



Northumberland
County Council

Northumberland Integrated Wellbeing Service Highlights Report 2021/22



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ACKNOWLEDGMENTS

The information contained within this highlights report is the result of work delivered by a well-qualified, committed, dedicated group of Integrated Wellbeing Service staff, that includes Health Improvement Practitioners and Specialists, Health Trainers, Stop Smoking Advisors and Specialists, and administrative support.

The examples within this report represent a small proportion of the work of the Northumberland Integrated Wellbeing Service undertaken during the 12 month period of 2021/22, that included some challenges around working within COVID 19 restrictions and the service transitioning from Northumbria Healthcare Foundation Trust to Northumberland County Council.

If you require any further information, please do not hesitate to contact the service.

INTRODUCTION

It gives me great pleasure to introduce the Northumberland Integrated Wellbeing Service (IWS) Highlights Report 2021/22. I have worked with the service over many years - as a practitioner, specialist and manager, through to being its commissioner - and I am now delighted to be directly involved again in developing the IWS model and giving strategic public health leadership to its work.

During 2021 the service and staff transferred into Northumberland County Council and embarked on the process of becoming part of the council public health team and working even more closely with council partners. The service and staff rose to the challenge and continued business with professionalism and commitment to their clients and residents. Staff embraced the genuine welcome from their council colleagues and are proving to be invaluable members of the public health team and expert contributors to its vision.

What you will read are highlights from the various elements of this diverse service including programme delivery with communities, capacity building with agencies and professionals, clinical treatment, and support programmes for individuals - all focussing on the burdens faced by Northumberland residents and working with them to use their resources and resilience to plan and make changes. The report demonstrates this with case studies and real-life stories, showing what an impact and difference the IWS makes to lives in Northumberland.

I hope you enjoy reading our report outlining just some of this work undertaken by Northumberland's Integrated Wellbeing Service (IWS) during 2021/22. The report also highlights development plans which we look forward to considering and implementing with communities and partners in the forthcoming year.

Kerry Lynch
Senior Public Health Manager
Northumberland County Council

Contents

Page

The IWS Team	5
IWS Activity Summary	7
Specialist Stop Smoking Service	8
Tobacco Control	11
Health Trainer Service	14
Starting Well Programme	18
Making Every Contact Count	21
Accident Prevention	23
Drugs and Alcohol Education	24
Mental Health Promotion	25
Oral Health Promotion	28
Sexual Health Promotion	29
Workplace Health	33
Ageing Well	35
You're Welcome	37

The IWS Team

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Lucy Lloyd

Carrie Thewlis

Amanda Young

Senior Health Trainer

Mark Foden

Stop Smoking Support Advisor

Richard Palmer Heathman

Stop Smoking Administration Team

Deb Brown

Angela Watson

IWS Activity

2823 Referrals into
the Stop Smoking
Service

618 Successful stop
smoking quit
attempts

846 Clients
supported by health
trainers to achieve
healthier lifestyle
goals

85 Health trainer
groups and
education sessions

850 Brief intervention
conversations

21 Public Health
campaigns supported

74 Public Health
themed training
courses delivered

3 Organisations
supported to achieve
'You're Welcome'
accreditation

50 Local employers
supported with the
Better Health at Work
Award

2 Ageing Well
Roadshows

Specialist Stop Smoking Service

Overview

Northumberland Specialist Stop Smoking Service continues to provide high quality, free, tailored support to all smokers in Northumberland wishing to stop, offering a combination of recommended stop smoking treatments and behavioural support.

During 2021/22 face to face clinics were recommenced in a small selection of venues across Northumberland, whilst adhering to social distancing to reduce transmission of coronavirus. Many smokers continue to state that they prefer telephone support which provides them flexibility around working arrangements and reduced the need for them to attend a clinic setting.

2,823 referrals were made into the service, with 1171 quit dates set. Of these quit dates set there were 618 successful quits. These included 35 quits from pregnant smokers, 108 with mental health conditions and 243 with long term conditions.

The provision of a high-quality stop smoking service remains a high priority for reducing health inequalities and improving the health of local populations. During March 2022 the service has worked with Signvideo to create a profile that will support clients who also require interpreting services.

Specialist Stop Smoking Training

The service provided training and support to new and existing intermediate advisors and brief advice training to a variety of specialities including community pharmacy staff, occupational health nurses, community nursing staff, maternity staff, and Northumberland Fire and Rescue Service.

The training was delivered remotely and included NCSCT online modules (National Centre for Smoking Cessation Training).

Service achievements during 2021/22

- Following on from client feedback we have updated service procedures to reduce the waiting time for pharmacy direct vouchers to be distributed to local Pharmacies.
- Continue to work with clients to support the use of combination nicotine replacement therapy as Champix (Varenicline) is currently being out of production.
- The team remains passionate and effective as ever at helping smokers to quit completely and forever.
- Introduced a new telephone system for clients contacting the service.
- Promoting workforce planning with introduction of skill mix within the service with a senior health trainer role and stop smoking support advisor.

Development plans for the Stop Smoking Service

- New website with lots of useful information for new and existing clients.
- Electronic system to process nicotine replacement requests.

- Stop Smoking Support Advisor to engage with community groups/settings including dental practices, social prescribers.
- Advertise and promote the service through social media platform i.e., Facebook to include Talking Heads.
- Continue to engage with community settings such as foodbanks to promote the service and promote positive health outcomes.

Case Study One

Linda is a 56-year-old lady who had made several quit attempts in the past and had lasted for 11 years before relapsing. Linda was back to smoking 20-30 rollies per day and was being investigated for COPD and asthma. This was her motivation to make a quit attempt and she purchased nicotine patches several days before her appointment with the stop smoking service. She identified that the likelihood of her relapsing would be when she would be faced with tricky situations.

Several weeks into her quit attempt she had reduced the amount smoked but had not quit entirely, however, she was noticing health and financial improvements. She admitted to smoking her boyfriend's cigarettes when he visited her home although she declared that she was desperate to quit. We discussed coping strategies she could put in place during her vulnerable times. She was reminded that this was her quit attempt and not her boyfriend's and she had to change her mindset and take ownership of it. She was encouraged to set a quit date and stick to it which was the 19th February 2022.

The following week Linda stated that the words from her Stop Smoking Advisor were still ringing in her ears about taking ownership of her quit attempt and not to blame her boyfriend for her lapses. She had not smoked a single cigarette that week and even managed to go to the pub and socialise with smokers without any temptation to smoke herself.

She was so grateful for the support and treatment provided and offered to assist with a case study to help promote the service.

Case Study Two

Mrs A accessed the stop smoking service in February for support to quit. She had quit for 7 months in 2021 then relapsed. 'I feel rubbish and want to quit again' she stated. She was now smoking 10 cigarettes per day and using a vape which she was also wanting to stop using.

Previously she used nicotine patches and Quick mist mouth spray with success and requested to use the same nicotine replacement therapy again, alongside behavioural support to aid this current quit attempt.

A quit date was set for 9th February and Mrs A successfully stopped smoking tobacco on that date then later that month from vaping. At times she did find it difficult especially when studying from home.

In March she joined the gym and found her breathing was easier and she was pleased with herself. At the end of March, Mrs A found out she was 5 weeks' pregnant and delighted that she had quit smoking prior to becoming pregnant.

Mrs A continues to make excellent progress with her quit attempt and incredibly happy to share her positive story.

Tobacco Control

Overview

An evidence-based literature review for Tobacco Control in Education Establishments for Young People was completed in partnership with the IWS in 2021 presenting an overview of the most effective approach to tobacco control education with children and young people aged 19 and younger, this will support and shape future service delivery. Tobacco education programmes were delivered to Northumberland College along with 6 new and 6 existing schools by Katie Taylor, Health Improvement Practitioner. This included face to face, virtual and pre-recorded assemblies, tutor group workshops and teacher training sessions. Sessions covered a background on tobacco, the dangers of smoking, second-hand smoke and a large proportion of the sessions were spent on the topic of e-cigarettes, as there has been an increase in the requests from schools around this topic.

A partnership was created with trading standards around the topic of e-cigarettes who assisted this programme and delivered information to school aged children around the legislation of the products.

Teacher training was conducted in Atkinson House School, which lead to a stop smoking educational support group being set up within the school, supported by teachers.

Below shows some of the work school students completed in their PSHE lesson as a result of the assemblies and workshops and a 'pop up' educational stand for students at Northumberland College.





Training

Tobacco control update and e-cigarette training sessions were delivered virtually to 72 delegates, including health trainers, health champions, nurses, children's centre staff and community centre staff and attendees.

National and Regional Campaigns

The main campaigns supported were Stoptober and No Smoking Day. Awareness stands were held in community settings for Stoptober, with 3 briefings around the campaign delivered to frontline staff accompanied by supporting training sessions around the topic. Daily smoking facts were sent out to networks during the month of October to keep the campaign on professional's agendas. No Smoking Day was supported with 4 frontline staff briefings, again, supported by training sessions.

Additional campaigns such as, Keep It Out Campaign (illicit tobacco), New Year Quitting Activity and Don't Wait Campaign were also supported in the lead up to Stoptober and No Smoking Day.



Achievements during 2021/22

- Support delivery of Personal Social Health Education (PSHE) within the education sector through the Tobacco Control Education Programme
- Deliver Tobacco Control and E-Cigarette update and awareness training sessions for professionals
- Co-ordinate delivery of regional and national campaigns aligned with stopping smoking

Development plans for Tobacco Control

- Develop the electronic platform on padlet for the schools in Northumberland to access key resources for the teaching of PSHE and to increase in engagement.
- Engage with new and existing schools based on results from the Health Behaviour Questionnaire Survey.
- Continue to plan and direct work based on the Tobacco Control Plan.
- Continue to strengthen established and build new relationships with networks.

Health Trainer Service

Overview

The Northumberland Health Trainer Service was introduced in 2004 and is now based within the public health team. We support clients and communities to make positive lifestyle changes around weight management, physical activity, alcohol, smoking and emotional issues.

Based on the original concept of 'support from next door' within local communities, we seek to empower individuals and communities to make positive lifestyle changes and embed healthy choices. The team deliver a range of services within Northumberland, including clinics for clients who need information and motivational support, Tier 2 Weight Management groups, delivery of health trainer education programmes to community groups and brief advice at local events.

Service achievements during 2021/22

- Continue to work with recovery plans that provide a variety of clinic options including face to face, telephone and virtual consultations.
- Group work and programmes delivered via online platforms and face to face.
- Implementation of new face to face clinics and programmes in Community Together Hubs.
- Implementation of new healthier lifestyle intervention programmes including Tier 2 Momenta Weight Management, oral health packs.
- Promote the availability of the health trainer service in local community settings, pharmacies, children's centres and GP surgeries.

Development plans for Health Trainer Service

- Return to Health Trainers supporting local events and organisations with information stands.
- Develop a new resource to support one to one appointments.
- Develop internal referral process to support service pathways.
- New community-based clinics.

Case Study One

Health Trainer Andrew received a referral to support a client who was waiting for weight loss surgery. Their goals were to increase physical activity levels, pay closer attention to portion sizes of main meals and choose healthier alternatives for snacks and to also consider signing up to support from the Northumberland Specialist Stop Smoking Service.

Andrew encouraged the client over 9 alternate week sessions to make small and sustainable changes and reminded the client that they were committing to make positive lifestyle changes over a long term which would help to maintain a focus on the end goal. Throughout the sessions with Andrew the client lost 3 stone and 13lbs in total. They had dramatically increased their physical activity levels from the occasional daily walk to longer duration and more frequent walks, as well as 2 gym sessions per week.

Healthy and positive lifestyle changes established and maintained in respect of diet (portion control, healthy snacks, eating pattern etc.) and they quit smoking by gradually trying to reduce daily number of cigarettes and used distraction techniques.

Case Study Two

Health Trainer Graham provides support to Northumberland Recovery Centre on a weekly basis by offering various activities and programmes. In January, a service user asked if he could have a mini health MOT. Graham took his weight measurement and checked his blood pressure. His weight was 136.9kg (21st 9lb) and had a BP reading of 164/114.

They discussed his BP readings and weight also asking him about the last time he had used substances which he informed me was New Year's Eve 2021. He also confirmed that he was not on any medication with relation to blood pressure

Graham suggested that he should make an appointment at his GP surgery to get BP checked with the readings being consistently high which he said he would do.

The following week Graham caught up with the client at a local community group, where he confirmed that he had been to see his GP following on from his mini health MOT. The GP had confirmed that BP was high and subsequently prescribed medication to control BP and made follow up appointments to monitor BP. Also suggested for him to purchase a BP monitor so he could take regular readings himself.

At the following group session at NRP the client confirmed that he was no longer using any substance, was attending group sessions at NRP and was absolutely delighted with the initial BP intervention. Graham re-took his BP reading 142/100 which had reduced.

Graham liaised with the Recovery Worker to arrange for a free Active Northumberland Leisure pass to support the client who also joined the weekly health walk from NRP.

At the latest follow up session with the client in March 2022 they could see that this BP was lower and more controlled at 154/98 however a slight increase in weight due to being unwell for two weeks. Service user is fully aware of this weight gain and now feeling well again he has already started walking and exercising at Active Northumberland.

Case Study Three

Health Trainer Jack runs a weekly clinic in Pegswood. He received a referral in November to support a 73-year-old lady who wanted some support in improving her diet and weight management as she was struggling with lower back pain and high blood pressure. Initial assessment included a BMI of 33 which is classed as obese.

Jack worked with the client around setting some achievable goals and over the following appointments the client reported that they were starting to feel healthier. Their diet had improved and a reduction in weight and body measurements was recorded at every appointment.

Starting weight measure was 15st 1lb and now is down to 13st 10lb. BMI was 33.04 and is now 30.17. Blood Pressure was 176/80 and now reduced to 158/81.

The client has increased physical activity and used a Fitbit to aim for 8,000 steps per day, they said they are feeling a lot healthier and focussed on their healthier lifestyle goals. The client has had a consistent wellbeing score of 7/8 throughout and has enjoyed their journey and seeing the changes over time.

The client also now attends a Pilates class, so the focus was to do more steps using their Fitbit and use the Active at Home booklet on harsh weather days. For help with diet the client enjoyed using food diaries which were reviewed at every appointment. The patient was shown the eat well plate to help with portion size for meals. The only resource other than food diaries they used was the NHS (National Health Service) Food Scanner app which they found especially useful.

Jack is really pleased that his client has lost 18lbs and is still motivated to keep going. The client is managing to fit into new clothes and have reported that they do not feel hungry or starved and that this has all been achieved in a sustainable way.

Case Study Four

Health Trainer Denise received a referral in December from a Practice Nurse for a 59-year-old lady who was looking for weight management support. They had high cholesterol and elevated risk for type two Diabetes.

At the initial session the client weight was recorded as 104kg (16st 5lb), BMI 38, 240 minutes of physical activity per week, eating 3 portions of fruit and vegetables per day and a self-health rating of 5.

Denise worked with the client to set some realistic goals around making healthier lifestyle choices that would help to lower cholesterol, prevent developing type 2 diabetes, lose weight and increase physical activity.

The client chose and set her own goals each session, implementing the changes she felt confident in achieving. The initial goal for the client was to try and get under 15 stone.

Over the following sessions Denise supported the client with ideas around dietary changes or healthier swaps, strategies to reduce portion sizes, using food diaries and apps to record food intake, ways to increase physical activity levels that the client was confident and comfortable with and to increase fluid intake other than coffee.

During the following sessions the client had started to increase fruit and vegetable portions and decreasing carbohydrate, high fat, and high calorie food portions. She increased her steps per day and joined a gym where she enrolled into Aqua fit classes, and a few weeks later also joined two Zumba classes per week. She also set herself a goal of drinking at least four glasses of water every day.

After implementing all these changes, the current results are.

- Weight - 95kg (14st 13lb)
- BMI - 34.4
- Activity per week - 800 minutes
- 5 a day - 5
- Self-rating of current state of health - 9

The client has achieved her goal of getting under 15st and reports to have more confidence, raised self-esteem and an overall improvement of her health in general. She intends to set herself another goal and continue with the lifestyle changes to further improve her health and wellbeing.

Case Study Five

A client contacted the service to see what support could be offered for weight management and was referred to the Tier 2 Momenta Weight Management Programme delivered by Health Trainers Mark and Cat.

During the programme they were supported to start and look at counting calories and keeping a focus on short and long-term benefits of losing weight. The client also joined the gym and focused on heart rate training as an extra goal for motivation.

The client was delighted with the 1st 7lb weight loss and is loving their new lifestyle. They have stayed motivated throughout the transition and educated themselves to live a healthy lifestyle in a way that is sustainable. Throughout the transition, the client discussed short term realistic and achievable goals from session to session to keep motivated. The client is now living the life they envisioned from the first session with the Health Trainer service and is looking to further improve their self each day.

The rapport we built from the start was a great foundation to further achievements and made communication much easier. The Tier 2 Weight Management programme (Momenta) has been a great programme to keep clients engaged.

Starting Well

Overview

The Starting Well Programme is a targeted intervention programme for children who have been identified as very overweight and fall on or above the 98th centile from the National Child Measurement Programme. The children are measured in Reception and in Year 6. The IWS Starting Well programme works with the children and their families educating them around living a healthy lifestyle and the importance of physical activity. This intervention is offered to all of Northumberland children in Reception and Year 6.

During 2021/22 the 0-19 School Health Service were able to complete the National Child Measurement Programme as part of their recovery plans. The data shared with IWS highlighted that 755 families required contacting to offer a place on the Starting Well pro-active support programme.

The programme ran for 6 weeks over a virtual platform and each family was seen in a one to one appointment with the team. Each session had a focus based around setting goals, making small changes to eat 5 a day, reducing fat and sugar intake in meals and snacks, tips for healthy meals, how to improve activity levels and ways to get active and celebrating their achievements.

The IWS Starting Well Programme was a success, we were able to work with the families and make appointments each week around what worked best for the family. This demonstrated the flexibility of the service and the engagement and good relationships that the team built with the families.

IWS will continue to work with the 0-19 school health service to plan a pro-active offer for families identified through NCMP. IWS prepare an early offer following parents receiving NCMP letter, which will work well with a staged approach from school health. Whilst the virtual platform has worked well during Covid-19 we would not want this to be a permanent replacement for face-to-face work, which benefits from physical activity sessions where we could see children's self-esteem being boosted, a sense of achievement and teamwork all delivered in a safe environment.

Roots and Shoots

IWS were delighted to support the return of the Northumberland Roots and Shoots Schools Programme. This is delivered in partnership with the Shear Foundation charity and Alnwick Garden. It aims to help combat some of the causes of childhood obesity by working with children, schools and families through the gardening projects and health education to increase the consumption of fruit and vegetables and promote the Change4Life key messages of 'eat well, move more and live longer'.

Seven schools who were part of the 2020 cohort accepted the invitation to return to the programme at Alnwick Garden. The original selection process was based on several

factors such as obesity and deprivation levels with the ward, likelihood of similar health intervention being offered to that school or area and how they will utilise and implement learning from the programme.

Each school is allocated a plot of land at the Alnwick Garden and attend over 3 educational days; this day is broken down into activity in the Garden and a 1-hour education lesson delivered by the Starting Well Senior Health Trainer. The schools also attend a celebration event where they all come together at the garden and celebrate their journey. The day consists of a carousel of activities within the Garden facilitated by the IWS team and an opportunity to harvest their crops with the gardener. Schools present their journey through a scrapbook and deliver a short presentation to the other schools to showcase their learning experience.

The lessons are engaging, informative, fun and interactive. Prior to the children attending the garden, a teacher training day is held with the lead staff from each of the ten schools. This offers the IWS team an opportunity to outline the aims and objectives of the programme, discuss the causes and effects of obesity and give an overview of obesity data within our local area and compare that nationally. It is hoped that schools will commit to disseminating the key messages of 'eat well, move more and live longer' through assembly presentations, running gardening clubs and also within the wider community encouraging intergenerational work.

Service achievements during 2021/22

- 755 families contacted to offer a place on the Starting Well Programme.
- 7 schools supported with the Roots and Shoots programme.
- Continue to work with the Tackling Obesity Together group to support a whole system approach.

Development plans for Starting Well

- New electronic client record system to be established.
- Strengthen network with additional support from HENRY programme and Leisure providers.
- Promote Health Trainer Service family goals support option.

Case Study

Katherine, Starting Well Senior Health Trainer has worked with a family of a child who was referred as part of the National Child Measurement Programme as the child had measured above the 98th Centile. The family wanted to use the starting well programme to become healthier and learn more about healthy eating.

At the initial assessment, the family advised Katherine that their daughter was not very active, ate large portions sizes and over consumed on sugary foods.

The planned intervention was a 6-week healthy lifestyle programme which unfortunately due to COVID 19 had to run online. Each session was planned to be engaging and cover a

different topic area including the eat well guide, fats and sugars, portion sizes and healthy packed lunches and physical activity. The sessions were designed to give the family the underpinning knowledge for leading a healthy lifestyle which hopefully on completion they would continue to implement into their everyday life.

Katherine checked in with the family as part of the programme follow up, where they reported that they thoroughly enjoyed the programme and had made many positive changes as a result. They advised that their daughter was now active 5 days a week, as a family they had become more aware of the amounts of fats and sugars in food after being shocked by the activity in the programme, they were now actively using the traffic lights system to choose healthier options and they were also a lot more aware of the correct portion sizes. The family expressed that they felt like the starting well programme really kickstarted their healthy eating as a family and have found that they have all dropped clothes sizes as well as their daughter feeling more self-confident and happier.

Making Every Contact Count (MECC)

Overview

- Encourage a culture change which promotes the use of MECC conversations in the day-to-day interactions of individuals and organisations.
- Demonstrate the impact of MECC on an individual and population level; sharing the vision of the Northumberland System-wide MECC Steering Group and encouraging everyone to recognise the role they can have aligned to 'Health is Everyone's Business'.
- Support people to understand how MECC fits into their individual roles, reaching across all sectors and encouraging organisations to embed their own MECC approach.
- Promote the concept of behaviour change theory by exploring the Stages of Change model and the COMB model (Capability, Opportunity, Motivation) and how these can be applied in the development and delivery of interventions.
- Build capacity of our wider public health workforce; equipping people with knowledge, skills and confidence to start healthy lifestyle conversations.

Achievements during 2021/22

- 13 MECC workshops delivered
- Embed MECC into the Health Champions programme

The MECC programme in Northumberland delivered 13 sessions to 91 participants from a broad range of settings and organisations including Northumberland County Council, Primary Care, Northumbria Healthcare NHS Foundation Trust and Voluntary and Community Organisations.

Northumberland has expanded its offer to include MECC for Mental Health with support from the Royal Society for Public Health.

MECC is at the heart of the Northumberland Health Champions programme, which supports people to help others to enjoy healthier lives by raising awareness of health, healthier choices and sharing health messages. During the last year, a total of 7 health and wellbeing themed sessions were delivered to 19 new Health Champions located across the County.

More bespoke MECC delivery is planned for 2022/23 to Northumberland County Council departments including Housing, Early Help and Climate Change, whilst supporting our MECC regional partners to cascade MECC Train the Trainer to Education and local Clinical Commissioning Groups.

Development plans for MECC

- Northumberland MECC SharePoint – a platform for communication for Northumberland MECC Champions and the Northumberland System-wide MECC Steering Group.
- Review and refresh the 2-year plan of the Northumberland System-wide MECC Steering Group.
- Develop an action plan with the Northumberland System-wide MECC Steering Group; enabling the vision of the group to be achieved, share successes and to demonstrate impact.
- Continue to raise the profile of MECC in Northumberland across all sectors; developing a MECC movement; encouraging MECC pledges from partners
- Continue to strengthen relations and collaborative working with MECC regional partners, contributing to the regional MECC approach.

Accident Prevention

Overview

The accident prevention training provides professionals working with children, families and parents/carers the knowledge and practical skills to address the leading causes of unintentional injuries among children and young people. The interactive training includes demonstrations and visual materials which when used raises awareness of injury, hazards and prevention measures that reduce the risk of unintentional injury, disability or death to children and young people.

As part of this topic area, we deliver quarterly themes to professionals. These are designed to highlight and inform working elements which need to be addressed with families throughout our community.

Achievements during 2021/22

- 3 accident prevention workshops delivered.
- 4 themed accident prevention campaigns developed based on local intelligence.

Development plans for accident prevention

- Look at the current training offer to include the causes and effects of accidents to children and young people.
- Establish effective information sharing methods through the introduction of a working professional network.
- Delivery of training across a number of learning platforms, to suit the growing needs of our community professionals.
- Support the review and refresh of the Children and Young People Safety Strategy 22/24.

Drugs and Alcohol Education

Overview

- Basic Drugs Awareness (BDA) - The training gives participants a basic knowledge and understanding in relation to substance use and participants gain an understanding of a range of drugs, as well as the effects on the individual.
- Have a Word, Alcohol Awareness - The training gives participants basic knowledge and understanding in relation to alcohol use. Participants will gain an understanding of a range of aspects surrounding alcohol, including units, calories, and current evidence-based guidance, as well as the effects on the individual. The training looks at some of the reasons people consume alcohol and also the effect substance use has on communities. The 'Have a Word' aspect focuses on the brief intervention side, to provide guidance so that people can have informative conversations around alcohol and signpost appropriately without diagnosing/advising when not qualified. The training aims to capitalise a teaching moment and to reduce the harm from alcohol for individuals, families, and communities.
- Support National and Local Campaigns.

Achievements during 2021/22

- 6 basic drugs awareness courses
- 5 have a word, alcohol awareness courses

The BDA training has been delivered 6 times, training 71 people in total. Participants ranged across variety of sectors, including professionals, volunteers and students.

Have a Word – Alcohol Awareness training has been delivered 5 times, training 78 people in total. Participants ranged across a variety of sectors, including professionals, volunteers and students.

A sub-group Substance Misuse Group was created by Northumberland Fire and Rescue in order to help implement a wellbeing aspect to their community work, specifically their fire alarm testing/fittings. There will now be an opportunity to complete a small wellbeing survey with the Fire and Rescue staff, which will cover the topics and substance misuse. The sub-group decided some questions and the Fire and Rescue management staff were pursuing further training to be able to incorporate MECC along the topic of substance misuse.

The main campaigns supported were Alcohol Awareness Week and Dry January. These were supported by alcohol awareness training during both campaigns, as well as cascading information via the Campaigns Network and Better Health at Work Award Network.

Development plans for drugs and alcohol education

- Further develop training resources
- Continue to strengthen established and build new relationships with networks

Mental Health Promotion

Overview

As a service we have delivered a range of training regarding Mental Health to professionals living or working in Northumberland. Training includes Mental Health First Aid, Basic Suicide Awareness, 5 Ways to Wellbeing and MECC for Mental Health.

Since COVID 19 both Adult and Youth MHFA courses have moved online using MHFA England Learning Hub. This consists of individual learning and 4 live sessions via platform Zoom.

Achievements during 2021/22

- 38 Youth Mental Health First Aiders trained
- 62 Adult Mental Health First Aiders trained

Learner's feedback

Feedback One

"A brilliant learning experience, enhanced by Andrew and his passion and knowledge of the subject. I like the different ways/styles of learning and the manuals are also a brilliant resource/reference. I prefer the online learning experience, it works well for me and is more productive, it enables me to support me in my job role" (Adult course – April 2021)

Feedback Two

"Fantastic course, very informative and set up in such a way that I got to work with all participants on the course. We learned from each other, sharing experiences and knowledge, thoughts and approaches, which I found invaluable. I was worried initially that there may be too much learning outside the live sessions, but this was not the case. Andrew was knowledgeable, supportive and approachable. I have already recommended the course to family, friends and colleagues. The Manual is a fantastic resource and will be very useful in my role as a Social Prescriber." (Adult course – April 2021)

Feedback Three

"A very interesting and engaging course with a lot of important information and useful tips for detecting and responding to mental health issues. I have not experienced any significant mental health issues myself, but I know a lot of people that have, and I feel very positive about having a greater understanding of some of these issues. I also think the supporting information (workbook and line manager resource) will be extremely useful reference documents to help promote and support good mental health in the workplace." (Adult course – June 2021)

Feedback Four

"I took a lot of information from this course which I can use both in my professional and personal environment. Andrew was really good and very knowledgeable, and he delivered the course to ensure everyone understood. Would recommend this course as it is really

useful to learn the tools such as ALGEE when supporting someone with a mental health illness. Thank you, Andrew, for all your support and learning” (Adult course – Sept 2021)

Feedback Five

“This was a fantastic course carried out by a fantastic instructor. I have learned a lot during the last couple of weeks - more than I expected to be honest! Andrew was very clear and understanding, which came across very professional. He ensured staff had appropriate breaks for staff's well-being and his time-keeping skills were spot on. The sessions we covered were extremely beneficial to my role in Adult Social Care, but also personally, as there have been a few recent events in my life that have been very challenging. The most tragic was a suicide in the family (partner's side) and was only 5 days between finding out the sad news and starting this course. I thought it would be extremely difficult, but it was delivered appropriately, things were explained thoroughly and because of that, I have gained skills and knowledge to be able to support my family during this difficult time. I plan to continue using the skills and knowledge I have gained into supporting many other friends, family and the general public. A big thank you to Andrew for the great support and guidance and a big thank you for giving me the opportunity to complete this course.” (Adult course – Sept 2021)

Feedback Six

“Really broad content, I found this very useful as some areas of mental health I had very little knowledge in and had not considered e.g. phobias. Andrew was really great as he had a lot of knowledge and also related issues to his personal and professional experience and these sorts of anecdotes really resonate with me. I found the repetition of ALGEE, Frame of Reference and stress container really useful, as it solidified what we were being taught and they are all tools I will use in my professional and personal life. I found having such in-depth conversations about mental health really useful as it removes shock, stigma and confusion. Particularly relating to psychosis, phobias and self-harm (for me personally). I thought the pre-learning and resources available were exceptional. I will definitely be recommending the course.” (Youth course – Feb 2022)

Feedback Seven

“I really enjoyed 'meeting' people from other professions, which is not generally the case on Professional Development/Training courses. Andrew was great: really supportive and kind and seems very approachable. I really will keep his email address as I believe he will continue to support in the future. The information and knowledge will really help me to be more confident in dealing with young people experiencing mental health disorders and I think it will equip me to deal more confidently with colleagues who do not acknowledge that these are genuine issues which affect young people. I have genuinely changed my attitude, even in this short space of time, as I may well have fallen into that sceptical group before the course! (Youth course – Feb 2022)

Feedback Eight

“One of the best courses I've done. The combination of Zoom sessions and online material was really good, and it fitted in with my day-to-day tasks well. Andrew was a fantastic tutor and really engaged us well and really empowered us all to take part and feel comfortable

taking about difficult topics. Would definitely recommend this course to other members of my team.” (Youth course – Feb 2022)

Oral Health Promotion

Overview

IWS offer a Children and Young People's Workbook which provides an introductory overview into the topic of oral health care for children and young people.

Achievements during 2021/22

- The children and young people's workbook recorded 30 distributions with 6 returns and a 100% pass rate for the assessment.
- The campaigns supported were National Smile Month and World Oral Health Day. These were supported by cascading information via the Campaigns Network and the Better Health at Work Award Network.

Development plans for Oral Health Promotion

- Create a workbook using HEE NE guidance and validation, to develop a package for the care of Adults and Older People around their oral health, covering lifestyle related information regarding oral care for adults, denture care and myth busting.
- The Children and Young People's workbook is currently transitioning into a digital package which can be found on Learning Together in the IWS training section. This is to help increase reach and improve uptake.
- Once created, the Adults and Older people workbook will also be converted into a digital package to increase the reach and improve uptake.

Sexual Health Promotion

Overview

The current IWS sexual health promotion training programme includes

- Introduction to Sexual Health
- Supporting Parents, puberty and growing up
- Sexual Exploitation (Vulnerability not age)
- Basic Sexual Health Awareness
- HIV and Aids Awareness
- Domestic Abuse (Impacting Women Level 1)

Achievements during 2021/22

- 22 Sexual Health Improvement training sessions with a total of 417 delegates attending the training during 2021-2022.

All training sessions have been completed via online platform Microsoft Teams and have evaluated extremely well. Sessions delivered were aligned to specific national public health campaigns and delivered in accordance with the appropriate month/health promotion subject.

IWS has supported a total of 8 Sexual Health public health campaigns throughout 2021/2022.

- Men's Health Week
- Northumberland PRIDE
- Sexual Health Awareness Week
- U=U (Undetectable is Untransmittable)
- Let's Nail it! HIV and Aids Stigma
- World Aids Day
- National HIV Testing Week
- LGBT Month

This included attending various events both face to face and online, facilitating training sessions, hosting Question and Answer sessions, webinars, health events raising awareness with sexual health related props/aids, creating bitesize information clips and promotional materials as well as social media information blogs intended for media, radio, schools, colleges, residential homes, workplaces, social media and general public use.

Men's Health Week

During Men's Health Week, we were invited to showcase Sexual Health promotion at a local Northumberland Army barracks. IWS teamed up with Northumberland Sexual Health Services to create a plethora of information and knowledge from various health professionals, who were on hand offering specialist subject talks and advice to hundreds of male soldiers, many of which had just returned from various countries and bravely shared stories of sexual risk-taking behaviors. As part of the health event, we offered an

STI screening station which proved to be well utilised. This session was so well attended and evaluated exceptionally well, we have decided to repeat the health event in 2022.

Northumberland PRIDE

As one of the biggest celebrations for public health and health promotion, this year's Northumberland PRIDE was held in Ashington, with thousands of local people attending. We were inundated with swarms of people, young and old within the Health Zone, offering advice on sexual health for all ages, contraception, signposting to local services, promoting reproductive health supplies and demonstrations using contraception aid visuals. There was certainly a lot of interest in our stall!



Sexual Health Awareness Week



As part of National Sexual Health Awareness Week and HIV Testing Week, we delivered a range of training events to various professionals, health champions/ advocates, youth services and public members. Following on from delivering Introduction to Sexual Health training to teaching staff and PHSE leads in some of the schools in Northumberland, we looked at how we could better support schools with RSE lessons. After lots of discussions of what was required, we developed a bespoke teaching session, Basic Sexual Health Awareness, which is a 1 hour one stop workshop, focusing on all things sexual health related including HIV/AIDS, STI's, Contraception and U=U. The sessions were rolled out firstly to some of the leads, then developed into teaching sessions aimed at sixth form students. Following the successful evaluation of the sessions, we have since delivered the bitesize sessions in other schools, colleges, workplaces and residential homes across Northumberland, raising lots of awareness and promoting local services.

U=U Campaign Launch



During 2021 as part of Eyes Open, we launched the first ever North East U=U campaign, which relates to reducing ongoing HIV/AIDS stigma and raising awareness of 'Undetectable = Untransmittable'. The aim was to inform as many people as possible that the risk of passing HIV has not just reduced, it has stopped, and how an undetectable viral load when you are taking HIV treatment (ART) also stops HIV transmission.

To share this news was very exciting, we teamed up with Nathaniel J Hall from 'It's a Sin' fame, also a keen activist for people living with HIV. A huge social media campaign was launched in October and adverts and interviews were broadcast on local radio station, Metro Radio. The campaign, which went on for three months, led up to World Aids Day and to finalise U=U, we teamed up with a local Northumberland pharmacy who kindly offered their window to promote and support the campaign. We even visited shopping centres, grabbing the attention of local shoppers to share our good news with! We visited local community hubs, rubbing shoulders with the town mayor and talked to hundreds of County Council staff, asking them to support those living with HIV by wearing a red ribbon.

Word Aids Day

As part of World Aids Day, we were invited to attend an annual health event held at one of Northumberland's secondary schools. This event proved to be a roaring success with 16 teaching staff and over 300 year 10 and 11 students in attendance. Sexual health promotion supplies were issued to students, as well as a loop of 30 minute bitesize teaching sessions, where small groups of students and staff were able to build their knowledge on STIs, HIV and view contraception aids as well as asking many anonymous questions using our famous 'ask it basket'.

LGBT Month

For LGBT month, we looked at local Northumberland business settings, offering Basic Sexual Health Awareness training sessions, and issued sexual health promotional information packs to staff attending. Our Sexual Health Awareness event was held online in partnership with BHAWA. Staff were offered a Q/A session and sent promotional materials to display within the workplace as well as sexual health packs for colleagues. Approximately 60 staff members attended and the event evaluated well.

HIV Testing Week



Due to Covid 19 restrictions, Northumberland College Freshers Fair could not go ahead this year. We were, however, still able to have a safe, well distanced presence in Ashington campus, by holding an HIV Health Promotion stall in relation with the Nail It (HIV stigma) campaign and HIV Testing Week. We offered signposting and information on U=U to students and staff, many of whom were not aware of the latest groundbreaking developments in HIV, or how HIV can be transmitted. We discussed the common 'myths' and use of C-card scheme within the college. Staff from IWS team also joined in with 'Let's Nail It: HIV stigma' with everyone painting a nail red to encourage positive conversations, raise awareness and support the campaign.

Development plans for Sexual Health Promotion

During the last year, the IWS Sexual Health Portfolio has expanded to include Domestic Abuse Awareness training delivery. We have successfully delivered to hundreds of professionals working and living in Northumberland. We have also been supporting Northumberland County Council, having promised to be White Ribbon UK Ambassadors and Champions, which will see us delivering various training sessions across Northumberland. NCC has also supported staff by holding 'train the trainer' sessions, with an aim to improve trainers' knowledge, skills and confidence within this very current women's health topic.

As a result of the sessions, from April 2022, IWS will also be supporting the training delivery of Domestic Abuse level 2. In November 2022 we aim to run the national campaign '16 days of Action Against Domestic Abuse' which holds a theme for each day exploring the various forms of domestic abuse. We have plans to hold health promotion sessions within Northumberland College, raising awareness and helping young people to recognise different types of domestic abuse, whilst supporting the White Ribbon UK movement, which aims to provide support for young men to pledge to take action.

New for 2022, IWS has also decided to incorporate 'Women's Health' into our training portfolio. In June 2022, as part of Cervical Screening Awareness campaign, the first 'Women's Health: Through the Life Cycle' training session is to be launched. We are very excited to bring attention to health topics specific to women, from menstruation to menopause and everything in between. Training dates can be accessed via Learning Together.

IWS will continue to represent Northumberland as part of Eyes Open, tackling HIV stigma and sharing good practice at events, roadshows, social media, national campaigns and teaching/training sessions.

Workplace Health

Overview

- Engage with new businesses and organisations interested in signing up to the regional BHAWA programme.
- Support newly recruited bronze businesses through the BHAWA programme whilst continuing to assist and develop organisations already signed up to the award.
- Provide Sharing Good Practice events and a Celebration Event each year.
- Provide a detailed Health Needs Assessment survey and online tool to all businesses on the award, in particular the bronze and gold levels.
- Provide health advocate training to ensure that all businesses have at least two advocates at all times and a health advocate team large enough to meet the needs/size of the business. This training incorporates elements of the regional MECC programme.

Achievements during 2021/22

- 46 active businesses on the award as of the end of Q4.
- 14 businesses being supported on Bronze currently working towards Silver.
- 4 new businesses achieved Bronze.
- 15 Public Health campaigns supported across all aspects of health and wellbeing.
- 15 health advocate training sessions delivered, generating 125 staff trained as health advocates.
- 2 sharing good practice events and 1 celebration event held virtually.
- Development and support of the BHAWA networks, Ashington, Cramlington, North and West.

Development plans for Workplace Health

- Creation and development of a network to provide a peer support and good practice sharing platform for Mental Health First Aiders in the workplace.

Case Study: AkzoNobel's Journey to Ambassador Status

AkzoNobel Ashington is described as the world's most advanced and sustainable paint factory. It produces products for their Dulux, Dulux Trade, Armstead Cuprinol, Hammerite and Polycell brands.

Our journey with BHAW began in 2015 when we applied for the Bronze Award. Over the next few years, we worked through Silver, Gold, Continuing Excellence and finally attaining the Maintaining Excellence award in 2019. We were thrilled to receive Ambassador Status at the start of 2022.

We have developed a solid model that allows us to successfully share our BHAW activities with our employees, whilst ensuring that they are driven by our teams.

Quarterly Engagement Surveys including January that contains our Occupational Health Survey which informs us on what the top 5 concerns are for the coming year. We then

build our BHAW activities to respond to these needs. During 2021 this included mental health, anxiety, stress, work life balance, exercise and healthy eating.

BHAW gives us a template to work from, and support and training to help us better execute our activities. We want an engaged, healthy, community driven workforce that supports and cares for one another. A healthy workforce is more productive and will lose less days to absences through sickness. BHAW provides us with a network of local businesses who we can learn from and build relationships with. AkzoNobel Ashington wants to enrich and give back to the community in which we work and live.

Ageing Well

Achievements for 2021/22

Safe and Well Champions training for Northumberland Fire and Rescue Service

The Northumberland Fire and Rescue Service have been developing a new way of working in local communities following guidance from the National Fire Chiefs Council. The new way of working is a person-centered approach to educate the public and help them to reduce the risk of accidental fires in their homes. It was identified as an excellent opportunity to have some bespoke training developed by the IWS. The training was delivered to Risk and Response Officers (fire fighters) and Community Safety Officers as they visit residents in their own homes, providing safety advice and offer residents who need additional support and information about services available to them through One Call.

Three interactive face to face awareness sessions were delivered to a total of 56 staff at Hartford Fire Station. There was representation on the courses from all the watches and the hope was that the staff would go back to their teams and cascade the training to all remaining staff.

The content of the training requested was to cover slips, trips and falls/awareness advice and information. The session covered all aspects of potential hazards inside and outside of older residents' properties with prevention being at the core of the training. It also looked at lifestyle, mobility and several other areas of health that could contribute to underlying causes of fire fatalities and injury. MECC was also included in the session to remind the attendees to take advantage of any opportunities for brief interventions and Make Every Contact Count.

The training was received very well, and feedback was positive from the Community Safety Delivery Manager. The feedback included that the visits completed in older people's homes has changed the way officers do their visits making them much more aware of potential hazards. Further feedback also included an increase in referrals to One Call and other agencies including the handyman's service. She also feels the staff are more confident in their conversations with residents when needing to raise an issue.

Ageing Well Network

The Ageing Well Network is a long-established network with more than two hundred members, covering all of Northumberland. It meets four times a year via teams and runs virtually throughout the rest of the time. The purpose of it is to disseminate information relevant to members and their communities, which informs them of activities, events, training, and scams occurring in the County.

Throughout the Covid pandemic the network has been a valuable tool distributing information and keeping abreast of latest developments. It has been able to keep people connected and informed.

Examples of this working practice are:

Activity packs

These packs were designed by Age UK, and they delivered activities which encouraged physical and mental stimulation for our older members through the use of word searches and seated exercises. This also included weekly telephone calls to the more vulnerable individuals who were unable to leave their homes.

Supporting people with food parcels

Our local members within Powburn delivered food parcels and Christmas gifts to their local community members (these activities were supported by the IWS Health Trainers)

Positive example of the Network working for our local community

A gentleman contacted the Network, due to his mum becoming poorly through the pandemic. He was looking for local groups which his mum could access, and since his request he has received several invites for activities within his mum's local area which she is able to attend.

You're Welcome

Overview

You're Welcome is a set of quality criteria for young people friendly health and community services. It offers a systematic way to review and develop services for young people within our community. The revised criteria following the 2017 refresh, has now enabled the wider delivery to community, primary care, secondary care and wider.

Achievements for 2021/22

Three services have been supported by Emma Shields, Health Improvement Practitioner Specialist to achieve You're Welcome status for their settings as well as continuing to work and support current health settings throughout their 3 yearly reaccreditation process those being Northumberland School Health. These settings showed exemplary portfolios and feedback from young people verifiers while completing the verification process.

As part of the You're Welcome process, online introduction training has been offered to ensure that we can continue to support the individual needs of the services and settings.

Development plans for You're Welcome

- Identify a new working group of young people community verifiers.
- Refresh the training for young people and professionals, to ensure the new criteria meets the needs of all involved.