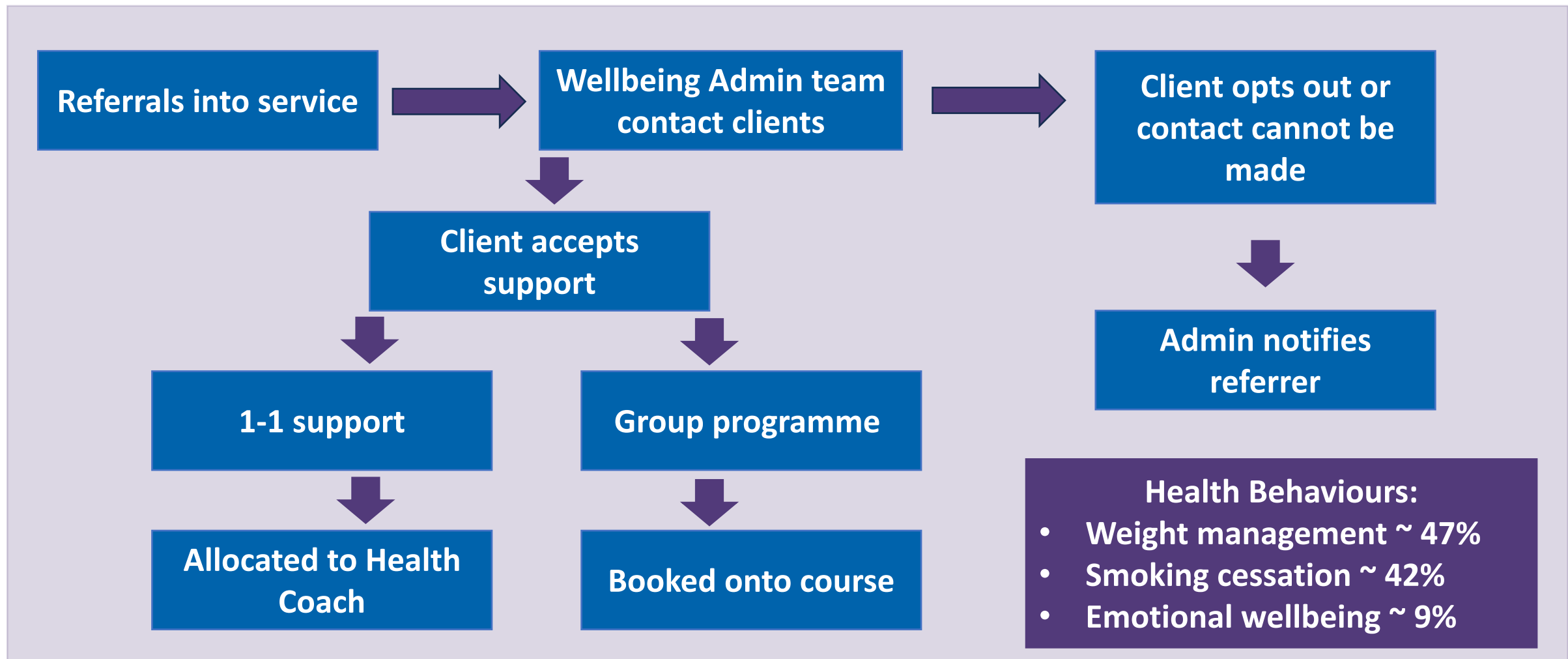


2024

4th Team being
created dedicated
to smoking
cessation



Client journey through the service



Clients supported since the service began



“Focusing solely on the most disadvantaged will not reduce health inequalities sufficiently.

To reduce the steepness of the social gradient in health, actions must be universal, but with a scale and intensity that is proportionate to the level of disadvantage.

We call this proportionate universalism.”

From: Fair Society, Health Lives: The Marmot Review





Gender, age and ethnicity

68.9% female
30.9% male

84.9% white
British
7.8% other
Ethnic groups

Age band

18-35

36-65

66+

20.1%

64.1%

15.5%

Experience of disparity

93.24%

Clients living in Quintiles 1 or 2
or on Means Tested Benefits

1-1 Health Coaching

- The Wiltshire Health Improvement Hub is now a well-established service.
- There is continued use of service by Wiltshire residents.
- Annual reports are produced on data which are available on request.
- SWAP Audit recently carried out an independent audit on the service, which achieved the highest level of assurance.



Wiltshire Health Improvement Hub (part of the Health Improvement team)



**PH Practitioner –
Smoking
Cessation**

Team of Health
Coaches covering
all behaviours



**PH Practitioner –
Emotional
Wellbeing**

Team of Health
Coaches covering
all behaviours



**PH Practitioner –
Weight
Management**

Team of Health
Coaches covering
all behaviours



NEW

**PH Practitioner –
Smoking
Cessation**

Team of Health
Coaches with a
smokefree focus

Service developments around smokefree generation

Health Needs Assessment (HNA) on smoking



We are currently designing our offer on engagement.

The HNA will provide valuable data to inform our smoking cessation offer. This has included gathering feedback from Wiltshire residents.



Grant conditions – 1st year need an extra 403 quit attempts.
Increase number of people to engage and ultimately more quitters



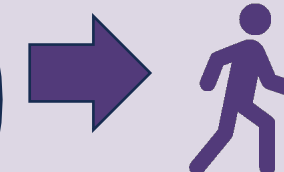
Workplace focussing on routine and manual workers (R&MWs)



Homeless



Additional capacity to support outreach work



Setting up face-to-face stop smoking groups around the county



Drop-in sessions

- The committee is asked to note the achievements of the Health Improvement Hub and consider how the service could further support the council's wider objectives and collaborate with other services or populations
- Consider the smokefree generation ambition and opportunities where the health coaches could offer support on smoking cessation to populations with higher smoking prevalence