



Health Improvement Advice Centre

Introduction

The purpose of this paper is to provide an example of how Oxford University Hospitals NHS Foundation Trust is applying “Making Every Contact Count” in a hospital setting. The paper provides background and context to the “Here for Health, Health Improvement Advice Centre” (H4H) which is based at the John Radcliffe Hospital, Oxford University Hospitals NHS Foundation Trust (OUH NHS FT) and how this relates to MECC.

What is MECC?

Making Every Contact Count builds on the premise that every interaction that takes place within the public sector between a service user and provider is an opportunity to deliver a health promoting message. This can range from the simple concept of ‘planting a seed’ (such as telling an individual that smoking is harmful and asking if they have considered quitting) through to a brief intervention including the development of a jointly agreed plan of action to address an unhealthy behaviour.

MECC is an integral part of the OUH NHS FT Public Health Strategy¹ developed in 2014 and reviewed in 2015. The strategic objectives that relate to MECC are:

1. Develop a brief advice and intervention plan for health behaviour change at OUH
2. Provide information and support for patients, staff, and visitors on improving health
3. Expand alcohol and smoking cessation services for patients

The OUH NHS FT employs over 12,000 staff and has around 1 million patient contacts every year as well a vast number of carers/visitors, therefore providing huge potential to improve the health of the population

¹ OUH Public Health Strategy: <http://www.ouh.nhs.uk/about/trust-board/2015/may/documents/TB2015.58-public-health-strategy-update.pdf>

The Here for Health Centre

The OUH NHS FT Public Health strategy includes the establishment and development of the H4H Centre which opened in August 2014. The H4H Centre is a brief intervention service, offering an original approach to promoting and supporting healthy lifestyles in a hospital setting. At the time of opening no evidence of a similar model had been identified in hospitals in the UK. This pioneering project is aligned with the 'Prevention and Lifestyle Behaviour Change: A Competence Framework'² and the principles of the NHS Five Year Forward View².

The Centre is a drop-in service freely available to all patients, visitors and staff. It focuses on the primary and secondary prevention rather than the treatment of ill health, embodying an integrated care approach. Drop-in services provided by the Centre include:

- i. Health promotion messages, brief advice, and educational materials about healthy living and health improvement.
- ii. Brief assessment of chronic disease risk (e.g. questionnaires, height/weight, blood pressure).
- iii. Individual consultation with a health promotion specialist and completion of a health behaviour change action plan.
- iv. Signposting and/or referral to relevant local services for on-going support for behaviour change.



Figure 1: The Here for Health Centre

The Centre offers lifestyle information and support on a wide range of topics, including: smoking cessation, alcohol and drug use, weight management, emotional wellbeing, physical activity, healthy eating, chronic

² Prevention and Lifestyle Behaviour Change: A Competence Framework'
<http://www.makeeverycontactcount.co.uk/docs/Prevention%20and%20Lifestyle%20Behaviour%20Change%20A%20Competence%20Framework.pdf>

² NHS Five Year Forward View; <https://www.england.nhs.uk/wp-content/uploads/2014/10/5yfv-web.pdf>

disease risk and falls prevention; addressing the health and wellbeing needs of the local population. This service can be accessed at a time which is convenient for the individual. This is important because time is the most commonly cited barrier to participation in healthy behaviours;³ a drop-in service aims to address this barrier.

Relation to MECC

Every contact OUH has with a person is a potential opportunity to improve and maintain the good health of that individual; the H4H Centre delivers and compliments brief interventions, making every contact count.

- The H4H Centre supports NHS staff to take every opportunity to help patients and visitors make informed choices about their health related behaviours, supporting Level 1 and Level 2 of the Prevention and Lifestyle Behaviour Change Competence Framework (see Figure 2). Staff can raise the topic of healthy living with their patients and refer patients/carers to the Centre for further support. The H4H Centre enables staff across OUH NHS FT to refer their patients for specialist health behaviour change support, thereby reducing the pressure on other Trust services. This also reduces the need for non-specialist staff to be expert in behaviour change techniques and knowledgeable of the local support services available.
- The H4H Centre delivers brief interventions addressing lifestyle factors to prevent ill health to OUH NHS FT staff, patient and visitors. The Trust employs over 12,000 staff and has around 1 million patient contacts every year as well a vast number of carers/visitors meaning the H4H Centre service has a significant opportunity to improve the health not just of individuals receiving treatment, but of the local population. Dedicated health promotion specialists deliver Level 2 and Level 3 of the Prevention and Lifestyle Behaviour Change Competence Framework (see Figure 2), enabling individuals to address issues related to health and wellbeing and empowering their lifestyle behaviour change into action utilising behaviour change methodologies i.e. motivational interviewing, solution focused practice, and the Transtheoretical model of behaviour change.

³ National Obesity Observatory Knowledge and attitudes towards healthy eating and physical activity: what the data tell us. May 2011 http://www.noo.org.uk/uploads/doc/vid_11171_Attitudes.pdf

The Framework

Level 1	Level 2	Level 3
The worker is able to engage with individuals and use basic skills of awareness, engagement, and communication to introduce the idea of lifestyle behaviour change and to motivate individuals to consider/think about making changes to their lifestyle behaviour(s).	The worker is able to select and use brief lifestyle behaviour change techniques that help individuals take action about their lifestyle behaviour choices which may include starting, stopping, increasing or decreasing lifestyle behaviour activities.	The worker is able to select and use appropriate techniques and approaches to provide support to individuals as they change their lifestyle behaviour(s) and facilitate individuals to maintain these changes over the longer term.
1.1: Ensure individuals are able to make informed choices to manage their self care needs	2.1: Ensure your own actions support the care, protection and well-being of individuals	3.1: Enable people to address issues related to health and wellbeing
1.2: Support and enable individuals to access appropriate information to manage their self care needs	2.2: Select and implement appropriate brief lifestyle behaviour change techniques with individuals	3.2: Enable individuals to put their choices for optimising their lifestyle behaviours into action
1.3: Communicate with individuals about promoting their health and wellbeing	2.3: Enable individuals to change their behaviour to improve their own health and wellbeing	3.3: Enable individuals to maintain lifestyle behaviour changes
1.4: Provide opportunistic brief advice	2.4: Undertake brief interventions	

Figure 2: NHS Yorkshire and the Humber Prevention and Lifestyle Behaviour Change Competence Framework

- OUH NHS FT Staff Occupational Health and Well Being offer OUH NHS FT staff Health Champion Training. The H4H Centre compliments this work as Health Champions can access the H4H Centre for education and training as well as providing a service which Health Champions can signpost individuals towards for further behaviour change support following their initial conversation.
- The H4H Centre delivers promotional pop-up stands across OUH, delivering opportunistic health promotion messages and providing support to a range of OUH clinical departments. H4H have arranged regularly joint pop-up stands with community services i.e. Smoking Cessation and Community Dental Health to provide opportunities for specific health messages to be delivered to staff, patients and visitors to OUH NHS FT.
- Learning and development is a key part of H4H. Students and volunteers complete placements at the Centre learning and enhancing their skills in brief interventions to support health behaviour change.
- Health promotion campaigns provide an opportunity to deliver a health promotion message and engage the public in healthy living. The H4H Centre organise campaigns promoting and engaging

individuals in healthy living, i.e. Stoptober and Mind’s 5 Ways to Wellbeing. Poster boards, pop-up stands, twitter, facebook and the staff intranet are the modes employed to deliver a health promotion message.

The continuing delivery of MECC at OUH NHS FT requires the training of additional health champions, ensuring all staff are equipped with the skills to deliver MECC and the expansion of the Here for Health Centre staff and service to all sites within the Trust.

Outcomes

Access Figures

Illustrated below are figures from the first years’ service. The Centre is staffed by a Health Improvement Practitioner Advanced and a Health Promotion Practitioner Specialist. Since opening on 31/10/15, 2358 contacts/service users have engaged with the Centre’s service.

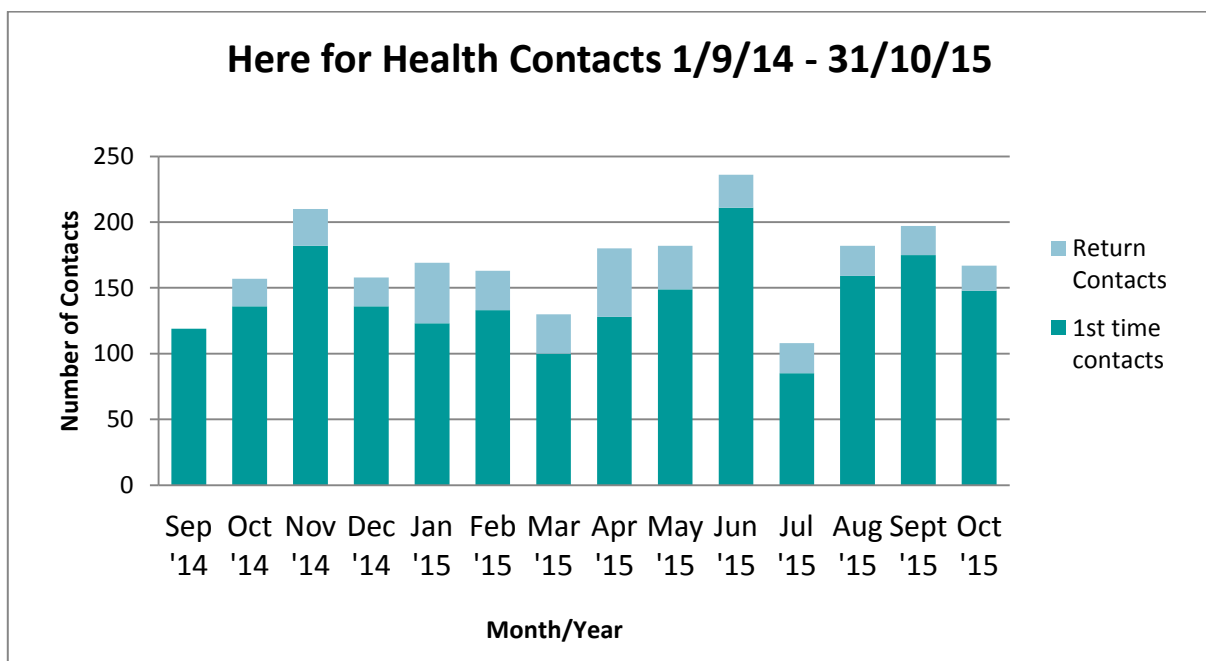


Figure 3: Number of service users

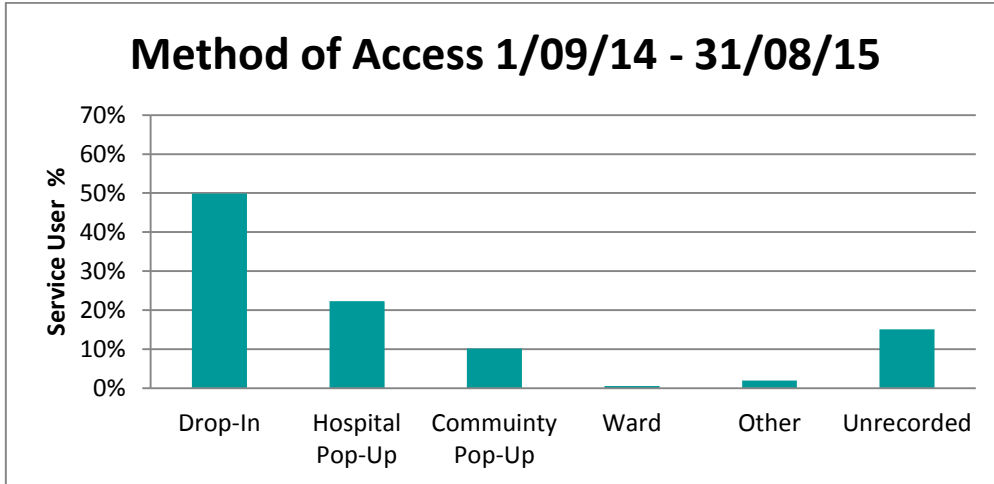


Figure 4: Service users method of access

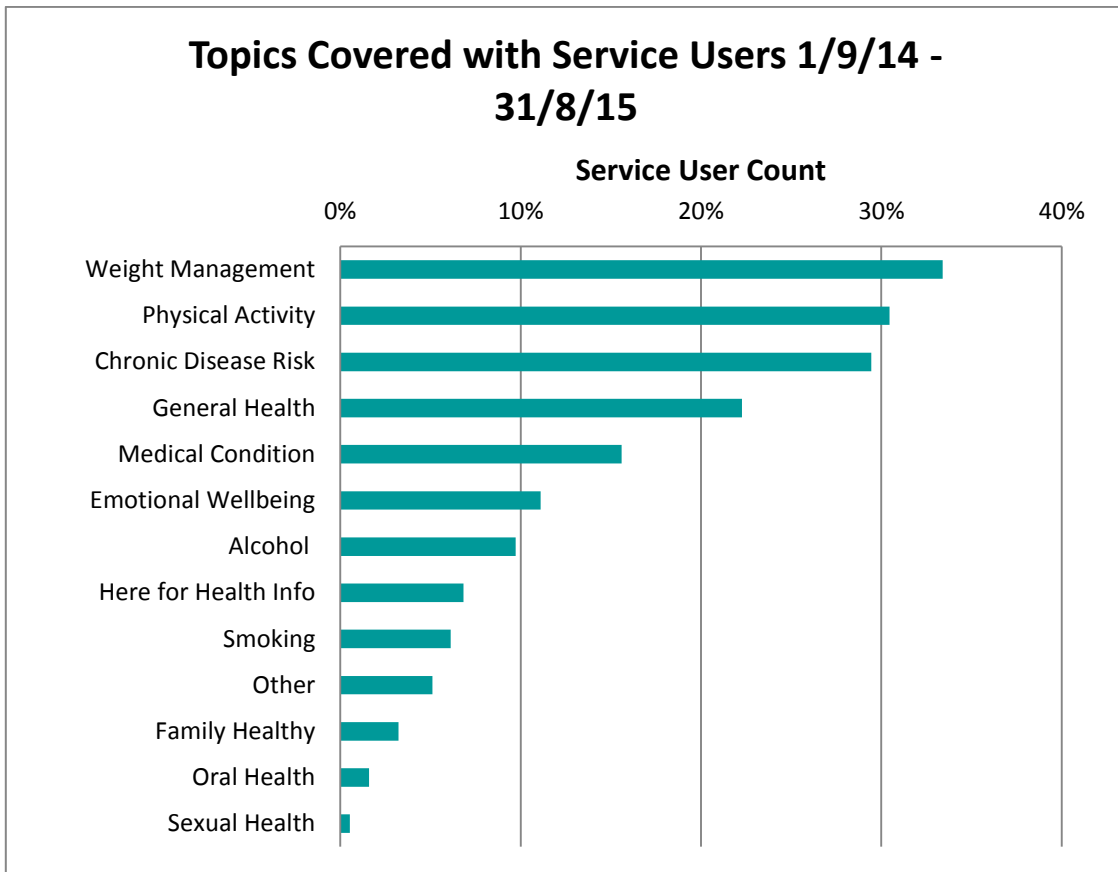


Figure 5: Topics covered with services users (*more than 1 topic may have been covered with service user)

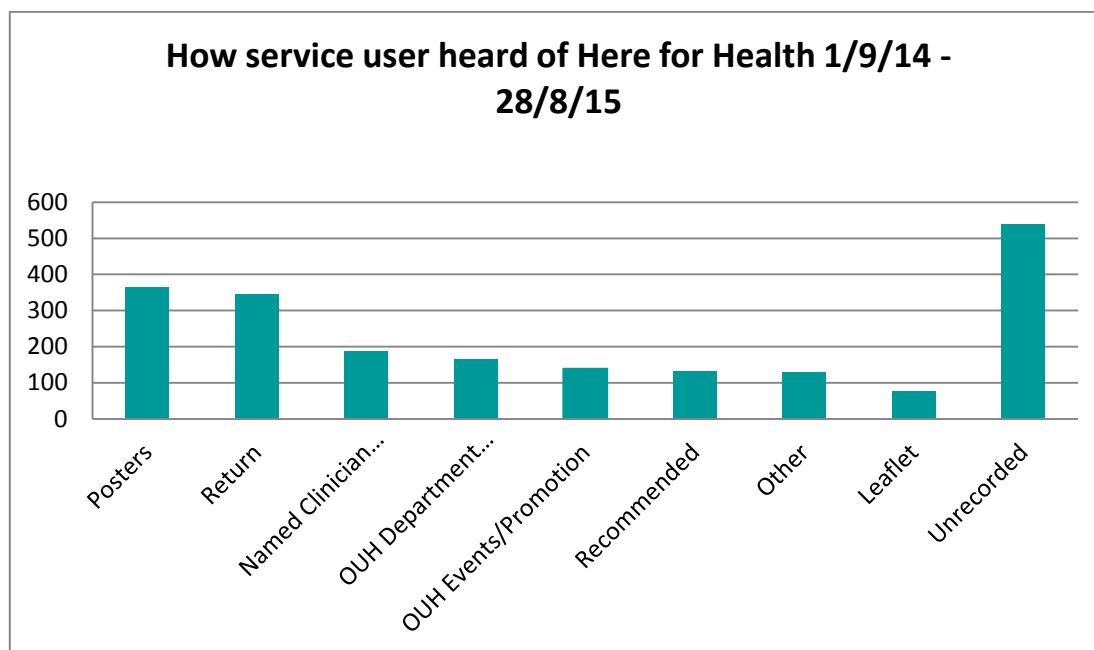


Figure 6: How service user heard of the Centre

Feedback

Service User feedback has been provided by the Friends and Family Test (FFT) which asks service users how likely they are to recommend us to friends and family if they needed similar care or treatment. FFT was introduced in to H4h in October 2014. Two hundred and twenty-two responses have been received so far, all of which were extremely likely or likely to recommend the service.

A Consultant who regularly refers patients to the Centre provided feedback “Here for Health has been a valuable resource to patients in Hepatology. The experienced staff provide the patient with time and knowledge to enact lifestyle change giving a positive impact to the patients wellbeing, both physically and mentally.”

Evaluation

Measuring long-term health outcomes and attributing them to the Centre is highly complex and requires much extended follow up. In order to effectively evaluate the service in both the short and long-term a research project entitled “Evaluation of a brief health promotion advice and interventions service in an acute hospital setting through dedicated in-house health promotion” is currently underway. The protocol is being developed with the Joint Research Office and Ethical Committee approval is being sought. Outcome measures will include the number of individuals accessing the Centre and the follow-up of service users showing behaviour change at four and twelve weeks post-visit (plus fifty-two weeks subject to resources).

Conclusion

Making Every Contact Count (MECC) encourages conversations based on behaviour change methodologies, ranging from brief advice, to more advanced behaviour change techniques. The Here for Health Centre delivers brief interventions to individuals and supports NHS staff to raise the topic of health living with patients and their carers.

The Here for Health Centre and OUH NHS FT Public Health Strategy outlines the case for increasing the Trust's commitment to improving health as well as to treating illness , there is huge potential to improve the health of the population through the Trust's 12,000 staff members and 1 million patient contacts every year. Ultimately, the framework aims to ensure that every contact counts and will contribute to the creation of better health and a better health service for local people (NHS Yorkshire and the Humber, 2008).

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