

# Re-design of Support for Healthy Behaviour

Norfolk Public Health 2020

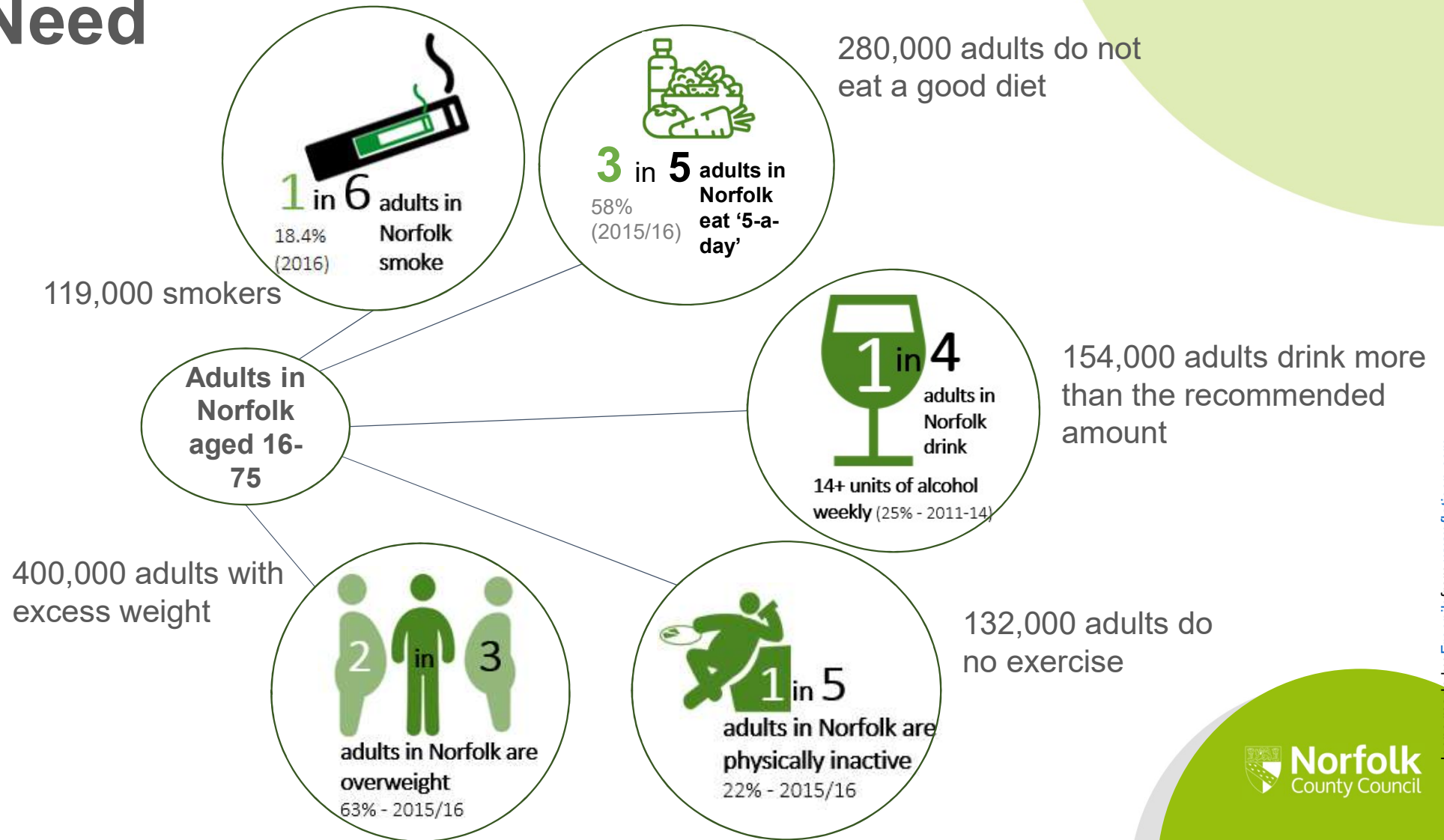
Embedding  
prevention  
across all  
organizational  
strategies and  
policies

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

Promoting the  
health and  
wellbeing of  
their workforce

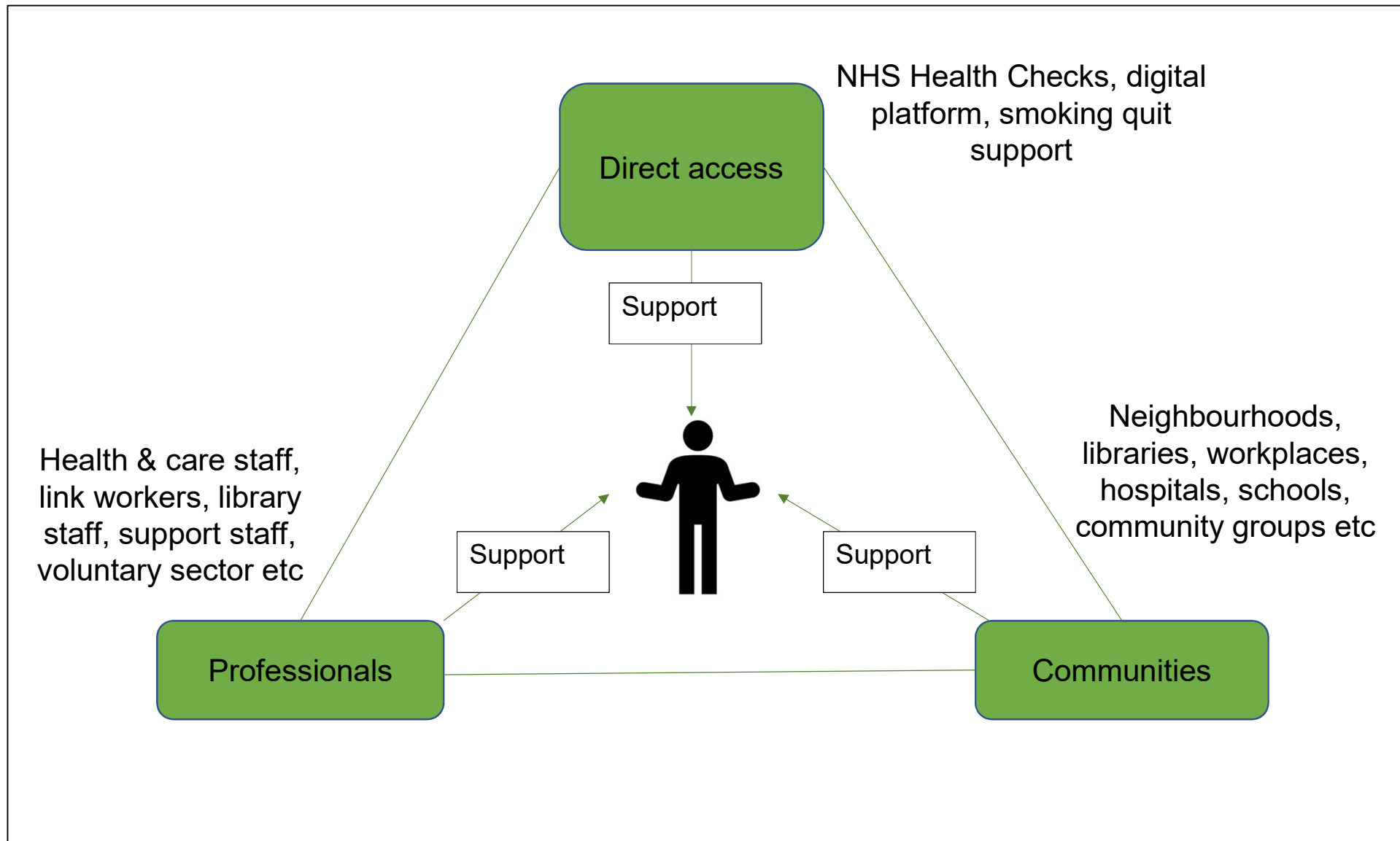
Prioritising  
prevention at  
both policy  
level and in  
decision  
making

# The Need

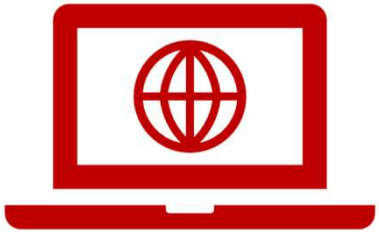


# Outcomes.....

- 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

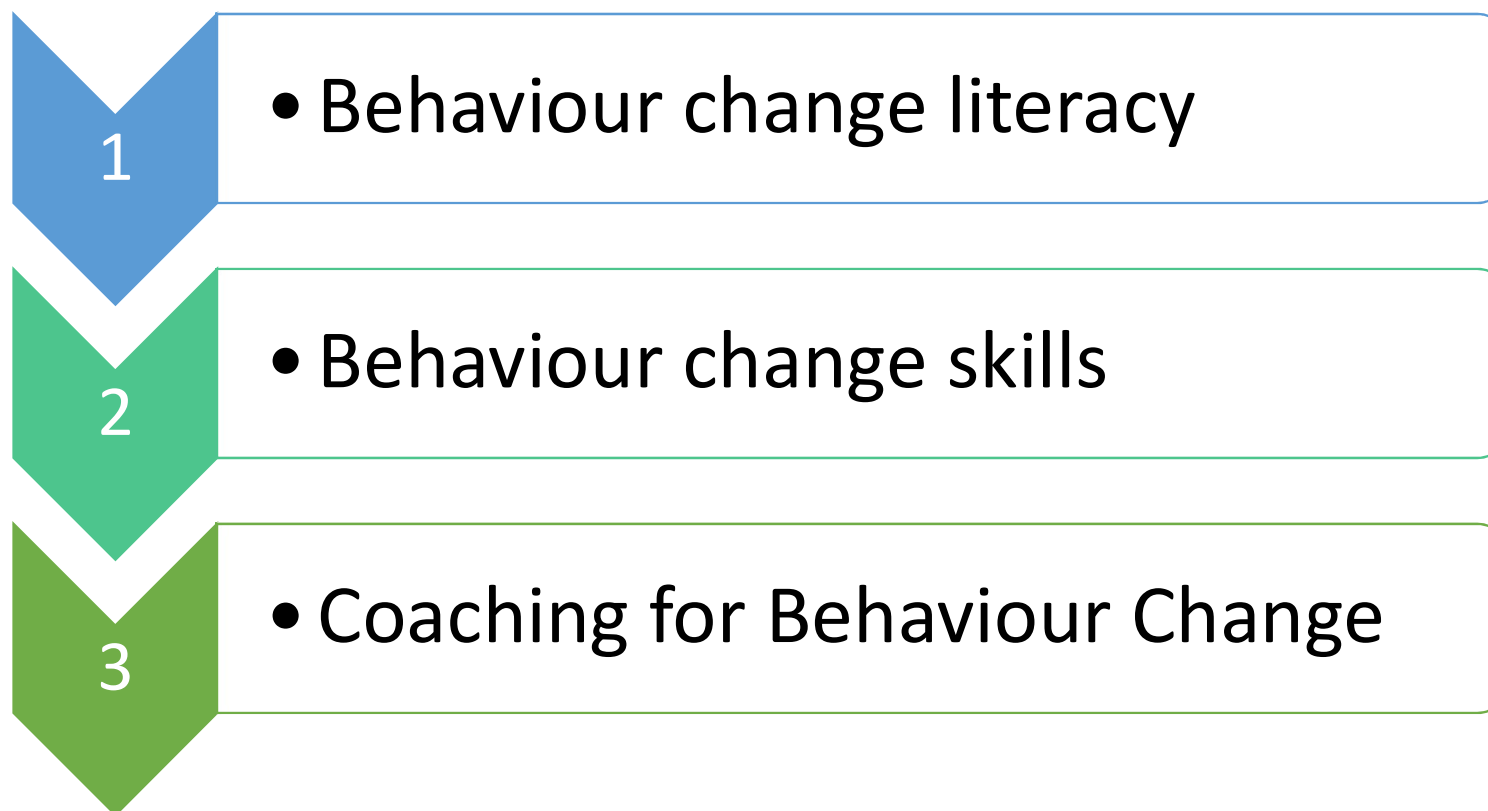


## Increased opportunities for smokers to receive remote support to quit

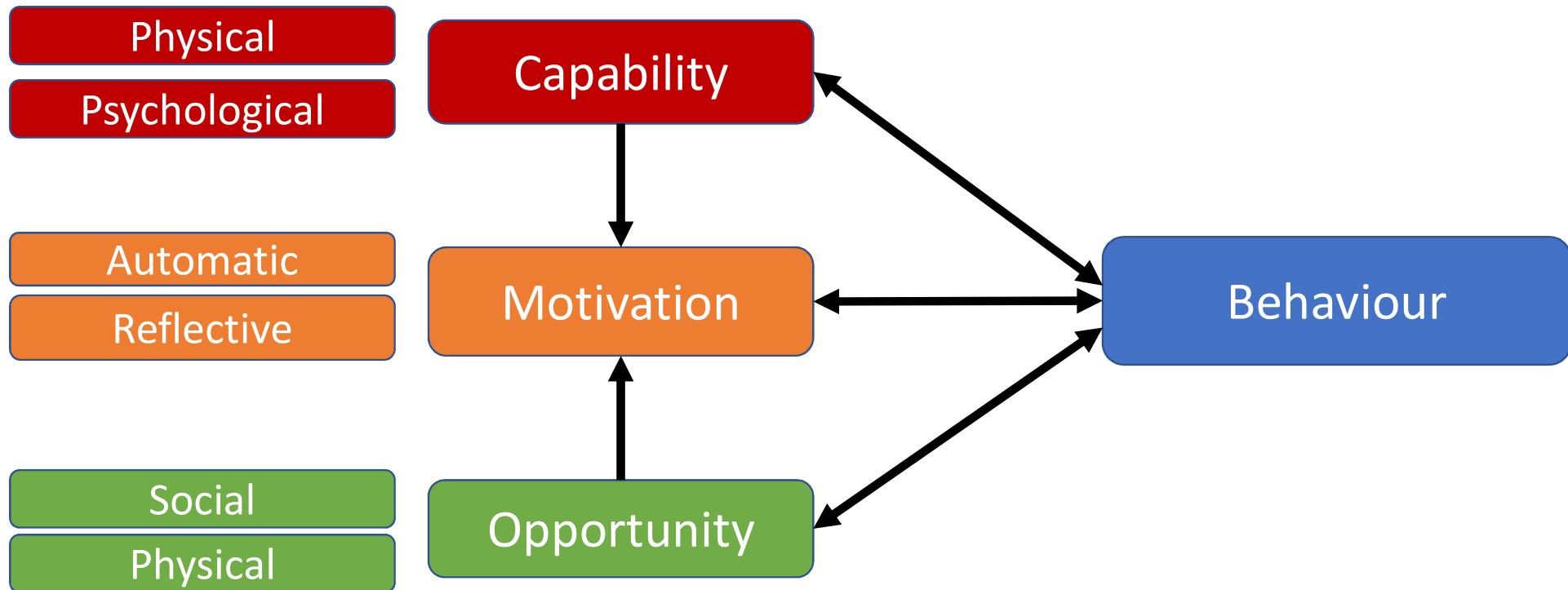


## Target NHS Health Checks to those at greater risk of poor health / inequalities

# Tiered Approach.....



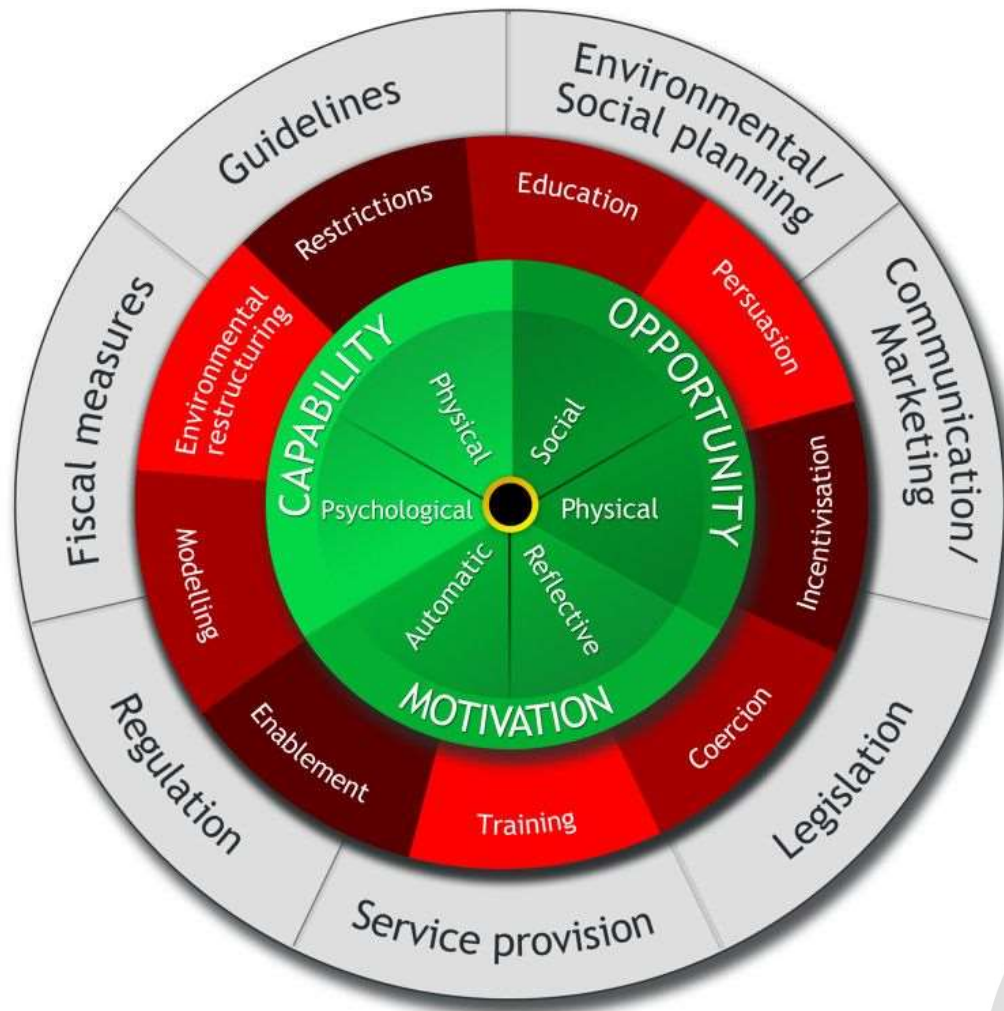
# COM-B Framework



COM-B Model, Michie et al, 2011



# Behaviour Change Wheel

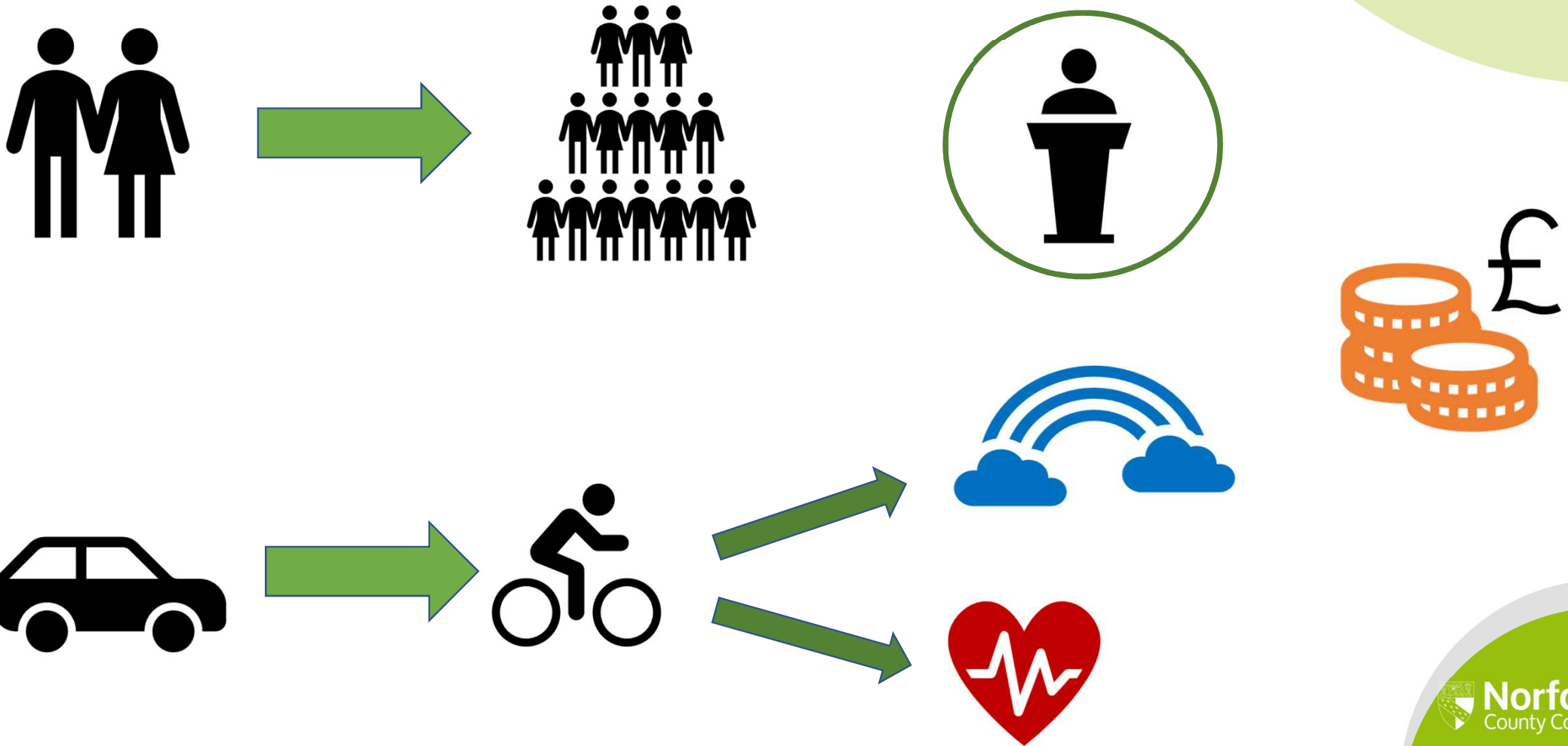


Communities.....

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