	Health and Wellbeing Board April 2020
	Report from Director of Integrated Care
Health Inequalities – Brent Health Matters programme update	
Wards Affected:	All – currently Church End and Alperton areas in particular
Open or Part/Fully Exempt: <small>(If exempt, please highlight relevant paragraph of Part 1, Schedule 12A of 1972 Local Government Act)</small>	Open
No. of Appendices:	0
Background Papers:	0
Contact Officer(s): <small>(Name, Title, Contact Details)</small>	Tom Shakespeare Director of Integrated Care, Brent Council Tom.shakespeare@brent.gov.uk

1.0 Purpose of the Report

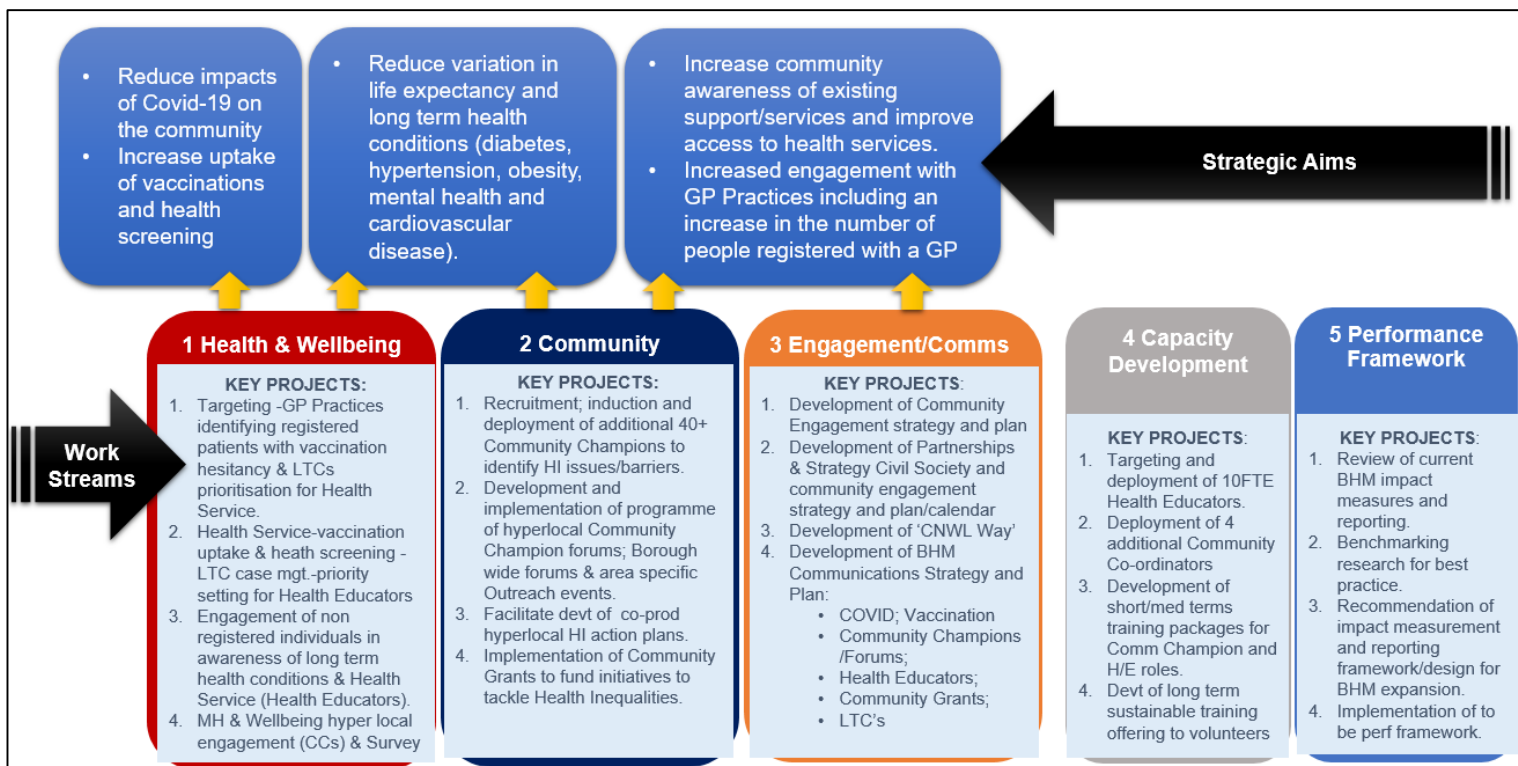
- 1.1 To update the board on the progress of the health inequalities programme since the last report presented in October.
- 1.2 To seek input and steer on the direction of the programme overall.

2.0 Recommendations

- 2.1 Note and provide comment upon the refocus (to expansion) and progress of the programme, and delivery to date.
- 2.2 Note and provide comment upon the key actions being implemented by the five individual BHM programme work streams.
- 2.3 Provide comment and endorse the ‘whole system’ approach of NHS and council partners under a single programme of work, with consideration to the alignment of key Health Inequality strategies.

3.0 Detail

- 3.1 During the last month, the Brent Health Matters programme structure has been revised to include 5 key work streams represented in the diagram below - the work streams are specifically aligned with the delivery of the programme's strategic aims:



3.2 Health and Wellbeing Work Stream: Update

Brent Health Matters Clinical Service (BHMCS)

- Brent Health Matters Clinical Service (BHMCS) is currently provided by London Northwest University Healthcare NHS Trust. The service provides a multi-disciplinary team of health professionals, focusing on reducing inequalities through targeting the hard-to-reach and less engaged population groups, and supports them to better manage their health conditions.
- The updated structure of the BHMCS now consists of a Team Lead (Physiotherapist), Nurses (3WTE), Healthcare Coordinators (2.5WTE), admin staff (2WTE), Mental Health Practitioner (1WTE) and a Mental Health Coordinator (1WTE). Some vacancy factor exists within the team and further recruitment is currently in discussion. The team is provided with additional clinical leadership from Dr MC Patel (chair Brent CCG) who is overseeing the clinical team and providing guidance and clinical support as the Clinical Director of the BHM programme. The BHMCS is also working closely with the ICP team, GPs and other health and social care services to improve the care of patients on their caseload.
- Over the last few months the BHMCS team have undertaken a comprehensive training programme, in line with their competencies to learn new skills, terminologies and knowledge. Each have "shadowed" an ICP clinician for patient visits and undertaken basic observational assessments and clinical discussion around patient care.

- The initial focus of this team has been on improving the uptake of preventative services, particularly flu vaccinations and improving health outcomes for a range of long-term conditions.
- The BHMCS have received in excess of 3000 patients from 10 GP practices and have contacted 2600 patients where an initial assessment has been undertaken. Following this, the team have provided a number of interventions for these patients including blood tests, flu vaccinations, asthma control tests as well as providing bespoke health promotion and education on key messages tailored for patient needs. In addition to this, many patients have been signposted or referred to other health and social care services where relevant.
- Furthermore, the team have conducted door to door visits for those hard-to-reach patients that they were unable to contact via telephone. The success rate of these visits has been variable due to lockdown, however the team will continue to persevere to reach these groups to improve the health outcomes for the less engaged population in our community.
- The team are also supporting the Brent care home Covid vaccination programme, in terms of myth busting and working towards improving uptake of the Covid vaccinations through telephone discussions with reluctant patients. Both the nursing and healthcare coordinators have also been engaging with the community, participating in a number of BHM coordinated outreach days as well as communicating key messages through various digital platforms regarding flu vaccination, Covid myth busting and the Patient Advice Line.
- The Brent Patient Advice Line is provided by the team where patients can ring regarding any non-clinical queries related to their health or social care. This service was initially provided to only Church End and Alperton residents, but has now been extended to all Brent residents. Despite extensive communications provided regarding this service, uptake still appears to be low and the BHM programme communication team will continue to raise awareness around this service in order to improve uptake.

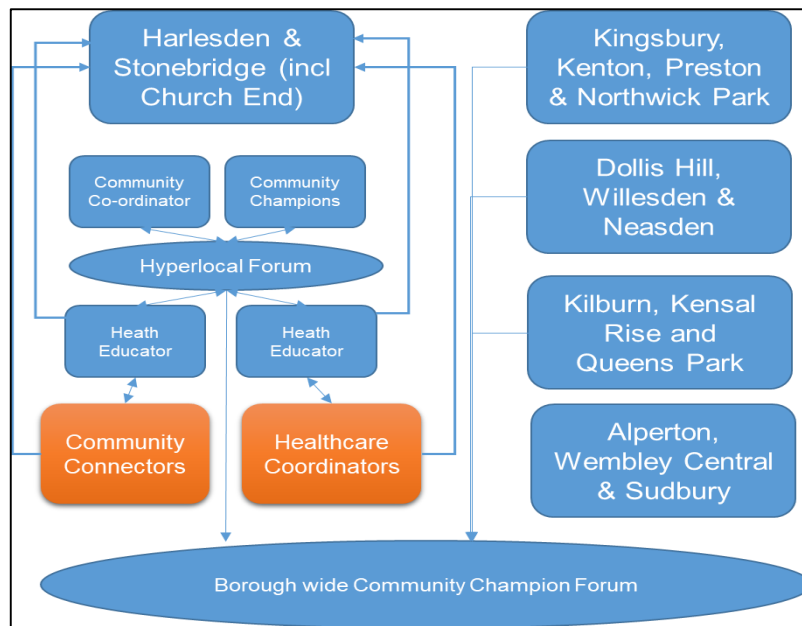
Mental Health and Wellbeing CNWL involvement in the BHM Programme including:

- MH and wellbeing training programmes for Health Educators, Community Champions and a longer term offer to other community groups and the public.
- Developing, disseminating and understanding a MH and Wellbeing survey being carried out in Alperton and Church End – particularly looking at what can be put in place in the community as an asset to reduce need for statutory care.
- Developing a funding programme across NWL so that groups and individuals can seek support for programmes. This has been linked with the Brent Community Grants programme so that applications not relevant to one fund may be referred to the other.

3.3 *Community Work Stream: Update*

- 5 additional Community Co-ordinators have been recruited and will be in post by the start of April.

- The procurement for a Health Educators Partner completed with Brent Carers Centre being selected to lead/co-ordinate a delivery partnership that will include: SAAFI; PLIAS; Kilburn PCN; Brent Mencap; and Healthwatch Brent to recruit 20-30 Health Educators and to ensure they have access to an extended range of hyperlocal community organisations; faith groups; business; schools etc.
- The £250,000 BHM Community Grants scheme has been launched and 12 applications have been received to date. This first BHM Grants Panel round evaluated 5 of those on Friday 10th March and 3 organisations have subsequently been notified that their applications have been successful. These proposals related to: provision of a new Mental Health and Wellbeing online hub; dance classes for social isolated elderly residents providing both health and wellbeing benefits; and a service to provide private renters support and advice to force HMO landlords to improve their unhealthy living conditions. If Grant awards are finalised, this represents a commitment of over £61,000 of the grant in round 1.
- The programme is gearing up for expansion to a pan-borough focus engaging additional localities, each with dedicated Community Co-ordinator and Health Educator resource interacting with area specific hyper-local forums. This will facilitate collaboration and alignment with other roles engaging the community such as the MH and Wellbeing Community Connectors (CNWL) and the Healthcare Co-ordinators (BHMCS) as shown in the diagram below:



- Borough-wide Community Champions Forums will be used to share thinking on co-produced initiatives across the borough following expansion.
- Four community outreach events have been delivered at sites across Church End and Alpertion.
- A borough wide Time to Talk event was held online on March 17th with well over 100 residents attending. Initial presentations on COVID and Health Inequalities were followed by an overview of the current BHM programme approach by Community Champions. Five locality specific breakout sessions were then held, in which residents and community organisations proposed a number of themed improvements to refocus the targeting and delivery of the

programme. The themes identified include: engaging with younger people, the elderly, and people with disabilities; moving to proactive engagement with local groups and small organisations who have hyperlocal connections to the community and are tackling local issues; supporting the community to take advantage of funding through grant aid to deliver planned initiatives.

3.4 *Engagement and Communications Work Stream Update:*

Activities since last report:

- Digital campaign on Facebook, Instagram and Google Display Network, with the theme of 'Get the Facts in 10 seconds'. Seen 35,000 times and resulted in 4,000 clicks to our website
- Website – vaccine landing page on our website has had 15,000 visits from 10,000 unique visitors since launching at the start of January
- Video – content filmed with Dr John Licorish, Adult Social Care managers and behind the scenes at Willesden Heath & Care Centre, and Wembley Vaccination Centre, watched over 4,000 times.
- Leaflet on key facts about the vaccine and testing delivered to all households in the borough
- 4 webinars run involving (attending or watching the live stream) almost 2,000 residents with specific focus on black, Muslim and Somali and Hindu populations. Recorded versions available on website
- 17 video snippets taken from vaccine webinars shared on Council YouTube channel, along with 7 community language videos recorded by community representatives (including some Community Champions)
- A series of 10 lamppost banners designed with messaging around testing and vaccination involving people from the community including clinicians and Community Champions
- Programmatic advertising campaign around vaccine uptake targeted at hesitant communities
- Messaging shared with Arab Nation community representatives and used in religious and community settings
- Various media opportunities realised (ITN National ITV London, Kilburn Times, German TV)
- A BHM communication plan has been documented to support expansion.

3.5 *Capacity Development Work Stream Update*

- Short term planning has been completed for the delivery of induction and Long Term Condition focussed training for the Health Educators. Focussed training has been planned for Community Champions around requested areas such as Mental Health and Wellbeing First Aid provision.
- A Training lead has been identified for the work stream who will be tasked with co-ordinating (with BHM programme partners) the delivery of short term training requirements, but also the development of a sustainable longer term BHM Programme training offer to volunteers and the wider community affected by Health Inequalities.

3.6 *Performance Framework Work Stream Update:*

The BHM programme has commissioned Imperial College Health Partners to:

- Undertake a gap analysis on current impact measurement for the BHM programme as it moves into expansion.
- Produce a benchmarked report drawing on best practice elsewhere on recommended impact measures for the expanded programme.
- Establish the hierarchy model for data gathering from individual roles e.g. Community Connectors; Health Educators- to the (5) area level reports -to partner level -Council and Health data and the assimilation of existing tracking. Establish the baseline positions.
- Design and develop an integrated BHM programme level dashboard in conjunction with the programme & performance team – or at least develop the specification.
- Recommend an implementation approach by the end of March.

3.7 Strategy alignment

- Activity has been initiated to align strategic engagement planning between:
 - The Brent Health Matters Strategy
 - The Joint Health and Wellbeing Strategy
 - The 'CNWL Way' Strategy
 - The Black Community Action Plan

4.0 **Financial Implications**

4.1 Note the Health Educator Partnership spend of £250k and BHM Community Grant commitment of £260k, with £61k provisionally spent to date.

5.0 **Legal Implications**

5.1 None

6.0 **Equality Implications**

6.1 The hyperlocal approach supports the council's public sector equality duty in relation to advancing equality of opportunity between different groups. Engaging with community champions and the wider community across Church End and Alperton may create targeted actions that will improve outcomes for groups with certain protected characteristics such as age, race and disability.

Report sign off:

Phil Porter

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Chief Operating Officer, CNWL NHS Trust