



Community engagement to support uptake amongst specific populations

A case study from the Bradford NHS Diabetes Prevention Programme

Disclaimer: The case study presented is set out as an example of local delivery of a specific project within the NHS DPP at a specific point in time. It is not to be used as an evidence based guide or interpreted as a policy for the implementation of the NHS DPP

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Summary:

Bradford has a large South Asian population, and this community has, in general, different health beliefs to that of the majority population, some of which are cultural and some of which are religious.

It was important to work with an inherent understanding of cultures and languages as well as use appropriate examples to motivate engagement. The community is also one where delivery of information and new thinking is expected and valued in a 'community' format.

The Bradford Beating Diabetes (BBD) team has developed a community engagement strategy based on face to face communication; word of mouth approaches that work well with the South Asian community

In the specific communities present in Bradford City and Districts, community engagement has proved to be extremely important in raising awareness of type 2 diabetes and of the programme. Local areas with harder to reach populations, for whatever reason, should consider it invaluable.

Approach:

Talks and mini "taster" Intensive Lifestyle Change Programme (ILCP) sessions were held to generate interest.

The taster sessions were set up by a BBD Champion visiting a variety of different organisations and locations that people gather in such as schools and community centres. These are termed "first points of call"; (places/people to whom members of the public go to get help or advice). The talks were delivered in dual languages, as well as using practical resources to get over messages.

Awareness was supported by local marketing including:

- Pulse Radio (Bradford-based) adverts running for six months, plus online microsite linking to CCG website
- Sunrise Radio (Bradford-based Asian radio) adverts running for 12 weeks in English and Urdu, also covering Ramadan period
- Bus shelter advertising – three months
- Bus adverts and adverts at rail stations – three months

Additional planned activities include:

- Developing short video clips about people's experiences of going on an intensive lifestyle change course, and what happens there – to be shown to people being referred to courses by healthcare assistants
- Creating new branding and a microsite for BBD
- Producing a new patient leaflet, including info about diabetes and healthy tips

Outcomes:

- The BBD ILCP team are beginning to receive phone calls from people who have heard of the ILCP and want to attend.
- The number of participants engaging with the ILCP programme has been rising
- There is anecdotal evidence, fed back from HCAs that word of the programme has spread, and individuals not identified through case finding have requested to attend the programme.
- Some people requested that they be told what their risk level is at events (i.e. HbA1c) and this is what we are now going to do.
- Awareness of risk and diabetes has increased amongst people attending the sessions
- Every brief intervention, whether in GP practices, at an ILCP session or a general health promotion event, includes discussion about SMART goal setting and action planning – what it is, how to do it and about relapses being normal. People are feeding back that this is what is helping – they didn't know that just thinking isn't going to help, that actions need to happen.

Lesson learnt:

- It is important to be able to tailor messages to local populations, but also maintain the link with national messaging.
- Messages - whether local or national - are not a barrier, but how and by whom the messages are delivered is key to working effectively with the City CCG population of Bradford.
- Regarding 'by whom' - The Bradford Beating Diabetes Champions are recruited from within the community and all have an understanding and interest in diabetes and diabetes prevention. They may have family members with diabetes and may be at high risk of developing diabetes themselves. This recruitment strategy reflects our approach of working with patients: starting where they are at in their health experience. They have similar experiences.
- Regarding 'how' – the Champions provide basic information and using appropriate examples they address myths and answer questions. Using Champions to spread messages in communities, using practical and culturally appropriate resources, has been of great value.

Supporting Information below:

- Brief Evaluation of the Raising Awareness Talks and ILCP Tasters
- Poster advertising one of the full Taster ILCPs
- ILCP talks presentation slides
- ILCP talks evaluation form

Brief Evaluation of the Raising Awareness Talks and ILCP Tasters



Context

The Health Trainer Service was asked to raise awareness of the Bradford Beating Diabetes (BBD) Intensive Lifestyle Change Programme (ILCP) groups to help raise the uptake of ILCP groups.

Project Aim

The project aim was to identify the four lowest referring practices and their closest five voluntary / community sector (VCS) organisations in which to deliver 2 talks each by 2 Champions - a total of 40 talks. The prospective attendees were expected to be people at no risk or varying levels of risk of diabetes as well as people with diabetes. This was so that either they or their family members would pick up the information and motivation from the talks with a view to the uptake of ILCPs rising. Existing ILCP participants were expected to be included in the talk delivery to help motivate prospective participants.

Identifying partners

On starting identifying practices and VCS organisations there were more than four low referrers. As well as a few VCS organisations within the catchment area of low referring practices there were local schools, children's centres and pharmacies. An internal decision was made to deliver talks or mini taster sessions to key VCS and public sector services that were the "first points of call" for people within the City CCG area. Using locations of first points of call where people gather or go to for advice / guidance from trusted people or professionals is often a successful approach in accessing large numbers of people.

Engaging partners

During discussions with organisations to arrange delivery of mini Taster ILCPs information was requested about the context and background to what BBD is, what diabetes is and what

ILCPs are rather than delivery of a mini Taster ILCP. Most of the professionals and people had not heard of BBD so a starting point was the delivery of talks.

It was agreed with staff in all organisations that any local person would be able to attend the talks which also included potentially people who lived very close to a City area VCS organisation or school but was registered with District CCG. It was also agreed that as well as talking with existing groups, a talk would be advertised to the organisations other service users.

Engaging existing ILCP participants

Existing enthusiastic and engaged ILCP participants received verbal invitations to become involved and help promote the ILCP groups. We were not able to persuade any ILCP participants to take part. They were either not available at times groups were running or were not confident or comfortable even with Champion accompaniment.

Talk content

The BBD Admin Worker tasked with this work is experienced in delivering motivating talks. She is also both a BBD Champion and Health Trainer. She prepared a Power Point presentation covering the information requested using approved sources such as BBD leaflets, Diabetes UK, and NHS Choices websites. The presentation was used as a prompt for discussion. A copy of the presentation is included in Appendix A.

Number of partners involved

5 different types of organisations were approached to host and / or to promote the talks. A poster advertising one of the full Taster ILCPs is included in Appendix B.

61 individual organisations were contacted and 40 responded and took part. This number included 16 pharmacies which received information about the talks and ILCP groups. 42 small group talks were delivered and 2 full Taster ILCP sessions. A list is included in Appendix C. Graphs depicting the breakdown of numbers are below in charts 1 – 6. (2 talks were delivered after March 2015 as the dates suitable for the organisation fell after the project period.) .

Number of attendees

In total 271 people attended the ILCP Talks (n257) and mini Taster ILCPs (n14). The majority were South Asian females with all Asian attendees totalling 108. There were 24 White attendees which is 22% of the total. A detailed breakdown is available in Appendix C and graphs are below in charts 7 and 8. 194 attendees were female. 38 were male, representing 20% of the total. Gender and ethnicity data was not collected for 39 people. The attendees were patients at 26 different practices of which 19 were City CCG and 7 were District CCG practices.

Evaluation

Of the 271 attendees a total of 51 people completed the two evaluation forms. 44 people completed the ILCP Talks evaluation form – please see Appendix D. The evaluation statements reflected if attendees found the talk about BBD useful, if they would ask their GP about BBD and if would attend an ILCP group if referred. 6.8% (n3) said that they 'slightly agreed'; 66% (n29) said that they 'agreed' and 27.2% (n12) said that they 'strongly agreed'.

7 attendees completed the mini Taster ILCP session evaluation form – please see Appendix E. 3 said they 'agreed' and 4 said they 'strongly agreed' they were happy to learn about BBD and ILCPs and would attend an ILCP.

Learning points

If this project is to be repeated attendees could be given a leaflet so they have something to take to an ILCP group if they are found to be at high risk in order to robustly test out if the talks generate a higher level of uptake. An alternative method would be to record on SystemOne that a talk had been attended which can be reported on and compared to those that engage with ILCP groups.

Some attendees asked for a “diabetes check” at the talks. Their levels of engagement were already quite high and a diabetes check may have strengthened this. Interest in ILCP groups for themselves or family members may have been increased if they were able to ‘see’ the risk for themselves through an HbA1c test or Diabetes UK diabetes risk score check.

Talks could be organised with a week to ten days in advance with personal details taken. This is so that names and GP practices can be checked to see if the person is on the 5 year recall, at high risk, has diabetes or has not yet been invited to take part in BBD. If identified by liaising with the GP practice an ILCP group can be chosen on the day to help increase engagement.

An alternative idea is to organise Talks with the intention that an ILCP group is chosen on the day. This is to maintain their engagement and momentum. However attendees may not be at high risk but this would be part of wider preventative work and potentially impact on family members who may be at high risk or have diabetes.

The charts, ILCP presentation slides and appendices are below.

Chart 1: Number of people attended ILCP in Schools

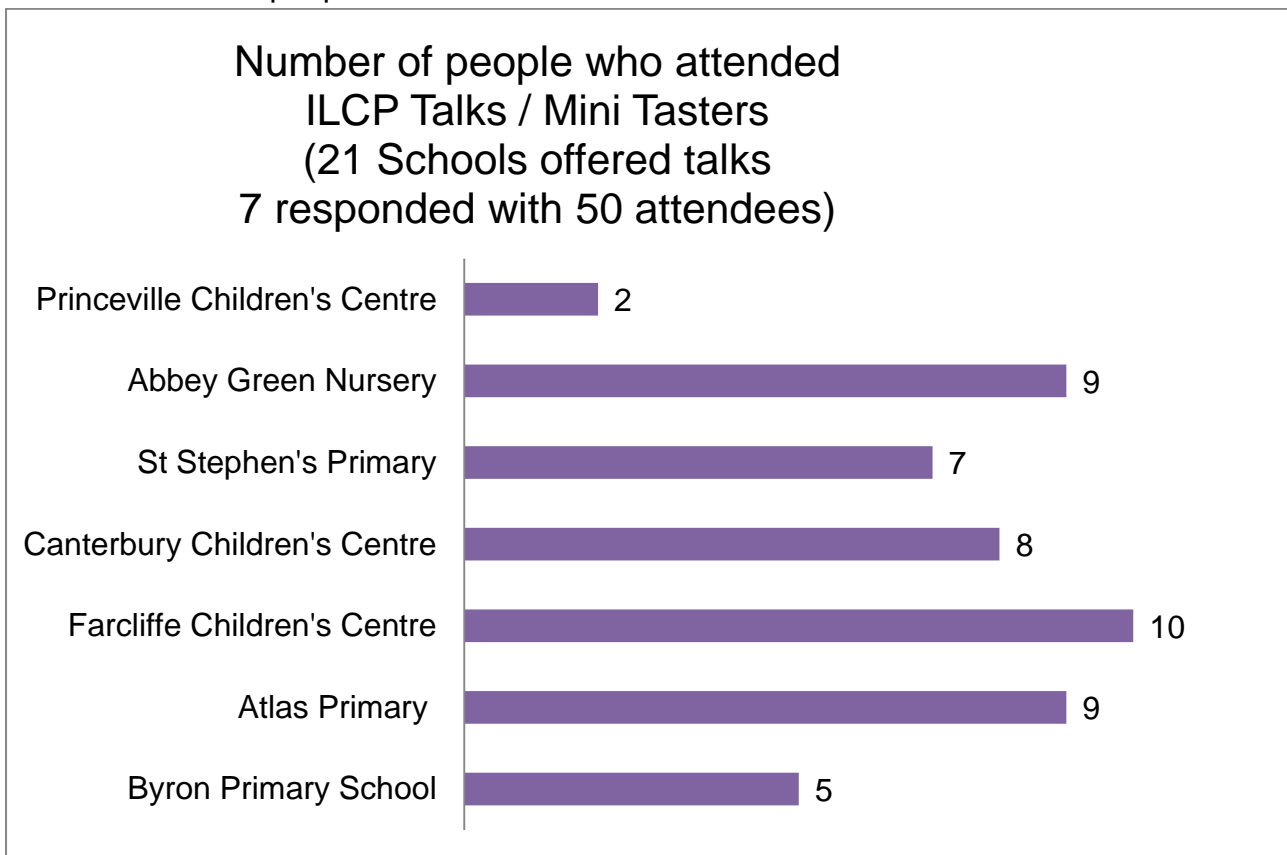


Chart 2: Number of people attended ILCP in GP surgery

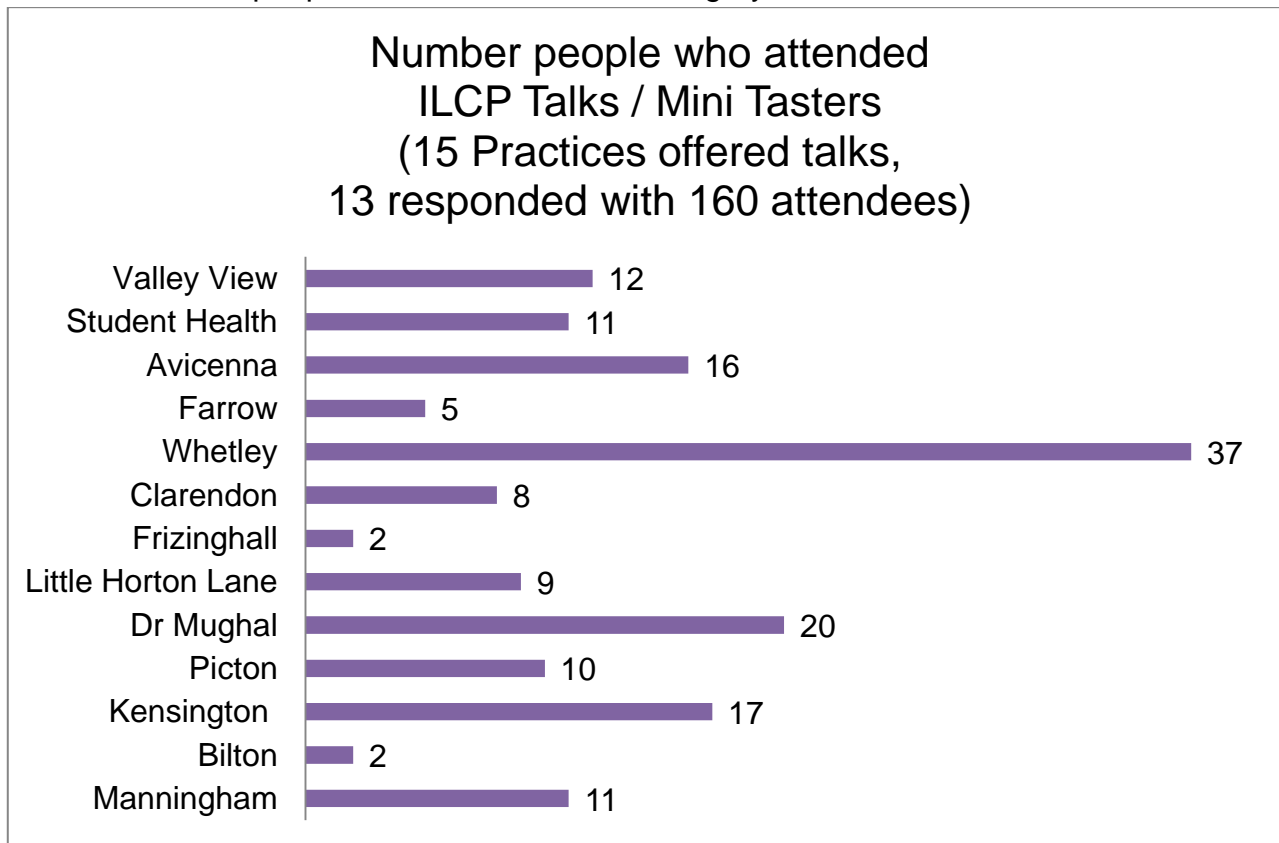


Chart 3: Number of people who attended ILCP in community centres

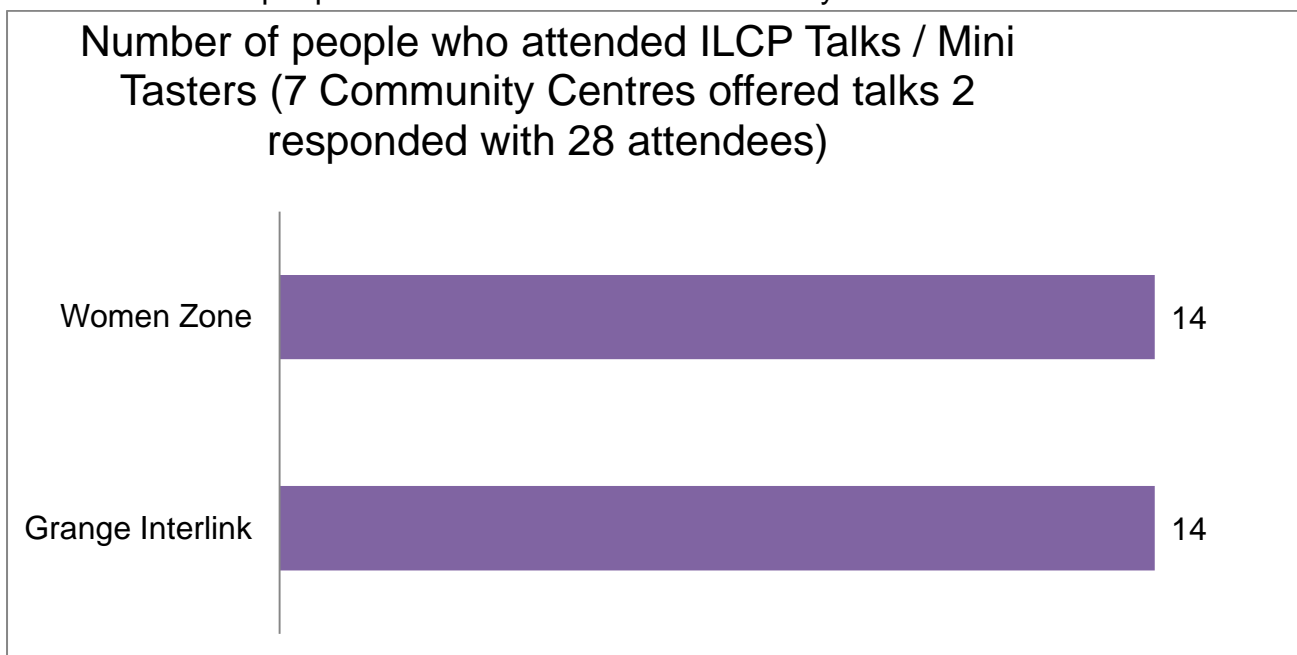


Chart 4: Number of leaflets left with Pharmacies

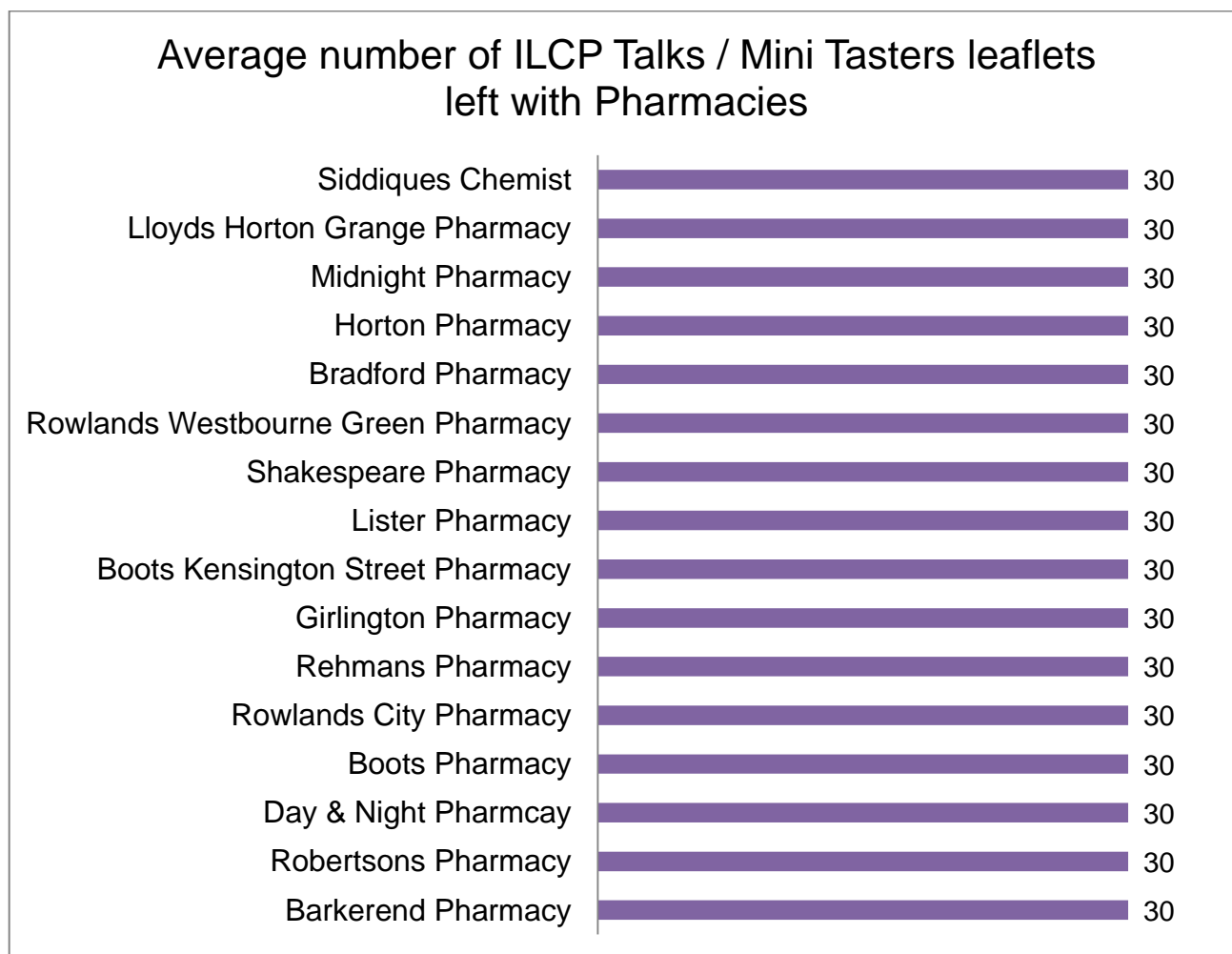


Chart 5 Number of South Asian women attended ILCP at Edmund Street

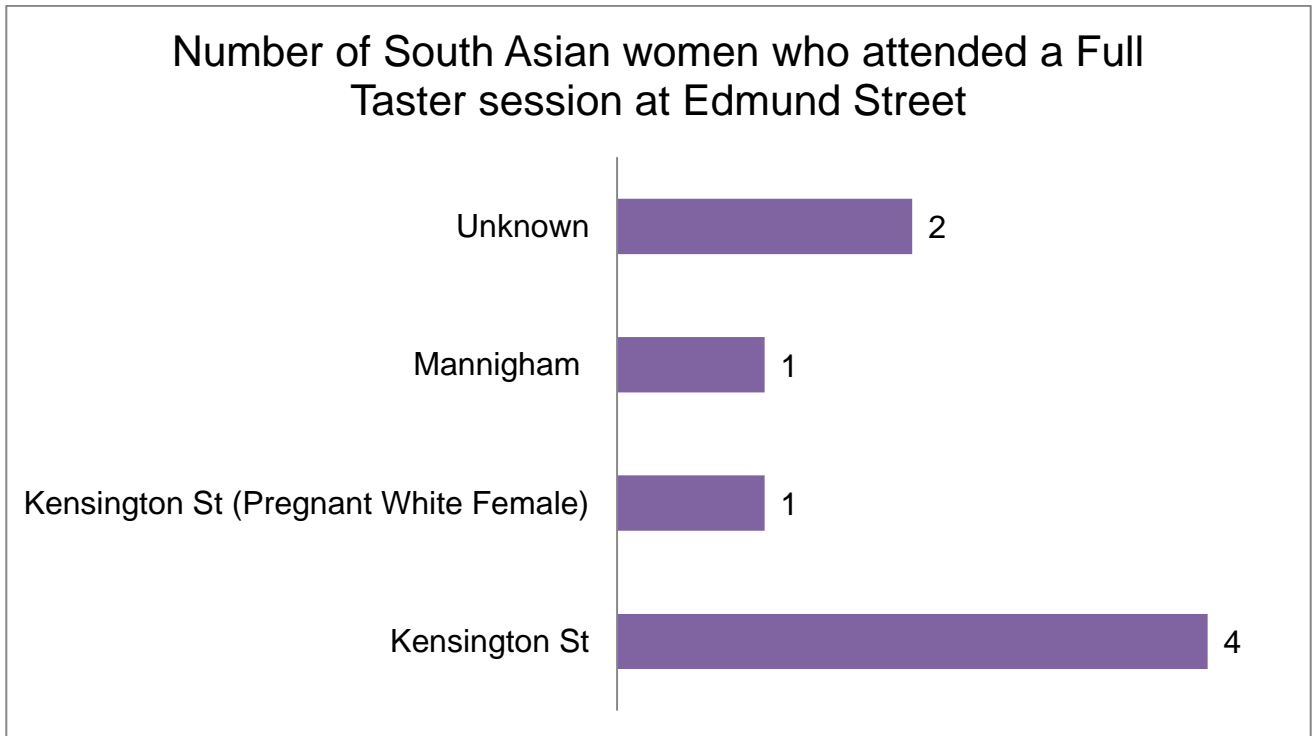


Chart 6 Number of South Asian women who attended ILCP at Westbourne Green

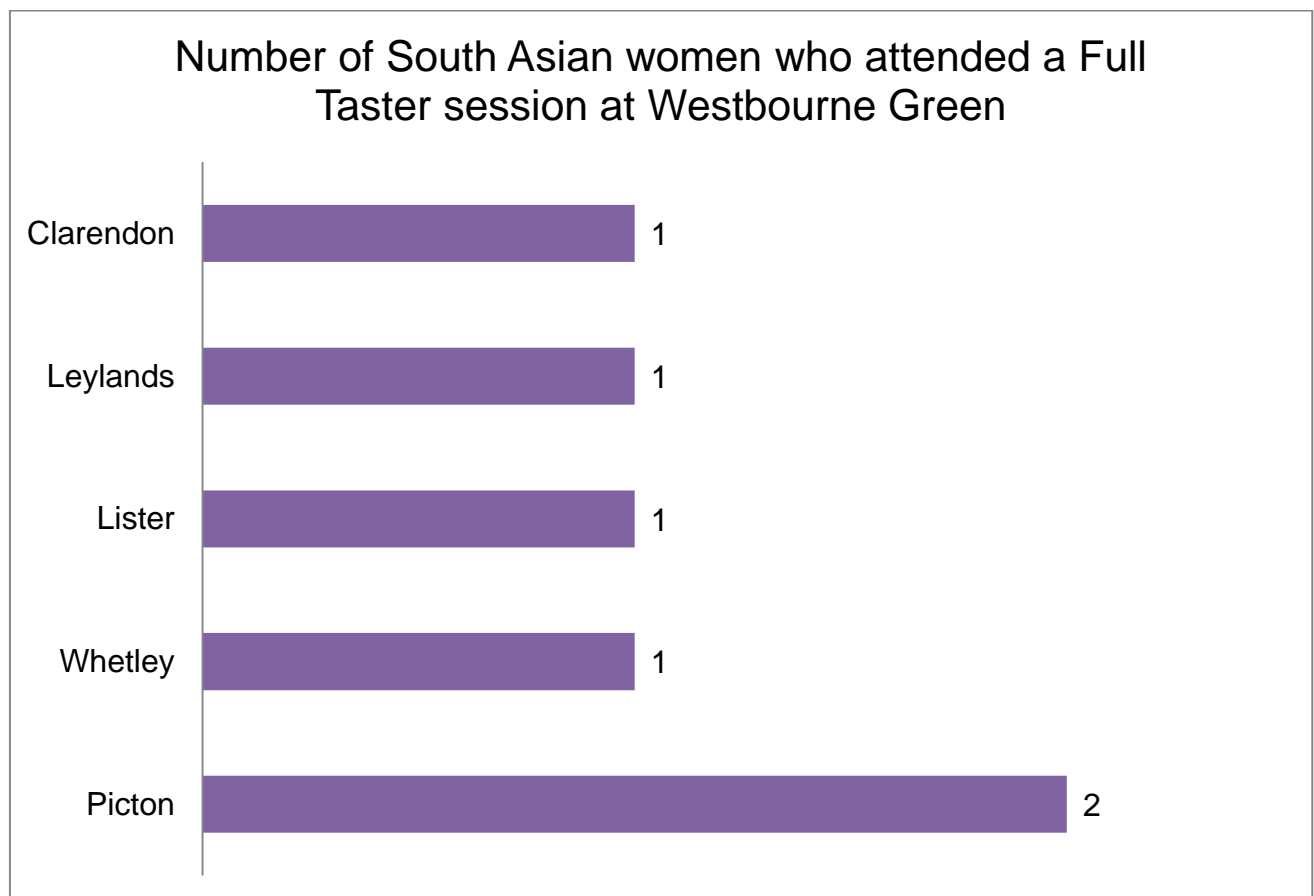


Chart 7 Gender of people who attended ILCP

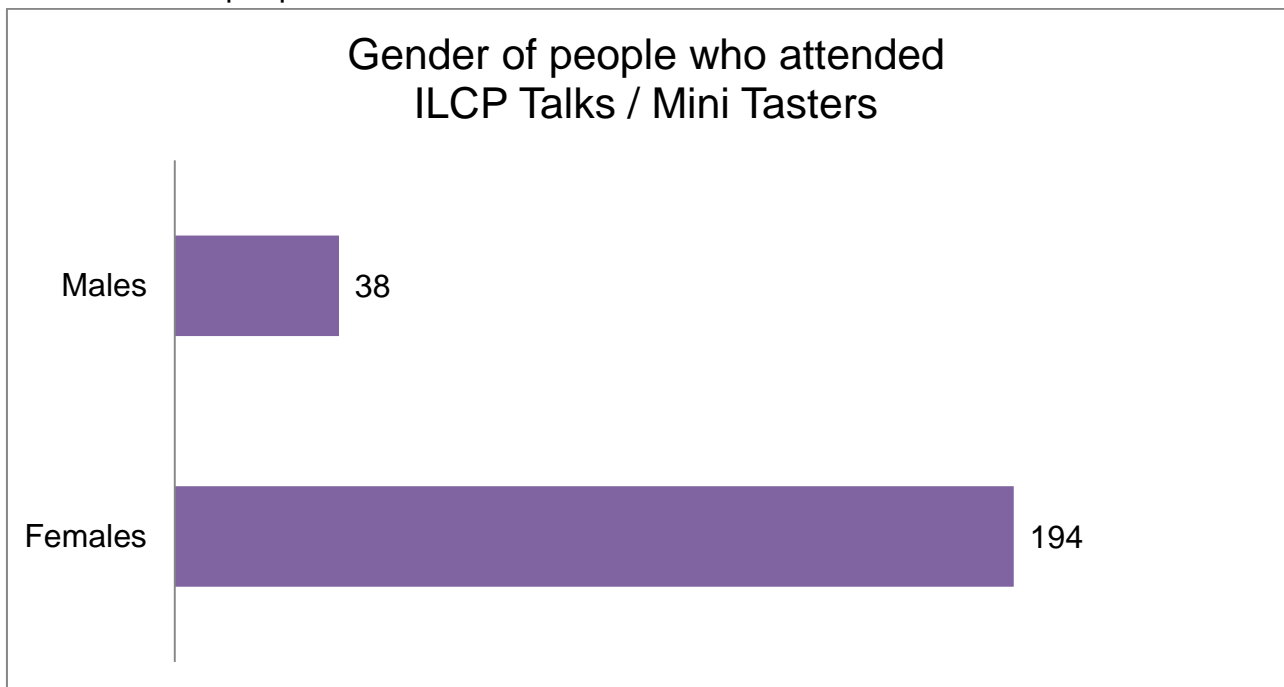
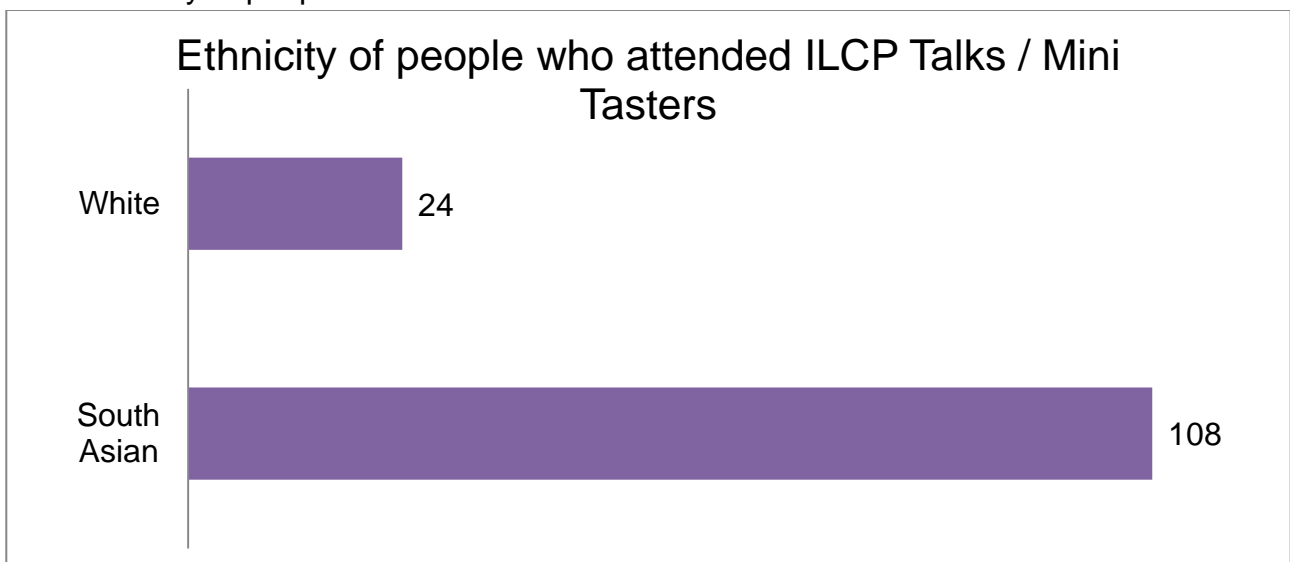


Chart 8 Ethnicity of people who attended ILCP



Avicenna ILCP Taster



You and Your Care
Specialist Services

Welcome /Who we are

- Bradford beating diabetes is funded by NHS Bradford City Clinical Commissioning Group.
- We want to help people in Bradford reduce the risk of developing type 2 diabetes and have longer and healthier lives.
- We have special programmes to help which are already running in your local area.
- Today we would like to demonstrate a small part of what we do in our programmes and how we can truly help you.
- Firstly we will start on some background on diabetes



You and Your Care
Specialist Services

What is Diabetes?

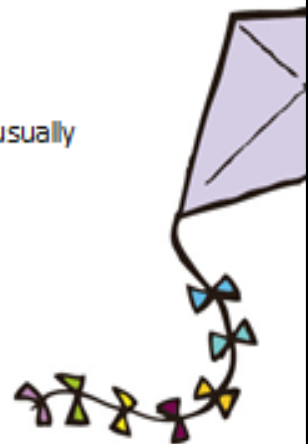
- Diabetes is the fastest growing health threat of our times.
4 million people have it, and 6 million at high risk of developing it. (Probably an under estimate.)
-
- When your body turns food into a type a sugar called glucose, the pancreas makes insulin which helps the glucose work in your body for energy.
- Type 2 diabetes occurs when the body is not making enough insulin or the insulin made is not being used properly.



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Who is at risk?

- Type 2 usually appears in people aged 40 and over
- South Asian, African Caribbean and African people have a greater risk usually from the age of 25
- Also if you are overweight or especially if you have a large waistline
- Have a parent, brother or sister with diabetes
- Have ever had high blood pressure, a heart attack or a stroke
- Have a diagnosed mental illness for which you take medication
- Are a woman who has had polycystic ovaries, gestational diabetes or a baby weighing over 10 pounds



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What are the symptoms?

Symptoms of type 2 diabetes can be hard to spot but if you have any of the symptoms below you should make an appointment with your GP

- Passing urine frequently (especially at night)
- Increased thirst
- Extreme tiredness
- Unexplained weight loss
- Genital itching or regular episodes of thrush
- Slow healing of cuts and wounds
- Blurred vision
- Symptoms could take a number of years to show up

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Long term effects of diabetes

Diabetes is serious and if not managed can lead to long term complications, affecting many areas:

- Heart – You are 4-5 times more likely to develop Cardiovascular diseases such as heart attack.
- Eyes – Retinopathy – damage of eyes blood vessels and damage of vision.
- Kidneys – 1 in 3 people with diabetes can go on to develop kidney disease.
- Nerves – Damage to the nerves and their ability to function, mainly effects feet and legs symptoms include numbness and tingling.

**You and Your Care
Specialist Services**

So the question is have you had your diabetes test done?

9/10 people with diabetes have type 2 diabetes. If you are at high risk, your risk can be significantly reduced by small but important changes to your lifestyle.

- We would like to help the people of Bradford fight against diabetes we can help you reduce the risk and at least delay or prevent from developing it. You can improve your quality of life- more likely to stay well and healthy longer.
- Have you been invited for a diabetes test?
- We are working with the 27 GP practices in Bradford which are part of City CCG
- If you think you are at risk (slide 4) please contact your GP or if you have been identified as high risk you can sign up for an ILCP today

You and Your Care
Specialist Services

What is an ILCP? How we can help you?

What is an ILCP (Intensive lifestyle change programme)?

- This programme runs for 1 year with 9 sessions altogether and the first 5 you attend weekly.
- Each session 90 minutes long and has 10 -15 participants
- All people have high risk of developing diabetes
- Only a GP practice can refer you
- Groups are led by trained Bradford Beating Diabetes Champions
- Groups are run in an engaging supportive manner.
- Where there is a language need we provide a Champion with the relevant language
- We can support changes you want to make to reduce your risk of developing diabetes. Particularly changes to diet and activity.

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What's in it for me?

- You choose from a range of groups – run at different times of the day and at different locations.
- We have many ILCP running in BD1, 3, 5, 7, and 8.
- You will receive detailed info on the main lifestyle changes which will make a real difference to your health.
- You will receive support around how you want to change.
- You will get 1 to 1 and group support.
- If attendance is 100% we have one free local authority sports and leisure facility voucher for a whole year per person. This is worth £300.
- You will be helped to reduce your risk of developing diabetes and people report after they have been on an ILCP that they feel fitter, more well and positive.

**You and Your Care
Specialist Services**

Lifestyle changes key points

- Reducing sugar, starches, salt and fat
- Reducing fried foods
- Reducing alcohol
- If you smoke- helping you to stop
- Increasing fruit and vegetables
- Ensuring that you keep active as much as possible as part of your everyday routine - e.g. walking more

**You and Your Care
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Introduce session on healthy eating or physical activity.

- Use flipchart to ask questions first and then write some on the paper for all the slides.
- Use food resources eat well plate
- Leaflets
- Fats/pounds
- Food questionnaire

You and Your Care
Specialist Services



You and Your Care
Specialist Services

What is Diabetes?

Am I at risk?



What is an Intensive Lifestyle Change Programme (ILCP)?

Diabetes is the number one threat to health in the UK. Around 3.8 million people have it, and 7 million have a high risk of developing it. Bradford Beating Diabetes is funded by NHS Bradford City Clinical Commissioning Group. For further information and how we can help you please come and join us on the event below-

Event – **ILCP taster session**

Date - **Tuesday 10th February 10.30 - 12.30**

Venue - **Grange interlink, Summerville Road, BD7 1PX**

- Lots of people have or at risk of developing diabetes in our community.
- If you are at risk of diabetes, your local GP surgery will invite you for a diabetes risk assessment which is a simple test to determine if you are at low, medium or high risk.
- If found at high risk you will be referred to a special programme called ILCP (Intensive Lifestyle Change Programme), which is a special programme designed to help you make healthy lifestyle choices to reduce your chance of getting diabetes.

For further information please call Saira on 01274777527 or Grange Interlink - 01274726612



Appendix C: Attendance of ILCP by gender, ethnicity, group talks and GP practice attendees.

Venue	No of people	Gender	Ethnicity	No of small group talks delivered	GP Practices of attendees
Abbey Green Nursery	9	Females	1 White 8 Asian	2	Ashwell, Picton, Clarendon
Atlas School	9	Females	Asian	2	Ashwell, The Ridge, Picton, Clarendon
Avicenna	16	Not recorded	Not recorded	1	Avicenna
Bilton M/C	2	Female	Asian	1	Bilton
Bradford Student Health	22 + 11	20 females 2 males + 11 not recorded	13 White 9 Asian + 11 not recorded	2	Bradford Health Centre
Byron School	5	Female	Asian	2	Hillside, Barkerend HC, Valley View
Canterbury Children's Centre	8	2 male 6 Female	1 White European 7 Asian	2	Bevan House, Little Horton Lane, Horton Park, The Ridge
Clarendon Practice	8	4 males 4 Female	1 White European 7 Asian	1	Clarendon
Farcliffe Children's Centre	10	Female	Asian	2	Whetley, Picton, Kensington St
Farrow M/C	5	2 male 3 Female	3 White 2 Asian	1	Farrow
Grange Interlink	14	4 males 10 females	Asian	2	Horton Park, Dr Mughal, Woodhead Road, Parkside, Little Horton Lane, Rooley Lane, The Ridge, Picton
Karmand Centre	9	Female	Asian	1	Hillside Bridge, Barkerend HC, Thornbury, Grange
Kensington St	16	4 males 9 Female	14 Asian 2 White	4	Kensington St
Little Horton Lane	9	1 male 8 Female	Asian	1	Little Horton Lane
Manningham Practice	10	2 Males 8 Females	1 White 9 Asian	2	Manningham
Mughal Surgery	21	5 males 16 females	20 Asian 1 White	3	Mughal Surgery
Picton M/P	10	Female	Asian	1	Lister, Picton, Kensington St
St Stephen's School	8	Females	Asian	2	Woodroyd, Parkside, Dr Gilkar
Valley view	12	Not recorded	Not recorded	1	
Whetley	37	12 males 25 females	36 Asian 1 White	6	Whetley
Womenzone	20	Females	Asian	3	Hillside, Barkerend HC, Valley View
21	271			42	26

Appendix D ILCP awareness evaluation form



Health Trainer Service

Are you ready to achieve goals to improve your health and wellbeing?

...we're here to help

Bradford Beating Diabetes Intensive Lifestyle Change Programme (ILCP)

Raising Awareness Talks

0	1	2	3	4	5	6
N/A	Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
				3 people	29 people	12 people

I found the talk about Bradford Beating Diabetes useful	
I will ask my GP practice about Bradford Beating Diabetes	
I will attend an Intensive Lifestyle Change Programme if I am referred	

Thank you for taking part in a BBD Raising Awareness Talk.

If you have any further questions or comments please contact the Health Trainer Service on 01274 777527.

Appendix E: ILCP Tester session evaluation form



Health Trainer Service

Are you ready to achieve goals to improve your health and wellbeing?

...we're here to help

Bradford Beating Diabetes Intensive Lifestyle Change Programme (ILCP)

Raising Awareness Taster Sessions

0	1	2	3	4	5	6
N/A	Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
					3 people	4 people
I was happy to learn about the Bradford Beating Diabetes Programme (BBD)						
I was happy to learn about the Intensive Lifestyle Change Programmes (ILCPs)						
I have learnt about what diabetes is						
I feel I have learnt about diabetes prevention						
I feel this information will be useful to me						
I will ask my GP practice about BBD						
I will attend any appointments at my GP practice about diabetes						
I will share my learning with my family and friends						
I will make changes to my lifestyle regarding food and physical activity						
I will attend an ILCP if I am referred to one						

Additional Comments

Please identify three aspects of the ILCP Taster Sessions you most valued:

Please identify three ways in which you feel the ILCP Taster Sessions could have been improved:

If you have any additional comments about the ILCP Taster Sessions, please use the space below:

Thank you for taking part in a BBD ILCP Taster Sessions.

If you have any further questions or comments please contact the Health Trainer Service on 01274 777527.