

# Halton Integrated Wellness Service



sure start to  
**later life** 



Annual Report  
April 2017 - March 2018



# Foreword

**Halton's Integrated Wellness Service plays a critical part in delivering improved health and wellbeing for all ages across the Borough through a range of statutory services.**

Traditionally, efficiencies have been delivered through improved delivery of care but meeting the current goals of saving lives, reducing morbidity, improving quality, being more cost effective and reducing inequalities requires innovative solutions and a focus on stemming demand through delaying or preventing the onset of need.

The Integrated Wellness Service therefore uses evidence based approaches with value for money to deliver a range of preventative services aimed at improving outcomes in the key priority areas of the Halton Health and Wellbeing Strategy:

- **Children and Young People:** improved levels of early child development
- **Generally Well:** increased levels of physical activity and healthy eating and reduction in harm from alcohol
- **Long-term Conditions:** reduction in levels of heart disease and stroke
- **Mental Health:** improved prevention, early detection and treatment
- **Cancer:** reduced level of premature death
- **Older People:** improved quality of life

The Integrated Wellness Service supports the One Halton systems leadership approach by working closely in partnership to innovate and improve health and wellbeing.



## Breastfeeding

Breastfeeding in Halton has increased by **2%** over the last 3 years.

**792** people have been supported through ante-natal classes and post discharge 1-1 visits, telephone and group sessions.

Breastfeeding support begins antenatally in the community with Your Baby and You sessions. Health Improvement delivers a class on infant feeding as part of this integrated programme with health visiting and midwifery.

Following the birth of baby, Health Improvement continue support by contacting all mums on discharge from hospital / home births to give much needed support in the first early days. Mums are also followed up at 6 weeks to check if further help might be needed.

**“I was considering giving up but now I feel I have turned a corner and can continue with skills learnt. Feel very supported and able to contact with any questions. Responded and visited quickly.”**

We also work extensively in the community to reduce the stigma and promote the benefits through events including International Breastfeeding Week and 'The Big Latch On' in August 2017 and through our Breastfeeding Friendly venue scheme.

**1482 babies were born in 2017**

## Introducing Solid Foods

The Infant Feeding Team offers support in the community to help parents confidently introduce solid foods from 6 months. The classes include guidance on portion size, foods to try, and how to tell when baby is ready for solids.

The team now books a place on one of these sessions during the 6 week call back. Parents are encouraged to attend when baby is around 4 months old so they have time to prepare and look for the signs baby is ready for solids. This has increased attendance by **100%**.

In 2017-18, the team supported **210** families to introduce solid foods to their babies at the appropriate stage of more than 6 months.

## Promoting Flu Immunisation

This campaign was designed to increase awareness of the health risks of flu in young children and promote the flu vaccination (nasal spray) to parents of children aged 2-5 years.

Over **30** entries were received from **6** settings. The **5** winning designs were turned into collateral for 2017-18 and 2018-19 campaigns.

Uptake of the flu vaccine increased by **6%** in 2017/2018 from 37.3% in 16/17.



## Triple P - Positive Parenting Programme

From the **260** families referred to Triple P, **50** families have taken part in the programme. **84%** of these families have since reported increased parenting capacity and confidence, contributing to a reduction in escalating need for the family. The service has also been more closely integrated with children and young people's and adult weight management services to identify more potential families who require additional assistance.

The team was also awarded a contract to deliver the Triple P programme in Cheshire West and Chester.

## CATCH App for parents

HIT collaborated with Damibu and the Innovation Agency to create a free app for parents of children aged 0 to 5 years. The app delivers health content, tailored according to the child's age, such as reminders for key development stages, vaccinations and advice about common ailments. It also signposts to local support services, to help parents recognise when it is appropriate to take their child to a health professional or where self care is more appropriate.

The app has been downloaded **1028** times so far in Cheshire and Merseyside.

## Healthy Schools Offer

This year our Healthy Schools programme has been updated in preparation to support schools with new compulsory health education.

From September 2020, all schools will be required to teach children about good physical and mental health, how to stay safe on and offline, and the importance of healthy relationships.

Our offer supports schools on an individual basis based on a whole school approach. It also offers a wealth of programs and projects that are coordinated by HIT and delivered by HIT and multi-agency partners.

In line with school feedback we have now increased the offer to include a mental health framework, school council sessions, healthy relationships, parental engagement, parent education, staff wellbeing and staff training.

Strong links have been made with school games coordinators, Sports Development and HIT to support schools to increase pupils physical activity through Daily Mile, daily 'wake up shake up' and promoting community activities such as Junior Park Run.



## Under-18 Hospital Admissions

- ↓ admissions due to alcohol have reduced by 44%
- ↓ admissions due to substance misuse saw a reduction of 17% in the past year.

## Healthitude

The updated Healthitude programme was launched for years 3, 6 and 8 covering 8 key PSHE areas:

Fit4Life (yr 3), Fit4Life (yr 6), Healthy Eating (yr 8), Mental Health & resilience (yrs 6 & 8), Healthy Relationships (yr 8 & up), Drugs (yrs 6 & 8), Tobacco Education (yrs 6 & 8), Alcohol (yrs 6 & 8), e-Safety (yrs 6 & 8), First Aid (yrs 6 & 8).

The successful Fit4Life programme is now integrated within the Healthitude offer.

**208** sessions delivered

**50** schools involved

**2279** pupils took part

## Mental Health in Schools

Children and Young People (CYP) mental health agenda launched Feb 2018 for CYP mental health awareness week.

- Support to embed Mental Health and Resilience in Schools framework (MHARS) into school culture
- New 5 Ways to Wellbeing Award launched for schools that embed the 5 Ways to Wellbeing into everyday school life, encouraging children and parents to take part in activities to boost wellbeing.
- Anna Freuds '**You're never too young to talk mental health**' campaign aimed at year 6
- Time to Change's '**In your corner**' campaign aimed at secondary schools and Colleges
- Support to embed Samaritans' '**Help when we need it most**' guidance on how to respond to suicide in schools and colleges

The following training has been developed for staff working with CYP and piloted:

- Basic Mental Health Awareness
- Self Harm awareness training

## NHS Health Check

National 5 Year programme to target adults aged 40 - 74

## IGR

Impaired Glucose Regulation or Borderline Diabetes

Health Trainers are based in most Halton GP practices, where they deliver NHS health checks and IGR (Impaired Glucose Regulation) appointments for clients identified as pre-diabetic. They also signpost to services that can benefit the client's health and wellbeing.

IGR appointments provide clients with detailed advice on lifestyle, diet and exercise.

Over **20%** of clients having an IGR appointment sign up for the Fresh Start weight management programme.

Results demonstrate our success in preventing at risk clients from developing diabetes.

The Health Trainers continue to play a vital role in improving the accessibility of health services to the local community.

**1187** NHS Health Checks carried out by Health Trainers (**28%** of all Halton Health Checks)



**1944** Blood Pressure Checks



**122** Lung age checks



**1264** Cholesterol Tests



**600** IGR Appointments

**3.2** Average reduction in Blood Sugar score following IGR appointment



**4.6** Average reduction in Blood Sugar score following HIT intervention

## Cancer Awareness

**Latest data from NHS England shows significant improvement in the one year cancer survival rate, bringing Halton in line with the England average. This is due to early detection and swift treatment.**

## Community Events

**960** people engaged in community events that raise awareness of signs, symptoms and screening. The team organised a series of events to raise awareness of the signs and symptoms of various cancers (including bowel, breast, lung and bladder).

Over the last 12 months, HIT has focused on breast screening working closely with the breast screening unit and general practice to improve uptake rates. In general, Halton exceeds the national target of 70% uptake, however there are a small number of practices with lower rates. We take a targeted approach with these practices, to improve how they engage with women about breast screening, which in turn should increase screening rates.

## Cheshire Fire Service

Cheshire Fire Service trained to offer brief advice about bowel cancer and request bowel cancer screening kits as part of their Safe and Well visits to older and vulnerable residents in Halton.

**2048 kits requested**

## Cancer Early Detection - Bowel Screening Project

A project to contact non-responders to bowel screening invitations commenced in 2016 with Health Trainers placed in GP surgeries with low take-up rates for bowel screening. Non-responders were contacted by telephone and asked if they would like another kit and the health trainer was able to respond to questions, fears and misconceptions about the test immediately. The health trainer could then order a testing kit from the regional hub on behalf of the patient. Expanding the pilot is dependent on future funding bids.

<b>3</b>	GP surgeries took part	<b>15.3%</b>	highest increase in uptake
<b>240</b>	non-responders targeted	<b>9.7%</b>	overall increase in uptake
<b>3</b>	Potential number of cancers identified (based on borough wide 9.7% increase)		
<b>£17,155</b>	Potential cost saving to NHS		

## Tobacco Control & Stop Smoking Service

16.6%*	Smoking Prevalence in Halton (down from 20% in '16-'17)
876	People attended the service and set a quit date
523	People quit smoking
59%	Quit Rate (75% of these were CO <sub>2</sub> validated)
94	Pregnant women referred to service
27	Pregnant women set quit date; 12 quit smoking (44% Quit Rate)
16.1%	Smoking prevalence at time of delivery (down from 18.6%)
15	Training sessions for professionals in various settings
726	Lung Age Checks
28	Community and Workplace Events

### New 5 year Tobacco Control Plan developed for 2017 - 2022

\* Latest statistics released in June 2018 show prevalence fallen to 15%

## Smoking in Pregnancy Campaign

Funding of £75k from Halton CCG was allocated to reduce the number of pregnant women smoking at the time of delivery of their baby. This enabled the launch of a new pathway and training for Halton midwives. All women identified as smokers (through a CO<sub>2</sub> test) are referred automatically to the Stop Smoking Service.

New promotional materials were developed and an incentive scheme provides expectant women with vouchers if they succeed in quitting before birth and stay quit for up to 8 weeks following the birth.

## Alcohol

525 people completed a questionnaire (Audit C) - a series of questions designed to assess if an individual's alcohol consumption is likely to affect their health.

56% (293 people) were deemed medium risk and advised that they should cut down to reduce their risk of alcohol related illnesses in the future.

Of these 293, 150 - 51% - were asked more in depth questions and as a result, deemed high risk - their drinking is likely to be affecting their health in some way already. These individuals were then given brief advice on cutting down and if necessary, signposted to local alcohol support services.

## Drink Less Enjoy More Campaign

The campaign ran from October to December 2017, targeting drinkers in the pre-Christmas period. Originally developed by Liverpool City Council, the campaign is designed to promote safe drinking and reduce anti-social behaviour.

Having run successfully for 2 years in Liverpool, it was rolled out across Merseyside in 2017.



Halton's night time economy is very different to Liverpool, concentrated in a smaller geographical area and with fewer licensed premises. However, it was expected that Halton residents who may travel to neighbouring areas on a night out would be exposed to more of these messages, leading to an increase in awareness of the campaign.

Halton Pubwatch and the Safer Halton Partnership circulated campaign messages, training and promotional materials to all local night time venues and pubs.

## Evaluation

An interim Merseyside-wide evaluation collated by Liverpool John Moores University in Spring 2018 showed an increase in awareness of the legislation in Halton but also suggested that more work may need to be done locally around alcohol related violence.

## Whole Systems Obesity - Partnership with Leeds Beckett University

Halton is one of 6 local authority areas in England chosen to be part of a National whole systems obesity pilot programme. Tackling obesity is a complex and multifaceted problem with over a hundred contributing factors. Therefore we need to look across all the different factors and explore what can be done over the short, medium and long term. Leeds Beckett University have been commissioned by Public Health England to explore with the 6 chosen local authorities how to make greater inroads by adopting a whole systems approach towards a local strategy.

In Halton this work has begun with a series of workshops, facilitated by Leeds Beckett, to map out key priorities, problems and bring together partners from across all sectors to work together - such as transport, planning, service providers, local businesses. The result of the three workshops has been the creation of a system wide action plan and a system network that will deliver the key actions identified in the short, medium and longer term. The action plan will inform a whole systems obesity strategy for Halton 2018 onwards.

**9%** reduction in excess weight in adults bringing Halton in line with the England average of 61.3%.

## Weight Management

The Adult Weight Management Program - Fresh Start - continues to provide local community support across the borough to a broad range of clients. Fresh Start combines nutritional advice, education, meal planning with regular physical activity. Delivered in partnership with North West Boroughs NHS Trust (2017-18).

- 934** people signed up to Fresh Start
- 52%** of completers saw 3% weight loss in 6 months
- 35%** of completers saw 5-10% weight loss in 6 months
- 12** Fresh Start classes every week
- 56%** of completers show improvement in Healthy Lifestyle Choices
- 59%** of completers show improved health related quality of life



**16%** improvement in physical activity, similar to the England average.

## Physical Activity

The Health Improvement Team works closely with Active Halton and community organisations to offer alternative physical and social activities for people who generally shun traditional exercise classes. In 2017-18, the partnership delivered:

- 36** weekly classes
- 2** Parkrun events, attracting over 200 runners per week
- New** Couch25K and Mile a Day programmes.

## Exercise on Referral - Adults

The scheme provides access to exercise for clients with long term conditions and has close links with Halton GP practices and local hospitals. All classes are designed to improve the client's level of physical activity and encourage long term lifestyle changes. The classes are delivered in local communities, reducing the barriers to physical activity. Volunteers who have themselves benefited from the programme help to deliver the stroke rehab class.

Conditions currently supported are pulmonary and cardiac conditions, stroke and cancer.

- 11** Exercise on Referral classes every week, supported **157** new high dependence clients.

# Mental Health

Halton has seen a **17%** reduction in hospital admissions for mental health conditions over the last 5 years.

## Mental Health Hubs



Launched September 2017 at 2 locations:

- Widnes Indoor Market
- Shopping City Runcorn
- Run in partnership with local mental health organisations.
- **383** people engaged with during first 6 months (Sept '17 to Mar '18).
- Bereavement and suicidal thoughts the most common issues raised.
- Concerns regarding lack of bereavement support for adults fed back to Adult Mental Health Delivery Group.

## Campaigns



Mental Health Awareness Week - May 2017

- **1400** people engaged with World Mental Health Day (October 2017)
- Launch of workplace mental health offer
- Time to Talk Day - February 2018
- Launch of Children & Young People mental health offer

## CHAMPS



**Champs**  
Public Health  
Collaborative

- Actively involved in Youth Connect 5 steering group to shape pilot.
- **7** pilot programmes were delivered to **45** parents.
- Actively involved in suicide prevention and support after suicide group.
- Suicide prevention plan for Halton being developed.
- Supported implementation of suicide community response plan.

## Training



Package of training courses developed for community, schools and workplaces covering:

- Mental Health Awareness
- Stress Awareness
- Resilience
- Self Harm Awareness
- Suicide Prevention
- Time to Change

**355** people trained in mental health awareness

**272** people trained in suicide awareness

## Time to Change



- Launched Time to Change campaign locally.
- Supported Time to Change to recruit 30 local champions from members of the public and local workforce.
- Supported Halton Housing to achieve TTC Employer Pledge.
- Began promotion of Time to Change employer pledge to local workplaces.
- Started process for Halton Borough Council to begin time to change employer pledge.

## Social Media

Social media plan established.

Increased use of social media from Q3 to promote anti-stigma messages, events, campaigns and helplines, both local and national.

Facebook Results (Oct '17 to March '18)

**55** individual posts

**46000** people reached

**715** engagements (people who clicked a link, shared a post or replied to a post)





# Workplace Health

Over the last 12 months the Health Improvement Team has been rolling out a comprehensive workplace health programme to local businesses across Halton. During this time the team has worked with 52 local businesses to improve their workplace health offer.

Marketing and promotion of work place health solutions to local business has included email marketing, social media and partnerships with Halton Chamber of commerce and Enterprise Division of Halton Borough Council.

The Workplace Health package includes an initial site visit to undertake a health needs assessment of the workforce and workplace and from that a tailored package of support is developed for the business. This can include a review of health policies, training for staff and managers, NHS Health Checks/ Lung Age checks for staff, smoking cessation clinics, back pain classes and general health awareness events.

Workplace Health is a method of engaging with those who do not regularly engage with primary care. Through the workplace health programme the team has identified people that have gone on to be diagnosed with health conditions such as diabetes, hypertension and atrial fibrillation.

### Key Outcomes

- 52** Halton Employers engaged with
- 5250** Total employees targeted
- 2900** Individuals received at least one health intervention

### Health Interventions Delivered

- 350** NHS Health Checks delivered, resulting in **45** referrals to HIT services
- 400** Lung age checks resulting in **16** referrals to stop smoking service
- 10** Mental health training sessions delivered
- 15** Cancer awareness health events attended by **500** people

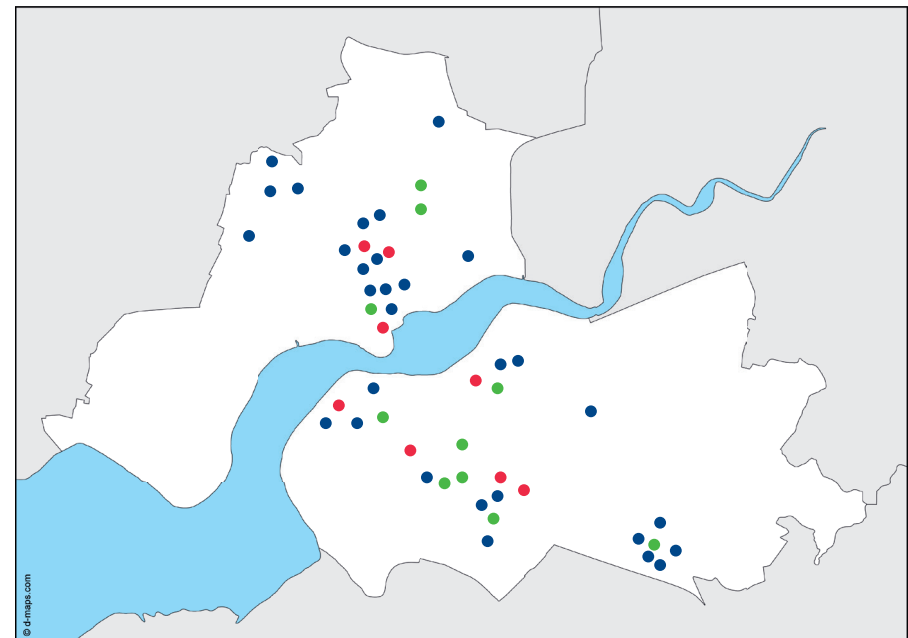


- Hattons Model Trains
- Mexichem
- Kerry's Ingredients
- Kawneer
- Howdens



- Home Retail Group
- Halton Housing
- Capita
- The Heath
- Specsavers
- Job Centre Plus

### Type of intervention by location



### Key:

- Blue dot** Health Checks
- Green dot** Mental Health Training
- Red dot** Stop Smoking Interventions



## Age Well Exercise - Falls Prevention

Our Age Well Exercise programme is designed for people over 55 who are at risk of falling or who already have had a fall. The classes offer gentle, easy exercises to improve stability, balance, co-ordination and strength which ultimately enables people to stay independent and in their own homes for longer.

- 158** Referrals received.
- 63%** Of people who completed the class saw an increase in confidence and decrease in anxiety about falling and injuring themselves.
- 81%** Of people who completed the class saw an improvement in the 30 second stand test.
- 68%** Of people who completed the class saw an improvement in the timed 'up and go' test.
- 6** Age Well Training sessions delivered.
- 55** Attendees.

## Sure Start to Later Life

Sure Start to Later Life is an information service to help Halton residents over the age of 55 to live a happy and independent life. It offers information, advice and a wide range of activities that enable older people to take an active part in the community.

- 421** Older people supported through the service.
- 33** Day tripper events organised.
- 11** Grangeway Get Together events - a monthly event bringing together some of the most vulnerable older people from the community for a meal, entertainment and company.
- 80** Average number of people at each event - **120** at Christmas Event.
- 1218** Hours of volunteer support.
- 123** Carers and volunteers supporting delivery of services.

sure start to  
**later life** 

## Care Home Project

Following on from the Halton Care Collaboration event in May 2017, a Care Home Development Project was formed. This was to enable stakeholders representing key sectors to work collaboratively in exploring and implementing identified work streams.

Health Improvement Team lead on a project in care homes called the "Wellbeing Model". The purpose of this group is to look at improving and maintaining the physical and mental wellbeing of the people who reside in care homes. Up to now a number of meetings have already taken place with the Activity Co-ordinators of the care homes. Ideas and resources have been shared in this forum. Some staff members have taken part in workshops to increase their skills in working with their residents to promote their wellbeing. We are also looking at devising day trips for care home residents as an extension of Sure Start Day trippers.

### Comments received about the Get Together Events:

*"We all just love this day, thank you for everything, I really love my time here, it makes my day"*

*"Had a positive effect on my life – meeting people, getting fresh air, keeps everything working"*

*"I lost my husband in 2015 and it took me a long time to pull myself together - thanks to you this helps"*



## Early Years Conference

In June 2017 we brought together **82** professionals from organisations across Halton to showcase early years services, local successes, share knowledge and improve inter-agency working.



## Toilet Training

Anecdotal evidence of children starting school not toilet trained was supported by further insight. Leaflets and posters were designed offering top tips for parents and have been distributed to all Halton early years settings as well as key community venues.

## Cancer Awareness Campaigns

Throughout the year, the team promotes a series of campaigns to raise awareness of the signs and symptoms of some of the most prevalent cancers in Halton and to promote national cancer screening programmes.

National Be Clear on Cancer campaigns are implemented locally. In 2017-18, this included a breast cancer awareness campaign targeted at women over 70, bowel screening and bladder cancer campaigns.

Social media campaigns supported several cancer awareness months (bowel in April, breast in October and Lung in November).

The annual Sun Safe campaign ran through the summer of 2017 to raise awareness of sun safety and skin cancer. This campaign is targeted at all ages - particularly parents of young children.

## No Smoking Day

In March 2018, the team held a drop-in event at Halton Housing's HQ in Widnes offering advice about quitting smoking to staff and visitors.

Lung age checks are a great way to start a conversation about healthy lungs and the dangers of smoking. To date **120** Housing staff have received a lung age check with **10%** referred to the stop smoking service.



## Affordable Warmth

The campaign in it's second year promotes affordable warmth schemes and advice to vulnerable Halton residents such as older people, families with young children and low income households.

A targeted mailshot to **4000** of the most deprived households in January 2018 to promote the Warm Homes Discount saw **£38,000** of total savings by qualifying households.

**354** affordable warmth referrals were made to Energy Projects Plus by Cheshire Fire and Rescue as part of Safe and Well visits.

## Flu

A local flu campaign aligned with the national Stay Well this Winter campaign to take advantage of national media coverage and materials. It was also promoted via local media channels and social media.

It included promotion of the flu vaccination to key audiences - over 65s, those with long terms conditions, young children, carers and frontline health professionals.



## Social Media Engagements

Across all campaigns, Nov 2017 - March 2018:

**308** Health Improvement Posts

**288,339** views

**5523** people engaged

We continue to build capacity within the local community through training for local community organisations with the necessary skills to deliver brief advice and health interventions.

## Cheshire Fire Service

Officers have received training from the Health Improvement Team on blood pressure, cancer awareness and bowel cancer screening. This advice is included in the 'Safe and Well' home visit scheme.

**52** fire officers have received blood pressure training in 2017-18 with further training taking place during 2018-19.

Officers also provide information on affordable warmth, referring eligible households to Energy Projects Plus if more detailed advice is needed.

As part of the same contract, which runs until March 2019, we have delivered **9** BP training sessions to **216** employees of Healthy Living Pharmacies in Cheshire and Merseyside, with more scheduled for 2018-19.

## Halton Housing

A member of HIT has been seconded to Halton Housing on a one year trial basis (recently extended due to the success) to extend prevention services to social housing residents and staff.

Over **400** residents engaged in events and **246** members of staff have attended training sessions on cancer awareness and screening, mental health, ageing well and dementia awareness.

Other achievements include:

- Weekly Health Trainer clinics in Widnes and Runcorn
- Bespoke Fresh Start class for over 55s launched at Barkla Fields Extra Care Scheme.



## New developments in the pipeline for 2018-19

### Early Years

New active play scheme for early years settings where children and parents learn about sugar and fats through interactive play.

Volunteers to provide peer support will join the Infant Feeding Team.

### Weight Management

Weight Management will become an in-house managed service from May 2018 with the transfer of the dietetics service to Halton Borough Council.

Launch of the National Diabetes Prevention Programme (NDPP) and integration with existing successful weight management and IGR clinics.

Whole Systems Obesity agenda will continue to be developed across Halton with support from Leeds Beckett University.

### Exercise on Referral

Back Pain pilot to take place at Halton Housing in June 2018 before the full launch of service in Q3 2018-19.

### Mental Health

Workplaces in Halton will be supported to sign up for the Time to Change Employer Pledge. A Mental Health Festival is planned for the week of World Mental Health Day 10 October 2018.

### Workplaces

Training packages to continue to be developed and deployed in Halton and the team is exploring further opportunities to generate income inside and outside Halton.

### Training

New training programmes will be introduced including MECC (Making Every Contact Count) and additional RSPH (Royal Society for Public Health) qualifications.

Here is a selection of comments from clients and partner organisations who have worked with us over the last 12 months.

"RR was a self referral into the AMPARO service, after speaking to staff at the mental health hub in Runcorn. RR had lost his son due to suicide the month before and had not been receiving any support for their death" Support offered as a result of the Mental Health Hub

"Tony has helped us support so many patients during their in-patient stay. His calm and reassuring nature has influenced lots of patients to make positive steps to becoming smokefree and has ultimately helped improve their health and quality of life" The Brooker Centre, Stop Smoking Service

"Every person who had the checks has provided feedback to say they are very glad they did it and the team who provided them were really polite, friendly and gave clear and helpful information." Runcorn & Widnes Cancer Support Centre, NHS Health Checks

"The importance of helping our staff to be comfortable & healthy in the workplace is a crucial part of our ethos." Hatton's Model Railways, Health Advice

"Coming to the class has given me so much more confidence and I cannot thank Sandra, Janet and Kerry enough for all the help they have given me, they are wonderful!" Client of Age Well Exercise - Falls Prevention class

"To find out I had this potentially serious condition was a bit of a shock but also a wake-up call. I cannot thank Colin and the team enough - without the NHS Health Check I may never have found out I had Atrial Fibrillation." Kath from Mexichem, diagnosed with AF following a workplace NHS Health Check

"The support of the breastfeeding team was invaluable." Heather, a client of the Infant Feeding Team, now a Breastfeeding Ambassador

