



Executive Summary

Being Well in the West Community Health Event

A partnership health event between HKP, Here and the West Hove PCN aiming to improve communication and access between patients and professionals/local health services.

“Events like today, hosted and organised by the Hangleton and Knoll project, engage patients who would otherwise be missed by traditional healthcare services. This is key in triggering change within the community and reducing our local health inequalities – and demonstrates the power of collaboration with the VC sector”

(Dr Rowan Brown)

Event Outcomes

154 Attendees
514 clinical conversations/referrals
2 patients referred into MSK services
7 patients were identified as hypertensive
4 patients were found to have high blood sugar levels
73 referrals to non-clinical services
55 complementary therapies provided
43 digital health support interventions

Outcomes for Attendees

96% of people attending said they had improved knowledge of health issues.
86% of people said they felt less isolated
100% said they had an improved knowledge of health services.
98% said they felt more confident in managing their health and wellbeing.

**BEING WELL IN THE WEST
FREE WELLBEING EVENT**

Saturday 12th
October
10.30am-1pm
St Richards
Community Centre

Blood pressure checks
Glucose checks
Drop in physio advice

Meet and chat to:
Health Trainers
Social Prescribers
Community Pharmacists
NHS App support
Breast cancer roadshow
Plus much more....

Limited treatments available:
Ear Acupuncture
Hand Massage
Shoulder/Neck
Massage

FREE REFRESHMENTS AND HEALTHY SNACKS
Please contact Claire Hines for more information:
Tel: 01273 410858 claire.hines@hkproject.org.uk
ST RICHARDS COMMUNITY CENTRE, EGMONT ROAD, HOVE, BN3 7FP
Bus Routes: 2, 16 and 66

NHS Sussex | Here | WEST HOVE PRIMARY CARE NETWORK | The Hangleton & Knoll Project



Being Well in the West Community Health Event

In spring 2024, West Area Health Forum representatives identified the need for a whole community health event with the following aims -

- To create opportunities for communication between patients and professionals/PCN.
- Build trust between patients and primary care.
- Increase membership in PPG (Patient participation groups at GP Surgeries).
- Provide information about local services – understanding roles and functions of local groups.
- Improve access to MSK services.
- To promote self-care
- Reduce health inequalities.
- Promote national campaigns: Breast Cancer awareness month and Stoptober (smoking cessation)
- Improve cancer screening uptake
- Increase uptake of Blood pressure monitoring - important to overall health.

HKP provided a senior community development worker to support the organisation of the event with a steering group made up of residents, health forum representatives, HERE and West Hove Primary Care Network.

We worked with the steering group over a 6-month period to plan the event – tasks included:

- Working with the group to name the event, design a poster, source printers, and distribute posters and flyers in over 35 community venues including GP surgeries, local shops, and community buildings.
- Organise and book 15 service provider and community group stalls.
- Organise and book four holistic treatment therapists to provide treatments to residents at the event.
- Organise and book food and refreshments.
- Draft a site plan and risk assessment.
- Set up monitoring systems to record outcomes for both service providers and residents attending the event.
- Attend, facilitate and take notes of steering group meetings.

- Provide five members of staff and eight volunteers to attend and support the event on the day.
- Provide tailored Health IT Support at the event.

The event took place on the 12th October 2024 and 154 people attended.



Services attending the event were -

- Health Hub Here – glucose testing, blood pressure monitoring, height, weight, pulse and oxygen levels.
- MSK Here - bookable drop-in physiotherapy appointments
- Community Pharmacy – Alcohol interventions, sharing information.
- Healthy Lifestyles team – Sharing info on their offer including smoking cessation.
- TogetherCo – Social prescribers – sharing information on service.
- Age UK – Social prescribers - sharing information
- ACT – Cancer project – Breast cancer campaign
- Public Health Falls Prevention - interactive info stall - falls prevention.
- Bowel Screening – Interactive information stall
- MIND – Information on managing stress and anxiety.
- UOK – Information on partner services
- LD (Learning Disability) Health check information
- Breast Care Roadshow – how to check breasts, signs and symptoms
- Glogi – weight management service
- Happy Feet Hove – Foot care advice and free foot checks



Therapies provided -

- Ear Acupuncture
- Hand Massage
- Shoulder Massage
- Indian Head Massage

Community Groups/services

- HK Multi Cultural Women's Group – promoting their activities including Yoga, walking and Bollywood dancing.
- HKP Community Development offer
- HKP IT Tutor – Providing 1-1 health focused IT Support

Event Outcomes –

514 clinical conversations took place across all the stalls at the event.

53 people were referred to their GP or other clinician – predominantly from the bowel screening cancer programme.

2 patients were referred into MSK services: 1 for further assessment and 1 for an urgent MRI.

7 patients were identified as hypertensive – 1 requiring an urgent referral to a GP.

4 patients were identified with high blood glucose levels.

73 people were referred/signposted to other services including weight management, smoking cessation, social prescribers, counselling, and community groups.

55 people received free therapeutic treatments to support their well-being.

43 people were supported to access health services online including setting up the NHS app on their mobile phone.

Outcomes for attendees –

We asked – How has this event benefitted your health and well-being?

96% of people attending said they had improved knowledge of health issues.

86% of people said they felt less isolated.

100% said they had an improved knowledge of health services.

98% said they felt more confident in managing their health and wellbeing.

Appendix

Case studies

White British, 50+, female attending Health Hub provided by Here (reported by Karen Cox):

She reported experiencing some symptoms for several months – including headaches. She had been ignoring these. She felt disengaged with the GP as she had been struggling to get an appointment and so had given up. A practitioner at the health hub took her blood pressure. This was consistently high (over 3 attempts) at 157/121. Staff were concerned at the high level of risk this posed the lady and so were able to make her an emergency GP appointment for later that day.

White British, 50+ female attending physio drop-in appointment provided by Here

H has been experiencing pain in her hands for a long time which was starting to compromise her functioning. She was unable to do some of her usual activities of daily living and was relying on the use of one hand. She had not seen her GP about the issue as she felt that she didn't want to burden the already stretched practice. Her husband had encouraged her to attend the event. She spoke to a clinician who assessed the issue. It was confirmed that she had arthritis. She was keen to know how to manage the condition and prevent it from getting worse. She stated her treatment was extremely comprehensive and the practitioner very approachable. She was provided with practical tips and advice including a recommendation for a cream, compression gloves and specific dressings which she has since bought and are making a huge difference to her pain levels. She was also given advice around diet – what foods to increase and what to restrict. She also was provided with access to QR codes with links to documents and exercises relating to her condition.

'I have had pain in my hand for the last two years – in the last six months I have not been using my hand, I don't like going to the Doctor and I was resigned to living life with one hand...until today – meeting a hand physio expert will change my life, even today with the advice and exercises I can feel a change, this event is brilliant and I am so glad I came'

Outcomes table

Service provider	Outcomes
HKP	20 conversations 11 non clinical ref: MCWG 1 Men's group 1 Refer to Gloji 1 Social Prescriber 1 50+ activities 5 UOK 1 Mind 1
Health Hub	67 conversations 2 GP referral: 7 hypertensive patients: 2 people very high BP. 1 referred to emergency GP appointment that day. 1 advised to see GP re medication review. 4 people with high glucose levels
Physio drop in	16 appointments:

	<p>2 people referred for MRI F'up Brighton physio – back/shoulder pain also referred into MSK services</p>
MIND	<p>36 conversations: 36 – advice given 36 leaflet provided 3 signposted 2 referred to MH advice service</p>
Gloji	<p>16 conversations</p>
ACT	<p>17 conversations: Breast screening quiz 12 Demo to check breasts HPV. Useful conversations with other providers</p>
Happy Feet Hove	<p>33 conversations Leaflets and samples provided</p>
Breast screening	<p>21 conversations 1 referral to GP 8 leaflets provided Family history advice Checking breast -10 BC survivor – annual mammogram Screening for over 70s Breast cancer in men Genetic testing Hormonal changes Bengali translation leaflet</p>
UOK	<p>21 conversations: MH advice Sources of support Info on suicide prevention</p>
Learning disabilities	<p>19 conversations: My Care hospital passport Blood test reasonable adjustments Request quiet vacc session Advice given: 5 Leaflet: 11 Signposted: 6</p>
Falls Prevention/Public Health	<p>21 conversations: Advice – 16 Leaflet -15 Signposted - 13</p>
Healthy lifestyles	<p>25 conversations: Blood pressure test: 17 Co monitor test 2 Advice – alcohol 5 Wellbeing – 5 Diet 1 Smoking 12 Physical activity 2 Leaflet provided 25 Signposted 15 Networking with other orgs</p>
Age UK	<p>22 conversations:</p>

	CNP Hub Help at home
Community Pharmacy	37 conversations: Health advice – 11 Alcohol audit C Card 11 Cups given out 11 Pharmacy first service 7 Beer awareness mat given 6 Medicines and risk of falling 1 General awareness of pharmacy services 1 Refer to GP 2 Leaflet 11 Advice given 17
Bowel Cancer screening programme	45 conversations: Refer to GP – 30 Advice – 45 Leaflet: Facts about BC, Healthy living, signs and symptoms of cancer Signposted to breast care
HAKIT	12 People seen in IT suite: NHS App 7 Pay by phone Advice about what we do 5 Word Email Leaflet 6 31 conversations in hall Signposted to IT suite
Pathways to health	23 treated: 20 conversations (in hall) Migraine, arthritis, stress, depression, 14-year-old with anxiety, insomnia, Parkinson's 15 leaflets given
Complementary therapies	32 total treatments Indian head massage: 9 Hand massage: 14 Shoulder/neck massage: 9



Feedback from services –

HERE “It’s so important to have the opportunity to engage with the local community, to provide opportunities to build relationships and build trust. There was a vast array of different charities and health services so it felt like everything was covered. The collaboration between services is critical – not seeing the patient as just a (hip/shoulder/knee) diagnosis but caring for the whole person. However, it’s not just about people attending. It’s also about building relationships with people who deliver services, so you know what is available out there”

Public Health: “the events with HKP and HERE have created much closer relationships between our teams which has been brilliant for our joint working overall’

ACT: “Women were shown how to check their boobs correctly. One lady took some leaflets that she was going to ask her husband to take to work (he worked for a big insurance company where lots of women work)”

“I also spoke to 2 men about breast cancer and they actually had no idea that men could get this type of cancer”

“I also had a long conversation with one lady about the Braca gene as she had 2 sisters who had developed breast cancer and was asking if she could have an early mammogram. Everybody loved the breast models and were willing to have a feel and find the lumps and bumps.”

Breast Care Roadshow: “We had a colleague from HKP translate in Bengali to a member of the community that came and we talked about Breast Health and used our Breast model toolkit to show them how to check for lumps etc. We did say we would get Bengali translated materials and send this over”

“We had a lot of men come to the stand, they were surprised they needed to check their chest area and we had interesting talks about the idea of promoting this more. That will need to be led by NHS England/Gov but I know they are already being pushed to do national campaigns for breast screening. Breast Cancer Now have a petition up.

“Otherwise, we had a lot of interaction around our Breast Model Toolkit. We find a lot of people do not apply enough pressure to feel the lump so education was provided for this.”

Community Pharmacy: “Lots of people said they don't drink alcohol, those who did were surprised about how much they were drinking which gave them food for thought!”

“Pharmacy First was promoted and lots of patients didn't realise they could go to the pharmacy for example UTI in women.”

UOK:“It was a fantastic event to bring the community together, thank you so much for having us. It was great to meet people and promote UOK - we had a lot of interest in our stall. If we helped just one person by being there then that’s enough!”

“...there was a gentleman who was stood across from our stall and I could see he was reading our banner ‘It’s ok to need help, we all do sometimes’. I said ‘it really is you know’ and smiled at him. He seemed quite nervous and low but came over and said that he had recently moved down from Surrey, and his wife was ill at home. He said his life was looking after her, but he’s realised that he might need some support too and doesn’t have any friends here. We spoke about options, and I mentioned The Carers Centre and TogetherCo’s befriending, but he seemed keen on our Wellbeing Hub at Preston Park. I gave him our UOK

email address and asked him to email us when he was ready. He said he now felt more hopeful and was pleased that support is out there.”

IT tutor at Hakit: “...liked having the IT suite open, good way of helping people – quieter environment and showing people the drop-in”

Gloji: “It really was a fantastic and wholesome event, I just wish there was a way to access more people and have more similar events across the city, absolute lifeline for some in terms of community, company and support.”

Pathways to Health: “An introduction to services leading to more confidence in trying them at their usual location. Sense of community support and way to have people directed to services.”

Healthy Lifestyles Team: “Well attended, great venue, good activities for people to attend and get involve, great location – its really good to get engagement with people in the west of the city.”

Mind: “Well organised, effective advertising that brought the right kind of people to the event. Lovely welcoming venue that allowed meaningful connections.”

Feedback from attendees -

“Breast screening awareness was particularly great as I was shown how to examine the breast properly.”

“Being able to access various support for my health in one place. “

“Learning about different screenings available and other services I did not know existed”

“I saw Neil Green from MSK and he was extremely helpful. I now feel confident that something will be done about my condition.”

“Meeting so many professionals and talking about my health issues and the help and feedback received. It is so good to know that there are so many people who are in the same boat as me.”

“The variety of stalls and helpful advice from individuals, I have learnt a lot today about various health conditions. “

“Everything was very good. Everyone friendly, helpful and informative. Lots of handouts to take home which is good as one forgets things otherwise. Free treatments, free lunch all brilliant.”

“Lovely community event with lots of useful information about health services and resources. Nice food too!”

“A well-conceived event, to bring health problems to this for the community. For the over 50s society all the participants on the stalls were friendly and helpful in every aspect. Putting you at ease and giving you knowledge that was positive and constructive. “

Recommendations/actions:

Learning for future events:

Sign in sheet: Add GP practice so this can be monitored. Need separate volunteer/staff sign in sheet.

Text from some GPs caused confusion for patients – HKP to word text.

Look at other ways to promote and advertise: use of social media (#tag)

Not enough space to enable people to stand at the stall and have a sensitive conversation while other people were trying to circulate. Look at site plan/quiet room.

Blood pressure monitoring - health trainers didn't have much space – better by fire exit as more space to access.

A sheet for people to tick off which stalls they have visited and hand in on way out (enable further monitoring/?with demographic)

BCSP – slightly cramped in front of stall

Photographer to ask permission (Pathways)

Wall clock in therapy area

Put talking and admin treatments in a different space to create a quieter place for therapies. (Pathways)

Indian head massage – longer slots?

More plant milk and gluten free options.

Monitor therapy bookings and ensure therapist has a break.

Professional photographer.

Next year – stall with PCN/gp surgery representation – how to make appointments at different surgeries/ ways to access all in one place? “What's new at your surgery”

Not arrange mid-October due to flu clinic clashes (beginning of November is good or end of September)

Get consent from patients to use for case studies and follow up progress to report on impact.

Pain management as a future health event

Needs/future actions for services:

HERE keen to continue community appointment days and offer more drop-in appointments which will improve access to MSK services.

Community Pharmacy highlighted an issue whereby patients who wanted clinical advice and were finding it very hard to see their GP or when they did speak to the surgeries were unable to articulate their condition properly. As a result they were not understood by practice colleagues and then were not offered an appointment. Potential future work around helping patients identify/monitor and report their symptoms effectively and self-advocate about why they need to see a GP so that the reception team can triage effectively and those patients who do need to see their GP, as they are clinically indicated but don't convey this properly,

don't slip through the net. Similarly, those patients who may just need the pharmacy and don't require a GP at all can be signposted appropriately.

ACT: identified a need to provide training to staff/volunteers on how to self-check breasts so that this could be promoted more effectively to the general public. They plan to incorporate this into a future meeting.

Breast care roadshow – keen to increase involvement with ACT and potential support with PCN project. They are keen to look at barriers facing ethnic minority communities to improve breast awareness and encourage screening attendance. They have agreed to attend the Women's health event in March.

Learning Disabilities service identified the following networking opportunities:

- Breast screening improvement re PWLD
- Link with Together Co re delivering LD training
- UOK – re ensuring service accessible for future work
- Bowel screening service – send easy read resources to them.
- Link with AGE UK SP re supporting PWLD offering LD training and resources