



City Health Care Partnership CIC

a co-owned business



Annual Report

Public Health 2011-2012



Patient Opinions...

“Look at me, I have gone from rock bottom in terms of confidence to feeling like I’m on the way back up in my life and getting fit with AdiZones is really responsible for that.”

“The Quit Online programme is easy to use and I would recommend it to anyone. It makes stopping so much easier, it really is excellent.”

“I just didn’t realise how much of an impact the food I used to eat affected my health or indeed my waistline. Why Weight gave me a terrific amount of support and since then, I’ve never looked back!”



Introduction

I am delighted to introduce our second Public Health Services Annual Report for 2011/12. In what has been a year filled with challenges, it is extremely gratifying to present a report, which showcases the qualities, successes and benefits of our services.

The year has seen continued excellence in service delivery with over 5,000 quits reported by the stop smoking service. 2011/12 also witnessed a redevelopment of the Quit Online service and further enhancements to Quit Buddy, our SMS text service. We also saw significant improvements in the number of pregnant women and their partners quitting with support from our specialist and dedicated team. A fantastic achievement.

Our weight management services also hit the headlines earlier this year with the launch of our new and personalised, one to one service titled Bitesize. Feedback from both old and new clients and current weight loss data has been very positive and

illustrates the potential of this tailored service. We also saw WeightLess, a service supporting patients referred for bariatric surgery, commence. Early signs are promising with a healthy number of patients, having made changes to their lifestyles, opting not to have surgery.

Over the past 12 months, we saw Health Trainer activity grow. In addition to supporting the rollout of Bitesize, Health Trainers saw over 16,000 clients at Health Central, Hull. A record for the team. Health Central also reported its most productive year with over 17,000 unique visitors to the centre. Our marketing and promotions team also reported significant numbers with more than 11,000 contacts made across the region.

This year we also worked in partnership with PANDA and Bransholme Enterprises, launch a programme of summer activities linked to Hull’s outdoor gyms. Targeting the over 50s, AdiZones received glowing feedback from service users who had benefitted from using the variety of gym equipment.

A common feature of our approach to service delivery is the emphasis we place on listening to what our service users say. The use of client feedback and Patient Opinions has led to a number of our interventions being revised and altered to reflect local needs. It is also noticeable that we continue to see exceptional comments from those who benefitted from the support of our experienced teams. Services were also finalists at the 2011 National General Practice Awards (Innovators of the Year and Nursing Team of the Year categories) and were shortlisted for an award by the Health Service Journal 2011 (Innovation in Acute and Primary Care).

In what has been a remarkable and rewarding year, I hope you enjoy reading our 2011/12 Annual Report.

Giles Bridgeman
Head of Sexual and Public Health Services

Hull and East Riding Stop Smoking Service

Stop Smoking

Across 2011/12 the service has continued to adapt and improve services to ensure we reach the most hardened smokers and vulnerable groups. Making improvements to our digital services has ensured that even clients with the busiest of lifestyles can receive specialist support and Nicotine Replacement Therapy (NRT) at any time from either the home or the workplace. Between April 2011 and the end of March 2012 over 5,250 clients have been supported to become smoke free, another record achievement for the service.

Our community based services offer a wide range of stop smoking support including: groups, one to one appointments, home visits, walk ins, workplace clinics and digital services.



Highlights

These services have provided specialist support to:

- The local population of Hull and East Riding: supporting over 5,250 clients to become smoke free
- Young People: 59 people under the age of 18 supported to stop smoking
- Clients with mental health and wellbeing needs: 25 clients supported to become smoke free
- Prisoners: 208 prisoners supported to become smoke free
- In patients: 534 hospital clients have been supported to quit smoking
- Pregnant women and their partners: 260 pregnant women and/or their partners were supported to become smoke free
- Clients with Chronic Obstructive Pulmonary Disease (COPD): 238 clients with COPD were supported to become smoke free. This is a 61.3% increase on 2010/11.



Patient Opinions...

“I wanted to quit smoking for the health of my unborn baby and the help I got was great, really supportive. I am thrilled that I have quit and that my baby was healthy when she was born.”



“To be honest the Hull and East Riding Stop Smoking Service have done most of the work. All we have had to do is advertise the sessions on our internal email system and allow our employees 10 minutes a week to go to their sessions. They have been provided with free NRT and expert support and it has been so successful we want to run it at our other sites.”



Hull and East Riding Stop Smoking Service

Dedicated Stop Smoking Services

The Smoke Free Families Team

The Smoke Free Families Team work closely with Midwives, Health Visitors and Children's Centres to support pregnant women, their partners and parents of young children to become smoke free. Over the year there has been a 23% increase in the number of pregnant women and their partners achieving smoke free status.

Prisons

The stop smoking service works closely with prisons across Hull and the East Riding to provide free NRT and specialist stop smoking support.

The Chronic Obstructive Pulmonary Disease (COPD) Team

The COPD team work closely with acute staff, respiratory teams and the Home Oxygen Therapy Service to deliver specialist care and support to clients with COPD. The team also supports the general stop smoking service across the region in the early identification of smokers with COPD.

Children and Young People

The service is committed to working with young people and has run clinics in schools and other youth settings across the region. In addition to this, young people are supported through all the generic services offered.

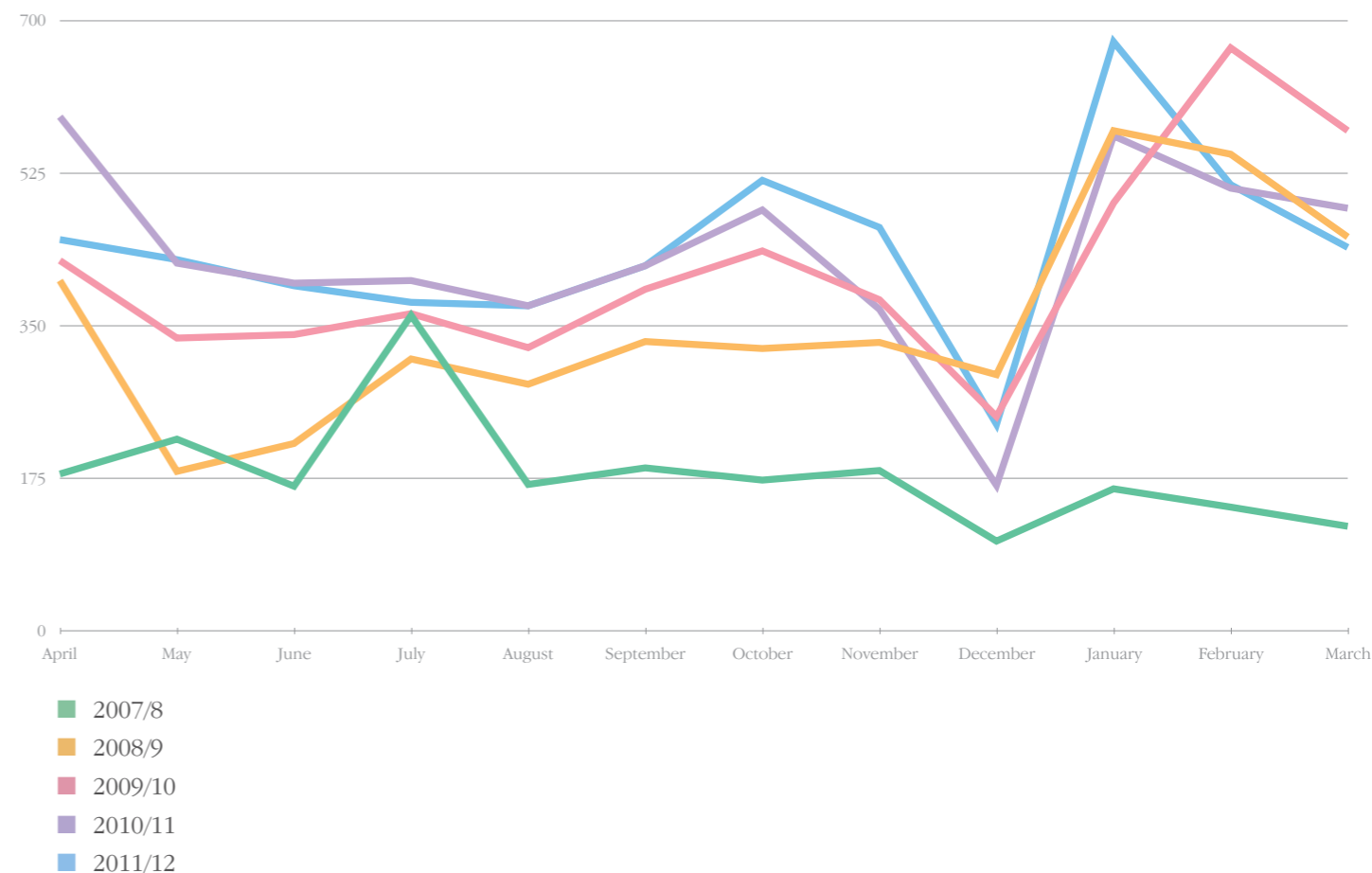
Mental Health

There has been a lot of partnership working with the Mental Health and Wellbeing Steering Group during 2011/12 to improve referrals into the stop smoking service and with the running of a pilot stop smoking clinic at Miranda House. These activities are ongoing into 2012/2013.

The conversion rate for those with mental health problems who set a quit date and achieved smoke free status has been 73% for Hull clients and 66% for clients in the East Riding.



Quits Achieved 2007/12



Active Lifestyles

Active Lifestyles

A record number of clients have accessed and lost weight with Active Lifestyles this year. Working with some of the most overweight, unfit and socially isolated individuals in Hull, the team look to address the physical, social and psychological factors associated with a client being inactive and overweight. This individualised approach ensures that every client receives a programme tailored to suit their unique needs and preferences.

Whilst structured exercise, such as gyms and classes are beneficial and enjoyed by many, interventions to increase physical activity for the general population should focus on activities that fit easily into people's everyday lives.

Highlights

- Using specialist behaviour change techniques to support clients to make long lasting lifestyle changes
- Supporting over 1,100 clients to increase their physical activity
- Helping 939 clients lose weight
- Improving the psychological well-being of 454 clients
- Being finalists at the 2011 National General Practice Awards for Innovators of the Year and Nursing Team of the Year, and also in the 2011 City Health Care Partnership CIC Celebrating Excellence Awards for the Patient's Choice, Team of the Year and Innovators of the Year

Future Developments

Current ongoing developments include the integration of the Active Lifestyles Service into the treatment pathway of pain management clients.

A collage of images on a green patterned background. At the top, three women are shown in a black and white photograph, each holding a dumbbell and striking a dynamic pose. To the right, a smaller black and white photograph shows a woman in a swimsuit sitting on a pool ladder. At the bottom right, a black and white portrait of a man is shown. A large, torn-edge paper graphic is overlaid on the bottom left, containing the text 'Patient Opinions...' and three quotes.

Patient Opinions...

“ I would be a depressed lazy blob without this service - it has given me motivation, better health and helped me come out of my 'own little world' . ”

“ I found my advisor to be enthusiastic, friendly, firm when she needed to be, helpful, encouraging and, above all, thoroughly dedicated to her profession. ”

“ I have lost weight, improved my diabetes control, regained the self-confidence I'd started to lose and found a new enthusiasm for life. ”

Why Weight Service

Why Weight Service

This year Why Weight has delivered more weight management groups across Hull than ever before, supporting clients to lose 6,316 lbs in weight. Clients attend weekly sessions focusing on eating a balanced diet, addressing portion sizes, menu planning and they are given recipes based on low cost and seasonal ingredients.

One major development over the year has been the introduction of the recently developed 15 minute one to one service called Bitesize. A new handbook that is used across both services contains weekly collectable inserts helping clients stay engaged and on track with their weight loss.

Highlights

- Clients can choose group or one to one support
- 64 different venues offered
- 85% of clients who lose weight keep the weight off
- Finalists at the 2011 National General Practice Awards for Innovators of the Year and Nursing Team of the Year, and also in the 2011 City Health Care Partnership CIC Celebrating Excellence Awards for the Patient's Choice, Team of the Year and Innovators of the Year

Future Developments

In 2012, Why Weight is looking forward to working with local businesses, including manufacturing companies, local charities and Mecca Bingo.



Patient Opinions...

“ For the first time in my life I see food as a positive thing, not something to turn to when life gets me down. ”

“ Why Weight? Because it works. ”

“ I work as a security officer and I have put in a request for some new uniform and the reason I gave, was this - I used to eat like a pig but now I eat like a person and am the size I want it to be! ”

“ I cook real food and get real results. ”



WeightLess

WeightLess

April 2011 saw the launch of the new WeightLess service. Specifically designed for those considering weight loss surgery, clients are offered a range of different lifestyle improvement options on a one to one basis, in a group or online to help them lose weight. The client selects one or more of the programme elements, which comprise of healthy eating, physical activity, behavioural therapy, or talking therapy.

Preliminary findings are extremely encouraging with many clients having already lost weight. This is significant as many have complex medical needs, high BMIs (ranging from 40-77) and have struggled to lose weight for many years previously.

Highlights

- 202 clients referred
- Over 50% lost weight
- Over 40 health professionals have referred clients into the service

Future Developments

Following a number of patient focus groups earlier in the year, we have created our first WeightLess Club.



Patient Opinions...

“Last August I weighed 27 stone and I wanted weight loss surgery. My advisor just gave me that motivation to get going and keep going. I now weigh 22 stone and for the first time in years I can buy clothes from the high street!”



Bitesize

Bitesize

Based on Why Weight principles, Bitesize was launched in January 2012. This snappy new weight loss programme, designed for those on the go, supports individuals to make long term changes to their eating habits to help them lose weight for good. Offering a convenient one to one drop in service at Health Central, where no appointment is required, clients have the freedom to visit a member of the team at a time that suits them.

Participants are given a free handy sized folder which grows week by week with collectable inserts featuring a weight loss tracker, personal record card, delicious weekly recipes and practical hints and tips to help stay motivated.

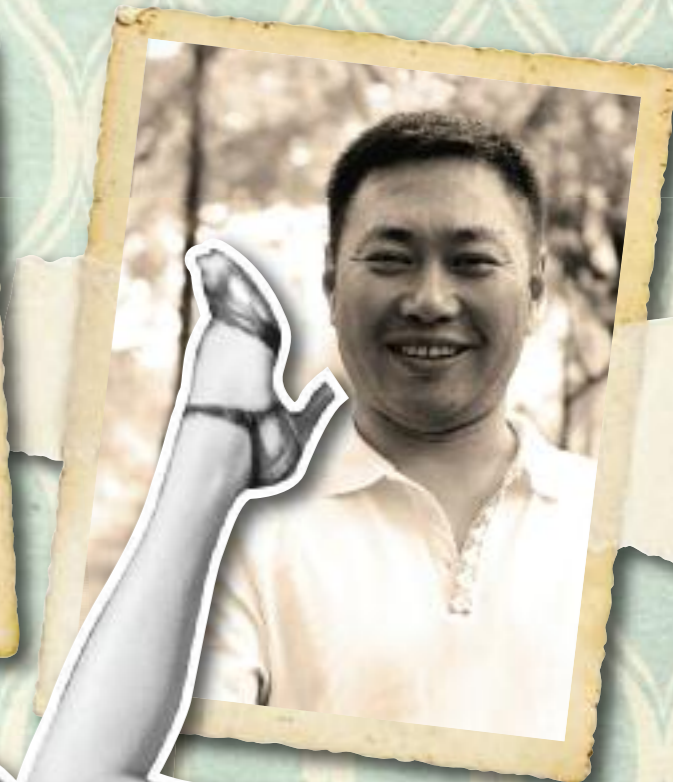
Highlights

- 385 clients seen on a one to one basis (over the first 3 months)
- 283 lost weight (over the first 3 months)
- Success of the service has led to Bitesize being rolled out to other venues around the city



Future Developments

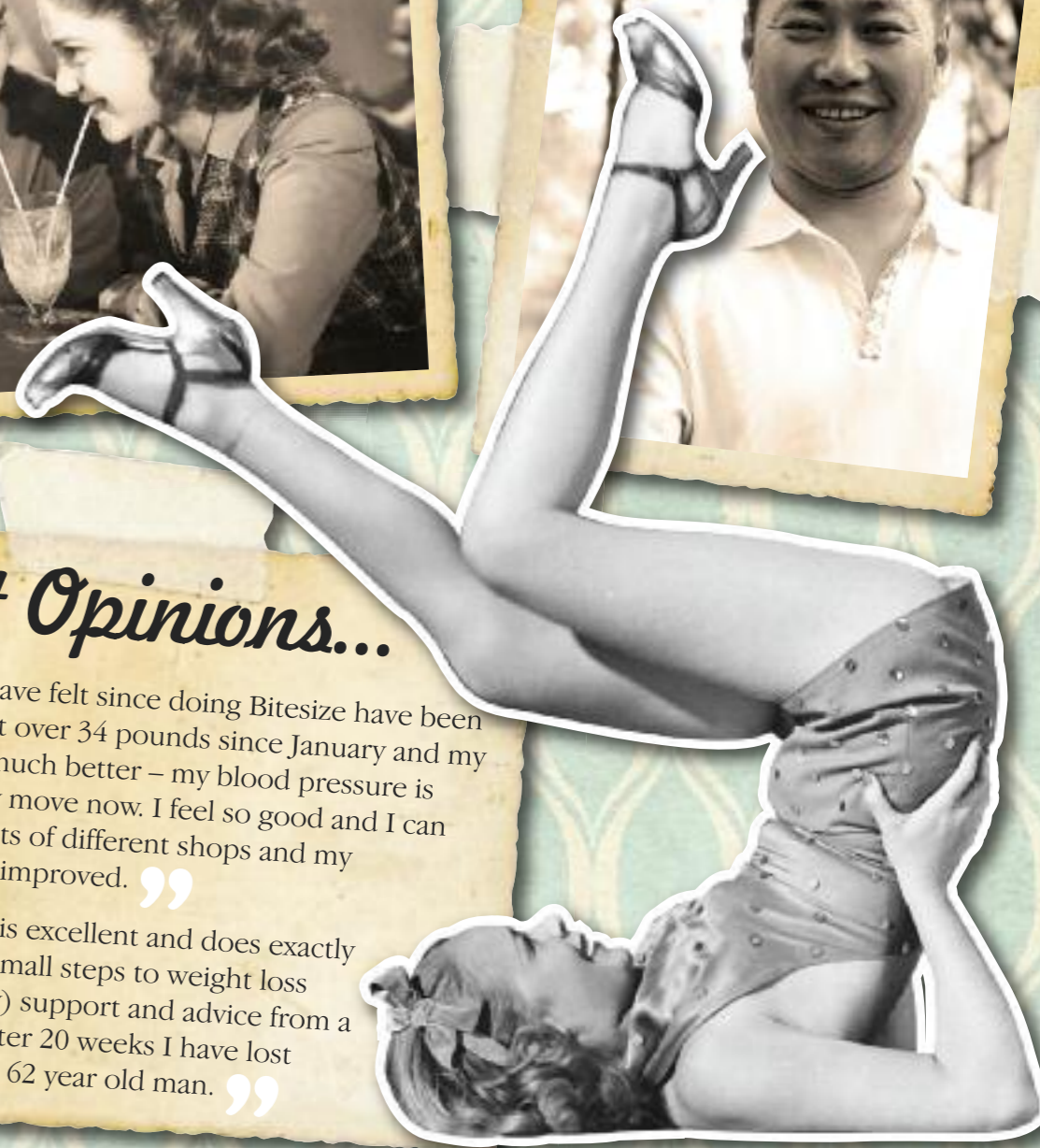
2012 will see the launch of 'HealthyRoutes', the new single point of access for weight management services. The new model will simplify access for both health professionals and clients. It will provide a seamless referral pathway from primary care via a single referral form, telephone number or text to HealthyRoutes, where patients can choose which weight loss service they would prefer to access.



Patient Opinions...

“The benefits I have felt since doing Bitesize have been incredible. I have lost over 34 pounds since January and my general health is so much better – my blood pressure is down and I can really move now. I feel so good and I can now buy clothes in lots of different shops and my confidence has really improved.”

“The programme is excellent and does exactly what it says it does... small steps to weight loss with excellent (weekly) support and advice from a small friendly team. After 20 weeks I have lost 16lbs - now a healthier 62 year old man.”



AdiZones

AdiZones

During the six week summer holiday, CHCP CIC and its partners (PANDA and Bransholme Enterprises) offered outdoor activity programmes across 8 different AdiZone sites. Designed for men and women aged 50+, the main purpose of each programme was to encourage participants to be active and have fun in a relaxed environment with state of the art equipment without the pressure or intimidation often associated with traditional gyms.

Each AdiZone programme offers a range of activities led by AdiZone Guides (volunteers) to provide on-site support and advice to participants. Activities include individual gym plans, pilates, Zumba, aerobics, line dancing, badminton and frisbee to name but a few.



Highlights

- 358 unique clients accessing an AdiZone for the first time
- 56% female
- Local volunteers were trained to support the outdoor gyms

Future Developments

More activities, more games, more fun.



Patient Opinions...

“ I really like that there are different people there of all ages. I really look forward to going and when I don't go I miss it. I feel fitter and more confident now than I ever have. ”

“ The AdiZone is brilliant, I would not have tried it out if there had not been an attendant on that day. I am glad I did, I now feel great. ”

Health Trainers and Health Central

Health Trainer Achievements

Across the year Health Trainers have continued to be pivotal in providing front of house cover to NHS Hull's 'public health shop' Health Central. This role has included meeting and greeting new and existing clients in order to offer brief intervention advice and support whilst ensuring effective referral and signposting to lifestyle change services, utilising the principles of Making Every Contact Count (MECC).

Supporting clients to make positive behaviour change using interactive tools such as carbon monoxide machines, WellPoint kiosks and newly developed promotional materials,

have been successful components of the Health Trainer role. They have also been fantastic at supporting specialist weight management services and stop smoking services.

Highlights

- In January 2012 the Health Trainer team launched the Bitesize service in conjunction with the Why Weight team. The success of the service has led to Bitesize being rolled out to other venues around the city
- Health Central was nominated for a Health Service Journal award (Innovation in Acute and Primary Care) in November 2011. The Health Trainer team, through their input and delivery, were key to Health Central's nomination

Patient Opinions...

“It is a very nice place to come and know you will be supported all the way.”

“Facilities and information very good, staff very helpful.”

“Keeping me on the right track to lose weight.”



Lifestyle Change Service

Lifestyle Change Service

Over the year the Hull Health Trainer team, has operated the Lifestyle Change Service, supporting people in Hull in receipt of Incapacity Benefit and/or Employment Support Allowance to improve their health and lifestyle. This support was offered through one to one discussion and support sessions with advisors focusing on making positive lifestyle changes. Utilising the principles of MECC the service offered signposting to appropriate health professionals and services and help in accessing free employment support.

The service was offered at health centres across the city of Hull and home visits were made if required. Clients were signposted to the CHCP Stop Smoking Service, Active Lifestyles, Why Weight and MIND as well as linking in with local employment services.

Highlights

- 300 clients accessing support
- Over 60% reporting a positive outcome

Patient Opinions...

“I can't praise Suzanne and the Lifestyle Change Programme enough, they have put me onto things I didn't know anything about that have really improved how I feel about myself and my prospects for the future. I regularly apply for jobs and even though I often don't get an answer I keep plugging away.”

“In the last few months I have become more active, my diet has improved and I can feel the benefits. I am much more confident and I have met new people – it's a massive improvement on where I was two months ago. This programme has been the best thing that has happened in the five years since I have had this condition and it is helping me deal with the present much better.”



Public Health Digital Services

Public Health Digital Services

CHCP CIC's Public Health Services have continued to develop their innovative digital services to offer clients 24 hour access to weight management and stop smoking support and information. Over the last year there have been major enhancements to the Ready to Lose Weight and Ready to Stop Smoking online programmes.

Through a targeted promotional campaign we have also seen the services' social media engagement with the public go from strength to strength.

Ready to Lose Weight

www.readytoloseweight.co.uk

In its second year, the Ready to Lose Weight website has continued to see lots of activity. Recent developments to enhance user experience include; a new rosette awards system, interactive five day menu planner, new and improved weekly recipes and the extension of the programme's duration to 40 weeks.

Highlights

- 6,339lbs in weight lost in 2011/12
- Over 1,400 new registrations
- 45,685 visitors to the website

Patient Opinions...

“I'm on top of the world. I've lost 10% of my body weight and I haven't felt hungry or had to live off lettuce leaves.”



Quit Buddy

Also in its second year is Quit Buddy, the innovative text service to help people quit smoking via their mobile phones. Individuals who want to sign up to the Quit Buddy service simply register by texting BUDDY to 61825. Each subscriber receives a daily text through the six week period and a weekly code to enable him or her to receive their free NRT products from their chosen participating pharmacy. The service has continued to grow in popularity over the year with 654 people accessing the stop smoking service through Quit Buddy during this period.

Patient Opinions...

“It's perfect for people who lead busy lifestyles and can't make regular meetings, but still need that support when trying to quit.”



Public Health Digital Services

Ready to Stop Smoking

www.readytostopsmoking.co.uk

www.readytostopsmoking.co.uk is the Hull and East Ridings Stop Smoking Service's website. As well as information on the range of services available from the stop smoking service, it also includes the Quit Online Programme. This is an email based service, which allows people to quit online at a time that suits them.

January 2012 saw a major revamp of the Quit Online Programme, which incorporated new technology into the programme. NRT vouchers are now emailed to clients allowing them to access their free products from their chosen participating pharmacy.

Highlights

- Since its relaunch in January 2012 subscribers to Quit Online have increased significantly
- Quit Online Programme can now offer free NRT products via email voucher codes
- 32,505 visitors to the website

Patient Opinions...

“Doing it online is a better way for me, I'm a fork lift driver and I work night shifts so this way fits in with my work. The programme is easy to use and I would recommend it to anyone. It makes stopping so much easier it really is excellent.”



QuitONLINE
FREE STOP SMOKING PROGRAMME

Social Media

In February 2012 Facebook and Twitter accounts were created for the stop smoking service and the weight management services, both accounts are growing in popularity.

A campaign took place throughout March 2012 which used various marketing tools, including a FanGate page to promote the Stop Smoking Facebook pages. During this period over 1,300 people 'liked' the page, meaning they had subscribed to receive news feeds from the site. Our services now have an active social media presence and the pages promote activity and information on all the elements the services offer.



Public Health Marketing

Public Health Marketing

The marketing strand of the Public Health Marketing and Service Development Team oversees the promotion of the Public Health Services and supports them in achieving service delivery through a mixture of innovative and traditional marketing tools.

During 2011/12 the service has continued to:

- Develop and grow the specialist Health Promoters team, which supports promotion of public health services with face to face activity
- Develop and maintain all Public Health Digital Services
- Enhance and develop the dedicated mobile text service which enables public health teams to utilise SMS technology - providing local people with easy to use access to services
- Maintain a range of mascots, representing the face of the services

- Oversee public health's mobile unit which provides a high profile method of communicating with the public
- Develop and plan distribution of new marketing material for all the public health services
- Initiate the use of innovative marketing channels including interactive social media campaigns, the use of 'Look Walker' personal billboards and scratch cards
- Hold events including a summer roadshow
- Coordinate effective PR campaigns for the services



“Over the past year the Public Health Marketing team have been vital in supporting the weight management services reach our intended audiences. The ‘street team’ have continuously marketed our services to the public bringing in a record number of referrals. In addition, all 5 services have had a facelift with new logos, flyers and posters, and the new streamlined referral system called Healthy Routes is fantastic! The marketing team have also steered the creativity and design for the new Bitesize programme, which is proving extremely popular.”

Heidi Henrickson, Weight Management Services Manager

Looking forward

Looking forward

Following the successes we have seen over the past 12 months, it is clear that our services are reaching many more individuals than at any other time in our history. The steps we have taken to modify and diversify our interventions have led to thousands of clients being able to access a range of support. This, importantly, has resulted in people having a choice. It is this mission, offering more choice to the local population, which sets the tone for the year ahead.

We remain committed to developing and enhancing services and improving the way we deliver and package our support to local people. This includes increasing the use of new technologies, such as smart phones, and increasing our presence on social media platforms such as Facebook and Twitter. In addition, we continue to explore new opportunities, which enable us to tailor support to specific client groups. The development of Bitesize and our plans to extend weight management support across

the city, illustrates our quest to target large populations.

This summer will see the second year of AdiZones. Utilising the significant interest in the London 2012 Olympics, we expect to see a healthy number of both young and old people participating in a range of physical activities throughout August. The coming year will also see services introduce new interventions, such as our WeightLess Club, providing opportunities for individuals to benefit from peer support. Service provision for pregnant smokers will continue to be enhanced and developed to capitalize on the success of new interventions which have been designed to encourage early engagement with the service. There will also be further improvements in the way we provide support to employers and employees within the workplace across the Public Health Services.

Making Every Contact Count, which aims to increase the accessibility of health services, will become embedded in local delivery. Steps have already been taken to improve the routes into public health services.

Healthy Routes, our new single point of access for weight management and physical activity services, introduces a more efficient and effective method for referrals.

Finally, the year ahead will see improved links to community and voluntary organisations and other providers as well as more integration with sexual health services. By harnessing this support, we are confident that the local population's involvement in health improving activities will grow significantly and enable us to build on the healthy foundations of the past year.





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Acknowledgements

City Health Care Partnership CIC would like to acknowledge the support and assistance of the many partners and individuals who have worked alongside the services during the past 12 months. Their ongoing commitment in improving the health of the local population, particularly those most in need, ensures our services are able to support the broadest range of people, including those considered hard to reach.

If you would like this report in a different language or format, please contact 01482 617879.

The report is available on the following websites:

www.chcphull.nhs.uk
www.readytostopsmoking.co.uk
www.readytoloseweight.co.uk

For more information on the services included in this report, please text 'REPORT' to 61825* or call 01482 617879.

(*normal network rates apply)



Providing Quality Care

City Health Care Partnership CIC is a not for profit Community Interest Company responsible for providing NHS services in Hull and the East Riding.

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