



# Tameside & Glossop Primary Care Trust 'Connect 4 Life'

Connect 4 Life (C4L) was a pilot health improvement program developed by Tameside & Glossop PCT and **vielife** in partnership with local GPs, the local council and the voluntary sector with the objective of tackling health inequalities in the community.

## Overview

C4L is part of Tameside & Glossop's Health Improvement and Inequalities Strategy. It was set up with the aim of preventing or delaying the onset of long-term health problems in the community through personalised health improvement plans. The project aimed to deliver specific interventions identified by the Government's Cross Cutting Review (CCR) to help improve the life expectancy of a specific target population of 50 to 64 year olds with two or more health risk factors.

"Our programme is one of the first of its kind in the UK and the government has started talking about introducing health check ups. By improving the health of our community, we expect to see increases in life expectancy and improvements in the quality of life of our population."

Melanie Sirotkin, Acting Director of Public Health, Tameside and Glossop PCT

These risk factors include obesity, smoking, alcohol abuse, stress and sedentary lifestyles. The programme focused on enabling people at risk of future development of chronic circulatory related diseases to be directly referred to lifestyle coaching sessions in the community. C4L was a high-intensity approach that provoked a change in the lifestyle of the participants by linking health outreach programmes, general practice and **vielife**.

## Strategy

The C4L pilot project targeted a sample population of 173 individuals aged 50 to 64, from the most health-deprived areas of Tameside & Glossop PCT.

Although the expected participation rate was 5 - 10%, C4L achieved an initial participation of 22%. 85% remained engaged and attended the second assessment drive in May 2006.

**vielife** worked with Tameside & Glossop PCT and other local partners to:

- Assess the current health of the target population
- Offer one to one health risk assessments including an online assessment of physical health and mental well-being
- Provide coaching with a health trainer to inform participants about the community health support available
- Provide six months of phone support to encourage participants to achieve their goals and sustain long-term behavioural change
- Mail monthly health packs to participants tailored to their issues/risk factors
- Re-assess the participants' health at the end of the six-month period

## Results

- 22.2% overall improvement in health & well-being
- 23.1% improvement in nutritional balance
- 22.5% reduction of risk behavior
- 21.6% improvement in sleep quality
- 17.3% increase in regular physical activity
- 32% of the participants who smoked have quit
- Those reporting 5 or more health risk factors has reduced by 27%
- Alcohol intake reduced notably (37.5%)
- Number of participants eating 5 or more fruit and vegetables per day nearly doubled

"I found the health packs really inspirational... I feel fantastic and not nearly as tired as I used to be."

Connect 4 Life programme participant

## Economic Evaluation

An evaluation from an Independent Health Economics consultancy suggests savings to NHS resources in Tameside & Glossop of £1.3million over a ten-year period by avoiding associated costs of managing heart disease and stroke.

The evaluation also cited that the C4L approach may prevent 86 new heart disease cases, 23 strokes and 99 premature deaths over the same period if implemented across a population of 10,000 individuals.

C4L also has the potential to significantly increase good quality life expectancy in a more cost effective manner than other NICE approved treatments.

The Incremental Cost Effectiveness Ratio of C4L per quality adjusted life year (QALY) gained is £1,000, significantly better than other more commonly used treatments such as antihypertensive treatment (£12,000 cost per QALY) or cancer treatments (£30,000 cost per QALY).

Evaluation predictions based on 10,000 people enrolled on C4L over a ten-year period:

- 58 less coronary heart disease cases
- 15 fewer strokes
- 37 fewer deaths relating to sedentary lifestyles
- 21 fewer deaths due to more sensible drinking
- 41 fewer deaths due to stress-related cardiovascular health
- 28 fewer cases of cardiovascular disease and 8 fewer cases of stroke due to poor nutrition