

Health and Wellbeing Student Community Ambassadors





What is the Community Ambassador Programme?

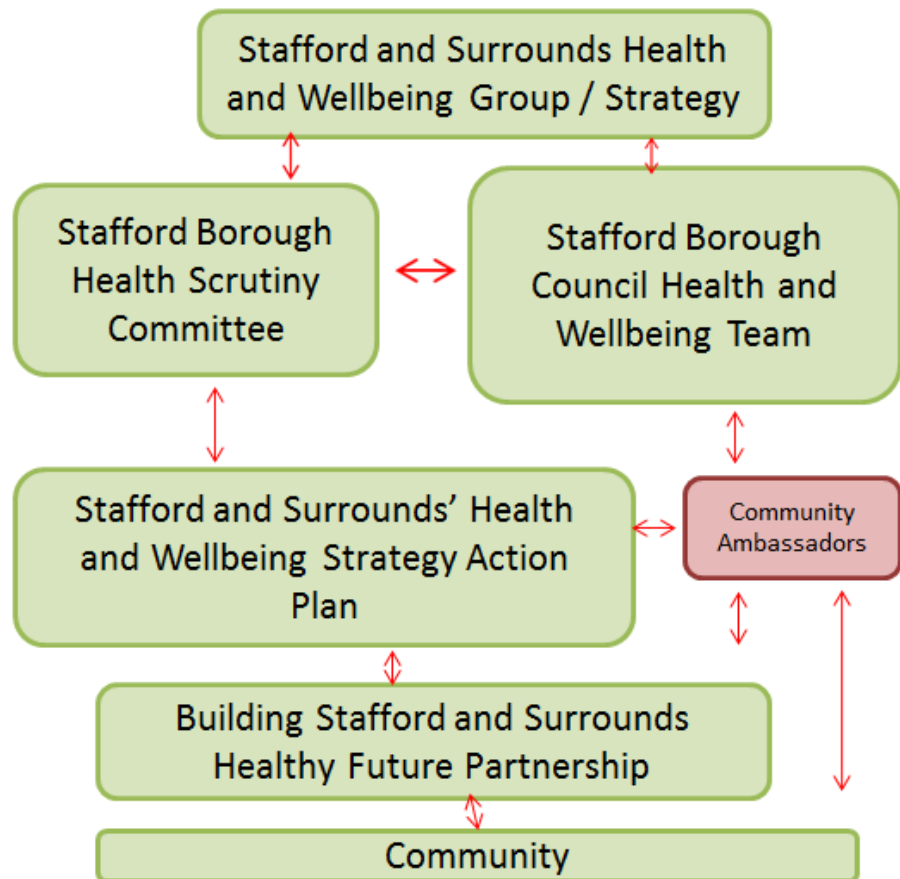
Pilot Programme to support delivery of the Health & Wellbeing Strategy.

Expected Outcomes:

- Students get practical work experience in a variety of fields and a better understanding of employment opportunities in health and social care
- Students will increase their knowledge and ability in the following areas; working independently, public speaking, planning and organising, research and report writing
- The strategy will get a new resource to assist with campaign and project delivery
- The programme will be an innovative partnership opportunity



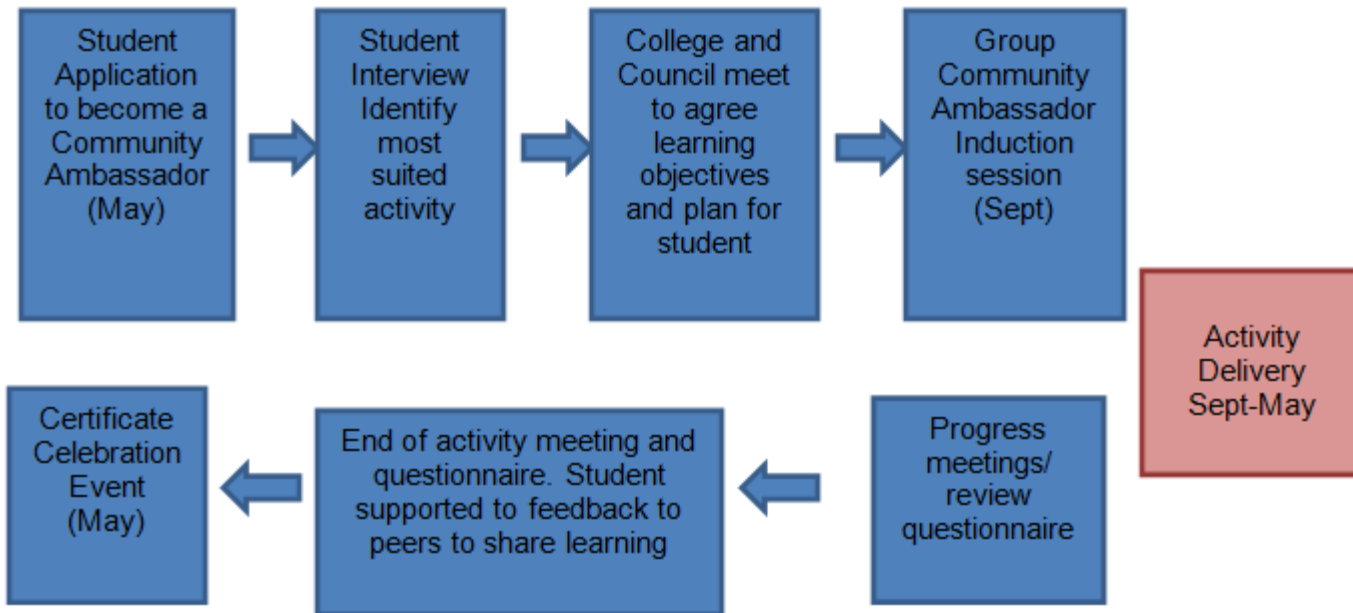
Where do Ambassadors fit?





Ambassador Process

- Promoted to students with good attendance and career aspirations in health and care or public health
- 10 initial applications; of those 4 College students and 2 University students were invited to the Induction (3 Media students at the College are also supporting)



Task 1: Mental Health September – October 2016

Brief:

- Develop and promote a mental health survey to 100 young people
- Promote the survey results and assist at the mental Health Recovery Conference

Outputs:

- 100 young people surveyed (Findings have been used for the EJSNA & CMHWG)
- 70 partners and service users attended conference

Your Voice Mental Health
Recovery Conference 2016
Launch of the
Toolbox Emotional Wellbeing Project

Toolbox

World Mental Health Day
Monday 10 October 2016
9.30am – 2pm
FREE ENTRY!

Hosted by Stafford Borough Council and South Staffordshire Network for Mental Health

Guest Speakers include:

- SSNMH, Toolbox Emotional Wellbeing Project
- Councillor Frank Finlay, Stafford Borough Council
- Dr Emma Lambert, South Staffordshire and Shropshire Healthcare NHS Foundation Trust
- Dawn Jennens, Staffordshire County Council Mental Health

Workshops with

- SSNMH Your Voice – Direct Payments
- Making Space Work4You Employment Service
- Health and Wellbeing Stafford – Walk and Talk

Oddfellows Hall, 17 Greengate Street, Stafford Town Centre ST16 2HP

Book your free attendance:
<http://blf.do/mhrecoveryconference2016>

Organisations: Book your stand! www.surveymonkey.co.uk//bookingsatssnmh

Stafford Borough Council, Lottery Funded, Staffordshire County Council

Young People said.....

“I would be too embarrassed to tell anyone that I had a mental health illness” (47%)

“82% have lived with and/or worked with and/or have a neighbour and/or a close friend with mental health difficulties”

Task 2: Winter Warmth Campaign October – December 2016

Brief:

- To support delivery of the 2016 Winter Warmth campaign by creating a targeted promotional plan.

Expected Outcomes:

- Support reach of target to Warmer Homes Stafford helpline (50), increase flu vaccination uptake in over 65's, reduce excess winter deaths, reduce fuel poverty

The students targeted the ward of Coton due to the high number of pre 1919 houses and high number of older people with multiple long term conditions and fuel poverty

Outputs:

- 300 promotional packs delivered to households in Coton
- 8 partners and community venues engaged
- Quarter 3 target exceeded for helpline (51) calls, up 17% for the same period 2015/16
- 0.5% increase in Seasonal Flu Vaccine uptake for Stafford and Surrounds for same period last year



Community Ambassadors		
Contacted 23/11/16	Response:	
John Wheeldon Primary	Awaiting Reply	P.O.A 30/11/16 • Deliver leaflets to Signpost and HIVE in A.M. and Mill Bank Surges • Visit shopmobility with leaflets around lunchtime
Highfields Signpost	Delivered 23/11/16	
Age UK	Leaflets Delivered 23/11/16	
The HIVE (100)	Delivered 30/11/16	
Shopmobility (Ambucare)	Not open Wednesday	
Headway South Staffs	Awaiting Reply	
Stafford FM	Awaiting Reply	
SARH	Not sure	
Stafford Health+Wellbeing	Awaiting Reply	
Mill Bank Surgery	Delivered 30/11/16	
Weston Road Pharmacy	Awaiting Reply	

Task 3: Social Prescribing

January – May 2017

Brief: To develop a resource which will support GPs and partners to make better use of community and voluntary services.

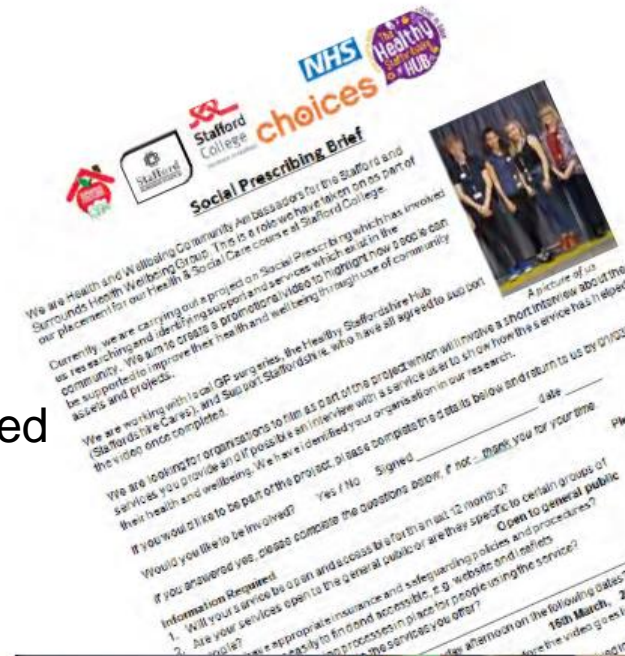
Outcomes: Increased footfall at featured Centres, Increased knowledge and understanding of Centre roles in terms of Health and Wellbeing

The students interviewed a number of partners including;

- Practice manager at Gnosall Surgery
- Community Matron
- Staffordshire Healthy Hub

Students chose to promote 6 key Community Centres and made a short promotional film which can be shown in reception and waiting areas.

“We really enjoyed the students coming to our Community Hub, we hope the promotional film will encourage more professionals to signpost to the Centre to help people improve their health and wellbeing. The video will also be really useful for our own promotion” (Stone Community Hub)





Feedback



“This placement enhances the curriculum and the students are able to put what we have discussed in the classroom into practice such as using evidence to target resource or creating surveys. The students have been able to bring their learning back to the classroom to help their classmates by providing real examples which has been invaluable, I can really see an improvement in their local knowledge and confidence” (Health and Social Care Course Leader, Stafford College)

“The placement has provided me with lots of different skills. I’ve even worked in an office environment for the first time, which was really fun. I have also made loads of useful contacts for the future, these placements really give you a foot in the door for future employment” (Student)

“Projects such as these which engage young people and educate them in healthy lifestyle choices and career opportunities in health and care and public health are essential for the future” (Chair of Stafford and Surrounds Health and Wellbeing Group)

“We have thoroughly enjoyed this placement and would definitely recommend it to other students. We have found that we have all developed as people, whilst learning what it is like to be in a proper working environment” (Students)



Achievements

- Of the students surveyed (5) 82% improved their knowledge and understanding (with 18% remaining the same). The areas which saw the biggest improvement were:
 - Knowledge of Public Health Services (10 improvement points)
 - Research skills (9 improvement points)
 - Writing reports (8 improvement points)
 - Planning and organisational skills (7 improvement points)
- Completion of Young Persons Mental health survey hitting target of 100 young people
- Distributing 300 'Warmer Homes Stafford' support packs to homes and community centres generating 51 calls to the Warmer Homes help line and hitting the Service target for Q3 (calls were also up 17% on 2015/16 figures). Flu vaccination uptake figures for Stafford and Surrounds CCG also slightly improved from 69% to 69.5% compared to the same period in the previous year.
- Filming with 6 community centres and surveys completed
- The students have engaged and worked with over 12 partners



Learning

Issues/Barriers

- The first year has been resource intensive. This will not be the same again as all processes and procedures are now in place
- Accommodation has been an issue and currently there is no where suitable for students to go
- Data protection concerns have been raised for students working in the office and it will be emphasised in the next induction (with online module)
- Transport has been an issue when the students have needed to get to venues for meetings and filming
- College students were more committed than the University students

Moving Forwards

- A clear plan of campaigns is coming forward through the NHS Sustainable Transformation Plan and the County Health and Wellbeing Board
- Option to work in a task and finish model for each campaign rather than the students being in every week

