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THE ENGAGEMENT TEAM

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WELCOME TO BETSI CADWALADR UNIVERSITY HEALTH BOARD'S UPDATE BRIEFING

During the last quarter (September - December 2019) a wide range of public and stakeholder engagement activity has continued across North Wales. We have been focused on a number of important areas including service development and health improvements, education and strengthening our partnerships and networks.



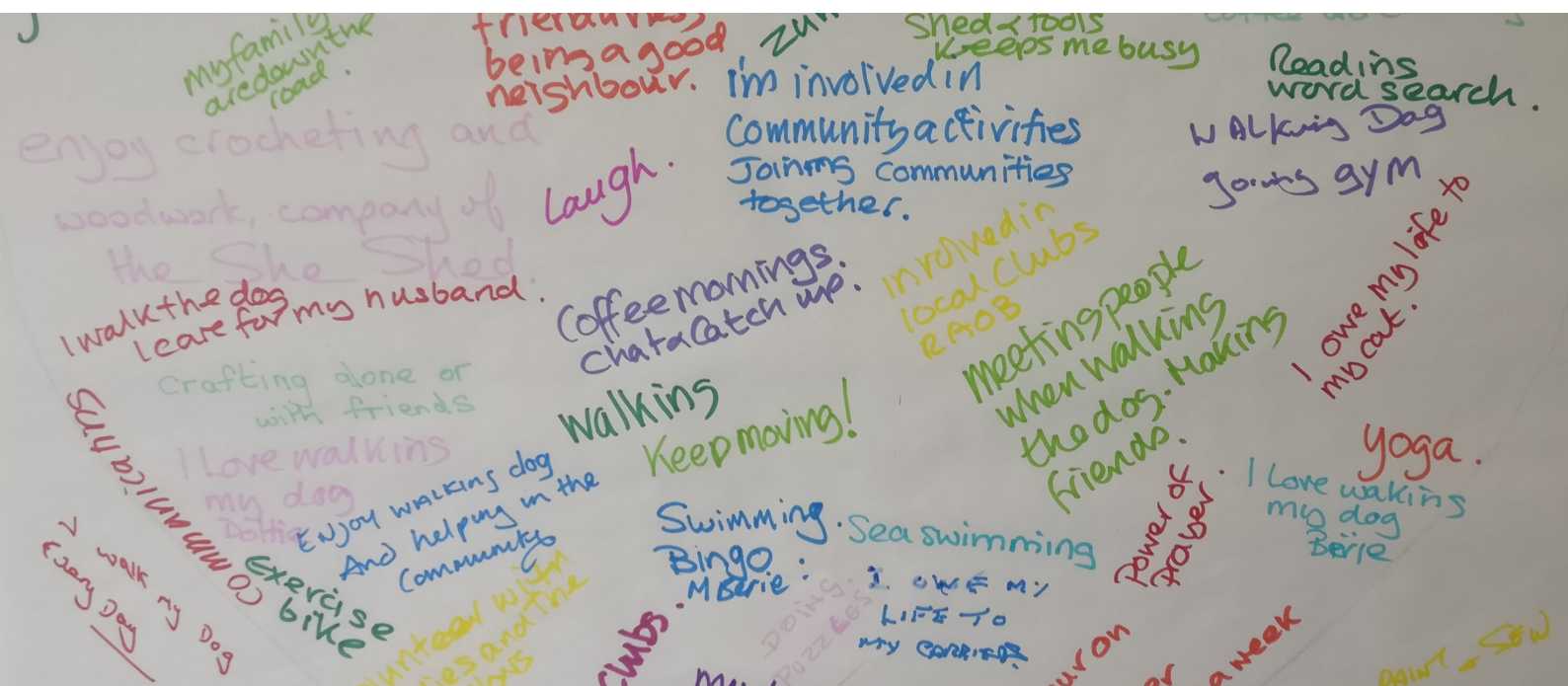
FLU CAMPAIGN

This year's Flu campaign was launched on 1st October and it gave us an opportunity to raise awareness of the benefits of the flu vaccine. Our approach this year was more targeted than in previous years and we have been engaging with at-risk groups to encourage the uptake of the flu vaccine.

During the last quarter we attended many events to talk to people about staying well and give information about how to get vaccinated. We were at Gwynedd Older Peoples Council, International Older People's events in Connah's Quay, Wrexham and Holyhead, 'Looking after myself week' drop ins across Gwynedd, Cartrefi Conwy Older People's Day and Llangollen Food Festival to name just a few.



The East Area Team also undertook a winter wellness programme which included the promotion and raising awareness of flu immunisation. Events began at Wrexham Maelor, community hospitals, health centres and at venues through our Bite Sized Health events.



NUCLEAR MEDICINE

The Health Board has been reviewing the way nuclear medicine services are provided across North Wales. We have been taking this forward through supporting stakeholder and clinical engagement events and service user surveys. Engagement events were held across North Wales and a fourth in Welshpool to ensure we heard from residents from Powys who access the mobile PET/CT services at Wrexham Maelor. These events will help inform improvements to the service and to support future business case for Welsh Government funding.



ABLETT UNIT REDEVELOPMENT

In order to inform the development for the proposed redevelopment of the Ablett Unit at Glan Clwyd Hospital, we carried out a series of engagement events between October and December 2019.

The purpose of these informal events was to gather feedback from stakeholders about improvements for older persons mental health inpatient care in Conwy and Denbighshire. We attended or hosted 18 meetings and events and spoke with around 225 people. This included people with lived experience of older person's mental health care, their carers, our own staff, and staff from partner organisations.

As well as providing feedback and ideas many of those we spoke to provided valuable suggestions on how to ensure the design of the proposed Dementia Assessment Unit on the site of Glan Clwyd Hospital could provide improvements for staff, patients and their loved ones.

These suggestions and comments, have been fed back to our Ablett Redevelopment Design Group, and will be used to inform future developments of our older persons' environments.



BITE SIZED HEALTH IN THE WORKPLACE



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BITE SIZED HEALTH

An important role of the Health Board is to support people to stay healthy and well. One group of people that we have been actively engaging with our working age population. Working age people often ignore their health concerns, which if not addressed can often lead to more serious health conditions.

In April 2019 a 'Well-being in the Workplace' event was held in Redwither Tower on the Wrexham Industrial Estate. This was hosted by Wrexham County Borough Council and supported by Public Health Wales, Betsi Cadwaladr University Health Board and the Association of Voluntary Associations in Wrexham. In total 22 organisations attended with information stands, including, Rowlands Pharmacy, CALL Helpline, AURA Leisure, Carers Wales, Liver Trust and North Wales Bowel Cancer support group.

Leading on from this we launched our 'Bite Sized Health in the Workplace' initiative which offers employers the opportunity to hold staff events where they can receive health and wellbeing information and support in the workplace.



Initially 8 employers registered their interest, supporting over 2,000 employees who work on Wrexham Industrial Estate. These companies became part of the Bite Sized Health pilot initiative. This has gained interest and support from many sectors, including private, public and the third sector, who want to help deliver wellbeing improvements and information to our working age population.

During the last quarter a large event at Wockhardt in Wrexham was held. This was supported by Health Board teams including, dietitians, the diabetes team, oral health, mental health, pharmacy staff, specialist nurses, winter wellness team and therapies. Additional support was also given by Rowlands Pharmacy, who offered blood pressure checks and smoking cessation advice to employees who attended the sessions.

These events also provided an opportunity to raise awareness of other national campaigns such as flu, alcohol awareness, Sexpert, immunisation, health screening and Get North Wales Moving.

The Bite Sized Health is being extended to community settings and other public sector services such as libraries, leisure centres, Job Centre Plus and local authorities across North Wales. During October we held an event at Porthmadog job centre and in November we collaborated with Anglesey Council to host an event at a sheltered accommodation in Amlwch.

LLANDUDNO HOSPITAL OPEN DAY

An open day held at Llandudno Hospital on 30 November 2019 marked the beginning of the Hospital's journey to becoming a 'Health Promoting Hospital', a World Health Organisation standard which aims is to integrate health promotion and education, in both the hospital and the community.

We are working with Cartrefi Conwy who manage much of the social housing around the Hospital, and have an important role in supporting engagement with local residents.

At the Open Day the local community were invited to have a behind the scenes look at services available in the hospital. We were also able to promote our work and talk to people about health issues. Also on offer were healthy activities and third sector information stands.



The Mayor of Llandudno visited and health & social care students from Llandrillo College supported the event which gave them an opportunity to learn about the services available in the hospital.

An aim of a Health Promoting Hospital is to encourage healthy and active lifestyles. Everyone at the Open Day could give Yoga and Tae Kwon Do a try or have a go at golf and Wii fit. Visitors could also enjoy music provided by a local ukulele band.

In the Hospital dining room people could talk to third and public sector organisations about local services, advice and support while enjoying a free healthy soup for lunch.

The day also provided an opportunity to promote recruitment, career and volunteering opportunities in the Health Board alongside external organisations who support people into work.



RURAL ENGAGEMENT

Our rural engagement work has not stopped just because the weather has changed. We are still very much active and have visited numerous livestock auctions over the last few months. We attended Bryncir market in October, conversations with farmers centred on how many had received or have planned their yearly flu jabs. Not many had and as a result we decided that this would be a key health prevention service we could provide at the auctions. We arranged to visit Ruthin, Dolgellau and Bryncir markets to provide flu immunisation sessions. Fferyllwyl Llyn community pharmacist attended Dolgellau and Bryncir and Carmella Health Care visited Ruthin auction where they offered immunisations to those who may not have gone to their GP surgery for the injection.

There was very positive feedback and farmers had the opportunity to discuss other health concerns with the pharmacists.

Our rural engagement has contributed to the Public Health Wales report [Supporting farming communities at times of uncertainty an action framework to support the mental health and well-being of farmers and their families.](#)

This is a framework to support the mental wellbeing and resilience of farmers. The framework was developed by bringing together farmers, farming unions, third sector organisations, and the health and policy sectors to share views, reflect on challenges, and potential solutions and actions.



Our contribution included highlighting the work done by the Dolgellau Outpatient Department staff and engagement team. The aim of this is to bring health education into the community to reach those groups that may have difficulty in accessing health services. We also highlighted the evidence collected at the auctions in relation to how mental health issues such as stress, anxiety and worry and the steps we are looking to make as a Health Board to address these issues. Raising awareness and promote mental well-being amongst farmers and the farming community.

ENGAGEMENT PRACTITIONER FORUMS

The engagement team has established three engagement practitioners' forums across North Wales. These networks are largely public and voluntary sector engagement professionals where they can share information and good practice, identify opportunities for collaboration, reduce duplication and pool resources.

The forums are also about sharing common challenges, highlighting concerns and supporting each other.

Over the last quarter we have had a wide mix of third and public sector organisations and community groups attending and presenting on a diverse range of topics from the challenge of antibiotic resistance, good practice for patient and public engagement in GP surgeries, developing the Healthier Wales agenda, health pathways for older people, falls prevention, community pharmacy and health screening updates to partners.



PRIMARY SCHOOL E-BUG SESSIONS

Working with Pharmacy and Healthy School Coordinators, three engagement events were held. We used e-Bug resources with teachers to deliver sessions in the classroom to raise awareness of antimicrobial resistance and the dangers of misuse of antibiotics.

Our aim is to continue to work with schools to raise awareness of this important issue.

