



City Health Care Partnership

# PUBLIC HEALTH

Public Health Services Annual Report 2010/11

Supporting over  
**5,000**  
people  
to quit smoking

More than  
**10,000 lbs**  
in weight lost



The launch of  
**'Quit Buddy'**  
designed to support  
quitters on the go



# Welcome

It is my pleasure to introduce City Health Care Partnership's Public Health Service Annual Report for 2010/11. The report, hopefully the first of many, illustrates activity from April 2010 to March 2011 and provides an insight into the range of services delivered to communities across Hull and the East Riding of Yorkshire.

This report will highlight the numerous successes we have seen over the past twelve months including the continued excellence of our stop smoking services, supporting over 5,000 people to quit across the area, and our weight management teams supporting a record number of people losing weight resulting in over 10,000 lbs being lost. This outstanding performance is made even more significant when consideration is given to the adverse weather which severely impacted on services across November and December.

Over the year, City Health Care Partnership (CHCP) saw the introduction of two new services: Health Guides and the Lifestyle Change Programme (for clients in receipt of Incapacity Benefit). It also saw the end of several services, namely

Healthy Hearts and the Cardiovascular Disease Health Trainers. Following its launch in February 2010, services also witnessed a hugely successful year at Health Central, Ferensway, Hull. It was also the year the team introduced our radical and innovative service 'Quit Buddy' designed to support quitters on the go. More of that later...

Commissioned by NHS Hull and NHS East Riding of Yorkshire, CHCP Public Health Services have contributed greatly to local health improvement priorities and the teams have received overwhelmingly positive responses from the people who have benefitted from our support. Our services have been recognised for outstanding achievements in health nationally. CHCP was placed runner-up in the Nursing in Practice Awards in the 'Excellence and Innovation in Weight Management' category.

I hope you enjoy our inaugural report.

**Giles Bridgeman**  
Head of Public Health Services

## Contents

- Hull and East Riding Stop Smoking Service ..... 04
- Active Lifestyles ..... 08
- Why Weight? ..... 10
- Health Trainers and Health Central ..... 12
- Healthy Hearts ..... 13
- Health Guides ..... 14
- iHealth ..... 16
- www.readyto loseweight.co.uk ..... 18
- Quit Buddy ..... 20
- www.readyto stopsmoking.co.uk ..... 22
- Looking forward ..... 23

# Hull and East Riding Stop Smoking Service



This year has seen the service continue its quest to increase the number of people stopping smoking. Since April 2010, over 5,000 people have been helped to quit by the team which is a record for the region. Whilst it remains a significant challenge locally, the service has also seen further increases in the number of pregnant women and young people quitting.

Importantly, CHCP has continued to listen to its clients. The service has retained free Nicotine Replacement Therapy (NRT), a popular feature of the programme, and improved access to group and 1:1 support. In particular, walk-in sessions, where no appointments are necessary, have proven to be incredibly popular with local smokers. The service now offers a variety of sessions to suit diverse lifestyles and work patterns ensuring support is available to the widest range of people.

As well as offering community based clinics across Hull and the East Riding of Yorkshire, the team also provide specialist services to:

- young people
- pregnant women and their families
- clients within mental health units
- prisoners
- clients with Chronic Obstructive Pulmonary Disease (COPD)
- workplaces



"It's so much easier with their help. They know what they are doing and they are just so helpful... because of them my health is better, so is my baby's and I have saved money which now gets spent on my baby!"

Karen Merrington



Changes to the way that CHCP offers support to pregnant women has contributed to an increase of 79% of women quitting with the service's help over the past twelve months. Increased funding, improved marketing and the introduction of a dedicated team specialising in supporting families with children under the age of five have been instrumental to this success.

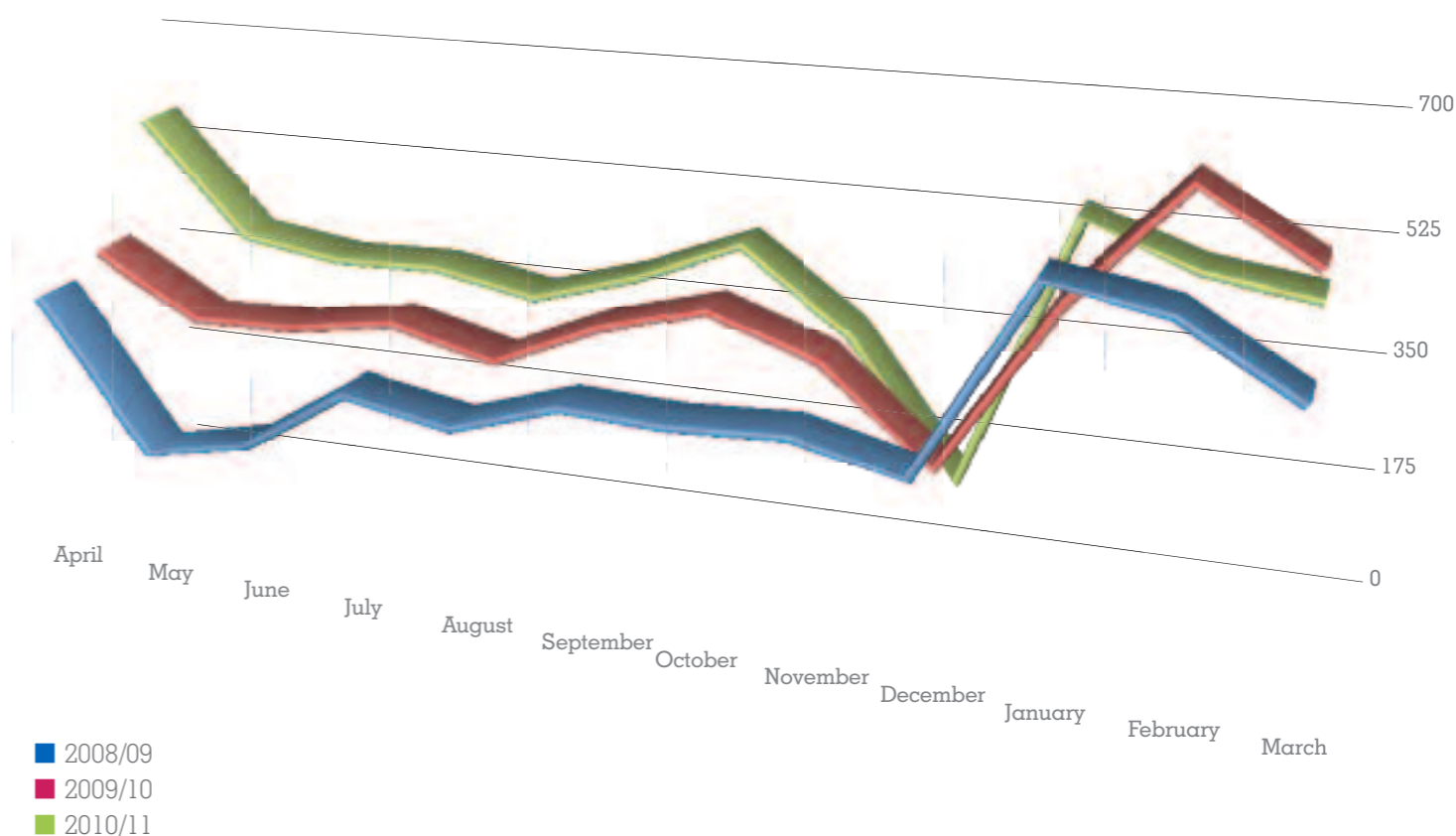
The service's new COPD team have also reported a successful year. The team, which provides specialist advice to clients with the disease, who are often long term smokers, reported a total of 146 quits. The comprehensive support given by the team provides smokers with screening and referral services to identify early signs and symptoms of COPD.

Additionally, CHCP saw a 23% improvement in the number of young people quitting through the Stop Smoking Service. This was achieved through increased partnership work, improved communication and the introduction of a dedicated advisor.

"I would definitely recommend the Hull and East Riding Stop Smoking Service. They really understand COPD and how to support you... they paid attention and encouraged me, sympathised and understood my situation. I don't think it would have been possible to do it on my own. I am so grateful for all the help I have received it has really changed my life."

Sheila Stutt, COPD client

Table demonstrates quits achieved 2008-2011



# Active Lifestyles



Tackling obesity has been just one of a number of priorities for the Active Lifestyles service over the past twelve months. Rather than just sending clients directly to a gym or exercise class, the popular service offers a more personal and tailored approach suitable for the most overweight, unfit, unmotivated and socially isolated individuals within the city.

This year has seen the team refining the service to ensure it continues to help sedentary individuals who lack the motivation and confidence to increase their activity independently. Clients have been offered an increasing range of physical activity choices such as home or gym-based exercise plans, cycling groups, aqua mobility or swimming sessions. This, and the use of behaviour change techniques, has contributed to clients losing a total of 2,244 lbs in weight.

The broad range of benefits that can be achieved by increases in physical activity have been widely acknowledged and in 2010/11 the service has continued to support referred clients with a range of health needs such as anxiety, depression, hypertension, diabetes or mobility difficulties.

The new Improving your Mental Health and Readiness for Work branch of the Active Lifestyles service has seen some life-changing results for a number of clients. Working with local employment agencies, primary care mental health services, MIND, and IAPT (Improving Access to Psychological Therapies) services, the service has supported clients, to not only lose weight, but also to build their confidence to find employment and has resulted in many finding work.

A further highlight of the year has seen CHCP's weight management team win a number of awards. In November 2010 the team were placed runner-up at the national Nursing in Practice Awards in the category 'Excellence and Innovation in Weight Management' and the team were also announced as the winner of CHCP's 2010 Patient's Choice Award.

"I have found individuals who find difficulty losing weight benefit from the individualised input of the Active Lifestyle service."

Dr Queenan,  
Princes Medical Centre, Hull.

"The Active Lifestyles service helps to build confidence in clients who would otherwise be very vulnerable about taking part in any physical activity."

Paul Crouch, Healthy Projects  
Co-ordinator, Economic Development  
and Regeneration, Hull City Council.

"My confidence is through the roof. I feel great and look great!"

Female client, 42.



# Why Weight?

The past year has seen clients accessing the Why Weight? service lose over 3,000 lbs in weight – a record for the service!

The group-based weight loss sessions have been delivered to overweight and obese people since 2007 and over the past twelve months it has seen more people losing weight and maintaining that weight loss than ever before.

The service's Community Food Workers help clients to make small changes to their diet, equipping them with the skills and knowledge to support them to lose weight and make long term health improvements. Clients are advised on portion sizes, eating a balanced diet, menu planning, how to achieve 5-a-day and understanding food labelling. The team also demonstrates how to cook some of the recipes and provide opportunities for clients to taste them. This practical and interesting element of the programme encourages the clients to replicate these at home!

Building on the successes of the previous year, the Why Weight? team were keen to expand service delivery and reach a wider audience. This has seen the service help over 400 people in Hull to lose weight, delivering 30 different programmes across the city. The service has also introduced a range of follow up options in order to continue to support and guide clients on their weight loss journey for a further three months.

Whilst weight loss support has been a substantial part of the programme's activity, clients have reported additional benefits such as improved emotional health.



"I dish up my food differently, I now serve the vegetables first rather than filling my plate with meat and potatoes."

Why Weight? client.

"I would recommend this programme for anyone wanting to lose weight. I believe everyone who attended the course lost some weight which proves it works. This is a brilliant initiative and it needs to be kept and for more people to be encouraged to attend."

Why Weight? client.



"Once you've tasted the foods cooked at Why Weight? sessions, you never want to go back to the rubbish you used to eat!"

Why Weight? client.

# Health Trainers and Health Central



Hull's Health Trainers have been a feature of localised health improvement activity in the city for a number of years. However, over the past twelve months, the team have seen their role move onto the high street!

Early last year the service swapped its traditional home of working in Hull's communities to NHS Hull's public health 'shop' at Health Central, St. Stephen's Shopping Centre. This transition has enabled the team to provide a convenient frontline service to the many thousands who have accessed the centre over the year.

Health Trainers continue to offer advice and information to individuals looking to make healthier lifestyle choices, whether referring to specialist services such as stopping smoking or helping people learn more about their general health.

Since the doors opened at Health Central, Health Trainers have also been instrumental in signposting clients to the range of services offered from within the building including Breast Screening and Cardiovascular Disease (CVD) health checks. The increased popularity has seen attendance records increase exponentially in the latter part of the year.

An addition to the Health Trainer service is the Lifestyle Change Programme. This service has been set up to utilise the skills and qualities of the Health Trainers in delivering advice and support to clients on Incapacity Benefit in order to empower them to become ready for work.

The service was deemed essential due to the high number of clients claiming Incapacity Benefits across Hull, which in 2009 was recorded as 14,640, significantly higher than the national average.



**"Health Central would not have been the success it is without the help and input from the Health Trainer service."**

Rachael Melia,  
Health Central Manager.

# Hull Healthy Hearts



Despite funding finishing part way through the year, the Healthy Hearts service, which offered heart checks to people aged 40-64, saw an impressive 817 individuals receive an assessment across a four month period.

Utilising a mobile booth and carrying out tests in various settings, such as shopping centres and workplaces, the service aimed to help people identify the risk of developing coronary heart disease. The checks were available to people who had not been diagnosed with Cardiovascular Disease (CVD) and were not taking any medication for raised blood pressure or cholesterol.

The assessment, which lasted less than 20 minutes, used a series of tests including blood pressure and cholesterol, and estimated the person's likelihood of developing CVD within the next ten years.

Those receiving a test received a personal heart health plan, an information pack, and if necessary were directed onto services to help them improve their overall health. In addition, clients had access to specially trained CVD Health Trainers who were ready to support them on their journey to a better health.

**"An impressive 817 people received a Healthy Heart assessment over a four month period helping them identify their risk of developing coronary heart disease."**

# Health Guides



The Communities for Health funded 'Health Guides' project witnessed a remarkable year that saw public health trained volunteers engage with thousands of people from across the city.

City Health Care Partnership and its Communities for Health partners drew on its considerable collective experience of working in local communities to deliver a series of health promotional events across the city.

Over the year, the project recruited, trained and deployed over 100 volunteers to raise awareness of public health issues and signpost local people to local services. This resulted in over 1700 clients being signposted onto the Stop Smoking, Weight Management and Alcohol Services. An unexpected outcome of the year also saw some of the volunteers successfully apply for paid positions within partner organisations.

Whilst funding for the Communities for Health project has ceased, it is felt that the ethos of the project will continue and that the learning achieved over the year will be harnessed by both existing and new services.

Emily Ellis from Action for Change comments: "The Communities for Health project has been beneficial to Action for Change in a number of ways. Working in conjunction with the Communities for Health partners has assisted us in meeting our target for identification and brief advice. Overall, the support given by the Health Guide project has been very beneficial."

"I was in the Freedom Centre for lunch with my little boy and got talking to the Health Guides as my mum was a volunteer, they gave me lots of information on stopping smoking and the health benefits and signed me up to a clinic straight away."

Shauna Pickering.

"I talked to a nice young man and he told me about all the different places you can go to stop smoking. He took my details and a few days later I went to my first session."

Janet Webb.



# iHealth

## Public Health Marketing and Promotion

Finding new ways of promoting healthy lifestyles continues to offer challenges, however 2010/11 has seen CHCP's public health marketing team 'iHealth' introduce a range of methods which have had incredible results.

Tasked with increasing the footfall into public health services from Stop Smoking to Weight Management, iHealth has responded by establishing a number of innovative and effective ways of communicating messages to local people.

During the year, the service has introduced:

- A dedicated, specially trained, 'street team' who interact with members of the public on a face to face basis
- A mobile text service which now enables all public health teams to utilise SMS technology providing local people with easy-to-use options for asking for support
- A mobile phone stop smoking programme entitled 'Quit Buddy' specifically designed to provide smokers with an extra tool to help them with their quit attempt
- The use of Bluetooth messaging to promote public health services
- A range of mascots, representing the face of the services
- Increased links with Hull FC and Hull KR, in conjunction with NHS Hull, which provides a range of benefits to service users

"Encouraging overweight people to access local weight management services has at times posed a real challenge. However the iHealth team have been fantastic at supporting us to market our services to reach our intended audience which has resulted in an increased number of quality referrals. They have also been instrumental in bringing our services up to date with the use of modern technology with the introduction of the new and popular text service."

Heidi Henrickson,  
Weight Management  
Services Manager.

"The iHealth marketing team have made a significant contribution to the Hull and East Riding Stop Smoking Service's recent successes and have continued to offer new and innovative ways to promote the varied methods of stop smoking support we offer to the local community."

Maxine Wrightson,  
Public Health Services Operational Manager.



# Love your scales!

[www.readytoloseweight.co.uk](http://www.readytoloseweight.co.uk)

2010 saw City Health Care Partnership launch its free online weight loss programme designed to help local people lose weight and get active. During the year the website has attracted an increasingly high number of visitors and has far exceeded expectations in terms of the number of registrations and the total weight lost.

Across the year, 2000 people registered to the site and a combined weight loss of 5264 lbs was achieved.

The [www.readytoloseweight.co.uk](http://www.readytoloseweight.co.uk) website is aimed at both men and women who want to lose weight and provides an alternative to face to face weight loss services.

Visitors to the site are able to register for the free online weight loss programme and access a wealth of information on how to improve their health and lose weight in the long term. The 40 week programme provides a range of free resources including recipes and other useful tools and offers personalised support to help members achieve realistic weight loss goals.

The programme sets weight loss targets based on the individuals' initial BMI. A client's progress is tracked and each week they are sent a personalised email with a new recipe. Throughout the programme, clients have access to additional tools including hints and tips on how to incorporate physical activity into their everyday life, as well as food and activity diaries.

"I have tried so many diets and they have all had forbidden foods. The 'Ready to Lose Weight' programme offers me much more choice and variety and I am losing weight and feeling great! I have a much better relationship with food now. I don't have binge days anymore as the website has helped me think about portion sizes instead of completely depriving myself of certain things, I now just have them in smaller amounts."

Jean Higginbottom.

ReadytoLoseWeight



# Quit Buddy

## Stop smoking text support

At the start of 2011, CHCP's public health team introduced an innovative new text service to help people quit smoking via their mobile phone. The 'Quit Buddy' programme was designed to make it easier for people to access stop smoking information and support wherever they are throughout the day by sending motivational and advisory text messages to clients.

As part of the launch of the new scheme three Bluetooth posters were activated in the city centre. As people walked past them with their mobile phone's Bluetooth activated they received a text inviting them to find out more about the Quit Buddy scheme. Of the 18,000 people who received the invitation text, nearly a quarter downloaded the information.



Individuals interested in the Quit Buddy service, registered by texting 'BUDDY' to 61825. It required them to visit Health Central on Ferensway to register and a further visit four weeks later. All other support and advice was given via the subscriber's mobile phone. Each subscriber received a daily text throughout the seven week period and information on how to get NRT products like patches and gum.



**QuitBUDDY**  
STOP SMOKING TEXT SUPPORT

"My daughter told me about the service and it seemed just right for me. I've always got my mobile with me and Quit Buddy is like having a good friend with you all the time offering help. Before I even leave for work in the morning, I've had a text which really gives me the motivation I need to get through some difficult times in the day."

Michele Jones.

(Michele's husband has now joined the scheme after Michele pointed out that by not smoking the twenty cigarettes a day as she was previously, she was saving around £2,000 a year.)



# Quit Smoking Online

[www.readytostopsmoking.co.uk](http://www.readytostopsmoking.co.uk)



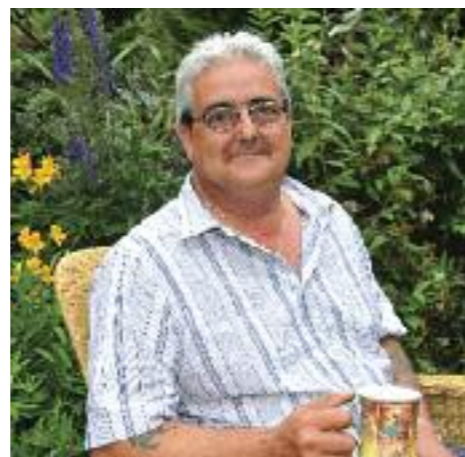
## Looking forward

[www.readytostopsmoking.co.uk](http://www.readytostopsmoking.co.uk) is the Hull and East Riding Stop Smoking website which offers residents the opportunity to quit online. The website went live in January 2009 and has continued to successfully support people wanting to stop smoking over the past year.

For many people face to face contact can be very helpful but not everyone can or wants to go and see someone in person to help them quit smoking. Clients accessing [www.readytostopsmoking.co.uk](http://www.readytostopsmoking.co.uk) are provided with a tailored service designed to offer those with busy lifestyles an opportunity to receive practical and effective advice and support to stop smoking at a time that suits them.

Those who registered during the year have received regular messages and had access to their own personal quit calendar. People who used the Quit Online Programme were also able to obtain vouchers for Nicotine Replacement Therapy products like patches or gum and receive Carbon Monoxide readings.

The website provides practical information to smokers about the different ways that they can quit through using the service. They can also find out about where their nearest walk-in sessions are taking place. Other useful features include addiction tests, hearing from others who had successfully quit by using the service, and being able to calculate how much money they would save by quitting.



“Doing it online is a better way for me. Some people like talking about it to people, but I’m not one for that. I think everyone is different and this was ideal for me. The specialists still give you telephone support if you need it and I find the tips and hints really helpful. I still go online and look at my progress.”

Jerry Tindall.

Whilst the past year has been noticeable for some outstanding achievements, namely the increased number of local people quitting smoking and losing weight, it is important that we continue to seek out more effective and efficient ways of delivering our services.

In the current climate of change, there remains a pressing need to offer high quality care for our clients, continue to discover innovative ways of delivering services, increase productivity and finally, prevent ill health. The services highlighted in this year’s annual report, will be driven by these expectations and we are very optimistic that our teams are capable of responding to this challenge.

2011 will see the launch of two new services. WeightLess, a service for people considering bariatric surgery, and AdiZones, a programme of activities linked to the 2012 Olympic Games.

The next twelve months will also see the Incapacity Benefit ‘The Lifestyle Change Service’ programme become a feature of local public health provision.

The coming year will also see changes to City Health Care Partnership’s online support. Enhancements to the [readytostopsmoking](http://www.readytostopsmoking.co.uk) and [readytoloseweight](http://www.readytoloseweight.co.uk) websites will improve the support and range of tools available for people looking to stop smoking and lose weight respectively.

We also have high hopes that Quit Buddy will prove to be a valuable tool in engaging hard to reach smokers. The iHealth team are also beginning to prepare for the development of an exciting new service expected to arrive in 2012.

“It is important that we continue to seek out more effective and efficient ways of delivering our services.”

# PUBLIC HEALTH

Public Health Services Annual Report 2010/11

## Acknowledgements

City Health Care Partnership would like to express its thanks to the many organisations and individuals for their support during the course of the year and to those who have contributed to this year's Annual Report.

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

The report is available on the following websites:

[www.chcphull.nhs.uk](http://www.chcphull.nhs.uk)

[www.readytostopsmoking.co.uk](http://www.readytostopsmoking.co.uk)

[www.readytoloseweight.co.uk](http://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.

Registered in England No: 06273905