



**ANNUAL REPORT**  
**2009-10**

Health Promotion Devon  
Specialist Services  
Devon Provider Service  
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## Introduction

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Welcome to the second annual report of Health Promotion Devon (HPD), documenting some new directions of work as well as progress on existing services over the past year.

We are commissioned to provide services which improve health and target areas of health inequality across the county of Devon. Covering such a large and diverse area, it is important that as many communities as possible are able to be advocates for a health promoting lifestyle. For this reason we have been keen to promote our Health Trainer Service in Devon and were delighted when a member of staff was seconded to be the South West Health Trainer Hub co-ordinator.

Our NHS Stop Smoking Service became fully staffed towards the end of the year and is now embedded as a distinct service within HPD. Progress across all areas of the tobacco control agenda has been made by this team.

In the service to maintain a healthy weight, HPD has focused predominantly on young people and their families. This approach is evidence-based as the establishment of healthy behaviours at a young age has been shown to be carried on to adulthood.

Our training role across Devon has been an important focus of our work both with NHS colleagues and across partner agencies, the community and voluntary sector. We achieved registration to provide City and Guilds training and many of our staff are now accredited adult tutors. This gives more assurance that we are able to deliver customised courses, suitable for a wide range of abilities. As a result we have been successful in attracting various grants and commissions from outside agencies to deliver bespoke training.

The Black and Minority Ethnic Community Development Workers (CDW) have worked to the brief of Delivering Race Equality in Mental Health. This programme will be shortly coming to its conclusion after two years in Devon. The team however have become a valued resource across all agencies for their knowledge and links into some of Devon's most "difficult to provide for" communities and individuals.

The sexual health agenda has focused on making the services that are provided accessible and welcoming to young people. In particular, the condom card scheme has enabled young people to access advice and information from friendly trained staff when they request condoms from these outlets. This provision has been provided through a programme of training of staff and recruitment and monitoring of the community resource.

Overall we have had a busy and productive year as the body of the following report will describe. The HPD team transferred to become hosted by Specialist Services within Devon provider service during 2009. We look forward to developing our services within Devon Provider Service through our commissioning colleagues and amongst other Devon-wide and local agencies



**Jane Cowper**  
**Head Of Health**  
**Promotion**  
**Devon**

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## Smoking

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Giving up smoking is still the single most important thing someone can do to improve their health and NHS Devon Stop Smoking Service uses evidence based methods to support people to stop smoking across the county. Help is provided in a variety of ways from the more personal one to one support to interactive groups and flexible telephone consultations.

We recommend the usage of stop smoking medications along side the behavioural support offered by our trained advisors, which together improve the likelihood of a successful outcome four-fold. All support is free and easily accessible with medication available on prescription.

### Our achievements last year

- We helped 754 people to quit over the year.
- Supported stop smoking services in specialist settings such as prisons and military bases.
- Our success rate at four weeks was 73%, well above the national average.
- 1029 people accessed our service and set a quit day.
- 38 people were trained up to offer brief advice, of these 22 went on to be trained as intermediate advisors
- Our specialist team grew this year to 9 whole time equivalent stop smoking advisors as well as gaining an additional administrative post. This has enabled us to offer more clinics, especially during the evening making the service even more accessible.

### A day in the life of a Stop Smoking Advisor

As a Stop Smoking Adviser I provide support clinics in a variety of settings (including gyms, village halls and in the workplace) to smokers who want to quit. Support is available at a range of times which makes the service easily accessible as people can choose a location which suits them at a time which fits in with the rest of their day or evening. The service is flexible to the needs of the individual, for example home visits are available for those who are unable to leave their home or find it difficult to do so. This ensures we can support everyone who wants help to stop smoking.

Part of my role is to provide advice about Nicotine Replacement Therapy and drug therapies to help people to make the right decision about their support. NRT being available on prescription is also a big encouragement. The one to one and group sessions provide people with the opportunity to discuss their progress and explore possible solutions to any difficulties. People also have the reassurance that they have the support of their Stop Smoking Adviser every step of the way toward their goal of stopping smoking and enjoying a healthier and wealthier life!



**Denise, Stop Smoking  
Advisor**



**Alan is now free from cigarettes thanks to the Devon NHS Stop Smoking Service**

### **Alan's Story**

Retired father-of-three Alan Gooding from Axminster quit a smoking habit which spanned 43 years. Alan, 56, who lives with his partner Joyce, started smoking at the age of 13 when all his friends took up the habit,

*"I remember they used to dare me to inhale the smoke. Before long I was smoking 50 to 60 cigarettes a day. I have made several attempts to quit over the years but nothing seemed to stick. I've tried doing it through my GP who gave me inhalators and then patches, but they didn't work for me so I always went back to the cigarettes."*

*"As I got older, I noticed my health – particularly my breathing – was getting worse. I was wheezing and coughing a lot and I knew that smoking wasn't helping things. When I decided that I was ready to quit, a friend of ours recommended the NHS Stop Smoking Service. I started to attend fortnightly sessions where I met my adviser, Josette."*

*"To be honest, I think meeting Josette and having her support is the only reason why quitting has worked for me this time around. She was never rushed and really took the time to explain all my options to me...It can get difficult at times but I really think I've cracked it this time...I'm feeling much healthier since quitting. I'm not a slave to smoking anymore and I have my own freewill back...We're spending the money I'm saving on sprucing up the garden ready for the summer. We've even got some chickens now!"*

***"I would have no hesitation in recommending the NHS Stop Smoking Service to anyone. In fact, that's exactly what I have been doing!"***

### **The Future**

Going into its third year, NHS Devon Stop Smoking Service will continue to help smokers to stop. A larger, more experienced team is allowing us to develop both marketing and communications, meaning more people will know how and where to get support.

Focussing on specific populations, where smoking levels are higher, such as pregnant smokers and routine and manual workers is also high on the list of priorities and we will continue to develop our forms of support to ensure they reflect the needs of potential quitters across the county.

Finally we will continue to strengthen relationships with key stakeholders and identify and build new ones to ensure helping people to stop smoking is everyone's business.

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## Health Trainers

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Over the last year, our Health Trainers have continued to support and motivate people from communities of greatest health inequality in Devon to develop healthier lifestyles. The year started with 8.4 whole time equivalent Health Trainers and despite a vastly reduced end of year workforce, due mainly to promotions, the service has continued to deliver positively against key performance indicators.

Health Trainers work in a flexible and versatile way to meet local needs. Health Trainer, Sarah Leggatt describes her work:

“Health Trainers offer a free individual support service for anyone over 16, interested in working towards a healthier lifestyle. I work alongside other health professionals in a number of different areas to offer a flexible and accessible service to local communities.

I work within local communities and help individuals to develop realistic and workable personal health plans, tailored to their specific needs.

I love helping people to help themselves! To know that my input is helping to make a positive difference to people’s lives makes a big difference.

Studying the City & Guilds Level 3 Certificate for Health Trainers is giving me a fuller understanding of the Health Trainer role, which in turn will enable me to continue to deliver a high quality service “.

We received 420 referrals for lifestyle support from various sources including GPs/NHS (41%), promotional events/posters (18%) personal recommendation, (14%) and from local media (12%). Of these clients, 64% are female and 36% male. 339 clients were assessed and 245 (72%) received a personal health plan. 70% of clients either achieved or partly achieved their goals.

Predominantly, the biggest demand on the service (74%) has been for stop smoking support, 21% of clients set goals for weight loss, 4% exercise and 1% alcohol reduction.

Developing a quality service has been a priority and all Health Trainers have taken and been awarded the Royal Society for Public Health Level 2 award. Those currently in the Devon Service have either gained or are working towards the City & Guilds Level 3 Certificate for Health Trainers. HPD is an accredited provider of both awards.

### Case Story

A retired female saw our health trainers’ press release in the local newspaper and made an appointment. She suffered from ME and digestive problems and wanted help to improve her diet and increase her level of physical activity.



**Sarah & Ben, Health Trainers**

Together, a personal health plan was made and realistic goals were set. She completed a food diary to identify what she was eating. Changes were made and she ensured she ate five portions of fruit and vegetables a day. The Health Trainer also referred her to a local walking group where she gained confidence and met new people whilst increasing physical activity. She is now focussed and motivated to improve her health and feels healthy and confident to get out and do more. Her condition has improved as a result.

## **Offender Health**

During 09/10 we worked in partnership with Age Concern in two of Her Majesty Prisons, Dartmoor and Channing's Wood, with the aim of contributing to the health of older offenders. The number of older people within the criminal justice system has increased in the past twenty years. Typically prisoners have poorer health than the general population, with over the 50's suffering from age specific health issues e.g. physical disabilities and other chronic illnesses including mental health issues.

With this in mind the joint project, partly funded by the South West Health Trainer Partnership, was developed to support to pilot a Health Trainer programme in prisons. The initiation of the Health Trainer role for older offenders in HMP Dartmoor enables them to support their peers with first level health and social care advice as well as highlighting what steps they can take to improve their health.

Royal Society for Public Health (RSPH) Level 2 *Understanding Health Improvement* training provides an introduction to the basics of health and well being, the barriers to making changes in lifestyle, how to help people make changes to improve their health and outlines the governments key health messages. Offenders in Dartmoor Prison achieved a 96% pass rate and have been involved in a number of regular health improvement initiatives with the support of the Social Inclusion Officer and Age Concern Older Offenders Project worker, and include:

- Weekly healthy living drop-ins focusing on key health improvement messages (nutrition)
- Exercise and fitness sessions for outdoor and cell activity (step-o-meter training provided by HPD)
- Support group for RSPH trained prisoners
- HMP Health Trainer reps on the main wings for direct access by other inmates
- Prisoner led weight awareness and reduction drop-in sessions
- Prisoner-produced leaflet 'Staying Healthy in Prison' introducing new inmates to their personal Health Trainer
- Weight reduction.

Offenders are beginning to benefit from the supportive and personalised practical behavioural approach. Below are some of their comments:

***“I feel more relaxed and am able to sleep without interruption”***

***“improved energy levels”***

***“I have lost weight and I am aware of my improved physique”***

### **Exeter Volunteer Health Trainer Champion Pilot**

The national vision of reducing health inequalities through community empowerment\* highlighted the opportunity to develop a local scheme.

HPD secured one year funding via the SW Health Trainer Hub to develop a Health Trainer Champion Pilot in Exeter. By recruiting Volunteer Health Champions to empower individuals and communities to make small positive health changes, we believed that barriers to improved health and well being amongst our most marginalised communities would be reduced.

Between June 2009 and April 2010, 16 Volunteer Health Trainer Champions have been recruited and trained to support the NHS Devon Health Trainer programme in the more deprived wards of Exeter. The volunteers have come from all walks of life, and are people who want to make a difference and encourage communities to adopt a healthier lifestyle. They encourage a proactive approach to the appropriate services in their community.

All Health Trainer Champions have successfully gained the RSPH Level 2 award and some have undertaken various other health promotion training. Their work of supporting Health Trainers in the city of Exeter communities has begun.

\*Health Inequalities: Progress and Next Steps: [http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationspolicyandGuidance/DH\\_085307](http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationspolicyandGuidance/DH_085307)

### **Volunteers' Comments**

*“Health Trainer Champions has given me invaluable work experience so far and is helping me to get my foot in to the health and social care sector – I can now say that I have a basic certificate in Health Promotion and have the opportunity to network and build my skills through volunteering.”*

*“I have recently started in a Health Training Programme by attending a course on Understanding Health Improvement and one entitled “Cook4life”. I have learnt a lot on these courses. I have gained more confidence and knowledge and am now looking forward to shadowing a Health Trainer as well as setting up my own food tasting session.”*



## **Gypsy and Traveller Health Trainer Pilot**

Devon Racial Equality Council, Gypsy and Traveller Health Trainer Pilot have managed the work to increase awareness of Health Trainer services and support members of gypsy and traveller communities to train as Health Trainer champions. There are now several interested community members who are interested in gaining the RSPH Level 2 qualification in the near future.

## **Supporting People with Learning Disabilities**

HPD has worked in partnership with Devon Partnership Trust and other NHS Devon staff to encourage and enable greater access to the Health Trainer service by people with learning disabilities.

A pilot Health Trainer Lifestyle clinic in the Tiverton area was tailored to meet the needs of people with learning disabilities. Health Trainers were trained to provide a sensitive service designed to meet the needs of the adult client. Tailored resources were suitably developed to provide clear communication and effective recording of results.

## **Future Goals of the Health Trainer Service**

- Embed the Health Trainer service availability and accessibility in Devon's priority areas.
- Provide an excellent induction and training programme for trainee and community Health Trainers including the provision of the Health Trainer, City and Guilds Level 3 qualification and the RSPH Level 2 Understanding Health Improvement
- Continue to develop the Health Trainer service working with ACOOP and offenders in HMP Dartmoor and Channing's Wood. Further scope health improvement initiatives in HMP Exeter.
- Seek to encourage and enable individuals from vulnerable groups such as the Gypsy and Travellers and people with learning disabilities to access the service and have representation within the service
- Support Health Trainer Champion initiatives and involvement in health improvement initiatives such as the Ilfracombe Healthy Town Campaign.

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## Black & Minority Ethnic Communities: Community Development Work

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Delivering in an evolving and changing context, inside and outside of the NHS, the CDW team has established itself as a bridge between Black & Minority Ethnic (BME) community individuals and groups and strategic partners.

### Service Development

One of our roles is service development: 'Advising on the training and development of mental health provider and commissioning staff' and 'highlighting the importance of culture in service systems and practice'. We have developed working relationships with numerous Health and Social Care professionals, services and teams. We have regularly highlighted gaps in services to commissioners and the Patient Advice Liaison Service (PALS). The CDW team have also contributed to the Interpreting and Translation policies within DPT and NHS Devon.



- We are part of the 'BME Hub Pilot' 2009 and have been working with Devon Partnership Trust, an independent practitioner and other partners in submitting a proposal to establish a specialist BME Psychological Therapy Service. Despite the lack of funding available to support this initiative the hub hope to support Mental Health Wellbeing and Access teams to ensure that BME awareness informs Increasing Access to Psychological Therapies (IAPT) from the outset. A pilot service is up and running.
- Ensuring the involvement of BME individuals in the Single Equality Scheme Equality Impact Assessment Consultation (2009), to be released later this year.
- Inputting into the draft 'Health Needs Assessment of Migrant Workers' in Devon in May 2009. A report was produced by the Public Health directorate

### Future work

We will carry out satisfaction surveys with clients to monitor the experiences of BME individuals who have used or are using mental health services. These surveys will be used to assess whether or not the service improvements suggested by CDWs have been effective and to monitor whether or not barriers to accessing services have been reduced.

### Training

One of the four key CDW roles is 'Service Developer' and this refers to 'advising on the training and education of staff', 'highlighting the importance of culture in service provision and practice' and 'developing joint working between the statutory and voluntary sector'.

Three CDWs are trained to deliver the Race Equality and Cultural Capability (RECC) training. Two CDWs are trained to deliver Mental Health First Aid (MHFA). CDWs have also developed and delivered the following training courses:

- Gypsy and Traveller Cultural Awareness training,
- 'Every Patient Matters', a specialist course aimed at front-line staff in GP surgeries
- Cultural Awareness training for Drugs and Alcohol Team
- Cultural Diversity and Health

### **Training Developments**

Arrangements are currently being made to deliver a one day RECC course to approximately 130 staff in the Children and Adolescent Mental Health Service (CAMHS).



**Organising Group Activities**

### **Community Development and Engagement: Summary of achievements and Outcomes**

Community development and engagement is an integral and vital part of the CDW practice. We aim to assist in the development of community organisations, help to develop socially inclusive BME communities and engage in the establishment of community leadership.

We work closely with a range of BME community groups and voluntary sector organisations including: Rejuve-nation, the Sahara Project, English as an Additional Language (EAL) groups, Spectrum, Sunrise and Exeter Polish Association and Polonica. CDWs have also established drop-ins at Taw and Torridge Voluntary Service (TTVS) and the Islamic Centre.

### **One to One work**

We have supported over 75 BME individuals and families 2009-2010 and have provided emotional support, signposting and referrals into health services.

## **Gypsies and Travellers**

We received funding from the South West Health Trainer Partnership towards developing individuals from the Gypsy and Traveller communities to undertake Health Trainer roles. We aimed to increase health capital of the Gypsies and Travellers through support and training; delivering an information pack on local services to over 150 families; facilitating a consultation for South West Ambulance Service Trust; contributing to the Gypsy and Traveller Health Needs Assessment; and undertaking regular one to one work around mental health and wellbeing and site visits.

The Gypsy and Traveller CDW carried out one to one work specifically relating to issues of mental health with 10 clients and 26 individuals/families around issues which were affecting their general health and wellbeing. In many cases the stresses that the families and individuals were under could easily have led to the development of mental distress, had they not been resolved and appropriate support put in place.

*“I would just like to put on record my sincere thanks to the Gypsy and Traveller CDW for all her help to me in drawing together the draft health needs assessment on Gypsies and Travellers. Her advice and expertise were invaluable and I became quite quickly aware as to how highly she is viewed across a number of organisations across the south west (strategically and operationally) and also how much Gypsies and Travellers themselves trust and appreciate all she does for them.”*

**Former Director of Public Health, Torbay PCT**

## **Prisons**

Some of the most important aspects of the our role can be applied to work within the prison environment as:

- access facilitator
- helping people to find appropriate pathways across services
- Service Developer’, advising on the training and education of staff
- highlighting the importance of culture in service systems
- practising joint working between statutory and community services.

The lead prison CDW has undertaken one to one work with 22 BME prisoners across the Devon cluster prisons, responding to concerns about personal safety, cultural and spiritual needs, access to and experience of healthcare services, to encourage the reporting of racist incidents, to undertake advocacy around food, accommodation and discrimination, immigration, the prison environment and human rights. The CDW has sought to provide a safe space for BME prisoners to receive non-judgemental emotional support.

## **Domestic Violence**

We assisted in organising the BME Domestic Violence Conference in 2007 with Against Domestic Violence and Abuse (ADVA). Last year we helped set up “A BME Domestic Violence Action group”, supporting a group of trainers to develop a cultural awareness training package for front-line staff in refuges as well as developing a ‘No Recourse to Public Funds (NRPF) emergency fund and contributing to a research report on service for BME survivors of domestic violence. A BME domestic violence support worker has now been employed enhancing the support in this area.

## **Future work**

- We will continue to support organisations but will focus upon building the capacity of volunteers, workers and community members involved with them, so that sustainable and autonomous organisations are established, which can function independently. We will continue to assist to develop and support new groups in response to identified need.
- To work with the Refugee Support Group in Exeter to help to improve social support available to refugees and asylum seekers who generally have poor access to health and other services.
- Host Social Work students from the University of Plymouth or Open University who can gain valuable experience of working with BME communities in Devon.

## **Events**

We have helped to organise events since being in post to facilitate dialogue between Health and Social Care providers, the voluntary sector, BME communities and people who use services.

- Multi-cultural Picnic North Devon, June 2009
- ‘Diversity, Culture and Disability’- Rejuve-nation launch event, Feb 2010
- ‘Breaking Through Barriers’; Tackling Mental Health Discrimination and Stigma, March 2010
- Meet the World in the Park Festival – Teignbridge, July 2009

We will work towards achieving the vision for health services in 2020 outlined in the New Horizons documents:

‘In 2020 all individuals will be treated with respect in an inclusive society, whatever their age, background or circumstances. Public services will recognise the importance of environments, services and amenities that maximise independence and opportunities for older people to participate and contribute as equal, active citizens. Services will be attuned to the needs and wishes of individuals and communities and will

actively promote equality. Inequalities for black and minority ethnic groups in access to and experience of mental health care will have disappeared.'

## Children's Centres

Building on the work we did last year, we were asked to roll out the Energy 4 Life health audits to more children's centres in Devon and re-assess the centres we initially audited after providing support to complete their action plans. Children's centres were assessed on their 'healthiness', looking at aspects such as breastfeeding support, menu planning, access to physical activity, safety and policies around issues such as smoking (a total of 51 indicators).

The centres were scored this year as Green (fully achieved the indicator), Amber (partially achieved the indicator) and Red (did not achieve the indicator) and a Red:Amber:Green (RAG) scoreboard was developed to show centres their results at a glance.

Support and training were offered to Children's Centres in Healthy Eating and Nutrition in the Really Young (HENRY), Start to play packs, stop smoking brief advice, information on local groups and organisations that might help and some liaison with other organisations (e.g. swimming pools) and an information pack.

Of all Children's Centres audited, a very high number of indicators were already being achieved (60%) and only 30% of indicators were not being met. In those re-audited after a package of support 84% of indicators were achieved, an improvement of nearly 25%.

Some centres do not provide food and as such some of the indicators were not applicable to them.

## Example of a Scorecard

### DRAFT CHILDREN'S CENTRE

Indicator	Pre Action Plan	Post Action Plan
<b>Healthy Eating</b>		
Healthy eating policy in place	Red	Red
Training for staff on healthy eating & food education	Red	Green
Menu planning done with children and parents	n/a	n/a
Learning opportunities on planting, growing and food prep.	Green	Green
Use of local food	Green	Green
Water is available at all times	Green	Green
Food tasting available	n/a	n/a
Positive & social eating environment	Green	Green
Food preferences are respected	n/a	n/a
Information/education on a balanced diet	Red	Green
Storage for packed lunches	n/a	n/a
Information available about healthy packed lunches	n/a	n/a
Provision of healthy balanced meals	Red	Green
Opportunities for children to prepare snacks	Red	Green
Provision of healthy balanced meals	n/a	n/a
Snacks and food include cultural variety	n/a	n/a
Allergies and other dietary requirements catered for	n/a	n/a
Food not used as a reward	Red	Green
Staff advise parents on healthy snacks	Red	Green
Awareness of home life restrictions	Green	Green
Knowledge of where to refer for weight concerns	Green	Green
Weight management support available on site	Red	Green
Use of appropriate leaflets and information	Green	Green
<b>Breastfeeding</b>		
Staff training on breastfeeding support	Green	Green
Knowledge of where to refer for breastfeeding support	Green	Green
Positive images of breastfeeding on display	Green	Amber
Does not display bottle feeding as the norm	Green	Green
Does not use infant formula branded materials	Green	Green
Additional support for breastfeeding available on site	Green	Green

Indicator	Pre Action Plan	Post Action Plan
<b>Physical Activity</b>		
Activities and staff awareness of benefits of 30 mins of physical activity	Amber	Amber
Staff talk to children on benefits of physical activity	n/a	n/a
Staff encourage children to notices changes to bodies after activity	Red	Red
30 minutes of vigorous activity included in each session	Red	Amber
Sufficient space for free movement at all times	Green	Green
Creative use of outdoor environment	n/a	Green
Activities offer different physical challenges	Green	Green
Parents/ carers involved in planning physical activity sessions	Green	Green
Parents encouraged to learn new ways of play at home	Green	Green
Children encouraged to use different ways of moving	Green	Green
Motivates parents and children to be active using creative ideas	Green	Green
Encourages walking and cycling to the setting	Green	Green
Taster sessions for different physical activities available throughout the year	Amber	Green
Equipment available that develop different motor skills	Green	Green
Addresses barriers to participation in physical activity	Green	Green
Staff participate and role model for physical activity	Red	Red
Staff use learning to influence physical activity sessions	Green	Green
Knowledge of where to refer for concerns about coordination	Green	Green
<b>Safety</b>		
The environment is smokefree	Green	Green
Knowledge of referral for help to quit smoking	Green	Green
Activities on accident prevention	Green	Green
Information available for parents on accident prevention	Green	Green
Systems in place for identifying children at risk	Amber	Amber

Action Plan Overview	
<b>Healthy Eating</b>	<b>Physical Activity</b>
Henry training Food Hygiene Step-o-metre training Brief Advise for Health Provide centre with resource pack to include healthy eating policies	Henry training Start to play Step-o-metre training Brief Advise for Health investigate options for family swimming locally locate current walking schemes and promote in the centre outside equipment for outreach such as parachute if resources available
<b>Breastfeeding</b>	<b>Safety</b>
Staff trained on brief Advise for Health breastfeeding friendly places promoted in centre	Staff trained on brief Advise for Health Staff trained on brief advice for smoking

## Future Plans

- We aim to support those children's centres with initial audits with a support package which includes HENRY.
- We also aim to roll the audits out to more children's centres in Devon

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## Workplace Health

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In the *Boorman report* (2009) NHS employees were identified as having high levels of sickness absence, although they reported generally good health, (Department of Health, 2009). With over half the UK population spending an estimated 60% of their waking hours at work, the workplace is undeniably an important setting for promoting a healthy lifestyle (Bull et al., 2008).

HPD was commissioned to develop an action plan to support physical activity and healthy eating within the Devon Primary Care Trust workforce by July 2009 which was to comply with NICE guidance. The workplace challenges fell under the remit of the Healthy Weight service specification and the aim was to develop an easily accessible and attractive programme of activity which would encourage staff to become more active and eat a healthy diet.

Specific outcomes were to:

- Encourage staff to form teams to take up challenges to either increase their activity levels lose weight or both.
- Encourage participants to sustain any lifestyle changes they make.

Five sites were selected for the project to run three hour taster sessions and weigh-in. their selection was based on where Health Trainer clinics were already running. These were held at Bridge House, Newton Abbot, Newton Abbot Hospital, Culm Valley Centre Integrated Centre for Health, Tiverton Hospital and Crown Yealm House, South Molton. The weigh-in sessions (baseline and final recording) were run at the same locations a month later. The principal objectives of the drop in taster sessions were to sign people up to the competitions, distribute step-o-meters and distribute information packs.



Challenge Newsletter

The challenges attracted a total of 720 people, which is roughly 16% of the NHS Devon workforce. However, teams also included colleagues from social care, Torbay Care Trust and expressions of interest from GP surgery staff who were welcome to participate. This suggests an opportunity to widen the scope of future activities to include partner organisations and the potential to reach out to the wider community through organising joint initiatives. This would also provide the potential to share costs and resources.

On average individuals who completed the challenge lost 2kg in weight and total weight loss was 62.3 stoness, equal to half a Mini Cooper car. The average steps of participants completing the challenge was 29, 348.19 and total steps taken were 168.752,121 which is three times around the world.

In total, we loaned 575 step-o-meters to staff. Some step-o-meters were lost, some broke and some were not returned. Much of the non staff funding for this project, including funding for step-o-meters came from a bid to Learn Devon and sponsorship from NHS Devon's E-rostering company.

A large number of staff reported a change in their behaviour and intention to be healthier in the post challenge questionnaires. Staff engaged in the challenges reported being more active in other sports or exercise as well as through walking. Weight loss challenge staff also reported increasing their consumption of fruit and vegetables. Overall, respondents enjoyed the challenge and felt it was good or excellent and reported improved team camaraderie and support. Colleagues also reported verbally to HPD staff that the challenges created a 'real buzz' about work.

### Evaluation comments from the step challenges

- 87% of respondents rated the step challenge as good or excellent
- Most respondents liked and found the letter very informative but would have liked full league table every week to motivate those outside the top 10.
- 16% gave the reason for not increasing their steps as a busy work and home life.
- Most people were surprised how few steps they actually did in a day and it motivated them to do more and most enjoyed the camaraderie that the team aspect of the challenge.
- Looking forward to the next challenge

### Evaluation comments for the weight loss challenge

- Overall 87% rated the challenge as good or excellent.
- 100% lost weight.
- Respondents liked and found the newsletter useful
- Respondents enjoyed recording their weekly weights as it kept them focused
- Respondents enjoyed being part of a team as it kept them motivated
- Organise regular weigh-in sessions at venues where staff are based.
- Provide someone with scales every week to weigh the team



- To stick to the step-o-meters and not to use the conversion chart
- The need for more reliable equipment (step-o-metres).
- Devise a separate challenge for admin and clinical staff.
- More support from HPD

### Future Recommendations

- Organise future activities jointly with DCC and explore the potential to widen participation to GP surgeries
- Explore funding opportunities for further activities
- Use Health Trainers to increase skill mix in delivery and reduce costs
- Ensure Health Improvement Advisors in each area office are trained and supported to help deliver future work
- Source help for setting up a faster and more user friendly electronic monitoring system
- Survey staff to find out what challenges they would like in the future

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## South West Health Trainer Partnership



The South West Health Trainer Partnership (SWHTP) is funded by the Department of Health to support and develop Health Trainers across the region. SWHTP is a member of a larger national implementation team which includes the other regional partnerships or hubs and the central team from the Department of Health. NHS Devon hosts this regional resource, and has seconded the manager from HPD.

### Background

Our staff team were recruited in January and February 2010, the manager had been seconded from April 2009. The SWHTP team is based in Exmouth; Jacinta Jackson, Manager, two partnership officers, each supporting one half of the region: Andy Pratt for North and Richard Merrifield for the Southern half, these three work three days per week, the team Admin Lead is Linda Potter. We have also been fortunate to have had Brian O'Neill, Public Health Specialist Trainee from NHS South West, for a placement working on our offender health strategy.

## Key achievements for SWHTP this year

- Developing a regional Partnership which meets bi monthly facilitating information exchange training.
- Supporting service development through direct support, providing information and commissioning resources and training in response to service lead requests.
- Developing policy, research and resource development as part of the National Implementation Team, particularly around Community Engagement, E-Learning and DCRS ( the National Health Trainer data system)
- Commissioning work to expand national and regional evidence base around the benefits and outcomes the Health Trainer programme can achieve in Offender Health settings, evaluation
- Establishing an Offender Health sub group which has produced a South West Health Trainer Strategy, and is actively engaging in developing resources to enhance service commissioning and provision
- Arranging a regional conference (April 19<sup>th</sup> 2010) to engage with commissioners and other key stakeholders providing a platform to promote and share some of the latest evidence around the impact of Health Trainers in improving the health of our most vulnerable populations.



**South West Health Trainer Conference**

## Future plans

The service is intended to continue to 31<sup>st</sup> March 2011 and will be releasing its updated service plan once approved by the partnership members. The direction of travel is clear. We are working to leave a robust legacy, developing a toolkit of best practice and evidence. The South West HT Partnership has defined content of the toolkit to encompass the following elements:

- commissioning
- service implementation and development
- offender Health
- recruitment; evaluation
- training and workforce development

During this period we also will be collating all the evidence base for the Health Trainer programme and seek a South West host to

Topic	Activity	Timescale
Evidence	Produce and disseminate Information: Regional Report, quarterly Updates, Evaluations from services and from research from hub funded bids. Conference for key stakeholders	Ongoing April 2010 November 2010
	Seeking host for National and Regional Legacy resources including National research and evaluations	
Policy & Practice support	Produce resources to support best practice in: Evaluation Commissioners Resource, Service Managers Resource. Other Resources: City & Guilds L3 HT Certificate Handbook for tutor and learner, Developing the career pathway for HTs	August 2010 September 2010 August 2010 February 2011

ensure these resources are available within the region and not solely lodged with Department of Health.

There are three core functions of the South West HT Partnership: to provide individual service support; develop evidence from evaluations across the services; collate and disseminate evidence from pilot bids funded by the partnership.

The SWHTP annual report 2009/10 is available at <http://www.swpho.nhs.uk/resource/item.aspx?RID=74712k>.

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Offender Health	Proposal for SW regional Offender Health Trainer Strategy £50k in research grants for developing evidence base.	July 2010 Evaluations due 6 & 12 months after receipt of funding
Training	Provide or commission the below: Mental Health First Aid Evaluation Motivational Interviewing City & Guilds RSPH Level 2 Range of other training to be identified	Ongoing Complete February 2011
Service Development	Assisting in identifying funding opportunities Service development support Advice and information Evaluation support Networking opportunities Developing and increasing partnership working	Ongoing
Data Evidence	Reports	Quarterly, annual and bespoke on request

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## Public Health Campaigns

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As part of their annual contract, pharmacies are required to deliver up to six public health campaigns per year and HPD was commissioned to support pharmacies to do this for a second year. In partnership with Plymouth and Torbay PCTs we aimed to deliver five campaigns. However, the swine flu outbreak meant that the stroke campaign planned for September did not happen.

**Sexual Health**  
4th – 31st May  
2009

**Campaign Details**

- The aim of the campaign was to raise the public's awareness about Chlamydia
- Provide information on the local screening programme

**Campaign Materials**

- Poster and credit cards promoting the local Chlamydia screening programme and the "Checkinitout" website
- Family Planning Association (FPA) 'Sexual Health' and 'Chlamydia' leaflets.
- A campaign calendar supplied by the LPG
- Evaluation form

**Skin Cancer**  
1st – 31st July  
2009

**Campaign Details**

- This campaign's aim was to increase awareness about the increased likelihood of developing skin cancer as a result of sun exposure and adopting the SMART principles

**Campaign Materials**

- SMART principles and providing background information for the campaign
- Sun Burn Fades poster
- Detecting Skin Cancer and Preventing Skin Cancer information leaflets
- Evaluation form

**Alcohol**  
2nd- 29th  
November  
2009

**Campaign Details**

- The purpose of the campaign was to raise people's awareness of their own drinking,
- Recognise the number of units that they are consuming
- It concentrated on people who were collecting hypertension medication

**Campaign Materials**

- Alcohol wheels
- Z cards
- Scratchcards
- Poster
- Know Your Limits Campaign Activity Pack
- Briefing sheet
- Signposting information
- Evaluation form

**Weight Management**

1<sup>st</sup> – 31<sup>st</sup>  
January  
2010

**Campaign Details**

- This campaign aimed to increase awareness and provide information about obesity
- Provide information on healthy eating

**Campaign Resources**

- 5-a-Day poster,
- Booklet,
- Z-card
- Eatwell booklet
- Evaluation form

**No Smoking Day**

10<sup>th</sup> March  
2010

**Campaign Details**

- The aim is to increase awareness of stop smoking support  
To encourage smokers to quit on the day
- To increase awareness of effects of smoking

**Campaign Materials**

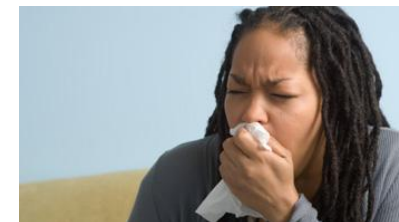
- Balloons
- Laminated posters
- A3 posters
- Leaflets
- Briefing Sheet
- Signposting Sheet
- Smoking Service Update booklet
- Evaluation form

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**Swine Flu**

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Swine flu became a pandemic in 2009 before it died down in spring 2010. A pandemic means a disease that spreads around the globe. The 2009 swine flu virus proved to be relatively mild and the pandemic was not as serious as originally predicted. As in other countries, most cases reported in the UK were mild. Only a small number led to serious illness and death, and these were mostly in patients with existing health problems, such as cancer, that had already weakened their immune systems.



HPD staff provided significant support in the initial stages by helping to man Swine Flu clinics across Devon. Clinics needed to be set up at great speed and the contribution of our support ensured that NHS Devon could do this until a more sustainable solution was found.

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## Training

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Our key training aim is to raise awareness of health and lifestyles issues within the communities of Devon. We achieve this by providing a range of high quality participative training courses available to anyone who works with individuals and groups who need support to maintain a lifestyle which is as healthy as possible.

### What we achieved:

- Delivery of 59 training sessions, attended by 644 learners. Over 80% of learners scored the courses as very good or excellent. This is a 5% increase in satisfaction rates from the previous year.
- Leading the registration of NHS Devon as a City & Guilds Centre. Working in partnership with the South West Health Partnership which provided funding for development work and support for individual learners, we provided the lead qualification co-ordination and internal verification role which established a robust system of quality assurance and monitoring to achieve the City & Guilds Centre status. The first cohort of 11 Health Trainers from Torbay, Devon and Dorset, are nearing completion of this new, Level 3 qualification.
- Creating and delivering a training programme for primary care and pharmacy staff to conduct health and wellbeing checks on carers in Devon. We were specifically commissioned to train frontline staff to help carers to recognise their own health needs and take action to access support. This was part of a national scheme of work.
- In partnership with the Age Concern Older Offenders Project (ACOOP) in Dartmoor and Channing's Wood prisons, we provided Understanding Health Improvement and Use of Step-o-meters training to HMP Officers, offenders over the age of 50 and volunteers as a first step to becoming health champions within secure settings. Not only did 99% achieve a Level 2 accreditation, but positive changes were made to the exercise and activity opportunities within each prison.

### Our Courses

#### Cook4Life

These courses are aimed at improving confidence and skills in cooking nutritious meals. We train individuals to deliver cooking skills courses within their own communities. This two day cascade training course covered the key elements of nutrition, menu planning, budgeting and buying food, food hygiene, kitchen equipment and cooking. The course provides practical tools and skills to equip those trained to deliver courses themselves

#### Supporting a smoker to stop

A practical session providing tools for those working with individuals who smoke to enable them to assess if someone is ready to stop smoking. The trainee will be able to briefly discuss aspects of smoking and the benefits of quitting and appropriately refer smokers to local services for support and advice about stopping smoking

## **Weight management**

These courses are aimed at improving the knowledge and skills of multi agency partners in healthy eating, nutrition and behaviour change to support individuals manage and maintain a healthy weight

### **MEND** (Mind, exercise, nutrition, do it!)

This national programme is aimed at families with children aged between 8 – 13 who have been judged as overweight or obese. The 20 session, 10 week course works with the whole family adopting a holistic approach to achieving and maintaining a healthy weight

### **Royal Society for Public Health (RSPH)**

Training to improve health literacy and increase the capacity of our most disadvantaged communities to take responsibility for their health and wellbeing. By increasing the knowledge of key individuals around health messages, principles of behaviour change and the wider factors which affect health and wellbeing we increase the opportunities of health promotion within the heart of our communities. With health promotion embedded at community level, messages are provided in a variety of settings, by individuals who have an entry point that health professionals cannot match.

'Understanding Health Improvement' provides a Level 2 accredited qualification aimed at anyone who engages with individuals in our communities. The course is delivered by trained staff over two days, with the multiple choice examination at the end of the second day.

### **Healthy Living for Diabetes**

Practical sessions providing guidance and support for those newly diagnosed with Type 2 diabetes, enabling them and others living with them to understand and manage all aspects of lifestyle behaviours which impact on this long term condition.

## **Carers Health and Wellbeing Checks**

In 2008 in the White Paper *Carers at the Heart of 21<sup>st</sup> Century: families and communities*, the government recognized the importance of the role that carers perform and acknowledged the need for extra emphasis to be placed on the health and wellbeing of carers. Evidence shows that carers put the health and wellbeing of the person they care for before their own health. In partnership with Devon County Council, we designed a one day training course to equip GP practice staff and pharmacists to conduct a free health check for carers. To enable this to happen, the programme also provided funds to cover sitting costs for the cared for person, freeing up the carer to attend their hour long appointment with an easy mind.

### **Working with Parents**

The programme is fully aligned with the National Occupational Standards and the recommendations of the National Academy of Parenting Practitioners, and is part of Devon's Parenting Strategy. The course covers:

- The principles and values which underpin working in partnership with parents
- The importance of the parenting role
- The parent/child relationship
- How to achieve accreditation as a parenting practitioner

### **Mental Health First Aid**

This two day training promotes awareness of mental health issues amongst the general public, and aims to train non-professionals to recognise those affected by mental health problems and offer initial help and guidance towards professional support. By training these 'mental health first aiders' within the workplace, it aims to tackle the prejudice and stigma traditionally associated with mental health problems, and to improve the outcomes for those affected and their families, friends, colleagues and employers.

## Our Training Team

The members of our training team are all skilled health promotion professionals. We have a robust process of quality assurance and performance monitoring. Each trainer:

- Is a member of the Institute for Learning
- Is observed during training with performance benchmarked against OFSTED adult teaching standards
- Collects learner feedback and evaluation after every training session and uses this to plan improvements and personal development needs
- Has a training skills development plan with a minimum City & Guilds 7300 training qualification and has achieved or is working towards the PTLLS qualification
- Receives regular professional supervision from the professional training lead.



**Stop Smoking Training**

## Our learners

644 learners were drawn from a wide variety of settings including:

- Voluntary organisations (eg. Transform in Ilfracombe: Forches Community Association, Barnstaple; Exeter CVS; St Loyes, Exeter; Sahara Project, Exeter)
- Local Government (Social Care; homeless support workers; District Councils)
- Pharmacies, dental care and occupational therapy
- NHS Devon primary and secondary care
- Housing providers (North Devon Homes; Devon and Cornwall Housing Association)
- Children's workforce (Children's Centres, Residential Children's Homes; Youth Offending Team, Youth Service, Schools, Education Welfare Service)
- Criminal Justice System (Probation; Prison Service)
- Private Sector ( businesses; local employers)



**Parenting Course**

## Feedback we received

- *Given me a passion to see this training being used to help my community*
- *Will be able to help others weight manage more effectively*
- *Would be able to approach the subject more confidently and effectively*
- *Personal experiences from others in group and the activities were invaluable*
- *Vulnerability of giving confidential information – a powerful exercise*
- *Will I use the information and ideas? Yes, yes, yes!Effective, clear and accessible training*
- *I thoroughly enjoyed the day, meeting everyone and sharing ideas was extremely useful.*
- *Looking forward to the next session.*
- *I am picking up tips from the trainers that I can use. Thank you*
- *The group work was brilliant today.*
- *Materials and resources can be used in everyday situations.*



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## Sexual Health and Young People

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Our work aims to reduce the spread of sexually transmitted infections, as well as unintended pregnancies, in line with Devon's Teenage Pregnancy and Young People's Sexual Health Strategy. We have achieved this through:

- Establishing a Devon Condom Card Scheme
- Implementing the 'You're Welcome' Quality Standards
- Disseminating sexual health resources

### Devon Condom Card Scheme

This scheme aims to increase availability of condoms and sexual health information to young people ages 13 to 25 whilst encouraging them to reflect on their readiness to have sex. Areas with the highest rates of teenage pregnancy are specifically targeted.

This has been achieved by:

1. Providing free condoms for young people in non-threatening, young people friendly environments in a wide variety of settings in the community.
2. Providing an opportunity at registration to talk to a trained professional about relationships, sex and sexual health.

Key outcomes for the first year have included:

- More than 40 condom card outlets established in Tiverton, Newton Abbot, Exeter and Barnstaple.
- Over 200 young people registered with a condom card- more than half of whom are young men.
- An increased opportunity for professionals to engage with young people through a wider variety of settings
- Increased choice for young people

Condom Card settings have included Youth centres, contraception clinics, Connexions, children's centres, colleges and schools, residential homes and pharmacies. Any venue where young people feel welcome and supported. However, the key aspect of the scheme is the opportunity to talk to a trained professional.

How the scheme can develop in the future:

- Establish further Condom Card outlets across Devon
- Increase a range of professionals involved in the scheme, including Primary Care



## **'You're Welcome' Quality Criteria**

This programme aims to improve acceptability, accessibility and quality of services for young people. A service is required to complete a self-assessment toolkit that is designed to assess whether they meet the criteria, and are delivering young people friendly services. Our role is to:

- Coordinate the local implementation of You're Welcome
- Recruit services and brief them on the principles of You're Welcome
- Support services with completing their self-assessment toolkit
- Establish the verification process and involve young people



Key outcomes for the first year have included:

- Multi-agency steering group trained to deliver desk based verification of self-assessment toolkits
- 14 services contacted and eight services briefed to complete the toolkit

Targeted services have included Youth Enquiry Service, school nurse drop-in and contraception clinics.

Developments for the future include:

- Mystery shopping of services by young people
- Increasing the number and range of services achieving the 'You're Welcome' quality criteria

## **Sexual Health Resources**

The Dissemination of sexual health resources has included:

- Delivery of FPA contraception and STI leaflets
- Targeted use of young people friendly resources
- Targeted delivery of local sexual health campaigns

Resources are provided to a wide variety of settings including Condom card outlets, school nurses, youth centres, colleges, pharmacies and GP surgeries. Developments for the future include the development of a newsletter to disseminate sexual health information / resources to a wider provider network.

