

The South Tyneside model – A multi-collaborative approach between the CCG, NHS, third sector, public health and leisure

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ESCAPE Pain in South Tyneside: A multi-collaborative approach between the CCG, NHS, third sector, public health and leisure services

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Improving outcomes through alliancing

Our Vision:

- People are able to take greater responsibility for their own health
- People are able to stay well in their own homes and communities
- People receive timely and appropriate complex care



Alliancing in South Tyneside



The Alliance Charter

- What's your problem is our problem
- We'll make best use of the South Tyneside Pound
- What's good for the person is good for the system – outcomes and experience trump individual organisations



WHOLE SYSTEMS THINKING



South Tyneside Physical Inactivity Strategy 2018 - 2021



...an outstanding place to live, invest and bring up families

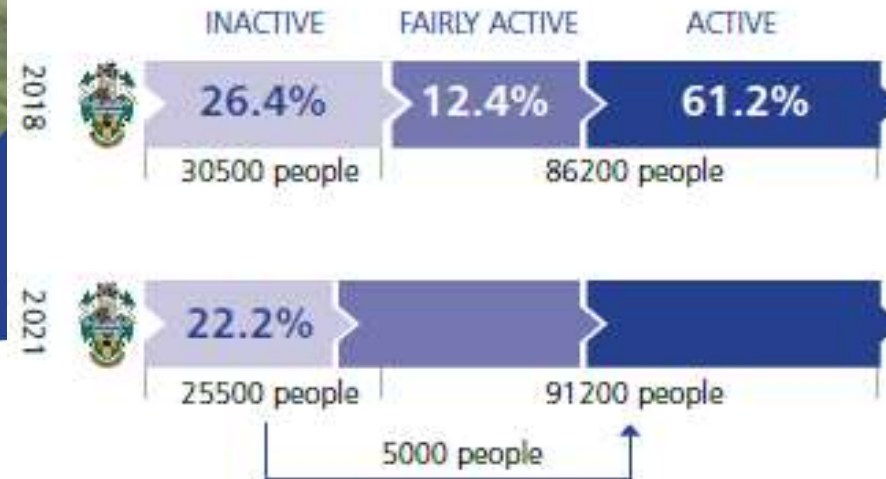


Vision

Our strategic vision is to create a system and environment that moves 5000 people from being inactive to active

In delivering this we will commit to the following key aspirations

- We will develop a traffic free cycle/walkway connecting South Tyneside to the International Advanced Manufacturing Park and over 5000 new jobs
- All children to achieve the early learning goal in physical activity
- More children will travel to school by foot or bike than anywhere else in the region, seeing 1070 more children regularly walking or cycling to school.
- We will ensure that physical activity forms part of quality GP and health professional conversations with the 69000 residents living with one or more co-morbidity.



Physical inactivity - Highest impact area

Our biggest impact will be moving inactive people and getting them to do something, however small

Over a quarter of our Adult population are classified as being inactive

This equates to approximately 30500 individuals

Why an emphasis on inactivity

The biggest benefit to individuals and public investment is found in addressing those that are inactive.

Physical inactivity directly contributes to one in six deaths in the UK.

PEOPLE



BETTER EDUCATION AND SKILLS



FEWER PEOPLE IN POVERTY



PROTECT VULNERABLE CHILDREN AND ADULTS



STRONG AND INDEPENDENT FAMILIES



HEALTHIER PEOPLE

PLACE



A REGENERATED SOUTH TYNESIDE WITH INCREASED BUSINESS AND JOBS



BETTER TRANSPORT



BETTER HOUSING & NEIGHBOURHOODS

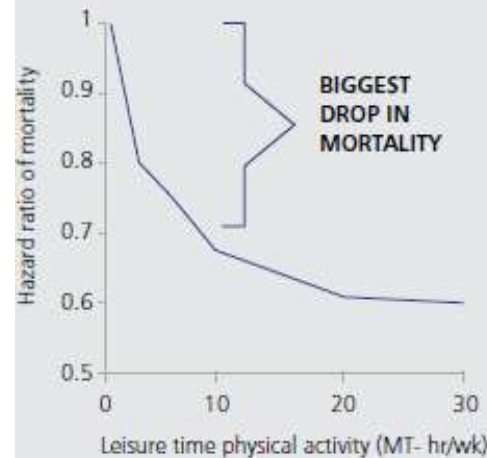


A CLEAN AND GREEN ENVIRONMENT

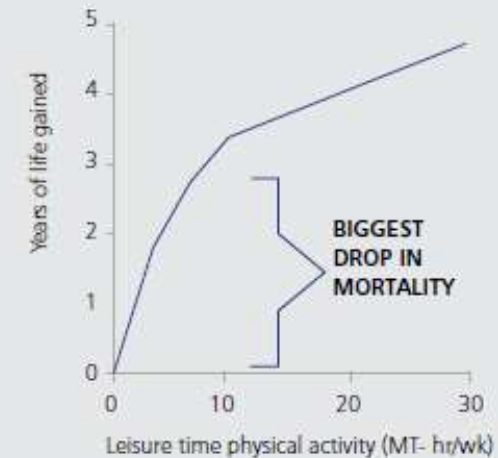


LESS CRIME AND SAFER COMMUNITIES

Mortality after age 40



Years gained after 40



3P's: Problem

- H
(7)

| Area | Recent Trend | Neighbour Rank | Count | Value | 95% Lower CI | 95% Upper CI |
|-------------------|--------------|----------------|-----------|-------|--------------|--------------|
| England | - | - | 2,463,378 | 10.9 | - | - |
| North East region | - | - | 132,156 | 11.3 | - | - |
| Hartlepool | - | - | 4,867 | 11.8 | 10.9 | 12.5 |
| Sunderland | - | - | 11,504 | 11.7 | 10.0 | 13.4 |

| Area | Recent Trend | Neighbour Rank | Count | Value | 95% Lower CI | 95% Upper CI |
|---------|--------------|----------------|-------|-------|--------------|--------------|
| England | - | - | - | 62.0 | 61.7 | 62.2 |

| Area | Recent Trend | Neighbour Rank | Count | Value | 95% Lower CI | 95% Upper CI |
|----------------------|--------------|----------------|-------|-------|--------------|--------------|
| England | - | - | - | 66.3 | 66.0 | 66.5 |
| North East region | - | - | - | 62.7 | 61.6 | 63.8 |
| Newcastle upon Tyne | - | - | - | 67.1 | 65.0 | 69.2 |
| Northumberland | - | - | - | 65.7 | 61.2 | 69.9 |
| Gateshead | - | - | - | 64.5 | 60.1 | 68.6 |
| Redcar and Cleveland | - | - | - | 64.3 | 59.9 | 68.4 |
| North Tyneside | - | - | - | 62.3 | 57.9 | 66.4 |
| County Durham | - | - | - | 61.9 | 57.5 | 66.2 |
| Stockton-on-Tees | - | - | - | 61.9 | 57.5 | 66.0 |
| Darlington | - | - | - | 61.1 | 56.7 | 65.4 |
| South Tyneside | - | - | - | 60.3 | 55.7 | 64.7 |
| Sunderland | - | - | - | 60.1 | 55.6 | 64.5 |
| Hartlepool | - | - | - | 59.1 | 54.5 | 63.4 |
| Middlesbrough | - | - | - | 57.9 | 53.3 | 62.4 |



Economic case

- In order to achieve this level of delivery there would be a requirement to deliver **over 100** cohorts across the year:

| 5% of local OA knee population | Cost of delivery for 5% population | Total saving (£1,511.79/person over 30 months) of 5% population | Total saving per year for 5% population | Net saving per year for 5% population |
|--------------------------------|------------------------------------|---|---|---------------------------------------|
| 1,084 | £71,528 | £1,638,402 | £655,361 | £626,750 |

- A more pragmatic approach was to target the programme at **1%** of the OA population initially



Pragmatic approach

- 1% of the OA population would see around **217** participants through the programme per year. This would require around **22** cohorts to be delivered across the borough, resulting in a net saving of **£125,350** per year:

| 1% of local OA knee population | Cost of delivery for 1% population | Total saving (£1,511.79/person over 2.5 years) of 1% population | Total saving per year for 1% population | Net saving per year for 1% population |
|--------------------------------|------------------------------------|---|---|---------------------------------------|
| 217 | £14,306 | £327,680 | £131,072 | £125,350 |

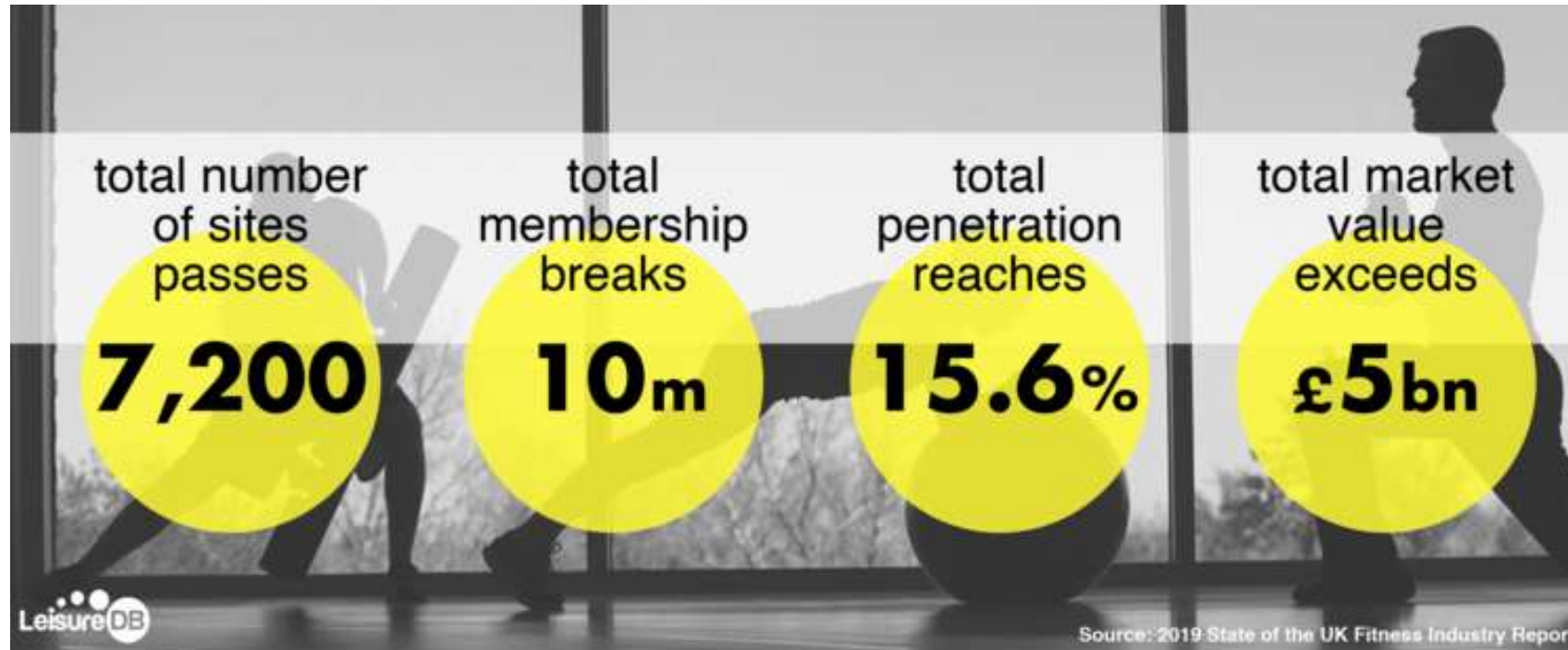


Initial learning and challenges

- Very low cost per cohort - £660 vs £1,630 nationally (British Society of Rheumatologists)
- Instructor time/capacity (delivery vs administration and data reporting)
- Support from Age Concern Tyneside South - single point of contact, triage, admin, data reporting (consistency)



Why leisure services or the fitness industry?



Constraint of access

- “One in seven people in the UK are members of a gym”
- “ Spread across a range of socioeconomic statuses, but with a slight trend in probability toward the younger and more affluent”.

* 2017 State of UK Fitness Industry report



3P's: **P**lace

- Strategic geographical locations



Co-location of services: more than a traditional leisure centre



3P's: People

- 8 people completed Escape Pain exercise instructor training in early 2019
- Multitude of skills & backgrounds
- 3 primary trainers in 3 key sites – commissioned on a freelance basis
- All three deliver activity across the borough as part of the generic fitness offer



Summary

- Right environment, experienced & talented workforce, free at point of access, range of follow-on opportunities
- Effective marketing and single point of contact triage system
- Insufficient, we need to keep diversifying



Satisfying different needs



Did you know... Coca-Cola sells soup in a can! Bistrone is a nourishing meal on the go, available in two flavours in Japan.



Testimonial

“ I feel a lot more positive that I can actually exercise after years and years of avoiding it.”

