



Norfolk and Suffolk Health and Care Awards 2026

Treatment to Prevention Award

Feel Good Suffolk

Babergh and Mid Suffolk District Council, East Suffolk Council, Ipswich Borough Council, Suffolk County Council, West Suffolk Council, Abbeycroft Leisure

Feel Good Suffolk (FGS) is a county-wide prevention service dedicated to helping residents improve their health and avoid long-term conditions. Delivered through a unique partnership of Suffolk councils, leisure providers and health organisations, it offers free support for smoking cessation, weight management and increasing physical activity—addressing some of the leading causes of preventable ill health. A key strength of the programme is its focus on reducing health inequalities. Advisors proactively engage with communities less likely to access traditional services, working alongside housing teams, addiction services, employers and local groups. Outreach initiatives, such as market day events, enable immediate access to support, particularly for those who are digitally excluded. FGS has also strengthened its offer through innovations like free meal planning via FiveDinners.com, a prescribed medication pathway for smoking cessation, and integration with Lung Cancer Screening programmes to deliver timely prevention support.

The service is distinguished by its compassionate, person-centred approach. Advisors build trust through encouragement and understanding, often supporting individuals facing complex challenges. Partnerships, such as with Bury Drop In, demonstrate trauma-informed practice in working with people experiencing homelessness. One example highlights a client who, with tailored support, successfully stopped smoking while improving overall wellbeing, confidence and independence.

FGS has delivered significant results, including 1,450 successful quitters in 2025, alongside improvements in weight management and physical activity. Thousands have engaged in wellbeing walks and lifestyle programmes. Beyond statistics, the service has helped individuals regain confidence, mobility and healthier routines, while strengthening joined-up prevention pathways across Suffolk's health and care system.