

Improving adult awareness of Tier 2 weight management service

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Introduction

The NHS 5 year Forward View, published in 2014 included the following extract: Getting serious about prevention.



"A third of people drink too much alcohol. A third of men and half of women don't get enough exercise. Almost two thirds of adults are overweight or obese."

Hampshire Healthy Weight Strategy 2015-2019 states that obesity is a significant problem in today's society and is predicted to worsen if nothing is done. It is linked to a range of health problems which both reduce individuals' life expectancy and quality of life.

The Government Office of Science's Foresight report identified that the number of people that are obese in the UK had more than doubled in 25 years.

The report predicted that by 2050 60% of men, 50% of women and 25% of children in the UK could be obese, causing Britain to be a mainly obese society with factors such as income, gender and ethnicity increasing the impact of obesity in certain population groups.



As a result, healthy weight focus is a priority of the North East Hampshire and Farnham Prevention and Self-Care Strategy 2017-2020.

Project goals

- Improve adult awareness of Tier 2 weight management service
- Address how do we introduce this service to people who do not know about it.
- Identify cohorts to approach (i.e. mothers & toddlers groups, Nepali groups, pre-diabetes groups)

Evaluation strategy

- Report on responses to questionnaires
- Following identified media campaigns and apps.
- Report on uptake of the service over the following 12 months.

Key findings

- Previous engagement experience has shown how successful surveys can be.
- Identifying the appropriate cohorts of people to ask the right questions at the right time produces the desired results.
- Meaningful engagement takes time to plan and carry out.
- Engagement should take place in the early stage of every commissioning cycle.

Conclusions

This project will enable the CCG to understand the level of awareness of the service out there, how adults would like to hear about the service and where to promote the service.

References

A Ladder of Citizen Partnership-Sherry R Arnstein
www.gov.scot/Topics/People/engage/HowToGuide/Techniques
www.wessexvoices.org

Credits & contact

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Proposed engagement activity

Identify and visit three groups with the following questions...

- Did you know about Tier 2 on prescription?
- How would you feel it is best to find out about this service?
- Which apps do you think would be the most effective?

The approach would be for the Community Ambassadors to attend these groups in each of the NEH&F CCG localities.

Invite people from groups to design promotional material.