

## Health Information News February 2016

This newsletter is intended for staff who provide health information to the public to keep informed of latest news and resources available in the Health Information field. If you would like to submit a news item – email [sarah.greening@wm.hee.nhs.uk](mailto:sarah.greening@wm.hee.nhs.uk)

### News

**Public health transformation three years on: extending influence to promote health and wellbeing** - This compilation of case studies shows how local authorities continue to make progress on improving health and wellbeing and tackling health inequalities since public health was formally transferred from the NHS in April 2013. These case studies were chosen because they show a range of ways in which public health in councils is approaching its new roles. They include councils spread across England, covering both rural and urban environments and with varying degrees of deprivation and affluence. Report is [here](#)

**Public health outcomes framework: February 2016 data update** - The framework concentrates on two high-level outcomes to be achieved across the public health system, and groups further indicators into four 'domains' that cover the full spectrum of public health. The outcomes reflect a focus not only on how long people live, but on how well they live at all stages of life. This update uses recent data to update indicators and includes equalities and inequalities breakdowns for some indicators. Further information is [here](#).

**District council's contribution to public health** - In partnership with District Councils' Network, we have produced a set of slides that illustrate the key role played by district councils in keeping us healthy. Please feel free to use them in your office, in documents or presentations. These slides are based on 'The district council contribution to public health: a time of challenge and opportunity', an independent report written by The King's Fund but commissioned by District Councils' Network. Report and slides [here](#)

**Public library impact: 4 new databases of examples published** - Carnegie UK Trust have published four new databases of examples that show public libraries' impact on four policy areas: economic, education, culture and society.

**Making Every Contact Count: practical resources** - [Making Every Contact Count \(MECC\)](#) is an approach to behaviour change that utilises day to day interactions that organisations and individuals have with other people to support them in making positive changes to their physical and mental health and wellbeing. These documents support the local implementation of MECC activity and the development of training resources. [Training checklist](#); [Implementation Guide](#)

**Communicating with older people: new guide available** - A new book, [Communicating with Older People](#), examines key points authors should think about when writing for readers aged 60-plus. Emphasising plain-language techniques, the book includes guidelines on inclusive writing and covers such areas as purpose, content and structure; style and grammar; and layout and design. The resource was written in response to the 2010 Age UK and International Longevity Centre UK report, [The Golden Economy: The Consumer Marketplace in an Ageing Society](#). This describes many barriers that prevent older people fully accessing the market, grouped into five categories: product design; the retail environment (shops, the local area, transport and mobility; and payment mechanisms); the digital divide; consumer protection; and marketing and the media.

The book argues that our culture often undervalues older people, which is reflected in the sometimes low standard of written communications aimed at this group. Yet older people account for a large – and growing – part of the UK population. It also identifies that whereas in the past, we would refer to ‘the older generation’, it is now common for there now to be two – or even three – generations aged 60-plus. It seeks to support effective communication with them all. The guide is free download from the Plain Language Commission website [here](#).

**Working with community groups to improve information delivery** A [report](#) has been published by NHS Clinical Commissioners to showcase effective examples from CCGs who are improving prevention and early diagnosis through bringing together a range of stakeholders in their local areas. “[Delivering a healthier future: How CCGs are leading the way on prevention and early diagnosis](#)” includes a case study focusing on breast screening in Camden, north London, in a bid to improve earlier diagnosis. The CCG has commissioned a project that uses peer educators to improve cancer awareness throughout the borough, particularly in areas of high deprivation, and in the Bengali population. The idea is to use community organisations to link in with local people, getting information across in a friendly, often informal way, by encouraging local ambassadors to share messages. Since the project started some three years ago, volunteers have spoken to around 6,000 members of the public in local communities. Impact data for the project, including on levels of cancer awareness, is currently being analysed. You can read the full report on NHS Clinical Commissioners website [here](#).

**New PIF resource: introduction to methods for engaging with users** - PIF is delighted to publish a [new resource](#) providing an introduction to the most common methods for talking to and involving users in developing your health information materials. [Best practice](#) has identified that involving users at every stage of information development results in more effective health information materials. This means involving users from identifying the need for and purpose of your resource, through developing the format and content, to disseminating and evaluating your materials. An approach that uses a range of different involvement techniques at different stages, is the best way of getting feedback from wide variety of users at different levels and points within your project. A further resources section at the end of the guide contains links to more detailed information and support. You can read the PIF resource [here](#). You can find out more about involving users in creating your health information on our Toolkit [here](#).

**5.5 million people: information as a therapy** - PIF co-founder, and non-executive Director, Mark Duman, has written a paper arguing for the need to recognise information as a therapy. [5.5 million people: information as a therapy](#), published by [Captive Health](#), sets out a 5 point plan for healthcare providers focusing on ensuring high quality health information is integrated into healthcare delivery. The paper positions good health information and the health care professional’s ability to support this as central to the two pillars of the [House of Care](#). It highlights evidence showing that information and support improve outcomes and patient experience, and argues that not providing such ‘therapy’ must be considered sub-standard care. You can read the full paper here: [Information As Therapy \(M Duman, Captive Health\)](#)  
*Captive Health is an ethical health and social care company helping organisations engage and connect with staff, service users and the public.*

**Lack of internet access linked to lower health literacy in survey of English city population** - New [research](#) has been published by Dr Joanne Protheroe, chair of the [Health Literacy Steering Group](#), examining health literacy levels and associated lifestyle and demographic factors, in Stoke on Trent. Lower health literacy is a public health issue that follows a social gradient, potentially reinforcing existing health inequalities. However, levels of health literacy in particular populations can be unclear and are a key to identifying effective public health interventions. Associations with higher rates of limited health literacy included older age, lower educational level, lower income,

perceived poor health and lack of access to the Internet. The study found that individuals who had no access to the Internet were nearly three times more likely to have limited health literacy than those who had access. There was no significant association with limited functional health literacy and gender, social isolation or perceived healthy lifestyle. The full research paper can be accessed [here](#). Protheroe, J., Whittle, R., Bartlam, B., Estacio, E. V., Clark, L. and Kurth, J. (2016), *Health literacy, associated lifestyle and demographic factors in adult population of an English city: a cross-sectional survey*. *Health Expectations*. doi: 10.1111/hex.12440 <http://onlinelibrary.wiley.com/doi/10.1111/hex.12440/full>

**Changing the way the NHS communicates with patients** - A great [blog](#) from Future Patient this week looks at the patient experience of receiving information from healthcare services, and the some of the challenges a service can face when trying to improve this experience. In '[Simple isn't easy – changing the way the NHS communicates with patients](#)' the author shares an extract from an appointment letter he received: "Incomprehensible...I felt infantilised before I even arrived." As a Patient Director in Sussex, David Gilbert proceeds to describe how he used this experience to try and effect change within his own service. His service re wrote their appointment letters, including information about how patient's could prepare for their appointment and how they could be involved in decisions. The full blog can be read [here](#).

**PIF Guides now FREE to download** - We are delighted to let you know that the following PIF Guides are now FREE to download.

- **Guide to Producing Health Information for Children and Young People** - This resource aims to help anyone who communicates with children and young people about their health improve what they do, and shares practical advice as well as examples of current best practice in the field. The Guide is free to download here: [PiF-Guide Producing Health Information-Children and Young People-2014](#)
- **Guide to Health Records Access** - This Guide is about shared Personal Health Records (PHRs) – an area which has the potential to facilitate a step change to enable individuals to manage their care, and make decisions about their health. The Guide is free to download here: <http://www.pifonline.org.uk/wp-content/uploads/2014/11/PIF-Guide-Health-Records-Access-2013.pdf>
- **Guide to Appraising Health Information** - This Guide is about assessing the quality of information, and the processes used to develop it. The Guide is free to download here: <http://www.pifonline.org.uk/wp-content/uploads/2014/11/PIF-Guide-Appraising-Health-Information-2010.pdf>

You can also download our Case for Information report, Quick Guides and resources from our Toolkit completely FREE here: <http://www.pifonline.org.uk/pif-guidesreports/> We hope these resources will help you to improve the quality and provision of information for patients and their families.

## Courses

**Online Evaluation Course** - a new, online version of the popular NIHR CLAHRC North Thames Academy evaluation course. It is aimed at health care and public health staff, who are tasked with evaluating the performance of local programmes and services. More information is available on our [website](#). The course will run from 25 April 2016-22 May 2016. No previous knowledge is required. It is not aimed at academics or other researchers. Teaching will be delivered entirely online and will cover different types of evaluation; how to select suitable methods and approaches; and ways of sharing evaluation findings. Participants will need to commit approximately 3 hours per week (12 in total) and will learn via videocasts, interactive activities, and discussions. The course costs £100 for staff in NIHR CLAHRC North Thames partner

organisations (see list [here](#)); £250 for others. Individuals who are interested in applying for a place on the course should download the registration form from our [website](#) and return it to [kate.collins@ucl.ac.uk](mailto:kate.collins@ucl.ac.uk) by 5pm on Monday 29 February 2016. There will be a maximum of 30 places, and we will be selecting applications to ensure a diverse range of participants.

**Clinical Champions for Physical Activity: Free training sessions for Primary and Secondary Care Doctors** - This session aims to improve doctors' understanding of physical activity's potential for clinical impact, and increase their confidence in delivering physical activity brief interventions to patients as a method of clinical care - not only as a preventative measure but as treatment for a large number of conditions. The sessions are delivered by a practising GP who has experience with integrating physical activity into their practice and is passionate about promoting physical activity. It will be an interactive presentation, comprising a review of epidemiological and biological evidence, and can be supplemented by small group work. This can be followed by a review of motivational interviewing techniques and case studies. The presentation has been designed flexibly so it can be made suitable for GPs, Grand Rounds, Hospital Junior Doctor Education and GP VTS training sessions. The focus of the presentation is aimed at educating Doctors, but other allied health professionals are welcome to attend the presentation too. This session would be delivered at no cost, and would connect attendees with the spiral curriculum developed by Nottingham and e-learning modules developed by BMJ. To book sessions directly please contact [ross.wilkinson@nhs.net](mailto:ross.wilkinson@nhs.net) or [tim.nhs@lyttle.org](mailto:tim.nhs@lyttle.org) or for more information contact [nigel.smith@phe.gov.uk](mailto:nigel.smith@phe.gov.uk)

## Events

**24 February 2016 - Commissioning person-centred care for vulnerable groups – what role does pharmacy play?** Recent statistics suggest that most of us visit a pharmacies every 28 days, including people in vulnerable groups that are considered 'hard to reach' in health service terms. Those who live in care homes or are temporarily in hospital also deserve high quality care from pharmacy. The King's Fund is holding a conference on Wednesday 24 February 2016 in London to that will explore how pharmacists are now playing a more important role than ever – from supporting people to stay well in care homes to making sure pharmacy is "dementia friendly". The conference, Commissioning person centred care for vulnerable groups: what part does pharmacy play, will also explore best practice in care for people with learning disabilities and children in hospital and those with mental health conditions. Shining a spotlight on four specific groups – children and young people, people with mental health conditions, older people living in care homes and people with learning disabilities – this conference provides an opportunity to learn from best practice areas. For more details, including the draft agenda and registration details, visit the King's Fund website [here](#).

**11 March 2016 - Public Health Excellence Conference – Save the Date –**  
Due to take place in Friday 11 March 2016 in Wolverhampton, registration will open in early January.

**Friday 18th March 2016 - [UK Health Literacy Conference](#)** in Glasgow. The 4th UK Health Literacy conference will be opened by Maureen Watt, Minister for Public Health Scotland and chaired by Jo Protheroe, Chair of the Health Literacy Group UK, and Graham Kramer, National Clinical Lead for Self-Management and Health Literacy in Scotland. They will be joined by high profile speakers from across the UK, sharing current thinking, research and practice in a series of parallel sessions and workshops. The Chief Medical Officer (CMO) for Scotland, Catherine

Calderwood, will conclude the day. During the day, you will have the opportunity to attend parallel sessions on innovative work, broadly separated into four topics: healthy literacy and the healthcare workforce, mental and physical health, intellectual disabilities and the co-creation of health and health literacy. Each of these sessions comprises four presentations from a diverse range of sectors. Following lunch, workshops will focus on ground-breaking health literacy projects in Scotland and Belfast, Ophelia, sexual health literacy and learner-centred health literacy. Click here for the [conference programme](#) The day delegate rate for the conference is only £100 and includes tea, coffee and lunch. The pre-conference event is £10. To reserve your place at this event, please complete the [registration form](#) and return it to [s.weir@keele.ac.uk](mailto:s.weir@keele.ac.uk) by 28th February 2016.

### **25 May 2016 – PiF Annual Conference - The Power of Partnership: Working in collaboration to deliver high-quality health and care information and support**

at the Royal College of Physicians, London. Partnership working is about developing inclusive, mutually beneficial relationships across a range of sectors that improve the quality of health information and support, and the experience of care for patients and the public. The interactive and participatory style of the conference will include:

- **Case studies** on targeted information for hard to reach groups, developing digital approaches for self-management, and much more, will allow you to learn from a range of projects that have involved partnership working.
- 'Question Time' style Keynote Conversations with **panelists from a range of sectors**, across the UK, will enable you to take part in the discussions and contribute your views.
- Dedicated **networking sessions** will allow you to share your experiences, make connections and create, and discover, new partnerships to drive your work and projects forwards.

With the chance to submit an entry to our Best Poster Competition, and a range of sponsorship and exhibition opportunities available there is something for everyone. Please get in touch now for more information or to secure your place at: [www.pifonline.org.uk/2016-conference](http://www.pifonline.org.uk/2016-conference) or email [nicole.naylor@pifonline.org.uk](mailto:nicole.naylor@pifonline.org.uk)

### **4th -10th July 2016 – Health Information Week - <http://learning.wm.hee.nhs.uk/resource/health-information>**

There a calendar of Health Awareness Events that is regularly updated and is on - <http://learning.wm.hee.nhs.uk/events>

### **Other online newsletters:**

**Knowledge for Healthcare updates** – Keep in touch with progress from all of the themes on the blog page: <http://kfh.libraryservices.nhs.uk/> which includes the blogs from the Patient and Public Information Group who also tweet on @K4H\_PPI

Reading Agency - <http://www.readingagency.org.uk/>

Other links to health-related news -

<http://www.nice.org.uk/news/nice-newsletters-and-alerts>  
[http://www.nice.org.uk/newsroom/pressreleases/press\\_releases.jsp](http://www.nice.org.uk/newsroom/pressreleases/press_releases.jsp)  
<http://www.who.int/en/>  
<https://www.gov.uk/>  
<http://www.nhs.uk/>  
<http://www.ukhealthforum.org.uk/>  
<http://www.hscic.gov.uk/ibulletin>

