

Kent & Medway Public Health Workforce Development ANNUAL MAGAZINE 2015

Working together to develop a Public Health Workforce in Kent & Medway.



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Hello and welcome to this new edition of our workforce newsletter.

A great strength of a Public Health role is to be a 'silo buster'. What I mean is - we, the public health workforce - are trained to see connections that may not be obvious to

the "untrained" eye. The link between green-spaces and childhood obesity is obvious to us, the link between poor transport and health inequalities - again, obvious. Of course, by the 'trained' eye, I don't only mean those with fancy job titles, but all of you who work hard to bring the public health perspective into your everyday jobs, through personal reflection, continuing personal development on one of the Champions courses, as a health trainer, health visitor, teacher and fitness instructor and many other arenas where you can have an impact on the public's health. We, in Kent, had a great 2014, going from strength to strength and I'm confident the future of public health is safe in your hands - as you continue to develop yourself professionally. Here are a few things I am particularly proud of.

We are pleased to announce a new partner in developing the wider public health workforce. Canterbury Christ Church University are now delivering our new programme for Public Health Champions and there will be a new network which will launch on 30th June. I am sure you will join me in thanks to Susannah Adams for all her hard work in setting this up.

As an Educational Supervisor for the South London, Kent, Surrey & Sussex Public Health Specialist Training Programme - I am pleased to say we have had some excellent Specialist Registrars in the past year. Our past trainees have gone on to become Public Health leaders and we continue to keep our educational standards high in teaching and training. In 2015 the formal curriculum will change to include a stronger emphasis on Local Authority working and we will focus on being a well evaluated training site for future public health leaders.

We want people to have enjoyable and productive careers in public health in Kent. Our practitioner scheme is one

way to become a rounded public health professional. Kent, Surrey and Sussex continue to lead the country in our number of registrants on the UKPHR (the regulating body) - currently we have 47 practitioners that have registered from the scheme. Well done everyone on the hard work you have put in to completing your portfolios.

We like to spread the word and encourage everyone to know more about public health. I am pleased to report that both Introduction to Public Health days (June and November 2014) were fully booked. All our events are well evaluated and attract a diverse audience from elected council members to independent pharmacists!

I want to thank the number of employees within the Health and Wellbeing team at Kent Community Health NHS Foundation Trust who are supporting the pilot of the National Public Health Skills Passport. This is a scheme which can help people move from job to job - making the most of their public health expertise. The scheme is being led by Public Health England and I look forward to seeing the results of the pilot soon.

I am always looking for great people to work in public health; seeking out a future director of public health, head of the world health organisation or someone who can develop good programmes in Kent County Council to keep the Kent people healthy. To do this, we are developing opportunities for work experience, volunteering and internships in public health, with our first intern commencing in March 2015. We are always happy to talk to you about careers in public health, just get in touch.

I hope you agree that it's been a busy and productive year for everyone. Join us in continuing to improve the health of the population of Kent in the coming year.

Jess Mookherjee, Public Health Consultant,
Educational Supervisor, Kent County Council

Reflections from the Top



Cllr Graham Gibbens, Cabinet Member for Adult Social Care and Public Health, KCC

This is a perfect opportunity to celebrate Kent's achievements in developing the public health workforce. Our Public Health Champions programme continues to go from strength to strength and we now have 107 champions from a variety of organisations who have successfully completed the programme. This programme was recognised at the annual Public Health England conference in September 2014, where I was pleased to give a keynote address in the one of the workshops to share our model and successes. I have always been impressed by the dedication and 'can do' approach shown by our champions to improve the health of Kent's residents and reduce health inequalities. Public health practitioner registration continues to grow as more practitioners gain professional registration with the UK Public Health Register. Kent County Council has also made the strategic decision to include registration as a requirement for some of our roles. This demonstrates the value we see in setting minimum baseline criteria to quality assure the workforce we employ. We are committed to developing the entire workforce to make a difference to health outcomes and wellbeing, this is really important work and I look forward to continued success in 2015/16.



Andrew Scott-Clark, Director of Public Health, KCC

Public Health is everyone's business; we can all have a positive influence on improving our own and others health and wellbeing. Therefore, developing the workforce, at all levels, is absolutely critical. We continue to strive to bring in and retain new talent and plan for the future through the public health champion's programme as well as supporting apprenticeships, internships, volunteering and work experience within public health. We are committed to quality assuring and benchmarking the workforce we employ and commission to national standards through practitioner registration with the UK Public Health Register (UKPHR). We recognise the importance of developing a vibrant public health network to share knowledge, best practice and to strengthen our collaborative partnerships to improve the health of Kent's residents and reduce health inequalities. I would like to thank our public health workforce development team for all their hard work and also the commitment and work of others to help build capacity and capability by acting as facilitators, mentors, assessors and verifiers for our programmes. I look forward to another vibrant and positive year ahead.

Reflections from the Top



Cllr David Brake, Portfolio Holder for Adult Services, Medway Council

This year has been full of accomplishments with Public Health staff achieving their own professional development goals as well as delivering opportunities to the wider workforce.

There are over 30 awareness and training sessions delivered by the Public Health team to individuals and organisations in the wider workforce. Three of these training sessions have been accredited by the Royal Society for Public Health: Smoking Level 2, Let's Talk Weight and Alcohol Identification and Brief Advice. This endorsement from an independent, national organisation signifies that the training is of a high quality and is an integral part of our core business of improving health and wellbeing; something we should be proud of.

This year has also seen the creation of a network of 63 'A Better Medway Champions' who are individuals from a vast range of organisations who are able to provide information to others about health improvement services across Medway. The programme has been a great success with feedback about the training delivery being overwhelmingly positive and ABM Champions reporting a positive impact. The individuals completing the programme reported a notable increase in their understanding of health improvement and an increase in the number of times that they had recommended health improvement services. These recommendations and conversations about healthy lifestyles are an important way of communicating health messages in the community so that people can make informed choices.

The dedication of the Public Health Team is evident in their achievements and impact in the wider workforce and our community. I look forward to the successes that will be achieved during 2015-16.



Dr. Alison Barnett, Director of Public Health, Medway Council

This year has been a great success in terms of the achievements of our practitioner workforce and that of the wider workforce.

As part of our workforce development commitment, we have been working to provide all staff in the Medway Public Health Directorate with the opportunity to undertake the Royal Society for Public Health level 2 qualification in Understanding Health Improvement. I am very pleased to report that the majority of the team have now achieved this qualification; which provides consistency and a solid foundation for practitioners.

Three of the Public Health Directorate team have also been working hard to complete the Public Health Champions course and we are proud of their achievement in passing the programme alongside colleagues from Kent Public Health and the wider workforce across the county.

With regards to the wider workforce; the 'A Better Medway Champions' programme and network has been a great success, with 63 colleagues from the wider workforce achieving the RSPH level 2 qualification in Understanding Health Improvement. 'A Better Medway Champions' work in a wide range of organisations across the public, private and voluntary sectors in Medway. This programme strives to provide everyone with the knowledge and skills to enable them to take every opportunity to help their community make informed choices about healthy lifestyles and how to access support services. A network has also developed amongst the ABM Champions which has provided opportunities for partnership working.

This has been a busy year and we look forward to continuing to provide opportunities for development for Public Health Practitioners and the wider workforce in our joint effort to improve health and wellbeing across Medway during 2015/16.

Meet the Team



Jess Mookherjee

Public Health Consultant, Educational
Supervisor, Kent County Council



Louise Holden

Public Health Workforce
Development Programme Manager
Kent County Council



Susannah Adams

Public Health Programme Officer
Kent & Medway Public Health
Champions Lead



Emma Lacey

Project Officer for Practitioner Registration
Kent County Council



Tiana Stannard

Project Support Officer
Kent County Council

Meet the Team



Leiann Bolton-Clarke
Health Improvement Manager
Medway Council



Dr. Julia Duke-MacRae
Consultant in Public Health Medicine,
Educational Supervisor, Medway Council



Julie Daniels
Health Improvement Assistant
Medway Council



Julie Collins
Health Improvement Assistant
Medway Council

Public Health Workforce Strategy

Healthy Lives, Healthy People: Towards a Workforce Strategy for the Public Health System



The workforce strategy, a summary of responses and the original consultation documents are available via this link:

<https://www.gov.uk/government/consultations/healthy-lives-healthy-people-towards-a-workforce-strategy-for-the-public-health-system>

Published strategy and update

<https://www.gov.uk/government/publications/healthy-lives-healthy-people-a-public-workforce-strategy>

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/324989/workforce_strategy.pdf

Public Health Skills Passport and PHSKF Review

The Public Health Skills Passport and the review of the UK Public Health Skills and Knowledge Framework (PHSKF).

Skills Passport (England)

The skills passport ran a 'proof of concept' trial from February 9th to March 20th 2015. Public Health workers from a variety of public health disciplines were engaged to help with the process, participating as individuals, or as teams.

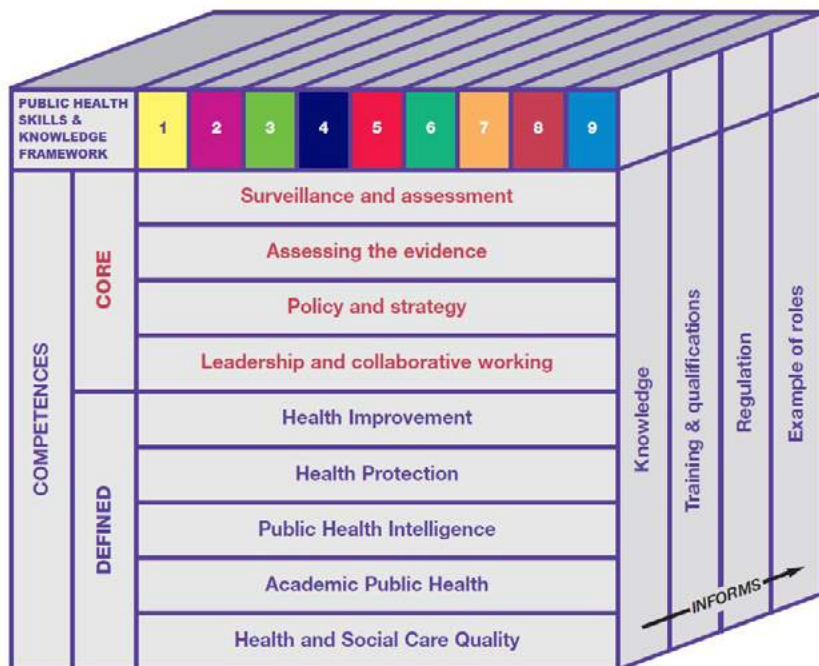
The trial will be independently evaluated by an external agency to ensure scrutiny of the process and outcomes, and to reflect on the implications for the public health skills and knowledge framework. The evaluation findings will be reported in May 2015.

UK Public Health Skills and Knowledge Framework (PHSKF) review

The PHSKF review has just completed its second phase in which a series of workshops were delivered across the UK during February and March. It is hoped that from these workshops the whole public health workforce would have been consulted on how the PHSKF may be currently used and how the framework should be revised so that it is 'fit for purpose'.

The PHSKF can be viewed via the PHORCaST website by clicking [here](#).

If you have any queries about any of the work outlined above you can e-mail the project team via sp-phskf@phe.gov.uk



The 'Healthy Lives, Healthy People; public health workforce strategy' identifies the need to refine the PHSKF, and to develop a new 'skills passport' to support the public health workforce in career development and planning. Public Health England is leading on both of these activities.

[Click here for a factsheet.](#)

Regulation of Non-Medical Public Health Specialists

The Department of Health have published their [response](#) to the consultation on the Statutory Registration of non-medical public health specialists. (link these two sentences) The UKPHR has summarised the changes on their [website](#).

- The Department confirms its decision to legislate for statutory regulation of public health specialists by the Health & Care Professions Council (HCPC)
- The protected title will be “registered public health specialist”
- Dual registration will not be necessary for doctors and dentists NOR for nurses and pharmacists PROVIDED in each of these cases the individual is on the appropriate specialist part of the regulator’s register
- For doctors (dentists, nurses and pharmacists) not on the specialist part of the regulator’s register they must register EITHER on the specialist part of the register OR with HCPC otherwise they will commit an offence if they call themselves registered public health specialists
- There will be a grandparenting period of two years but after that there will be no more defined specialists accepted on HCPC’s register. This will leave HCPC only accepting applicants off the specialty training programme unless HCPC subsequently authorises any new route to register
- The Department accepts that HCPC will not revalidate public health specialists and urges the Faculty, Public Health England and the regulators to devise a voluntary arrangement similar to revalidation
- Regulation is a reserved matter and the policy applies UK-wide

The [Faculty of Public Health](#) (FPH) has welcomed the government’s response to the consultation on the regulation of public health specialists. Commenting on the response, Meradin Peachey, FPH’s Vice President for Standards, said: “We welcome the government’s commitment to the statutory regulation of public health specialists from backgrounds other than medicine and dentistry.

“Statutory regulation gives important assurance to everyone that the public health specialists who are employed on their behalf are properly trained and regulated. It also gives public health specialists recognition of their vital role in protecting and improving the public’s health.

“FPH acknowledge and highly value the vital contributions the UK Public Health Register have made in establishing the voluntary register and in moving the profession towards a position where statutory regulation can now be established.”

A Spotlight on Apprenticeships - Jake Huggett



Photo: Jake Huggett with Andrew Scott-Clark, Director of Public Health

Jake Huggett aced advanced apprenticeship!

Jake Huggett commenced his level 3 advanced apprenticeship with the public health workforce development team in July 2013. Jake came with bags of enthusiasm, an eagerness to learn and had a natural flare for being creative. This was put to good use and soon Jake was coordinating a range of training events from eight to 80 people. Jake's key achievements during his time with the team include: organising the bi-annual Introduction to Public Health training day which is a complex event that includes a series of presentations, stalls and workshops to introduce a diverse audience to public health; designing userguides to navigate the e-portfolio system for those on the Kent, Surrey and Sussex Practitioner Registration Support Scheme and co-designing the Public Health material for the KCC corporate induction. Since completing his apprenticeship in August 2014, Jake has moved into an administration role in the business and support team in the public health division.

We have asked Jake to reflect on his time with the team:

How did you hear about apprenticeships?

Throughout my final year at school I was given advice by the careers team who informed me of different options and tools to use once I finished school. I was pointed in the direction of the Kent apprenticeship website which I used to secure myself a work placement.

How has the apprenticeship helped you?

The apprenticeship scheme has been an incredible help to me as it provided a stepping stone from school into full time employment. It's helped me to develop my communication skills as well as adapting to working life. The apprenticeship allowed for me to test a range of skills in order to complete my NVQ and I was provided with the opportunity to complete courses in order to enhance the skills I felt I was lacking.

What are you most proud of achieving whilst on your apprenticeship?

I am most proud of completing an NVQ level 3 qualification which has enhanced my CV and provided me with sufficient evidence in order to secure a full time placement within the organisation. I also coordinated the Introduction to Public Health event from start to finish which was evaluated as a very successful event. When I first started it didn't seem possible that I would be able to independently coordinate an event of that size.

What's next? Where do you see yourself in five years' time?

I see myself moving into a more substantive role where my main focus is around project or event management. I would eventually like to take a management course in order to allow me to move into a managerial role.

Would you recommend an apprenticeship in the Public Health Team and why?

Yes I would definitely recommend an apprentice to join the public health team as the support I have been provided has allowed for me to develop easily into a member of the staff. All members of the team are easily approachable and more than happy to provide help or advice on a number of subjects which has made me feel at ease when asking for support when completing tasks. Finally, all training needs that I felt relevant for my career progression were granted allowing for me to experience travelling to London and completing a number of courses in order to improve my personal development.

A Story of Work Experience with the Kent Public Health Team – Sarah Horan



My interest in public health as a potential career choice developed whilst studying public health-related modules as part of my Open University degree. Gaining a good understanding through my studies of public health theory and epidemiology and how this is implemented into practice enlightened me on the huge impact that public health work has on the health and wellbeing of UK-wide and local populations. The idea of undertaking work that could potentially improve the lives of large groups of people appeals to me and would provide a great deal of job satisfaction. However, I had no practical experience of any aspect of public health work so this is when I approached the Public Health Workforce Development Team for the opportunity to volunteer within the public health team of Kent County Council. I am impressed with how the Workforce Development Team has been supportive in placing me within the area of public health

improvement that interests me – on child and maternal health- and which I would like to focus my career advancement on. The Workforce Development Team have and continue to provide opportunities for further training and allow conference attendance which all helps to bolster my potential for employment upon graduation.

Under the supervision of the Public Health Specialist and Consultant for child health, I have been given the task of developing the Joint Strategic Needs Assessment for ‘smoking in pregnancy’. This has involved the collation of the best evidence on the impact of smoking in pregnancy and behaviour change strategies. It has also involved collaboration with public health professionals including health intelligence, research teams, health service providers and third sector organisations to gauge the effectiveness of current services and if and how these can be improved to meet the health and wellbeing needs of at-risk populations in Kent in relation to smoking in pregnancy. Working on this project has provided an insight into the importance of partnership working in public health practice to fully understand how and why health inequalities exist and the most beneficial strategies to try to reduce them. It has been a pleasure to work with a lovely team of passionate and hard-working public health practitioners who have only been happy to provide their expertise and guidance throughout my time working with them. My experience with the Kent County Council Public Health team has consolidated my understanding of how theory fits into practice and has provided me with essential skills and knowledge that I will utilise as a future (hopeful!) public health practitioner.

“The idea of undertaking work that could potentially improve the lives of large groups of people appeals to me...”

The Importance of Public Health Audits

Dr Helen Skirrow, Public Health Medicine Speciality Registrar



As a doctor (my last job was in A&E!) who joined the Kent County Council Public Health Department last March my understanding of 'audit' was very different to other team members. Though I appreciate the word 'audit' makes people groan whatever their professional background! Understanding clinical audit however is an important part of public health practice. Clinical audits are crucial for improving standards across health so myself and a fellow registrar, Helen Buttivant, decided to run an audit group meeting to increase the Public Health

department's understanding of clinical audit.



The challenge was to make it interactive and interesting given the dullness of the subject: 'why audit matters!' We luckily found a great video with which to kick start the session. This was about Florence Nightingale

who it turns out was actually the pioneer of clinical audit (see link at the end if interested). We also managed to introduce some friendly competition into the session by having games such as one to highlight the differences between research, service evaluation and audit. We also had a race between two teams to see who could put the clinical audit steps in order first. Wendy Jeffreys also kindly presented an interesting audit on competency standards for GPs inserting or removing Long Acting Reversible Contraceptive sub dermal implants. This was really useful as it enabled the group learning to be applied to a local recent public health audit.

So whilst the term 'audit' does make everyone groan the topic can hopefully be made interesting and relevant. The Faculty of Public Health define audit as a key area of Public Health Practice and as Public Health professionals we are expected to take part in regular audits and audit reviews to monitor and improve performance. The feedback we received was positive and another audit group is being planned soon for 2015 which will aim to develop a standard KCC PH department audit proforma.

Dr Helen Skirrow joined Kent County Council Public Health Department in March 2014 as a public health registrar for a one year placement. As a public health registrar she is training to become a Public Health Consultant. Email: h.skirrow@nhs.net

Florence Nightingale

Link to youtube video on Florence Nightingale Video: <http://www.youtube.com/watch?v=fpQcbQBgwY>



I started as a specialist public health registrar in August 2014 and have been in my first placement at Medway Council since. As part of the specialist training, we are required to meet a range of learning outcomes in order to develop our public health skills and knowledge. With over 150 learning outcomes to meet during the training programme, this at first seemed like a daunting task! However, during my first six months in Medway I have been able to work on some varied projects, which have already helped me develop some key Public Health competencies.

One of my first projects, for example, was to carry out a health equity audit into maternity service in Medway. The aim was to investigate whether access to maternity care, such as antenatal appointments and breastfeeding support was equitable. This was an interesting

project and helped me to appreciate the importance of distinguishing between equality – the distribution of resources equally across the population, and equity – the distribution of resources relative to the needs of different groups. The project also allowed me to put some skills into practice such as ensuring sensitive data are kept in an ethical and confidential manner and applying appropriate statistical tests to help answer a research question.

Working collaboratively with partners and stakeholders is another key Public Health skill I have gained experience of while at Medway. Being involved in the development of a cancer campaign to raise awareness of cancer symptoms and the importance of early diagnosis has given me the opportunity to work with a wide range of partners, such as the CCG, charities and other departments within the Council. This has highlighted to me the benefits and importance of sharing knowledge and expertise in order to improve public health, as well as exposing me to some of the challenges of partnership working.

Currently, I am undertaking a review of the local stop smoking services. As part of this project I went to visit one of the stop smoking service drop-in clinics in the community. Meeting the users of the service and hearing about the barriers people face when trying to quit smoking was very insightful and a good reminder of the importance of involving and listening to the very communities you are trying to support.

Looking back over the first six months of my placement I am pleased with what I have learnt so far and I'm looking forward to developing my Public Health skills further during the remainder of my time at Medway.

Jessica Ayeh-Kumi
Public Health Specialty Registrar

Practitioner Registration



Professional registration has been attained by almost 50 practitioners across Kent, Surrey and Sussex

About the Scheme

The Kent, Surrey and Sussex Practitioner Registration Scheme (KSSPRS) was formed in April 2013 to provide practitioners with a pathway to obtain professional registration with the UK Public Health Register (UKPHR). The KSSPRS was created by merging the Kent and Medway pilot scheme (commenced in 2011) with Surrey and Sussex's separate scheme (commenced in March 2012).

The scheme demonstrates regional commitment to prioritise professional development to ensure a high quality public health practitioner workforce to accepted standards.



Figure 1: Areas covered by the KSS Scheme

The merger has resulted in the fantastic achievement of 47 practitioners successfully completing the scheme with a further 60 practitioners working towards the completion of their portfolio.

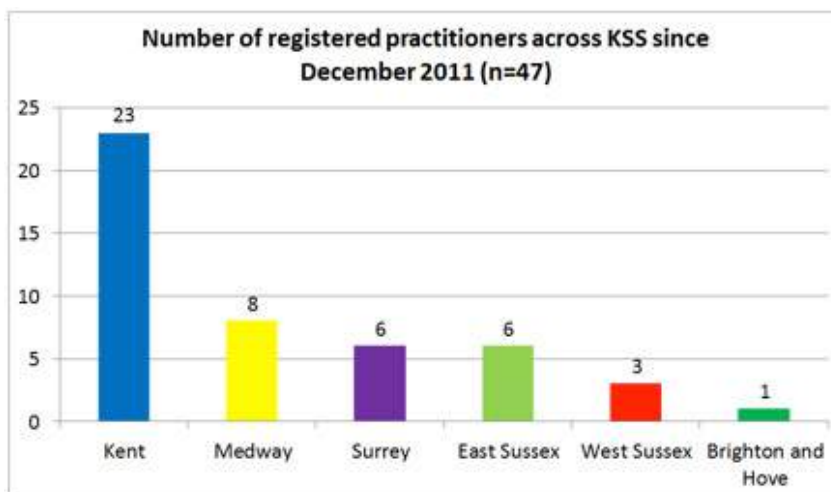


Figure 2: Number of registered practitioners by area

Note: The larger numbers of registered practitioners in Kent and Medway reflect the scheme's earlier start in these areas.



Hayley Martin, Health Improvement Specialist NHS Health Checks & Primary Care, East Sussex County Council, presented with her certificate at the annual UKPHR practitioner celebration event, held in Glasgow

Practitioner Registration

Locally Devolved Assessment Process

Fifty one senior public health staff and public health consultants have been trained as assessors or verifiers, and adopt a robust assessment and verification process before recommending practitioners' portfolio's to the UKPHR. The process of practitioner registration can be briefly summarised as the following:

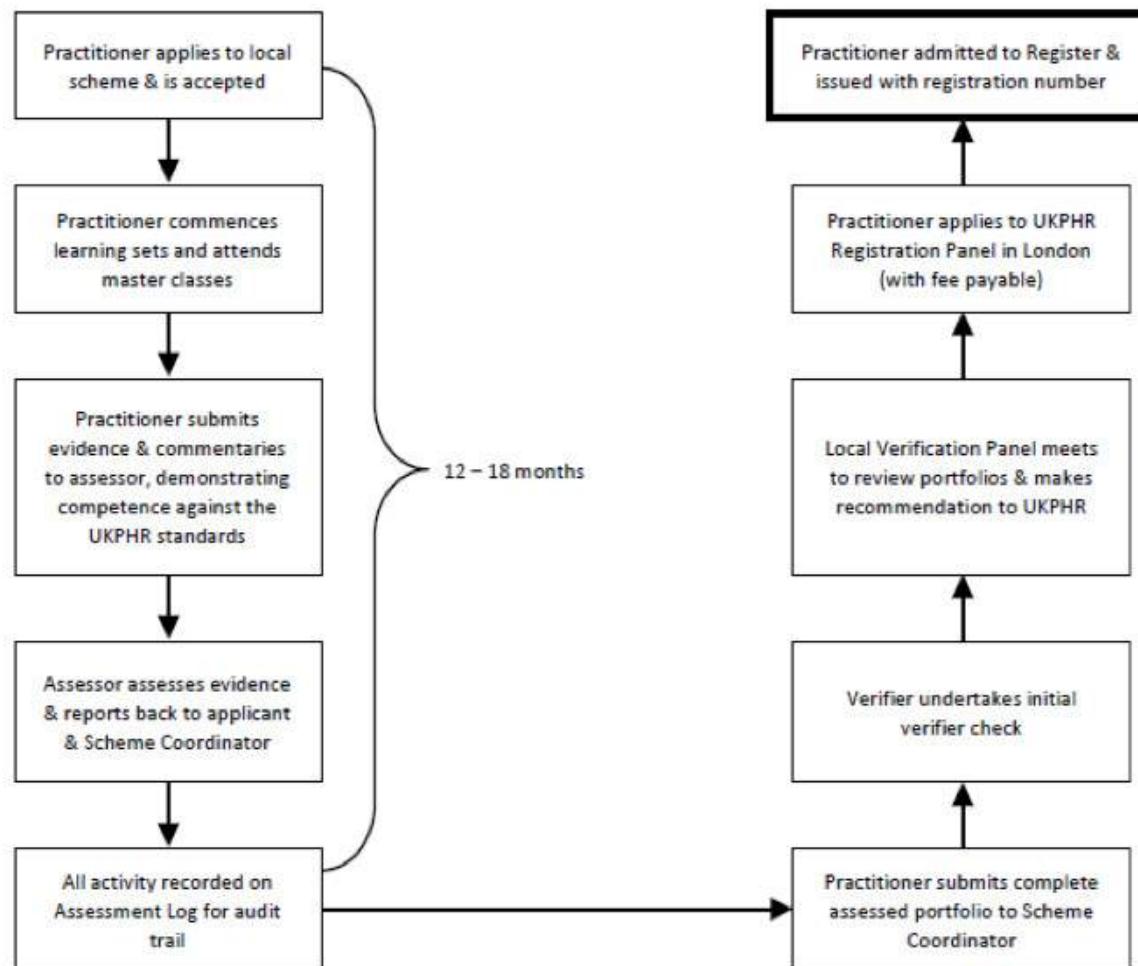


Figure 3: Outline of assessment process (source: [UKPHR Framework and Guidance Document](#))

Support Available

All practitioners who join the scheme have access to the following support:

- Portfolio Development Groups x8
- Access to a range of master classes to support the attainment of knowledge in critical competencies e.g. Ethical and Legal Decision Making in Public Health, Reflective Practice;
- E-portfolio account (optional)
- An assessor
- A verifier
- A mentor (where possible)

Practitioner Registration

Benefits of Public Health Practitioner Registration

Total Improvement Process Limited identified a number of benefits for gaining professional registration in public health practice. These are summarised in figure 3 below. The full report is available to download from the [KMPHO website](#).

“For employers it provides clarity about the role description, expectations, standards of practice and CPD...”

(Director of Public Health)



Figure 3: Benefits of Public Health Practitioner Registration

“I think it provided me with confidence that I am capable...it made me think I am good at what I do. It made me realise I want to go all the way...”

(Registered Practitioner)

“It allows the world to know that we are ‘up to scratch’, that we are fit for purpose”

(Practitioner)

“The network of people I can talk to. It brings us together as a community of people...it made me more confident and gave me the boost to move up.”

(Registered Practitioner)

Want to know more or interested in applying to join the scheme?

The scheme is open to individuals working across the full breadth of public health; from health improvement and health protection, to health information, community development, and nutrition; in a wide range of settings; from local government to the NHS; to voluntary agencies in Kent, Surrey or Sussex

Applicants must be working at level 5 (the level of autonomous practice) or above on the Public Health Skills and Career Framework for approximately two years. [Click here](#) for further details of level 5 of the Public Health Skills and Career Framework

Find out more by attending one of our UKPHR Practitioner Registration Introductory Days. The introductory day aims to provide an overview into the portfolio building process, the steps involved to be assessed and the support available to become a registered public health professional with the UKPHR. To register your interest please contact Emma Lacey, Project Support Officer, via emma.lacey@kent.gov.uk or 07834 417713

Kent, Surrey and Sussex (KSS) and Wessex

Public Health Wales is leading on the consultation on the proposed development of a scheme to recognise advanced practice in Public Health (minimum of level seven on the Public Health Knowledge and Skills Framework). KSS in partnership with Health Education Wessex and Health Education West Midlands are undertaking a scoping exercise to help determine the interest for Advanced Practitioner



accreditation from their respective practitioner schemes. The perspective from the English practitioner schemes is important, as unlike Public Health Wales, there is no one employer for the Public Health workforce and therefore employer buy in is going to be essential. The overall project aims to formally scope the levels of interest in the development of a scheme to support advanced practitioner accreditation within two specific groups – employers, who are ultimately responsible for the development and quality assurance of their workforce; public health practitioners who are actively engaged in their own career development. Directors of Public Health and the Public Health England Centre Directors are being invited to take part in a 30 minute telephone interview and a separate survey is being undertaken to establish the views of the practitioner workforce. The timescales for this work is November 2014 – March 2015.

Please see [Advanced Practice page](#) on the Kent and Medway Public Health Observatory website for consultation response to advanced practice.

Kent and Medway Public Health Champions Programme



Hello, I am Susannah Adams and I lead on the Kent and Medway Public Health Champions Programme for Kent County Council. I am a Public Health Champion myself having completed the programme in 2012.

To date 107 students have successfully completed the programme since its inception in 2007. The programme was showcased nationally at the recent Public Health England Annual Conference 2014 by Graham Gibbens, KCC's Cabinet Member for Adult Social Care and Public Health.

Canterbury Christ Church University became the new provider for the programme in November 2014. Currently, there are 27 students working through the programme as part of Cohort 1. The programme is jointly funded by Kent County Council and Medway Council, which makes it a cost-effective way of developing the capacity and capability of the workforce to reduce inequalities and improve health across the region. The Cohort 2 programme will commence in July 2015 and Cohort 3 in July 2016.

The course itself consists of ten taught days at one of the Christ Church University campuses, with expert tuition from both external and local speakers. Each student is allocated a personal mentor. We are hugely grateful to the mentors for volunteering to take the time to provide assistance and support to the students. The new course is accredited by Canterbury Christ Church University and students will gain both Level 4 and Level 5 University Certificates in Public Health Practice.

Students from Cohort 1 have three taught days left to attend and are also currently attending Action Learning Sets based on geographical location. They have already submitted their first assignment consisting of a 4,000 word neighbourhood case study and will be working on a second 4,000 word assignment shortly.

To recognise the students' achievements from the 2013 cohort, a Celebration Day will take place on 30 June 2015. This will be a great day for all current and previous participants with Cabinet Member Graham Gibbens and Andrew Scott Clark, Director of Public Health, presenting certificates to participants from the 2013/14 course. The course was previously University Accredited through Coventry University and participants gained a University Certificate in Advanced Professional Development in Public Health. All 22 participants of the 2013 Cohort successfully completed the programme and recently received their results with the entire cohort passing – an excellent achievement!

The Celebration Day in June will also incorporate the launch of the PH Champions Network, which will be a very exciting event!

For further information or to apply for a place on the programme please email me at susannah.adams@kent.gov.uk or telephone me on **03000 415759**.

Public Health Champions Quotes

Here is what some participants from the recently accredited cohort (2013) have said about the programme:



Emily Smith: This course has increased my knowledge, giving me a passion and enthusiasm for public health. Completing this course helped me to progress within my career and obtain a position within public health by helping me to better understand the role of public health within the organisation and the wider world.



Emily Silcock: Public Health Champions was a good opportunity to meet people from the wider Public Health workforce and learn more about their views, roles and the various Public Health initiatives across Kent.



Viki Morgan: I was very pleased to join the Public Health Champions; it not only gave me a chance to improve my skills but also gave me the opportunity to learn more about my place of work. It was a fantastic journey which did prove tough at points but worth it in the end. The main aim for my public health champions' course was to increase my knowledge of the public health department in Kent County Council. The course gave me a chance to view all of the background work put behind the department and also witness the journey many important projects take to enhance the lives of the Kent population. The mentors are fantastic and the overall experience is well worth the time.



Tiana Stannard:

It was excellent to finally take part in the programme after helping to organise it all these years. It has given me more depth to my public health knowledge and enabled me to look and learn about it from a different angle. I am very proud of myself and my colleagues that we have all completed and passed! It is great to be part of the public health champion family.

“The mentors are fantastic and the overall experience is well worth the time.”

Public Health England (PHE) Conference

Public Health England Conference - National spotlight for Kent's Public Health Champions

Kent County Council's role in delivering public health through a pioneering scheme of Public Health Champions went under the spotlight at a national event on 17 September 2014.

The Public Health England Annual Conference is an important showcase for the latest advances, knowledge and best practice in public health.

Graham Gibbens, Cabinet Member for Adult Social Care and Public Health, addressed the high profile event by discussing the Kent and Medway Public Health Champions' Programme which has been running for six years. He said: "More than 100 people from a diverse range of backgrounds and jobs roles from commissioning managers to community pharmacists have been recruited as public health advocates to promote healthier lifestyles, identify health needs alongside our Public Health teams and, while highlighting key issues in their communities, put forward solutions to tackle health inequalities in their local areas.

"This is only the second year that Public Health England has hosted this event and we are delighted to have been invited to show how our collaborative approaches are developing the public health workforce."

The event brings together around 1400 participants from a wide range of organisations and covers a range of topics including a keynote address by Jane Ellison, the Parliamentary Under Secretary for Public Health.

Kent was also placed in the spotlight for their role in the National Year of Care Funding Model. Dr. Abraham George, Consultant in Public Health Medicine, highlighted the instrumental work Kent is leading as one of 14 Pioneer areas for Health and Social Care Integration at the conference. Across the county, Kent County Council, the Clinical Commissioning Groups, GPs, NHS providers and the private and voluntary sector have a bold and innovative vision for an integrated

service that provides for all of a person's needs, rather than treating individual problems simply as and when they occur.



Kas Hardy, Public Health Specialist

Prevention is key and Kent is looking at new ways to deliver health services, primary, community and social care services 24 hours a day, seven days a week, to support people to take more responsibility for their own health.

Kas Hardy, Public Health Specialist (pictured above), had a poster at the conference titled: Growing Healthy and Sustainable Businesses (in Kent).

There is a clear interdependency between sustainability and public health. By addressing wider determinants such as air quality, travel, climate change, we can maximise health benefits for our population.

Kent is a two tier authority, with 12 districts covering an area of approximately 1,400 square miles, extensive

Public Health England (PHE) Conference

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Graham Gibbens, Cabinet Member for Adult Social Care and Public Health

coastline, and a population of approximately 1.48 million. Kent has taken a cross-organisation approach to embed sustainability in projects and resources. A needs assessment was undertaken in 2013 to inform the Joint Strategic Needs Assessment, resulting in the development of a sustainability toolkit to influence internal and external supply chains.

In response to Public Health England priorities, Kent is launching the Kent Healthy Business Award based on the Liverpool Health and Wellbeing Charter, with the addition of sustainability as an assessment theme. This addition links to Kent County Council's Steps to Environmental Management (STEM). This aims to ensure that businesses operate in a sound environmental manner whilst giving consideration to their employees and community wellbeing. The Kent Healthy Business Award is being marketed as 'improving economic success through people and environment' with 25 businesses having already expressed an interest.

Since the launch of STEM in 2011, 535 businesses have attained at least one of three levels of achievement. The scheme has three levels; Blue, Silver and Gold, Gold being the most ambitious level. Businesses taking part in the scheme save, on average, £2,065 a year, reducing annual carbon emissions by 3.9 tonnes. A full evaluation will take place in April 2015.



STEM is part funded by the Health & East Kent Local Health and Wellbeing Partnership (LHWP) in conjunction with the European Regional Development Fund (ERDF) 2007-13





Kent and Medway Public Health Champions Development Programme

Kent & Medway Public Health Champions Network Launch Event **Tuesday 30 June 2015**

Kent Showground, Detling,
Maidstone, Kent. ME14 3JF

Public Health Champions suggested that the programme is an ideal opportunity to strengthen and create effective partnerships amongst practitioners. They agreed that this could be strengthened further by networking events or a structured way to share updates and opportunities.

The Kent and Medway Public Health Champions Network will therefore be launched on 30 June 2015. This event is open to all past and present Public Health Champions to sign up and become involved.

**If you would like to attend please email
phworkforcedevelopment@kent.gov.uk**



A Better Medway Champions



The A Better Medway Champions programme was launched in February 2014 and throughout the year five programmes have taken place. Over thirty people completed the full champions programme adding to a growing A Better Medway Champions Network in Medway. 2015 looks set to double that Network with another 35 currently undertaking the programme and dates booked for May, July and September.



**TEXT
'CHAMPION'
to 84025
For more
details**

The A Better Medway Champions programme consists of a two day core module course plus attendance at topic-specific modules. Medway Public Health Directorate is an approved

delivery centre for the Royal Society of Public Health (RSPH) to deliver the level 2 award in Understanding Health Improvement and this forms part of the two day core module. With a one hundred percent pass rate we are very proud of our A Better Medway Champions achievements.

“Since attending the course I have a far greater awareness of what health actually is, what more I can do for myself and how I can help and inspire people of Medway, if they choose, do the same.”

Nancy Mackness – Medway business owner and
A Better Medway Champion

To complete the full A Better Medway Champions programme, delegates are required to attend a minimum of three topic-specific modules from a selection of: mental health, physical activity, eating well, sexual health, debt awareness, alcohol and substance misuse and smoking in Medway. A Better Medway Champions communicate information in the community that enables residents to access services and gain support to make positive changes to their lifestyle to improve health and wellbeing.



In order to celebrate the Champions' success, share best working practices and to introduce the A Better Medway Champions programme, a celebration event was held in September 2014. We were delighted to be joined by Charlotte Evans MBE, British skier and sighted guide and Paralympian from Medway.

A Better Medway Champions



Awarding the RSPH Certificates

At the 2014 Winter Paralympic Games, as guide for visually impaired skier Kelly Gallagher, Charlotte won gold in the Women's Super-G. Charlotte was an inspirational speaker and was delighted to award the A Better Medway Champions their RSPH certificates for their qualification.

A Better Medway Champions met with Medway Public Health Services and partners including Medway Citizens Advice Bureau at the event. Leiann Bolton-Clarke, Health Improvement Manager for A Better Medway Champions said:

“This event has been very worthwhile, not only to congratulate Champions, but to see and hear of the opportunities that this network is creating in Medway.”



Leiann Bolton-Clarke, Health Improvement Manager, Medway Council

If you want to find out more or register an expression of interest please contact the public health team at Medway council: abmchampions@medway.gov.uk or 01634 332 113. Further details can be found at: <http://www.abettermedway.co.uk/>

Core modules

Anyone interested in completing the A Better Medway Champions programme and joining the network, please contact abmchampions@medway.gov.uk for a registration form.

All dates are full days (9:15am-5pm) and will be held at Gun Wharf:

Core Module	Dates
Day 1	15 May 2015 13 July 2015
Day 2	29 May 2015 27 July 2015



A Better Medway Champions

Selection Module Dates

Anyone with an interest in public health may book a place on any selection module, so please feel free to circulate details in the community. To reserve your place, please e mail:

abmchampions@medway.gov.uk

All sessions will be held at Medway Council, Gun Wharf:

Selection Module	Dates	
Eating Well	3 June 2015 1.45pm – 4.45pm	20 August 2015 9.30am – 12.30pm
Drug & Alcohol Misuse	10 June 2015 9.30am – 12.30pm	13 August 2015 9.30am – 12.30pm
Sexual Health	7 July 2015 1.30pm - 4.30pm	14 August 2015 1.15pm – 4.15pm
Obesity & Physical Activity	15 July 2015 4.00pm – 7.00pm	26 August 2015 4.00pm – 7.00pm
Smoking in Medway	8 July 2015 9.30am – 12.30pm	27 August 2015 4.00pm -7.00pm
Debt Advice	TBA	TBA
Mental Health	16 June 2015 1.30pm – 4.30pm	18 August 2015 1.30pm – 4.30pm

The 2015 Medway Public Health Training Course Directory is now available. Including over 30 nationally recognised, accredited courses held at various venues throughout Medway.

In-house training is available if you have a group. We may be able to attend your venue at dates and times to suit you.

To receive your copy of the new Medway Public Health Training Course Directory please contact julie.collins@medway.gov.uk

As an on-going commitment to all our staff at Medway Public Health, the RSPH Level 2 qualification has been embedded into the induction process so that all new team members are enrolled onto the next RSPH Training session as soon as they join the team.

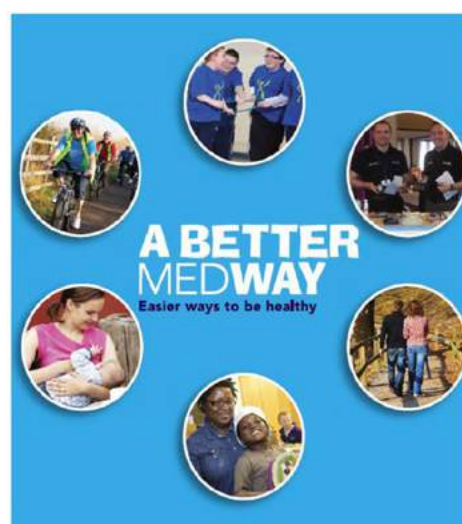
To-date, just two new members of staff are on the waiting list for the next course to start; meaning that over one hundred Medway Public Health Directorate members have completed the RSPH Level 2 Award in Understanding Health Improvement

Medway Public Health is working in partnership with the staff of the community hubs and Medway’s main housing office to ensure that they have an understanding of health improvement and services available to local residents.

Staff at community hubs provide face to face contact for a variety of enquiries about council and partner services, so they are in a perfect position to be able to let residents know about health issues and local specialists who may be able to help them.

The two managers of the hubs have become A Better Medway Champions and other staff have committed to attend a range of training; with particular emphasis on mental health and substance misuse. This will help ensure that staff develop their understanding and skills and also empower them to promote health and local services.

Health Improvement Training Course Directory



An Introduction to Public Health in Kent and Medway



Overview:

This one day workshop aims to provide an insight into the key components of public health and health promotion. It explores examples of past and present public health work across Kent and Medway and the role that everyone plays in the promotion of public health.

The workshop focuses on the key determinants of health and wellbeing, current priorities and challenges in public health.



Who can attend?

This workshop is open to all who want to know the answer to the question 'What is public health?' and

wish to understand how organisations in Kent and Medway work together to improve the health of the local population. It is particularly relevant to all those people who are new to working in public health, or who are new to working in public health in Kent and Medway.

AIMS AND OBJECTIVES:

Aim:

To provide participants with a better understanding of what public health is and the various activities in place to help improve the health and wellbeing of people in Kent and Medway.

Objectives:

- To outline the national and local structure of public health
- To provide some insight into local public health challenges and how these are being tackled
- To enable people to think about how their role fits into the bigger picture of public health
- To promote opportunities to network, develop contacts and encourage partnership working

Presenters:

Presenters may include the Director of Public Health, Cabinet Member for Public Health, Public Health Consultants, Public Health Specialists, Professional Leads for School Nursing and Health Visiting, Head of Health Intelligence, Health Protection, Environmental Health and many more.

Time and place:

Date: Tuesday, 16 June 2015 (9:00 – 16:30)

Venue: Oakwood House, Maidstone, Kent

The day is free to attend but places are on a first come, first served basis. Please email for a booking form: PHWorkforceDevelopment@kent.gov.uk

Have you joined the Public Health and Social Care Library?

The Public Health and Social Care Library, part of the Kent & Medway Public Health Observatory, plays an important part in public health workforce development. In the past year we have taken on support for evidence-based social care as well as public health, more than doubling our book and journal stock. We now have a total of three full-time equivalent staff, so there is always someone in the library to help you if you visit, phone or email.



Why join the library?

- We have experienced staff who can help you find relevant material to read and quote in both your professional and academic work.
- We can find evidence to support business cases and interventions by carrying out tailored literature searches.
- We can train you to search for evidence yourself. Just sign up for one of our popular training courses in 'Finding the Evidence', in Public Health or in Social Care.
- We also have training sessions in 'Critical Appraisal' to help you evaluate the evidence once you have found it. This learning can help you demonstrate key competencies in public health development.
- We can sign you up for NHS Open Athens, the gateway to online journals, databases and e-books, which you can access from your desktop – you do not even need to come into the library!
- We can inform your commissioning work so that you commission the best interventions and services.

- You can join our mailing list for our Public Health and Social Care bulletin, which we produce weekly. We scan over 200 websites to sift out the most important news and new publications.
- We can help you with referencing your work, so that it has maximum impact.



- If you need it, we can offer a quiet place to work, with complimentary tea, coffee and biscuits, to help you focus on work and assignments.
- You can join our journal club, to practice your critical appraisal skills, and learn more about up to date relevant research to inform your practice.

To find out more, contact us at phsclibrary@kent.gov.uk or go to our website at: <http://www.kmpho.nhs.uk/library-and-knowledge-services/>

We are based in Sessions House, Maidstone, but if you find it difficult to visit the library, we can send books and papers to you in the internal post and keep in touch with journal content page alerts, and news bulletins.

Jill Rutland, Library & Knowledge Services Manager

Health Improvement Training Solutions (HITS)



Our Gurkha community 'Health Improvement Champions' with trainer Vicki Towler

It's been a busy 12 months for Kent Community Health NHS Foundation Trust's Health Improvement Training Solutions (HITS) team. Amber Timlett, manager and trainer, tells us why 2014 has been so positive and what have been the key trends in training.

"2014 has been an exciting and challenging year for the team, the commissioning structure of the service changed from April, which enabled us to respond to an exciting range of training projects, both within, and outside of Kent.

"Mental Health awareness has been a real area of focus this year, with many services wanting to raise awareness and relate this to supporting both colleagues and clients. HITS have an established history of delivering Mental Health First Aid England courses, and have this year worked closely with KCC staff, Kent troubled families teams and Bromley Healthcare. HITS were also asked to develop bespoke training packages for Health Improvement colleagues at Peterborough Council and in Tonbridge Borough Council, so we really have racked up the miles this year in raising awareness of mental health!

"In 2014 we saw the return of 'The 7C's to Young People's Sexual Health, training over 120 practitioners enabling them to join the Kent C-Card and Chlamydia screening programmes. HITS delivered relationship and sexual health training to our School and Youth Champions to support Kent Integrated Adolescent Support Services (KIASS) in relation to their peer education and support programmes.

"Behaviour Change continues to be a focus and HITS have facilitated a number of workshops for frontline staff

this year. Another cohort of Health Trainers in west Kent have successfully completed their City and Guilds level 3 with us - we have also supported some amazing Gurkha volunteers in becoming Health Improvement Champions, with all of them gaining an RSPH qualification in Understanding Health Improvement!

"The second half of the year has seen a wave of training to support the development of the Kent Healthy Living Pharmacy (HLP) scheme. We designed and delivered a one day course, incorporating the RSPH level 2 'Understanding Health Improvement Outcomes', to champions in pharmacies. To date we have trained over 160 champions, meaning they can improve the support they can offer their communities to lead healthier lifestyles."



Amanda Husk – Pharmacy Technician

Amanda Husk has worked at the Tesco pharmacy in Whitfield, near Dover, for the past 18 years. Now a dispenser and technician, Amanda was attracted to the idea of becoming a Healthy Living Pharmacy Champion as a way to improve

customer service at the pharmacy and to complement the work that they were already doing.

"It's nice to be able to develop the relationship we already have with our customers by providing this extra service," said Amanda: "the course helped me to 'think outside the box' a bit more, to really focus on the customer in a holistic way and get a bit more insight into their lives. The other day I put the things I had learned into action with a customer. She was really pleased that someone was taking such an interest in her. She said "no one has ever asked me these questions before." I think it's a really good way to be able to find out what barriers might exist to people who want to lead a healthier lifestyle. "The course was excellent as you also get a recognised qualification from the Royal Society for Public Health. When I had completed the training I felt really motivated and refreshed. I even went home and told my husband all about it! There are so many more things that we can offer as a pharmacy now, I'm so glad I did the course."



It has been an exciting year for public health at Canterbury Christ Church University. Many public health practitioners will be familiar with playing the part of Cinderella waiting for the prince to come and fit her shoe. Even though the World Health Organization shone a dazzling light on the imperative to prevent disease and promote health for more than 40 years, Cinderella was always outwitted by her louder sisters Care and Cure. In the spring of 2013 a new kingdom, Public Health England was born, and health and wellbeing boards sprouted throughout the forests. Care and Cure had to share the daylight.

And so it was that in September 2014 Canterbury Christ Church University launched the Faculty of Health and Wellbeing and within it the School of Public Health, Midwifery and Social Work. The Public Health Group not only grew a new MSc Public Health, but succeeded in ensuring that every health care, social care or public health practitioner who comes to study a postgraduate degree, has to complete the compulsory module Promoting Health and Wellbeing. The prince had arrived, the shoe fitted and peels of bells were heard throughout the kingdom as far as Kent County Council and Medway Council who sent their envoys to hear the good news. They reported back that these champions of public health should be used to galvanise others right across the land of Kent, and together they launched Kent and Medway Public Health Champions in November 2014.

Public Health Group: Our teaching

MSc Public Health

Programme director: Friday Adejo

friday.adejo@canterbury.ac.uk

1 year – 18 months full-time, 3 years part time

BSc (Hons)/Graduate Diploma/Postgraduate Diploma Specialist Community Public Health Nursing (Health Visiting/School Nursing)

Programme director: Jane Greaves

jane.greaves@canterbury.ac.uk

BSc Health Studies/BSc Public Health/BSc Health Promotion

Programme director: Gail Sheppard

gail.sheppard@canterbury.ac.uk

3 years full-time, 6 years part time

Kent and Medway Public Health Champions (University Certificate in Public Health Practice)

In partnership with Public Health in Kent & Medway Public health

programme officer: Susannah Adams

susannah.adams@kent.gov.uk



Undergraduate Continuing Professional Development for Health and Social Care professionals

Stand alone modules OR 3 modules make up a Graduate Diploma/Graduate Certificate

Includes: Principles of Epidemiology; Aspects of Mental Health Promotion; Public Health Nutrition; Physical Activity, Health & Wellbeing; Substance Misuse and Health

Contact postregandfd-healthadmin@canterbury.ac.uk

for the CPD brochure

MPhil/PhD

See <http://www.canterbury.ac.uk/study-here/postgraduate-research/postgraduate-research.aspx>

Contact Dr Sally Robinson

sally.robinson@canterbury.ac.uk

Public Health Group: Our scholarship

Supporting breast feeding

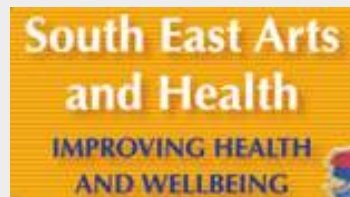
Working with practitioners across Kent so that our Specialist Community Public Health courses can be accredited by UNICEF as Baby Friendly.



Contact jane.arnott@canterbury.ac.uk

Singing for mental health

Working with the CCCU Sidney de Haan Centre for Arts and Health to evaluate singing for mental health in West Kent and Medway.



Contact sharon.manship@canterbury.ac.uk

Communities of practice for health visitors

Working with the England Centre for Practice Development to enhance the skills of the health visitor workforce through action learning sets and critical companionship.



Contact jane.Greaves@canterbury.ac.uk

Human immunodeficiency virus (HIV)

Working with Dr Stephen O'Conner and European colleagues to understand the factors behind the late testing and diagnosis of HIV.



Contact sharon.manship@canterbury.ac.uk

Green Spaces and mental health

Contributing to the School of Public Health, Midwifery and Social Work conference Community Mental Wellbeing & Green Spaces conference in late May/early June 2015. This is being led by our Head of School Dr Eleni Hatzidimitriadou.



Contact katy.russ@canterbury.ac.uk

Mindfulness

Supporting the implementation and evaluation of mindfulness training for health visitor practice teachers.



Contact jane.greaves@canterbury.ac.uk

Public Health Group: Our scholarship

Pre-school speech and language

Working with Marion McCormack, providing master classes for health visitors, health visitor students and early years practitioners to develop their skills in supporting young children's communication.



Contact jane.greaves@canterbury.ac.uk

Teaching for Life

Examining teachers' thoughts and experiences of working with children with life-limiting or life-threatening conditions in mainstream schools.



Contact sally.robinson@canterbury.ac.uk

Sex and Relationship Education

Working with Carol Robinson, carrying out an evaluation of an educational resource designed to reduce risk and teenage parenthood.



Contact sally.robinson@canterbury.ac.uk

British Association for Cardiovascular Prevention and Rehabilitation

Gail Sheppard is scientific officer for BACPR and has recently edited the BACPR Standards & Core Components.



Contact gail.sheppard@canterbury.ac.uk

Older people and substance misuse

A qualitative study of older people and substance use and misuse.



Contact adele.phillips@canterbury.ac.uk

Dr Sally Robinson, Public Health Group

sally.robinson@canterbury.ac.uk

School of Public Health, Midwifery & Social Work
<http://www.canterbury.ac.uk/health-and-wellbeing/public-health-midwifery-and-social-work/public-health-midwifery-and-social-work.aspx>



Kent County Council's Public Health Department has funded free Mental Health First Aid Training for residents of Kent.

Mental Health First Aid training is an internationally recognised training programme currently being delivered in 23 countries around the world. The aim of these courses is to give everyone the knowledge and confidence to recognise signs of mental health problems, encourage someone to seek the right help, and to reduce the stigma around mental illness.

There are three types of free courses available:

1. The full two day Mental Health First Aid course which includes;

- What is mental health?
- Suicide
- Anxiety and depression
- Psychosis
- Spot the early signs of a mental health problem
- Feel confident helping someone experiencing a mental health problem
- Provide help on a first aid basis
- Help prevent someone from hurting themselves or others
- Guide someone towards the right support
- Reduce the stigma of mental health problems

2. The full two day Youth Mental Health First Aid course which includes the above with the added learning on;

- Self-harm and eating disorders
- Child and adolescent development
- Bullying/cyber bullying
- Substance misuse
- Promoting protective factors and good parenting

3. A Mental Health First Aid Lite course – a half day introductory course.

To find out more about the fully funded MHFA training, or book onto an MHFA course, visit www.sevenoaksareamind.org.uk/mhfa. Alternatively call Ruth Brown on 01732 744950.

To find out more about Mental Health First Aid in England go to: mhfaengland.org



INTERNATIONAL HEALTH ALLIANCE

The International Health Alliance is a social enterprise enabling the health and social care sector in Kent and Medway to develop productive relationships with colleagues around the world.

It is part of the Health and Europe Centre, whose stakeholders include KCC, Kent and Medway NHS and Social Care Partnership Trust, Medway Community Healthcare, Kent Community Health NHS Foundation Trust and East Kent Hospitals University NHS Foundation Trust.

This year, we are seeing the successful conclusion of three major projects that have brought new money, ideas and partnerships to the health community in the county.

The first of these is the COALAS project, or the Cognitive Assisted Living Ambient System, which involved two partners in France, East Kent Hospitals University NHS Foundation Trust, the University of Essex and the University of Kent and resulted in the development of a cognitive platform able to support disabled and vulnerable people to live more independently in their own homes.

After conducting extensive surveys to ensure users' needs and wishes were at the heart of the technical innovation, a largely autonomous, remotely accessible humanoid robotic system was developed. This has enormous potential, both as a piece of assistive technology and also in providing software solutions to help guide and control powered wheelchairs, empowering users by extending their capacity for independent movement.

The partnerships that were built during the COALAS project, led to another, related piece of work - EDECT,



or Empowering Disabled users and carers through the Ethical development and Care provision of assistive Technology.

This project brought together engineers, technicians, carers and users from England, France, Holland and Belgium - those who had been involved in designing assistive technology and those who are often sidelined into merely being the passive recipients of such innovations.

The Health and Europe Centre



EDECT recognised that, for most people, technology will only be successful if it is easy to use and understand and this largely depends on the way it has been constructed. Users and carers must be listened to and taken into account from the very beginning of the developmental process if the finished piece of equipment is to achieve its full potential.

Our third project has been on a completely different theme, as it has looked at the late diagnosis of HIV in both England and France. Using original research, surveys



and publicity campaigns, the project found that, despite the different cultural attitudes and clinical structures in

the two countries, the outcomes in terms of late diagnosis were depressingly similar. However, the project was able to identify ways that the situation could be improved in both countries with minimal financial outlay, which should encourage both health sectors to set realistic, achievable targets for change.

Over the next twelve months we will be developing project bids around obesity and mental health, diabetes and wellbeing, the arts as therapy for people

with long-term conditions and a follow-up to the sexual health project.

We work very closely with our stakeholders to make sure we are meeting their needs, both in the projects that we develop for them and in the other events we offer on their behalf. For example, during 2015 we will be running a series of half-day seminars covering such diverse themes as the ethical aspects of e-health, controlling substance abuse and the impact of social media on health.

We pride ourselves on meeting the needs of our various stakeholders and over the last decade we have managed projects worth €6.7 million, bringing the health and social care sectors in Kent and Medway fresh resources, innovative ideas from abroad and exciting opportunities for joint working. If you think your organisation would like to be part of our Alliance, please contact us for an informal discussion.

<http://www.healthanduropecentre.nhs.uk/>
[healthanduropecentre.nhs.uk/](http://www.healthanduropecentre.nhs.uk/)

Medway Stop Smoking Service



It has been another interesting year (2014/15) for Stop Smoking Services with national smoking prevalence at 18% and the emergence of e-cigarettes changing our marketplace. The number of people accessing Stop Smoking Services has been declining and therefore it is important that we try and find new and innovative ways of accessing hard to reach clients from areas where we know smoking prevalence remains high.

The Medway Stop Smoking Service has recently gained full accreditation from National Centre for Smoking Cessation Training and since 2001 helped over 10,000 people to quit smoking with Stop Smoking Groups and Drop In one to one sessions at the heart of this success. These sessions are held at community venues such as libraries and delivered by a trained team of Stop Smoking Practitioners that work directly for the service, we also train and support Community Stop Smoking Practitioners from a variety of community settings such as GP surgeries and pharmacies to give as much coverage as possible and enable our clients to choose where they access the service.

Our biggest challenge in 2014/15 has been generating enough referrals to turn into quit smoking successes. Traditionally, most referrals have been received via GP

surgeries, however, this has been steadily reducing but our acute referrals are on the increase. We are working closely with the GP surgeries in Medway to implement new and innovative ways of referral generation such as secure self referral boxes in hospital waiting rooms and identification of smokers at risk of COPD. Another important referral pathway has been running our own promotional stands which also raise awareness of our service. Our 23 one off stands have achieved hundreds of referrals this year and our regular weekly stand at Medway hospital also provides high quality referrals. We know that if we get a referral we make the most of it with over 50% of clients that access our service quitting smoking and those accessing our core team achieving 59% quit success.

Our service also has important work to do with vulnerable groups such as Smoking in Pregnancy and Black and Ethnic Minorities (BME). Our Smoking in Pregnancy team have implemented the Baby Clear project in Medway which provides a framework of actions and training to enhance service delivery and uses a risk perception tool as a method of education for pregnant mums that smoke, this approach is proving to be successful with the team on target so far for 2014/15. Our BME work includes advisers in the community offering our service in 17 different languages and includes our GP project officer working in partnership with a GP practice to implement a setting for the Eastern European community to access the service in several languages including Polish, Lithuanian and Russian.

While we find ourselves in challenging times we are still performing to the highest possible standards and providing an evidenced based service to the local community. Our service is regularly audited and feedback is always positive from our clients. We must continue to reduce smoking prevalence and where possible focus our efforts in areas of need.

Chris Ford, Community Projects Manager

Phone: 0800 234 6805 / 01634 334800

Email: medwaystopsmokingservice@nhs.net

Website: <http://www.abettermedway.co.uk/smokefree/stopsmokingservice.aspx>

Do you have training needs?

Want to be kept informed of training opportunities?

Then please register to receive our CPD Training Bulletin by emailing: PHWorkforceDevelopment@kent.gov.uk and request a database registration form.

You will then receive our bi-monthly training bulletin that not only advertises our own Masterclasses and training events but also compiles training from other providers that is taking place in Kent, Surrey, Sussex, London....and sometimes beyond!

Useful Links and Contacts

Kent Public Health Workforce Development Team

✉ phworkforcedevelopment@kent.gov.uk

☎ 03000 416 722

🌐 <http://www.kmpho.nhs.uk/workforce-development/>

Medway Public Health Workforce Development Team

✉ abmchampions@medway.gov.uk

☎ 01634 333146

🌐 <http://abettermedway.co.uk/aboutus/abettermedwaychampions.aspx>

Canterbury Christ Church University:

🌐 <http://www.canterbury.ac.uk/health-and-wellbeing/public-health-midwifery-and-social-work/public-health-midwifery-and-social-work.aspx>

Health Knowledge:

🌐 <http://www.healthknowledge.org.uk/>

Kent Community Health NHS Trust:

🌐 www.kentcht.nhs.uk

Kent County Council:

🌐 www.kent.gov.uk

Kings Fund:

🌐 <http://www.kingsfund.org.uk/>

Local Government Association:

🌐 <http://www.local.gov.uk/>

London Deanery:

🌐 <http://www.faculty.londondeanery.ac.uk/e-learning>

Medway Council:

🌐 www.medway.gov.uk

National Centre for Smoking Cessation and Training:

🌐 http://www.ncsct.co.uk/publication_very-brief-advice.php

NHS England:

🌐 <http://www.england.nhs.uk/>

NHS Public Health Course Guide:

🌐 <http://www.publichealthcoursesguide.nhs.uk/default.aspx>

NHS Screening Programmes:

🌐 <http://cpd.screening.nhs.uk/>

Open University:

🌐 <http://www.open.edu/openlearn/>

PHORCaST:

🌐 <http://www.phorcast.org.uk/index.php>

Public Health England (PHE):

🌐 <https://www.gov.uk/government/organisations/public-health-england>

Public Health Skills and Career Framework:

🌐 <http://www.skillsforhealth.org.uk/images/resource-section/service-area/public-health/public-health-skills-career-framework-03-2009.pdf>

Skills for Health:

🌐 <http://www.skillsforhealth.org.uk/resources/service-area/39-public-health>

The Faculty of Public Health:

🌐 <http://www.fph.org.uk/>

UK Public Health Register:

🌐 <http://www.ukphr.org/>

University of Kent:

🌐 <http://www.kent.ac.uk/CHSS/>