

Bury Health and Wellbeing Board

Title of the Report	Helping Yourself to Wellbeing programme (HYTWB) progress report
Date	22nd September 2016
Contact Officer	Joanne Smith
HWB Lead in this area	Lesley Jones, Director of Public Health

1. Executive Summary

Is this report for?	Information <input checked="" type="checkbox"/>	Discussion <input type="checkbox"/>	Decision <input type="checkbox"/>
Why is this report being brought to the Board?	Update on progress		
Please detail which, if any, of the Joint Health and Wellbeing Strategy priorities the report relates to. www.theburydirectory.co.uk/healthandwellbeingboard	Priorities - 2,3,4		
Please detail which, if any, of the Joint Strategic Needs Assessment priorities the report relates to. (See attached JSNA) http://jsna.theburydirectory.co.uk/kb5/bury/jsna/home.page	n/a		
Key Actions for the Health and Wellbeing Board to address – what action is needed from the Board and its members? Please state recommendations for action.	To note the content of the progress report and actively promote the Helping Yourself to Wellbeing Programme		
What requirement is there for internal or external communication around this area?	Promote the Helping Yourself to Wellbeing Programme wherever possible		
Assurance and tracking process – Has the report been considered at any other committee meeting of the Council/meeting of the CCG Board/other stakeholders....please provide details.	Communities & Wellbeing Wider Management Team and Senior Leadership Team, Bury Council		

2. Introduction / Background

This progress report summary seeks to track the progress of the HYTWB programme from 2008- 2013 when it was 'Self Care for You' and 'Helping yourself to Health' (prior to the pilot), during the review and pilot phase, to the new and improved programme delivery and launch including proposed future developments to the programme.

3. key issues for the Board to Consider

1.0 Background/Context

- 1.1 Early versions of the Helping Yourself to Wellbeing programme were developed by the Department of Health and NHS Bury (formerly Bury PCT) and delivered by the Public Health Team back in 2010 as 'Self Care for You' courses that were designed to reduce the burden on the NHS.
- 1.2 Following the merger of Public Health and Bury Council in 2013 (in shadow form during 2012), the principles 'Self Care for You' were used to develop a local Bury programme, 'Helping Yourself to Health' which supported the prevention and early intervention agenda for health and social care.
- 1.3 In 2015, the 'Helping Yourself to Health' programme was reviewed and findings from the review resulted in a pilot trialling a number of developments to the programme. These included new name and branding that reflected the 'wellbeing' agenda (the wider determinants of health), programme delivery, monitoring and evaluation. The pilot was the early development of the 'Helping Yourself to Wellbeing' Programme.
- 1.4 A number of changes were made to the pilot programme to develop the new and improved 'Helping Yourself to Wellbeing' programme which is now being delivered but will be officially launched on 3rd November 2016. The programme builds upon the prevention and early intervention agenda, and supports the overall ethos of Neighbourhood Working which is helping people to help themselves to good health and wellbeing.
- 1.5 The Helping Yourself to Wellbeing programme is offered and available to anyone over the age of 18 living, working or studying in Bury.
- 1.6 The programme management for the Helping Yourself to Wellbeing (quality assurance and lead trainers) is managed by The Social Development Team but the programme is delivered in partnership with Team Bury and community and voluntary organisations.

2.0 Progress Report

2.1 The progress report summary seeks to track the progress of the HYTWB programme from 2008- 2013 when it was 'Self Care for You' and 'Helping yourself to Health' (prior to the pilot), during the review and pilot phase, to the new and improved programme delivery and launch including proposed future developments to the programme.

3.0 2008-2010- 'Self Care for You' (SCFU)

3.1 Programme developed by Department of Health and NHS Bury.

3.2 The course was funded by:

- NHS North West and NHS Bury in 2008
- NHS Bury and £10,000 Department for Health 'Communities for Health' funding in 2010

3.3 Programme promoted to key agencies only, delivered ad hoc when required to 'closed' groups and delivered by two trainers from NHS Bury.

3.4 Programme consisted of:

- 6 week sessions lasting for 1.5 hours, delivered in a free of charge community venue
- Course focussed on the medical model of health and wellbeing
- Participants pack
- Courses were evaluated using a standard NHS training feedback sheet

4.0 2010-2014- 'Helping Yourself to Health' Programme (HYTH)

4.1 Local programme developed using the principles of SCFU by NHS Bury and changed the title to 'Helping Yourself to Health', branded as Bury Council and using cartoon images taken from the 'Change 4Life' campaign.

4.2 The course was funded by Public Health grant as part of Bury Council

4.3 Programme had two elements:

- 'General access groups'
 - Courses delivered to the community by Lead trainers from Public Health which were open to all.
- 'Closed groups'
 - Courses delivered to targeted groups of people accessing services, organisations or groups. These were courses where Lead trainers had trained Tutors ('Train the trainer') to deliver courses to users of their service themselves.

- 4.4 Promoted to targeted groups and organisations but Tutors mainly recruited their own participants or were signposted via Job centre Plus.
- 4.5 'General access groups'
- On average, 2.5 general access courses per year were delivered (8 over the four year period)
 - Each course had an average of 8 participants (64 participants in total).
- 4.6 'Closed groups'
- On average, 17 ad hoc courses were delivered per year (69 over the four years)
 - Each course had on average of 7.6 participants per course (total of 524)
 - Closed courses were delivered by Tutors from Homestart Bury, NHS Bury, Six Town Housing, Children's Centres, Making Space, Bury EST and the Stroke Team
- 4.7 Programme consisted of:
- 6 week programme with sessions increasing from 1.5 hours to 2 hours, delivered in a free of charge community venue
 - Course content was updated to focus on all aspects of physical and emotional wellbeing and lifestyle choices.
 - New Participants pack developed to include relevant leaflets and a certificate for completing the programme
 - Courses were evaluated using a standard Bury Council training feedback sheet
- 4.8 'Train the trainer' course was developed to include:
- A two day training course to become a trainer
 - Assessment process and assessment form
 - Informal agreement to deliver courses to users of their own organisation
 - Optional lesson plans
 - Two Tutor Forums per year
- 5.0 2015/16- 6 month Pilot of 'Helping Yourself to Wellbeing' (HYTWB)
- 5.1 An informal review of the HYTH programme took place after four years of delivering the new programme when Public Health staff delivering the programme became merged with the Social Development Team. The informal review aimed to identify what was working well with the programme and how it could be improved to widen the reach of people participating in the programme, increase the network of tutors and develop the course content to reflect the priorities of the Council.
- 5.2 Findings from the review informed the creation of a pilot programme that ran alongside the existing course HYTH but delivered 7 pilot courses, delivered only by the lead trainers which

was re-branded, 'Helping Yourself to Wellbeing' (HYTWB). The new title reflected the shift from 'health' to the 'health & wellbeing' agenda that focussed upon the wider determinants of health, wellbeing and prevention and early intervention.

- 5.3 The pilot programme trialled a new modern 'look and feel' branding that used symbols rather than the cartoon 'Change4life' branding which was used previously.
- The pilot branding, 7 pilot courses and materials were funded by the Public Health grant, Bury Council
 - 7 pilot courses were delivered by Lead Tutors from Public Health Team in a six month period with an average of 8.3 participants per course (58 participants in total) delivered in a free of charge community venue
- 5.4 The pilot led to a number of improvements to the programme itself, evaluation process and tutor training programme.
- 5.5 Improvements to the programme as part of the pilot phase included:
- Development of a formal referral process via a central hub with a dedicated telephone line and email address
 - Forward planner of all courses scheduled for the year developed
 - Promotional material developed with the new look and feel branding including
 - Roll Banner
 - Flyers covering all sessions branded, 'Helping yourself to... happiness, health, wellbeing, confidence etc'
 - Posters
 - Event demonstration materials
 - The creation of a webpage on The Bury Directory..... www.theburydirectory.co.uk/helpingyourselftowellbeing containing details of all future dates, information about the programme, how to refer to the programme and feedback from participants on the course (including a video from a participant explaining how it changed their life)
 - Active promotion of courses to include schedule of events that can be attended to promote the programme
 - New participants pack and motivational resources including:
 - Participants Folder and course content sheets
 - Branded pen, mirror and stress ball
 - Confidence Booklet
 - 'Bag of happiness' (rubber, plaster, paper clip, love heart sweets, diamante gem, star die cut, string, penny and message to explain what each item represents)
 - Dementia Friends Pin Badge
 - 'I've helped myself to wellbeing' pin badge and certificate on completion of the programme
 - The Bury Directory flyer and promotional material

- Developed a series of Business Rules, processes and operating procedures for the programme
 - Programme content increased to become 7 weeks and now includes a final week session on The Bury Directory and Dementia Awareness Training to provide people with the knowledge of the tools that will enable them to help themselves.
- 5.6 Improvements to the evaluation process as part of the pilot phase included:
- An evaluation of both the programme itself and what difference the course has made to people's lives.
 - Programme evaluation developed via a post programme questionnaire
 - Data collection system piloted to demonstrate what difference the course has made to people's lives which includes:
 - General Anxiety Disorder (GAD 7) and Patient Health Questionnaire (PHQ9) completed by all participants at the beginning and end of the programme (in line with partner agencies evaluation processes)
 - Monitoring/baseline wellbeing status questionnaire developed and 'Quality of Life Wheel' tool are completed by all participants at the beginning and end of the programme.
- 5.7 Improvements to the Tutor Training course as part of the pilot phase include:
- Tutor role description developed
 - Updated assessment process and assessment form for all tutors
 - Risk Assessment developed
 - Lesson Plans developed
 - Formal service manager/tutor agreement to deliver a minimum of two courses per year
- 5.8 Evaluation of the pilot programme found that:
- **100%** of participants show an improvement in their anxiety and depression scores
 - On average, participants show a **68%** improvement of in their anxiety and depression scores
 - **100%** of participants saw an improvement in a least one area of their life based on categories within the Quality of Life Wheel.
 - **73%** of participants saw an overall improvement in 8 out of 11 areas of their life based on categories within the Quality of Life Wheel.
 - Areas of their life that participants demonstrated the most improvement were:
 - Managing money
 - Health & wellbeing
 - Daily Life
 - Participants reported up to an 80% improvement in these three areas of their life after completing the HYTWB Pilot programme.

- Qualitative feedback was excellent about the pilot programme, *"I now think I am in control of my life again and know where to get help if things get difficult"*.

6.0 New and improved 'Helping Yourself to Wellbeing' programme

6.1 Following on from a successful pilot phase, further improvements to the programme have been made to the course content, delivery, evaluation and financing prior to the planned official launch of the new programme in November 2016.

6.2 The new and improved HYTWB Programme will now offer:

- Regular 'Train the Trainer' sessions to encourage new tutors to deliver the programme and active promotion of these sessions to encourage an increase in the no. of tutors trained to deliver the programme.
- 'Open access' courses
 - 6 delivered per year by lead trainers (increase of 44% from pre-pilot)
 - Minimum participant numbers of 10 per session (20% increase from pilot)
- 'Closed courses'
 - A minimum of 17 courses per year delivered by the existing Tutor network
 - Further 6 courses scheduled to be delivered by new tutors (being trained in Sept)
 - This means a minimum no. of 23 courses will be delivered per year the tutor network (approx 230 places) which is an increase in the no. of these courses delivered by 25%
- This is an increase in the total number of courses delivered by 34% (pre pilot) to a minimum of 29 per year but this number will increase as the tutor network expands
- Text alerts/reminders to course participants of dates and times of courses to encourage attendance at all sessions
- 'Drop in' sessions every 6 weeks for previous course participants that need continued support. These have been set up based on feedback from participants who would like to keep in contact with tutors and access ad hoc support after the programme has ended.
- Tutor pen pictures delivering the course displayed on course roll banners
- Facilitators handbook with lesson plans developed to support Tutor delivery of the programme
- Refined assessment form to ensure the correct information is being captured to support effective course evaluation
- Improved course content to now include:
 - Optional IWIYW physical activity session (practical session)
 - Additional thematic ad-ons if and when required or needed

- 6.3 The HYTWB programme has minimal running costs and these consist only of course materials. Based on the projected number of courses to be delivered every year results in around £1,500 per year.
- 6.4 In order to ensure the programme is self financing, lead trainers have been able to income generate on average £1,600 per year by delivering bespoke courses to closed groups where 'train the trainer' tutor led courses were not viable. Two of these courses were delivered as part of the pilot phase of the programme which have enabled the running costs for the next 12 months of the programme to be self financing, reducing the burden on the public health grant.
- 6.5 A further two bespoke courses have been scheduled for 16/17 and these are being actively promoted to increase income generation for the programme to enable it to develop further.

7.0 Next steps for Helping Yourself to Wellbeing 2016/17 and beyond:

- 7.1 Launch the new and improved HYTWB programme and promote as widely as possible from September onwards.
- 7.2 Launch the new and improved tutor training programme, handbook, formal training agreement, programme and evaluation materials in November to existing tutor network.
- 7.3 Continue to increase the tutor network to train tutors from as many organisations and groups as possible to deliver a minimum of two courses per year.
- 7.4 Increase the number of courses delivered to increase the number of people successfully completing the programme and 'helping themselves to good health and wellbeing'
- 7.5 Continue to income generate by seeking to deliver an increased number of bespoke courses to cover running costs of the programme which will go up as the number of courses being delivered increases.
- 7.6 HYTWB is a key enabler to deliver Neighbourhood Working and therefore participants from the two Trailblazer areas Bury East and Radcliffe will be actively targeted to complete the programme.

8.0 Summary

- 8.1 HYTWB makes a real difference to people's lives and really does help people to help themselves in all aspects of their life which supports the ethos of Neighbourhood Working. For more information about future courses or how to become a tutor and

deliver the programme, please visit www.theburydirectory/helpingyourselftowellbeing.

1.0 Recommendations for action

The Health and Wellbeing board is requested to note the contents of the progress report and actively promote the Helping Yourself to Wellbeing programme.

2.0 Financial and legal implications (if any) If necessary please seek advice from the Council Monitoring Officer Jayne Hammond (J.M.Hammond@bury.gov.uk) or Section 151 Officer Steve Kenyon (S.Kenyon@bury.gov.uk).

n/a

3.0 Equality/Diversity Implications. Please attach the completed Equality and Analysis Form if required.

n/a

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