

HEALTH SCRUTINY PANEL
25 SEPTEMBER 2013
CHANGE MAKER PROGRAMME
REPORT OF HEAD OF DEMOCRATIC SERVICES

1. **Purpose**

1.1 To consider the role and work of the Change Maker Programme.

2. **Action required**

2.1 The Panel is asked to use the information provided to inform questioning and discussion and to identify if there are any issues for scrutiny.

3. **Background information**

3.1 At its meeting on 24 July 2013, the Panel heard about the Change Maker Programme and decided to find out more about this programme and explore how the potential of the programme could be maximised.

3.2 The Change Maker Programme is based within the Public Health Health Promotion Team. Public Health colleagues, along with a Change Maker Volunteer will be attending the meeting to give a presentation on the Programme. A briefing paper is attached at Appendix 1.

4. **List of attached information**

4.1 The following information can be found in the appendix to this report:

Appendix 1 – Change Maker Volunteer Programme: A Brief Overview (paper provided by Public Health colleagues)

5. **Background papers, other than published works or those disclosing exempt or confidential information**

None

6. **Published documents referred to in compiling this report**

None

7. **Wards affected**

All

8. **Contact information**

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Submitted to: Health Scrutiny Committee

Reporting Colleague: Jennifer Burton, Health Promotion Development Manager

Title: Change Maker Volunteer Programme; a Brief Overview

Introduction

The purpose of this paper is to provide an overview and background to the Change Maker programme. The paper will also provide the rationale for the use of volunteers, an overview of the Health Promotion team followed by recommendations and future plans.

Rationale behind the use of volunteers

Volunteering is defined as unpaid activity undertaken voluntarily for the benefit of the wider community. (Volunteering England Information Team, 2006) Evidence suggests there to be a number of benefits from utilising volunteers in health. Volunteers are an amazing resource, achieving outcomes that a health professional simply could not. They gain deeper, richer insights into their local community to help understand issues and barriers. This intelligence informs the development of responsive solutions to bring about positive behavioural change in local communities. The learning gained from utilising volunteers feeds into the commissioning process in order to influence service change and developments which result in positive patient outcomes. (Khalil, 2011)

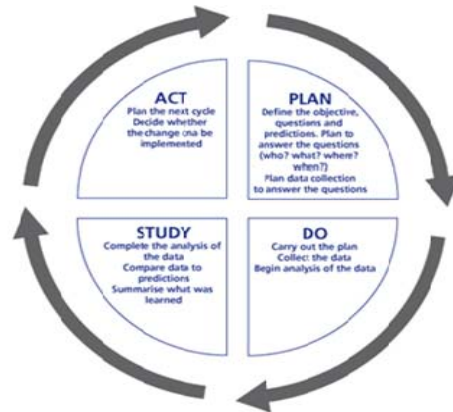
Background

In 2007 the Department of Health commissioned the Improvement Foundation (IF) to work with seven "spearhead" Primary Care Trusts in England to deliver a 'Healthy Communities Collaborative (HCC). NHS Nottingham City became a pilot site for the HCC programme, locally branded as Change Makers. The programme aims to reduce cardiovascular disease and Cancer inequalities by raising awareness of lifestyle risk factors, and signs and symptoms to promote early presentation of stroke, diabetes, lung, bowel, breast and prostate cancer to improve health outcomes. Out of the seven pilots Nottingham City was the only one to evolve their programme and as a result Change Makers was mainstreamed within the first year. Change Makers originally targeted three areas of greatest need, in the second year it was extended to five areas and with the introduction of the Decade of Better Health programme in 2010 coverage is now across all nine areas of the city.

Who are the Change Makers?

Change Makers are local people who are passionate about improving the health and wellbeing of their community. They are trained and supported to volunteer, utilising their life experiences, influences and knowledge of their community to raise awareness of key health issues. Teams of local volunteers from diverse communities have been established across the city. Each team is supported by a team facilitator and meet monthly to think of new and innovative ways to raise awareness of key health issues. The teams use the PDSA (Plan Do Study Act) service improvement model in order to plan, assess, deliver and evaluate health

activities. The PDSA model is an excellent tool to test ideas before they are implemented. Here is an example of the PDSA cycle:



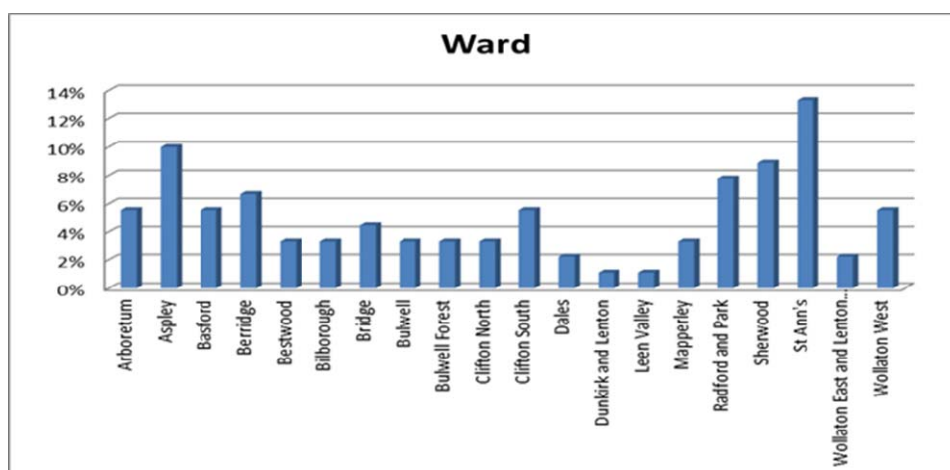
Some fantastic ideas have developed as a result of a PDSA, here are just a couple of examples

- Questionnaires were devised to understand why men don't access health services in the city as often as women. A research project was undertaken by one of the Change Makers as a way of developing some key recommendations.
- Volunteers co-produced and delivered the drama "If in Doubt, Check It Out" which has reached over 1500 people. Pre and post questionnaires demonstrate an increase in knowledge and awareness of signs and symptoms of breast, bowel, lung and prostate cancer.

Volunteer Profile:

There are currently 70 volunteers from diverse background signed up to the programme, of which 45 are active and regularly attend meetings, training and events. The volunteers are reflective of Nottingham's diverse communities and collectively they speak over 40 different languages. 75% of the volunteers are female and 25% are male. The graph below represents the number of volunteers by ward. It can be seen that St.Anns has the largest number of volunteers and Leen Valley and Lenton and Dunkirk have the lowest. What can also be seen is that the Change Makers are representative of each ward from across Nottingham City which indicates that the programme has a good reach.

Graph 1.1 – Volunteers by ward



Budget

The programme is supported through the annual health promotion budget of 50K. What is also important is the number of volunteer hours accumulated; data recorded from April 2012 - 2013 accounts for 2,458 hours, which amounts to almost £15,510 if a salary was paid. This evidently emphasises the cost effective nature of volunteering.

Recruitment and Training

Volunteers are recruited through a variety of different mediums, such as local radio, community events, posters and leaflets. The most effective method has been through 'word of mouth' whereby existing volunteers talk to people and share their experiences of being a Change Maker volunteer.

When a person has expressed an interest in volunteering, they are invited for a 1:1 induction with a Health Promotion officer. Once signed up they are given a welcome pack and invited to attend a structured programme of training. In addition to the training, work placement opportunities are provided in order to build confidence, develop employability skills and create pathways in to work. An innovative partnership has been set up with the Nottinghamshire Probation Unit, whereby health champions undertake a six week placement. We have had at least eight volunteers find work in the last few months as a result of their experience with Change Makers.

Key events and outcomes

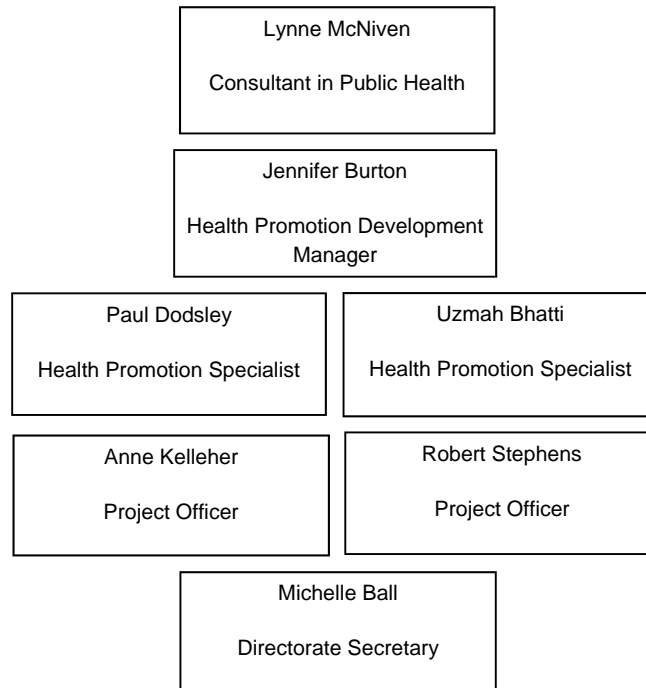
Change Makers have been busy with a number of events across Nottingham City over the last two years including theatre performances, community events and radio appearances. A few of the key outcomes can be seen below:

- Initial analysis of GP data indicates an overall 10% improvement across 4 measures of cancer awareness activity.
- Over 100 PDSA cycles completed addressing issues and barriers in the community.
- Over 10,000 people reached - actual meaningful contacts.
- Partnership working with the CCG to deliver the National Be Clear on Cancer Campaigns, evaluation has shown a significant uptake in screening programmes.
- New partnerships created with the City and County baby feeding teams to promote breast feeding and associated services.
- Coordinated the health zone at the Caribbean Carnival to raise awareness of diabetes, prostate cancer, MMR, and stroke. Over 500 people engaged with and 15 partners in attendance.



Public Health Nottingham City's Health Promotion Team

The Health Promotion is a 7 strong team and is part of Public Health directorate. Please see below for the Health Promotion team structure:



The team is made up of highly skilled individuals who together bring a breadth of expertise, knowledge and skills, but most importantly they bring enthusiasm and passion. The team work plan is quite varied and proactive; below is an overview of the team's key responsibilities and areas of work:

- Working across all public health policy areas to ensure health promotion is integrated and strategically aligned.
- Locality work to support the planning, implementation and delivery of health action plans, support NAT and locality board meetings and support with the weeks of action.
- Work with the local community to improve access to services in the city and also support and encourage local people to lead healthier lifestyles through a variety of engagement activities and sign posting to services.
- Ensure the sustainment, support and further development of the Change Maker programme through the set-up of local volunteer teams.
- To work with key services and partnerships in order to address the wider determinants of health and reduce health inequalities.

Recommendations and Future plans

The Change Maker programme and the Public Health Team now need to firmly embed themselves within the Nottingham City Council structure and work more closely with elected members. In order to ensure a smooth transition the staff team will be working hard to build upon existing relationships with City Council departments and local authority services to ensure that the benefits of the Change Maker programme and the Public Health Team recognised and understood by all.

The Change Maker programme will represent a more generic function rather than just focussing on cancer and CVD as previously mentioned. The key policy areas as outlined in the Health and Wellbeing Strategy and the Public Health Outcomes framework will be delivered with the support of the Change Makers to include sexual health, domestic violence, children and young people to name but a few.