

# Healthier Wiltshire

Making Wiltshire the  
Healthiest County by 2014

“Becoming an Exemplar  
Employer”

Working with Health OSC –  
29/6/05



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# Origins of the Project - Local

- One of 4 key Strategic Objectives for the Wiltshire Strategic Board (WiSB)
- A key feature of the Strategy for Wiltshire - “A County fit for our Children”.
- Leadership – political and officer – sign up
- A major feature of the Comprehensive Performance Assessment
- A major feature of the LPSA II



# Origins of the Project - National

- Choosing Health
- White Paper
- Public Interest
- Media Campaigns and Programming
  - BBC Survey
  - “Fat Nation”
  - Jamie Oliver
  - Advertising changes



# Outline of the Project

- Concentrates on Health and Wellbeing not services
- Three major lifestyle issues chosen
  - Smoking
  - Alcohol and Drugs
  - Obesity (Diet/Exercise)



# Underlying Themes

- Best Practice
- Exemplar Employers/Healthy Employees
- Mapping Inequalities
- Research/Analysis
- Use of Existing Evidence Base



# Routes for Engagement

- Employer
- Community

## **Employer**

- Little used lever to date
- WiSB direct engagement with large proportion of adult working population
- Best practice to encourage others
- Exemplar employer
- Commissioning role



# Exemplar employer-the building blocks

- WiSB sign up ref Key Strategic themes
- Health and wellbeing used as frontrunner
- Waste and Basic learning skills now engaged
- Political Leads, Chairs and Chief Executives “challenged”
- Preaching without practising



# The LPSA Approach...

- Baseline assessment in Wiltshire shows:
  - 39% of adults don't exercise regularly
  - Only 32% of adults eat 5 a day
  - 43% of adults thought illegal drug supply was a big problem everywhere in Wiltshire's towns and villages
  - 73% of 15-19 year olds had been offered drugs





## ...continued

- 25% of females and 26% males smoke
- 25% of males and 13% females drink above recommended levels
- 52% of adult females in obese and overweight categories (national 50%)
- 65% of adult males in obese and overweight categories (national 59%)



# The LPSA Approach

- Explorer Partnerships
  - Engaging HDA, Observatory and GOSW
  - Focus on using established evidence base
  - Developing new and meaningful measures of health and well being



# continued ....

- Freedoms and flexibilities
  - I.I.P. flexibility to accredit “healthy” employers
  - Ofsted flexibility to accredit “healthy” schools



# Developing Meaningful Measures

- What lifestyle measures should we have for:
  - Smoking
  - Alcohol/Drugs
  - Obesity (Diet/Exercise)



# continued ....

- Exploring audit/survey methods for collecting and collating the information via:
  - Employers/employees – All in Public sector
  - 25000
  - Other employers represented on WiSB
  - Web based
  - Simple and short



# Lifestyle questionnaire

- Do you smoke at least one cigarette/other tobacco per day? **Yes/No**
- Do you drink more than 2-3 units(woman) or 3-4 units(man) of alcohol on average per day? **Yes/No**
- Do you eat 5 or more portions of fruit/vegetables on average per day? **Yes/No**
- Do you do on average at least half an hour of physical exercise per day? **Yes/No**

# Developing a Framework

- Variety of actions emerging without a framework
- Organisations starting to ask – what can we do?
- Framework devised with 4 headings:
  - Legislation
  - Policy
  - PR/Communication/Education
  - Services

# Reviewing Policies

- Ask the basic question – if you were joining the organisation what supporting policies are in place?
  - What does the web site tell me?
  - Is there a well being policy?
  - What am I told at induction?
  - Can I get subsidised leisure/gym membership?
  - What is the smoking policy?
  - What are the employee travel to work policies?



# Developing PR/Communication

- Healthier Wiltshire website
- Own brand/image
- Avoid temptation to add all organisation logos
- Ensure infrastructure support
- Use existing channels
  - other organisations websites
  - staff newsletters
  - piggy back other events -World Book Day

# Services for employees

- Are the traditional and new services and facilities available for employees?
  - smoke cessation in the workplace
  - water dispensers
  - stress relief
  - changing facilities
  - healthy options in canteens

# The Big Public Health Question?

- How can we ensure that actions we take do not increase health inequalities?
- Balance against – how can we preach without practising appropriately as “Healthy Employers”?

