

# Health Improvement Fund – LET'S Live Well

Jon Hobday

Consultant in Public Health

---

# Background

- Covid has had a significant impact on health and wellbeing – disproportionately affecting some groups
- Ongoing concerns around mental health, substance misuse (including alcohol), inactivity, loneliness, access to affordable food, obesity and widening inequalities
- Commitment to use Covid funding to assist the recovery, improve health behaviours and reduce inequalities
- Idea is that neighbourhood health improvement plans will help shape community response and contribute to achieving existing strategies and plans
- Any plans to align with the wider Bury 'LET'S DO IT' strategy principles

# Approach

- Local health improvement frameworks created – utilising existing strategies to guide what is included
- Localised framework developed for each neighbourhood through key partners from each locality to discuss and agree
- Framework acted as a guideline to help shape bids from community groups
- Funding was split into different lots, with groups being able to bid for neighbourhood specific funding or pan Bury funding
- Process for community groups to bid kept simple (details here <https://www.bury.gov.uk/healthimprovementfund>)
- Meet the funder events were organised in conjunction with pitch funding
- Two locality officers employed
- Multi-agency panels created for each locality to assess bids

# Health Improvement Framework

## Health Improvement Framework: Bury

Framework – for activities

Food	
Actions	Ideas
Address food poverty	Enhance and promote local networks
Develop knowledge of food	Offer training / workshops to health cooking
Develop community food and growing skills	Provide opportunities for developing cooking skills in the community
Support a move from food poverty to food security	Support foodbanks to move to food pantries
Maximise use of community resources	Increased use of allotments, educational courses to voluntary groups to develop project management
Reducing food waste	Develop local schemes and programmes that contribute to reducing waste e.g. campaigns, composting etc
Physical Activity	
Actions	Ideas
Promote social, economic and environmental co-benefits of physical activity	Mass participation events e.g. walking festivals and organised runs – need to emphasise that these events aren't competitive and no specific skills are required as this can often affect up-take.  Regular organised activities i.e., weekly timetables groups / classes
Improve walking and cycling opportunities	Developing walking and cycling groups
Support least active to be active and those most impacted by Covid	Target schemes and initiatives in groups known to be most inactive e.g. BAME, those out of work etc
Use an innovative approach to the provision of places to undertake regular physical activity.	Using community venues such as health settings, community facilities, open schools and colleges for community physical activity provision.
Build on successful activities which have engaged children and young people across our schools.	Initiative to build on the Daily Mile and Change 4 Life Clubs.

Enhance opportunities for older people to become and remain active throughout their lives.	Targeted activities in care homes and in the community
Embracing digital technology creating opportunities for health improvement.	Online physical activity sessions
Mental Health and wellbeing (including suicide prevention)	
Actions	Ideas
Support to dealing with loss and bereavement for all ages.	Bereavement support for adults and children & young people
Raising awareness of suicide prevention strategies	Suicide Awareness training sessions for anyone working and volunteering in Bury
Promote the importance of looking after your mental wellbeing	Rollout of the Connect 5 programme in Bury to raise awareness of mental wellbeing in everyday practice.
Enhance opportunities to help those struggling with loneliness & isolation	Gentle support for those who have shielded / isolated during the pandemic, covid safe coffee and activity sessions.
Support for those suffering emotionally due to covid, job loss / financial worries, health concerns, etc	Peer support, workshops, groups sessions to improve mental wellbeing in neighbourhoods with limited support. Targeting young people, BAME, men and older people.
Self Care	
Actions	Ideas
Promote opportunities where individuals can look after themselves	IT training, hiring out tablets to access internet access
Supporting carers to have time to look after themselves	Respite activities, peer support groups
Support for those struggling to live independently	Network to provide help with basic daily needs
Children and Young People	
Actions	Ideas
Improve school readiness and wellbeing of families	Pre-school interventions

# Submissions

- Over £540,000 worth of bids were submitted
- Total amounts awarded was £452,000
- Target groups supported
  - Young people, particularly those aged 16 to 24 (**£35,000**)
  - Residents and families with young children, and particularly those aged 0 to 4 (**£59,000**)
  - BAME residents overall (**£55,000**)
  - Muslim residents and those for whom English is not their first language (**£39,000**)
  - Clinically Extremely Vulnerable (CEV) people (**£64,000**)
  - Carers/residents where someone in their household has been told they are at high risk from COVID (**£59,000**)
  - Those living with a disability or long term health condition (**£73,000**)
  - Residents that have served in the armed forces (**£25,700**)
  - Those living in the 'most deprived' communities in Bury (**£81,000**)
- All funded projects can be found at <https://theburydirectory.co.uk/lets livewell>

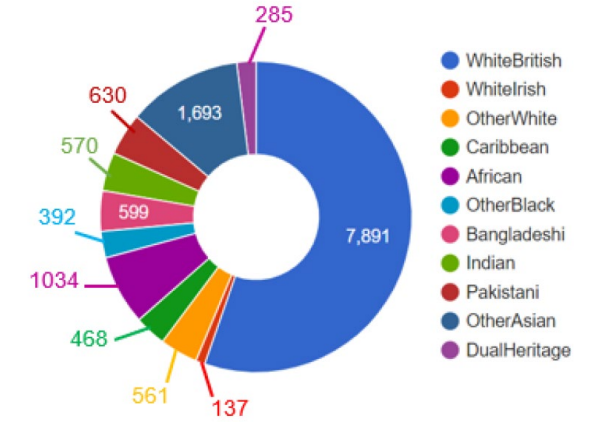
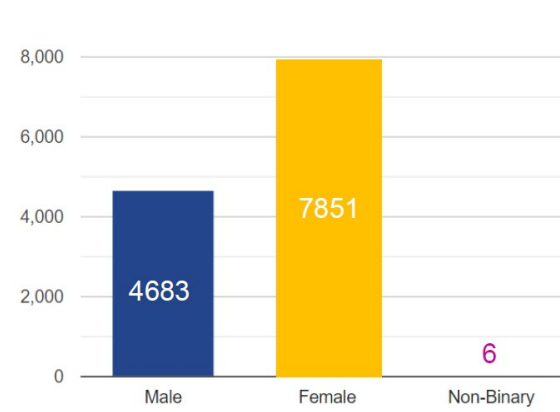
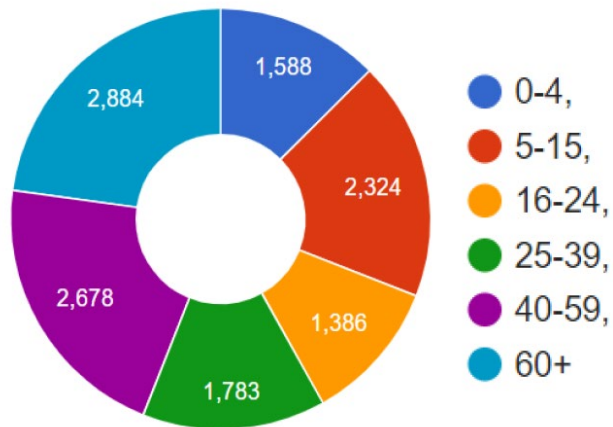
# Health Improvement Fund

- Developed marketing and branding for all projects to use 'Let's Live Well' 'Let's Do It' and for any wider groups to use to share the good work which is going on to promote health and wellbeing in the community
- Provided all projects with a social media packs
- Locality Officers to provide support to evaluate projects and programmes and where possible create these to become self sustainable
- Evaluations to include case studies and reflections and learning form organisations to help develop best practice



# Health Improvement Fund - Results

**12,540**  
Total number engaged



## Out of the 114 groups...

68 / 60.1%

Aimed to increase physical activity levels

53 / 47%

Aimed to improve mental health and wellbeing

89 / 78.8%

Aimed to tackle social isolation

60 / 53%

Supported individuals who were instructed to shield

65 / 57.5%

Supported those living with a long-term health condition

# Health Improvement Fund

- <https://vimeo.com/744135873/bae9d885e0>

