

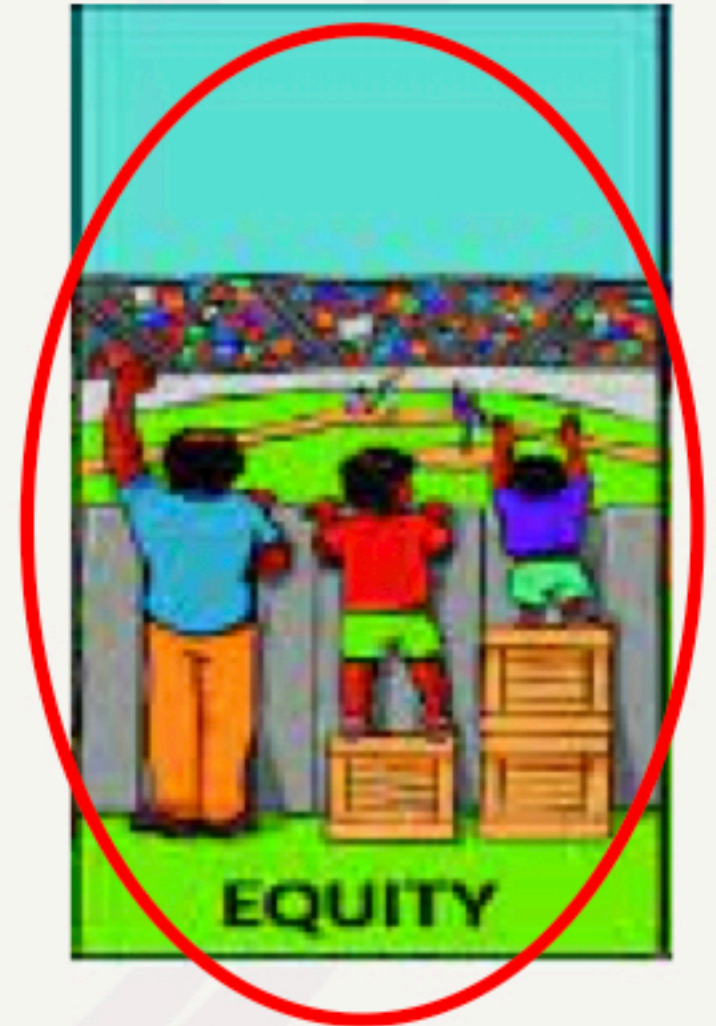
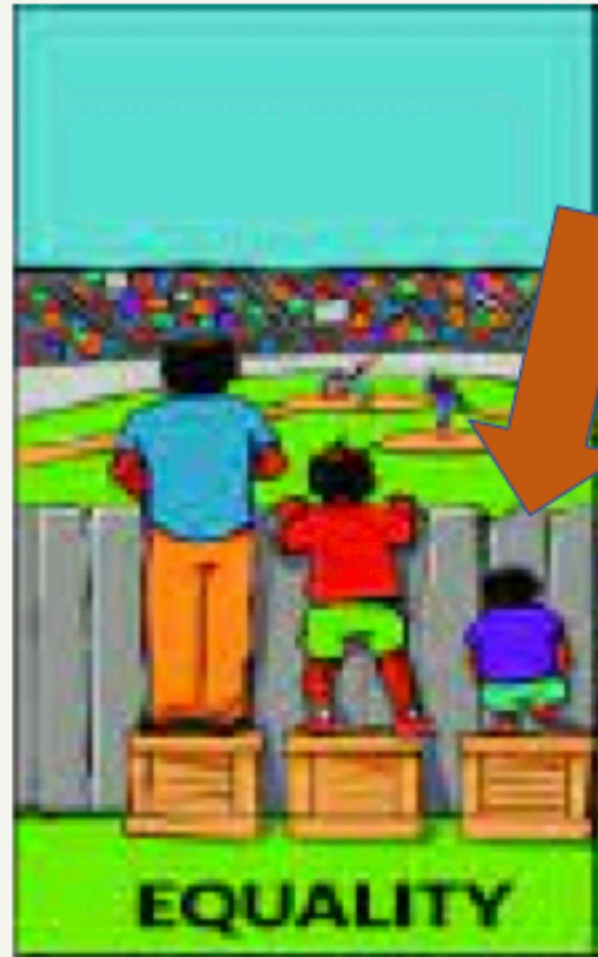
# Glasgow's 20 Year Journey from Live Active to Community Referral



# Our strategic priorities

	We strive to:	
1	Advance culture & sport in the city	Core operations
2	Improve physical & mental wellbeing of local communities	Wellbeing
3	Support the vibrant city economy	Destination, Tourism, Events, Conferences
4	Re-invest income to achieve our vision	Commercial operations

## Our approach to Improving Wellbeing





# Glasgow Context

**Average life expectancy  
83 years**

**Least Deprived**



**Average life expectancy  
65.5 years**

**Most Deprived**

# What is considered as wellbeing?

It is **NOT** everything we deliver at Glasgow Life

A wellbeing activity/programme/service is one which is **explicitly**:

- ***planned and delivered in a way that seeks to reduce health inequality***

**AND**

- ***Is able to demonstrate it achieves, as a primary outcome, at least one of the following***

***Glasgow Life impacts:***

- Reduce loneliness and isolation
- Improve physical health and/or mental health
- Increase literacy and language skills
- Empower communities

# Live Active – Exercise Referral Scheme

A promotional poster for the 'Good Move Live Active' exercise referral scheme. The background is a warm orange color. At the top right is the Glasgow City Council logo with the text 'glasgow.gov.uk'. The main title 'GOOD MOVE' is in large white letters, with a checkmark inside the 'O'. Below it, 'LIVE Active' is written in a smaller font. The central image shows two women in a gym; one is wearing a white t-shirt with the slogan 'GOOD MOVE for Less. Move' and the other is in a purple t-shirt. At the bottom, there is a white text box with a message and a small logo for 'Good Move Glasgow' next to the website address.

glasgow.gov.uk

# GOOD MOVE

LIVE Active

GOOD MOVE  
for Less. Move

Get the most out of life! With the help of our specialist advisors we'll give you the support you need to get active.

For further information:  
[www.goodmoveglasgow.com](http://www.goodmoveglasgow.com)

## Overview

- Established in 1997 & funded 50% by NHS (173k per year)
- Access by referral from health professional
- Exercise + behaviour change support
- Person centred
- Targets those inactive + living with or at risk of a long term condition
- Support up to 12 months with a 12 week active phase
- Circa 3500 referrals accepted per year
- 8 Live Active Advisors across 11 leisure centres
- Level 3 Exercise Referral qualified & Level 4 Cardiac Specialist



## Programme Components

- 1:1 behavioural change support
- Face to face, video, phone, texts & emails
- Personalised goal setting
- Personalised physical activity plan
- Supervised exercise sessions (health walk, LTC classes, gym session)
- Signpost and support into wider activities including community classes and home based exercise





## Who can refer?

Referral can be made by anyone with access to patients medical notes.

No self referral is accepted.

- NHS health professionals e.g. GP's, practice nurses, physios, pharmacists
- NHS services e.g. cardiac rehab, pulmonary rehab, falls prevention, mental health teams
- Community link workers



## Benefits to participants

**Independent evaluation found:**

### ***Independently assessed outcomes***

- Significant weight loss within 1<sup>st</sup> 6 months
- Significant reduction in BMI

### ***Patient Perception outcomes***

- Significant increase in amount of Physical Activity taken
- Significant reduction in Depression & Anxiety scale scores
- Significant improvement on health state scale at 6 months

## Tom's Journey

- 24 stone (152kg)
- Diagnosed with fatty liver
- At risk of diabetes, hepatitis & cirrhosis
- Supported by Live Active:
- Went on to lose 10 stone (64kg)
- Now a qualified personal trainer
- No longer at increased risk of certain LTC's

### Glasgow personal trainer credits GP's gym scheme referral for life-saving weight loss

Tom O'Brien weighed in at 24 stone when his GP referred him for an NHS gym membership scheme, which led to him losing 10 stone - an ultimately life-saving change as he was diagnosed with a fatty liver at the age of 24.



"I decided to go back to college at 25 to study fitness and now I'm a PT for Glasgow Club. It completely saved my life. If I didn't lose the weight, I'd definitely have diabetes, maybe even heart problems."

# Live Well Community Referral\*

(\*social prescribing scheme)



GlasgowLife

## Live Well

Glasgow Life's Live Well programme can support you to find and access activities which can improve your wellbeing



# Feasibility

A new GL structure with a central, dedicated cross-service team

Over 20 years experience delivering Live Active

Extensive expertise in policy & research, data analysis, marketing & Fundraising



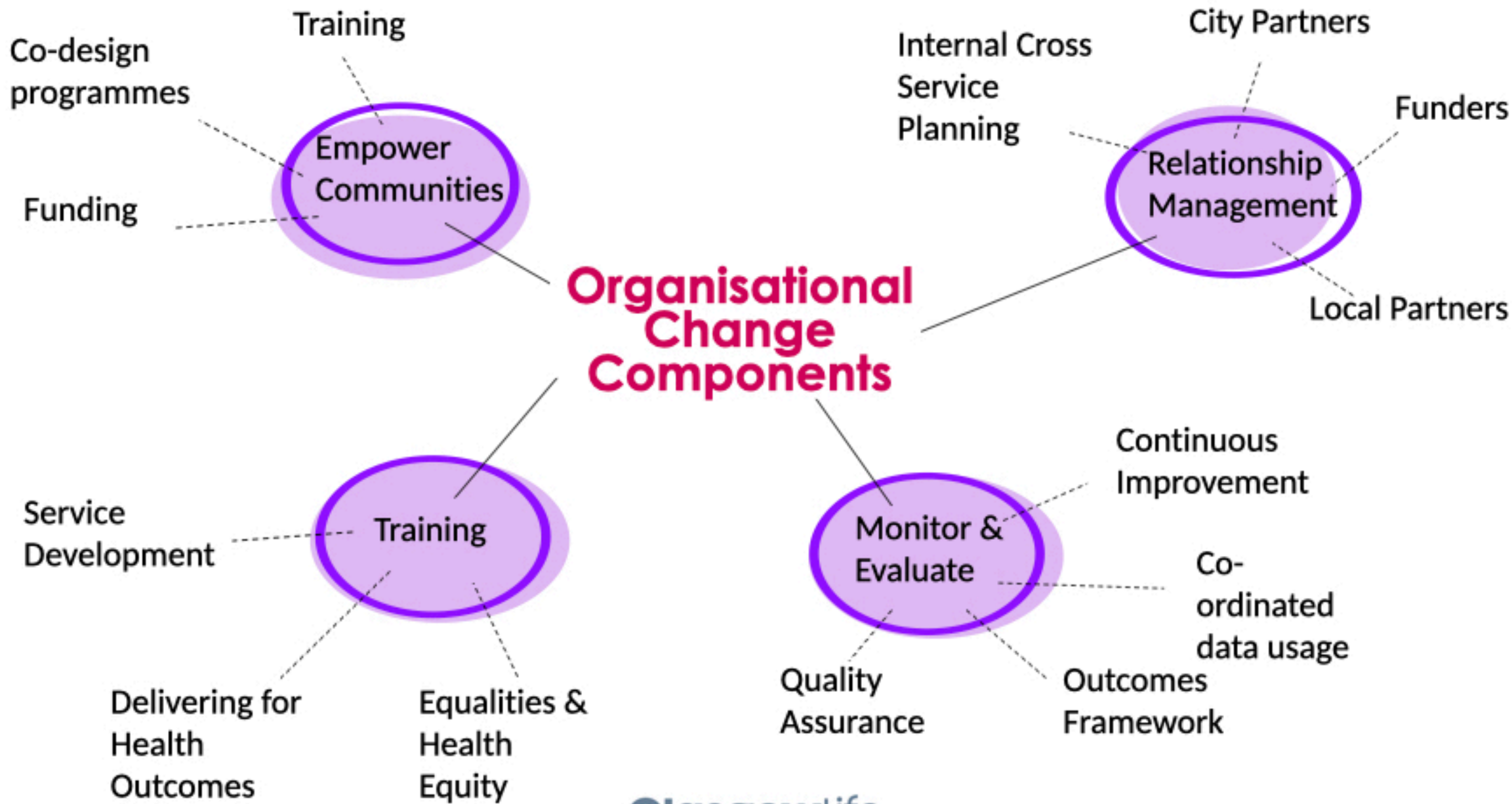
6000 consultations per week for mental health issues in Glasgow

Uniquely placed to act as both a social prescriber AND activity provider

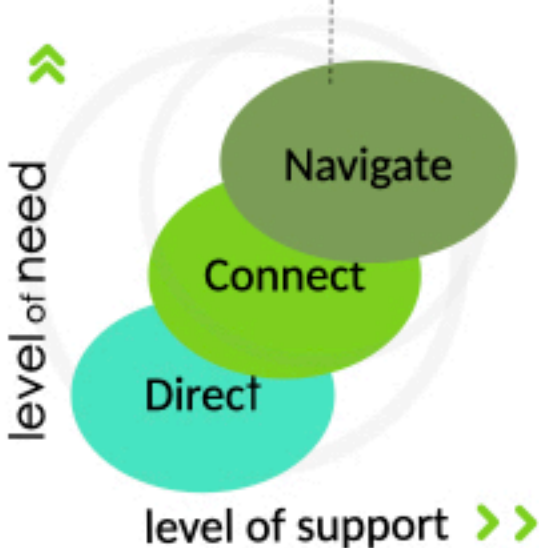
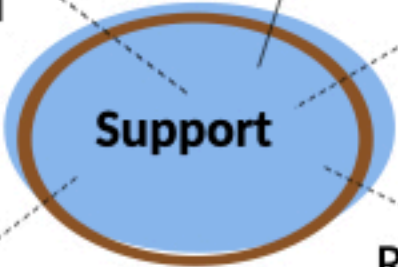
Reductions of 28% in GP services, 24% in attendance at A&E and significantly significant drops in referral to hospital

# Framework





# Programme Components





# Tom's Journey

2. Our wellbeing co-Ordinator receives referral and contacts Tom for a wellbeing conversation

4. wellbeing goals are set and a Live Well Plan is co-created with Tam.

6. Live Well Team can report to the Referrer that Tam feels less isolated and is more physically active. His scores indicate that his anxiety levels are lower thus reducing his risk of developing other long-term conditions.



1. Referrer (social worker) sends a referral to Live Well team for Tom who has been attending his GP regularly with low mood

3. Tom is not confident and will need significant support, so a Live Well Navigator meets with Tom to discuss his needs and start to build a relationship

5. Live Well Navigator meets with Tam for regular support and follow-up over 12 weeks to monitor progress and provide extra support if needed.

## Progress to date

- Launched pilot August 2022 (2 Co-ordinators & 1 assistant)
- 3 communities in our most deprived areas of Glasgow
- 220 referrals to date
  
- Overwhelmingly positive feedback from participants and referrers
- Evaluation partner appointed - March – Oct 23
  
- Challenge – finding routine measurement tool
- Planning for wider expansion & full city roll out Sept 24

# Early Observations & Findings

## Primary Reason for Referral

- Connect with community (30%)
- Increase physical activity (20%)
- Low Mood/Mental Health (18%)
- Social Isolation/Loneliness (17%)
- Learning/Literacy/New Skills (15%)

\*Low (Direct) (20%)

\*Medium (connect) (25%)

High (Navigate) (55%)

## Referral From

- Self Referral (40%)
- Live Active (20%)
- Link Worker (20%)
- Hospital Discharge (10%)
- Community Organisations (10%)

## Interim Evaluation Findings

### Interim independent evaluation shows:

- 68% were now taking part in activities.
- 91% felt listened to.
- 92% would not have taken part in the activities without the support.
- 100% improved in confidence, positivity and general happiness.
- 100% felt more physically active
- 100% felt more connected to people.
- 92% felt less lonely.



# Paul's Journey

- Paul referred by Glasgow City Council
- Met with Paul to discuss the service
- Follow up chats to discuss best hopes
- Supported Paul to
  - Fix his bike
  - Gain a volunteering role
  - Join a community garden
  - Join the gym
  - Connect with disability organisation
  - Speak with his doctor
  - Gain a college placement

# Programme Comparisons

## Live Active

- Clinical Model - Referral by health professional only
- Citywide operation 3.5k – 4k referrals
- Strict Criteria – Inactive + long term condition
- Operates across Sport & Physical Activity service only
- More prescriptive – exercise focussed
- Part funded by NHS health improvement team
- 6 month support & 12 month follow up
- Staff have delivery remit (cardiac)

## Live Well

- Social Model – Anyone can refer, including self referral
- Pilot operation – projected 2.5k referrals at scale
- Loose Criteria – Anyone who would benefit in connecting with community
- Operates across sport & physical activity AND culture & learning services
- More holistic & person centred
- Funded within existing resource (scale up funding required)
- 12 week intensive support
- No activity delivery remit