

Manchester Public Health Development Service

Annual Report

April 2010 - March 2011



MPHDS

Manchester **Public Health Development Service**



Welcome to the Manchester Public Health Development Service (MPHDS) Annual Report.

MPHDS was part of Manchester Community Health as the provider arm of NHS Manchester until March 2011. Under Transforming Community Services, MPHDS then transferred to the Manchester Mental Health and Social Care Trust

As a service we have a set of core values which are:

- Enable and empower all communities to make healthy choices and engage in health development
- Target services to vulnerable and high risk groups in a creative and innovative way
- Deliver evidence based practice
- Develop and support partnership working
- Promote equality and diversity
- Evaluate our work to demonstrate the impact and ensure continual improvement in the quality of services we deliver
- Provide services which are value for money
- Listening to, and involving users in the development of services

MPHDS is composed of six separate teams namely:

Major Killers team
Public Mental Health team
Sexual Health & Harm Reduction team
Stop Smoking Service
Health Information and Resources Library
Graphic Design team

The teams are supported by a dedicated administration team, who also administer our Training Programme. – www.mphds.org/mphds/training/training.html.

The highlights of our year can be found at the end of this document, along with some statistics regarding the numbers of people who have used the different elements within the service during the last year.

The aim of this report is to inform you about what we do, where we do it and more importantly, how you can use the service. We hope that you enjoy reading it!

Major Killers

The Major Killers team aims to promote a healthier lifestyle as well as the prevention and early detection of diseases. We do this through a number of different service strands including:

The Community Health Trainer HT programme

The **Community Health Trainer (HT) programme** is a national initiative, specifically designed to help tackle health inequalities. We have recruited HTs from local communities to provide support and encouragement to help people lead a healthier lifestyle. They can help with food and nutrition, physical activity, quitting smoking, safer drinking, tackling stress, relaxation and improved sleep.

The HT service is open to anyone aged 18 or over who lives or has a GP in Manchester. The most important referral criterion is that an individual is willing and able to set themselves goals and targets related to becoming healthier. People can call 0161 861 2548 to use the service.

The Community Food Co-ordinator (CFC) Project

This project works with groups across the city to help address the increase in obesity and chronic diseases and to support people to make changes in their diet to improve their health. The CFC project has been formally evaluated by the Centre for Local Economic Studies (CLES) and was recognised as having made ‘a big impact on health, mental well-being, employability and widened social horizons’ across areas with recognised health inequalities.’

Alongside this work, we also deliver training to increase awareness of obesity, to organisations working with children & families and for frontline workers in the health, local authority and third sector. We have also been involved in the delivery of the Royal Society for Public Health’s Nutrition course – levels 1, 2 & 3 – along with partners from the NHS and third sector.

The Getting Active Through Exercise (Gate) project

This aims to promote the benefit of exercise in the over 65s to improve health and prevent falls. There are currently 16 classes running across the City of Manchester, with upwards of 200 regular attendees across all the classes each week.

Green Corridor

In partnership we are helping to develop the **Green Corridor** proposal for a walking loop around the city, with spokes inwards and outwards and linking centres of commerce, employment and education.

NAEDI

We promote cancer awareness to increase uptake of population based screening programmes, and roll out the **National Awareness and Early Detection Initiative (NAEDI) programme** in Manchester, by promoting screening services such as breast screening, bowel cancer screening & cervical cancer screening.

In addition we provide professional support to NHS and Local Authority staff and partner organisations, working on disease prevention and early detection. This includes coronary heart disease (CHD), cardiovascular disease (CVD), cancers, along with diabetes and stroke.

Getting Manchester Moving

Getting Manchester Moving is a citywide promotional campaign designed to raise awareness of the importance of physical activity, healthy eating and weight management. The site contains a huge range of information on opportunities, facilities, events and health-related programmes across the city.

Visit www.gettingmanchestermoving.org

Public Mental Health

The Public Mental Health team works to improve the mental health of Manchester people and prevent mental ill-health. Our main strategy is to equip a wide range of organisations with a greater ability to support the mental health of the people with whom they work. This is done mainly through our provision of training and information.

We work with Primary Care Mental Health Services to focus on the needs of people with common mental health problems and there is a strong collaboration with them in the provision of training and information. In collaboration with Self Help Services we have begun to pilot courses in “emotional resilience” (i.e. good ways to look after your mental health and wellbeing) for the public.

In 2010-11 a new project supported by the Greater Manchester Health Innovation and Education Cluster (HIEC) has begun to disseminate effective training programmes throughout Greater Manchester.

The Supporting Health Programme promotes the physical health of people who experience severe and long-term mental ill health. An associated programme works to improve the physical health of people with dementia and their carers. This programme has been positively evaluated by the University of Manchester and presented as an innovative approach to dementia.

Finally, we support development of wider strategies to improve mental health and wellbeing in the city. We do this through supporting innovative projects in partnership with a variety of organisations and through support to the Mental Wellbeing Group that leads strategy development for mental wellbeing in Manchester.

The Public Mental Health team supports the public through provision of information about mental health; publication of self help guides and directories of services. Visit our website that gives a guide to better mental health and getting help with problems www.mhim.org.uk

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Sexual Health and Harm Reduction Team

The Sexual Health and Harm Reduction Team is made up of a number of staff all experienced in public health. Work areas include strategy and policy development; training frontline staff; distributing condoms; provision of harm reduction services (including needle exchange and steroid user services); promoting responsible alcohol retailing and undertaking general sexual health, drugs and alcohol prevention projects with targeted populations.

We work across Manchester undertaking targeted work with identified high risk and vulnerable populations. These include young people; older adults; Looked after Children; prisoners and ex offenders; male and female sex workers; street homeless; injecting drug users; steroid users; students; the lesbian and gay community and black and the minority ethnic community. This work is provided through a range of settings including hostels, children's homes, brothels and saunas, HMP Manchester, drop in centres, harm reduction and needle exchange services, supported accommodation and voluntary sector agencies. We reach the public in a range of ways including partnership working with the voluntary, acute and private sector, primary care and a range of outreach venues.

The team works across a number of specific but interlinked areas:

- Alcohol - working with the police, local authority and the licensed trade, to reduce the impact of alcohol misuse in the community by promoting responsible alcohol retailing and supporting the use of licensing powers. We also provide help to encourage people to drink less by training frontline staff to routinely carry out alcohol identification and brief advice (IBA) as well as amplifying national social marketing priorities at a local level.
- Harm reduction - provision of needle exchange and steroid user services in order to reduce numbers of blood borne viruses and increasing uptake of testing and screening for Hepatitis B & C.

- Sexual health - provision of a condom distribution scheme which has 70 agencies registered as members, who distribute condoms directly to service users and get support from us through training and appropriate governance. We encourage and support testing for all STIs and HIV, to prevent onward transmission.
- Prisons - within HMP Manchester, our Healthy Prison Coordinator offers health promotion awareness sessions in order to create opportunities for prisoners, to encourage them to adopt healthier behaviours.

We also develop targeted health promotion and prevention campaigns and associated resources alongside each of these areas.

Manchester Stop Smoking Service

The team in Manchester Stop Smoking Service works alongside partner organisations to promote a smokefree norm within the city.

We employ specialist stop smoking advisors to help smokers quit. They work in each of Manchester's NHS hospitals and other venues across the city, offering one-to-one support with quitting. We also commission, train and support others to help people stop smoking, including GP practices, 89 pharmacies and staff in children's centres.

We have 19 stop smoking weekly drop-ins that run across the city in 12 separate locations including local markets, community centres and supermarkets.

The Stop Smoking Service also leads the Manchester Smokefree Homes Scheme (SFH). This initiative aims to protect children and non-smokers from the effect of second hand smoke (SHS). People are encouraged to register their homes as smokefree and receive a certificate and signage on doing so.

Health Information and Resources Library

2010-2011 saw the library move to new premises in Fallowfield, consolidating the 2 previous sites into a new single location, serving the whole city. The changes taking place under the Transforming Community Services agenda have seen some changes to our user base following the dissolution of Manchester Community Health and we are continuing to engage with our new clients to promote our services, supporting evidence-based practice and decision-making and facilitating health promotion activity.

The Health Information and Resources Library provides information and health promotion resources to support the work of NHS Manchester staff, Manchester Mental Health and Social Care Trust staff (from April 2011) and other health promoters in Manchester. We have a collection of multi-disciplinary books, reports, training packs, models and multi-media resources and provide access to electronic resources such as journals and e-books. Our information professionals provide answers to enquiries, information skills training and comprehensive literature searches to support evidence-based practice. We also provide health promotion leaflets and posters, many produced in-house by MPHDS and we attend health events across Manchester to share information and expertise.

Graphics and Media Design Service

The Graphics and Media Design team provides in-house health promotion design support for MPHDS. We supply graphic design, new media design, website creation, digital photography and print buying. We also provide expert advice to staff around corporate branding and printing issues. We produced 85 new, graphic resources this year. In addition we have also updated and maintained 4 health promoting websites and provided PR and marketing photography for the service.



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Achievements during April 2010 - March 2011

Major Killers

- Full rollout of the National Bowel Cancer Screening programme across the NHS Manchester area
- 17 exercise classes for older people established through the GATE (Getting Active Through Exercise) project, with over 9000 individual participations each year
- Community Food Co-ordinators delivering over 40 sessions on healthy eating and food preparation skills across the city, working with just under 1000 people
- 6 x 10 weeks of MEND programme delivery (family based weight loss programme) delivered in 3 separate venues in Manchester, which was delivered to 24 families
- 5 different training sessions provided in conjunction with the Community Nutrition Service
- Over 50 awareness events on promoting the Bowel Cancer Screening Programme delivered at community venues across Manchester, reaching over 1800 people
- 10 awareness events supporting uptake of breast screening activity in screening areas, which was accessed by over 1340 people
- Involvement in the redesign of breast screening services for Manchester, specifically around community engagement, patient experience redesign, locating new screening venues and contributing to new resource development.

Manchester Community Health Trainers

- We have seen 871 clients during the year
- 78.6% of all clients lived within the most deprived wards in Manchester
- Of the 871 individuals who set goals, 634 successfully or partly achieved their goals with the assistance of a Health Trainer
- Four new Health Trainers were recruited and have successfully completed their Level 3 City & Guilds accreditation course.

Public Mental Health

We worked with partners in delivery of these achievements:

- 350 people were trained on the half day 'Understanding Mental Health' course
- 183 people were trained in the two day 'Interventions for Mental Health in Everyday Practice' course
- 105 primary care/general practice staff were trained in the 'Emotional Aspects of Your Consultations' workshops
- Five courses were delivered to NHS Manchester managers on organisational aspects of tackling stress at work and supporting staff
- 60 people were trained as trainers in 8 Greater Manchester boroughs, as part of the HIEC project, to deliver 'Interventions for Mental Health in Everyday Practice' and 'Emotional Aspects of Your Consultations' courses.
- 32,044 self help guides and directories (21 titles) and 1423 audio guides were distributed through Manchester agencies that work with vulnerable people
- The Manchester Supporting Health Programme, improving physical health for people with dementia and their carers, was positively evaluated by University of Manchester and extended for further demonstration of innovative practice.

Sexual Health and Harm Reduction

- Participation in the Core Cities Collaborative Price Survey found the cheapest alcohol on sale in the city to be strong cider at 11p per unit
- Distributed 3500 unit measuring cups to encourage people to drink less at home and 10,000 copies of the award winning Drink Smart guide to improve access to self-help
- Distributed 2500 copies of the nationally recognised guide to 'Responsible Alcohol Sales' to licensed premises, with 19 licensing issues reported through the single point of contact
- Supported 'Alcohol Awareness Week' by raising awareness of the impact of alcohol on children and childhood with service users from 50 different Manchester agencies. 44% of people attending our IBA training work, came from services accessed by children and therefore training has proved very helpful with the early identification of parental alcohol misuse
- Ancoats is one of the only harm reduction services nationally to be currently taking part in a national HPA survey of BBV testing for steroid users.

- Development of citywide policy for children's homes on Looked After Children and Teenage Pregnancy
- Contract awarded from the GMHCV Strategy to roll out Hep C prevention across Greater Manchester
- Delivered a successfully evaluated sexual health and harm reduction training programme to 2839 participants, including identification and brief advice for alcohol
- Licensed the use of the Over 50s Relationship and Sexual Health resource produced by us last year, to both national and regional agencies
- Distributed 595,137 condoms to high risk and vulnerable service users
- Developed and produced health promotion resources and campaigns including 3rd edition of the successful A-Z of Sexual Health and Harm Reduction Services; the Prison Discharge leaflet; Bad Mix campaign and HIV and Sexual Health Story cards.

Manchester Stop Smoking Service

- 4536 four week quitters during 10/11
- 592 SFH registrations during 10/11, 265 of which brought about a behaviour change
- 238 SFH registrations during 10/11 project in Harpurhey
- 466 four week quitters in Harpurhey in 10/11
- Smoking prevalence in pregnancy (as measured by smoking at time of delivery) continues to fall in Manchester. The figure across the city for 10/11 is 14.2%, a reduction of 0.79% on the previous year.

Health Information and Resources Library

The HIRL's 6 month enforced closure due to accommodation issues, followed by moving to a new organisation, has inevitably had an impact on overall statistics as the majority of our stock was inaccessible during the 6 month period. However, we maintained a skeleton service during this time and are continuing to increase usage now we are fully operational again in our new organisation.

- 2708 items loaned from own stock
- 71,662 leaflets distributed in addition to the self-service leaflet collection point at Victoria Mill which came into operation at the end of 2010
- 175 new members
- 389 Inter-library loans (obtaining and supplying items not otherwise available)
- 147 copies of articles supplied from own stock

- 3836 = total usage of our subscribed e-resources (number of accesses by eligible users via NHS Athens system)
- 65 professional literature searches

5 new practices have expressed an interest in joining the Primary Care Resource Project, bringing to total number of participating practices to 15. Launched in June 2009, the project has supported practices by delivering up-to-date Department of Health and Manchester-specific health promotion resources including leaflets and posters and forging links between HIRL and GP practices in Manchester.

Graphics and Media Design Services

Resources produced have included:

- 'Chemical Soup' – stop smoking awareness around cigarette contents
- A new African recipe book, promoting healthy eating
- An extensively revised version of 'Responsible Drinking' advice pack
- Health visitors' publicity leaflets – including translated versions
- 'Interventions for mental health in everyday practice' training packs
- Revised version of A-Z Directory of Sexual Health in Manchester
- HIV awareness cards – including studio photography utilising character models
- Bus advertising for health visitor publicity campaign.
- Wythenshawe men's health event publicity
- Smokefree Ramadan publicity posters
- Dementia advice booklet
- There were nearly 16,000 hits to our website with 195 pages being viewed over 46,000 times
- Digital photography for publicity shots at public health events across Manchester.



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SOUTH SITE - 1ST FLOOR, FALLOWFIELD LIBRARY

Platt Lane, Fallowfield, Manchester M14 7FB
Main Number: 248 1767
Fax: 248 1751

Debbie Costley, General Manager, Health & Wellbeing Care Group 248 1758
Bridget Hughes, PHD Senior Manager, Sexual Health Team & Harm Reduction 248 1756

SEXUAL HEALTH & HARM REDUCTION

Elizabeth Burns, PHDA, Alcohol Project Worker 248 1763
Josanne Cowell, PHDA, Sexual Health & Harm Reduction 248 1759
Mark Edwards (Needle Exchange Project Manager - based at Ancoats Primary Care Centre) 274 1652
Gary Beeny (Needle Exchange Project Manager - based at Ancoats Primary Care Centre) 274 1652
Kate Johnson, Multi Agency Identification & Brief Advice Trainer 248 1762
Louisa Wall, Alcohol Identification & Brief Advice Trainer 220 6091
Rick Plant, Prison Project, HMP Manchester (rick.plant@hmps.gsi.gov.uk) 817 5830
Pete Smith, Senior PHDA, Sexual Health 248 1760
Colin Tyrie, Senior PHDA, Harm Reduction 248 1761

SUPPORT SERVICES

Tracy Slattery, Business Administration Manager (to end of Oct 2011) 248 1752
Maurice Lloyd, Monitoring & Finance Team Leader 248 1757
Kellie McGuire, Secretary to Sexual Health Team 248 1750
Ruhana Miah, Training Administrator 248 1766
Brian Goodman, Training & Monitoring Lead 248 1768

NORTH SITE - VICTORIA MILL

Ground Floor, Victoria Mill, Lower Vickers Street, Miles Platting, Manchester M40 7LJ
Main Number: 861 2546
Fax: 203 5817

Chris Love, Deputy Head of Service & Major Killers Lead 861 2553
Douglas Inchbold, PHD Senior Manager, Public Mental Health 861 2543

MENTAL HEALTH

Caroline Bedale, Senior PHDA, Health at Work 861 2540
Shamin Malik, PHDA, Mental Health 861 2539
Alpa Raja, PHDA Supporting Health Dementia Programme 861 2545
Nicola Wood, Senior PHDA, Mental Health 861 2551
Megan Brown, Senior PHDA, Mental Health 861 2541
Michelle Ashworth, Mental Health & Wellbeing Promotion Specialist (Based at Ashcroft Surgery) 257 3854
Teresa Czajka, Mental Health & Wellbeing Promotion Specialist (Based at NHS, Wythenshawe) 946 9446

STOP SMOKING

Abbie Paton, Senior PHDA (Acting Senior Manager/Tobacco lead Stop Smoking Service) 861 2590
Aurangzaib Amirat, Stop Smoking Advisor 07967 441813
Mark Brown, Senior PHDA, Stop Smoking 861 2583
Lana Burrows, Stop Smoking Specialist Advisor 07811 268447
Jenny Cowell, Communications Officer 861 2588
Rebecca Coyle, Community Development Worker 861 2589
Michelle Dooley, Admin Support 861 2587
Hayley Evans, Admin Support 861 2586
Kate Griffiths, Community Development Worker 861 2581
Lisa Hayden, Finance & Admin Support (Maternity Leave to Jan 2012) 861 2582
Hazel Hughes, Stop Smoking Advisor 07968 863816
Jason Kennedy, Senior PHDA, Tobacco Control & Young People 861 2591
Alison Reid, Senior PHDA Smokefree Pregnancy 861 2584
Shazia Kamran, Senior PHDA Smokefree Pregnancy 861 2585
Anne-Marie Riley, Stop Smoking Specialist Advisor 07967 444395
Kim Skinner, Stop Smoking Specialist Advisor 07815 835659
Denny Wood, Stop Smoking Specialist Advisor 07967 505706

MAJOR KILLERS

Tara Davies, Cancer Campaigns Co-ordinator (Based at Fallowfield) 248 1765 or 07967 0258556
Pia Feig, PHDA/CHD Prevention (Based at Fallowfield) 248 1764
Bernie Murphy, Community Food Co-ordinator (Based at Fallowfield) 220 6090 or 07971 331537
Eleanor Murphy, Community Food Co-ordinator SMHLN Withington Hospital 217 3951 or 07971 331540
Rose Boyd, Community Food Co-ordinator, Zest (r.boyd@manchester.gov.uk) 655 7887 or 07971 331539
Maureen Brimley, Getting Active Through Exercise (GATE) (Retiring In August 2011) 861 2544
Paul Nethercott, Ca/CHD Senior PHDA 861 2538

SUPPORT SERVICES

Sarah Walker, Business Administration Manager (Maternity Leave to end of Oct 2011) 861 2546
Aurora Robb, Finance & Admin Support - Health Trainers 861 2548
Madge Strong, CAMHS/IMHEP/UMH Project Worker 861 2547

GRAPHICS

Saleem Zaidi, Senior Graphic Designer 861 2549
Paul MacKay, Media Designer 861 2536

HEALTH TRAINERS

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Guy Bracewell 07792 290647
Matthew Brown (Primary Care Mental Health Team - Central) 07792 893703
Sheila Devereux (Vic Mill) 07792 913602
Christopher Green (Stop Smoking) 07854 189197
Stephen Hoy (Manchester United Cliff Training Ground, steven.hoy@manutd.co.uk) 708 9451 or 07854 187003
Usha Kanani (Primary Care Mental Health Team - South) 946 8260 or 07791 206044
Khadija Khan (Woodville Surestart Children Centre) 740 7873 or 07854 186927
Sahra Mohamed (Windrush Millennium Centre) 636 7513 or 07971 199928
Gassim Mohammed (Windrush Millennium Centre) 636 7512 or 07792 917059
Salma Nasreen (Windrush Millennium Centre) 636 7514 or 07971 488757
Matthew Norris (MPHDS, Vic Mill) 07792 913610
Jane Parker (Nutrition Service - South) 07967 518619
Melissa Penny (Windrush Millennium Centre) 636 7512 or 077915 00093
Sadie Roberts (Windrush Millennium Centre) 636 7513 or 07890 533374
Raphael Sang (Windrush Millennium Centre) 839 7062 or 07792 914284
Jennifer Nina Smith (Vic Mill) 07805 693762
Shahida Khan (Levenshulme Health Centre) 07976 729964
Catherine Burton (Vic Mill) 07976 977979
Jayne Rothwell (Windrush Millennium Centre) 636 7512 or 07870 5475219

HEALTH INFORMATION AND RESOURCES LIBRARY (HIRL)

Emily Hopkins, Health Information & Resources Library Service Manager 248 1912
Kathy Atkinson, Librarian 248 1754
Carnell Bell-Smith, Resource & Information Advisor 248 1755
Sarah Race, Resource & Information Advisor 248 1753

CITY WIDE (HIRL)

1st Floor, Fallowfield Library
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Tel: 0161 248 1769
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Monday to Friday 9am - 4.30 pm

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www.mphds.org

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