

Developing
Neighbourhood
Health
Improvement
Plans

Healthier Bury

Lets Do it

Healthier Bury- Lets Do it

What is the data telling us ?

- Covid is having significant impacts on the lives of residents and the city region of Greater Manchester (GM) as a whole
- 1:4 GM residents have concerns about their children's mental health
- 1:4 GM Residents are sleeping less, doing less exercise and same proportion are drinking more alcohol
- In Bury - Around half of residents are extremely/very have been worried about coronavirus (47%)
- One in four Bury residents (26%) feel they need more support with their mental health
- In Bury around one in five need more support with staying active (19%) and eating healthily (20%)
- In Bury tackling the feeling of loneliness (20%) and caring for adult relatives (18%) or others in the community (18%) are concerns from Covid - which is in line with the GM average
- When asked whether they need more help, support or advice on a range of issues, one in four GM residents admit they need more help or support for their mental health, tackling the feeling of loneliness, staying active and eating healthily

Groups affected by the COVID-19

While it is clear from the findings outlined in this report that the concerns, anxieties and impacts of the pandemic have been felt throughout the GM population, certain groups appear to have been impacted more than others including :

- Young people, particularly those aged 16-24;
- Residents with young children, and particularly those aged 0-4yrs;
- BME residents overall, but Asian residents in particular;
- Muslim residents and those for whom English is not their first language;
- Carers, and residents where someone in their household has been told they are at high risk from COVID;
- Those with a disability;
- Residents that have served in the armed forces;
- Those living in the 'most deprived' communities of Greater Manchester, among others
- CEV / Shielded

COVID-19 and inactivity – Sport England (Oct 20)

- Nationally Active Lives Survey : During the mid-March to mid-May period, the number of active adults fell by 7.1%, or just over 3 million, whilst inactivity levels rose by 7.4% or 3.4 million adults.
- Bury Active Lives May 2019/20, has seen an increase (4.2%) in the inactive population in Bury in the last 12 months.
- Bury has seen the percentage of people active for at least 30 minutes a week, decrease by 3.1% since Active Lives began (November 2015/16) in comparison Greater Manchester as a whole has increased the moving population by 0.5% in the same time period
- Overall, the highest levels of inactivity are amongst the over 75's (47.8%), those from lower socio-economic groups, NS-SEC 6-8, (44.5%) and those with long term limiting disabilities (41.4%)
- The lowest levels of inactivity are amongst higher socio-economic groups, NS-SEC 1-2 (19.4%), those working full or part time (22.5%) and 16 to 34 year olds (26.8%).
- The proportion of children moving (achieving an average of at least 30 minutes of physical activity a day) in Bury has dropped significantly (-10.9%) since the Active Lives Children and Young People Survey launched in 2017/18.

Impacts

- COVID-19 is considered as the deconditioning pandemic
- The deteriorations in physical and mental health are profound
- The pandemic has increased inequalities

A structured systematic approach to support the health improvement of Bury residents is required.

Strategic Alignment

The neighbourhood improvement plans will closely align to the vision, aims and objectives of a number of existing key strategies including;-

- Bury 2030 Strategy
- Bury Corporate Plan
- Bury Moving Strategy
- Bury Food Strategy
- Bury Mental Health Strategy

Our Vision

Healthier Bury - Lets Do it

To ensure the people and communities of Bury are supported to recover both physically and mentally from living with Covid, individually and collectively.

This is to be achieved by creating conditions where the healthy choice is the easy choice.

We will also work to facilitate opportunities for individuals and communities to come together and thrive to lead happier healthier lives.

Our Approach

- Embed the programme into the new **Neighbourhood Model**
- **Place based approach**
- **Enable and empower the community** to lead and deliver interventions
- **Create an Enabling Role** to adopt a partnership approach
- Work alongside the health and care integrated teams
- Work alongside Children's and Adults early help
- A significant and **high-profile marcomms campaign** to highlight all the great outdoor and indoor facilities, activities and events available which can support positive health and wellbeing
- The programme will also adopt well-established **behaviour change** strategies to get people back moving, improve health and support the adoption of an active and healthy lifestyle as the norm.
- **Collaboration** at the heart of our programme
- **Consultation** to lead programme
- **Life course** approach
- **Targeted and tailored approaches** to ensure communities and groups who need more support are given it – to reduce inequalities

Marketing

- Robust marketing approach linked to the 'Lets Do It' strap line in the 2030 strategy
- Consistent branding of positive health related activities
- Creating something local, meaningful and relatable to Bury residents
- Tailored and targeted messages dependent on the group or locality

Key Programme Strands

- **Interventions to support positive behaviour change** including PA, diet, smoking, substance misuse, mental health and social isolation– Universal, Specialist and Targeted
- Marketing – ***Call to Action***
- Enabling / Empowerment – ***Working alongside the community***
- **Indoor** and **Outdoor** Activities
- Incentive/Rewards – ***Motivating behaviour change***
- Training and Upskilling – ***'Making Every Contact Count'***
- **Digital Offer** (Early Years)
- **Mental Health** (Connect 5)
- **Volunteering**
- **Engagement**

Delivery

- Designated overall Programme lead
- For each neighbourhood there will be a designated Public Health lead supported by a designated Live Well member of staff
- Localised budget for each neighbourhood
- Localised health improvement plan which compliment wider neighbourhood work that is currently happening
- Working collaboratively with the community and existing infrastructures