

**DERBYSHIRE COUNTY COUNCIL**

**MEETING WITH CABINET MEMBER, HEALTH AND COMMUNITIES**

**21 February 2019**

**Report of the Director of Public Health**

**Live Life Better Derbyshire – Marketing and Engagement**

**1. Purpose of the report:**

To seek approval to undertake detailed insight work to encourage more local residents, especially from key target groups, to use Live Life Better Derbyshire services.

**2. Information and analysis:**

The factors that influence a population's health and wellbeing are complex but one key determinant are lifestyle risk factors such as smoking, poor diet, being physically inactive, excessive drinking etc. Research has shown that around 70% of the population of England do not adhere to government guidelines on two or more of these risk factors. In Derbyshire there are currently 63.8% adults are overweight or obese, 15.1% of adults smoke and 20.9% are physically inactive. Supporting and enabling people to tackle lifestyle risk factors is a key contributor to reducing health inequalities and demand for healthcare/social care services.

Live Life Better Derbyshire (LLBD) is a county-wide service accessible to all Derbyshire residents or anyone registered with a Derbyshire GP. The service supports people with free help to make positive changes to their lifestyle and in particular to stop smoking, lose weight and become more active. Eligible people can either self-refer or be referred by a professional e.g. their GP. Within each locality LLBD has a team of Health Improvement Advisors who offer an integrated service by providing services directly or offering advice, guidance and sign posting to other local services as necessary.

Since the LLBD service was brought in-house in December 2017 the focus has been upon establishing the new service including recruitment and training of staff. We now intend to undertake further work to promote LLBD, both directly to members of the public and to other stakeholders e.g. healthcare professionals, to improve the awareness of LLBD and encourage people to use LLBD services.

Much of the work to promote LLBD is undertaken by the Council's in-house Communications Team and is often undertaken using social media which incurs no/little cost. However it will be necessary from time to time to commission external support to assist with the marketing and promotion of LLBD.

One such piece of work is to undertake detailed insight with key audiences (including key target groups such as pregnant smokers, routine and manual workers, learning disabled, etc.) to understand how we can more effectively engage with and support them to use LLBD services and to understand how we can more effectively communicate with them about LLBD and lifestyle risk factors.

**3. Financial considerations:**

LLBD has an annual budget of £0.095m for marketing and promotion. The budget allocated for the insight work is a maximum of £0.025m. .

**4. Legal Considerations:**

The procurement of any services referred to in this report will be carried out in accordance with the Council's Financial Regulations and the Public Contracts Regulations 2015.

**5. Background papers:**

Public Health Lifestyle Services – Cabinet Report of the 13 December 2016

**6. Key Decision:**

No

**7. Call-in:**

Is it required that call-in be waived for any decision on this report? - No

**8. Officer's Recommendation:**

To approve the procurement of an external agency to undertake detailed insight work to inform the delivery, marketing and promotion of Live Life Better Derbyshire services.

**Dean Wallace**  
**Director of Public Health**