

Plymouth - A place to Thrive

Thrive Plymouth Year Three

Director of Public Health | Annual Report 2018



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Thrive
PLYMOUTH

Plymouth - A place to thrive

FOREWORD

Health inequalities are differences between people or groups due to social, geographical, biological or other factors. These differences have a huge impact, because they result in people who are worst off experiencing poorer health and shorter lives. We want Plymouth, Britain's Ocean City, to be a place where everyone enjoys an outstanding standard of living and where health is not determined by which part of the city a person is born or lives in. This is why we launched Thrive Plymouth in 2014, to raise awareness of this issue, and work with our partners to coordinate resources from across the city with the goal of reducing the impact of health inequalities on our residents.

We have set ourselves a big challenge and in this Annual Report we look back at year three of our campaign. The national One You campaign launched by Public Health England in March 2016 presented a remarkable opportunity for Plymouth to use precisely researched marketing resources designed to re-engage seven million adults in the UK with their health and influence behaviour change nationally. Year three of Thrive Plymouth maximised the impact of this national campaign, making it meaningful and tailored for Plymouth.

Within this report I have included the stories of our partners who have engaged with Thrive Plymouth this year alongside an explanation of why the localisation of this campaign was so successful. My recommendations for the future are also included.

I hope you will enjoy seeing the rich selection of activity in the city this year. As we move forward with year four of Thrive Plymouth, which focuses on mental wellbeing, I want to congratulate all those who participated in year three and encourage them to continue making their contribution to reducing health inequalities. Together we can make this city a thriving community where everyone feels welcome and cared for.

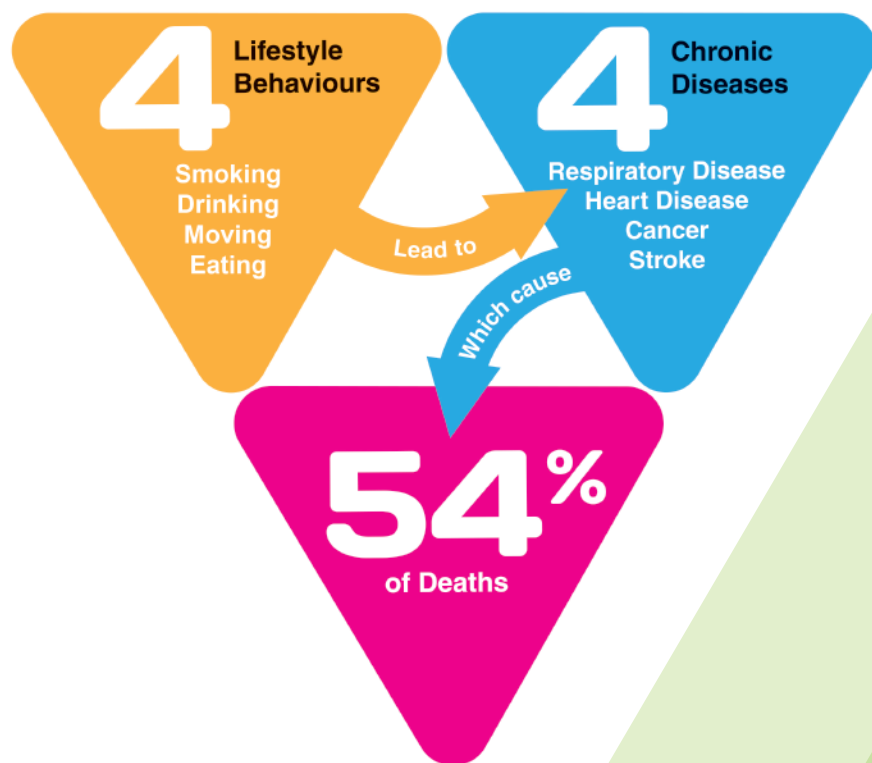


A handwritten signature in black ink that reads "R Harrell". The signature is written in a cursive style and is underlined with a single horizontal stroke.

Ruth Harrell
Director of Public Health,
Plymouth City Council

1 THRIVE PLYMOUTH

Thrive Plymouth is the city's ten year programme to get everyone working together to improve health and wellbeing in Plymouth and reduce health inequalities between different people and different communities.



OUR APPROACHES

Population prevention

recognises that small changes in a large number of people can lead to a significant difference in the amount of ill health and premature death across the population. We therefore support everyone, no matter the size of their risk, to make small positive changes.

Common risk factor

recognises that although single unhealthy behaviours can lead to many different diseases, often these risk factors cluster, because they are associated with underlying social determinants of health. Understanding how these behaviours affect each other and tackling these underlying causes is therefore more efficient and effective.

Changing the context

of choice recognises that people do not make decisions in a vacuum; they are influenced by people, places, advertising, street design and many other factors. Many people know how to improve their health and if it was easier to do so, would. We therefore focus on making the healthy choice the easy choice.

OUR VISION

for Plymouth of happy, healthy, connected communities where everyone has the opportunity to lead a good life, where the ease of choice, and wellbeing is at the heart of everything we do, and our partners do.

OUR RATIONALE

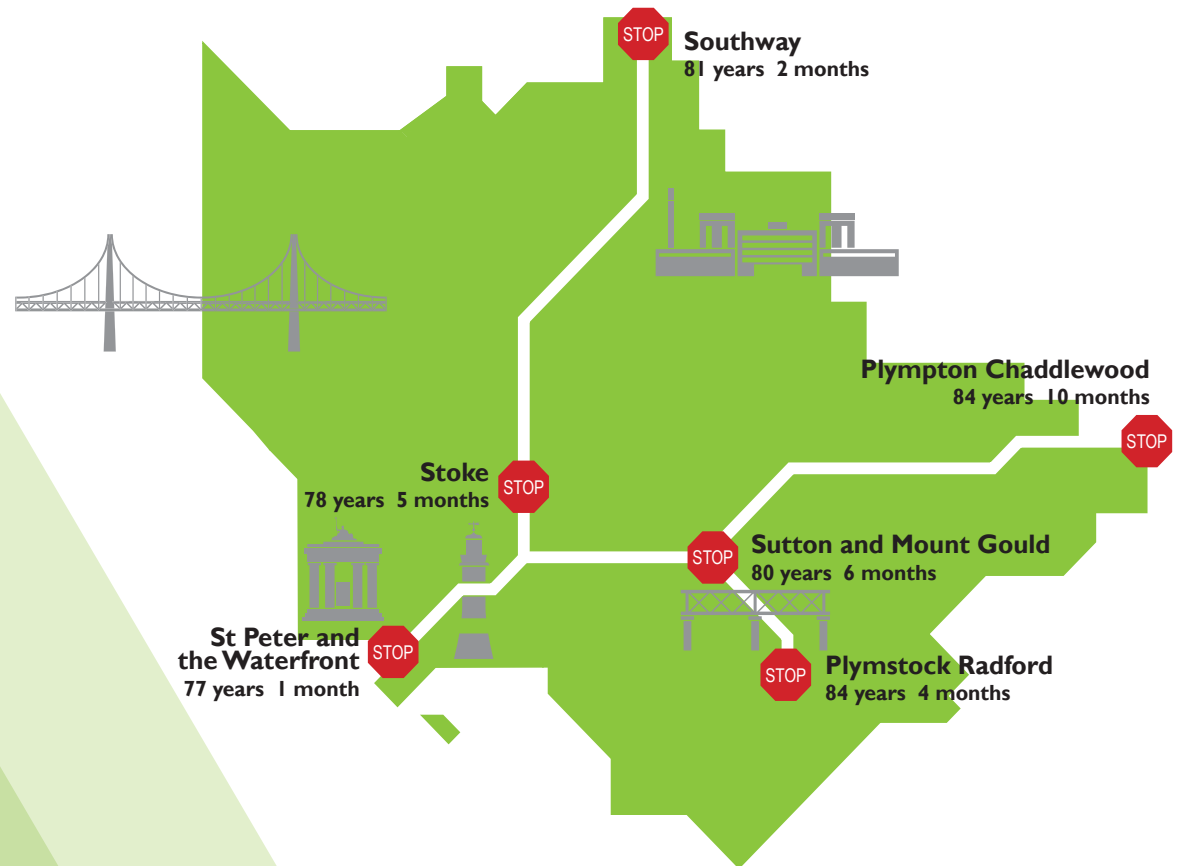
It is that if everyone who lives, works and plays in Plymouth has the opportunity, encouragement and support to make positive changes to their lifestyle, this would add up to a large difference across the population.

OUR WEBSITE

More information is available on our website www.plymouth.gov.uk/publichealth/thriveplymouth

Why is this important?

Health inequalities mean that some people live more painful, shorter lives than others and we think this is unacceptable. One way of measuring health inequalities is by comparing differences in life expectancy. We have created a bus route which shows that for every mile you travel from the suburbs to the city centre life expectancy drops considerably.



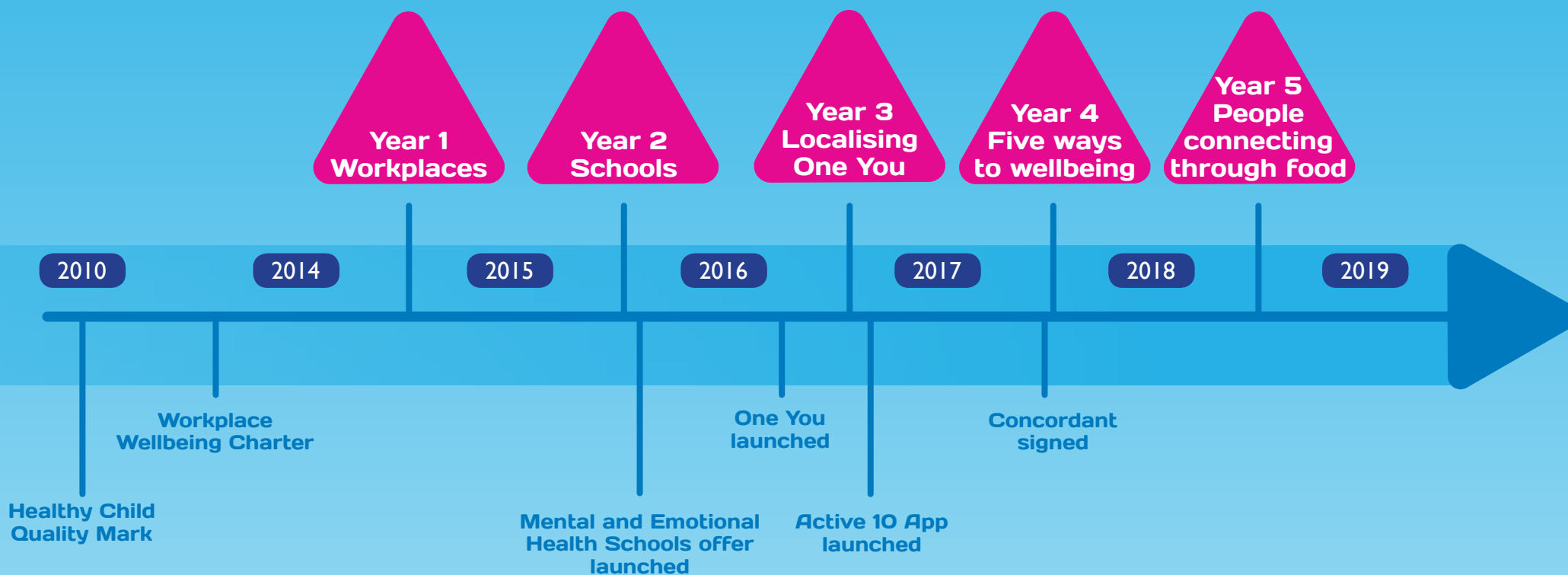
Plymouth's life expectancy bus route 2014 -16

Wards just a few miles apart can have life expectancy values varying by years. Travelling the seven miles south from the Southway ward, each mile closer to the St Peter and the Waterfront ward represents seven months of life expectancy lost. Travelling west to the same location from Plympton Chaddlewood, each mile represents over one year of life expectancy lost.

2 A TIMELINE OF THRIVE PLYMOUTH SO FAR

We think of Thrive Plymouth's annual campaigns like launching a ship each year. We put our efforts into getting the right resources together, making sure the messages are right and then organising the efforts of the institutions, teams and people in the city so that those messages and resources spread as far through the community as possible.

In our first year we focused on workplaces and the workplace wellbeing charter, in the second on schools and the healthy child quality mark, and for the third year, as you will read, we focused on adult health using the national resources of the One You campaign to re-engage adults with their health. Since then, we launched year four in October 2017 which focuses on mental wellbeing and the five ways to wellbeing. We are looking forward to year five, which will focus on the ways we can use food to engage with our community and is currently being developed with partners.



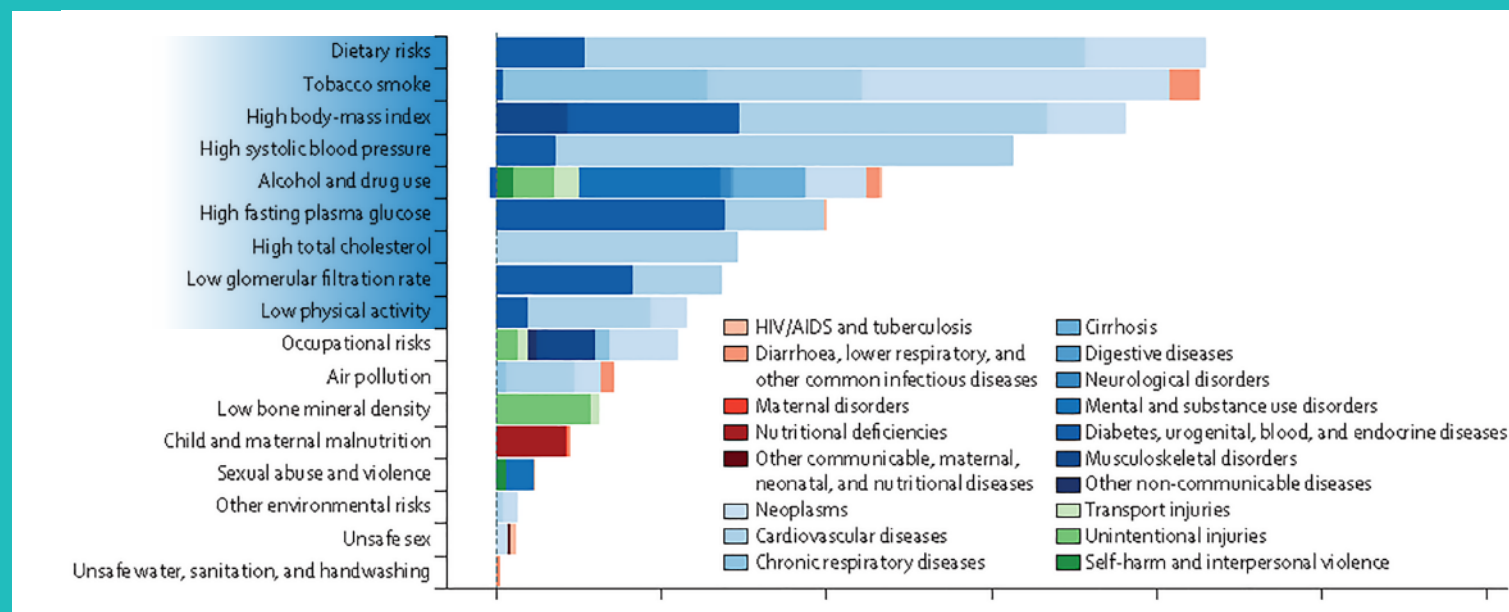
3 ONE YOU NATIONAL CAMPAIGN

Many adults can expect to live into their mid-80s, and many people believe gradual decline in physical and mental health is an inevitable part of ageing. Yet so much of how we age is down to lifestyle and that represents a real opportunity for change. Our lifestyles can be unhealthier than we think. Without even knowing it, by the time we reach our 40s and 50s, many of us will have dramatically increased our risk of contracting diseases like cancer and heart disease, and increased our risk of suffering a stroke. Whether we're eating too much of the wrong things too often, or drinking more than we should, or continuing to smoke despite everything we know, or not being sufficiently active, all these things can add up to have a huge influence on our health.

The good news is that making small changes can improve health right away. It's never too late to start. And that's where One You comes in, an exciting behaviour change programme to help adults fight back and kick those unhealthy habits out of our lives.

One You was launched nationally by Public Health England (PHE) in March 2016 with the goal of getting one million adults between 40 and 60 years old re-engaged with their own health. They did this through a campaign which used cutting edge marketing approaches to health promotion including the creation of an online lifestyle quiz. The 'How Are You?' quiz gives a score out of 10 for health and then gives lifestyle advice specific to the person completing the quiz. The goal of the campaign was to get people doing more physical activity, eating better, going smokefree, drinking less alcohol, sleeping better, stressing less and checking themselves for the symptoms of disease.

Disability adjusted years (DALYs) attributed to level 2 risk factors in 2013 in England for both sexes combined



TO SUPPORT THE CAMPAIGN PHE CREATED A RANGE OF SMART PHONE APPS THAT CAN HELP PEOPLE TO LIVE HEALTHIER LIFESTYLES.

1 Did you know? You don't have to go to the gym or wear Lycra to feel the benefits of exercise. Walking counts too. Active 10s are 10 minutes of continuous walking, which can get your heart pumping and can make you feel more energetic, as well as lowering your risk of serious illnesses like heart disease and type 2 diabetes.

2 Did you know? We don't have to stop enjoying our family favourite recipes to reduce salt, sugar and fat in our food, finding tasty and healthier alternatives is easy. It's often cheaper (not to mention tastier) to make your own!

3 Did you know? If you stay smoke free for 28 days you're more likely to stay smokefree. Cravings usually only last a few minutes so they can be beaten. If you time one of them you'll know how long you need to keep busy until it goes away.

4 Did you know? There's a lot you can do to cut down on drinking. Don't feel you have to have an alcoholic drink in a round, order a soft drink. Try a smaller glass or a lower strength drink, or add a mixer.

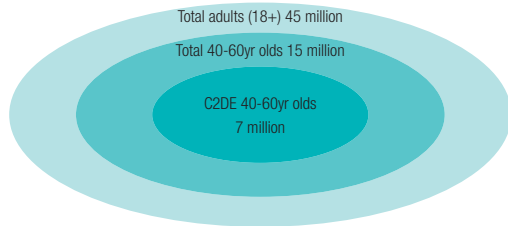


CONTEXT

Our health system is geared to treating people when they are ill. We need to be equally focussed on prevention. 70% of how well we age, and many adult diseases, are linked to lifestyle factors that could, in the main, be prevented. Many adults believe that a gradual deterioration in physical and mental health is an inevitable sign of aging. But by moving more, eating better, quitting smoking, drinking less, stressing less and checking ourselves we could all make major improvements to our long term health.

TARGET AUDIENCE

Our core audience is the 7m 40-60 year old C2DEs living in England, although we recognise that there will be a much larger adult audience that overhears campaign comms.



Key insight:

TO VALUE YOUR HEALTH, YOU HAVE TO VALUE YOURSELF

KEY BEHAVIOURS THAT WE WILL INFLUENCE

- Moving more
- Smokefree
- Drinking less
- Eating well
- Checking yourself
- Stressing less
- Sleeping better

ONE YOU

We believe there is a once in a generation opportunity to reinvent and re-launch adult health to engender and engage one million adults in One You. We are creating an adult to adult voice that advocates living well, engaging and supporting real people to make real changes throughout the year.

REINVENTING ADULT HEALTH



40% of audience visit facebook daily, 8/10 most shared content are quizzes, only 4% of audience downloaded a health app



DIGITAL ENGAGEMENT - THE HOW ARE YOU? TOOL

A health related marketing 'quiz' (NOT a medical or clinical diagnostic tool) that starts a conversation about an individual's health, lets people know how they're doing and drives to product(s) they can use to change behaviours.

From Public Health England

LIVING WELL - OPTIMAL PLAN

FEBRUARY				MARCH				APRIL			
1	8	15	22	7	14	21	28	4	11	18	26
				TV - HEAVY LAUNCH				TV - CONTEXTUALLY RELEVANT			
				DIGITAL - SOCIAL, EMAIL, DISPLAY							
				PRESS PARTNERSHIP - MAJOR TABLOID							
				DIGITAL - FACEBOOK HOW ARE YOU PARTNERSHIP							
				DIGITAL - CPC DISPLAY / CONTENT DISTRIBUTION							
				CONTEXTUAL CHANNELS (OOH, RADIO, MOBILE)							
RESPONDING TO DIGITAL SIGNALS THAT PEOPLE ARE INTERESTED IN BEHAVIOUR CHANGE - SEARCH AND SOCIAL											

A versatile brand to use in a range of settings



4 THRIVE PLYMOUTH YEAR THREE

The behaviours

Of the seven behaviours identified within the One You campaign which impact on health, four are the same as Thrive Plymouth, smoking, eating, drinking and moving, and two others support our ability to make and sustain positive changes (sleeping better, stressing less). As the initial focus of the One You campaign was on these same four behaviours although the One You campaign is aimed at the 40 to 60 years old age group we felt their messaging was also appropriate for Plymouth. We decided to use the third year of Thrive Plymouth to localise One You within the city. The third year launched in November 2016 at Plymouth University.

The launch of year 3

▼ *Thrive Plymouth November 2016 launch event*



During year three of Thrive Plymouth (2016-17) we set ourselves the following goals:

Engagement	To engage 20 organisations in the city by November 2017 150 people to complete Livewell Southwest training courses by November 2017
'How Are You?' quiz	To increase the number of people completing the 'How Are You?' quiz in the city
Geographic coverage	To plan events throughout the whole city using national marketing
Gender balance	To improve the ratio of men using the 'How Are You?' quiz (September 2016 1:3)
Behaviours	To use all seven behaviours throughout the city
Events	To plan a full calendar of events throughout the city To count the number of events using resources branded as One You or One You Plymouth in the city

See page 19



80 New Home
New You

See page 12

The year in brief

We had an amazing year, meeting and exceeding our goals with over 3,000 people in the city completing the 'How Are You?' quiz.



360

people received training



3
LARGE
SCALE
EVENTS



52 organisations joined the
Thrive Plymouth Network



23 PCC
Health Champions



12
ACTIVE
10
Events

See page 16



11
Working Links staff

See page 22



20
local events
branded as
ONE YOU



25
briefing events
took place

5 WHY OUR APPROACH WAS SUCCESSFUL

▶ **We got partners engaged early** p12

▶ **We used media effectively** p14

▶ **We ensured a wide range of activities** p17

▶ **We celebrated success** p20

We got partners engaged early

We were involved early in the design of the One You campaign; Plymouth City Council is part of a national reference group including 20 local authorities across England which helps Public Health England plan and design their future campaigns. Our participation in this group allowed us enough time to plan for the national launch event in March 2016.

This early engagement gave us time to strengthen our links with a group of organisations in the city who were ready to put their resources towards launching One You successfully. Working as a partnership, a range of organisations from across the city joined with Council teams to plan for the Thrive Plymouth launch of One You. See Livewell Southwest and I Love Life pages.

On the day of the national launch of One You many businesses and services in the city encouraged their staff, clients and customers to take the How Are You Quiz.

Individual Challenges

Search for How Are You online and take the quiz. Sign up to receive email updates about events and projects you can get involved in.

Organisational Challenges

Spread the One You message through your organisation. Hold a competition to see who can improve their 'How are you?' (HAY) score the most. Use the quiz to measure the health of your workforce.

Population Challenges

Let's make it easier to be healthy. Our Joint Local Plan commits us to making healthy growth a priority for our city and creating environments in our city where the healthy choice is the easy choice. We should therefore plan for health impact assessment to be considered in all our developments and strategies.

Livewell Southwest

One You Plymouth is the local health improvement service commissioned by the Council. As One You was launched nationally the local health improvement service had the opportunity to rebrand and decided that aligning with the national PHE brand would be beneficial to the local population.

In 2016 Livewell Southwest was working closely with Plymouth City Council, Plymouth Community Homes and the Herald. It was decided that there would be a local launch of One You through the Herald on the same day as the national publicity. During this time the Livewell Southwest Health Improvement service rebranded to One You Plymouth and established a new website and interactive tools. As a result we were the local provider with the most 'How Are You?' quiz referrals during the launch, 400 more than the next most successful provider.

For the Thrive Plymouth launch event in October 2016 the health improvement service was officially launched as One You Plymouth and all the lifestyles interventions were delivered under the One You Plymouth banner.

Using the national brand at a local level allows the local activity to be endorsed by a nationally recognised brand. The apps and digital tools devised by PHE are very useful for Plymouth residents and allow us to effectively engage with evidence based applications. One You Plymouth has recently joined with PHE to publicise NHS Health Checks and this has increased local take up.



Livewell SW Video

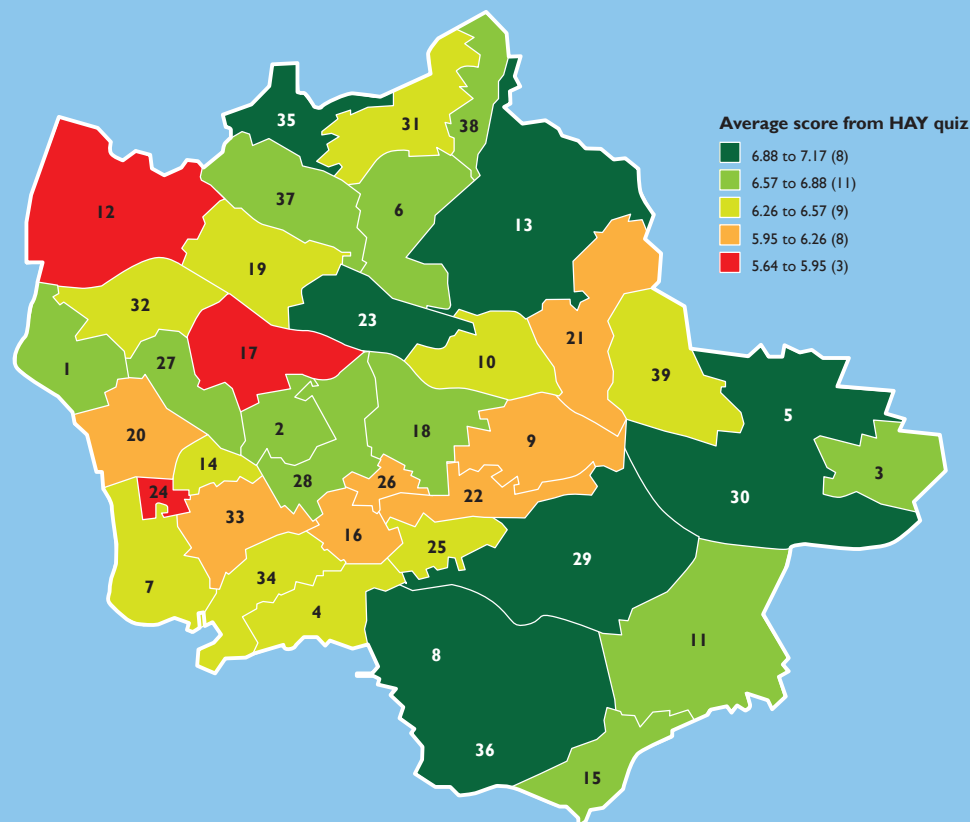
- | | | |
|---|-----------------------------------|--|
| 1 Barne Barton | 15 Goosewell | 29 Plymstock and Radford |
| 2 Beacon Park | 16 Greenbank and University | 30 Plympton St Maurice and Yealmpstone |
| 3 Chaddlewood | 17 Ham and Pennycross | 31 Southway |
| 4 City Centre | 18 Higher Compton and Mannamead | 32 St Budeaux and Kings Tamerton |
| 5 Colebrook, Newnham and Ridgeway | 19 Honicknowle | 33 Stoke |
| 6 Derriford West and Crownhill | 20 Keyham | 34 Stonehouse |
| 7 Devonport | 21 Leigham and Mainstone | 35 Tamerton Foliot |
| 8 East End | 22 Lipson and Laira | 36 Turnchapel, Hooe and Oreston |
| 9 Efford | 23 Manadon and Widey | 37 Whiteleigh |
| 10 Egguckland | 24 Morice Town | 38 Widewell |
| 11 Elburton and Dunstone | 25 Mount Gould | 39 Woodford |
| 12 Ernesettle | 26 Mutley | |
| 13 Estover, Glenholt and Derriford East | 27 North Prospect and Weston Mill | |
| 14 Ford | 28 Peverell and Hartley | |

'How Are You?' quiz results for Plymouth

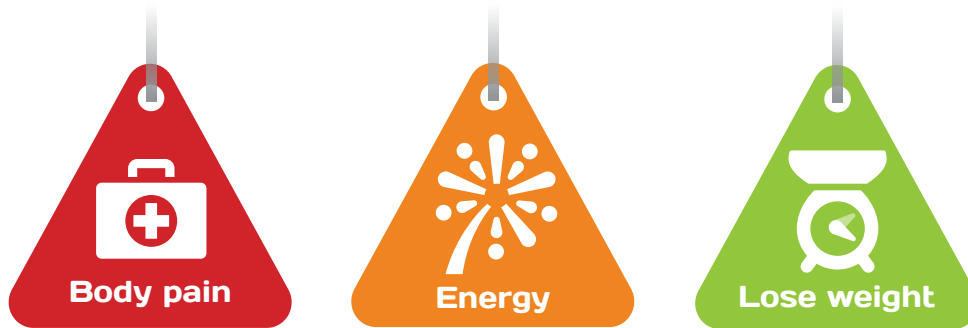
2,329 Plymouth residents completed the quiz in the three months following its launch.

The How Are You (HAY) quiz gives a red/amber/green rating for smoking, drinking, eating and moving with green being the best result and red being the worst. After the launch event we were given access to anonymised quiz results for Plymouth residents. Using this data we were able to identify average health results for the city by electoral ward. We then compared this to the deprivation score for the wards and were able to identify patterns within the data. See map showing overall scores by ward across the city.

Map of average overall score by neighbourhoods



Reasons why people wanted to improve their health



Improving Lives Plymouth

Improving Lives Plymouth (ILP) is a local charity that supports people with disabilities and long term health conditions. They offer both practical and emotional support through a number of programmes which are free to access. They supported 17,000 people in the local community last year alone.

ILP has 50 staff and 80 volunteers who are all passionate about what they do for this local charity.

Active for All is a programme which supports adults with learning difficulties and long term health conditions to get more active and live healthier lifestyles, walking boccia, basketball to name a few. They worked with us to ensure One You was accessible to all and an easy read version of the Thrive Plymouth strategy was created as a result of their input. Improving Lives Plymouth incorporated the Thrive Plymouth framework to all the work they do.



We used media effectively

Our Thrive Plymouth year three launch event in November 2016 was held at the University of Plymouth. At this event we encouraged all organisations present to join up to our Thrive Plymouth network which was launched the following week, as a result 41 organisations joined, by the end of year three there were 52 organisations involved. We also launched a Facebook page dedicated to Thrive Plymouth.

Social media played a big part in the campaign with our partners re-posting many of our posts and using social media to advertise the events they held to support Thrive Plymouth.

Using the nationally developed resources from PHE saved us the cost and time involved in designing and printing marketing material. With the message already crafted and designed by the national team we could focus on networking and spreading the message.

Individual Challenges

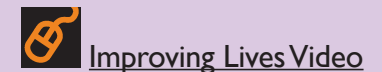
Create a social media post which encourages people to search for the How Are You quiz online.

Organisational Challenges

Create a newsletter article or post to social media as your organisation encouraging your staff, clients or customers to take the How Are You quiz.

Population Challenges

Let's get as many people as possible engaged with their own health. Use targeted media to reach those who have not engaged with How Are You so far and find out what will get them engaged.



The Green Taverners Love Life

One of Plymouth Argyle's football club supporter groups is called the Green Taverners. In January 2017 they became one of the teams of 'I Love Lifers'. They went through a 12 week programme where Livewell Southwest Wellbeing Team worked with them to 'know their numbers' which means they were weighed, measured and had their blood pressure and body fat percentage recorded. They then learnt about nutrition and physical exercise as well as receiving help and support to cut down tobacco and alcohol use. After 12 weeks they reviewed to see if the programme had helped them make any changes to their lifestyle.

▼ Plymouth Argyle supporters



Santa Cycles to Whitleigh

As part of the Herald's 'I Love Life' campaign Healthwatch organised and ran an outreach event in Whitleigh. A series of local elves cycled Santa miles on two stationary bikes to carry Santa all the way from the North Pole to Whitleigh in time for the annual Christmas Fayre.

▼ Healthwatch, Santa Cycles to Whitleigh



We ensured a wide range of activities

We held five Thrive Plymouth network events where organisations could come together to share their best practice and encourage each other. We know as a result of these network events many new projects and partnerships have been formed. We look forward to reaping the rewards as a city.

We were asked to make 25 presentations to organisations over the year, this meant an extra 361 people heard about Thrive Plymouth and One You.

There were a further twenty events where One You was represented throughout the city.

Throughout the year PHE launched a number of initiatives with accompanying apps which could help people to live healthier lives. The Active10 app encouraged people who were only doing a small amount of physical activity to increase that to 10 minutes of brisk walking per day, with the eventual goal to increase to 30 minutes per day. This app caught our imagination and in the last week of March 2017 we held a week of lunchtime walks with media coverage to encourage more walking in the city. Twelve Active10 walks took place across the city, run by organisations who are members of the Thrive Plymouth network and the Plymouth Herald ran news reports on the app and the walks.

Individual Challenges

Take part in one of the many One You events that are happening city wide throughout the year.

Organisational Challenges

Run an event that will encourage your clients, customers or staff to move more, eat better, smoke less or drink safely?

Population Challenges

Let's make the most of our natural environment. Plymouth has incredible green and blue spaces available. We need to make the most of these through low cost and fun activities that will improve health outcomes.

DATAplay Event

DATAplay is an innovative Plymouth City Council project which aims to encourage more use of publicly collected data. The hope is this will provide solutions to hard-to-solve problems in Plymouth. Towards the end of 2017 we worked with the DATAplay team to run a Hackathon event. Hackathons are events where the digital community comes together and works to solve problems that are presented during the events. We presented the Thrive Plymouth message and data about health in the city to the digital community asking them to suggest/design/create solutions to encourage better lifestyles in the city. The community responded with a menu project to encourage healthy eating through redesigning menus. This project has now been run three times in the city influencing people to make healthier choices within cafés and we are hoping to get funding to continue the good work in the future.

▼ DATAplay event Dec 2017



St Jude's Community Hub

This new Community Hub meets every Tuesday morning in the local Church Hall. The volunteers provide an internet café, social inclusion activities and free coffee to anyone who attends. When they got involved with Thrive Plymouth they decided to train their volunteers in how to lead Walking for Health activities as part of the Active10 App launch. Two of their volunteers attended a training course provided by Livewell Southwest and now they offer a weekly walk in the local parks. 'St Jude's Walk, Talk and Tea' takes place at the same time as the Community Hub to encourage more physical as well as social activity.

▼ Walking for Health Event



Poole Farm

This community farm has been owned by the Council for over a year and is bringing a little bit of the countryside into town. The farm now boasts a herd of cattle, sheep, bees and chickens alongside the impressive amount of tree planting and improved wildlife habitats that have been achieved. This has all been done through an extensive volunteering programme and organised events, happening weekly throughout the city as well as proactively working with partners such as Duchy College and Plymouth Environmental Action.

In celebration of the work Poole Farm have been doing to increase low level physical activity this year, the Thrive Plymouth Summer Away Day was held at the farm in July 2017. This event was a celebration of all the work which had been carried out to encourage healthier lifestyles, especially amongst our low income residents.

▼ Poole Farm, Volunteering Days



PCH New Home New You

This project came about as result of conversation between Public Health and Plymouth Community Homes (PCH) about how PCH could get involved in year three of Thrive Plymouth. PCH revealed that they see approximately 600 new tenancies each year and many of these new tenants suffer from poor health and wellbeing-related outcomes.

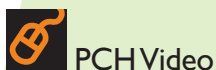
The new tenants have several meetings with PCH Housing Officers, before their tenancy begins and then at four weeks, six months, nine months and twelve month home visits. Housing Officers are also responsive to residents needs throughout their tenancy. The start of a new tenancy is the moment that many people choose to make lifestyle changes.

Livewell Southwest trained PCH Housing Officers on how to have a health and wellbeing-related conversation with the new tenants. Staff from the council and Livewell Southwest liaised to develop and deliver a bespoke training package for the PCH Housing Officers. There was also input from the Peninsula Dental School. The package was a mixture of 'making every contact count' and 'wellbeing champion' training. Four half-day training sessions were held with the PCH staff in February and March 2017. Approximately 45 PCH Housing Officers attended these sessions. A further 55 (approximately) front-line staff have also been trained.

The opportunity was also taken to review the 'goody bag' that new tenants are given. Rather than it being simply filled with household items, they now contain signposting information to health and wellbeing-related services as well as some health-improvement-related literature.

The intervention process has now been agreed. This is based on a standard health and wellbeing 'conversation starter' form developed by Livewell Southwest.

A plan for evaluating the impact of the programme has been developed. It is based on the use of (1) the Warwick-Edinburgh mental wellbeing scale and (2) the PHE How Are You (HAY) quiz. These can be administered at different points in the first year of tenancy to assess impact over time.



A post-graduate student studying for an Masters in Public Health at Marjons University will carry out an evaluation of the project as part of their degree.

The training has now been offered to staff from the other social housing providers in the city.

The project was officially launched on 16 October 2017.

"A new home isn't the answer to optimal wellbeing, but it can be a powerful catalyst for wider positive change. PCH and partners will provide opportunities to make that change."



We celebrated the success

Throughout the year our partners did incredible things to help Plymouth to thrive. There were so many events and projects it would not be possible to include them all in this report. To share the great news about One You we sent monthly emails to the Thrive Plymouth network encouraging and sharing good practice. We also helped our partners create case studies that could be shared online and in newsletters.

Individual Challenges

Use a One You apps and tell your friends about how it helps you live a healthier lifestyle.

Organisational Challenges

Look at your organisation and identify what environmental factors are discouraging your staff, clients or customers to be unhealthy – can you change anything? For example encourage brisk walking during breaks or redesign the menu in your staff canteen to make healthy choices the easy choices.

Population Challenges

Let's include everyone. We need to increase the low cost/free options for improving health within the city. Making it easier for everyone to engage with activities on their doorstep.



▲ Blue Light Day – resulted in hundreds of people living with learning difficulties and their carers learning about healthy lifestyles



▼ *Library Case Study – resulted in a great health and wellbeing offer being available through the library*



- ▼ Working Links provided Wellbeing Champion training through Livewell Southwest



- IHC lecture



Plymouth Hospitals

Derriford Hospital is the largest hospital trust in the South West. Working with Livewell Southwest. We set up a Plymouth NHS Hospitals Trust Thrive Group to manage the changes that improve the health and wellbeing of our staff. Over the past two years we've:

- launched the Derriford Centre for Health and Wellbeing
- reduced the membership fees for Staff at our Leisure Services
- reviewed our smokefree policy
- launched a range of social activities to target mental as well as physical health
- reviewed our retail catering offer across the Trust
- launched a Health Champion scheme
- run a 'Big Pinch' campaign offering boot camp activities
- revisited our Green Travel plans
- held annual staff health and wellbeing days.

- Opening of Derriford Centre for Health and Wellbeing



Plymouth - A place to thrive



▲ Walking football

As a major employer the Trust already had many of the things you would expect from a good employer: staff knowledgeable about their health, occupational health services, a gym, smoking cessation services, healthy eating options in the café, green travel plans and a commitment to the environment. Thrive Plymouth enabled us to bring this all together to encourage active, happy and healthy staff.

Nick Thomas Deputy CEO, Plymouth NHS Hospital Trust

6 CONCLUSIONS

It was a great year for engagement with Thrive Plymouth across the city. Using a national campaign locally meant we could access high quality, evidence based, free resources to encourage healthy lifestyles amongst our residents. This allowed us to spend time focusing on other aspects of behaviour such as the environment in which we make our choices. A huge amount of work has been done in Plymouth to encourage local residents to access the many smart phone apps launched this year.

▼ *Public Health team at the year four launch 2017*



7 WHAT IS THE FUTURE?

So what is the future for Thrive Plymouth? We are in the midst of year four which is focusing on mental wellbeing. The five ways to wellbeing are a really good way to get people to understand there is more to health (mental and physical) than simply what you eat, drink or do. We want to treat people as individuals, with complex and interesting lives. Understanding that how people are feeling has a massive impact on how well they can respond to stress in their lives we want to make it easier for people to feel good.

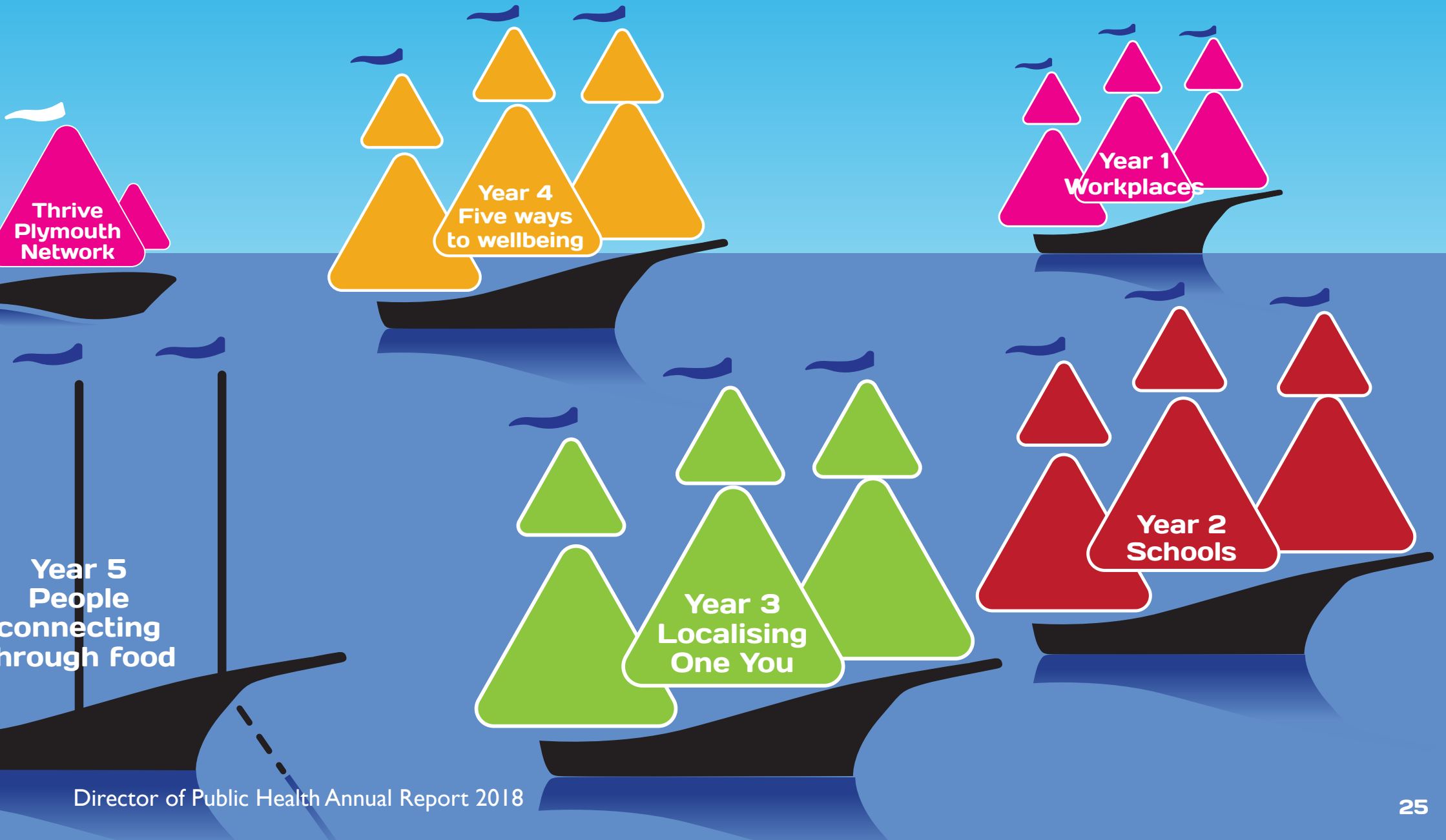
We also need to find out whether this year of the Thrive Plymouth programme has worked. There are two parts to this:

- ▶ 1 Finding out what the impact of the One You campaign has been; are people more engaged with their health and able to make healthier choices?
- ▶ 2 Tracking changes in the twenty Thrive Plymouth indicators which include both behaviour and disease rates amongst the population.

It will be some time before we are able to see any significant changes in the indicators, and we know it will be extremely difficult to be certain any changes have definitely been caused by Thrive Plymouth; however we believe we have made a good start and are heading in the right direction.



So to finish, year three allowed us to recruit over fifty organisations into our fleet of Thrive Plymouth ships and we're all heading in the same direction, towards a Plymouth where the healthy choice is the easy choice.



8 LINKS

Thrive Plymouth:

www.plymouth.gov.uk/publichealth/thriveplymouth

Plymouth's Life Expectancy Bus Route 2015-16

www.plymouth.gov.uk/publichealth/thriveplymouth/aboutthriveplymouth/healthinequalities

Global Burden of Disease:

www.healthdata.org/gbd

One You:

www.nhs.uk/oneyou

All One You Apps available from:

www.nhs.uk/oneyou/apps#HeDTm2C0SRUtJUAJ.97

Public Health England:

www.gov.uk/government/organisations/public-health-england

DATAplay:

www.plymouth.gov.uk/dataplay

9 REFERENCES

- 1 Changes in health in England, with analysis by English regions and areas of deprivation, 1990–2013: a systematic analysis for the Global Burden of Disease Study 2013 Newton, John N et al.
- 2 The Lancet, Volume 386 , Issue 10010 , 2257 - 2274 www.thelancet.com
Published online September 15, 2015
[http://dx.doi.org/10.1016/S0140-6736\(15\)00195-6](http://dx.doi.org/10.1016/S0140-6736(15)00195-6)

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