

WINNERS' GUIDE

INTRODUCTION



Welcome to the fifth UKPHR Innovation in Public Health Awards. We are delighted we could celebrate with you all virtually, on 4 October, the achievements of so many wonderful projects in what remains a challenging time for many.

Thank you to all of you who found time to enter. We know it takes a lot of time and effort to make a submission particularly in these busy times, but you are not only helping to grow this awards programme but also sharing your excellent work with others, so that we can all benefit.

Our virtual judging process once again proved a time-efficient experience, at a time when all the judges and finalists are under huge pressures and incredibly busy. I know that the judges found the experience inspiring and challenging, and had to make some difficult decisions, selecting winners from so many outstanding entries. So a big thank you to our judges.

This Winners' Guide summarises the winner and shortlisted entries in each categories, together with contact details to enable you to follow up ideas that could be adapted in your patch.

We would like to say a thank you to Public Health Wales who have helped sponsor these awards.

Jessica Lichtenstein

Chief Executive

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COLLABORATIVE WORKING AWARD



WINNER:

The Great Mental Health programme

Rosa Treadwell, public health practitioner, mental health and communities, Haringey Council

Haringey's Great Mental Health Programme addressed mental health inequalities exacerbated by COVID-19. Seven community-led initiatives supported residents to improve personal and community wellbeing in the most deprived parts of the borough. Provision was diverse, co-designed and complemented existing services, empowering residents. It addressed issues like bereavement, isolation and domestic abuse.

The programme prioritised specific populations in Haringey, focusing primarily on the east of the borough where data indicates mental health needs and deprivation is greatest. Delivery partners included local VCS, private and statutory organisations. A diverse range of support was offered including face-to-face, telephone and NHS approved digital support. Using a universal and targeted approach, larger scale interventions benefiting more people at low risk, complemented more intense interventions with fewer, high-risk beneficiaries. The evaluation found the programme directly benefitted 37,886 residents in its first year with a further 339,216 indirectly benefitting. Robust wellbeing metrics and statistical analysis deemed the programme successful in improving the mental health and wellbeing of Haringey residents. A legacy is a city-wide campaign which encourages Londoners to talk about mental health, destigmatise asking for help whilst raising awareness of support available. It is supported by senior public health leaders including Jane Clegg, Kevin Fenton and Sadiq Khan.

The judges thought this was a well framed case study, a great project demonstrating collaborative working at its best. It had a clear impact on the health and wellbeing of many.

Further information: rosa.treadwell@gmail.com

FINALISTS:



Cross-systems collaboration to eliminate hepatitis C in England

Deanne Burch, programme lead, Hep C U Later

Hep C U Later is a national initiative in England supporting NHSE to eliminate hepatitis C ahead of the WHO goal of 2030. The team deliver communications, marketing, awareness campaigns, training, national coordination, pathway improvement, testing and treatment events, forums, data analysis, and resources to eliminate hepatitis C across multiple systems.

Further information: deanne.burch@mpft.nhs.uk



FINALISTS:

Change of Direction: a substance use strategy for Jersey 2023 to 2033

Steve Gay, senior policy officer, Public Health Jersey

The strategy sets out how Jersey's government and third sector will respond collaboratively to substance use over the next 10 years. The strategy was developed through collaboration and research-based practice. Key components include collaborative delivery, prevention, reducing harms and inequalities, improving health and wellbeing, and ensuring sustainability.

Further information: s.gay3@gov.je

BEST DIGITAL INITIATIVE AWARD



WINNER:

London Borough of Barnet and Partners Suicide Prevention Campaign

Seher Kayikci, senior public health strategist, London Borough of Barnet

In the four years to 2019, one person lost their life to suicide every 16 days in Barnet. Launched in autumn 2021, this multi-faceted campaign targeted the prevention of suicide among working-aged men. Throughout the campaign period, no-one lost their life to suicide, bucking the rising London and national trend.

Reducing the risk of suicide in men is a main priority identified in Barnet Suicide Prevention Strategy 2021-25. The strategy, led by public health, continues to be delivered by a multi-agency partnership, involving ICB, NHS, public sector partners, voluntary sector and people with lived experience, reflecting the complexity of suicidal behaviour. One year into the pandemic, the partnership became aware of emerging evidence of increasing suicide rates linked to social isolation and CoLC. The partnership developed and launched the campaign aimed at preventing mental ill-health and suicidality among working-aged men by encouraging conversations and help seeking. They did this by the Stay Alive app, provision of 24/7 accessible digital resource developed by Grassroots Suicide Prevention. To support the app, we developed two other projects to support men who sought additional help in Barnet: an outreach programme targeting working age men and a peer-to-peer support group, a non-clinical and safe space for men to talk to their peers and improve their social connections before reaching crisis point.

The judges were impressed by the evaluation of the project - its insights and results. It included an app, outreach offer and peer support, which together formed a highly effective campaign.

Further information: seher.kayikci@barnet.gov.uk

FINALISTS:



BetterPoints Bucks

Layla Ravey, public health practitioner, Buckinghamshire Council

BetterPoints Bucks is a free app-based behaviour change programme that incentivises and rewards people for making positive lifestyle changes. The programme rewards individuals engaging in active travel, physical activity, smoking cessation and weight management programmes with points that can be used in local retailers or donated to local good causes.

Further information: layla.ravey@buckinghamshire.gov.uk

FINALISTS:

Healthcare in the UK: a webinar for residents from Hong Kong

Healthcare in the UK: A webinar for new residents from Hong Kong

Wokingham Borough Council Public Health Team
in partnership with Wokingham Integration Partnership colleagues and Hong Kong community champion

英國的醫療保健系統：
為來自香港的新居民而設的講座
Healthcare in the UK:
A presentation for new residents from Hong Kong

2021年11月

Suzie Watt, senior public health strategist, Wokingham Borough Council

Following an unexpected increase in new residents from Hong Kong, Wokingham's public health team co-produced and recorded a webinar in Cantonese to help new residents navigate local health services. This involved working in partnership with healthcare colleagues and a community champion. It was greatly received by the community and GPs

Further information: Suzie.Watt@wokingham.gov.uk

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EMPLOYER OF THE YEAR AWARD



WINNER:

Cheshire East Council

Dr Andrew Turner, consultant in public health, Cheshire East Council

The Cheshire East Council Public Health team consists of our senior management team and 13 practitioners. The team also provides formal training placements for foundation doctors, GP trainees and public health specialty registrars, and hosts medical undergraduates.

To support practitioners on their registration journey we provide protected time within working hours to work on the programme, including for attending events. We ensure that progress towards registration is discussed in regular one-to-one meetings and appraisals, enabling any further support required to be identified. We have also set up an internal peer support network for those on - or thinking of joining - the scheme. To provide the experience necessary to achieve the required learning outcomes for registration, we ensure that practitioners are given the opportunity to work on a wide range of projects across the entire breadth of public health, including on topics that fall outside of the practitioner's usual job description. We encourage practitioner registration with the Faculty of Public Health and the use of their CPD diary to meet revalidation requirements following registration. We recently conducted a skills audit based around the Public Health Skills and Knowledge Framework (PHSKF), around which we have designed an internal CPD programme. We also encourage all members of the team to seek out further CPD opportunities and allow protected time within work hours for this.

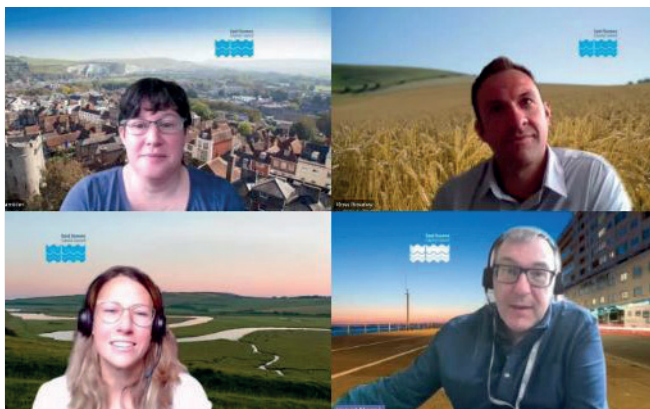
The judges were impressed by the way the team moved from having no practitioners working towards registration last year to now having 7 of 12 eligible members working towards registration. Support has included protected time to attend events, and inclusion of registration in person - specifications when recruiting.

Further information: Andrew.Turner2@cheshireeast.gov.uk

FINALISTS:

East Sussex County Council

Ross Boseley, specialist support manager, East Sussex County Council



The Public Health Department works in a two-tier rural and coastal area with around 560,000 population. The team of nearly 60 is diverse, includes registered practitioners and specialists, Intelligence and support staff plus wider roles related to housing, planning, environment, the arts and creativity. Our team is a 'learning environment' where all staff are encouraged to train, develop and share knowledge and experience, including practitioner registration. They ensure that the whole department understands the opportunities and the value associated with UKPHR registration.

Further information: Ross.boseley@eastsussex.gov.uk

FINALISTS:



Thurrock Council

Juliet Brabben, health improvement officer, Thurrock Council

Thurrock Public Health is a diverse team of public health consultants, strategic leads, programme managers, analysts, and officers, including registered practitioners, who commission services and assess local health needs to improve the wellbeing of residents. Its in-house provider arm also delivers frontline lifestyle services.

They have demonstrated strong commitment to supporting practitioners through its organisational structure and team culture, which recognises learning as integral to team development, capacity, and resilience.

Further information: jbrabben@thurrock.gov.uk

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IMPROVING PUBLIC HEALTH PRACTICE TO REDUCE HEALTH INEQUALITIES AWARD

WINNER:

QuickChange: a collaborative project pilot between Cardiff & Vale UHB Paediatric Podiatry Services and Local Public Health Team



Martha-Jane Powell, senior health promotion practitioner, Cardiff and Vale University Health Board

Working in collaboration, Cardiff & Vale University local public health team and paediatric podiatrists have successfully produced and piloted an animation which aims to increase daily physical activity, while also promoting exercises that strengthen foot and ankle muscles, in children aged between 4 and 6 years of age. As a UKPHR registered practitioner, Martha-Jane's current role sits within the 'Move More Eat Well' team which is the Board's local strategic plan aligning to 'Healthy Weight: Healthy Wales', the national long-term strategy to reducing obesity.

Excess weight and obesity in childhood is becoming more common in Wales. This is a cause of significant public health concern as excess weight can have significant implications for a child's physical and mental health. The Child Measurement Programme for Wales has identified that there is a 6% gap between obesity levels in the most and least deprived areas. Emerging evidence suggests that overweight children are more predisposed to developing musculoskeletal problems (Krul et al. 2009). One in four children experience musculoskeletal pain (Tian et al. 2018) which can have a significant impact on their ability to engage in physical activity with their healthy peers. This collaboration brought together public health specialists, paediatric podiatrists, healthy schools practitioners, teaching professionals and corporate animators who formed a working group to pool expertise and resources so that a successful and equitable resource was produced.

The judges thought this was a well-planned and evaluated pilot project to increase physical activity in children. There was good partnership working in developing the initiative and schools liked the pilot animation.

Further information: martha-jane.powell@wales.nhs.uk

FINALISTS:

Wessex Operational Delivery Network Hepatitis C case finding within General Practice



Louise Hansford, Hep C elimination coordinator and **Elaine Pearce**, Midlands Partnership University Foundation Trust, and **Helen Treacher** MSD PSI project manager/NHS Hep C Elimination Initiative, Merck Sharp & Dohme (UK) Limited

The project deployed a hepatitis C (HCV) case-finding tool to search Primary Care electronic health records for coded HCV risk factors related to either a confirmed positive diagnosis or to identify patients at risk of HCV infection, who might otherwise remain undiagnosed and go on to develop liver cirrhosis or cancer.

Further information: louise.hansford@mpft.nhs.uk

FINALISTS:



Healthy Learning, Healthy Lives: improving health through local education settings

Saima Nazir, public health lead, Children Young People and Families Team, Doncaster Council

The aim was to improve the health and wellbeing of children and young people through improvement of the health-related practice, culture, environment and activity in education settings. This included delivery of a local healthy settings programme, a Pupil Lifestyle Survey and preparation for implementing statutory Relationships, Sex and Health Education (RSHE) in schools.

Further information: J.R.Deighton@leeds.ac.uk

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TRANSLATING EVIDENCE INTO PRACTICE – THE ALLISON THORPE AWARD



WINNER:

Black and Minority Ethnic (BAME) Perinatal Mental Health Research

Michelle Guthrie, health improvement senior, mental health, and **Heather Sloan**, health improvement lead, **Laura Hills**, health improvement senior, NHS Greater Glasgow and Clyde

This research project explores the experiences of their Perinatal and Infant Mental Health network partners in engaging with BAME women and their families during the perinatal period to support mental health and wellbeing. While the perinatal period can be a vulnerable time for all women, research highlights that BAME women are at greater risk of developing mental health problems. Their vulnerability is further exacerbated by additional factors of culture and ethnicity; stigma attached to mental health, language barriers, lack of awareness of support available and many more.

They commissioned research to explore the experiences of their PNIMH network partners in engaging with BAME women and their families, what support would help them engage more effectively and identify examples of good practice. The research was conducted using an online survey and 1 to 1 structured interviews. Following analysis of the findings, they undertook a thematic analysis, synthesising evidence from other published research with BAME communities to help draw appropriate conclusions that resonated with the findings. They used the broad themes highlighted in The Commission's Report into Racial and Ethnic Disparities in the UK (2021) to draw comparisons across four recent key research papers. The report and thematic analysis were disseminated to key strategy groups as a call to action.

The judges said that the evidence created through this work has been used in wide and varied ways to influence practice. They loved the supportive, encouraging messages for others who want to get started with research-based practice.

Further information: michelle.guthrie@ggc.scot.nhs.uk

FINALISTS:

Service evaluation of smoking cessation support among adults aged 18 years and over using structured community substance misuse treatment services in Hampshire.



Michael Newman, senior public health practitioner, Hampshire County Council

Smoking rates are significantly higher in people with a substance misuse condition, causing significant morbidity and premature death. This project aimed to identify potential barriers and enablers to smoking cessation support among this population in order to inform improvements to service delivery and commissioning.

Further information: mike.newman@hants.gov.uk

FINALISTS:



Using behavioural science to increase uptake of childhood immunisations

Dr Lesley Lewis, behavioural science specialist, Somerset Council

Somerset Behavioural Science Unit worked with GP surgeries in areas of deprivation to apply behavioural science evidence to increase MMR uptake through patient reminder letters and telephone calls. This has helped increase uptake of two MMR doses towards the 95% target, which is needed to reduce preventable diseases in children.

Further information: Lesley.lewis@somerset.gov.uk

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THE BEST SOCIAL MEDIA CAMPAIGN AWARD

WINNER:

Now We're Talking – Acting Together to Prevent Suicide

Louise McEvoy, advanced public health practitioner, and the WCC Mental Wellbeing Team, Worcestershire County Council

The campaign is a multimedia suicide prevention campaign by Herefordshire and Worcestershire Councils. Raising awareness that suicide is preventable, and help is available is essential. Without this messaging, success of suicide prevention initiatives will be limited. The campaign stands out for its quality and resident-led approach. Launched September 2021, the campaign was aligned under our Trust's mental health campaign umbrella to streamline local health messaging. Content is shaped using perceived norms and social values - recognised approaches in driving behaviour change (Azjen & Fishbein, 1980; Quigley, 2017). Messaging and tone were informed by a Royal College of Psychiatrists community of practice, National Institute for Health and Care Excellence evidence reviews (NICE, 2018) and a local lived-experience steering group. The first phase of social media focus (21-22) identified through data was 45-64-year-old men, however, preventative messaging is also needed earlier in the life-course. We therefore also targeted 20-30-year-old men. Campaigns should be community-led to maximise impact (UK Gov, 2011). A key milestone was the production of a short video 'We're in your Corner' fronted by locally based GB Gold Commonwealth Boxer Delicious Orié. The Commonwealth Games (August '22) were used as a springboard for promotion. Reach was optimised through Delicious' growing social media channel and sporting ads. Targets included 2,000 webpage views at launch and reach of 25,000 via socials. 'We're in Your Corner' aimed for 3,000 initial views and a 60,000-resident reach with 4,000 engagements.



The judges were impressed with this well-planned campaign building on behaviour change principles and the evidence base for suicide prevention. There was clear rationale for the range of evaluation methods used, including at community level, recognising the importance of community assets and building relationships. A very high-quality submission and delight to read.

Further information: lmcevoy@worcestershire.gov.uk

FINALISTS:



Maternal Mental Health Week Social Media Campaign

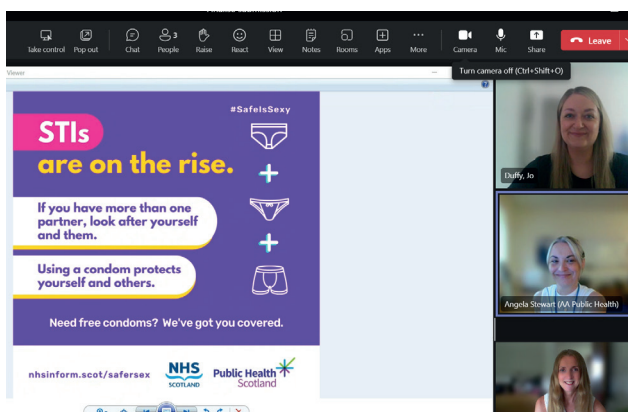
Michelle Guthrie, health improvement senior, mental health, and **Heather Sloan**, health improvement lead, NHS Glasgow and Clyde

By working collaboratively across agencies, our Perinatal and Infant Mental Health Network created and ran a social media campaign for Maternal Mental Health Week 2023, underpinned by the campaign's theme Together in a Changing World.

Further information: michelle.guthrie@ggc.scot.nhs.uk

FINALISTS:

National Safer Sex and Sexually Transmitted Infection (STI) Awareness Raising Campaign



Johann Duffy, senior health improvement officer, NHS Lanarkshire and **Angela Stewart**, project manager, health inequalities, NHS Ayrshire and Arran

Epidemiological evidence shows that in Scotland, gonorrhoea diagnoses have doubled between 2018 and 2022. Increases in diagnoses are within two key groups; young people aged 18-24 and gay/bisexual and men who have sex with men. This project is important as gonorrhoea can have long-term consequences for individuals if left untreated.

Further information: jo.duffy@lanarkshire.scot.nhs.uk

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