

COLLABORATIVE WORKING



WINNER:

"Cut-Covid" social media campaign
Sofie Wheeldon, Child Health Programme Manager, Medway Public Health

Medway Council and NEL Design Solutions collaborated with older children and young people to co-design an engaging "Cut-Covid" social media campaign. A key challenge was to co-produce new and creative ways of framing evolving guidance that appealed to this age group.

Previous public health project work, combined with a lockdown experience survey, indicated that national COVID-19 messaging was failing to reach older children and young people living in Medway, an area with high levels of social disadvantage. The team collaborated to design and implement an engagement approach to improve the reach of a social media campaign. Campaign content was designed to be mobile phone accessible and to encourage sharing in young people's friendship groups. Virtual co-design workshop invitations went to schools, colleges, VCSE groups and local STCs.

As the first phase launched in time for Halloween, they took inspiration from classic horror movie posters. Using a design and a tone far from the local council's expected approach, the campaign provided new opportunities for the audience to stop and reflect on their actions during the pandemic and to keep up with changing COVID-19 measures. Interest in the three-day Halloween-themed campaign led to other partners agreeing to distribute campaign materials, reaching nearly 50,000 older children and young people.

Further information: sofie.wheeldon@medway.gov.uk

Finalists:



Facilitating Primary Care to audit and identify early detection of Cancer in Lothian (Scotland)

Melissa Clements, Policy Officer – Covid-19 surveillance, Scottish Government - formally Primary Care Facilitator, Cancer Research UK

Melissa collaborated with GP practice staff to audit the implementation of clinical guidance and processes in the early detection of cancer, clinical decisions and referrals. The aim was to identify bottlenecks in referral and review best practice by identifying clinical opportunities for earlier detection and action.

The audit formed part of a UK-wide audit (National Cancer Diagnosis Audit) undertaken by Cancer Research UK with voluntary participation by GP practices. She supported practice engagement by exploring benefits of participation and processes such as protected time and utilisation of student GPs. She sought to overcome barriers in deprived communities (most at risk of cancer) by securing NHS funds for practices to support participation.

Further information: melissaclements13@googlemail.com

Finalists:



The Caring for People Group

Sam Campbell, Health Improvement Lead, NHS Highland – Argyll and Bute Health and Social Care Partnership

The Caring for People project brought partners from the NHS, Council, Third Sector and the public together for a common good – to support people to stay at home safely during the first lockdown in March 2020, protecting and enabling health and wellbeing in remote and rural communities. They worked collaboratively with partners, across agencies to deliver food, medicines, give access to money and wellbeing support. They used existing structures and the desire in remote and rural communities to ensure people could 'stay at home', including an emotional support service to help those vulnerable to loneliness, and prevent mental health referrals.

Further information: samantha.campbell3@nhs.scot

IMPROVING PUBLIC HEALTH PRACTICE



Cynllun Cyn Ysgol Iach a Chynaliadwy Bro Morgannwg



Vale of Glamorgan Healthy and Sustainable Pre School Scheme

WINNER:

The Vale of Glamorgan Healthy and Sustainable Pre-School Scheme

Catherine Perry, Senior Health Promotion Specialist, Cardiff and Vale Public Health Team, Public Health Wales and **Rhianon Urquhart**, Principal Public Health Specialist

The scheme aims to improve the health of pre-school children by working with the childcare settings they attend. Actions were taken to improve the practice of childcare workers, who are then supported to reflect on and improve their practice, and to deliver targeted actions, ensuring children are always the main beneficiaries. A strong partnership of organisations gives a foundation to this work. An Ethics Framework for Public Health (Kass 2001) guided decisions and it relates to several parts of the Public Health Skills and Knowledge Framework.

Enabling children to have positive experiences in their earliest years provides benefits later in life, not only to them, but also to society. The best interests of the child should always determine actions. The scheme works with 40 childcare settings. Responding to the pandemic, three public health priorities were identified: mental and emotional health, infection prevention and physical activity. Resources and training opportunities relevant to these priorities were made universally available to all settings, who were then invited to apply for a grant to enable further development of the experiences offered to children and staff. This enabled those working most closely with the children and who know them well, to make decisions about what would most benefit their health.

Further information: catherine.perry@wales.nhs.uk

Finalists:



A Covid response to ensuring hepatitis C (HCV) provision in Hampshire continued and enhanced

Louise Hansford, Hep C Elimination Coordinator, Inclusion, part of Midlands Partnership FT and **Ileana Cahill**, Public Health Principal

Hampshire has areas of multiple deprivation and some of the highest drug related deaths in the UK. A van was able to target local areas, offering health and wellbeing assessments in a structured and opportunist way. Making use of Government's response to homelessness during the pandemic, they worked closely with key partners to do targeted testing events such as in a car park in Gosport. They distributed Naloxone, needle exchange equipment and foodbank vouchers. They galvanised the workforce, embracing the opportunity to engage with an usually disparate group which was historically challenging to engage.

Further information: louise.hansford@mpft.nhs.uk and ileana.cahill@hants.gov.uk

Finalists:



Partnership approach to improve population health locally

Karen Horrocks, Public Health Improvement Coordinator, Doncaster Council

They developed a partnership approach to improve population health locally, and improve the Wider Determinants of Health, working to build new partnerships, influencing policy and strategy aiming for "health in all policies". They applied new skills, tools and competencies, sharing principles, and developing practice. They sought to overcome barriers

and work with diverse partners in different organisational cultures to influence policy, strategy and practice. This included influencing and providing guidance to colleagues and partners at all levels, influencing local decision making in the council and creating a network of allies and influencers.

Further information: karen.horrocks@doncaster.gov.uk

UKPHR
Public Health Register

Protecting the public | improving practice

CONTRIBUTION TO PUBLIC HEALTH REGISTRATION



WINNER:

Lucia Scally, Public Health Practitioner Scheme Coordinator, Wirral County Council

Lucia was the first coordinator for the North West Public Health Practitioner Scheme, setting up and running the scheme. She went on to support the first cohort in the north west of England to registration through the pandemic. Not only did she recruit them, but she set up a series of excellent events and workshops. Lucia was kind and supportive despite some serious practical issues faced by some of the cohort. The first cohort had to complete the programme in twelve months and three quarters of the way through the scheme, the pandemic began which floored everyone professionally and personally.

Nominator Julie Jerram, Programme Lead, Population Health, Manchester Health and Care Commissioning says: 'I didn't feel very confident in my own abilities but Lucia made me feel comfortable and confident that I would be a suitable candidate. I quickly began to enjoy the programme. I went through a difficult time personally just as the scheme started and it was hard to focus. However, with Lucia's encouragement I kept going and began to develop professionally. I do firmly believe that without Lucia's support I might have given up. I did pass and did better than I thought I would. I have nominated Lucia because I think she is an unsung hero who kept us all going.'

Further information: luciascally@wirral.gov.uk

Finalist:



Recognition of 11 years contribution as Verifier for the Wales Practitioner Scheme and champion of public health practitioner registration and professional development

Maria Morgan, Senior Lecturer in Dental Public Health, Cardiff University School of Dentistry and Honorary Public Health (Dental), Public Health Wales

This project explores ways to value the contribution of the public health practitioner workforce in Wales through developing the approach to registration and professional development. PHW was one of four areas to pilot practitioner registration in 2010, recommended the first two practitioners registered and has facilitated the Local Assessment Scheme in Wales since. The project builds on this experience and output from a consultation event in September 2019 to engage the workforce in supporting registration, their development and career progression. Nominator Kelly McFadyen says: 'Maria has been a champion of registration and is committed to quality assurance, improving the support practitioners receive and how registration is valued as part of broader workforce development.' Further information: MorganMZ@cardiff.ac.uk

TRANSLATING EVIDENCE INTO PRACTICE: THE ALLISON THORPE AWARD



WINNER:

Louise Hansford, Hep C Elimination Coordinator, Inclusion, part of Midlands Partnership NHS Foundation Trust

This project offered a revolutionary multi-disciplinary community approach to Hepatitis C care in Andover, one of the most rural and deprived areas of Hampshire. They accessed the inaccessible, addressing unmet needs, health inequalities and social determinants of health. Funding was secured and an onsite hepatology outreach clinic was set up with robust peer support, saving patients a 78 mile round trip.

Evidence of unmet needs of drug users at risk of hepatitis was collated. Peer support helped patients to understand their condition and high chances of being cured. So far, 160 patients consented to be tested, 47 were HCV Ab positive with 38 RNA positive, 9 spontaneously cleared. 37 patients have been treated and micro elimination achieved.

Enhancing research-based practice is exceptionally rewarding. Through passion, commitment and dedicated people championing the cause, incredible outcomes can be achieved. These are real people whose lives have been impacted whilst enhancing public health practice and outcomes. This is an excellent example of putting research into practice and using innovative solutions to address barriers.

Further information: louise.hansford@mpft.nhs.uk

SUPPORTERS

UKPHR

Public Health Register

Protecting the public | improving practice

The United Kingdom Public Health Register operates a voluntary register for specialists and practitioners working in public health. It upholds and assures the professional standards for competence required to work in this field. UKPHR provides public protection by ensuring that only competent public health professionals are registered and that high standards of practice are maintained.



The Health Foundation is an independent charity committed to bringing about better health and health care for people in the UK. Our aim is a healthier population, supported by high quality health care that can be equitably accessed. From giving grants to those working at the front line to carrying out research and policy analysis, we shine a light on how to make successful change happen. We use what we know works on the ground to inform effective policymaking and vice versa.

We believe good health and health care are key to a flourishing society. Through sharing what we learn, collaborating with others and building people's skills and knowledge, we aim to make a difference and contribute to a healthier population.



Public Health Scotland is Scotland's lead national agency for improving and protecting the health and wellbeing of all of Scotland's people. Our vision is of a Scotland where everybody thrives. Our focus is on increasing healthy life expectancy and reducing premature mortality. To do this, we use data, intelligence and a place based approach to lead and deliver Scotland's public health priorities. Our values of respect, collaboration, innovation, excellence and integrity will be at the heart of our work.



Chamberlain Dunn is delighted to be working with UKPHR on their Innovation Awards and on the technical aspects of the conference. We have over twenty-five years' experience of helping organisations in health and social care reach their key audiences to deliver strong and effective messages. We are the creators of the award-winning Advancing Healthcare awards for allied health professionals and healthcare scientists (running for 15 years with bespoke events for Wales and Northern Ireland), the Health Care People Management Association Excellence awards, the Burdett awards, the Complementary Therapy awards and the Social Prescribing awards. We organise conferences, seminars, roadshows and training events – real, virtual and hybrid - working almost entirely with the public sector and charities. Based in Lewes, we have clients throughout the UK and Europe and pride ourselves on creating bespoke campaigns and events that meet the needs of our clients and sponsors.

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