

**Agenda Item No:****Report To:** Ashford Health & Wellbeing Board**Date:** 26<sup>th</sup> April 2017**Report Title:** Ashford One You shop**Report Author:** Debbie Smith**Organisation:** Public Health**Summary:**

Ashford One You is a one stop shop designed for Ashford residents to drop in and receive advice and information on healthy lifestyles. It launched the start of its 4 month pilot on the 10<sup>th</sup> February 2017 and has received good attendance with particular public interest in Healthy Weight, drop in weigh-to-go, Health MOTs/Checks and Blood Pressure checks. Public awareness of One You is increasing and there is a call to extend the pilot period of One You from 4 months to 2 years which will give time and opportunity to measure success effectively.

**Recommendations: The Board be asked to:-**

Note the presentation tabled at the HWB meeting  
Note the progress of Ashford One You facility  
Comment on the Ashford One You shop.  
Support the extension of the pilot period to two years

**Purpose of the report**

1. This report is to accompany the tabled presentation to the Ashford Health and Wellbeing Board on the Ashford One You shop.
2. The report and presentation will provide information and background on Ashford One You and a summary of progress to date.

**Background**

3. Ashford Health and Wellbeing Board has identified two health and wellbeing priorities; smoking and obesity. The Task and Finish Groups for each of these priorities organize the delivery of respective Action Plans aimed to deliver reduced smoking prevalence and reduced numbers of people obese or with excess weight. One of the key actions that spans both priorities is the creation of a public drop-in space designed to support Ashford residents take control over their own health and wellbeing by providing a range of commissioned services, predominantly to promote stop smoking services, healthy weight interventions and Health MOTs or Health Checks. Working within a limited budget and tighter timescales, partners have pulled existing

resources to launch the opening of the One You shop in Ashford town centre on the 10<sup>th</sup> February. The shop is located at 7 Park Mall and is open Tuesdays to Fridays from 9.am to 5pm and from 9am to 1pm on Saturdays.

## Report specific section heading

### 4. One You Shop Delivery

4.1 The premises in Park Mall is conveniently placed in Ashford Town Centre but positioned in a quieter corner of the Mall away from the main thoroughfare. This is not ideal but there has been significant public awareness in the local newspaper articles, flyers sent out with Council Tax bills and more recently, television advertisements all of which help generate awareness of One You.

4.2 The One You shop is being managed by the Public Health commissioned Health Improvement services, Kent Community Health Foundation Trust (KCHFT). KCHFT deliver stop smoking, healthy weight, health check and health trainer services in scheduled locations in Ashford and are inputting additional resources to deliver in the One You setting as well.

### 5. One You Shop Activity

5.1 Within the first 25 days of opening there have been:

- 362 people were recorded as accessing the One You shop
- Of which 218 people went on to receive further detailed healthy lifestyle information and interventions.

This means that 60% of people who walked into the One You Shop have received more in depth information, advice or intervention.

5.2 From this information, we are able to identify a profile of customers; the ward in which they live, their gender and the type of health information they requested or are interested in and accessed either at the shop or via referrals from the shop.

5.3 Of the 218 people who received healthy lifestyle information in the One You shop, there were 344 lifestyle interventions; noting that some people had more than one intervention during their visit.

5.4 Summary of Interventions:

All services	Blood Pressure	Physical Activity	Health Check	Health MOT	Stop Smoking	Health Trainer	Healthy Weight	Other	Total
30	29	22	33	32	43	6	142	7	344
9%	8%	6%	10%	9%	13%	2%	41%	2%	

- 41% of the interventions were on the topic of healthy weight
- 48% of interventions were on healthy weight and physical activity combined.
- 13% of interventions were on stop smoking.
- 53 people had a weigh-in intervention; that is 37% of all healthy weight interventions

## 6. Health Inequalities

6.1 63 people from 9 of Ashford's most deprived wards have visited the One You shop in the first 25 days of opening and have received one or more interventions. The total number of interventions among the most deprived wards in this period is 104.

6.2 The 9 most deprived wards in Ashford are:

- Stanhope
- Victoria
- Beaver green
- Aylesford Green
- Norman
- Bockhanger
- Boughton Aluph and Eastwell
- South Willesborough
- Downs West

6.3 The following summary shows a breakdown of the numbers of people and activity levels of One You customers who live in Ashford's most deprived communities.

- 29% of all people that have received a service at the One You shop come from the nine deprived wards in Ashford
- 24% of all healthy weight interventions in the One You shop are from people who live in the most deprived wards in Ashford
- 44% of all stop smoking interventions in the One You shop are from people who live in the most deprived wards in Ashford

## Conclusion

7. One You Ashford is the first One You shop opened in the Country. Although still too early to determine the success of One You it is clear that there is interest in meeting the early health needs of the population in a local, convenient, drop in environment. Activity and profile details are being measured to ensure that One You is reaching the people who need support the most in a way that is most accessible to them. It is hoped that in meeting this need and supporting people to take control over their own lifestyle behaviours, there will be a reduced preventable demand on primary care and acute services.

7.1 A meeting is scheduled for early May for key partners to discuss the extension of the pilot period to secure the future of the One You provision in the town centre for Ashford residents. In the meantime, attendance at the One You shop continues to be good, particularly as more people become aware of One You and what it has to offer.

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