

Overview of the New Home New You (NHNY) programme

NHNY is a partnership project between Plymouth Community Homes (PCH), Plymouth City Council (PCC), and Livewell Southwest. The project supports new tenants and transferring tenants who wish to make health-related lifestyle improvements. In addition to leading on this project, PCH is a member of the Thrive Plymouth Network. The 2018/19 focus of Thrive Plymouth is 'people connecting through food.'

The project launched in October 2017 and is aimed at families and general needs single/couple tenants moving into PCH properties. NHNY is designed to support social housing tenants consider and achieve self-set health and wellbeing goals. Offering this at a time of change and new opportunity (moving home) aims to utilise the usually positive, future-looking affect that is present during the moving-in, and settling-in phase of a family's/individual's/couple's life. The first year of a tenancy is also important in terms of predicting a successful or problematic future tenancy pattern. A settled, good quality home is a vital ingredient in enabling positive mental and physical health and wellbeing.

Participation is entirely voluntary and offered at the time of tenancy sign-up. Those who sign up receive (in addition to PCH's usual welcome pack of tea, coffee, tea-cloth and other useful moving in items) a health-related 'goody bag' containing items such as toothbrush and toothpaste, vouchers for replacing smoking with e-cigarettes (where relevant) along with information about local health and wellbeing services. In addition to this they receive a fortnightly, free, delivered-to-home bag of fresh vegetables for three months, plus support and signposting to achieve their self-set wellbeing goals. These can include (but are not limited to) support with finding cost effective health and wellbeing opportunities (such as walking or cycling) or help finding a like-minded social group to make new friends. PCH has also provided free cookery sessions for those who wished to learn how to cook healthy meals using the vegetables provided as part of the project.

The programme for NHNY, drawing upon the 'behaviour system' of 'capability, opportunity and motivation' (Michie et al., 2011) involves:

- Education (provision of information to improve capability and motivation)
- Persuasion (motivational interviewing to increase motivation)
- Incentivisation (enhanced 'Welcome Pack' and fortnightly vegetable box to improve motivation)
- Training (cooking lessons to improve capability)
- Enablement (access to resources to improve capability, motivation and opportunity).