


Healthy lifestyle event gives patients in Eastern Vale unprecedented access to free screening and advice

On 26th October, Cardiff and Vale Regional Innovation Coordination Hub, in collaboration with Eastern Vale Primary Care Cluster, offered patients in Eastern Vale unprecedented access to free health assessments and advice at a community centred healthy lifestyle event in Penarth. The aim of the project was to implement health prevention strategies and give healthy lifestyle advice aimed at targeting the root cause of ill health before it has taken hold. Patients were also offered direct access to services that would normally need GP referral, including blood pressure, cholesterol and pre/diabetes screening.

The event encouraged new collaborations in the community bringing together primary care, secondary care, allied health services, third sector organisations and local businesses with the aim of addressing the determinants of health as road-mapped by the government's adopted Labonte model, ensuring equity of healthcare to all those who live within the Eastern Vale Cluster locality aged 18 and over, addressing three major healthcare challenges: deprivation and healthcare inequality, The Missing Incidence and Type 2 diabetes. Whilst the event was open to all, "hard to reach"* demographics were invited via individual letters and 18% of the overall attendees were from this cohort.

*Those living within the two most deprived areas of Eastern Vale as per the Welsh Index of Multiple Deprivation (WIMD) map. Families of children registered at a local primary school with a higher free school meal (FSM) rate than other schools in the locality and those who attend two of the local food banks.



**Eastern Vale One Stop Shop
Healthy Lifestyle Event**

Penarth Leisure Centre
Saturday, 26th October 2024, 10am-4pm


- Chat with local experts about staying healthy
- Access services that would normally need a GP referral
- Blood pressure, cholesterol and blood sugar levels checks
- Advice on quitting smoking, screening programmes, diet, eye health and mental health services

Patients must be aged 18 and over and registered at:

- Penarth Healthcare Partnership
- Dinas Powys Medical Practice
- Redlands Surgery

Scan this QR code on your mobile phone to register your interest in attending

Bouncy castle
Raffle
Soft play
Face painting and glitter tattoos
Tote bags for first 70 patients through the door




Results were given on the day

- 76% of those attending the event had the clinical testing
- 63% of those were found to have abnormal results
- 6% were found with hidden serious conditions

Follow up clinic appointments are now being organised for those patients



(Left to Right)

Catherine Peel, Senior Service Improvement Programme Manager and Cardiff and Vale Regional Innovation Coordination (RIC) Hub Lead

Amanda Pallister, Cluster Project Development Manager

Dr Chris Matthews, Cluster Lead

Dr Chris Matthews, GP and Community Director/Cluster Lead for Eastern Vale Locality, said:

"We understand that it is not always easy to see your GP, optician or community nurse. For this reason, we designed an event aimed at giving patients access to services and activities to keep them healthy.

At the event people were able to chat with local experts about staying healthy, access services that would normally need a GP referral, as well as have their blood pressure, cholesterol and blood sugar levels checked.

Our goal is to prevent poor health before it happens and help people get back to their best. The event was a huge success, and we hope to organise more in the near future."

Catherine Peel, Senior Service Improvement Programme Manager/RIC Hub Lead said:

"When Dr Chris Matthews came to us with this idea we jumped at the chance to help. Seeing the increasing pressure on GP surgeries and the need for a shift towards prevention and care closer to home, it is exactly the kind of model we feel we should be putting effort into and supporting making it viable for spread across Cardiff and Vale and Wales. We are seeing far too much duplication of effort and silo working around these types of events and we hope to be part of the movement to help reduce that enabling clusters and localities to work together to minimise waste and harm across health and social care."



RIC Hub involvement:

Co-project managed and supported planning of the event

Brought teams, partners and sponsors together for collaboration

Captured and applied learning cycle from previous events

Created an evaluation package bringing in qualitative evaluation, benefits realisation and a values-based approach

Next Steps:

Evaluation analysed through values-based approach

Learning captured and shared

Good practice model shaped (including standardised governance and templates for self-evaluation) and packaged for spread and adoption

Support other clusters to adopt the model



100% of those who filled out a feedback questionnaire (91% of attendees) said they would attend similar events in future



The number one reason for attending the event was to access the clinical testing on offer

74% of people said they would make lifestyle changes on the back of the health checks they received

Benefits

- Earlier identification of preventable diseases
- Easier access to care and support options
- Increased awareness of self-management and health promotion opportunities



Secondary Impacts and Benefits

- Locality and Cluster staff upskilling, knowledge and experience of Information Governance, Procurement, Risk Management
- New Relationships/collaborations including resource and information sharing - across clusters and third sector and AHPs
- Reduction in duplication/silo working
- Systems learning cycle implemented throughout



Partnerships and Collaborations



Amanda Pallister, Eastern Vale Cluster Project Development Manager, said:

"I want to take a moment to express my heartfelt gratitude to the RIC Hub Team for all their help, support and dedication with the Eastern Vale Healthy Lifestyle Event on 26th October.

The support was instrumental in making the event a success. From financial help, to hands on co-ordination, evaluation planning and volunteering on the day; it was invaluable and it is my belief the event would never have happened without Catherine and the RIC Hub.

It was a pleasure working with a team of enthusiastic, energetic, go getters who pull out all the stops to get things done. I look forward to more collaborating on future projects!

We would also like to recognise the dedicated organisations and individuals who selflessly gave up their time to volunteer or run a stand. Whether they were helping with the setup, registration, surveys, clinical testing, signposting or cleaning up, each one played a vital role.

Others donated to the raffle and tote bags, helped with communications and procurement or offered clinical or governance advice."

Several organisations attended, including:

- Help Me Quit: Free NHS help to quit smoking
- Foodwise for Life: Specialist dietary advice
- Mind in the Vale of Glamorgan: Independent mental health charity
- Age Connects Cardiff & Vale: Independent charity committed to tackling loneliness, isolation and poverty among older people
- Citizens Advice Cardiff & Vale: Free independent, impartial advice on financial issues, employment and education
- Wales National Exercise Referral Scheme (NERS): leisure and exercise referral to maintain a healthy weight
- Local nurses and Opticians



If you would like to know more about the work of Cardiff and Vale RIC Hub or be involved in the spread of this kind of community based model, please **visit our [website](#)** or **get in touch**.