

## **Cwm Taf University Health Board;**

**Cynon;** Practice Based Lifestyle Champions

**Project Lead; Contacts;** Rebecca Stewart; Senior Health Promotion Specialist PHW

**Rationale;** This is a developmental programme to enable enthusiastic and willing individuals to champion lifestyle behaviour change within their GP Practice and cluster. To initiate an ethos of prevention and signposting within GP practices through up skilling staff around health improvement

**Project Details;** The Clusters are working in partnership with Public Health where in house Champions will be trained to take the role of patient advocate and link to the third sector and statutory partner agencies.

**Intended Outcomes;** Implement health promotion signposting and support mechanisms, which will help to address:

- Obesity
- Smoking
- Alcohol dependence

Ensure that health-care staff maximise opportunities to provide health care advice which lead to health improvements and the following incidental system gains, namely;

- Improved take-up by patients in funded services
- Increased collaboration between practices and 3rd sector
- Increased engagement by practices in public health promotion

**Partners;** Cwm Taf Health Board / Public Health Wales

**Time-frame;** No information currently available

**Future Development Planned;** No information currently available

**Commissioning / Funding;** This service is located in the Cynon area, no stated details have been received with regard to funding

**Evaluation / Reporting;** The Public Health team will lead in the evaluation of this pilot. This will facilitate smooth referral pathways.

## **Supporting Documentation;**

**Acknowledgement;** Tess Raybould; Cluster Development Manager

**Project Status;** All 11 practices within the Cynon cluster are participating in the pilot project. 18 champions (receptionists, phlebotomists and Health Care Assistants) participated in an initial training day facilitated by the public health team (Feb 2017) covering:

- Approaches taken to supporting behaviour change
- Why we should have healthy conversations and how to do it
- What support is out there for patients – hearing from local services
- The role of the 'lifestyle champion' in practice

In line with the priorities for their practice champions will; agree on two campaigns to promote (between March- Sept' 17), agree actions to increase the profile of a healthy lifestyle, be the ongoing link for the public health team and participate in a networking event and project evaluation