

An integrated *wellness service* for Luton

Introduction and overview June 2013



The opportunity...

The contracts for a number of public health and lifestyle services come to an end next March.

These include information, advice and help with diet & nutrition, exercise, weight management and stopping smoking.

Currently, such services are all provided by different agencies. This makes it difficult to deliver the right combination of help, properly tailored to meet people's individual needs.



Residents often end up being signposted between different services and, along the way, just drop out of the system.

Now we have a chance to look at alternatives. In particular, we see an opportunity for one agency to run a fully integrated *wellness service* - a proper one stop shop that can deliver health support to the maximum number of Luton people in the most cost-effective way.

The vision and the objectives...



It is well documented that lifestyle issues contribute to poor health outcomes. Luton is no exception in this respect. Hence, an integrated approach is now a council priority when it comes to commissioning healthy lifestyle services.

Our vision for a new 'integrated wellness service' is to: *reduce health inequalities through better service integration, moving resources away from avoidable treatment and care and towards prevention and early intervention.*

We also see it helping to deliver some of the priorities in Luton's health and wellbeing strategy, including a healthy start in life for

children and young people, reducing the health inequality gap and healthier, more independent adults and older people.

In particular, we need to:

- decrease health risks and prevent the onset of disease
- divert residents from primary and secondary care to prevention pathways
- help contain rising healthcare costs

The new service...



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We see the new integrated wellness service delivering a range of advice, guidance and tailored interventions on key lifestyle issues to improve health and address:

- diet and nutrition
- physical activity
- weight management (for children and adults)
- smoking
- alcohol misuse
- mental wellbeing

The service could also offer:

- NHS community health checks
- volunteer community health champions
- clear referral pathways to and from other health and social care services

What we are looking for...



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We want the new integrated wellness service to:

- provide good, consistent healthy lifestyle advice for Luton residents
- improve access to wellness services for people in the town, particularly priority groups such as BME communities and people with disabilities
- increase uptake of wellness services and enable more people to make positive lifestyle changes and become more physically active
- reduce the number of residents at risk of developing long term conditions
- increase the uptake of NHS health checks
- establish effective referral pathways and increase referrals from primary and secondary care services
- increase the number of staff trained to deliver brief interventions

The benefits...



The integrated wellness service could deliver a number of important benefits, including:

- improved access to wellness services through a single point of contact
- savings in the mid to long term through prevention and early intervention
- long term cost avoidance of expensive treatment and ongoing social care
- improved health outcomes for Luton residents
- improved, more cost-effective, commissioning of advice & guidance services
- service efficiencies through better, joined-up working and by avoiding duplication

The plan...

We have already carried out some initial 'soft market testing' to get a better idea of potential providers who would be interested in pitching to run an integrated wellness service in Luton.

We are now studying the results of some public consultation we carried out in May. This will inform the business case we will put before councillors later this summer.

At the moment, there are four possible options. These are detailed in our business case summary, a copy of which can be downloaded from: www.luton.gov.uk/wellness



Depending on the proposal that members finally choose, it is likely that we will invite tenders this September. The entire process could take around four to five months.

By mid January 2014 we should have completed our evaluation of all the bids. We anticipate awarding the contract by mid February.

If everything goes to schedule, the new service could be up and running by May 2014.

This is but a brief overview.
For more details: www.luton.gov.uk/wellness

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