Healthy Place Shaping
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Healthy Place Shaping

Healthy place shaping is a collaborative approach which aims to create:

- Sustainable, well designed, thriving communities
- Where healthy behaviours are the norm
- Which provide a sense of belonging, a sense of identity and a sense of community
In Oxfordshire our health needs are changing...

- Increasing chronic disease
- Increasing population age
- Increasing births from growing populations
Oxfordshire’s’s Demographic Challenge

- In Oxfordshire 115,600 people are aged 65+ (17%)
- The number and proportion of older people is increasing: the 85+ population is set to increase by 55% by 2031
- Increase in 0-5s is likely to rise by 10% from 49,600 (2014) to 54,400 in 2026
- Inequalities persist in some parts of Oxfordshire
- Increasing prevalence of long term conditions
Increasing prevalence of long-term conditions - diabetes
Our collective ambition

• To build communities that are healthy and sustainable
• For all residents to have the opportunity to benefit
• To recognise the importance of place - the communities we live in, the environment and economies that we participate all have a profound impact to health and wellbeing
• To create a shift to prevention
Growing Bicester: a place based approach
Our Vision

To create a healthy community by making it easy, attractive and affordable for people of all ages to live healthy, sustainable lifestyles and to replicate the learning to elsewhere.
I’ve been told to move around more, lose weight, quit smoking and eat the carrot!
A whole systems approach
Foresight Obesity Map 2007

Figure 8.4: The full obesity system map, which highlights how agents outside conventional mechanisms are key enablers of and barriers to change. Variables outside of coloured areas relate to social trends and interaction or human biology. Variables are represented by boxes, positive causal relationships are represented by solid arrows and negative relationships by dotted lines. The central ‘engine’ is highlighted in orange at the centre of the map.
Why this approach is needed

• ‘Wicked problems’ need system working – organisations working in partnership
• Improvements in individual health have economic benefit, increases productivity, reduces demand for services
• Opportunities for increased efficiency from better joined up planning
• Old ways of working aren’t working!
Bicester Healthy New Town Partnership
Co-production with our Community

HNT Final Video with edits 311016.mp4
Programme Objectives

Two key priorities:

• To increase the number of children and adults who are physically active and a healthy weight.

• To reduce the number of people who feel socially isolated or lonely in order to improve their mental wellbeing
The Scale of Our Challenge in Bicester

- 58% of women are overweight or obese
- 65% of men are overweight or obese
- 1 in 4 of children aged 2-10 are overweight or obese
- 1 in 3 of 11-15 year olds are overweight or obese
- 21.3% of people are inactive
- 7% of people are socially isolated/lonely
New inequalities

Inequalities of support and companionship
- People with supportive networks have better health outcomes

Inequalities of take-up of lifestyles which prevent disease
- Those who make a series of small changes to their daily lives – more exercise, better diet, and drinking less will tend to have better health.

Inequalities in health knowledge
- If you don’t know something might be bad for you, you can’t make a positive choice to do something about it.
Through testing healthy place shaping in Bicester we know there are three core strands to developing Healthy Communities.
The importance of the built environment
Built Environment – using the planning system to support healthy living

• Stronger policy framework to support health promoting environments both at the strategic and detailed levels (work in progress).

• Commenting on major planning applications in Bicester to ensure new development encourages healthy living
Built Environment – Bringing together the built form and community development

• Use of affordable home as a temporary community meeting place
• Negotiating funding to support community building alongside new built development
• Supporting social cohesion through setting up a framework and negotiating funding for community-led management
• Input into OCC briefs to procure school sponsors that focus on a school’s role as early community builder
Built Environment – Transformation of relations between built environment and health professionals

- Better understanding between built environment and health professionals regarding each’s area of expertise and processes

- Improved response from NHS to planning applications that will impact on Bicester’s health infrastructure

- Effective joint working between Bicester GPs, OCCG and CDC planners towards a new Health Hub for the town.
Built Environment - creating an enabling environment

- Built environment acting as a nudge to be more active
- Encouraging active travel
Neighbourhood Health Routes  
‘Bicester’s Blue Lines’

- Built environment nudge to make walking part of daily routines
- Marked routes that are safe and accessible
- Developed with community engagement
- Supported by ‘Health Walk’ programme
- No cost to participation
- Suitable for a wide range of ages, at any time of the day

“...I think the initiative should be encouraged. My daughter and I walked it last night and spent the time chatting away and spending quality time together.”
Built Environment - creating an enabling environment

On the Bicester West HR, the *daily* average footfall prior to installation of the Health Route was 557 people: this increased to 708.- a 27% increase

- The social media reach of messaging about the installation of the routes was in excess of 50,000 people.
- The Facebook post pictured reached over 17,000 people (with 140 ‘likes’ in the first 8 hours, and over 60 comments.)
Community Activation

- Local stakeholders working together to design and deliver the programme in their organisations
- Health and wellbeing are being promoted in businesses, schools, and voluntary sector
- Targeting the population to change behaviour at ‘Trigger Events’:
  - retirement/moving house/starting school/nursery
Children and Families – getting active and connected

- Intergenerational opportunities
- Having fun as families
What was really exciting is that we have seen parents who have never attended any school event before.
‘Make and Try’ cooking sessions with Bicester Food Bank and Bicester TESCO

• Sessions held between July and November 2018

• Targeted at users of the Bicester Food Bank - children encouraged to participate

• Uses store cupboard ingredients available from the Food Bank with help from Bicester TESCO’s community programme

• Feedback from a participant:

  “I enjoy the cooking and the company of the team...it’s good fun and I love meeting some new people”
Community Activation: working with businesses

- Working with SMEs and micro businesses
- Mental health training
- Being active in the workplace
- Healthy Eating
- Networking walks

Workplace Wellbeing

Scheme offer summary

We are spending about 60% of our waking hours at work and it is therefore a great place to promote healthy habits.

The Bicester Healthy New Town programme is running a wellbeing at work project as part of its vision which is "to create a healthy community by making it easy, attractive and affordable for people of all ages to live healthy, sustainable lifestyles". We are engaging businesses of all sizes in Bicester to offer free support to help you establish a workplace wellbeing scheme.

The evidence is clear that there is a return on investment for workplace wellbeing initiatives. By engaging with the programme, we can support you by assessing your wellbeing needs and providing you with free support tools and training where required to enable you to create a thriving workplace, whatever the size of your business.

Challenges in Bicester

Physical Activity
- 21.3% inactive and 13.8% insufficiently active
- Physical inactivity is the 4th largest cause of disease and disability in the UK; it contributes to 1 in 6 deaths in the UK (the same number as smoking)

Social isolation and loneliness
- 7% of Bicester residents are lonely or socially isolated
- Loneliness and isolation is detrimental to quality of life and sustaining "healthy" communities.

Working together to make Bicester a healthier town
Business Health Check

• 65 attendees representing over 40 organisations from across Oxfordshire
• 19 wellbeing exhibitors
• 4 speakers –
  ➢ Increasing performance and productivity
  ➢ The Business Case for wellbeing
  ➢ Increasing productivity through resilience
  ➢ What works – BRITA and Spratt Endicott
Health care remodelling

New models of care enabled through use of technology are being developed and tested with Bicester acting as a ‘demonstrator site’

- **New ways of delivering services to promote health and wellbeing**: e.g. social media and social prescribing
- **Development of sustainable and enhanced primary care** fit to meet the needs of the growing population
- **Testing new ways of delivering care**
  e.g. diabetes management
Secondary prevention – improving management of long term conditions

• Diabetes education evenings
  – GPs/Leisure/District Council/Community Health/Voluntary sector
    – 56 Patient attendees
    – 11 joined GO Active
    – 2 joined Achieve
    – 2 signed up as patient volunteer drivers
    – 1 joined a Bicester Health Walk

An inspirational evening
You could feel the infectious enthusiasm empowering patients to take control of their health

I didn’t know all of these were available and there are activities I can join just down the road from where I live.
Benefits of healthy place making at 2 year point

Healthy Bicester Facebook page has **1300 followers** (10 joining/week) – a mechanism for engagement of residents with health promotion/self-care campaigns

**2000 primary school children** now run a mile/day at school

**Eight businesses** (SMEs and local businesses) are actively promoting wellbeing at work ranging from SMEs to micro businesses

Increased **take-up** of commissioned services: activity programme for diabetes/weight management programmes/ 50% increase in number of children attending CDC holiday clubs

**469 more people** taking regular guided Health Walks

**School based family programmes** are effectively engaging families to increase their parenting skills, including having active fun with children and offering homework support
Benefits of healthy place making at 2 year point

**Five food outlets** are participating in ‘Eat Out Eat Well’ scheme promoting healthy food options

**All Primary schools** are being supported to promote mental wellbeing through SATS relax sessions /mental health training /MECC training

**Three health routes** have increased walking and social connections

**Joined up planning** between OCGC, practices, local planners and councillors to develop primary care facilities that are future-proofed for population growth

**414 New Users** of PHE Self care Apps
Physical Activation in Schools – Impact Data

• 7 schools took up SATS relax sessions (in Year 2 these were extended to cover 2 weeks) 547 students in 2018
• 1,821 children took part in lunchtime activation – up 8% from 2017
• 173 parents and children attended Family Fun programme – school requests that it is run again
• 5 schools have taken up the Daily Mile – 2000 children run 15 minutes a day
“Can I just say that I think the current initiatives, with the blue lines and cycling routes and events are wonderful. As an unfit, overweight middle aged woman, even I have been inspired to get my bike out and ride again after a 40 year break, so many thanks for all the hard work that’s gone into this!”
Core elements of healthy place making

**Building blocks:**
- Place based
- Asset based
- Population based
- Co-production
- Evidence based
- Effective communication
- Resources
- Political leadership

**These lead to...**
- three integrated workstreams – built environment/community activation/new models of care
- Opportunity for inter-sectoral working
- Ability to deliver

**Which will build healthy communities with these outcomes:**
- Joined up and future-proofed public services
- Inter-sectoral collaboration
- Additional investment and economic growth
- Increase in social cohesion and community assets
- Improvement in population health and wellbeing
- Increased self-care
- Reduction in demand for acute health and care services
Benefits of Healthy Place Shaping

• Offers a powerful way to engage local people and improve health through increasing healthier behaviours and better social connections
• Supports better working between built environment and health professionals
• Brings together built form and community development
• Improving health benefits productivity and supports economic growth
• Increases the sustainability of health and care services
• Provides a powerful process for partnership working, building on the assets of local communities, enhancing social cohesion
• Maximises the spend of the public £
Healthy place shaping demands a change in narrative and culture in public services

• How can you promote wellbeing, prevention and early intervention in the way services are delivered?
• Who can you work with to provide better support?
• Think about having a different conversation with residents:
  - what matters to you? - how can we work with you?
  - How can we make it a better place to live and work?
• Aim to build self reliance and independence
Follow Healthy Bicester

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