

Re-design of Support for Healthy Behaviour

Norfolk Public Health 2020

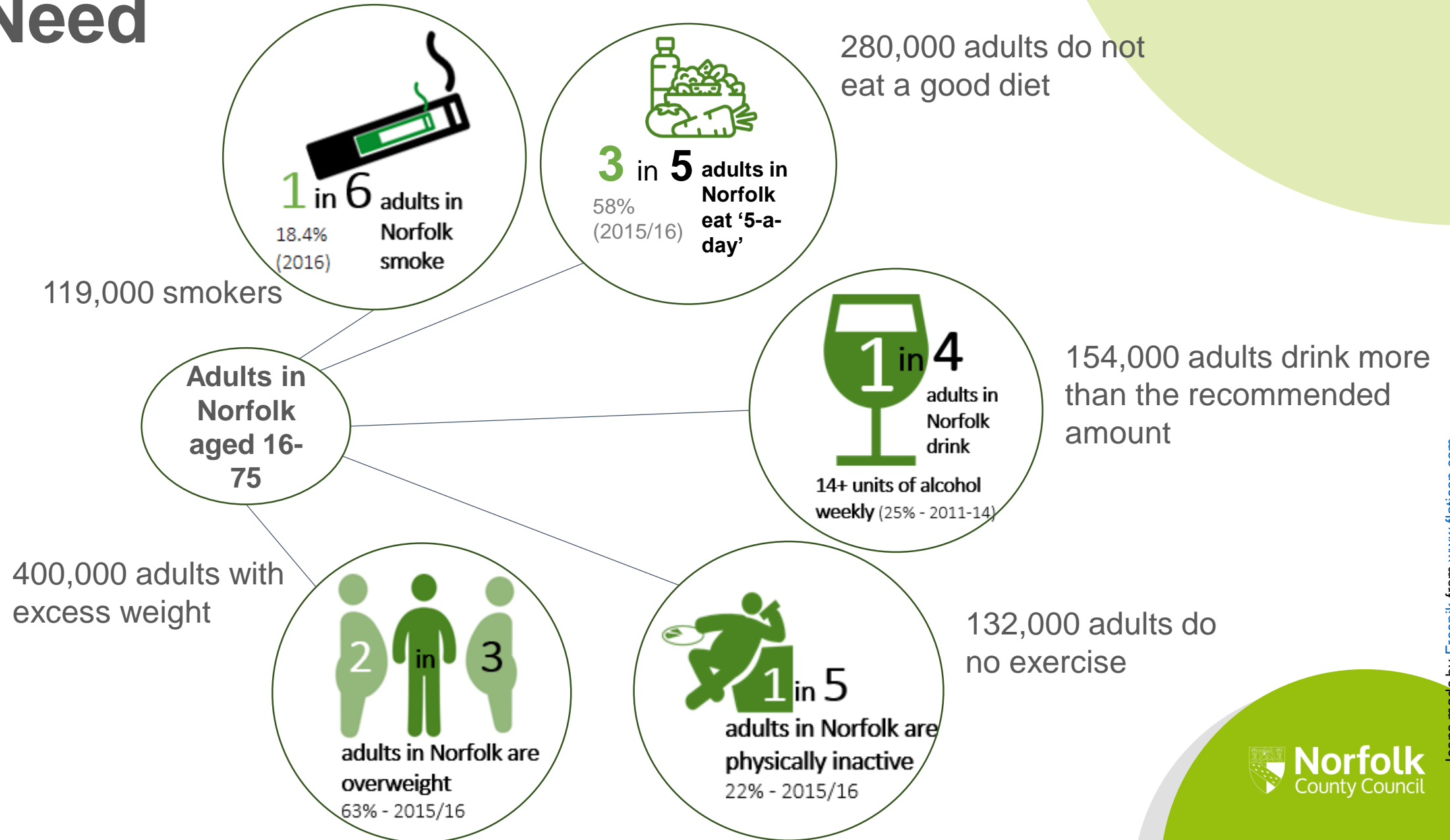
Embedding prevention across all organizational strategies and policies

Promoting and supporting healthy lifestyles with our residents, service users and staff

Promoting the health and wellbeing of their workforce

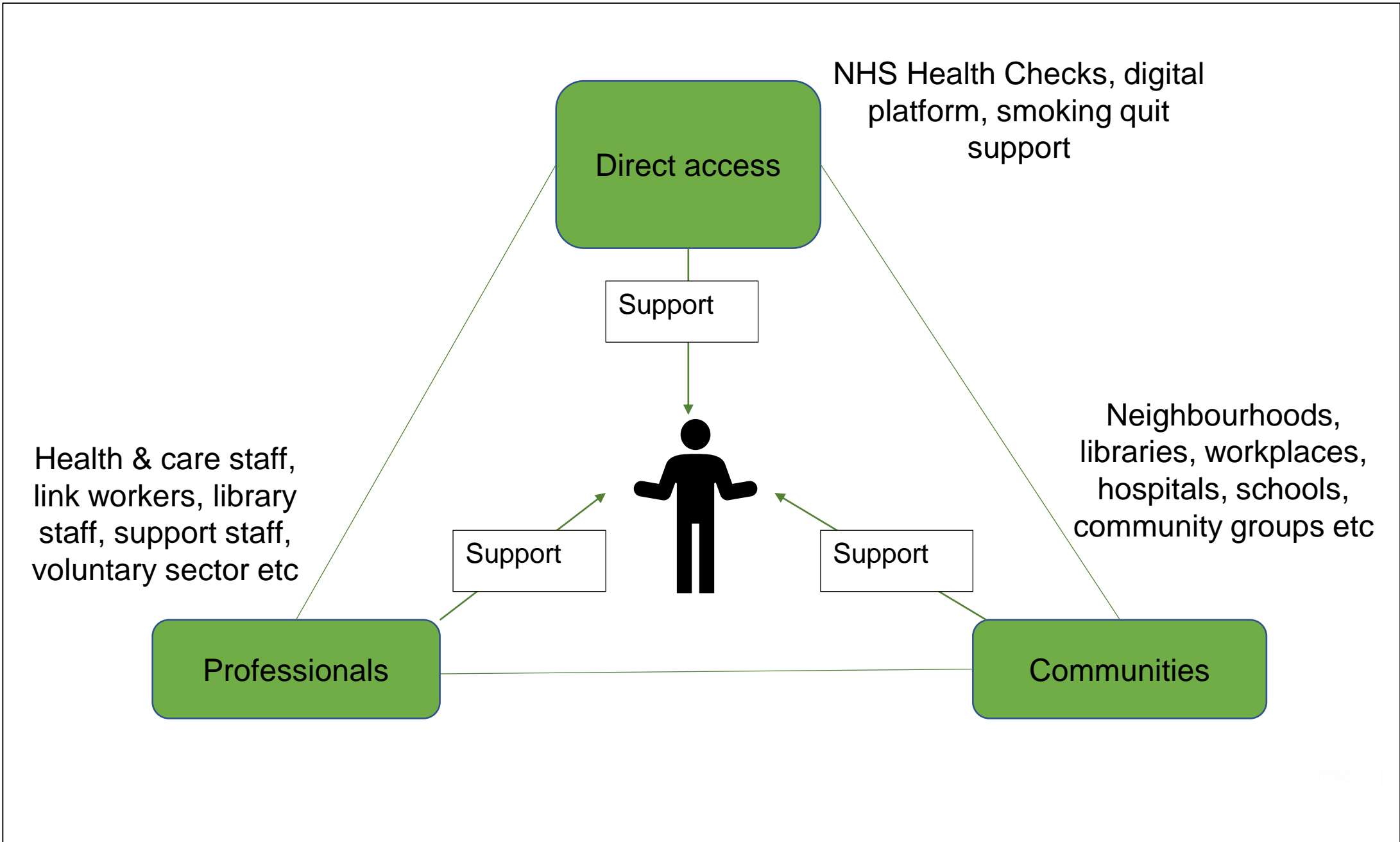
Prioritising prevention at both policy level and in decision making

The Need

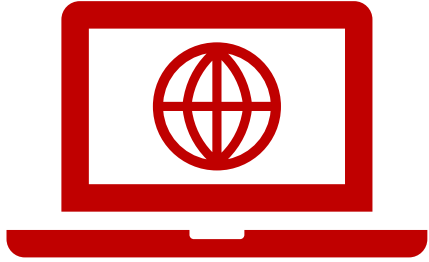


Outcomes.....

- Norfolk workforces will be better versed in behaviour change
- Environments will start to be more supportive of change
- Residents will get support from many more sources
- Making healthy choices will be easier for people
- This could lead to reduced demand on specialist services



Offer to individuals....



New website

- for individuals to self-support behaviour change
- To facilitate change support from frontline workers



Tier 2 weight management service

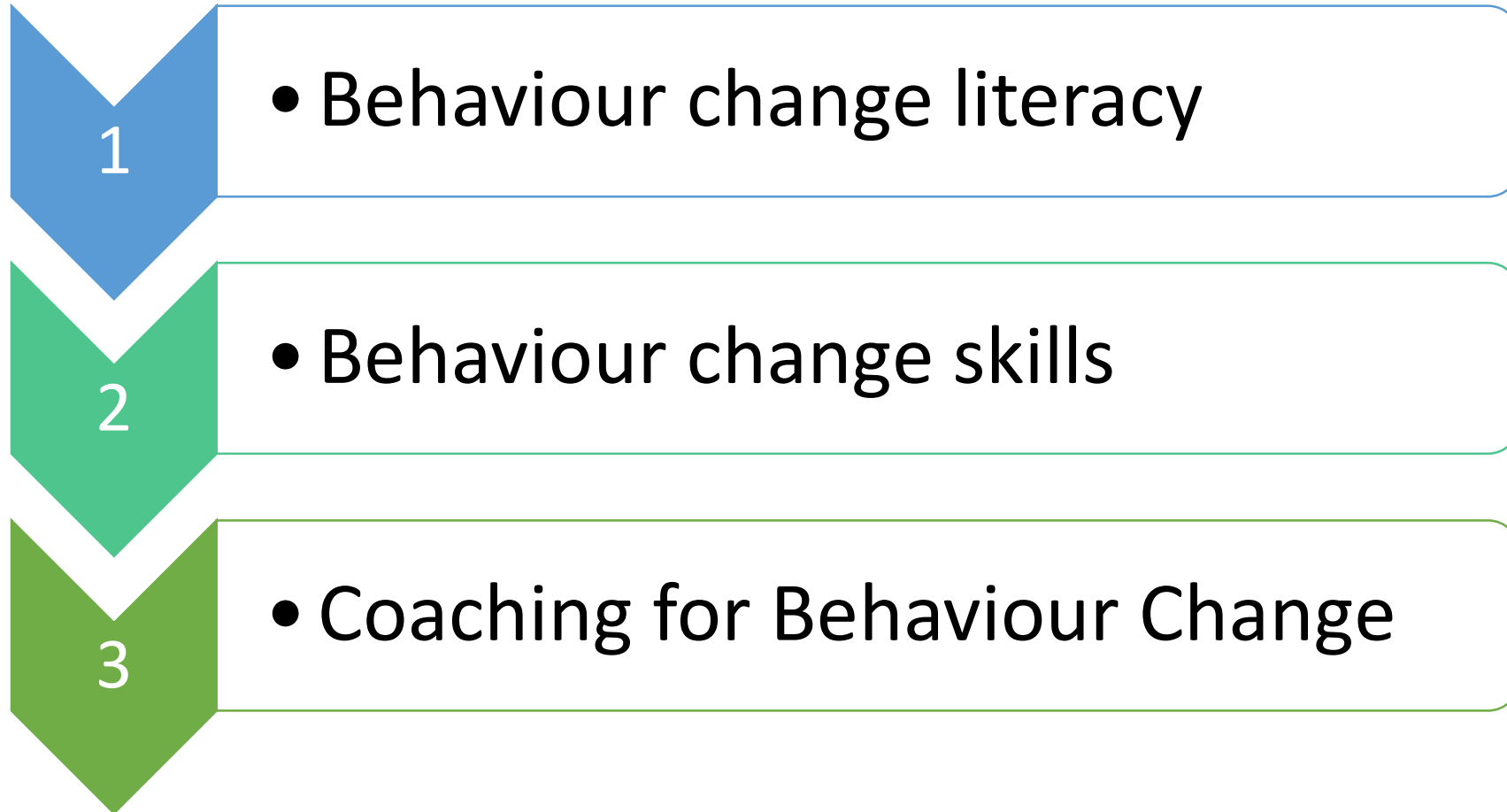


Increased opportunities for smokers to receive remote support to quit

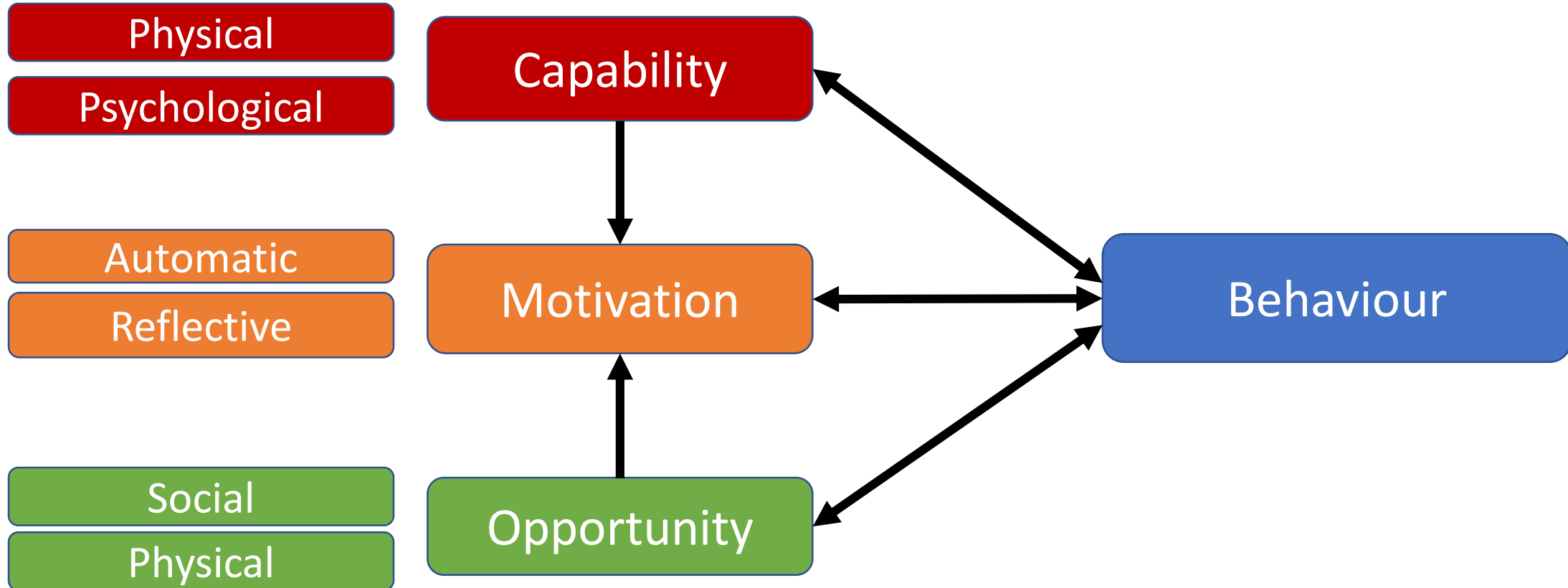


Target NHS Health Checks to those at greater risk of poor health / inequalities

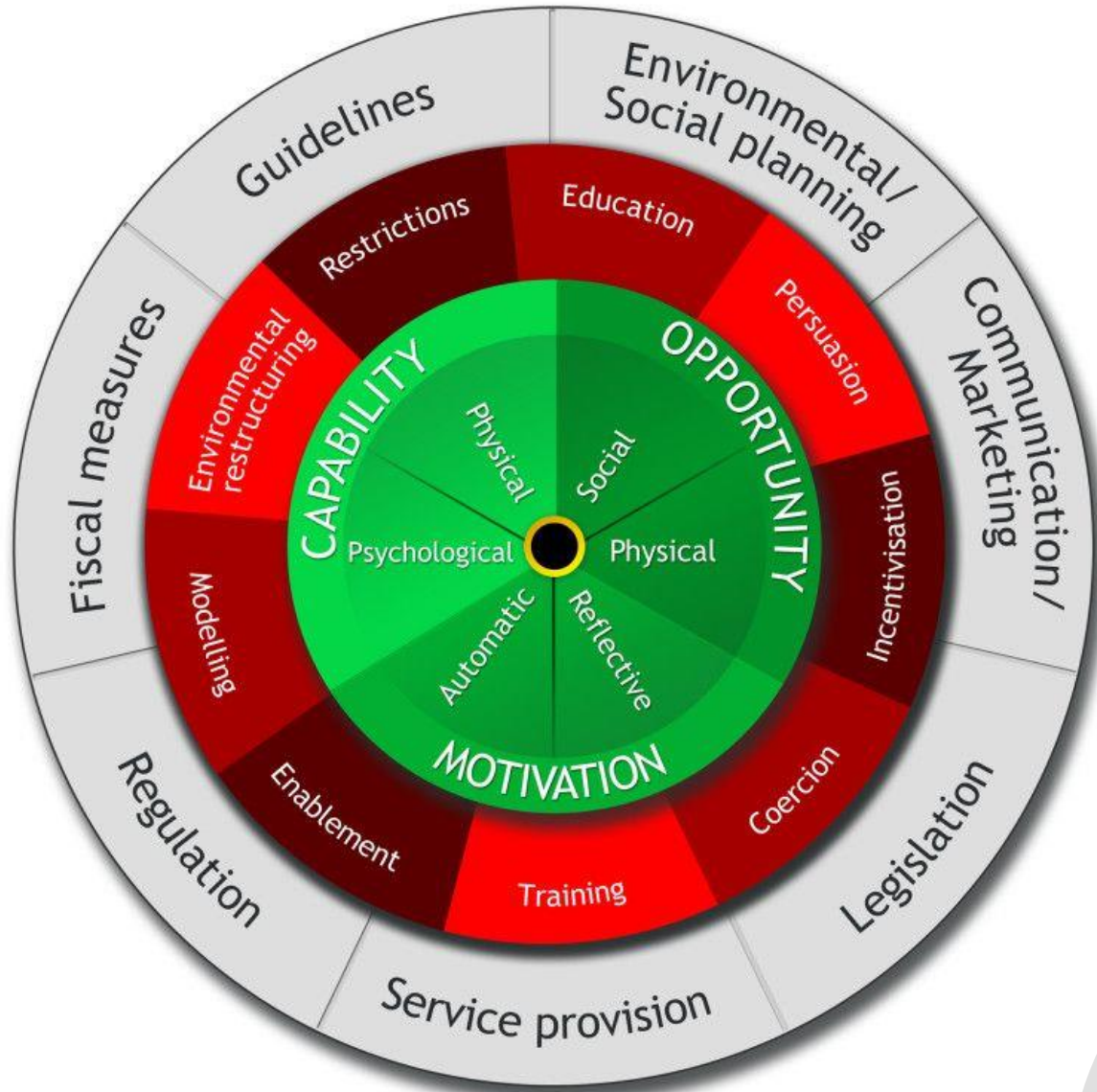
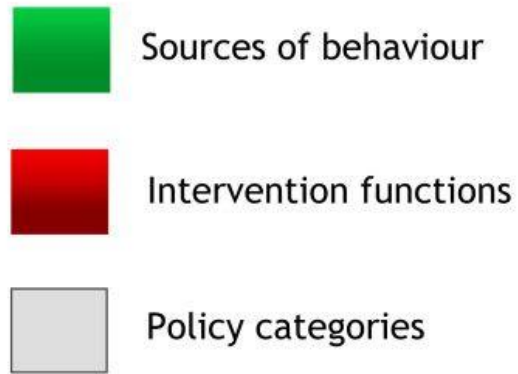
Tiered Approach.....



COM-B Framework



Behaviour Change Wheel

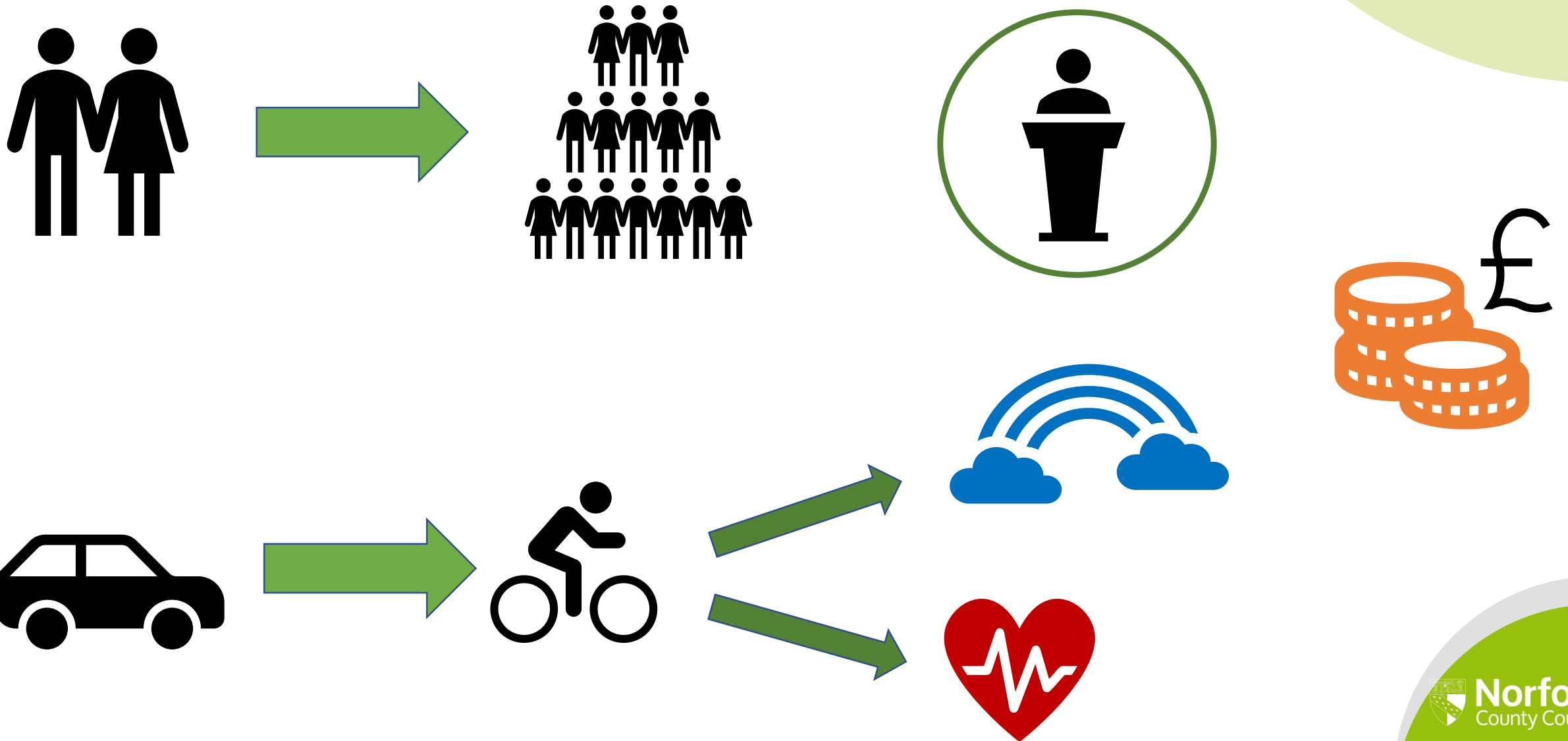


Communities.....

Population level interventions



Benefits of changing approach



Take away messages.....

1. The issues are significant
2. We need to do different
3. We need to achieve a greater reach
4. Now is the time