

Breathing Well Champions Project report

Report prepared by Marzena Zoladz

Healthwatch Lewisham Community Engagement Officer

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1. Breathing Well Champion training Evaluation form 11 March 2015

Introduction

Healthwatch

Healthwatch is made up of 152 local Healthwatch organisations that were established throughout England in April 2013, under the provisions of the Health and Social Care Act 2012. The remit of local Healthwatch is to be an independent champion of local people; ensuring local people have a voice on health and social care, and ensuring that health and social care services are safe, effective and designed to meet the needs of patients, social care users and carers. Healthwatch Lewisham gives children, young people and adults a stronger voice to influence and challenge how health and social care services are purchased, provided and reviewed within the borough.

NHS Lewisham Clinical Commissioning Group

NHS Lewisham Clinical Commissioning Group (CCG) is made up of 44 local GP surgeries stretching from Blackheath to Bellingham. The CCG is led by NHS general practitioner (GP) doctors who are responsible for planning and buying NHS services aimed at improving health for people in Lewisham.

Lewisham CCG is dedicated to ensuring that local people get the most accessible and effective healthcare services possible.

About the project

Healthwatch Lewisham partnered with Clinical Commissioning Group to deliver Breathing Well Champions project to Lewisham residents.

The aim of the project is to promote wellbeing and signpost public as appropriate to the services available for respiratory disease sufferers through Breathing Well Champions volunteer outreach role.

Healthwatch Lewisham role is to recruit and to support Breathing Well Champions helping them to go out to access community events and groups that they could engage with.

Background

People with COPD have difficulties breathing, primarily due to the narrowing of their airways, this is called airflow obstruction.

The main cause of COPD is smoking and 'passive smoking' can also be a contributory factor. Some cases of COPD are caused by fumes, dust, air pollution and genetic disorders, but these are rarer.

COPD is the third leading cause of disease burden in Lewisham. It is the third leading cause of death among males and the eighth among females.

Smoking is the main cause of COPD. The likelihood of developing the condition increases with the duration and intensity of smoking, and the condition generally manifests after the age of 40.

The Department of Health (DH) estimates that the routine and manual occupational groups represent almost half of the people with diagnosed and undiagnosed COPD in England.

COPD contributes to the gap in life expectancy between England and Lewisham, as smoking rates are highest in lower socio-economic groups and the number of cigarettes smoked per day is also higher in this group. COPD is the second highest contributor to the gap in life expectancy in men (11.3%) and fourth highest contributor in females (9.1%), with pneumonia the second highest.

The recorded prevalence of COPD in Lewisham is higher than that of London, and the admission rate for COPD is also higher

Facts and figures in Lewisham

In November 2009, there were 2,967 people on GP registers in Lewisham with COPD. This is likely to be a significant underestimation of the actual number of people with COPD, as only 40% of the expected number of COPD cases in Lewisham are recorded on GP registers. Although this is higher than London's figure of 37%, the figure for England is 56%.

The early stage of the project development

The project initially focused on COPD alone and the volunteers were recruited as COPD volunteers. There was an initial training date set for 26th January; however it was cancelled due to unforeseen circumstances. Initially HWL focused on recruiting 10- 12 volunteer for the role. In February the number of volunteers to take part in the project increased to 30 and the project name changed to Breathing Well to encompass all respiratory diseases and to be more accessible and user friendly as not many people including people with COPD recognise the term.

Recruitment

- HWL produced a role description for Breathing Well Champions
- The role was advertised through a variety of channels to ensure wide and inclusive recruitment (see Marketing below)
- The volunteers who expressed an interest were all sent an application pack including the role description and a volunteer application form.
- Volunteers who returned an application form were invited to an interview.
- 12 new volunteers were interviewed for the role and 6 existing HWL volunteers.
- HWL was approached by and/or encouraged 37 volunteers to become Breathing Well volunteers. Some of those volunteers circumstances changed and they could no longer volunteer and some could not make the training date in March and are interested in the second date for the training.

Marketing

- HWL produced a poster to advertise a role and printed 200 copies professionally plus around 50 copies in house.
- HWL created a website page for Breathing Well volunteers with information including the symptoms, facts about the disease, ways to manage the condition and why prevention of COPD is important particularly in Lewisham
- Call for volunteers as top priority news in January and February newsletters
- Several tweets about the project and call for volunteers throughout Jan - March.
- Mail out of posters to all 13 Lewisham libraries
- Mail out to all Lewisham based GP practices
- Mail out to appropriate Lewisham based community centres and educational establishments
- Some mail out were followed up by phone call conversations
- Role advertised at South Bank University
- Role featured on a database at Volunteer Centre Lewisham
- Email campaign targeting seldom heard groups with emphasis on 9 protected characteristics as set in the equality act
- Personalised email with request to share the project and call for volunteers to Healthwatch Lewisham team contacts such as Vietnamese Women group,

Family Health ISIS, North Lewisham health Improvement Plan and Red Ribbon Living Well (HIV Awareness).

Volunteer Event - Induction and Training

Volunteers who were recruited and those who were in the process of recruitment were invited to attend a volunteer event on 27 Feb 2015. The event took part at the Methodist Church in Lewisham from 10am - 4pm. The aim of the event was to provide induction to Healthwatch and support session to anyone who had additional questions and wanted to speak to HWL staff.

The event had two parts. First was a Dyslexia Awareness training delivered by Oliver Spring CIC. Second part was the induction and group support session covering health inequalities.

- 11 volunteers attended the training
- 13 volunteers attended the induction and support session

Breathing Well Champions Training

The training took place on the 11 March 2015 and it consisted of two parts

1. The British Lung Foundation information on COPD
2. Motivational interviewing and positive community engagement.

There were 18 people present at the training and two trainers.

- 11 volunteers
- 4 HWL staff
- 2 Breathing Well Board members
- CCG commissioner representative

Healthwatch Lewisham collected 9 evaluation forms for the British Lung Foundation and returned directly to the British Lung Foundation using provided freepost envelopes.

There were 11 HWL event evaluations returned and great majority of responses were positive. Please see appendices 1. P. 10

Actions from the training

- Marzena to collect and send presentation and training hand outs to volunteers as appropriate.

- Helen Jefford, Specialist Physiotherapist in Lung Disease to send British Lung Foundation info packs including COPD passports which include 10 points that all COPD patients should know about.
- Tim Anstiss - is happy to share online training that he is developing with some of the techniques and videos
- Tim Anstiss to share presentation slides
- Helen To ask BLF if we can share the presentation with our volunteers via email
- To ask BFL if we can share the presentation on our website. This is optional as I will create a hand out for volunteers with relevant information.
- BFL To send HWL 50 COPD passports
- BFL To send HWL 20 BFL information packs

Community Engagement

- International Woman's Day, 9th and 10th March 2015
Helathwatch Lewisham Organised an early engagement opportunity for Breathing Well volunteers to give a flavour of the outreach event. It was also an opportunity for an in-house training as HWL teamed up new volunteers with experienced outreach volunteers supported by a staff member.
- HWL started collating a list of local events that Breathing Volunteers could attend. This is an open list and other stakeholders including volunteers are invited to expand the list.
- HWL also asked volunteers to provide details of initial engagement:
 1. What groups, networks volunteers currently are involved in that they could organise a Breathing Well session? Could they do it by end of April?
 2. What other networks/groups (for example mental health, young people, BME etc.) volunteers could/wanted to do outreach with and what support they would need from HWL to do so?

Future plans and ideas for project development

- To link Breathing Well Champions with LEEP (COPD rehab) sessions that happens in Lewisham. LEEP sessions provide a valuable setting for people with COPD to manage their condition. Currently in Lewisham there is not a big uptake of the program and part of the role of the Breathing Well Champion will be to encourage people to attend the program. The program is intense and runs for six weeks, twice a week. The understanding of the program and having observed the session and experience it first hand, would enable Breathing Well Champions to better promote it to the public.

- Crane Sally, Nurse consultant for people with COPD in Lewisham's A&E department - Following Sally's presentation at the Breathing Well Champions training on the 11 March 2015; she will forward a contact details of the person (Caroline) who can in turn help to link Breathing Well Champions with Leep Program.
- Breath Easy support group leader Denise Bretton agreed to work in partnership with HWL to shape the project and drive it forward.
- Marzena met with Matt Seal, Lewisham Stop Smoking Service. Matt is happy to do a short presentation at the next training, and will provide HWL with promotional materials and information leaflets. He is also happy to work in partnership with HWL.

Next steps:

- Arrange a date for a second training - suggested date - early June
- Prepare a report form for volunteers
- Prepare a report form for the project to CCG
- Organise monthly meetings with Champions
- Prepare a risk assessment of the role
- Create a hand out for volunteers - a list of places to refer people to including keeping fit, preventative options,
- Arrange a list of events for volunteers to attend
- Ask volunteers where they think they could utilise the information within their communities/ how/when. Ask where they think they could take it forward that they already don't access? Is there anything else they need to start volunteering?
- Set a regular engagement with volunteers
- Organise further training such as equality and diversity and safeguarding

Hand out:

- Stop smoking leaflet
- Vaccination (flu vaccine - available once a year via open clinic at GP surgeries and health Centres, Pneumococcal vaccine protective from a potentially fatal pneumonia which is a one off life time protection however some people may benefit from a booster every 5 - 10 years.
- Patients could request GPs to see if they're due for the booster or if they had a vaccine at first place).
- LEEP - Lung Education Exercise Program (COPD rehab) - a program to help people manage their long term condition. In Lewisham there is currently no waiting time to be put on the program. It takes place twice a week for 6 weeks (referral process)
- Lung Function Lab which offer tests including Spirometry. This service is available in every hospital including Lewisham Hospital (what's the referral process).

- Every patient is entitled to an annual review of their condition. This can be done by a GP or community team (what's the name and what's the referral process?)

Conclusion

In the three months of the project development stage HWL ensured wide and inclusive recruitment of the role and 11 volunteers were trained as Breathing Well Champions.

HWL ensured that the Breathing Well Champions role and the project was widely promoted including organising a mail out to all GP surgeries and Libraries in Lewisham. In addition the project was promoted through HWL ebuletins reaching out to over 1700 members, HWL website and a wide network of stakeholders through a request email to mention a few.

HWL organised an induction day for volunteers, a training and organised an early engagement opportunity and an in-house training for community outreach.

HWL instigated a dialogue with key stakeholders of the project that are vital in providing appropriate services and hand out materials to support Breathing Well Champions in delivering a meaningful signposting and support to people with respiratory conditions in Lewisham.

Appendix

2. Breathing Well Champion training Evaluation form 11 March 2015

Please tell us what you think about the event by completing this questionnaire.

1. How did you hear about the event?

- a) Simone at HWL b) Through a friend c) By HWL d) Through Foundation Secretary
 e) HWL f) WOM g) Marzena h) HWL h) HWL came to our Breathe Easy meeting
 i) HWL j) HWL

2. What did you think of the way the event was organised?	Very Good		Very poor	Didn't attend
	☺	☹	☹	
Pre-event organisation	9	2		
Organisation of the day	10	1		
Venue and facilities	9	2		
Refreshments and catering	9	1		
Access at the venue	10	1		
What did you think of the workshops you attended?	☺ 6	☹ 1	☹	Didn't attend 1
British Lung foundation workshop	9	1		
Motivational Interviewing/effective community engagement	9			

Any other comments and suggestions for next event?

- Very well run day. Relaxed and informative. Lunch and refreshments were good and felt appreciated. - -
- Workshops were good and I would happily recommend.
- Very good would like to do this again.
- Will be speaking to the team soon.
- Practice makes perfect. Will go out and try out.
- Need to have a experience of all aspects of coping with the disease.
- Thank you very informative and relevant good information and techniques.

