Hillingdon Community Health

Central and North West London NHS
NHS Foundation Trust

Community Engagement: Working Holistically And Effectively With Local Populations

The Community Engagement Programme (CEP), Hillingdon

Ambica Selvaraj, Uma Purohit and Funmilayo Vaughn

Community Engagement

- Annual Report 2008/2009 (Hillingdon PCT) states that
  - " there should be clear understanding and knowledge of the diverse range of communities and individuals in Hillingdon"
  - We should also capture and evaluate what individuals and communities tell us about services

- Lord Darzi's (2008) "High Quality care for all"
  – identifies patient experience as a key element of overall service quality. The Community engagement team is actively engaging with marginalised communities to fulfil this.

- We work within the nice guidelines on Community Engagement and Obesity. The work we do meets the scope/aims of Service Level Agreement 2011/2014 - Hillingdon.

How does the team achieve its goals?

- Working with local populations to support them to access health care and other services. This we do by approaching health in a holistic manner, and by looking at health as **wellbeing**.
- Help sustain a healthier life style, by offering advice on nutrition, active lifestyles, and developing interventions at workplaces (local employers)
- Assessing health needs and providing support, and referrals when necessary
- Working closely with health care professionals, i.e. GP's, statutory organisations and other voluntary organisations.
- In summary, we tackle health inequalities for the excluded communities particularly in the South of the Borough.

What do we do?

Examples of how the team attains its outcomes

1. Group Work

- Tamil Women's Group
- Afghani Women's Group
- Traveller's Group
- Bengali Women's Group
- Parenting and self esteem (Positive Steps) groups

Examples of how the team attains its outcomes…

2. Health Awareness sessions

- Annual Large session
- Mini sessions - children's centres, schools, places of worship, local employers e.g. bus garages, Balfour Beatty, Mead House/Hayes Park Lodge, Toddler Groups, Libraries, Jupiter House, Healthy Eating with children
- Road Shows – Uxbridge Pavilion shopping mall, Hayes Band Stand, Sainsbury's, One stop Shop

Examples of how the team attains its outcomes…

3. Working with individuals and families with multi complex needs

- Self-referral
- Referrals from statutory and voluntary organisations

Hillingdon Community Health

Central and North West London NHS
NHS Foundation Trust

Community Engagement

- One of the goals of Hillingdon Community Health is to have the best possible health and well-being outcomes.

- Some examples of Aims/Objectives/Outcomes
  - Men's health
  - The Mosque (men and women breaking new grounds)
  - Travellers
  - Mental health

Men's Health

- Aim
  - To assess health needs of **Men** working at Balfour Beatty and bus garages

(According to management some are away from home for months, living in shared accommodations, working different shifts, not registered with a local GP)

- Objectives
  - Face to face discussion
  - Health promotion leaflets
  - Health intervention e.g. Blood Pressure measurements, HT/WT/BMI, Blood Sugar levels, Cholesterol measurements, Healthy eating messages, Lung Function tests

Men's Health

- Outcomes
  - 73% of the men present on site at the time of visit were seen (approximately 100 individuals)

- attendees participated enthusiastically in all services offered to them
- Majority wanted to know and asked on how they can improve their health.
- Approximately 50% were identified as a risk group, due to high blood pressure readings, high sugar levels, and high BMI.
- Due to the success of the first session, further sessions for the late shift workers requested by management have now been carried out

Verbal Feedback from session:

Comments from approx 15% of employees

- I discovered/I learnt
  - I have high blood pressure and why it might be high
  - Practical tips about healthy eating & healthy Blood Pressure levels
  - My general health is good
- I want to say/ I enjoyed
  - A great eye opener
  - Excellent session/information, quick & friendly
  - Thank you
  - Opportunity to discuss health & well being issues openly and honestly
- I will now
  - Eat less processed foods
  - Focus on improving health
  - Have regular checks for BP & Cholesterol
  - Exercise more and cut down on my portion size

At The Mosque

- Aim
  - What health improvement had happened amongst men and women who had attended sessions
  - Target new individuals

- Objectives
  - Health promotion leaflets
  - Health intervention e.g. Blood Pressure measurements, HT/WT/BMI, Blood Sugar levels, Healthy eating messages

The Mosque continues…

- Outcomes
  - In three sessions, over 119 men have been seen so far
  - 100% took up services offered
  - 74 of the 119 (approximately 62%) individuals identified as overweight or obese (BMI)
  - Healthy eating visual aids/advice had a very strong impact in raising awareness in men of their unhealthy eating/ drinking habits

The Mosque continues…

- Feedback/Sustainability:
  - "Since the last session I have reduced the amount of fats, sugars and salt I eat. I feel much better for it, and it has had a massive impact on my health"
  - "Since the last session I have reduced my junk food intake by 70%. Have gone from drinking 1 fizzy drink a day to now 2 fizzy drinks a week. I have stopped smoking. I feel much better in my self, my sleep has improved considerably."

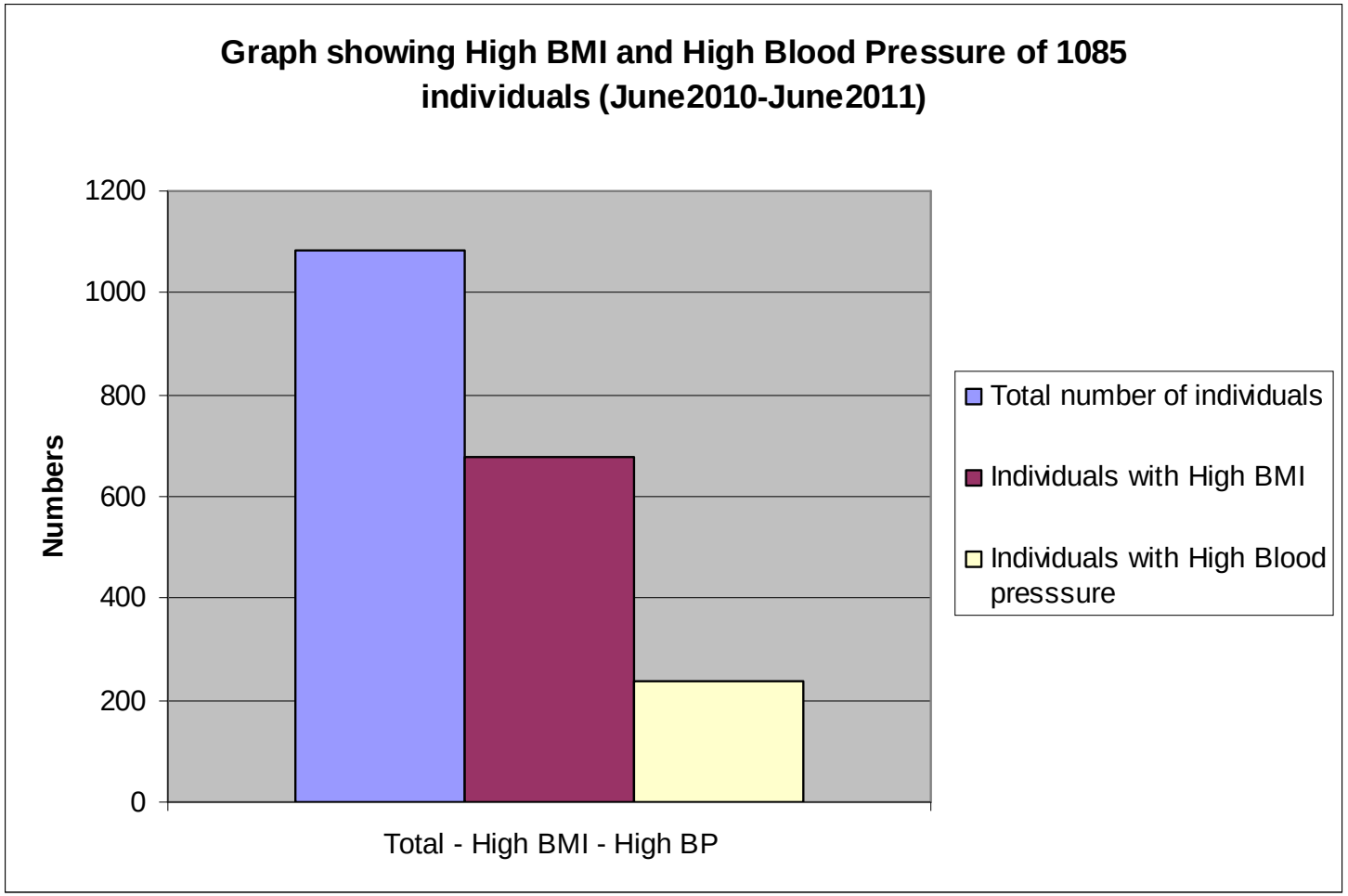
Hillingdon Community Health

Central and North West London NHS
NHS Foundation Trust

Some Statistics

- Over 1,500 individuals seen in 1 year

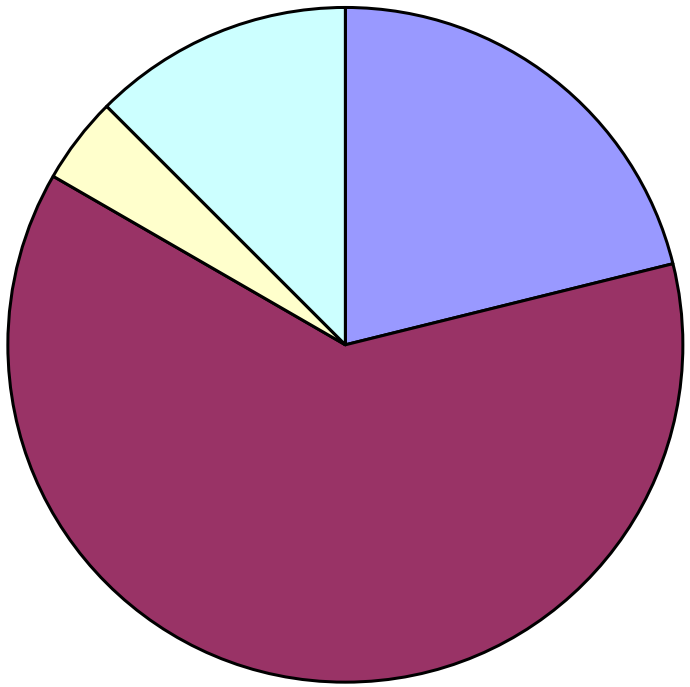
- High BMI brackets (over 60% classed as overweight or obese)



- Data fed into JSNA

Joint Strategic Needs Assessment, Hillingdon

Representation of High BP, BMI, blood glucose, and cholesterol levels, of 155 men



- high blood pressure (outside normal range of 120-140/60-90 mmHg)
- high Body Mass Index (BMI)
- high blood sugar (outside normal range of 4-8mmol/l throughout the day)
- high cholesterol (outside normal range of about 5mmol/l)

Hillingdon Community Health

Central and North West London NHS
NHS Foundation Trust

Some national diversity we work with

- Libya
- Mauritius
- Morocco
- Nepal
- North Africa
- Pakistan
- Philippines
- Poland
- Portugal
- Somalia
- South Africa
- South East Asia

- Spain
- Sri Lanka
- Sudan
- West Africa
- West India
- Chinese
- East Africa
- Eritrea
- Ethiopia
- Greece
- India
- Iran

- Djibouti
- Jamaica
- Kenya
- Kosovo
- Afghanistan
- Africa
- America
- Asia
- Australia
- Britain
- Caribbean
- Ireland
- Italy

Hillingdon Community Health

Central and North West London NHS
NHS Foundation Trust

Health awareness- mosque, libraries, local employers, community mental health (mead house), children's centres

Hillingdon Community Health

Central and North West London NHS
NHS Foundation Trust

Community Engagement- celebrating with partners, Nepali day, libraries

Groups- parenting, positive steps, Afghan women, Tamil women, Bengali women,

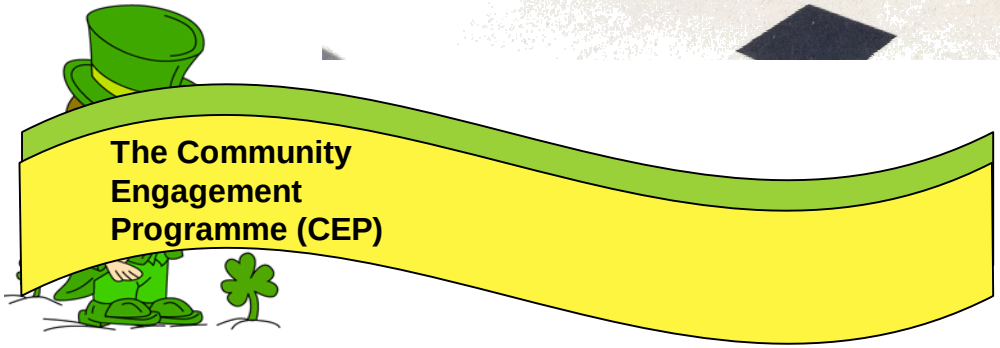
Community Engagement Team

- In conclusion
  - With reference to the Annual Public Health Report 2008/2009 which states that though life expectancy is improving for the most affluent communities it does not happen with the disadvantaged residents.
  - Health Visiting in Hillingdon is very innovative, and our specialist team works holistically with the local population, specially focusing on marginalised communities.
  - We continue to engage with local communities to promote health and well being, thus reducing inequalities in health.

Hillingdon Community Health

Central and North West London NHS
NHS Foundation Trust

Thank you for listening



Any questions?