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# Community Wellness Outreach Service (CWOS)

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**Report being considered by:** Health and Wellbeing Board

**On:** 12 September 2024

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**Report Sponsor:** April Peberdy

**Item for:** Information

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## 1. Purpose of the Report

The purpose of this briefing is to update the Board regarding the Community Wellness Outreach Service (CWOS) programme.

## 2. Recommendation(s)

There are no recommendations for consideration; this report is for information only.

## 3. Executive Summary

3.1 In February 2023 the Buckinghamshire, Oxfordshire and Berkshire West Integrated Care Board (BOB ICB) confirmed a fund of £2.6m was available for Berkshire West over the two financial years to March 2025, to be used to support local prevention and inequality priorities, alongside the core ICB prevention priority around Cardiovascular Disease (CVD). Funding was allocated to be spent on pilots from January 2024 to end June 2025, revising the original timeframe and taking into account the time required to develop and mobilise. West Berkshire's funding allocation was £375,000.

3.2 The CWOS programme is being delivered across Berkshire West, with different pilot models being undertaken in Reading, Wokingham and West Berkshire.

3.3 The pilots commenced in January 2024 and will conclude in June 2025. Evaluation of the pilots will be undertaken in late 2024, and after programme conclusion in 2025.

3.4 In West Berkshire we have commissioned Solutions4Health to deliver our whole programme, including the NHS Health Checks, social prescribing via developing an onward referral pathway, delivering community engagement to raise awareness of CVD and recruit CVD community champions.

## 4. Supporting Information

4.1 The CWOS service targets priority groups to ensure that health inequalities are addressed across West Berkshire. Our target during the pilot is to deliver 2,500 NHS Health Checks to eligible residents/those in the priority groups and it is expected that we will meet this target.

4.2 The age range for the purposes of the pilot is 30-74 (the national programme is 40-74). People attending outside of this age range are offered a mini-Health Check and given signposting information if required.

4.3 The priority groups are as follows:

- (1) Residents of Newbury Greenham, Newbury Central, Newbury Clay Hill, Lambourn, Aldermaston and Downlands Wards (wards include IMD 1-3 deciles).
- (2) Asian, black, mixed minority ethnic groups.
- (3) Gypsy, Roma, traveller communities.
- (4) Displaced persons.
- (5) People with dependencies on drugs or alcohol in contact with services
- (6) People with disabilities (who are eligible for the national NHS Health Check programme).
- (7) Carers.
- (8) Men in routine and manual occupations.

4.4 The decision to target these priority groups was made jointly by the three Authorities taking part in the CWOS pilots in Berkshire West (West Berkshire, Reading, Wokingham) and the BOB ICB. Before the pilots started focus groups were held with stakeholders to determine who should and should not be included in the pilot.

4.5 Overview of headline data as at 4 August 2024 (provided by Solutions4Health):

- (1) 22 CVD Prevention Community Engagement Sessions held.
- (2) 3 CVD Community Champions appointed.
- (3) 278 residents and workers have attended Community Engagement Event, 100% reporting an increased awareness of the importance of early identification of CDV and an increased understanding of the health behaviours which may impact CVD risk.
- (4) 192 clinics held to deliver NHS Health Checks.
- (5) 3714 people identified as eligible for an NHS Health Check by GP practices; these will all be invited to attend for a NHS Health Check.
- (6) 774 NHS Health Checks completed in priority groups, 1025 NHS Health Checks in total.
- (7) 221 onward referrals for Behaviour Change Support (lifestyle; could be more than one referral per person).
- (8) 341 people signposted/referred to their GP practice for further assessment.
- (9) 17 assessments completed where cardiovascular risk score, BMI, cholesterol level, blood pressure, alcohol use (AUDIT-C) score, physical activity level (GPPAQ), diabetes risk and among people aged

65-74 dementia signs and symptoms are communicated in digital or written format to the Service User.

- (10) Conditions found (people who have had an NHS Health Check):
- (a) High/very high Blood Pressure: 133 (20%).
  - (b) High/very high BMI: 325 (48%).
  - (c) High/very high Blood Glucose: 25 (4%)
  - (d) High Cholesterol: 188 (28%).

## 5. Options Considered

The West Berkshire CWOS programme will continue as part of the Berkshire West wide programme until the end of June 2025.

## 6. Proposal(s)

There are no proposals in this report; it is for information only.

## 7. Conclusion(s)

- 7.1 The CWOS programme will run until end June 2025 at which point a full evaluation of the three workstreams across Berkshire West will be undertaken.
- 7.2 The work of the CWOS programme is seen as beneficial in reaching those in our underserved communities and for raising awareness of CVD.
- 7.3 In the short-term, this programme is supporting the development and delivery of an effective Community Wellness Outreach Model for our residents and those who work within West Berkshire who are disproportionately impacted by CVD.
- 7.4 In the longer term, this collaboration is expected to strengthen, enabling effective Locality efforts to address health inequity within West Berkshire.
- 7.5 Following programme evaluation a view will be formed as to the continuation of the CWOS and what format that may take, including funding considerations.

## 8. Consultation and Engagement

Data in this report is provided to WBC by Solutions4Health, our commissioned provider.

## 9. Appendices

None.

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### Background Papers:

Internal performance data was used to collate this report.

**Health and Wellbeing Priorities Supported:**

The proposals will support the following Health and Wellbeing Strategy priorities:

- Reduce the differences in health between different groups of people
- Support individuals at high risk of bad health outcomes to live healthy lives
- Help families and young children in early years
- Promote good mental health and wellbeing for all children and young people
- Promote good mental health and wellbeing for all adults

The proposals contained in this report will support the above Health and Wellbeing Strategy priorities by raising awareness of CVD and the lifestyle factors which can raise a person's risk of developing CVD.

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