

Health and Wellbeing

The role of local councils



Key health Issues

- Overweight and obesity~ Around 2/3 adult population are overweight or obese
- Mental health~ nearly 20% of people will suffer a common mental health problem in any week
- Loneliness~ 20% of people feel lonely most or all of the time
- Physical Activity~ 65% of men and 76% of women do not reach the recommended 30 minutes of moderate-intensity physical activity at least five times a week

You cannot commission health services at the scale needed to manage this issue

Action

The public health team work closely with the EALC and support a post that connects across the county.

- Need community level action and engagement
- Peer led and supported services
- Microgrants
- Social media

Weight management

The challenge:

- Massively increase the number supported to lose excess weight
- Increase duration over which weight loss outcomes are sustained
- Ensure hyperlocal support for people to adopt and keep healthy weight behaviours

The process:

- Can't do through traditional service approach – need support at scale with direct engagement with local people
- Need to “deprofessionalise” and make support more accessible/available
- Key requirement: nice local people who can be nice to other local people and help them with weight loss – not rocket science!

Results so far:

30% increase in number supported to lose weight through using community asset model

Using “light touch” support from voluntary sector still produces clinically significant weight loss – so community model works

Physical Activity

- An easy to use toolkit has been produced for parish & town councils that helps to shape their approach to engage the community in local sport and physical activities using village assets.
- The toolkit also covers information about how to source local instructors/coaches, where to go for start-up funding and who to go for support
- Engagement events have been scheduled between October and December with Town and Parish Councils to talk about local assets, local Parkruns, local walking groups, funding opportunities and engagement with local residents. Key to this is working in collaboration with key partners across the Essex system.
- Keep Essex Active YouTube channel ~an on demand platform with over 200 videos from trusted Essex instructors online workouts including: Yoga, HIIT, Karate, Box Fit, Mindfulness.

Mental Health

- MHFA is available to Parishes. ~20,000 residents across Essex have participated in Mental Health First Aid Training leading 60,000 Mental Health Interventions in the last 3 months with 12 people self-reporting that the training stopped a person they interacted with taking their own life through our work with Facebook Admins .
- 12,000 residents of just one town trained in Suicide Prevention in less than a week, representing 50% of the town's population.
- Launch of Never Too Late Mate Community Campaign Model to support around Male Suicide Prevention promoting the Essex Local Offer and reaching 1 million people monthly.
- Mobilisation and Operation of Digital Community Group Parents behaving Kindly supporting 5000 people across the county at nil cost
- 30 Happy to Chat Benches Funded through Micro-Grants across the County
- 532 people trained in Depression Screening and 697 people trained as Mental Health First aiders by our CVS

Social Isolation

- Social Isolation Model delivered directly supporting 50,000 people across Essex through a whole systems approach to reducing loneliness
- United in Kind Community Campaign Model Launched on Facebook reaching 5 million people to encourage kindness, skill sharing and green initiatives in the last year
- 12 Kindness Coaches employed to support the development of local groups to address social isolation through kindness
- 2828 people supported by our CVS partners to connect with Community Initiatives
- 163 organisations supported to deliver befriending services both face to face and digitally across the county