

Halton Integrated Wellness Service

Incorporating Halton Health Improvement Team and
Sure Start to Later Life

Performance Review January - December 2016

START
WELL

LIVE
WELL

AGE
WELL

It has been yet another busy period for the service. Throughout 2016, we have seen the launch of several new programmes including pre-diabetes, Youth Health Champions, Your Baby and You and specialist exercise programmes for stroke and cancer, as well as the continuation of all our successful existing programmes.

The Health Improvement Team was a finalist at the RSPH Health and Wellbeing Awards this year in the Healthier Lifestyles category, in recognition of its innovative work to reduce health inequalities across Halton. The team was also featured on national TV on ITV's Tonight programme in October for its work on pre-diabetes (impaired glucose regulation) which is leading the way in preventing diabetes across Cheshire and Merseyside.

We continue to promote local, regional and national public health campaigns such as One You, Maketime Halton, Be Clear on Cancer and Change 4 Life.

Overall, we have seen an upturn in people accessing all of our initiatives, extending the reach of our programmes across Cheshire and Merseyside. In total, over the period we have engaged with in excess of 18,000 people across our range of programmes and services.



New Developments for 2016

Start Well

Youth Health Champions

The Youth Health Champion Award is a Royal Society for Public Health Level 2 programme designed to give young people the skills, knowledge and confidence to act as peer mentors, increasing awareness of healthy lifestyles and encouraging involvement in activities to promote good health. The Health Improvement Team has designed a programme to be delivered in schools across Halton to Year 9 pupils.

For the school there are many benefits. The scheme supports PSHE messages and improves the health and wellbeing of students and staff and will lead to increased health literacy across the school and community.

For students, this is a nationally accredited certificate that can provide a foundation for future careers in health or social care while increasing knowledge and understanding of healthy lifestyles and behaviours and encouraging peer support within the school community.

In 2016 we began work with two secondary schools. 15 pupils from St Peter and Paul Catholic College completed the course in June 2016 and in September 2016 15 pupils from The Heath School began the course and are due to complete by June 2017. We are in discussions with more secondary schools to take part in 2017 and we are also developing a scheme for primary schools.

Your Baby and You

In partnership with Halton Family Nurse Partnership, Halton Health Improvement Infant Feeding Team, Halton Health Visitor Service & Halton Children's Centres Your Baby and You is a new programme of friendly, relaxed and informative ante-natal workshops where parents to be can learn all about pregnancy, infant feeding, birth and parenting.

Starting in June 2016, the programme will reach over 1000 women over the next 12 months.

Rethink Your Drink Sugar Campaign

Education around sugar and its health harms has always formed a key part of our weight management programmes for both children and adults. But with increased media and political coverage in recent months, the team developed a wide ranging campaign to draw attention to the high levels of sugar in popular soft drinks and encourage children and parents to swap to low or sugar free alternatives.

Posters and flyers were distributed to all schools and children's centres as well as GPs and community venues. The campaign was also incorporated into the team's successful Fit 4 Life programme and the Halton Healthy Schools Initiative.



Live Well

IGR - Diabetes Prevention Programme

This year has seen an innovative partnership between General Practice and Health Improvement in terms of people being diagnosed with Impaired Glucose Regulation (Pre-Diabetes). Health Trainers who are based at 13 of the 16 practices in Halton, are now seeing people in a 1-1 consultation on behalf of the practice. The practices have historically struggled to meet both the demand and the expertise needed in lifestyle education. The appointment has personalised education and action plans and allows a swift and seamless referral onto lifestyle services such as Weight Management, Exercise Referral.

Over the last 6 months we have seen over 500 people many of which have gone onto lifestyle services and lowered their weight and importantly their blood sugar levels, hence preventing diabetes.

Healthy Living Pharmacies

On behalf of NHS England, Halton's Health Improvement Team was chosen to deliver the face to face Health Champion training on the Healthy Living Pharmacy Programme across Merseyside and Cheshire. The Health Improvement Team attended 23 leadership events to encourage and enrol pharmacy staff onto the Royal Society of Public Health "Understanding Health Improvement" Level 2 qualification. These were held at 9 venues across Cheshire and Merseyside by Health Improvement, with everyone who attended passing the award. This increases the knowledge and confidence of pharmacy staff to have conversations with customers about many health topics and engage more actively with some of the national health campaigns as part of the NHS England Healthy Pharmacy initiative.

Cheshire Fire and Rescue

Cheshire Fire and Rescue Service have received Bowel Cancer Screening training from the Health Improvement Team and CRUK. The training will give staff working for Cheshire Fire and Rescue Service the confidence to encourage residents over 65 who live in Halton to take part in the National Bowel

Screening Programme. Research suggests that bowel cancer screening can lower the risk of dying from bowel cancer.

Bowel Cancer Screening as well as slips, trips and falls, smoking cessation and alcohol reduction is part of the first phase of the new Safe and Well home visit being rolled out to residents living in Halton and will contribute to the health and winter mortality agenda.

Mental Health Team

For Mental Health Awareness Week in May 2016 we adopted the Champs "Maketime" campaign (#maketimehalton) which encompasses the 5 Ways to Wellbeing. The campaign provides real examples of how local residents can achieve positive mental health and wellbeing. Over 800 people were engaged during Mental Health Awareness Week and 388 '5 Ways' pledge cards were completed. The campaign has been delivered through face to face events as well as online and through social media. To date, the campaign has received over 20,000 social media impressions.

For World Mental Health Day on 10 October 2016, our team hosted a showcase event for local professionals and residents focusing on children and young people's mental health services in Halton. The event was attended by more than 80 people and has received extremely positive feedback.

Stop Smoking Service

The service has delivered 6 days of smoking cessation training to 30 (5BP) Mental Health staff working across Halton and Warrington in order for the staff to deliver cessation to their residential clients and in line with Smokefree Legislation for Mental Health establishments. The service has increased their venues from 19 sessions per week to 25 to include new sessions in the Brooker Centre, Halton Hospital, CGL, Leisure Centres and Citizens Advice. The team also promoted the national Stoptober campaign throughout October 2016 and was a key partner in the Recovery Walk in September, hosted by Halton.

Age Well

Age Well Training

- Age Well training emerged from a successful Living Well pilot in 2014/5. The pilot work focussed on increasing the skills of community staff to use screening tools to identify people aged 75+ in the community at risk of memory loss, falls or loneliness. Clinical pathways were used to identify the uptake of the screening.
- A variety of methods were used to promote the training with attendance at team meetings, local partnership events, Dementia Action Alliance, internal borough council teams, mail shots, telephone calls opportunistic conversations and asking delegates on the training.
- A wide range of teams were contacted across Halton particularly those who have a front line community staff. They were as follows:-
Wellbeing Enterprises, library services, domiciliary care, day care, residential care, Halton Housing Trust, Liverpool Housing Trusts, SS2LL, Bridge Builders, Health Improvement Team, Age UK, Dementia Action Alliance members, SCIP workers & transport services.

To date 52 Delegates have been trained across 3 training sessions. 4 More are planned and booked up to end of March 2017.

Bowel Screening Follow-up Pilot

An innovative scheme piloted in 2016 found that follow up phone calls by health trainers to non-responders were far more effective in encouraging people to participate in the bowel screening programme. The 3 GP practices involved in the pilot saw a 9% increase in uptake of the screening invitation.

Coffee in a box

Partnerships in Prevention agencies have combined with Runcorn Shopping Centre to develop a discounted coffee event in "The Box" area of the centre. Karl Clawley, the centre manager has been instrumental in resourcing the event. It is called "Coffee in a Box" and takes place every Wednesday lunchtime. It is designed to attract older people who may be experiencing loneliness.

The marketing of the event has been extensive with a number of positive stories and photographs in the local press but it is likely to be a number of months before the event engages larger numbers of lonely older people.

To date approximately 50 sessions have been held over the year with 15 to 20 people attending every week.

Affordable Warmth

In September 2016, a new Winter Warmth Campaign was launched - **Keep Warm, Keep Healthy this Winter**. Aimed at the most vulnerable communities - elderly, people with long term conditions, young children, the campaign linked with other existing campaigns such as Stay Well this Winter, Flu immunisation, Merseyside Collective Switch and has been delivered in partnership with social landlords, citizens advice, energy saving charities and others.

The campaign also ties in with the Council's Affordable Warmth Strategy which launches in February 2017.



Ongoing Activity

Start Well

100%

Of schools in Halton engaged in **Healthy Schools Initiative**

-73%

73% reduction in under 18 **alcohol admissions since 2007 (to 2014) - 48.6 per 100,000**

142

Families engaged in **Introducing Solid Foods** with **90%** introducing solids to their baby **after 5 months**

1014

Pupils engaged in schools **Healthitude** programme



1605

Women supported to **breastfeed** their babies



350

local venues now accredited **Breastfeeding Friendly**



144

Vulnerable **families** supported to improve **parenting** and access to **community services**



Rethink Your Drink sugar campaign launched to educate children and parents about sugary drinks



999

School children aged **7-16** engaged in **Fit4Life schools** programme

Live Well

1021

New Weight Management clients with **75%** losing weight at **6 months (combined service with 5BP)**

60.8%

Stop Smoking **Quit Rate** - up from 55%

637

IGR (Impaired Glucose Regulation) referrals received

1173

NHS Health Checks carried out in GP practices, workplaces and the community

Live Well (continued)

596

Residents and Front Line Professionals received **alcohol awareness training** or IBA



919

Clients set a quit date with our **Stop Smoking Service**

1691

People engaged with around **early detection of cancer** and screening



277

People with **long term conditions** engaged in **specialist exercise classes**

46%

Pregnant smokers quit with Stop Smoking Service

Age Well

389

People referred to **Sure Start to Later Life**

936
hours

Visits by volunteers to vulnerable older people

2515

People attended trips & day trips organised through **Sure Start to Later Life** service

685

Older, lonely & vulnerable adults helped to engage with their community, reduce isolation and improve independence



575

Attendances at 8 **Grangeway Get Together** events

192

IT Support sessions delivered to people in their own homes

750

Residents engaged in Halton Falls Service with 200 attending **Age Well Exercise**

52

Front Line Professionals received **Age Well Awareness training**

Marketing and Communications

Working in partnership with local, regional and national partners, the Health Improvement Team's marketing and communications service has promoted over **50** public health campaigns and awareness days in 2015 and 2016, including **Stoptober**, **Be Clear on Cancer** and **Stay Well this Winter** as well as regional campaigns including **CRUK's North West bowel screening** campaign and the Cheshire and Merseyside '**Maketime**' mental health campaign.

We have also developed local campaigns such as '**Rethink your Drink**' - encouraging people to swap sugary drinks to low or sugar free alternatives and '**Sun Safe**', promoting sun safety and skin cancer awareness during the summer of 2016.

The service is also responsible for the continued development and promotion of ongoing services such as **Fit 4 Life**, **Fresh Start**, and the **Halton Stop Smoking Service**.

Other communications and projects include:

- **46** press releases issued in 2016 with coverage in Halton press as well as the wider Merseyside region
- social media promotion of health improvement services
- design and distribution of campaign and service materials
- localisation of regional and national campaigns (e.g. **#maketimehalton** and **PHE's One You**)
- adoption of the **Active Halton** branding for the Health Improvement Team and promotional materials
- working closely with Halton Borough Council's central marketing and communications team
- rebrand of the **Fresh Start** programme to increase appeal to a wider audience, particularly men
- coordinating Health Improvement promotion at **83** events including Vintage Rally and Party in the Park

Training

Health Improvement has continued to develop and extend its training programme. We have an in-house team of qualified trainers and is an accredited training provider Royal Society for Public Health and City and Guilds Training and Qualifications. We also offer bespoke training for professionals and the public around subjects such as cancer, alcohol awareness, mental health, suicide prevention, ageing well, and tobacco control.

Public Health and Social Care

Health Improvement Team continues to work with the wider public health and social care teams within Halton Borough Council on various campaigns and workstreams including winter warmth, flu, older people's services and social care.

Partnerships

The Health Improvement Team has strong working relationships with local, regional and national organisations, including:

- CHAMPS
- Healthier Futures
- Halton CCG
- 5 Borough Partnerships
- Wellbeing Enterprises
- Citizens Advice Bureau
- Widnes Vikings
- Public Health England
- NHS England
- Cheshire Fire Service
- Cheshire Police
- Royal Society for Public Health





Coming up in 2017

Be Clear on Cancer / CRUK Bowel Screening Pilot - North West England: January - April 2017

Following the success of CRUK's 2016 campaign, in early 2017 they will be partnering with PHE's Be Clear on Cancer campaign to promote bowel screening across North West England. This will be the first Be Clear campaign to focus on screening messages. In Halton, we will be supporting the campaign and promoting to our local communities.

Bowel Screening Pilot - Halton GP practices

Following the successful pilot with 3 Halton GP practices in 2016, Health Trainers from the Health Improvement Team will be placed in more practices in 2017 to make follow up phone calls to non-responders to bowel screening invitations.

This work will be coupled with the ongoing work with GP practices to implement practice action plans to increase screening rates for bowel, breast and cervical cancer.

Cheshire Fire Service - Blood Pressure Checks

As a result of the successful roll out of the bowel screening training for Cheshire Fire & Rescue Service for their safe and well checks, discussions are under way for Health Improvement Team to offer a wider training programme with an emphasis on blood pressure checks.

Change 4 Life - Be Food Smart National Campaign - Launches January 2017

Halton Health Improvement Team will be supporting this high profile national campaign locally through schools, children's and community centres and local PR. The campaign aims to educate families with children aged 5-11 about the dangers of hidden sugar, salt and fat in food and encourage healthier eating habits for the whole family.

Resources provided by Public Health England will be distributed to community venues, schools, and local groups from January 2017.