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# Public Health Qualitative Research Project

Research Dissemination Event  
Octagon, Hull  
Thursday 5<sup>th</sup> February 2015

# Today's session

- Welcome and introductions;
- The aims of this project;
- Analysis and preliminary findings;
- Your feedback;
- Summary and thank you



- The research team
- Our understanding of public health and our approach to research
- Who we were looking for

# Looking Good, Feeling Good in North Hull

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- Weekly exercise class held in local church hall (with instructor) incorporating a mix of exercise from the more physical to seated exercise movements;
- Group participants are in the main in the 60 plus age category;
- Initially set up as a 12 week project and now entirely run by volunteers;
- Several group members trained to become Community Health Champions

Inspiring tomorrow's professionals



# Hull and District Diabetes Support Group

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- Raising awareness of diabetes amongst the people of Hull (and surrounding areas) and providing information about available care and support for those with diabetes and their families and friends;
- Activities include free monthly meetings with specialist speakers, awareness-raising days at local venues, and social events for group members;
- An entirely volunteer run organisation

Inspiring tomorrow's professionals



# Doula and breastfeeding peer support groups

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- Developed as part of the activities of the Goodwin Development Trust – salaried employees supporting volunteers
- **Doula project:** to train and support local women to become volunteer doulas who can provide support for isolated and vulnerable women through pregnancy, childbirth and the early post-natal stage;
- **Peer support breastfeeding group:** to generate a group of local women to act as breastfeeding peer supporters for antenatal and postnatal women in Hull

Inspiring tomorrow's professionals



# Humber All Nations Alliance (HANA) (Eastern European Group)

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- An umbrella organisation representing all BME groups;
- Offer assistance, advocacy, information and signposting in relation to wide variety of issues;
- Also hold their own events to facilitate community cohesion;
- A registered charity with salaried employees and volunteers

Inspiring tomorrow's professionals





- A community arts organisation enabling people of Hull and East Riding to take part in cultural activities, raising both individual and community aspirations;
- An overarching strategic plan and a wide variety of specific (sometimes discrete, sometimes linked) funded projects to achieve aims;
- Projects include work with hospitals, care homes, YOTs, different Hull estates and in partnership with various charities, statutory services and arts organisations

- Started in May 2011 in East Hull to work with children and young people struggling in mainstream education;
- Referrals are taken from schools, and young people attending are involved in focused sports activities and classroom-style education tailored to their learning style;
- Leader, paid employees (previously volunteers) and volunteers

# Bransholme Buddies

- A mobile youth club set up to reduce crime levels by providing a safe location and activities for young people on Bransholme estate;
- Set up and staffed by local residents in both employee and volunteer capacities;
- Focus on local residents looking after one another – other activities include support for elderly residents, a gym, and community caretakers

# Green Prosperity

- A lottery funded project based in the Longhill and Southcoates East ward, resulting from a successful partnership bid with local companies
- Project is a sustainable living initiative which focuses on environmental enterprise, waste reduction, saving people money on electricity, energy and food bills and improving their quality of life;
- Our group was with staff and volunteers from a food growing initiative based at East Hull Community Farm



# Social Prescribing Project

- A pilot project operating under North Bank Forum and instigated by Building Health Partnerships project – an association of voluntary organisations formed to look at new ways of delivering health services;
- Offers clients one-to-one appointments with volunteer social prescribers who come to project with existing volunteer training and considerable life experience;
- Aimed at helping those whose health and wellbeing would benefit from non-clinical services and providing appropriate signposting with regards to social, emotional and/or practical needs

# The Haven Project

- Offers practical and psychological support to refugee and asylum-seeking families, focusing specifically on advocacy, health and wellbeing, and parenting issues
- Began 2003 as part of a national initiative and now part of the Goodwin Development Trust portfolio
- Employs six part-time members of staff and also works with volunteers



# The Carers' Information and Support Service (CISS)

- Run by City Health Care Partnership, an independent "for better profit" business providing community health and integrated social care services;
- Support carers of adults and children with a long term illness or disability;
- Salaried staff (carer support workers) plus volunteer support workers, often current or ex- carers work with carers in the community;
- Activities include one-to-one support, advocacy and advice and support groups

# Tenants Forum

- Established in 2004 to give Hull residents in social housing an opportunity to work with housing services to create change and improve local housing;
- Forum's activities include performance monitoring based around housing maintenance, estate management and antisocial behaviour issues, 'mystery shopping' to test the quality and accuracy of housing services, estate walks to monitor environmental issues, and a Housing Opinion Panel which acts as a consulting board on housing issues





# Project aims

- An **'assets approach'**
- Seeks to identify and to utilise the capacity, skills, knowledge, connections and potential in a community
- Marmot Review (2010): *"Effective local delivery requires effective participatory decision making at local level. This can only happen by empowering individuals and local communities."*



# Overview of our study design

- **Phase 1:** Half-day city wide stakeholder workshop ;
- **Phase 2:** Community focus groups (n = 12) with a diverse range of groups in contrasting local areas;
- **Phase 3:** Case study interviews (n=12);
- **Phase 4:** Presentation of findings (today's dissemination event);
- **Phase 5:** Final report to the public health team at HCC

# Analysis of focus groups

- Based on Morgan and Ziglio's (2007) assets model of health and development
- Distinguishes between assets at the *individual* level, the *community* level and the *organisational* or *institutional* level

## The wider social context – monetary value, funding, austerity

# Monetary value and hidden savings

- He has memory problems, he would have been usually going to a day centre which would cost him sixty pound, but finding these community groups which, there is a lot out there in Hull, we've found that this is absolutely fantastic. You're getting tired out by the end of the day, aren't you, and he's looking forward to coming back every week, you know.
- And he's been a benefit to us as well.
- In a nutshell, we're not sat in the pubs all day, we're not sat in front of the television vegetating. We're out in the community helping other people and helping to educate them

## Green Prosperity

# Monetary value and hidden savings

In the last few years, we've seen a real significant drop in vandalism, theft, and what we think it is, is the work that started ten years ago on six and seven year olds. We're benefiting now, because them sixteen and seventeen year olds are not getting into bother now, they're working with us, they come on the unit

## Bransholme Buddies



# Monetary value and hidden savings

If you're going to ring fence money for Dementia Groups, well we could in ten years time be a Dementia Group, but because we've taken part in something like this, we are probably extending the time before we actually – you know, groups like this, and involvement like that, is enormously helpful for general health

**Artlink**



# Monetary value and hidden savings

- If it wasn't for this I know you'd be sat at home
- I would be
- We all would, and it's how do you put a price on that in terms of public health
- And where else can you go for £2 on a night out?

## Looking Good, Feeling Good





# Funders and funding

- Lack of stability
- Restrictions
- Time issues



We were very fortunate with the CCG last year but it's not clear what's happening this year, it's all short term. We work with people and then in three months time it's somebody else doing it and you lose track, it changes its name or changes into something else. What would help would be regular money, if we had regular money coming in and we knew what we were getting

## Diabetes Support Group

The project stood on its own for ten years plus, but always worked on the basis of hand to mouth really and the original people who worked here worked many months at a time not being paid and not getting any funding. They just kept the project going because they believed in it. It literally was hand and mouth and not much funding most of the time and in fact it led to an issue with the admin support, that at one point when the money disappeared completely and he had a mortgage to pay, he got another job that was part time and then when the money came in, he just wasn't available to work here any more hours because he was already committed to this other post.

## HAVEN Project

# Restrictions

We was working with the elderly, the Buddies were, we was doing shopping, going for medication, when the snow, when it was real thick snow, these lot was going out with soup and a roll for the elderly, real good. That were stopped because we was using the Buddies and it was youth money and they stopped us doing that, or we wouldn't have got our funding.

## Bransholme Buddies



# Time issues

Small organisations like ourselves need larger pots of money over longer periods of time. Then you're going to see the impact. What happens is, and I'll give you a typical example, is with the CCG Community Fund. It was smaller pots of money over smaller periods of time, we're talking weeks, we're talking a couple of months, some of these organisations, you know, six to eight weeks. What impact can you make in six to eight weeks on somebody's health, there's not a great deal of impact that you can make over that length of time.



# Time issues

We had a lot of dementia support set up that was very short term and we were like its out there, its out there and we were giving leaflets out, encouraging people to go to the groups and we were just starting get it going and the funding was gone and for a lot of our carers, it leaves them feeling in a worse position than when they started because they've got something, they've enjoyed it, it opens up a whole new world to them and then its gone and I mean their confidence is even lower than when it was to start off with and you lose a little bit of their trust, because you've said to them this is here, I think it would be really good, why don't you go and try it and they go for two weeks and then they're told you can't come anymore. So that is a problem with the short term funding, is that people can't plan.

## Carers group



# Examples of innovative thinking

- Seeking and juggling different sources
- Peer help from bigger groups
- Help from larger bodies – applications, staff, organisational
- Different types of funding



# Juggling different sources

We had funding from various places, Customs House came up with the play and then the City Arts Unit were involved, and the old people's service, health service money which is also council. There was that finding for the work with the Dementia groups and part funded Fish Fridays and I managed to juggle money from different sides for this group because I was really keen that people interested in crafts could come along without being tied to a service. It seemed like a real shame if people could only be part of the project if they were in receipt of care services.



**Artlink**





# Peer help from bigger groups

In one of the dips, (*the group leader*) happened to meet the Chief Exec of Goodwin at a meeting, explained her situation. He thought the Project was worth saving and said “I think we’ve got an office in a building, you can use it for nothing and we’ll see if we can get some funding” and so they moved to there and Goodwin supported the Project for a year out of their own reserves, while members of the senior team made the bids to the Lottery, the Brown’s Trust, the Tudor Trust, hoping that one of them would come off and then they all came off

**HAVEN project**

# Peer help from bigger groups

The Tenant and Resident group I am part of assist smaller less formal groups who would otherwise be unable to obtain funding because of the requirement to have a bank account and constitution by acting as an umbrella group for them and administering their funds

## Tenants Forum



# Help from larger (statutory) bodies

The minute you start to say you've got to be formalised, people run a mile. So maybe what's needed is that the NHS or the City Council could hold the purse strings and let people prove that they're worthy of keeping going and remove those barriers. We had an NHS community support and development worker that formed us, and she supported us through the first twelve weeks. After, she called the inaugural meeting and laid it out to us, you know, if you've enjoyed it and you want it to continue, this is what you do. And she was always there, she'd come in, she'd just, she'd still come and see us, didn't she, but they (*Community Development Worker posts*) were just wiped off in terms of the funding. You need those safety nets and support when you're setting up. If there's nobody pointing people the right way the people in its early stages, then that's when it can fall down.

## Looking Good, Feeling Good



- The advantages of community initiatives
- What is the best role for professionals and statutory agencies?

# Individualised and personalised

Sometimes its much easier to talk about your problems with a face who you know and for example the interpretation services, they cannot always provide the same interpreter for that one person. So you tell your problem to somebody, you explain it and then next time you go to somebody else because you've been referred and then you have to tell again everything and then again and again and again. When you have that one person with you through your pregnancy, for example, yeah, when we go on an appointment, we save time because I already know how was her first scan, what her date of birth, where does she live and things like that.

**HANA**

Being able to access the mental health services run by the NHS is quite difficult, not because they're not wanted, but because getting the point across to your GP who then is able to explain to somebody else why you're in a bad place, is quite difficult and it can take months, it doesn't take one ten minute, five minute appointment. So a lot of our work is around that area of enabling people to have a safe place to come and be relaxed and talk in their own time, not to a prescribed number of sessions, amount of time.

It is amazing when we get different speakers, people will come up and say I never knew that and there's two elderly sisters who come, one of them says "I've learnt more coming here than I've ever from the doctors", because you know yourself, when you go to your doctor, you get two to three minutes. When we get these professionals coming in, they give us a full hour plus

**Diabetes group**

# Peer support

With health professionals I always felt really rushed. If you go to a group, you're there for two hours or longer because people stay after, and you can speak to a variety of different people. I was expecting an answer from the professionals, my midwife, my health visitor, and they couldn't give me an answer. Obviously that's in their training as well, but I spoke to the peer supporters and other mums in the group - that's a really important bit, not just the peer supporters, it's the other mums that go - and just chatting to different people, you kind of get different perspectives on it rather than just the trained answer kind of thing. So that's what I found really helpful, just speaking to other mums and knowing I wasn't alone because if you're one on one with your health visitor or midwife, sometimes you feel really alone, that you're the only one to have problems, and you go out there and speak to other people and go oh thank god I'm not the only one.

## Doula and breastfeeding peer support groups





# Stability and flexibility

- We've got one kid at the minute, this is his third year. Normally they'd stay a term, that's the normal rules. But what we don't want to do is close the door on these young people, because if we close the door, where else is it going to open? There's lots of organisations that won't take these young people, in some organisations, you'd be out the door and you'd never come back again, a lot of organisations like ours are quick to say that's it, you're gone.
- Yeah, (*a student*) came in the other day and he was like "I got kicked out of (XXX)" and I was like "Why?" and he was like "I pushed someone". I thought bloody hell, if we kicked people out for pushing people, we wouldn't have no students!

## Local Works



# Flexibility

- Because we're independent, we're not stuck with rigid rules that we've got to comply with. We can have this idea and it can go, or that idea and it can go. We can try different things.

- Yeah, that's well explained, we have parameters, obviously we've got outcomes that the Lottery have not imposed on us, but we've agreed with the Lottery that in order for us to accept this funding, we've got to achieve certain things through the project. But so long as we work within those parameters, we have quite a lot of flexibility. So the mentoring we just talked about, at the beginning of the project, it wasn't even thought of. Some of the volunteers are so well qualified to do what they do, so we're aware of their skills now and we can then build on that, we'll change the project and we'll go off and do this because we've got this resource to tap into. So it is the flexibility that is the big advantage I think of being a lottery project.

## Green Prosperity



# Looking after our own

What we do up here could be done city wide and the council would save money and, no disrespect to professional people, the success is because they live here. Our ethos is people who live on the estate are looking after their own, it's always been people on the estate that we've employed. They're known as neighbours and friends, not just Buddies and it works.

## Bransholme Buddies

The client is responsible for it, as well, you can help them so much, but its kind of like right, well we're signposting you to this, but you're going to have to do it, so it kind of gives them some control as well over what they're doing and what they're feeling. If you take over and you do for the person, then it doesn't have sustainability. If you do with, on a partnership basis, they're more likely to buy into it. You can hold their hand, metaphorically speaking, to help them to do it, but it has to have sustainability. Otherwise its revolving door stuff again, you foster a dependency and then like the NHS is deciding now, it can't maintain that dependency, so the other option then is ditching people and social prescribing isn't about that.

## Social Prescribing group

# Ways professionals can help: Promoting groups

There's some bloody good work going on with the youth, there really is, there's some real good kids and talent in Hull. It just needs publicising some more. That's one of the things that we're very bad at, we don't market ourselves.

## **Bransholme Buddies**



# Ways professionals can help: Facilitating networking and referring

Yesterday, I met with the somebody from the Doula services, they didn't know about us. They said they are struggling quite often with Eastern European families because of the language issues, because they don't know where to signpost them for help. So they were really really happy to know that there is help and they can signpost them here. So that's the main aim and that would be the best for us, if everybody know about that, the schools, the service providers, everybody.

**HANA**

# Ways professionals can help: Recognition and reward

Sometimes we get invitation for the Hull City Council events, like the Freedom Festival ... so when we were at the Culture Festival where we went to the Lord Mayor's Parade as well, so if we get invitation we go, we want to show ourselves, we want to interact. Its just get that invitation!

**HANA**

The Altogether Better initiative, which was a Yorkshire project which allowed us all to do some training and be community health champions and the involvement and engagement with that, both within the city and then the region and its nice to go on a bit of an adventure. But its nice to be also be an ambassador for our community and for the city.

## Looking Good, Feeling Good



# Ways professionals can help:

## Central information

You've got to know where to look and one problem I've noticed is communication can be not the best in Hull. We don't always know what's going on or you know, properly, all the time. You've really got to keep your eyes peeled. So that can be a problem sometimes. Whether it's arts events, nights out or whether its projects, people just don't really spread the word very well. Not everybody knows what's going on. So if we had more co-ordination as a city around that so you know, more people then are aware that this is happening.

**Green Prosperity**



# Ways professionals can help: Ensuring full representation

They are looking at it, I know, because there's the Hull 20:20 Strategy, but there's also, and the council are part of that aren't they, they've said that they want to have these hubs, they want all these different health and social components of it but in the original proposals they've overlooked carers and we said you must have carers as part of that because we need representation from our team in those hubs

## Carers' group

# City of Culture 2017

- Well I hope it pulls Hull together in a combined citizenship. But I'm afraid pessimistically, I think it will be a monetary exercise and it will be business orientated. I think it'll be on that level more than it will be on the community level to pull people together. I think it will all be done above our heads, if I'm honest and I think that's a great shame.
- I think there is the feeling that it is going to be a bit above our heads. It's going to be culture parachuted in, not Hull culture, not community.
- And there's a lot of whispers about it, you know, they're sorting it, they're doing it, they're sorting it. No detail. And then they will expect six months before the actual year starts for everything to be made within six months
- Typically of Hull

## Artlink



## What are the individual assets common to successful groups?

# Assets of successful groups: They are specific

A community is self-defining, in many ways, you know, a community is what you think it is individually. You know, I do consider myself as part of my estate. There are others there who think I'm just me and my family sort of thing. It's a self-defining issue, its depending on what you, your particular interests and values are, what you define your community to be.

## Tenants' forum

# Assets of successful groups: Venues

A lot of these community organisations and no offence, are set up in churches and church halls and community halls and everything else. These kids don't want to be in those kind of organisations. Last time I went to church was the last death we had in our family ... The venue has got to be as nice and engaging for them

## Local Works

# Assets of successful groups: Venues

The other reason we moved here in preference to anywhere else was we were looking at trying to make this a hub where refugees and asylum seekers could come for other services. So after we moved in, we managed to work with ARC to move in too. So they're in the office next door. So that's fabulous for us because we have somewhere we can refer people to, and they also refer people to us. It means the building is used, it gets known amongst the refugee and asylum seeker populations, so everybody knows where it is. A good percentage of the refugee and asylum seekers in the city live in this area so its central to people's needs and its accessible.

## HAVEN project



# Assets of successful groups: Hierarchy/ management/ teamwork

- Groups have a hierarchy
- Opportunities for good volunteers to move up
- Teams are small, work face-to-face, and offer informal support to one another
- Teams can role model one another; clients can role model volunteers

# Assets of successful groups: Professionalism

It's obviously got a lot more established and rigorous. I mean our paperwork and you know, the records that we keep are quite, we've had a lot of, we've got a lot of credibility for the standard of recording that we do and you know, with different agencies as well

## **Doula and breastfeeding groups**

Go in suited and booted, you do it, you know, you're professional in your manner and everything else that goes with it. So you act as a professional, that's how I do it and that's how I do all my positions, whether volunteering or paid, I take the same principles to my voluntary work, as I do to my paid, and I always have done. I don't treat my voluntary work any different than if its paid work.

## **Social Prescribing group**





# Assets of successful groups: Volunteers

We've been so privileged with the volunteers that we've got. We are just absolutely amazed and blown away by their dedication and devotion and the fact that they do behave in a professional manner and they all are very very different people, but they all come with a lot of life experience, a lot of insight and a lot of understanding and that's been invaluable and without that, we just wouldn't have got the outcomes that we have had.

## Social Prescribing

# Assets of successful groups: Volunteers

The biggest barrier for us was that our steering group restricted us to only using their volunteers and we can understand that it was because they invest a lot of time in their own volunteers and they do a lot of training and I guess their perception was that we would be getting a service, you know, a skill set. The problem being that they already volunteered for their organisations and they were studying and they were caring and you know, they had childcare needs or there were just so many issues – **Social Prescribing Group**

The Big Society that Cameron always wanted, we were doing it for years before that he just thought there's a way of cutting costs here and getting them to do all this work. Well we were doing it anyway. He thought that he could just cut all these services and pile it onto us and of course there just wasn't the resources there to do it. - **Tenants Forum**

# Assets of successful groups: Volunteers

The Doula has continual support from the locality worker or any other staff member, we're quite a small team, so we all support each other really. When the Doulas go on a visit, we record on the board, they have to ring up to say when they're going, and generally we allow about an hour for a visit. If they haven't rung by ten past, we're ringing them and if it gets any later than that, we'd be ringing Security ... its, the Doula's safety is absolutely paramount to us

**Doula group**

# Assets of successful groups: Volunteers

It has been fantastic for me, health wise, mental health wise. It's helped me to be able to relax down, become myself again, stop the isolation, because when you have a mental health problem, you withdraw. Although I'm a very sort of people person, I didn't want to talk to people, and I knew if I wanted to go back out to work, I would have to crack that and this project has done exactly that. I'm ready to go back to work now and want to go back to work and feel that I am competent to go back to work. But if you'd have asked me that six months ago, I'd have told you no.... the way that everybody has been, where it's non-discriminatory, everybody accepts everybody on an equal level. I've been treated exactly the same as everybody else and it's been really wonderful ... we're just from different walks of life and we just take care of one another and, you know, if someone's doing a job and they can see its taking a bit more effort, just jump on and just help finish the job. So I mean its, its been really, really, mental health wise, very beneficial for me.

**Green Prosperity**

# Assets of successful groups: Volunteers

- I just looked upon this project and just thought I could, I think I've got something to offer and it was just about giving something back, I suppose. That sounds a very clichéd thing to say, but..
- It isn't, because I would say exactly the same, its about giving back what I've been through in the past, life experiences, its about giving something back, it's about helping people, its about making a difference to people where you can help people that need help and sometimes they haven't got anybody else
- It really, it's very heart warming to unpick the story with the person and you can just see little light bulbs being switched on or this kind of little cloud gets lifted, you know, and you can actually see that, in the course of that hour, happening for some people

## Social Prescribing