

NHS BOLTON

CLOCK ON 2 HEALTH HEALTHY WORKPLACE PROGRAMME

SUMMARY

Clock on 2 Health is a healthy Workplace programme designed and run by Deborah Collinson, Workplace Programme Manager at Bolton PCT, for businesses and organisations in the Bolton area. It is a tailored package of health promotion and ill-health prevention services offered free to local businesses in order to improve the health and wellbeing of the local community.

A pilot project called "Hope You're Well at Work" ran from 2007-2008. Following 6 months further development, Clock on 2 Health was officially launched in May 2009.

KEY OUTCOMES

- So far 80 businesses have signed up with a total of 13,000 employees
- Further members of the community have been reached indirectly due to a cascade effect to family and friends (exceeding set targets)
- The programme has been endorsed by Business Bolton and the Bolton Chamber of Commerce.
- In total there are 15 organisations at Bronze level, 6 at Silver and 2 at Gold with 4 businesses reporting a reduction in sickness absence.
- Royal Mail, Bolton has had a significant drop in sickness absence and has commented "The benefits achieved from these and the other initiatives undertaken in the unit

have delivered a 2% improvement in our unplanned absence levels. There have also been significant improvements in our internal employee opinion surveys with regards to how employees perceive

management care about their health and well being. The initiative has no doubt assisted the unit deliver a number of improved results around employee well-being."

- At a more individual level at least one case of cancer was detected at a staff health fayre within a Bolton business when an employee took part in a health screening exercise. This led the person to get a full check-up and accessing treatment early enough to save their life!



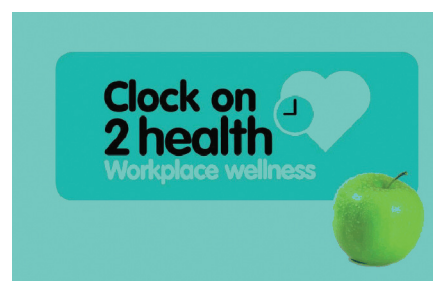
BACKGROUND

NHS Bolton is the Primary Care Trust (PCT) for Bolton. Located within the town centre, the PCT serves the population of the borough as a whole, which has a population of approximately 261,000. To understand the health needs of the local population in order to improve people's health, the PCT's Public Health Intelligence Team administered health and lifestyle surveys in 2001 and 2007, and plan to do this again in 2010. These surveys show how health and lifestyles differ across population groups and areas of Bolton and how these factors are changing over time. Using these surveys NHS Bolton has already created a draft strategy called 'The Big Bolton Health Plan 2009-2014', of which Clock on 2 Health forms a part.



- Provide health services closer and earlier-. Targeting the health of staff in local businesses allows NHS Bolton to take services out to the community, particularly in areas with greater ill-health i.e. Neighbourhood Renewal Areas

- Branded marketing material was designed and produced with a website called www.clockon2health.co.uk also set up.
- An ongoing marketing campaign has been employed using several techniques, including mail shots and door to door calls
- In just over a year 80 businesses have signed up and two businesses have gone for the highest level Gold Award



HOW IT WORKS

The structured Healthy Workplace programme is based upon a flexible framework that has been designed to fit businesses of all sizes and in all sectors, which can be tailored to fit any organisation's specific needs.

Awards Scheme

There is also an awards scheme in place to incentivise businesses to progress through increasing levels of health promotion and ill-health prevention. These Awards have been tailored for each of the four business categories; micro, small, medium and large. Targets reflect the expected level of health activities relevant to the business size, thus making it possible for the very small or the very large to participate. All organisations in the award scheme start by working towards the Bronze Award. Progression onto the other levels is then achieved following assessment against progressive criteria.

PURPOSE

Clock on 2 Health

- Improve health Inequalities – Bolton has a lower average life expectancy than the rest of the UK with people dying on average 2 years earlier. Within Bolton itself there is a discrepancy of 15 years life expectancy between different areas.
- Target specific health conditions – by incorporating campaigns such as anti-smoking, Clock on 2 Health can address key issues that lead to ill health in the Bolton area.

KEY STAGES OF SET-UP

- A Pilot project called "Hope You're Well at Work" ran from 2007-2008 with 4 pilot organisations, including the Royal Mail.
- Following 6 months development 'Clock on 2 Health' was officially launched in May 2009 with Deborah Collinson leading this workstream assisted by 2 team members.
- At the launch event 10-15 businesses were signed up and interest was generated amongst the business community as a whole

A business can still have access to help and support even if it opts out of the awards scheme thus ensuring that the maximum number of businesses and employees can be reached.



This level lays the foundation for all levels of the award but is equally important and valid in its own right.



This level of the award builds upon the basics that have been set in place at Bronze Level.



By the time your organisation is aiming for Gold you will have already demonstrated your commitment to the health and well being of your employees.

THE PROCESS

(see the attached guide entitled “The Process – Six Bite Size Chunks” for more detailed information)

1. Sign Up

Once an organisation has filled out an application form providing information about the business, the Clock on 2 Health team analyse the specific needs of the business and draw up an estimate of the costs of ill health and collate information on the health themes that would benefit its staff. The organisation is then asked to sign the Workplace Health Charter to demonstrate its commitment to creating and sustaining a healthy workplace

2. Site Visit

A health advisor comes to the site and presents a report with specific recommendations for the business and a tailored health programme

3. Choose a Champion

The organisation identifies a member of staff to be the Workplace Health Champion and the main point of contact between the company and Clock on 2 Health.

4. Consult Staff

The company uses questionnaires and focus groups to identify what health themes employees are interested in what related activities they would participate in.

5. Action Plan

In consultation with the Clock on 2 Health Business Health Advisor a priority theme is identified and an action plan is drawn up. Resources and dates for onsite support programmes are agreed, and the Workplace Health Champion takes forward delivery of this plan.

6. Evaluate & Review

As each activity comes to an end the Workplace Health Champion uses templates to evaluate the event and results and puts the results into an evidence folder

THE PROGRAMME

Once an organisation has drawn up its action plan it goes through a 12 week programme involving 3 key stages, each lasting 4 weeks:-

1. Increase Interest

Use onsite staff engagement facilities, sometimes including a health fayre to launch the programme, followed by distribution of further information and literature

2. Make changes

Run onsite support programmes such as “Drink Safe” and introduce activities such as lunch time walks, cycling competitions, pedometer challenges etc

3. Embed Changes

Create policies and strategies in order to change the organisation culture and to ensure that changes may be sustained

Public Health Team Support

Programmes include:-

- Eating Well - Food and nutrition
- Move More - Physical Activity
- Feel Better - Mental Health
- Drink safe - Safe alcohol consumption
- Be Flexible - Bones and joint care, manual handling
- Breathe Easy - Smoking cessation
- Going Green - Recycling & waste reduction
- Your Choice - Specific support for individual business

RESOURCES

Area Based Grant Funding – The main source of funding has been from the Local Authority which funds Neighbourhood Regeneration Areas. Funding of £146,000 was allocated over a 3 year period to cover costs such as staffing, marketing material and the website, however this was reduced due to a budget cut in the final year by 25%.

NHS Bolton – Although it doesn’t provide direct funding the services offered by NHS Bolton’s Public Health Teams such as ‘Bolton Stop Smoking Service’ are provided free of charge meaning that outside services do not need to be commissioned

Local Businesses – An array of local businesses, including corporate and voluntary organisations, attend the business’ onsite Health Fayres. These companies offer a range of free services from information through to promotions and screening services. For example Debt Advisors offer advice, local gyms such as Total fitness offer promotional discounts and charitable organisations such as ‘Balls and Boobs’ provide free cancer screening.

KEY CHALLENGES

Delivery for no extra cost - outside of the main budget there are no other monetary resources. Therefore it has been important to build relationships with other organisations and to matrix work with NHS Bolton's public health teams to access other types of resources.

Budget cuts in final year - The budget in the final year was cut by 25% making it difficult to deliver the same level of service. Fortunately a member of staff left the team which created some financial scope yet reduced capacity. In order to overcome this hurdle some work (regarding the evaluation of the programme) was commissioned externally to release more time for existing staff to run the programme itself.

LESSONS LEARNT

Use existing knowledge - there is a lot of information available out there on how to market and run health promotion campaigns. Use this rather than re-inventing the wheel

Programme should be tailored - a business will be more willing to adopt the framework if it is flexible and can be moulded to fit its needs. It is essential to demonstrate the potential benefits to that business from the outset

Marketing is vital - Marketing using 'pester power' should not be underestimated. A four week campaign using cards and follow up calls has been successfully adopted. However it is often difficult to sign up businesses through postal marketing so other techniques must be adopted. The best method is face-to-face meetings using a marketing pack. Access to the correct people in organisations is tricky, yet forging

good relationships with reception staff and offering good will gestures (such as apples!) can prove successful

SUSTAINABILITY

How is it embedded in every day practice?

- The process of creating a healthy workforce is an ongoing process due to factors such as staff turnover and changing circumstances. Businesses already participating in the programme will not only be working towards achieving higher awards but also in maintaining their status. For this reason accreditation only lasts 2 years
- Marketing to new businesses is ongoing in order to increase the number of organisations participating
- NHS Bolton has also signed up to the programme and is participating by using the programme in everyday practice.

What next steps are planned?

- The area based grant funding is currently only available until March 2011. However elements of the model have been picked up and are being developed for the North West by Deborah Collinson, Dave Horsfield at Liverpool PCT (who has developed and delivers a similar programme in Greater Merseyside) and Kirstie Haines, Work and Wellbeing Co-ordinator at North West Health. They are also working in collaboration with other regions to potentially turn this into a national toolkit.

- An evaluation process will soon be implemented to gather more statistics on how the campaign has made an impact on local health.
- The marketing campaign will continue, in order to build up the strength of the brand to increase local business' awareness and their desire to adopt the programme

SUPPORTING MATERIAL

The following resources are available as an appendix to this case study

- Step by Step Guidance - "The Process - Six Bite Size Chunks"
- Clock on 2 Health Promotional PowerPoint Presentation
- Marketing material

FURTHER LINKS

Clock on 2 Health - www.clockon2health.co.uk



CONTACT FOR FURTHER INFORMATION

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