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Champs News is brought to you by Champs Public Health Collaborative, a collaboration between the nine local authorities across Cheshire & Merseyside and partners, led by the Directors of Public Health. The Champs support team facilitates and enables the delivery of the Champs Strategic Plan with local teams and partners.

www.champspublichealth.com
2018 marks an exciting year for the Directors of Public Health (DsPH) across Cheshire & Merseyside (C&M). It is 15 years since we first began working collaboratively, delivering solutions to some of the most pressing public health issues across the region. Our endurance is testament to the excellent work which continues to be undertaken across the collaborative.

In this issue of Champs News we have featured the work around the British Heart Foundation (BHF) bid and the call to introduce and encourage blood pressure (BP) checks within new and innovative community settings. Exceptional progress has been made with the project to date and work is well underway with BP checks being delivered by Merseyside Fire and Rescue Service, the Warrington Wellpoint kiosk and progress is being made on the development of a conversational tool. As well as this there are plans to create a new public facing website informing on CVD across C&M alongside NHS Rightcare. This year also marked the two year anniversary of the C&M Blood Pressure strategy ‘Saving Lives Reducing the Pressure’ on Hypertension Day in May.

Thanks to the hard work of mental health leads from across the region, we are pleased that the Collaborative has now submitted to Living Works for Suicide Safer Community accreditation. If successful Cheshire & Merseyside will be the first sub-region in the UK to receive this accreditation. It is testament to the strong collaborative working of the team involved that such a large body of work has successfully been collated. We will keep stakeholders up to date on any news with regards to status over the coming months.

A concerted effort is now being made on bringing Making Every Contact Count (MECC) to the foreground in all areas, (in line with prevention work alongside the C&M Health & Care Partnership) and will now be delivered at scale across C&M. Progress on strategic planning was made during a MECC event in April and a Partnership Board is currently being established.

Finally, as the lead for Mental Health & Wellbeing, I am pleased that we have recently been able to present an evaluation report on our work around resilience building in young people. The Youth Connect 5 programme has proven to be a success, both for parents and trainers, with the report showing some positive figures to ratify this. An event to celebrate the success of the programme and to thank all of those who were involved was held at the Tate Liverpool in May. You can read more about this on page 9.

I hope you will enjoy reading this issue of Champs News.

Dr Sandra Davies
Chair of C&M Directors of Public Health Executive Board and Director of Public Health for Liverpool
Champs Collaborative to host North West Public Health Practitioner Programme

Public health practitioner development is critical to the delivery of the HCP prevention plans and Health Education England’s (HEE) public health workforce strategy.

A North West Public Health Practitioner Programme has been lacking to date. With funding secured from HEE for the next two years, a North West programme will be established, hosted by the Collaborative. DsPH endorsed the approach and work is underway to put the programme in place over the coming months.

For anyone interested in joining the scheme there are a number of roadshows taking place across the region to find out more. These will be: Manchester in August, Preston in September and Liverpool in October. You can book your place via the Champs website now.

£367,000 income secured in 2017/18 and an additional £125,000 for MECC

Champs Collaborative has generated external income to the value of £367,000 in 17/18 which will be used for new programmes such as the practitioner public health learning programme and to accelerate work in local areas on blood pressure. More recently Champs Collaborative has received £125,000 from Health Education England’s Local Workforce Action Board to help drive forward the implementation of MECC across Cheshire & Merseyside. This will focus on changing organisational culture, upscaling training and maximising the impact of MECC through communications and engagement. There is also additional Department of Health resource for a primary care suicide prevention pilot.

New Strategic Delivery Plan for 2018-2020 published

A new strategic delivery plan has been launched for 2018-2020, laying out Champs Collaborative’s aims for development over the next two years. You can review the report now on the Champs Website.

Collaborative invited to contribute to the Parliamentary Review

The Collaborative are delighted to have received an invitation from Sir Eric Pickles to be representatives in the 2018/19 Parliamentary Review. The review aims to share best practice as a learning tool to individuals within the public and private sector.
Focus on British Heart Foundation bid

Using innovation to deliver Blood Pressure checks across Cheshire and Merseyside

Merseyside Fire and Rescue Service (MFRS) begin blood pressure checks on Safe and Well visits

Following the successful bid by Champs Collaborative and partners, the BHF has funded MFRS to offer BP checks, advice and signposting as part of their ‘Safe and Well’ visits carried out within the community. The inclusion of free Blood Pressure checks into the scheme from January 2018, is the result of a partnership with Champs Public Health Collaborative for a BHF grant to support a community based project aimed at preventing, detecting and managing cases of high blood pressure across Cheshire and Merseyside.

It is estimated that there are 163,000 people in Merseyside with undiagnosed high blood pressure. High blood pressure, or hypertension, is a silent and potentially deadly condition that significantly increases a person’s chance of a heart attack or stroke. This initiative will increase opportunities for blood pressure testing and monitoring outside of GP practices as many people are unaware that they have high blood pressure.

Since commencement of the programme there have been several case studies indicating how the embedding of blood pressure measurements into Safe and Well visits has successfully identified individuals who require further intervention. You can view these case studies on the Champs website.

The Safe and Well programme builds on the fire service’s established Home Fire Safety Check initiative and supports local health needs by delivering recognised health interventions with specially trained fire service advocates.

BP checks are being offered to residents over 65 and other at risk groups determined by MFRS.

Champs Collaborative submit for next round of BHF funding to focus on workplace wellbeing

Champs have submitted the British Heart Foundation stage two bid for funding. If successful the funding will be used to continue broadening blood pressure (BP) testing beyond general practice, this time with a focus on workplace settings.

This will be achieved in collaboration with the nine local authorities and other partners across C&M. BP testing will be embedded across workplaces and existing wellbeing at work health programmes through staff and outreach to local businesses. The new funding will complement ongoing work across C&M as detailed above. Updates will follow in future news round-ups or on the Champs website.
BHF funded Wellpoint Health Kiosk is launched in Warrington

The BHF funding has also enabled Champs Public Health Collaborative to work together with Warrington Borough Council's Public Health team to introduce the Wellpoint Health Kiosk, which offers users the ability to check their blood pressure, find out their heart age, BMI and body fat composition. The project aims to shift the detection of raised BP into the community so that people can be managed in alternative venues, freeing clinical space for higher risk patients.

To date the health kiosk has been placed in several locations around Warrington including Orford Jubilee Neighbourhood Hub, Springfield Medical Centre, The Gateway and council buildings for staff to use, producing some positive results. Up to the end of February, 1,360 new people have used the health kiosk at least once. Of these, 20% (273) people were found to have high blood pressure with an average 68% of people being overweight or obese and 45% having a heart age older than their actual age. 92% of users suggested that the kiosk had improved their knowledge of how to positively impact their health.

Cllr Maureen McLaughlin, executive board member for public health and wellbeing, at Warrington Borough Council said:

I’d encourage anyone to take five minutes to get their blood pressure checked at the wellpoint kiosk - it’s easy to use and provides you with useful information about your health. Having high blood pressure doesn’t always have to be managed with medication, sometimes a change in diet or simply doing a bit more exercise can help. So don’t delay.

The final area in which funds from the BHF bid are being utilised is within an innovation context, with the intention to use technology to start to offer blood pressure checks in new community locations. A conversational tool is in development which will be used initially by health trainers and pharmacists to help engage patients in a conversation about their health and ultimately encourage them to have a blood pressure check. The tool will then be ready for use to coincide with Know Your Numbers week in September and the branding will be continued on the new Happy Hearts CVD website, also to be launched around this time. See page 5 to find out more.

Update on the innovative BHF funded Conversational Tool

The final area in which funds from the BHF bid are being utilised is within an innovation context, with the intention to use technology to start to offer blood pressure checks in new community locations. A conversational tool is in development which will be used initially by health trainers and pharmacists to help engage patients in a conversation about their health and ultimately encourage them to have a blood pressure check. The tool will then be ready for use to coincide with Know Your Numbers week in September and the branding will be continued on the new Happy Hearts CVD website, also to be launched around this time. See page 5 to find out more.
Blood pressure work is recognised at a national level in PHE report

Public Health England (PHE) have produced a new report on tackling blood pressure in which the Cheshire and Merseyside Blood Pressure Partnership Board has been recognised for its cross sector systems leadership approach with regards to their contribution to the early detection, prevention and management of high blood pressure. Cheshire and Merseyside are also noted as an exemplar for implementing the NICE hypertension quality standard.

Dr Muna Abdel Aziz, Director of Public Health (DPH) for Warrington, and the Cheshire and Merseyside DPH Lead for Blood Pressure said:

“It is pleasing to see that the hard work underway across Cheshire and Merseyside closely aligns with the PHE recommended approach. Recognition at this level is testament to the dedication, expertise and commitment of the Cheshire and Merseyside Blood Pressure Partnership Board and the work of colleagues and partners across the system.”

Quality improvement package selected for NICE shared learning collection and award

A recent submission of a shared learning example to NICE has been quality assured and published in NICE’s Shared Learning Collection. The focus of the submission was the C&M high blood pressure quality improvement package co-developed by British Heart Foundation (BHF), local practices and Champs. Well done to all colleagues and partners.

New CVD prevention website to support BP work in the pipeline

A new public facing ‘Happy Hearts’ branded website is being developed following a successful stakeholder workshop with NHS Right Care. The website is to follow the premise of the successful Healthy Hearts website which was produced for Bradford and will be funded by Right Care. As such a website has not yet been developed on a wider footprint, NHS Right Care are keen to offer this opportunity to Cheshire & Merseyside as a collaborative covering a broader area. It is hoped that the website will be beneficial in bringing together all of the CVD work across the region and will provide both a public facing and professional tool. Stakeholders are working towards the earliest version of the website being available by September.
Conferences & Campaigns

Champs Collaborative to present at Public Health England annual conference in September 2018

Collaborative members will be presenting and showcasing work with community partners on detecting high blood pressure in Cheshire & Merseyside. We are pleased that Dr Mel Roche, Public Health Consultant for Champs support team and Dr Ifeoma Onyia, Consultant in Public Health for Halton Council have been asked to present on the BP work which is ongoing across Cheshire & Merseyside at the conference. This is an exciting opportunity for Champs Collaborative to be able to display the fantastic work which is taking place across the region to a national audience.

Drink less enjoy more campaign delivered at scale

The Drink less, enjoy more campaign, developed by Liverpool, was rolled out across Cheshire & Merseyside thanks to funding from the Champs Collaborative. A training video was created to inform bar staff of the penalties of serving people who are already drunk. Wirral rolled out the campaign in their area and found a reduction in test purchases by drunk actors from 90% to 36%. Thanks to Ian Canning and Liverpool for sharing this resource.

Champs Collaborative celebrates 15 years of working together with successful event

On 9th July members of local public health teams and partners gathered at Chester Racecourse for a morning of talks and activities to celebrate 15 years of working together. We were pleased to welcome Cllr Louise Gittins to open the event which then got off to an energising start with a performance from Helsby Hillside Primary School’s choir. The morning then continued, Chaired by Dr Sandra Davies and Fiona Reynolds, with contributions from various members of Champs Collaborative and partners, covering some of the work around current priorities. Attendees then had the chance to view table presentations, given by each local area and spotlighting a collaborative or local project. The final speaker of the day was Dr Pete Hawkins who gave a rousing session encouraging us to live our lives more fully. The event was a great success and a wonderful way to reflect on the tremendous work that the collaborative has undertaken over the years.
Suicide Prevention

Cheshire and Merseyside are first sub-region to seek accreditation as a Suicide Safer Community

As part of the NO MORE Suicide strategy for C&M the board agreed that one of the priorities would be to achieve Suicide Safer Community (SSC) accreditation. After months of hard work from mental health leads and the support team to collate to collate evidence, the submission has now been made.

To receive SSC status, communities must prove that they are working towards ten pillars of action which reflect progression within their local and national suicide prevention strategies. The accreditation is awarded by Living Works Education who developed the designation over a number of years, launching in 2015.

If successful Cheshire and Merseyside will be the first sub-region in the UK to achieve Suicide Safer Community status.

1500 people trained in Suicide Prevention

A basic suicide prevention training programme for “community gatekeepers” was developed by Warrington and commissioned by the Collaborative. 1500 people from across C&M who are frequently in contact with vulnerable groups such as drugs and alcohol services, benefits and debt advisors have now been successfully trained.

Champs Collaborative to support World Suicide Prevention Day on 10th September

The Collaborative will be supporting the International Association for Suicide Prevention (IASP) led, World Suicide Prevention Day, once again this year, with a number of campaigns including a Thunderclap which partners will be encouraged to get involved with. This year we are campaigning with our partners for people for people to take the free Zero Suicide Alliance 20 minute suicide awareness training. You can find out more on their website www.zerosuicidealliance.com
Suicide Prevention Summit

The NO MORE Suicide Annual Summit was held on 6th September 2017 and welcomed over 170 delegates. The summit saw the launch of the updated NO MORE Suicide three year strategy and delegates were given the opportunity to learn about suicidal and self-harm behaviour from experts in the field. The esteemed panel of speakers included Professor Rory O’Connor, Professor of Health Psychology at the University of Glasgow and Professor Louis Appleby, Professor of Psychiatry at the University of Manchester.

As well as hearing from sector professionals and academics, delegates were given the opportunity to hear from representatives from a number of support organisations including Papyrus, James’ place and the new Hub of Hope online facility.

A moving video was aired at the event seeing Heidi Moulton give an emotional account of the time following the loss of her son Stefan. Heidi expressed how the collaboratively commissioned post suicide liaison service, Amparo offered vital support to her and her family following their loss.

Multi-agency group drive launch of innovative real time surveillance system

As part of the C&M NO MORE suicide strategy, a real time surveillance system has been established across C&M with key partners including fire and rescue and police colleagues. This helps identify potential clusters and trends much more quickly than has been possible before and enables public health teams to develop community response plans. A group is also working together to understand if there are potential ‘hot spots’ where preventative measures can be implemented.
Youth Connect 5 evaluation released

The Youth Connect 5 programme has been running for the last two years and DsPH recently commissioned an evaluation report to show the scheme’s impact, produced by Liverpool John Moores University.

The programme aimed to help parents and carers promote resilience and wellbeing for their children by providing them with the required knowledge, tools and skills for support. A more targeted approach for children from a more vulnerable setting was also developed following requests from people outside of the original target audience.

The report gives some useful insight into how the course was received by parents and also how it affected their children’s mental wellbeing.

We would like to offer our praise to the team who have delivered this project, with special thanks to Sheila Woolstencroft, Health Improvement Manager at Cheshire East Council, who has chaired the Youth Connect 5 Steering Group throughout delivery.

The Evaluation report is now available to read and can be found on the Champs website.

Youth Connect 5 Celebration event shows the successes of the programme

An event organised by Merseyside Youth Association (MYA) was held at The Tate in Liverpool on Monday 21st May to celebrate the successes of the Youth Connect 5 programme and particularly to congratulate trainers for their hard work on delivery.

Speakers from a selection of the organisations who were involved in the programme gave an overview of how the programme had been implemented within their institution, including Bebington High School, Advanced Solutions and Wirral Foster Carers.

Pat Nicholl, Mental Wellbeing Lead for Champs Support Team and Sheila Woolstencroft, Health Improvement Manager at Cheshire East Council and Chair of the Youth Connect 5 Steering Group presented on the positive impact of the programme. Some of the parents who had taken part in the programme also spoke from personal experience about the impact the programme had on them and their children.
Resilience and emotional wellbeing of vulnerable children and young people event welcomes over 120 delegates

A second joint event with the Directors of Children’s Services took place in November 2017, focusing on the emotional wellbeing of vulnerable young people.

The follow up event was an opportunity to consider the recommendations set out in the ‘Case for Change’ report on Self-harm, approaches to adverse childhood experiences and keeping children out of care through systemic family therapy.

The event provided an excellent platform from which to enhance the skills and knowledge of preventative approaches for vulnerable children and young people and share knowledge and understanding of the latest evidence on self-harm.

Furthermore, the event focused on the development of joint actions, both local and shared, to improve the outcomes for vulnerable children and young people.

A report detailing next steps was produced and shared with Directors of Children’s Services across Cheshire & Merseyside to progress action.

Self-Harm report released

A Case for Change report for self-harm was published earlier in the year, commissioned by the Directors of Public Health and produced by Liverpool John Moores University. The report includes a description of self-harm and the scale of the problem, a statistical report on local and national data, a rapid literature review as well as conclusions and recommendations.

The self-harm report is available to view on the Champs website.
Champs Collaborative and key partners including North West Coast Strategic Clinical Network have joined forces to develop systemwide leadership for the delivery of Making Every Contact Count (MECC) at scale in Cheshire & Merseyside.

The MECC programme will be delivered across a number of areas and includes the three priorities within the Cheshire & Merseyside Health and Care Partnership (formerly FYFV): Alcohol, Hypertension and antimicrobial resistance (AMR).

**System Leadership Workshop**

A PHE funded System Leadership Workshop took place in April 2018 to enable key stakeholders to create a shared MECC vision for C&M, co-design a strategic framework and agree key actions to take forward. Ten next steps were established from the workshop (see opposite)

**Partnership Board**

A MECC Partnership Board has been established, Co-Chaired by Rachael Gosling, Deputy Director Healthcare, Public Health England and Jon Develing, Senior Responsible Officer - Prevention, Cheshire & Merseyside Health & Care Partnership. The board will provide system leadership and strategic oversight for a pan Cheshire & Merseyside approach to upscaling MECC and strengthening local activity.

### 10 next steps agreed at the workshop

1. **Board** - A MECC multi-agency Partnership Board to be established to oversee the strategic framework, share the vision, ensure MECC is embedded within culture and support T&F groups

2. **MECC Champions** - Develop, recruit and support a network of champions in organisations to ensure MECC is on the agenda at a senior level and gain buy in/pledge commitment

3. **Shared web portal** - Create a shared portal for resources, signposting and national links

4. **Upscale training** - Complete the training needs analysis and bring together MECC training T&F Group to create a suite of training resources for a broad range of professionals

5. **Communications** - Create a Communications and Engagement Strategy overseen by a T&F Group to develop consistent messages/narrative to engage professionals, raise public awareness, standardise information for the public and develop the MECC Pledge

6. **Branding to engage** - Commission consistent, impactful C&M MECC branding to engage clinicians/public

7. **Create a preventative culture** - Work together to ensure MECC is everyday practice and embedded within organisational policies and staff are expected to be trained and implement, working in health promoting environments

8. **Enabling and empowering the public** - Create a culture where the public expect to be asked about their lifestyles and have accessible resources to support change

9. **Evaluation** - Agree a robust framework for evaluation led by a T&F Group and learning from existing evidence and focus on clear outcomes to measure impact

10. **External resources** - Submit funding bid to LWAB for additional resources and continue to seek opportunities
Sector Led Improvement report submitted to ADPH

An annual report on Sector Led Improvement (SLI) was submitted to the Association of Directors of Public Health (ADPH). The report investigates the progress which has been made over the last year against the objectives of the SLI programme. These include reviewing the latest evidence, benchmarking performance against statistically similar areas, opportunities for peer challenge, sharing best practice and participation in a cross C&M learning network.

SLI is at the centre of the work the Collaborative undertakes supporting implementation of the strategic delivery plan and associated plans. Eileen O’Meara, DPH for Halton presented the paper to the ADPH on the 18th May.

Upcoming CPD Events

The Collaborative’s Continued Professional Development events proved to be extremely popular in 2017/18 with over 800 delegates trained across 14 events. We hope that the events continue to be useful and informative for staff development as we move into 2018/19. View upcoming CPD events below:

- **Alcohol Harm Reduction Engagement Workshop**
  October 2018 (Date TBC)

- **Health Protection**
  19th November 2018

- **Hot Topic**
  6th December 2018

- **Annual Suicide Prevention Summit**
  12th February 2019

Visit the Champs website for the latest information on CPD events running throughout the year.

Health and Care Partnership

Prevention embedded within the Health & Care Partnership

The C&M Health and Care Partnership is an NHS led collaboration aiming to improve the health and wellbeing of the local population by creating a strong, safe and sustainable system. Champs Collaborative contributed to the initial case for change document and then high level prevention priorities to inform the Prevention strategic programme, highlighting the evidence and potential return on investment.

The Directors of Public Health in C&M have ensured that the prevention priorities of high blood pressure, alcohol harm and anti-microbial resistance are included in the HCP and action plans are now in place to tackle these priorities. A Population Health Framework has been developed.

Making Every Contact Count (MECC) is a key enabler for the C&M HCP and a new programme to map and build upon the existing MECC activity in C&M is underway.
If you have any feedback regarding this issue, please e-mail champscommunications@wirral.gov.uk

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