

Hywel Dda University Health Board;

South Pembrokeshire Cluster; Healthy Lifestyle Advocates (4 appointments by Year 2)

Project Lead; Contacts; PHW or Lucie Whelan LDM for the South Pembrokeshire Cluster

Rationale; Cluster Plans across Hywel Dda University Health Board (HDdUHB) have identified the need to increase lifestyle behaviour change competencies and actions in primary care. An opportunity arose in November 2014, as a result of the Building Skills in Primary & Community Care Fund, for Hywel Dda Public Health Team to work in partnership with HD UHB Primary Care Directorate to develop Lifestyle Advocates: Promoting Health in Practice with primary care clusters. Hywel Dda Public Health Team has a longstanding commitment to supporting the health and social care workforce to 'Make Every Contact Count' with patients and colleagues. This includes enabling staff to develop the skills, knowledge and confidence to promote wellbeing and encourage lifestyle behaviour change at every opportunity.

Project Details; The method is to identify individuals from primary care teams who are enthusiastic about health and wellbeing, and who want to become Lifestyle Advocates who will encourage increased health promoting activity within their primary care setting / cluster. These Advocates are offered a 30-hour development programme to enhance their lifestyle behaviour change and advocacy competencies. The development programme is designed to support advocates as they apply their learning. Advocates are expected to undertake planned activities to disseminate their learning and promote best practice within their area.

Involvement of Primary care Mental Health Services: Mid way through the development programme Advocates undergo a full day behaviour change training session. This training includes:

- Refresh on brief advice (theory and practice)
- Meetings with local service providers (Stop Smoking Wales; NERS; Primary Care Mental Health Services; Food-wise; PAVS; Alcohol team; etc.) via a speed networking session. Each provider has 10 minutes with each pair of Advocates to explain their role, what their service provided, and how patients could be referred in to the service.

Intended Outcomes; The aim of the ***Lifestyle Advocates: Promoting Health in Practice*** project is to embed a healthy lifestyle and health promotion ethos and practice within primary care clusters. The approach is co-productive: participants are actively involved in planning and developing the project according to their identified needs

Partners; PHW

Time-frame; Fixed Term, Completed March 2017

Future Development Planned; The cluster to facilitate its [Lifestyle Advocates project] effect across the whole practice and to provide the opportunity and support to the advocates to disseminate their learning and actively promoting healthy lifestyle ethos and practice within each setting and across the cluster.

Commissioning / Funding; South Pembrokeshire Cluster

Evaluation / Reporting; Started PHW will provide a Evaluation; Report completed for the 2015/2016 programme, but not for the 2nd Year. Pre and post training evaluation shows that self reported competence has increased as a result of the training.

Supporting Documentation;



LA prog summary for
PCMHT May 2016.doc

Acknowledgement; Rachel Pompa; Head of GMS Hywel Dda UHB

Project Status; Completed