

MANCHESTER CITY COUNCIL REPORT FOR INFORMATION

Committee: Health and Well Being Overview and Scrutiny Committee

Date: 11 December 2008

Subject: Points 4 Life

Report of: Director of the Manchester Joint Health Unit
Director of Corporate Affairs, NHS Manchester

Purpose of Report:

To provide members of the committee with an overview of the innovative *Points4Life* scheme following the announcement that Manchester will receive £4.6 million from the Department of Health to establish the initiative

Recommendations:

The Committee is asked to:

- 1) Note the report

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1. Introduction

- 1.1 NHS Manchester and Manchester City Council were invited to submit proposals to tackle obesity as part of the Healthy Communities Challenge Fund process led by Department of Health. Manchester's proposals to develop a health "loyalty card" scheme called *Points4Life* were put forward. Following a final stage presentation and interview, the Secretary of State for Health announced on 11 November that Manchester had been successful. This means that the City will receive £4.6 million over the period 2008/09 – 2010/11 to develop and implement *Points4Life* and will be one of nine designated "Healthy Towns/Cities". The other recipients of funding include, Portsmouth, Middlesbrough, Dudley and Sheffield and all areas will be expected to contribute to the development of the national evidence base.
- 1.2 The basic concept behind *Points4Life* is very similar to a loyalty card scheme such as Nectar, where people can collect points from a range of retailers, and subsequently redeem these against a range of selected goods and services. The distinction is that while Nectar points reward any purchase from participating retailers, *Points4Life* would reward behaviour that is seen as positive for health and well-being. This would include purchasing behaviour, such as buying fruit and vegetables, but would not be limited to it – for example, going swimming or using a local leisure centre could accrue points. The rewards on offer would also be consistent with this objective.
- 1.3 The overall aim of the scheme is to:
- "Improve health and tackle health inequalities in Manchester by encouraging people through a loyalty programme to change their behaviour in a way that will benefit their health and well being."
- 1.4 *Points4Life* will complement other prevention programmes that will be established to reduce the rising levels of obesity in Manchester. There are approximately 97,000 obese adults and 14,000 overweight children in the City. The annual cost to the local NHS of treating obesity related problems is £166 million per year.

2. Development to date

- 2.1 External support for the development of this proposal has been obtained to help set up this scheme so that that the programme is built on a good understanding of what the public might actually want and use. Research conducted by an independent market research organisation in September 2008 on the *Points4Life* concept, using 330 quantitative interviews and 6 focus groups found that:
- 85% rated the scheme as a "good" or "excellent" idea
 - 68% of people would be likely to take part

- 73% stated that the scheme will raise awareness of healthier choices
- 73% stated that the scheme would lead them to make positive behavioural changes
- Over 80% found it appealing that they could earn points for purchasing fruit and vegetables or healthy food
- Over 60% found it appealing that they could earn points by going to a gym or using the local leisure centre for sports activity
- When questioned about NHS and Council involvement this was viewed very positively by participants as it would give the scheme enhanced credibility
- 100% of those in the focus groups wanted to take part after a full briefing

The local research shows that people identify Points4Life as a good idea with very strong appeal to key target audiences. It has the potential to get real consumer engagement and lead to behavioural changes that will improve their and their families' health and well being.

- 2.2 The *Points4Life* branding below was also very well received in the focus groups. The name and brand builds on the Department of Health's national "Change4Life" campaign, which will be promoted heavily in the New Year. Agreement has been obtained from the



Department of Health to use this sub-brand and the Change 4 Life logo will also include the simple strap line eat well, move more, live longer.

3. Scheme objectives and financial implications

- 3.1 The objectives for the first phase *Points4Life* can be summarised as follows:
- To establish a practical and sustainable model for rewarding healthy behaviours using a points based loyalty platform
 - To put in place the appropriate loyalty platform (points engine) to run the programme
 - To recruit a management company to run such a scheme on behalf of NHS Manchester and Manchester City Council
 - To recruit an appropriate range of "merchants" (places where points can be collected) who provide points for healthy purchases or behaviours, and to roll out the appropriate technology to them
 - To establish a range of rewards against which these points can be redeemed

- To recruit 20-25% of the Manchester population by the end of 2012, targeting families who would benefit most
- 3.2 In order to make the scheme as accessible as possible, there will need to be very wide range of “merchants”; there will also need to be a wide range of goods and services that attract points in order to make the scheme attractive. Examples of the potential range of merchants and goods/services include:
- Food retailers (independents and multiples), rewarding healthy choices of food
 - Leisure providers, both public and private, rewarding participation in formal physical activity
 - Health services, which could use points as incentives for changing behaviours including stopping smoking, weight loss and increasing levels of activity (e.g. through Health Trainers)
 - Commercial slimming companies
 - Transport planners, who could use points as incentives to get people to walk or cycle rather than drive.
- 3.3 Joining the programme will be made as simple as possible. Partners will be able to display leaflets with the uniquely numbered cards already ‘tipped’ on; once a card has been picked up, it will simply need to be activated online, by text or over the phone. Cards will be available from any outlet participating in the scheme, as well as various Council and NHS facilities, and the potential to distribute via the free press will be explored.
- 3.4 The allocation of £ 4.6 million from the Department off Health will essentially pump prime the scheme for the first two years so that it becomes sustainable based on the financial model below:
- 1) Every point has a monetary value; the “merchants” pay for the points that people accrue. The value to the merchants from doing so is the loyalty of the consumer
 - 2) A management company collects the money that the merchants pay for these points. This company administers the programme and takes a small percentage of the money coming in from points to cover their costs and recoup initial investment
 - 3) If the private sector merchant contributions exceed the amounts required to run the scheme and the Management Company costs then these excess funds would be reinvested in health promoting activities

When operating at sufficient scale, the scheme will be financially viable due to the investment made by the merchants. It will therefore not require any finance from public sector (i.e. the scheme becomes self financing).

4. Project management and delivery

- 4.1 A project team chaired by NHS Manchester's Head of Healthcare Procurement and Market Development will be responsible for managing the project and ensuring that it is delivered on time. The project team for this work has now been formally established and includes representatives from NHS Manchester, Manchester City Council (Manchester Leisure, Manchester Trading Services) and the Joint Health Unit.
- 4.2 There is still a considerable amount of work to do before the scheme "goes live" in Autumn 2009. In this development phase the project team will report to the Adults Health and Well Being Partnership Board, who will be the senior partnership body responsible for setting the strategic direction relating to the implementation of the project. The Board includes the Executive Member for Adult Services, chief officers and senior managers from the City Council and NHS Manchester, community and voluntary sector representatives and a nominated representative of the Manchester LINK.
- 4.3 Given the scale of the project, activity in year 1 will be restricted to procuring the delivery partners and building the financial model with key merchants. Discussions are currently taking place about the establishment of a social enterprise company to manage the scheme. If any key decisions are required they will need to be taken through the appropriate decision making processes of NHS Manchester and City Council early in the New Year.

5. Integration with existing programmes

- 5.1 As a motivational tool Points 4 Life will support:
- Food Futures Programme
 - Health Trainers and Healthy Living Networks
 - Community based physical activity such as walking or cycling, utilising the 27 Green Flag parks for popular health walks and extensions to the cycle network
 - Small local retailers as well as national brands to encourage and enable them to stock a range of healthy foods, attracting points on purchase
 - A new programme of weight loss on referral, working both with statutory services and the commercial sector, in which clients could receive points both for attendance and for achieving weight loss goals building on the "Personal Best" activity programme
 - Setting based programmes such as Healthy School, workplace health schemes, voluntary organisations, clubs etc

- 5.2 In addition it is planned to engage with local personalities/sports clubs to create aspirational 'money can not buy' rewards. For instance, a training day with Manchester United or Manchester City Football Club.

6. Summary and conclusions

- 6.1 The scheme will be evaluated in relation to defined behavioural outcomes, with an assessment of the extent to which the scheme is being differentially taken up by target groups as an indication of its capacity to address inequalities. The key behaviour change outcomes that the programme is seeking to influence include:
- People are more physically active, aiming for at least 30 minutes of moderate intensity activity five times a week;
 - People eat a healthier diet, higher in fruit & vegetables and lower in fat, salt and sugar;
 - People maintain a healthy weight
 - People limit their alcohol consumption to nationally recommended levels
 - People take up screening opportunities offered through the health service
 - People take up smoking cessation services
- 6.2 The success of *Points4Life* and other programmes over time will lead to increases in life expectancy, reduced health inequalities, reduced obesity rates and increasing public engagement with health and health services. *Points4Life* will be promoted through exiting engagement mechanisms such as Talking Health and aspects of the programme will be brought back to the HWBOSC for information and scrutiny.