



Wiltshire Council Health Trainer Service 2017 Review

helping you
to help yourself 

Wiltshire Council
 Where everybody matters

We are very pleased to present this annual review of the Wiltshire Council Health Trainer Service and the excellent results achieved in 2017.

Our dedicated team of professionally qualified health trainers provide support to members of our local community who want to make positive lifestyle changes by

- Helping people understand how their behaviour effects their health
- Supporting and motivating individuals to change harmful habits
- Explaining the benefits of healthier food and lifestyle choices
- Encouraging people in different communities to work together to improve general wellbeing and reduce social isolation

Our health trainers provide key motivation to give people the best opportunity to make health improvements. If people would like to lose weight, become more active or simply want some health advice our team is there to support them.

In 2017 the team supported over 900 adults to achieve their health and wellbeing goals. We would like to take this opportunity to thank all our partners who have referred clients into the service or provided them with additional support. Working closely with our partners in primary care, our libraries, and leisure centres really helps adults in Wiltshire access the help and support they need to live longer, healthier lives.

Cllr. Jerry Wickham,
Cabinet Member for Adult, Social Care,
Health and Public Protection
Wiltshire Council

Tracy Daszkiewicz,
Director of Public Health and
Protection
Wiltshire Council

The Wiltshire Council Health Trainer Service

The Wiltshire Council Community Health Trainer Service was established in 2014. The programme focuses on reducing health inequalities by providing free one to one support to anyone aged 18 or over wishing to improve their health.

Over six sessions, health trainers meet with people in a range of community settings such as libraries, GP surgeries and leisure centres. The sessions provide clients with regular and tailored guidance, support and encouragement to help them change negative lifestyle behaviours and achieve their personal health improvement goals.

Our dedicated team of health trainers cover all 20 community areas across Wiltshire and can provide support with:

- Healthy eating and weight management
- Increasing physical activity
- Reducing alcohol intake
- Stopping smoking
- Improving emotional wellbeing

In addition, health trainers work closely with partners to ensure people are effectively signposted to specialist services for additional targeted support, where this is needed.

This report provides a 2017 summary review of the Wiltshire Council health trainer services, both in the community and at Erlestoke prison. The report highlights key achievements as well as feedback from partners and members of our local community and offenders who have used the service.

Further information about the Wiltshire Council Health Trainer Services, can be found in the 'useful links' section on the back of this report.



Health trainer display, Chippenham library

2017 Key Findings

- Wiltshire Council Health Trainers engaged with over 900 clients, this is an increase of 13% compared with 2016.
- Almost half (48%) of all clients were residents from the most deprived quintiles in Wiltshire indicating that the service is being effectively targeted to the areas of greatest need.
- The number of males seeking support from the service in 2017 has increased by 11%, in 2016 male client uptake increased by 12%.
- 97% of clients completing the programme in 2017 either fully (78%) or partly (19%) achieved their primary goal. This is a positive increase of 11% compared to 2016.
- 80% of people who accessed the programme for weight management in 2017 lost weight, with an average weight loss of 3.6kg.
- Clients who accessed the service for support with becoming more active doubled their physical activity levels on completion of the programme. Clients on average undertook 90 minutes per week of physical activity by their final session, compared with 45 minutes per week at their initial session.
- On average clients who accessed the service for reducing or stopping smoking reduced cigarette consumption from 16.5 cigarettes a day to 1.2 a day, showing a 96% positive change.
- General health scores improved on average by 63% and emotional wellbeing scores improved by 68% in 2017.

Who Accessed the Health Trainer Service in 2017?

During 2017, Wiltshire Council health trainers engaged with over 900 clients, which is an increase of 13% compared with the previous year.

69% of clients were female and 31%, male. The number of males

seeking support from the service in 2017 has increased by 11%, in 2016 male uptake increased by 12%. Men accessing the health trainer service is a key priority for 2018, the health trainers are using adapted health trainer literature that promote male health and are delivering health fairs and community events aimed at engaging men across the county.

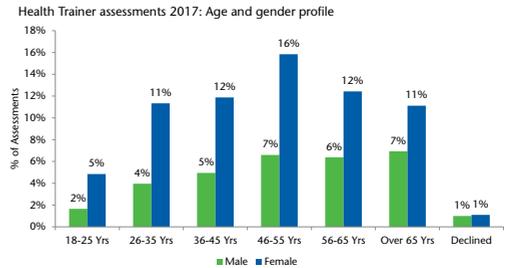




“Our mission at ‘Chippenham Pitstop’ is to care for our customers in a holistic manner and to promote healthy living, our Chippenham health trainers have enabled us to exceed our expectations. Their ease of manner coupled with a professional approach has meant that our male customers, who can often ignore health issues, are taking up the chance to have their blood pressures checked and discuss healthy living. The Wiltshire health trainers have brought to life our desire to get our customers proactively engaging in their health”

**Lisa Hatherell, Manager,
Chippenham Pitstop**

Health trainer assessments 2017: Age and gender profile



Health inequality

Almost half (48%) of all clients were resident in the two most deprived quintiles in Wiltshire indicating that the service is targeted effectively in the areas of greatest need to help reduce health inequalities, this is a 1% decrease compared to 2016. The health trainers are working closely with key partners to reach those living in the most deprived quintiles, including targeted work with children centres, job centres and housing teams. Furthermore, the health trainers have initiated recording data of clients who are in receipt of means-tested benefits, this measure will help to provide more accurate data on deprivation status.

In 2017, females dominated every age category, the distribution of which is relatively evenly split across those aged 20 to over 65, with a peak in the 46-55 year age category. The spread of male clients has become more even across the age ranges since 2016, indicating we are reaching a more diverse range of males. But ages 46 to over 65 are still the most dominant age ranges.

How did people hear about the service?

In 2017 nearly half (44%) of all referrals came from a GP surgery setting. Referrals from GPs have been increasing since 2014 (where referrals from this source accounted for only 8%), this highlights an increased awareness of the service within the local healthcare community and reflects close and effective partnership working with our key partners in primary care.

“I have to say that since the programme began we have embraced the health trainer role at the Castle practice, I know that we have many patients who have benefitted from the health trainer programme and who otherwise may have become more unwell or socially isolated. Our GPs and Nurses regularly refer patients on to the service in the knowledge that they are being dealt with in a professional and supportive manner, particularly with those patients who traditionally have found engagement difficult.

I hope that this relationship will continue in the future and that funding continues to exist to support the programme – we look forward to continuing to work with the health

trainers through 2018, we consider the health trainer team as part of ours and that the whole role fully supports the GP Forward View to wrap services around patients”

**Chrissie Williams, Practice Manager,
Castle Practice, Tidworth**

Nearly a quarter (24%) of all clients referred themselves into the service in 2017. This demonstrates health trainers are proactively engaging with local communities through events such as health fairs and local campaigns as well as ensuring local communities and partners have up to date literature of the service.

Reasons for using the community health trainer service in 2017

In 2017, the primary reason for visiting a health trainer was for support with healthy eating and weight management, this accounted for 58% of all clients who accessed the service. This is consistent for both male and female service users (with 60% of women and 54% of men identifying this as their overriding concern).

The second most common reason for engaging with the service was to improve emotional wellbeing (16%). This is consistent with the previous year and is the second most common reason for visiting a health trainer amongst females (17%) and males (14%). In 2017 health trainers completed suicide prevention training to support clients with complex emotional wellbeing needs.

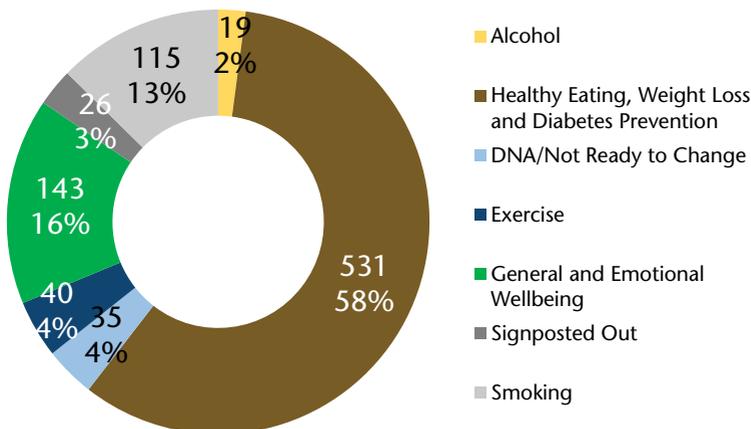
In 2017 health trainers started to record whether a client was diabetic or at risk of developing type 2 diabetes. 257 clients were found to fall into this category. This is 28.2% of all clients who initiated in 2017, reflecting close partnership working between the health trainers and primary care and indicates that the service is effectively targeting people in greatest need of support.

Client case study

“After being diagnosed with type 2 diabetes and attending the ‘DESMOND’ (now X-PERT) course in Salisbury with my wife, we were advised to control my condition using diet and exercise. I was also put in contact with the Wiltshire Council Health Trainers Service who could mentor me over the coming months.

I met a health trainer at the Warminster Diabetes Support Group who was giving a talk and I referred myself that evening. This coaching and mentoring has provided support to both myself and my wife during the year that followed. The friendly assistance given has helped to guide me to achieve, in 18 months, a controlled weight loss of 5stone 6lb.

Health trainer assessments 2017: Primary goal



Completion and achievement levels

64% of clients engaging with the health trainer service in 2017 completed all six sessions, this is a 16.9% decrease compared to 2016. The data quality has improved considerably since 2016, this will have gone somewhere towards the decrease in retention rates.

97% of clients completing the Health Trainer Programme in 2017 either fully (78%), or partly achieved (19%) their primary goal. This is an increase of 11% compared to 2016.

How else do health trainers provide support?

Health trainers are based in the local community and are involved in a variety of community work, including health fairs, promoting health campaigns and providing drop-in services.

They work in partnership with Turning Point, Doorway and Alabaré to provide drop-in clinics for individuals experiencing homelessness, mental health problems or alcohol and drug addiction.

This has reduced my BMI from obese to overweight, a process which continues towards my new ideal weight target of 13 stone, which I am currently one stone away from reaching!

I have yearly blood tests with regards to my diabetes, after six months my tests were in the normal range and this continues to be the case.

Some top tips that really helped me were setting realistic targets with the health trainer for weight loss, i.e. 1lb a week is fine, read food labels for high sugar, salt and fat content and that it is okay to occasionally have a break from the strict routine e.g. birthdays, long weekends, this helps to maintain your sanity!"



Barry, Health trainer client 2017

They will offer advice and support on how to live a healthy lifestyle in terms of eating healthily, reducing or stopping smoking and reducing alcohol consumption. Health trainers also provide outreach support to the gypsy and traveller community in the north of Wiltshire. This targeted work indicates that health trainers are actively working with the most vulnerable client groups.

“Alabaré Place have worked in partnership with the Wiltshire Council Health Trainers for a number of years and have been fortunate enough to have a health trainer who calls into our service on a regular basis to work with our residents. The health trainers offer a varied service all of which is relevant and meets the needs of our client group, this coupled with a friendly and empathic service delivery is invaluable.”

Nicki Vigor, Service Manager, Alabaré Place, Salisbury



Community health trainer health fair

They also provide a drop-in service at Wiltshire Council libraries where they facilitate weekly or fortnightly drop-in sessions offering free blood pressure checks. Every month the health trainers have a themed drop-in that is consistent across the county, themes have included ‘healthy packed lunches’ and ‘summer activities for families’.



Health trainers, Tesco and Amesbury library working in partnership to promote healthy living.

Health trainers work in partnership with local supermarkets to provide health fairs with advice and guidance on healthy choices for shoppers.

“It’s working really well having a health trainer in the library each week; library users are getting used to them being here regularly and are coming in specifically to visit them. We have been working with the health trainers to promote and deliver our ‘Wellbeing Wednesdays’, an initiative that aims to improve the general wellbeing of the people in Bradford on Avon, these have been very popular. Health trainer support has been very beneficial to the libraries, having someone with health knowledge and contacts to collaborate with on the Wellbeing Wednesdays has been invaluable. It is also proving very beneficial to the people of Bradford on Avon, who are able to come and see the health trainers somewhere central and welcoming like the library.”

**Jo Harris, Community library manager,
Bradford on Avon**

and essentially to get the message about the importance of being and remaining active out to a wide audience, their help and support is invaluable to the ‘Get Wiltshire Walking’ team.”

**Claire Webb, Health and physical activity
manager, Wiltshire Council**

Supporting Syrian refugees

In 2017 the health trainers supported a number of Syrian refugees living in Wiltshire. Health trainers have successfully supported Syrian clients to reduce or stop smoking, eat more healthily and become involved in their local community. In 2017 health trainers received ‘Cultural awareness’ training to enable them to provide effective support to Syrian refugees.

Health trainers also support clients to access other services and activities, in 2017 3% of clients were positively signposted out to other services.

“Due to their wide remit, the health trainers have the opportunity to speak directly with many clients and other services and can act as a great resource to help promote the walking groups around the county

“My client from Syria came to me speaking very little English, she wanted to improve her confidence and to start doing activities for herself and with her children, these included socialising, trying exercise and eventually learning to drive. Through our one-to-one sessions I supported my client to become more active by increasing her daily step-count, in addition, I supported her

to access an Arabic theory driving CD and signposted her for specialist support for emotional wellbeing. After a few sessions my client told me she had always had a passion for cooking and would like to learn more about it, she felt this would build her confidence, develop her language skills and hopefully lead to paid work. After researching cookery schools I was able to identify a 90 hour cookery course that had the opportunity of leading to employment, I worked in partnership with 'Building Bridges' to support my client to access this course, my client met the criteria for funding and was successful in her application. She has now completed the cookery course, passed with a distinction and is now looking for employment in this area!"

Natalie Viveash, health trainer for Calne and Marlborough community areas

in overcoming language barriers and perhaps most importantly a willingness to understand more fully, the cultural needs of this vulnerable group"

Maysun Butros, Senior Corporate Support Officer, Vulnerable Persons Resettlement Scheme

Health champions



Karen Lockyer, David Line, Helen Nicol

The health trainer service also boasts a team of dedicated volunteer health champions who are a valued resource to the service. Health champions are trained to deliver brief interventions and healthy lifestyle advice in the community and work alongside health trainers as a support mechanism at health fairs, community events and drop-in sessions.

"The health trainers have had an extremely positive impact on the health and well-being of Syrian refugees. Their support has covered many areas including healthy eating, increasing physical activity and they have been particularly effective in smoking cessation support, where several refugees have stopped smoking since their arrival in the UK. They have shown empathy, resilience

What impact has the health trainer service made in 2017?

Over half of all clients (69%) who accessed the health trainer service in 2017 lost weight regardless of their primary reason for accessing the service. Furthermore, 80% of clients who accessed the service for weight management lost weight with an average weight loss of 3.6 kilograms per client.

There was a positive increase of 75% of all clients who accessed the service for dietary support increasing their fruit and vegetable consumption.

On average clients who accessed the service for reducing or stopping smoking were initially smoking 16.5 cigarettes a day, this was reduced to an average of 1.2, showing a 96% positive change.

Clients who accessed the service for support with becoming more active doubled their physical activity levels having completed the programme, averaging 45 minutes per week on the initial session and 90 minutes per week on the closing session.

On average there was a reduction of nearly 50% of alcohol units for clients accessing the service for support

with alcohol reduction, alcohol units reduced on average from 58.4 units a week to 32.4 units a week.

Blood pressure is now being recorded as a measure for all clients. This started part way through 2017 so the records have not reached a number where we can make robust estimates. However, out of those clients who had their blood pressure taken 58% had a reduction in blood pressure after completing six sessions.

Positive improvements have also been made in terms of self-reported general health and mental wellbeing scores for clients who completed the six sessions with a Wiltshire Council health trainer in 2017:

- General health scores improved by an average of 63%
- Mental wellbeing scores improved by an average of 68%

Case study:

“I was diagnosed with Breast Cancer in 2013 and went in to hospital for an operation but this didn't go to plan and I ended up in intensive care, from then I went on to have chemotherapy and radiotherapy. I had a year off of work to battle this disease and ended up stopping

everything that I had previously enjoyed, it felt as though my life had become really small, I went from having everything to nothing and my confidence had gone. I had stopped driving and even stopped shopping on my own I didn't have the confidence to start to rebuild my life and relied heavily on my husband for support. Then I met my health trainer, she listened to my story and provided me with support and encouragement to start to rebuild my life again, I couldn't believe what I had achieved after just 6 sessions. I started swimming again, I changed my diet in a positive way, I started driving again and even enjoyed the gym! I could feel my confidence growing by each session which gave me and my family our lives back. The kindness my health trainer showed me pushed me to try things I couldn't do on my own. The health trainer service saved me from a horrific time in my life, one with which I felt I could not move on from. Discussing things with my health trainer and making small changes to rebuild my life made me live again"

Gill, health trainer client 2017

What our clients say?

"It was helpful to talk openly without judgements"

"I have been fantastically supported all the way through. This service has changed my future for the better"

"It feels like I have control again"

"Very valuable and potentially life changing service"

"I have found the sessions helpful and enlightening and they have helped me to change my lifestyle in an enjoyable way"

"The meetings have really helped with my motivation"

"My health trainer was brilliant, helpful and friendly"

"It was helped by humour, we had a chuckle which made it fun!"

The health trainer service at HMP Erlestoke Prison

The health trainer programme at HMP Erlestoke prison has been running successfully since 2009. The health trainers within the

programme are offenders who are trained to support their peers with healthy lifestyle changes. Comparable to the community service, health trainers at HMP Erlestoke support their peers over six sessions, the health behaviours they offer support with are healthy eating and weight management, increasing physical activity, improving emotional wellbeing and maintaining smoke-free, the health trainers will also signpost to other services within the prison that provide specialist support, including working closely with the healthcare centre.

The Health Trainer Programme at HMP Erlestoke prison aims to improve health literacy, build personal resilience and reduce isolation, all of which support the reduction of health inequalities, promoting a whole-prison approach to health and wellbeing.



HMP Erlestoke prison, Devizes, Wiltshire

“It has been of great value to have the health trainer service at HMP Erlestoke prison, the service has improved the health and wellbeing of some of the most vulnerable prisoners at Erlestoke. In addition, it has provided an excellent developmental opportunity for prisoners who train to become health trainers, these outcomes in turn can support the reduction of reoffending. I am looking forward to welcoming the newly trained cohort of health trainers in 2018”

**Statement from Governor, Tim Knight,
HMP Erlestoke**

“The health trainer service is a positive and pro-active addition to our well-being support for our prisoners. The trained mentors work well with those who want to change their lifestyle habits and improve their general health and fitness, this peer to peer working has seen some great results and contributed to a healthier community within the prison. The health trainer team have also been instrumental in helping to support our healthcare department in smoking cessation particularly in the run up to the prison going smoke free. We are fortunate and feel privileged that we have the support

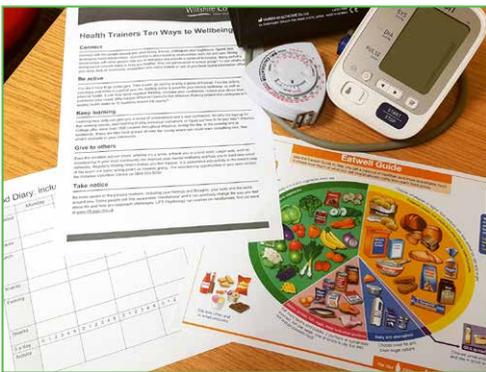
of Wiltshire Council to train up the mentors and have this scheme running in the prison"

Elizabeth Williams, Learning and skills manager, HMP Erlestoke

2017 Review: Key Findings

- In 2017 health trainers at HMP Erlestoke prison supported over 50 clients within the prison setting. This is likely to increase considerably in 2018 as an additional six health trainers have been recruited and trained.
- Over 90% of clients who accessed support completed the programme.
- 87% of clients who completed all six sessions either achieved (67%) or part-achieved (20%) their main goal.
- Individuals who accessed support for weight management lost on average 1.3 BMI points after completing six sessions.
- Those that accessed the service for dietary support increased their fruit and vegetable consumption by 1.4 portions, this is a positive change of 27%.

We are very pleased to present the first published review of the HMP Erlestoke Health Trainer Service for 2017. This report analyses the work the health trainer team have completed supporting their peers to make improvements to their health and wellbeing. A new cohort of six health trainers have been successfully trained in 2018.



A range of tools used by health trainers, including the eatwell guide, food diary and 'ten ways to wellbeing'

Positive improvements have also been made in terms of self-reported general health and mental wellbeing scores for offenders who completed the six sessions with a health trainer in 2017:

- General health scores improved by an average of 37%
- Mental wellbeing scores improved by an average of 22%

Reasons for attending the HMP Erlestoke prison health trainer service in 2017

In 2017, the primary reason for visiting a health trainer at HMP Erlestoke was for support with increasing physical activity levels (36%) followed closely by healthy eating and weight management (34%). Remaining smoke-free accounted for 15% of assessments, indicating health trainers have been actively supporting clients with behavioural support since the 'smoke-free' legislation.

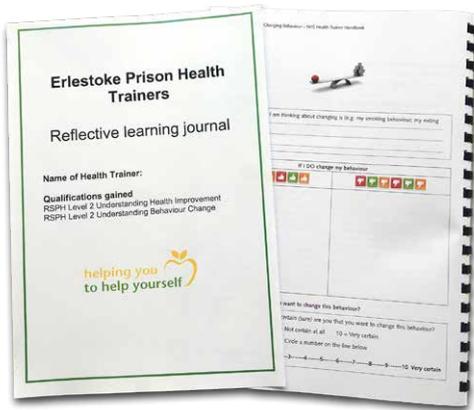
In 2017, clients were relatively evenly split across the 18-44 age range, with a peak in the 18-34 year age category. The 18-34 age range

accounted for the most assessments (34%), followed by males in the 35-44 age range (32%), males aged 45-59 accounted for 23% of assessments and 9% for the over 60's age range. This is consistent with the age ranges across the prison setting, demonstrating health trainers are proactively working with offenders of varied ages.

Client case study:

"My health trainer has been extremely encouraging and patient with me as I suffer depression and low confidence. He has been alongside me when I have needed to step out of my comfort zone, by doing this my confidence has grown immensely and it has been an enormous achievement for me to step out of this zone. When I have had low days my health trainer has been there to listen and offer support. Since taking up the offer of a health trainer my fitness levels have greatly improved, I now feel I can join in and have achieved positive results. I would like to thank the prison system for providing health trainers and to the health trainer who has supported me"

Health trainer client, HMP Erlestoke



Erlestone prison training resources

“Jail time can be hard; it can drag you down if you let it. I was determined to make the most of my time and I realised that helping others would be a positive use of my time. I have supported demotivated prisoners with really small steps, like leaving their cell more often, then leading to bigger changes like joining a class or taking a course. I have seen significant improvements in confidence of prisoners I have supported.

On a personal note, I am a far better communicator than I ever was, I have learned to listen and to really understand people. I am far more humble and grateful for what I have. I get great satisfaction from helping others, if I am doing my bit to help people, those people may then help others. I have also found a passion for something I would like to pursue after prison, I am excited to have qualifications and experience that I can use when I leave, the opportunity I have been given to help others will help me for the rest of my life”

Health trainer, HMP Erlestone

Wiltshire Council community health trainer service 2018: Our priorities

Increase the number of people accessing the service by 5% and improve male engagement with the service by 5% compared with 2017

Increase clients in quintiles 1 and 2 to at least 50% compared to 2017

Increase support for clients with smoking cessation by 5% compared to 2017

Increase support for clients with diabetes and type 2 diabetes by 5% compared to 2017.

Wiltshire Council HMP Erlestoke prison health trainer service 2018: Our priorities

Increase the number of clients accessing the service by 5% compared with 2017

To engage with the 'recoop' over 50's programme

Prioritise support for clients with diabetes or those at risk of type 2 diabetes

Health trainers to attend mental wellbeing and drugs and alcohol awareness training.

Useful links

If you would like to find out more about the Wiltshire Council Health Trainer Service or find advice and information on adopting healthier lifestyles, the resources below may be of interest to you:

www.wiltshire.gov.uk/healthtrainers

If you have a specific question about the Wiltshire Council Health Trainer Service, you can contact Wiltshire Council's Health Trainer Team on [0300 0034566](tel:03000034566) or via health.trainers@wiltshire.gov.uk