

Item No.	Classification: Open	Date: 11 May 2023	Decision Taker: Cabinet Member for Health and Wellbeing
Report title:		Health Promotion and Campaign pilot project	
Ward(s) or groups affected:		All	
From:		Strategic Director of Children and Adult Services	

RECOMMENDATIONS

1. The Cabinet Member for Health and Wellbeing approve the allocation of £100,000 grant funding for a Health Promotion and Campaign pilot project for the period of 11 months from May 2023 to March 2024.
2. The Cabinet Member for Health and Wellbeing approve the proposal of how the grant funding will be used, which is detailed in paragraphs 14 and 30.
3. The Cabinet Member for Health and Wellbeing note the accompanying slides (Appendix 1) gives a detailed breakdown of locations and dates for the events, which will align with national public health and health promotion events.

BACKGROUND INFORMATION

4. This pilot project will use £50,000 from the allocated Contain Outbreak Management Fund (COMF) grant and £50,000 from the Vaccine Hesitancy Fund, which was funding given to the Council from SEL CCG at the height of the pandemic. It will also use the health promotion van that was purchased by SEL CCG, which was used during the COVID-19 pandemic for health protection promotion and vaccinations.
5. Public health officers met with a number of other local authorities, including Lambeth to discuss their health promotion programmes and how they have repurposed their health promotion vans following the COVID-19 pandemic. Both Lambeth and Camden have developed a health promotion programme and created the following pages on their websites:
 - <https://www.camden.gov.uk/camden-mobile-health>
 - <https://lambethtogether.net/lambeths-health-and-wellbeing-bus/>
6. In October 2022 public health officers set up a COVID-19 and Flu vaccination pop-up stall to support the South London Cardiac Network event at Peckham square. This event was delivered by the Heart Valve

Check team in partnership with NHS South East London colleagues.

The outcomes (see below) from the event suggest that there are a number of benefits to providing Health promotion events within the community.

- 60 COVID-19 and flu vaccinations administered.
- A pharmacist did 25 blood pressure checks and made 6 referrals for further investigation.
- The Heart Valve team did 322 Heart Checks and identified 52 with heart murmurs or abnormal heart rhythm that required further investigations.

Project Overview

7. The proposal for the Health Promotion and Campaign pilot project will be a series of community events over an 11-month period. The events will cover but not be limited to healthy weight, cancer screening, NHS Health Checks, blood pressure checks, smoking cessation, vaccinations and physical activity.
8. This project has the following aim and objectives:

Aim: To promote and develop community awareness and understanding of health improvement, vaccinations, early detection and self-care. To support residents to better understand their own health needs and where they can seek help, support and services across Southwark.

The project has five key deliverables:

- Speak and engage with 3000 residents
- Deliver 24 community events at the locations shown on slide 4 of the attached slide set
- Engage with major stakeholders and partners
- Raise awareness of health improvement and health protection programmes and signposting to health resources
- Improve access to services for inclusion health groups, in line with the Core20 PLUS5 approach

Core20PLUS5 is a national NHS England approach to support the reduction of health inequalities at both national and system level. The approach defines a target population cohort and identifies '5' focus clinical areas requiring accelerated improvement. A more detailed explanation is given on slide 9 of the accompanying slide set.

9. Through this project the staff will use the COM-B model when engaging with the residents to increase their 'Capability'. The staff will aim to develop residents' psychological, physical capacity and self-awareness, to build upon their skills and knowledge of Public Health.

10. The initial mobilisation of the events will be delivered by a team of staff made up of clinical/medical bank staff provided by South East London NHS that will be supported by Partnership Southwark, Public Health staff and where appropriate the Community Health Ambassadors and other VCSE volunteers.

KEY ISSUES FOR CONSIDERATION

11. At present there is no health promotion and campaign programme or organisation that has the role of delivering health events across Southwark.
12. It is proposed that the grant funding is used to pilot health promotion and campaigns, in order to test the following:
 - Which health topics are most popular and what attracts and engages residents?
 - What is required to develop a health promotion team and programme, which can be sustained?
 - Does the outreach of health promotion and campaigns contribute to public health outcomes and benefit both local VCSE groups and residents?
13. At the end of the pilot project, there will be a Health Promotion and Campaign product, with a programme of work which could be put out to tender or delivered by a number of stakeholders.
14. The total grant allocated for the pilot project is £100,000. The budget allocation includes providing two rounds of small grants (approximately £40,000), event delivery and staff costs (approximately £24,000), communications and marketing including running of the van, evaluation, equipment and additional overheads such as parking and event permits.
15. There will be two rounds of small grant allocations for Voluntary, Community, and Social Enterprise (VCSE) groups, in order to support the development, delivery and promotion of the events programme among residents.
16. Public Health will work with a number of internal and external partners and stakeholders to engage with local VCSE groups and encourage them to apply. The small grants will be communicated via a number of channels and means, such as Community Southwark networks and newsletters.
17. The application process will be open for at least two to three weeks to enable the VCSE group's time to submit their application. The small grant applications will open in June and then in September. All applications will be assessed by two officers from the Public Health team and one from Community Southwark.

18. Each VCSE organisation will need to meet all the required general and specific criteria to be considered for funding. Including appropriate Quality Assurance documentation such as risk assessment-related policies, DCRB checks and insurance documentation. These will be verified by Council Officers
19. Providers awarded grant funding are subject to monitoring through the council's Conditions of Grant Funding (COGF). Schedules to these cover the key areas of: governance and employment; finance; employment practices and monitoring and information. In addition to a requirement to comply with these conditions, organisations are subject to an annual monitoring visit, and the monitoring framework includes a monitoring checklist, which assesses each of the areas covered within the COGF as well as service delivery.
20. Over the 11 months the pilot will be driven by a working group led by Public health officers. This group will include Partnership Southwark, CS and VCSE organisations. The group will plan, coordinate, deliver and evaluate the project. The learnings from this pilot will help to inform a longer-term programme of work for health promotion and campaigns.

Policy framework implications

21. The pilot will increase health improvement opportunities and access for a number of residents within the community. This project will contribute to Southwark Council's Fairer Future Commitments for the following themes:
 - Theme 2 - Southwark Together
 - Theme 5 - Tackling health inequalities
 - Theme 8 - Thriving neighbourhoods¹

Community, equalities (including socio-economic) and health impacts

Community impact statement

22. The project team will be a hybrid model of paid NHS staff and volunteers. The team will be made up of Partnership Southwark staff, VCSE staff and volunteers. This team will use the van and stall to go into areas of high footfall that are accessible to individuals from all community groups. The events will be delivered in a culturally sensitive way, especially with respect to cultural norms around diet and physical activity participation. The project will also deliver at local community events that are within areas of deprivation and poor health. The promotions will be aligned with local health priorities and national health campaigns.

¹ <https://www.southwark.gov.uk/council-and-democracy/fairer-future/fairer-future-commitments>

Equalities (including socio-economic) impact statement

- 23. The Public Sector Equality Duty has been considered and no additional consultation is required.
- 24. The project working group will include local community groups and those from the VCSE to help inform and co-produce the Health Promotion and Campaign project delivery.
- 25. At each event, there will be surveys and questionnaires that residents will be asked to complete when interacting with the event. Regular reports will be written which will be analysed, to show which groups and communities are attending and to ensure that their feedback is shaping future promotions.

Health impact statement

- 26. The events planned will be delivered at locations of high deprivation and where it is known that the local population groups have been disproportionately affected by Covid-19 and have poorer health outcomes. This project will support those residents to increase their awareness and access of health improvement and protection programmes and resources.

Climate change implications

- 27. The project will promote a number of programmes that provide healthy eating and physical activity through active travel, both of which can contribute to sustainable lifestyle choices. The location of the van is in close proximity to the proposed sites of promotion. There will be a number of measures to reduce the carbon emissions, such as the van will not be idling once parked and the stall is set up.

Resource implications

- 28. As mentioned in paragraph 4 this pilot project will use £50,000 from the allocated Contain Outbreak Management Fund (COMF) grant and £50,000 from the Vaccine Hesitancy Fund.

Legal implications

- 29. See comments from the Assistant Chief Executive – Governance and Assurance in paragraph 29 to 31.

Financial implications

- 30. This grant will be met from the existing Public Health COMF grant (£50k) and from Vaccine Hesitancy Fund (£50k). The estimated contract value excluding VAT is:

Item	Cost
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Small grants (two rounds)	£40,000
Delivery of the events Including staff costs and equipment	£24,000
Marketing and publicity	£15,000
Van including fuel and permits	£5,000
Workforce development	£10,000
Contingency	£6,000
Total	£100,000 (excluding VAT)

Consultation

31. Public health completed an options appraisal to support the decision-making on implementing the Health Promotion and Campaign pilot project. The appraisal considered and evaluated the following options:
- A. Procure a private health organisation
 - B. Provide grants to small organisations to deliver the project
 - C. A mix of Partnership Southwark staff and Health Ambassadors
 - D. To collaborate with Partnership Southwark and local VCSE groups to support the development of a health promotion and campaign programme
32. Following a meeting with several public health officers and senior leads within Partnership Southwark it was agreed to take option D forward as this will allow the following to occur:
- Public health and Partnership Southwark remain the strategic leads, to ensure that key health priorities are promoted and that outcomes are evaluated
 - Uses local people and VCSE organisations
 - Develops a workforce development pathway and the opportunity to capacity build for public health
 - Allow a joined-up approach to health promotion across Public Health and the local care partnership

SUPPLEMENTARY ADVICE FROM OTHER OFFICERS

Assistant Chief Executive – Governance and Assurance

33. This report seeks approval of grant funding totaling £100,000 (PH COMF £50k + Vaccine Hesitancy Fund £50k) for a Health Promotion and Campaign pilot project, including an allocation of £40,000 to local VCSE organisations. The proposed grant funding is to cover 11 months from 01 May 2023 to 31 March 2024.
34. The decision to approve the report recommendation is one which is expressly reserved to the Cabinet Member under Part 3D of the council Constitution. The proposed grant award is consistent with the council's statutory duties and powers (notably the Public Sector Equality Duty imposed by the Equality Act 2010) and with relevant corporate policy, including the council's Fairer Future commitments.

35. It is recommended that the proposed allocation to Community Southwark should be regulated by the council's standard grant funding conditions.

Strategic Director of Finance REF: [66PHAS2022-23]

36. The Strategic Director of Finance notes the proposed spend for £100,000 Health Promotion and Campaign pilot project, which includes Community Southwark as a key partner. Given the proposed expenditure will be funded jointly by the COMF Outbreak Management Fund (COMF) £50k and Vaccine Hesitancy Fund £50k, monitoring and reporting of spend will be crucial to ensure that funds are managed appropriately.

37. It is recommended that all grant conditions are clearly explained to the recipients and that any unused funding be returned to the council.

Other officers

38. This is not applicable for this report.

BACKGROUND DOCUMENTS

Background Papers	Held At	Contact
Public Health England Full report: A guide to community-centred approaches for health and wellbeing – 2015	Public Health Directorate, Children and Adult Services, 1 st Floor, 160 Tooley Street, London, SE1 2QH	Daniel Hooper 020 7525 0403
Link: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/768979/A_guide_to_community-centred_approaches_for_health_and_wellbeing_full_report_.pdf		

APPENDICES

No.	Title
Appendix 1	Health Promotion and Campaign Pilot Project Briefing

AUDIT TRAIL

Lead Officer	David Quirke-Thornton, Strategic Director of Children and Adult Services	
Report Author	Daniel Hooper, Public Health - Health Interventions Manager	
Version	Final	
Dated	4 May 2023	
Key Decision?	No	
CONSULTATION WITH OTHER OFFICERS / DIRECTORATES / CABINET MEMBER		
Officer Title	Comments Sought	Comments Included
Assistant Chief Executive – Governance and Assurance	Yes	Yes
Strategic Director of Finance	Yes	Yes
List other officers here	N/A	N/A
Cabinet Member	Yes	No
Date final report sent to Constitutional Team	10 May 2023	