



Staffordshire and
Stoke-on-Trent
Integrated Care System

A proactive digital offer of health education for adults with mild frailty

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Aims

01

Slow the progression of mild frailty

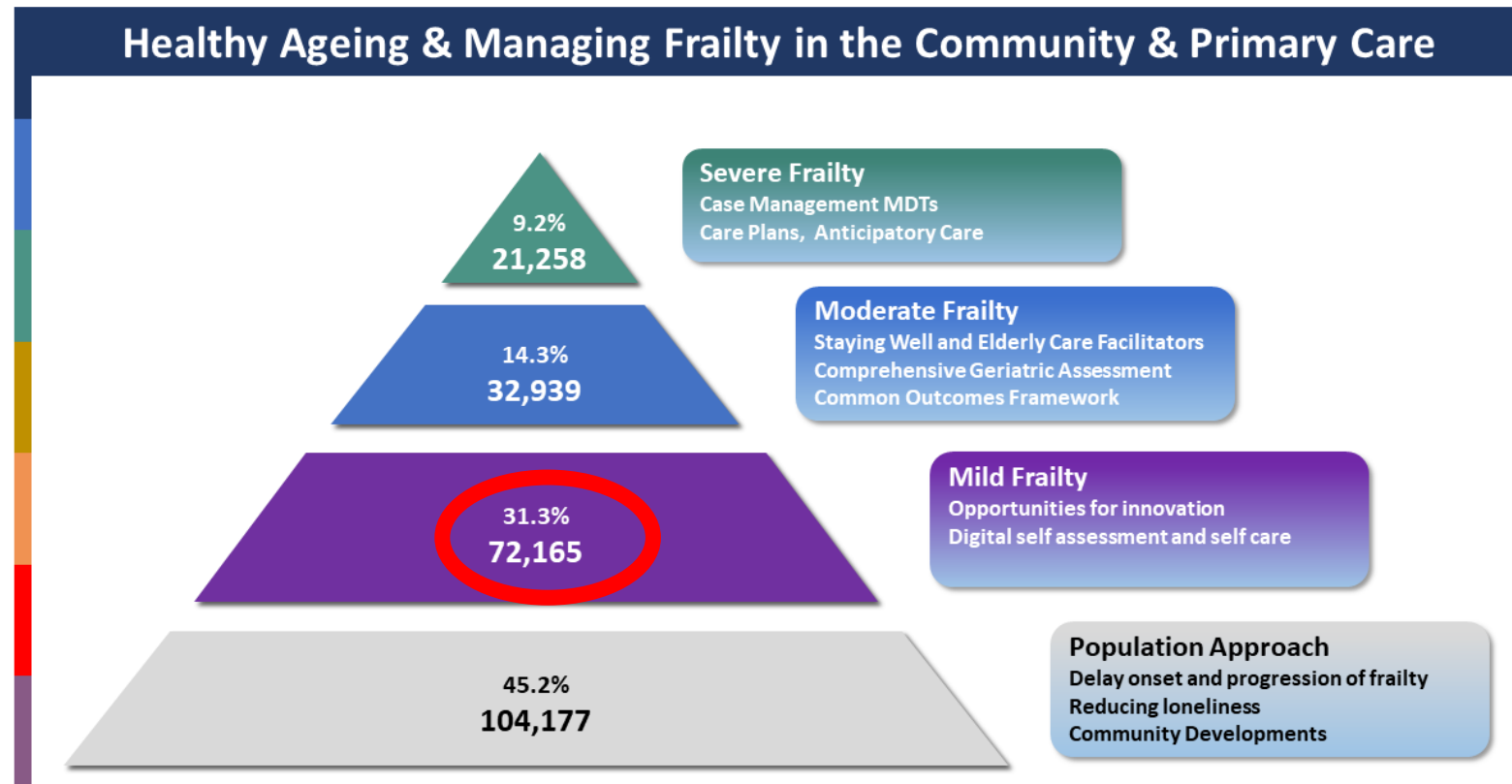
02

Promote ownership of health and a preventive mindset

03

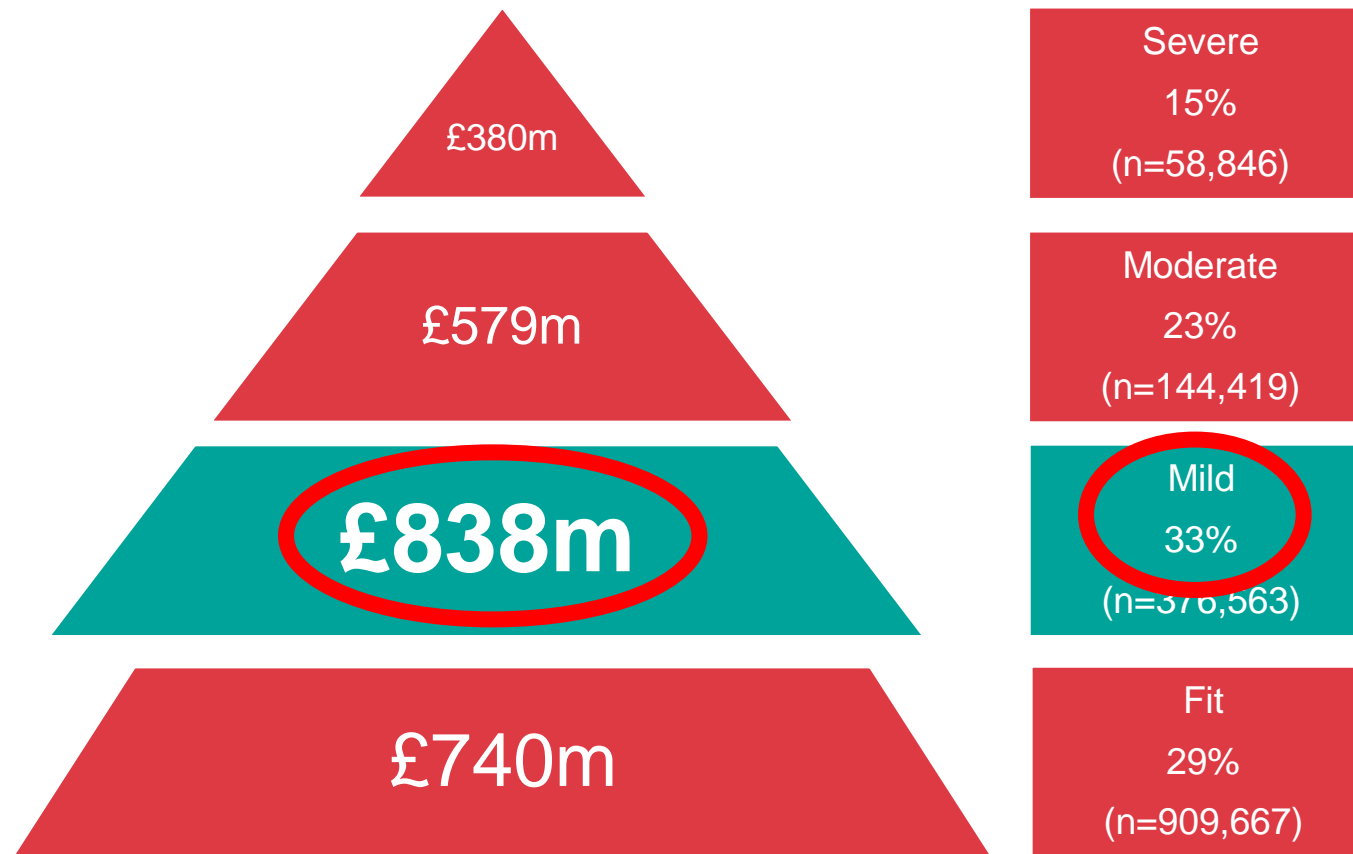
Develop a highly automated health education offer that works at scale

The epidemiology



The economics

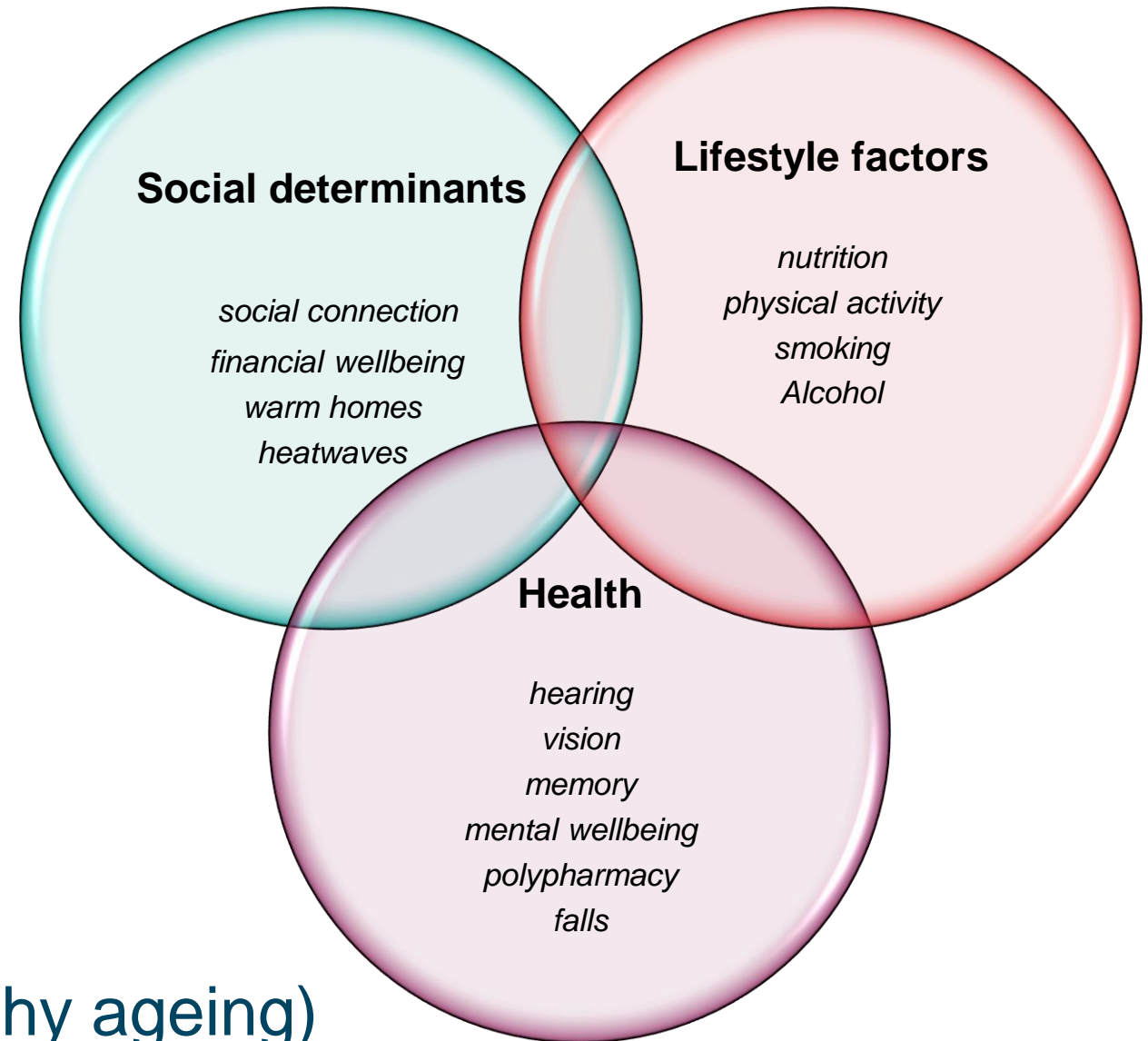
Primary and secondary care spending among different frailty cohorts



“Care costs increased with frailty severity in all age groups, suggesting **identification of people for frailty prevention and proactive management to reduce frailty progression are key to reduce future costs to the health service as the overall population ages**, even within people in middle age.

Fogg et al, 2024

The evidence base



Modifiable risk factors for frailty
(AKA factors that promote healthy ageing)

The approach



Automatically identify the cohort from healthcare records



Proactively approach 5,000 pilot sample



Provide education on factors that support healthy old age



Signpost to online resources and local offers



Evaluate pilot - uptake and profile of users



Develop strategies to improve reach, impact and equity



Roll-out offer to 75,000

At
scale

Introducing 'My Health My Way'...





13 unread

Moving for health

Moving your body is the key to a longer, happier life - it strengthens your heart, bones, muscles & mood. This pack contains advice & ideas on moving more at home, in a class or outside.

This is a pack which contains 14 items

- ▶ Video
- 🌐 Webpage
- 📄 Leaflet



12 unread

Social life

Friends, family and social life add years to your life and life to your years. Look in this pack for options to boost your social life and lift your spirits, keeping you healthier for longer

This is a pack which contains 14 items

- ▶ Video
- 🌐 Webpage



9 unread

Eating for health

Eat, live well, age well. What you put on your plate is the secret ingredient for a healthy life. Good diet fuels energy, strengthens bones, and supports overall health. Learn more inside!

This is a pack which contains 11 items

- ▶ Video
- 🌐 Webpage
- 📄 Leaflet
- 📱 App



12 unread

Vision

Good vision helps you stay independent, safe, and fully involved in life. Act early if your eye sight changes - open this pack to find out more

This is a pack which contains 13 items

- ▶ Video
- 🌐 Webpage
- 📄 Leaflet
- 📱 App



9 unread

Medications

Getting medication right is vital for your health and regular reviews help make sure you take the right medicines at the right time in the right doses. Open this pack to learn more about...

This is a pack which contains 9 items

- 🌐 Webpage



14 unread

Managing money

Money worries can put a strain on your health and wellbeing. This pack contains links and sources of support to help you manage money and seek help

This is a pack which contains 14 items

- ▶ Video
- 🌐 Webpage



14 unread

Mental wellbeing

Looking after your mind helps you stay happy, calm and able to cope with problems. This pack contains information on ways of protecting and promoting your mental wellbeing

This is a pack which contains 15 items

- ▶ Video
- 🌐 Webpage
- 📄 Leaflet
- 📱 App



9 unread

Avoiding falls

Stay on your feet to stay healthy and independent: keeping strong and active, clearing clutter and using handrails all help. This pack contains more information on ways to avoid falling

This is a pack which contains 10 items

- ▶ Video
- 🌐 Webpage
- 📄 Leaflet



6 unread

Hearing

Hearing well helps your social life, mental sharpness and overall wellbeing. Act early if your hearing doesn't seem as sharp as it used to - open this pack to learn more.

This is a pack which contains 7 items

- ▶ Video
- 🌐 Webpage



9 unread

Smoking

It's never too late to get benefits from quitting: improve your health straight away, boost heart and lung health and add years to your life. Open this pack for more info.

This is a pack which contains 10 items

- ▶ Video
- 🌐 Webpage
- 📄 Leaflet



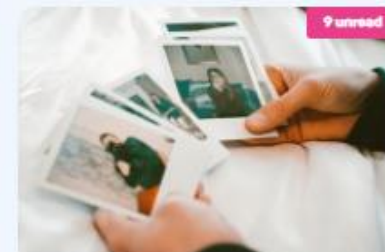
8 unread

Alcohol

Drinking too much alcohol harms organs, risks accidents, disrupts sleep & ages you faster. The information in this pack will help you to cut back if you need to.

This is a pack which contains 9 items

- ▶ Video
- 🌐 Webpage



9 unread

Memory

Looking after your brain helps your memory - and that helps you stay on top of daily tasks and enjoy life. Open this pack to learn more

This is a pack which contains 10 items

- ▶ Video
- 🌐 Webpage
- 📄 Leaflet
- 📱 App

The view inside a topic pack



Moving for health

Moving your body is the key to a longer, happier life - it strengthens your heart, bones, muscles & mood. This pack contains advice & ideas on moving more at home, in a class or outside.

This is a pack which contains 14 items

[Video](#) [Webpage](#) [Leaflet](#)

Moving for health

[Video](#) [Webpage](#) [Leaflet](#)

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TOP PICK How to be more active

Regular physical activity is good for our bodies and minds, but it can be difficult to get started. This website has lots of simple ideas to build more activity into your day, tips to stick...

[Webpage](#)



TOP PICK Exercise - benefits, guidelines and workouts

An NHS guide to the benefits of exercise, exercise guidelines and videos to help most people stay fit and healthy.

[Webpage](#)



TOP PICK Stay active at home

A 3m 55s video by the Chartered Society of Physiotherapy describing how most people can stay active at home, including exercises you might like to try.

[Video](#)



Sitting exercises

NHS information on gentle sitting exercises that can be done at home and improve mobility and prevent falls.

[Webpage](#)



Home workout videos - Active my way

We could all do with a boost to feel better right now and you don't even need to leave the house! Over 250 exercise videos for older adults.

[Video](#) [Webpage](#)




Fitness advice for wheelchair users

As a wheelchair user, getting active will bring you important health benefits and can help you manage daily life, too. There are various ways to learn more about activities that are right for...

[Webpage](#)

Promoting other prevention offers - screening and vaccinations

And local offers




unread

LOCAL INFO Stoke on Trent Community Directory

Stoke-on-Trent residents can search for groups, services, clubs & support locally – activity groups, support groups, volunteering, foodbanks, leisure centres, health services etc

[Webpage](#)



unread

LOCAL INFO Staffordshire Connects

Staffordshire residents can search for groups, services, clubs & support locally – activity groups, support groups, volunteering, foodbanks, leisure centres, health services etc

[Webpage](#)



unread

TOP PICK NHS vaccinations

A list of NHS vaccinations and when to have them. Including vaccinations for older people and people with underlying health conditions.

[Webpage](#)




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TOP PICK NHS health check

If you're aged 40 to 74 and do not have a pre-existing health condition, you should be invited to an NHS Health Check by your GP or local council every 5 years. Visit this website to find out more

[Webpage](#)




unread

TOP PICK Quiz: How are you?

Visit this website to get a free personalized health score when you complete this 10 minute quiz, designed by Public Health England.

[Webpage](#)




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TOP PICK NHS screening services

An overview of screening, with links to the different types of screening offered by the NHS in England and their timelines.

[Webpage](#)



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Health apps library

All the apps in the Health App Library have been tested (assessed) by the Organisation for the Review of Care and Health Apps (ORCHA). Visit Staffordshire County Council's website...

[Webpage](#)



unread

Factsheet: choosing disability equipment

An Independent Age factsheet about choosing disability equipment

[Leaflet](#)

Enabling behaviour change



unread

* TOP PICK* Goal setting

This simple worksheet will help you to write down your goals helping you to make them more achievable.

Leaflet



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TOP PICK Behaviour change diary

Use this Behaviour Change diary to keep track of any changes that you make and how you are finding these.

Leaflet



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Physical activity diary

Use this Physical Activity diary to keep track of how much you are moving. This may help you to identify how to move more.

Leaflet



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Alcohol diary

Use this Alcohol diary to keep track of how often and how much alcohol you are drinking. This may help you to identify how to drink less alcohol.

Leaflet

Pros

- Underpinned by risk factor evidence base
- Currently no offer for this cohort
- Low cost per head
- Concentrate resources on digitally excluded
- Automated method could be used to reach any audience on any topic

Cons

- Scale means imperfect method for identifying cohort
- Relies on patient engagement and activation

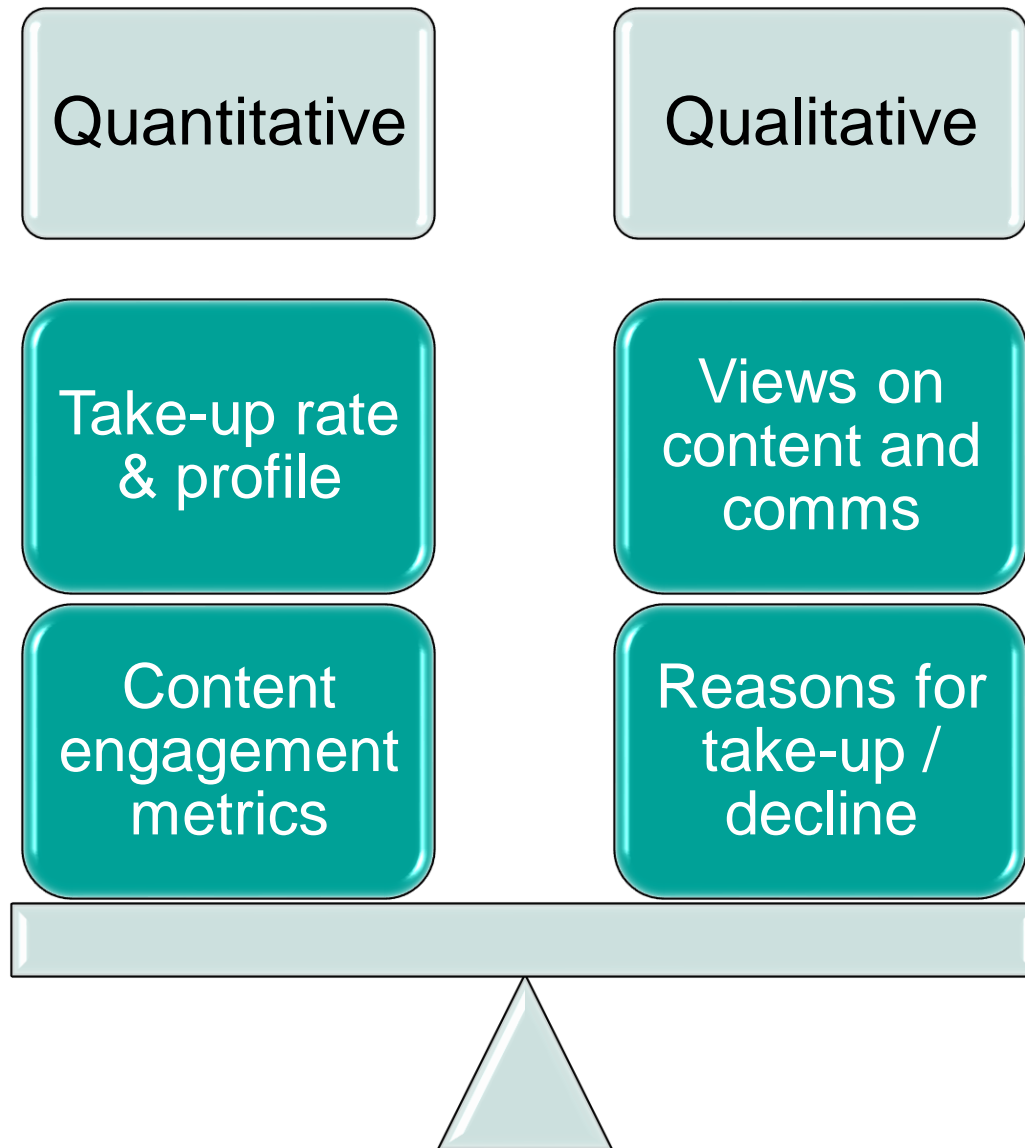
Hopes

- Delay frailty progression
- Improve patient quality of life
- Delay need for health and care services
- Promote activation

Unknowns

- Behaviour change – effectiveness and cost-effectiveness
- Impact on health inequalities
- Impact on health service demand
- Impact on VCSE

The evaluation



Early signs

- 20% uptake so far
- 74% of feedback said content was useful or very useful

Next steps



Develop strategies to reach audiences not reached in pilot



Build on reaching cohort - translate to behaviour change



Realise full potential of method with other use cases