



Be well this Winter

An Evaluation of the Winter Resilience Service Commissioned by West Berkshire
Council Public Health Team 2022/23

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Background

- BWTW was commissioned to reduce inequalities across the population of West Berkshire with reference to specific areas of population health and deliver the following priorities in the Berkshire West Health and Wellbeing Strategy:

“Reduce the differences in health between different groups of people.”

“Support individuals at high risk of bad health outcomes to live healthy lives.”

Specific aims

- Reduce Inequalities in the uptake of Covid-19 and Influenza Vaccines identified across West Berkshire
- Improving cardiovascular disease (CVD) and wider health outcomes by encouraging uptake of NHS health checks and undertaking MECC conversations around healthy lifestyles to reduce CVD risk
- Signposting to improve awareness of national messaging and resources relating to self-care in winter
- Signposting to support at risk populations given increased cost of living pressures



Service Model

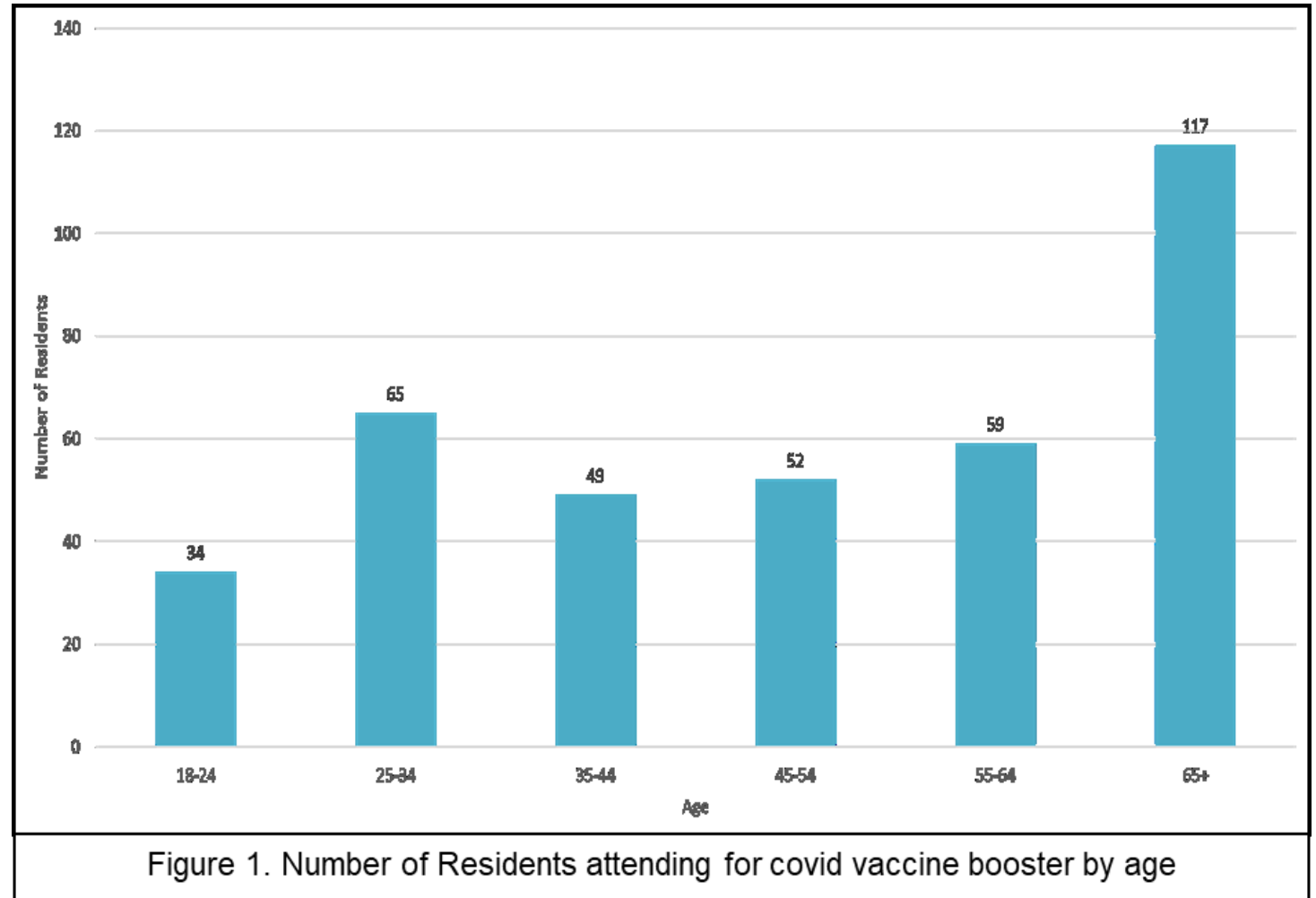
- Facilitation of the Health on the Move Van (HOTM - a mobile covid-19 vaccine delivery unit)
- Hosting 'Be Well This Winter' (BWTW) sessions
- Vaccine Confidence and pre-HOTM sessions hosted by VCSE groups to improve engagement with the service prior to its attendance at a given site.
- Central to the services success was a proportionate universalism approach with utilization of MECC conversations



Headline Data

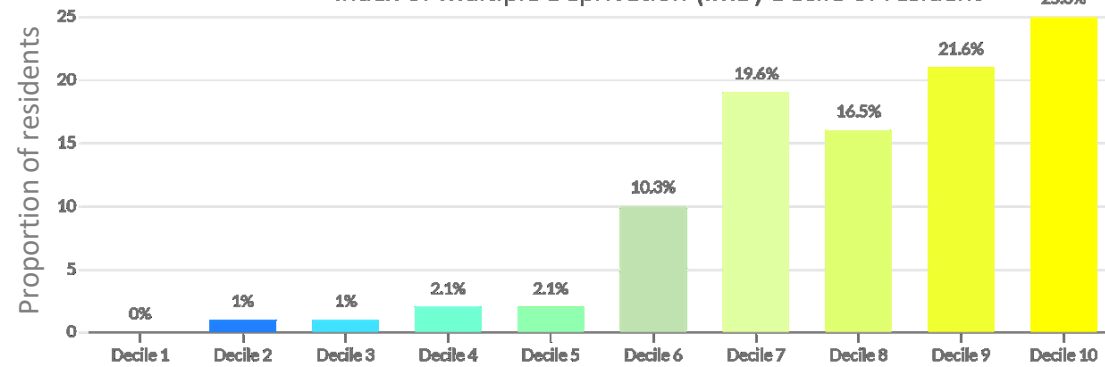
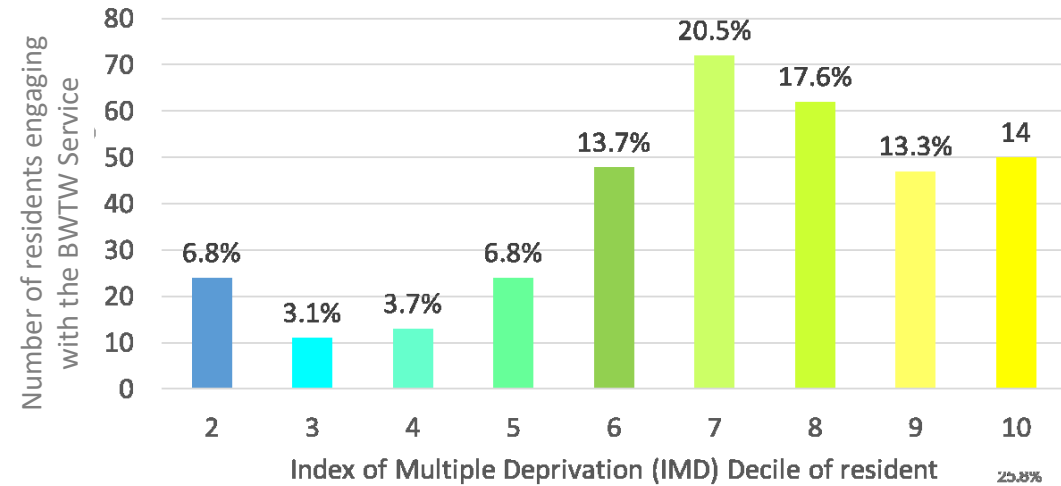
- A total of **18 'Be Well This Winter'** outreach sessions and **13 'Health on the Move'** outreach sessions facilitated during the course of the service
- **375 Residents** engaged with the service during its duration
- Administration of **274 Covid-19 booster vaccines** were facilitated by the service
- The **service engaged with members of every single priority group** identified in the service specification as being at risk of poor health and wellbeing during Winter
- A total of **1,558 resources** were distributed to residents relating to health, wellbeing, and support during winter 2022/23
- **1,590 MECC** conversations took place with residents during the period the service was commissioned

Targeted outreach – Covid 19 Vaccines



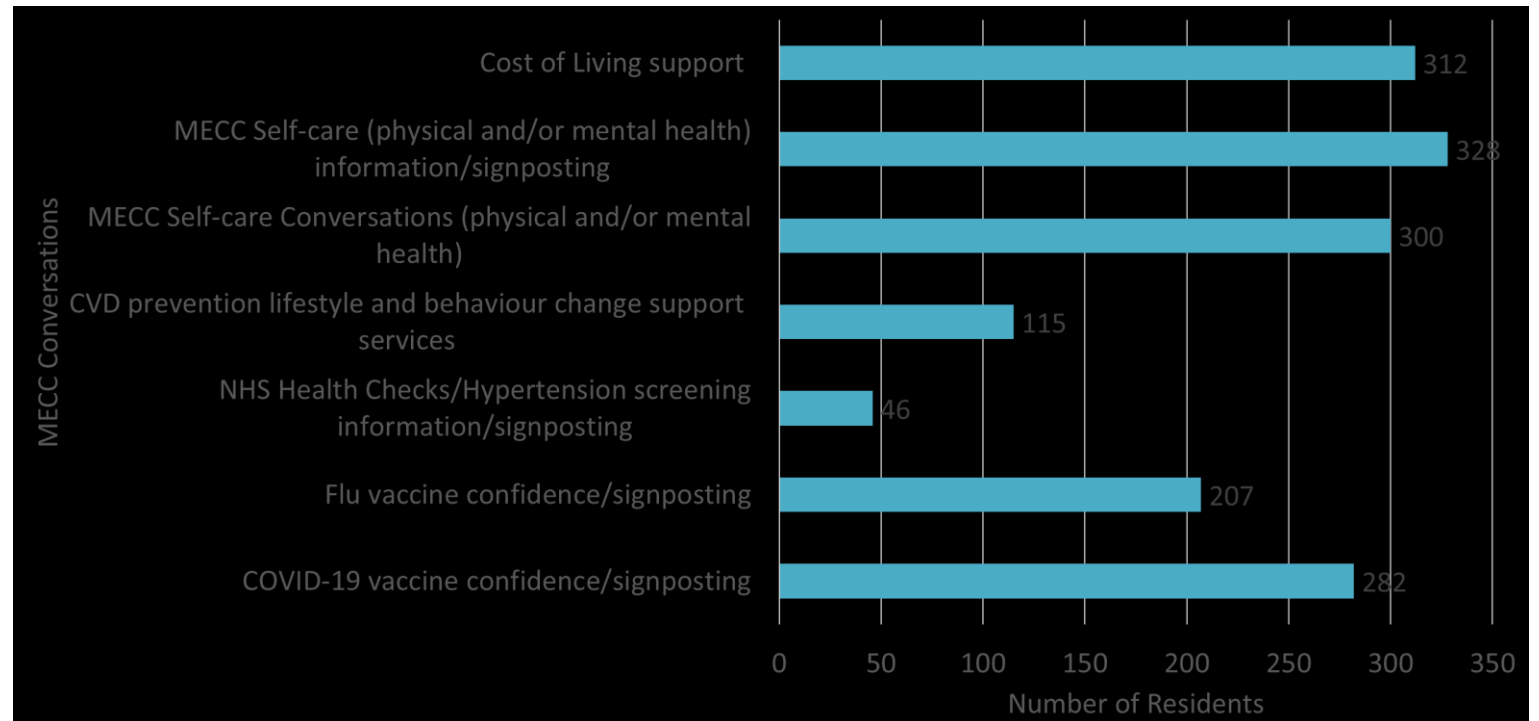
Targeted outreach – IMD analysis

Index of Multiple Deprivation (IMD) Decile of resident engaging with BWTW service



Bar chart displaying IMD distribution of residents within West Berkshire (lower graph) alongside bar chart depicting the IMD distribution of residents engaging with the BWTW service (upper graph)

MECC conversations – What concerns do residents have?



Outcomes

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Learnings



The BWTW services provides a good example of a service utilising a proportionate universalism offering to target those most in need during winter



Excellent data collection is critical to successful understanding of Impact of Service



Service providers with expert local knowledge and wide-ranging communicative abilities greatly enhance the quality of a service



Future services should potentially build in mechanisms to assess the translational efficacy of MECC interventions



Going forward, services could aim to increase engagement with priority groups who are themselves underrepresented in those seen to engage with this service