

Health Promotion Events

**Our experience of partnership
working in the City**



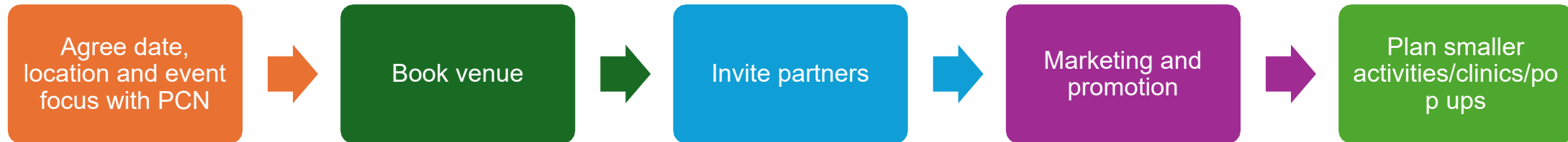
Overview

- Delivered three Health Promotion events in partnership with local Primary Care Networks:
 - *Blackbird Leys (focused event for those living with chronic pain)*
 - *Littlemore*
 - *Barton*
- Events sought to improve patients' awareness of what support there is available locally to help aid improvements to health and wellbeing
- Acted as an opportunity for the PCN to engage directly with patients in a less formal setting
- Fostered closer partnership working between the City Council's Physical Activity and Wellbeing Team and our local PCN's



Process

- All three events were planned in strong partnership with colleagues from within the local PCN's
- Our aim was to create a simple yet effective event which was low cost to deliver and free for people to attend
- Understanding the impact of events was important but insight needed to be simple to both collect and evaluate



Outcomes

- Simple evaluation conducted at each event utilising the following question:
'How confident do you feel to manage your health and wellbeing'
- On average a 2-point improvement in people's rating (scale of 1-10) post event compared to on entry
- Numbers attending ranged from 30-60 people for each event
- Circa 14 partners attended each event

Partner quote:

'Really pleased by the event, the level of interest and participation has been great compared to other similar events, this has been much better than!'

Participant quote:

'Very good event. We were both really impressed by the variety of a sessions offered at the event. We were both referred to attend by our healthcare centres, but we arrived with very low expectations- so we were very pleasantly surprised by how useful the drop in has been. We learned about a range of services and active pathways with sessions available, we have both now signed up for this.'



Key Learnings

- Essential to have buy in and support from PCN's – partnership working is key
- Personal invites from GP practices is an effective way to invite targeted patient cohorts
- These events can be delivered at low/no cost – more investment doesn't necessarily equate to proportionally more patients attending
- Refreshments were valued – even if this was simply having access to an affordable cafe
- Partners valued a simple process and effective communication in advance of the event with high value placed on networking opportunities
- Taster sessions/activities were proportionately more work and didn't seem to appeal across the board



Next Steps

- Further events planned in Wood Farm and Rose Hill
- Experiment with delivering events at different times of day – mornings and early evening in particular
- Continue to develop the opportunities to link with pop up clinics, delivery of health checks and vaccination programmes
- Potential for more 'family friendly' event
- Linking more closely with the food system



Questions?

Emma Collins

Physical Activity and Wellbeing Manager
Oxford City Council

ecollins@oxford.gov.uk

