

# NHS LifeCheck Round Table

**Roy Lambley**  
**Programme Manager – NHS LifeCheck**  
**Department of Health**

## NHS LifeCheck Round Table, 15 October 2008

|              |  |                              |
|--------------|--|------------------------------|
| <b>09:30</b> | <p><b>Registration and Refreshments</b><br/>           During registration there will be the opportunity to try out NHS LifeCheck on the pods provided in the lobby, and talk to members of the NHS LifeCheck team</p> | <b>Restaurant/<br/>Lobby</b> |
| <b>10:00</b> | <p><b>Welcome and outline of the day</b><br/> <b>Bringing you up-to-date</b><br/>           Roy Lambley, NHS LifeCheck Project Manager, DH</p>   |                              |
| <b>10:30</b> | <p><b>PSA targets. The holistic nature of NHS LifeCheck work</b></p>   |                              |
| <b>10:40</b> | <p><b>Break</b></p>  | <b>Restaurant/<br/>Lobby</b> |
| <b>10:55</b> | <p><b>Learning from the pilots of NHS Early Years LifeCheck &amp; NHS Teen LifeCheck</b><br/>           Project leads and pilot site personnel</p>   |                              |
| <b>11:55</b> | <p><b>Planning Delivery of NHS LifeCheck</b><br/>           Roy Lambley, NHS LifeCheck Project Manager, DH</p>   |                              |
| <b>12:20</b> | <p><b>Plan for the afternoon</b><br/>           Bruce Rowling, Pinpoint Facilitation (10mins)</p>  |                              |
| <b>12:30</b> | <p><b>Lunch – and NHS LifeCheck Display on ‘pods’</b><br/>           During the lunch break there will be the opportunity to try out the latest versions of NHS LifeCheck</p>  | <b>Restaurant/<br/>Lobby</b> |
| <b>13:30</b> | <p><b>Regional working in facilitated workshops</b></p>  |                              |
| <b>14:45</b> | <p><b>Break</b></p>  |                              |
|              | <p><b>Spreading good ideas. Gallery viewing of work over coffee</b></p>  |                              |
| <b>15:15</b> | <p><b>Next steps</b><br/>           Roy Lambley, NHS LifeCheck Project Manager, DH</p> <ul style="list-style-type: none"> <li>• Reviewing recommendations, future plans, dates of subsequent meetings</li> </ul>       |                              |
| <b>15:30</b> | <p><b>Close</b></p>  |                              |

## LifeCheck - not just “another” bright idea?

- Our Health Our Care Our Say White Paper Commitment
- LifeCheck will help fulfil many other White Papers/ Strategies e.g. Darzi Next Stage, Pharmacy, Primary Care etc
- NHS LifeCheck will help meet local and national targets e.g. Vital Signs, LAA targets for both PCT & LAs
- Committed to reducing health inequalities
- Each LifeCheck focuses not just on the lifestyle preventable diseases but on improving health




# LifeCheck- what you wanted?

- People want more control over their health & lifestyle
- Health Professionals, Social Workers, Youth Workers, Faith workers want tools to help promote health
- Each LifeCheck developed through extensive research with focus groups from C2DE demographics
- Consultation with over 35 national stakeholders including RCN, RMN, BMA, NCB, LGA, etc
- Extensive piloting programme looking at acceptability to users & professionals
- Focus on deprived, disadvantaged & “hard to reach”


## The 4 Steps to NHS LifeCheck



Lifestyle Assessment  
Questionnaire



Feedback and  
Results



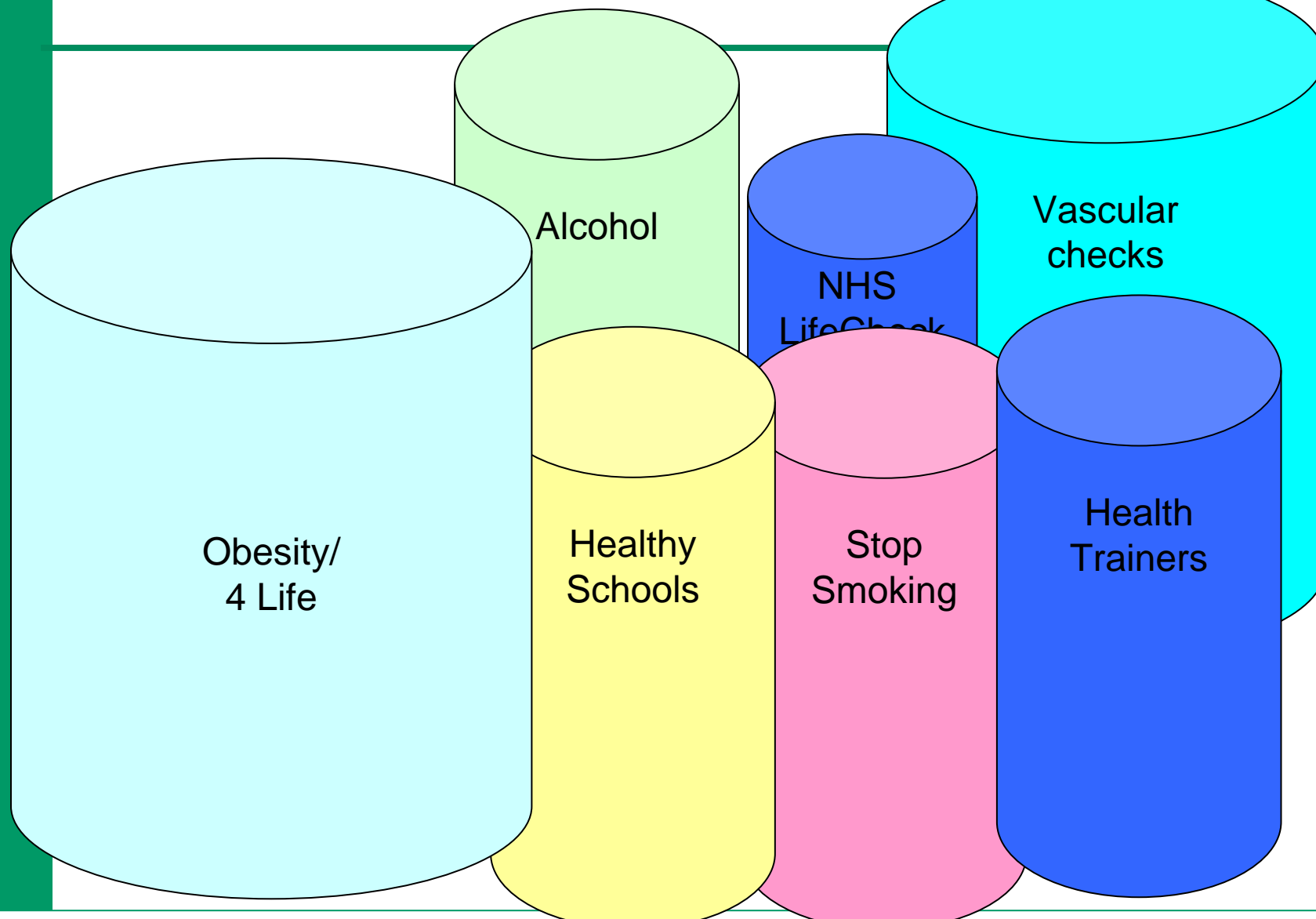
Motivation and  
Planning for Change



Review and  
Return

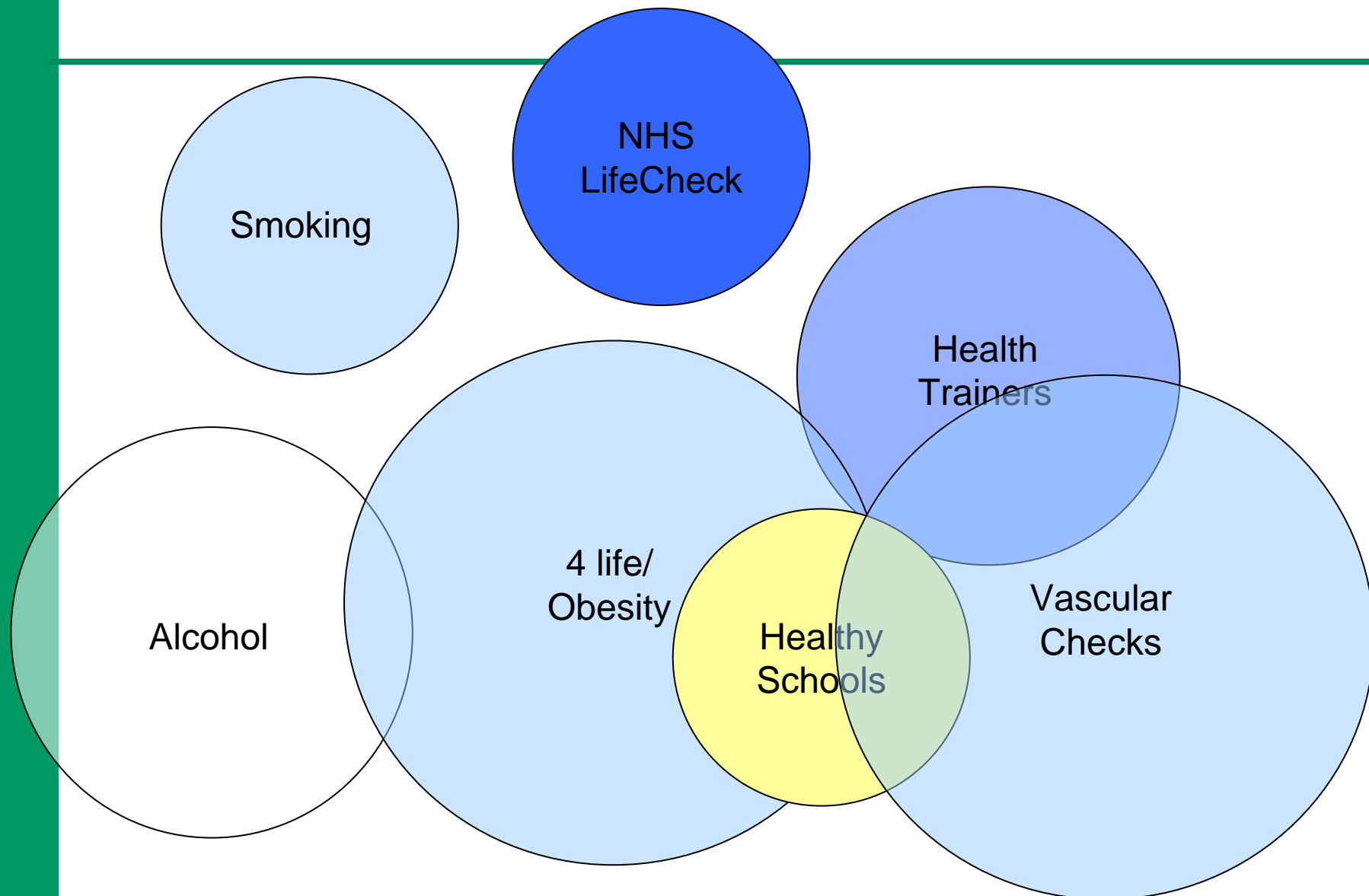
# NHS LifeCheck Synergy

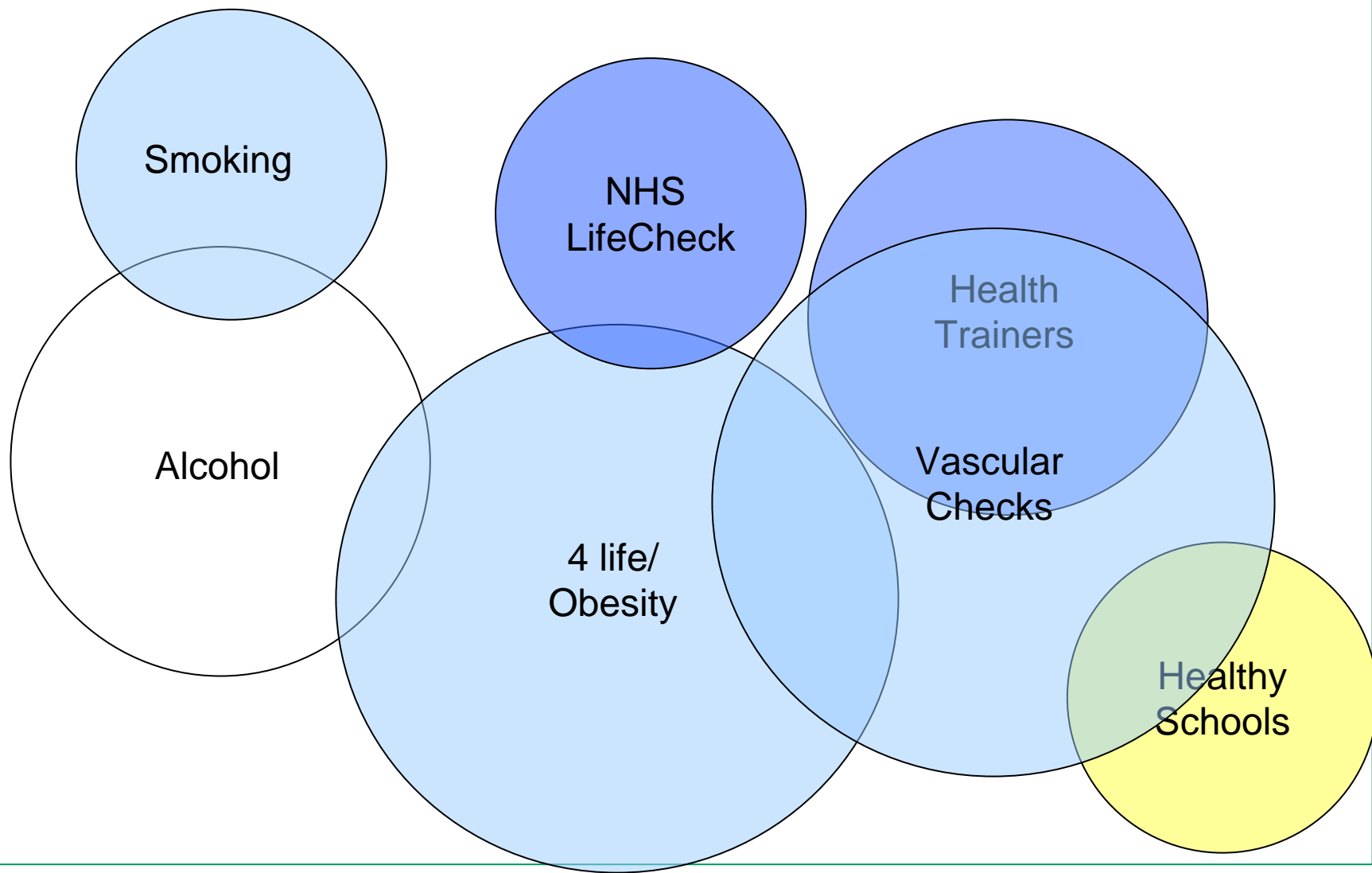
LifeCheck



# NHS LifeCheck Synergy

LifeCheck

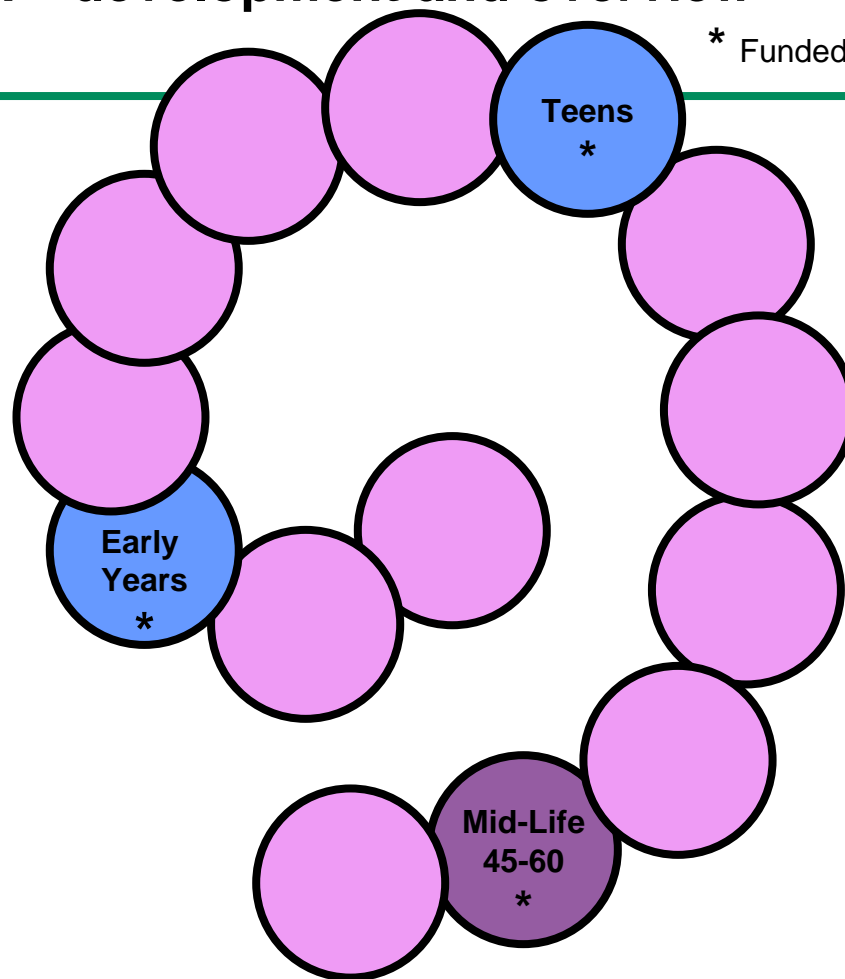




# NHS LifeCheck – development and overview

## LifeCheck

\* Funded and under development



Autumn '08  
[Launch]

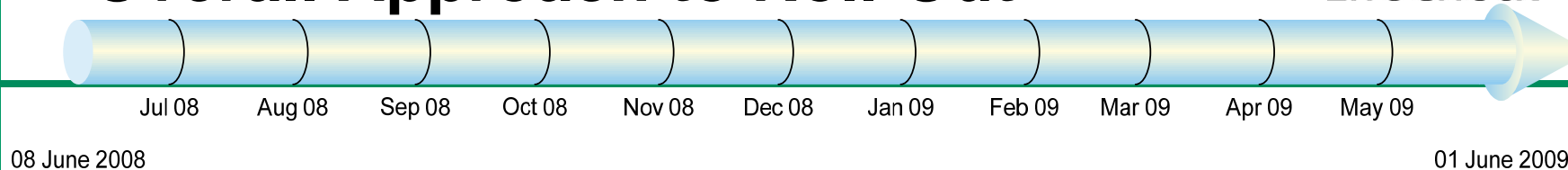
Autumn '08  
[Launch]

Spring '09  
[Launch]

April '09 - onwards  
[Planned Development]

# Overall Approach to Roll-Out

LifeCheck



C4H Roll-Out

Nat Roll-Out EY/Teen

MLLC Roll-Out

EYLC Development

TLC 1 Development

LifeCheck Support Lite C4H

EYLC/Teen Refinements

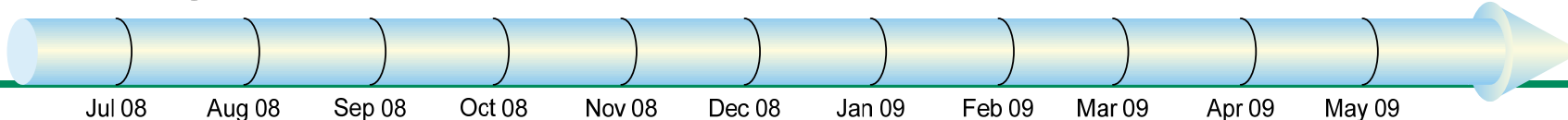
LifeCheck Full Support Workpackage

MLLC Development

Further LifeChecks

# LifeCheck Readiness Build

LifeCheck



08 June 2008



01 June 2009

C4H Roll-Out  Nat Roll-Out EY/Teen 

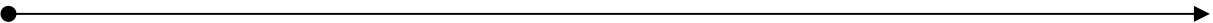
MLLC Roll-Out 

## Business Readiness Workpackage

### • Evaluation


- Story of LifeCheck 
- LifeCheck Evaluation Study 

### • Stakeholder Management


- Engagement
- Review 
- Working in partnership

### • Support Package Lite

### • Full Support Package

- Marketing
- Training & Education Products
- Support products and services 
- Awareness & Communications Products

## Project Readiness Workpackage

- Staffing, Readiness Workstream Leads & Team 
- Support arrangements, handover plans

## Technical Readiness Workpackage

# NHS LifeCheck Round Table

**Bruce Rowling**  
**NHS LifeCheck**

A large, curved green banner that spans across the top and middle of the slide, containing the main title text.

**PSA Targets**  
**The holistic nature of NHS LifeCheck work**

**Roy Lambley**  
**Programme Manager**  
**NHS LifeCheck**

## NHS LifeCheck and Public Service Agreement



### NHS LifeCheck Link to Public Service Agreement (PSA)

| PSA DELIVERY AGREEMENT  | INDICATOR   | BACKGROUND   | SPECTRUM OF INFLUENCE |
|---|---|--|-----------------------|
| 1. Reduce the number of children in poverty to 2.1% by 2020, on the basis of including only poverty by 2015 | 3. Proportion of children living in poverty (households) and relative deprivation   | Child Mortality Statistics - Infant mortality: Deaths in the early neonatal period (a death, stillbirth or miscarriage) plus group, neonatal group of total live births and the perinatal mortality      | PSA1 PSA2             |
| 10. Drive the educational achievement of all children and young people                                      | 1. Early years foundation stage attainment<br>2. Progression to primary school at age 5<br>3. Progression to primary school at age 5<br>4. Progression to primary school at age 5 (higher and intermediate) and the range of attainment | Childhood factors to early years attainment and basic skills<br>Inclusion of health and life educational interventions   | PSA1 PSA2             |
| 11. Advance the goal to educational achievement of all children and young people                            | 1. Early years Achievement gap at early years<br>2. Progression to primary school at age 5<br>3. Progression to primary school at age 5 (higher and intermediate) and the range of attainment   | Physical, social and emotional circumstances<br>Physical development: Communication<br>Social-educational achievements of children and young people (attainment and progress)                            | PSA1 PSA2             |
| 12. Improve the health and wellbeing of children and young people   | 1. Incidence of overweight and obesity<br>2. Percentage of people who take physical activity<br>3. Level of children's obesity<br>4. Physical health and wellbeing, and rate and absolute number of health inequalities                 | PSA1, PSA2 and people with physical health conditions<br>Physical activity and improvements in child health<br>Physical activity, exercise, activity levels and health status<br>Childhood health status | PSA1 PSA2 PSA3        |
| 13. Improve children and young people's safety  | 1. Percentage of children who have experienced bullying<br>2. Percentage of children who have experienced bullying (excluding children and young people)  | Child safety questions<br>Child safety questions   | PSA1 PSA2             |
| 14. Increase the number of children and young people who take part in sports                                | 1. Mean participation in sporting activities<br>2. Mean participation in sporting activities<br>3. Mean participation in sporting activities  | Child safety questions<br>Child safety questions   | PSA1 PSA2             |
| 15. Reduce the number of children and young people who are obese  | 1. Mean participation in sporting activities<br>2. Mean participation in sporting activities<br>3. Mean participation in sporting activities  | Child safety questions<br>Child safety questions   | PSA1 PSA2             |
| 16. Reduce the number of children and young people who are obese  | 1. Mean participation in sporting activities<br>2. Mean participation in sporting activities<br>3. Mean participation in sporting activities  | Child safety questions<br>Child safety questions   | PSA1 PSA2             |
| 17. Reduce the number of children and young people who are obese  | 1. Mean participation in sporting activities<br>2. Mean participation in sporting activities<br>3. Mean participation in sporting activities  | Child safety questions<br>Child safety questions   | PSA1 PSA2             |
| 18. Improve better health and wellbeing for all   | 1. Mean participation in sporting activities<br>2. Mean participation in sporting activities<br>3. Mean participation in sporting activities  | Child safety questions<br>Child safety questions   | PSA1 PSA2 PSA3        |
| 19. Reduce better health for all  | 1. Mean participation in sporting activities<br>2. Mean participation in sporting activities<br>3. Mean participation in sporting activities  | Child safety questions<br>Child safety questions   | PSA1 PSA2 PSA3        |
| 20. Reduce better health for all  | 1. Mean participation in sporting activities<br>2. Mean participation in sporting activities<br>3. Mean participation in sporting activities  | Child safety questions<br>Child safety questions   | PSA1 PSA2 PSA3        |
| 21. Reduce better health for all  | 1. Mean participation in sporting activities<br>2. Mean participation in sporting activities<br>3. Mean participation in sporting activities  | Child safety questions<br>Child safety questions   | PSA1 PSA2 PSA3        |

PSA1: Public Health and Wellbeing  
PSA2: Physical Activity and Exercise  
PSA3: Child Safety

# Experience from the Pilots

## Early Years NHS LifeCheck

**Sheila O'Brien**  
**Readiness Lead**  
**NHS Early Years LifeCheck**

# Coverage in North, North-East Lincolnshire: 10 of the 22 national Children's Centres

LifeCheck

| Children's Centre                             | Region                  | Number of eligible children as at Apr 2008 | Children under 1yr in local LL SOAs, 2001 | Files rec'd | Facilitated sessions |
|---|-------------------------|--|---|-------------|----------------------|
| Broadway Children's Centre                    | North-east Lincolnshire | 79   | 58  | 21          | 94                   |
| Central Children's Centre                     |                         | 112  | 75  | 4           |                      |
| Nunsthorpe and Bradley Park Children's Centre |                         | 74   | 88  | 54          |                      |
| Cleethorpes Children's Centre (Reynolds)      |                         | 88   | 56  | 17          |                      |
| West Marsh Children's Centre South Parade     |                         | 96   | 74  | 7           |                      |
| East Marsh Children's Centre                  |                         | 97   | 68  | 3           |                      |
| West Street Centre for Children and Families  | North Lincolnshire      | 55   | 89  | 15          | 84                   |
| Manor Farm Children's Centre                  |                         | 25   | 49  | 6           |                      |
| Ashby Clinic and Children's Centre            |                         | 73   | 36  | 51          |                      |
| Henderson Avenue Children's Centre            |                         | 48   | 74  | 30          |                      |

## Experience from the Pilots

## Early Years NHS LifeCheck

North Lincolnshire   
Primary Care Trust

North East Lincolnshire   
Care Trust Plus

**Zoë Garnett**  
**John Berry**  
**Sally Bainbridge**  
**Yvonne Grant**

# Aims of the Presentation



To share the experience of taking part in the EYLC pilot including Highs and Lows and how to stay positive!

To include

- Preparation
- During the pilot experience & case studies
- Challenges
- Evaluation findings
- Local Next steps

## Pre-pilot Processes

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- Identify key leads in health & LA
- Check out target population, (CH databases) geographical and GP attachment
- Communicate and sell the idea to the local team
- Check out the IT infrastructure
- Training and preparation, using the tools

## Pre preparation- issues for consideration

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- Early innovators are key
- Having the authority and power to implement
- Profiling the locality, determine local approach most likely to succeed
- Singing from the same sheet
- Empowerment to enable and facilitate the program

# During the Pilot

- How to be innovative and creative when engaging with the target group
- By telephone invitation with follow up, opportunistic where any target group is present.
- Display Boards, posters and information dissemination
- Getting all staff on board
- Incentivising parents to attend

# NHS LifeCheck at Nunsthorpe and Bradley Park <sup>LifeCheck</sup>

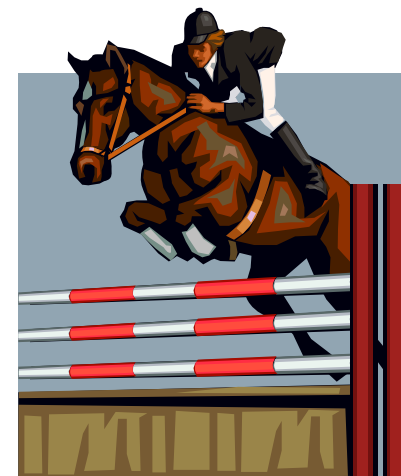


# Case Studies

- **Style and approach**
  - Person centred approach, sensitive to people and needs
  - Take into account your own knowledge

# Challenges and Opportunities

- Information sharing across agencies and disciplines, Linking to other providers of services, GPs Libraries schools, health schools, pharmacies, nurseries
- Facilitation, no opportunities missed
- Getting the infrastructure in place for live running, there and fit for purpose
- Creating the right environment
- Identifying the right targets, tier of communication, information sharing protocols
- Sustainability



# Lessons Learned

- Embedding NHS LifeCheck in practice by:
  - Maintaining the momentum of the pilot
  - Keep the communication going
  - Building new relationships
  - Building local directories
  - Keeping LifeCheck vibrant; seasonal campaigns etc.
  - Plan local media publicity campaign
  - Targeting local activities
  - Links to commissioning

## Evaluation: headline findings

- The NHS Early Years LifeCheck was viewed positively by parents: particularly young first-time mothers, inexperienced/unsupported
- The NHS Early Years LifeCheck strengthened the relationship between health visitors and children's centres staff
- It helped to engage with parents and indeed increased the number of new registrations
- Has potential to trigger behaviour change-encouraging small, easy steps

# NHS Teen LifeCheck

**Roy Lambley**  
**Programme Manager**  
**NHS LifeCheck**

## Evaluation of NHS Teen LifeCheck (2007)

- Duration of pilot:  
January-September 2007
- Location of pilot:  
4 Teenage Health Demonstration Sites across England
- Aim of pilot:  
100% awareness and 25% completion amongst the age-group, particular among 'vulnerable' groups
- Approaches used: one site promoted Teen LifeCheck exclusively in schools, pupil-referral units; the others used a diverse range of community settings and promotion methods, adopting a more school-focussed approach towards the end of the eight month period.
- Total young people accessing the website: 8716 of whom 4000 were from the four test sites

## Evaluation of NHS Teen LifeCheck (2007)

- Nearly 3,000 young people took part in the school survey. Of these, just under a third reported having heard of the Teen LifeCheck (TLC); however only 17% could correctly identify what it was. There was significantly greater awareness of the TLC amongst boys and those living in deprived areas. Awareness was primarily gained through schools; local promotional activities had variable success. Timing and type of promotion work is likely to have influenced findings.
- Usage of the TLC varied, with 11% of the survey participants having completed the full TLC quiz.
- Full completion of the TLC was significantly increased after young people had the site explained to them in advance, either by a teacher or a fellow pupil.
- The greatest awareness and usage of the TLC was achieved by the Bolton Teenage Health Demonstration Site. This appears to have been the result of intensive promotional activities and demonstration of the site in schools.

Source: Social Sciences Research Unit, *Teen LifeCheck final evaluation report*, p15]

## Evaluation of NHS Teen LifeCheck (2007)

- Two-thirds of those who completed the TLC said it encouraged them to eat more healthily but only 3% said it would encourage them to access services. The latter may be a result of limited knowledge of/engagement with aspects of the TLC beyond the main quiz or it may reflect the perceived lack of need for services.
- On the whole, the young people who had used the TLC were positive about the content of the site. Most found the site 'a little useful', with a quarter saying it was 'very useful'. Two-thirds would recommend the site to a friend.
- On the whole, young people wanted the TLC to become a permanent website – subject to some changes being made

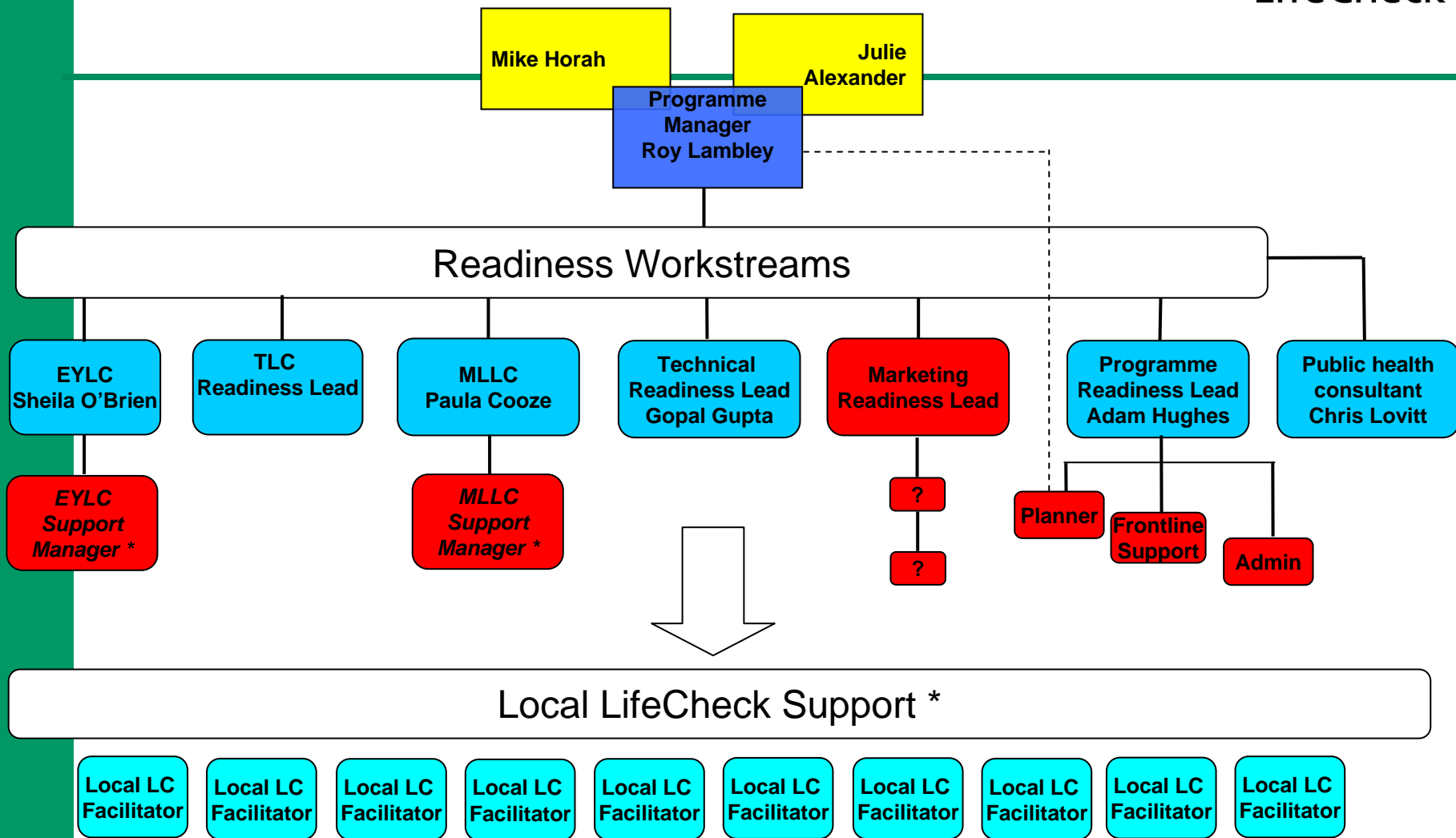
Source: Social Sciences Research Unit, *Teen LifeCheck final evaluation report*, p15]

## NHS Teen LifeCheck – participants 2007

| <i>Teenage Health Demonstration Site</i> | <i>Numbers of schools, by type</i>                             | <i>Numbers of participants</i> |
|--|--|--------------------------------|
| Bolton                                   | 3 secondary schools  | 900                            |
|  | 2 PRUs   | 10                             |
| Hackney                                  | 3 Hackney secondary schools                                    | 744                            |
|  | 1 Islington secondary school ( <i>Hackney residents only</i> ) | 116                            |
|  | 1 PRU  | 9                              |
| Northumberland                           | 3 High schools (year 9)  | 422                            |
|  | 3 Middle Schools (year 7 & 8)                                  | 371                            |
|  | 1 PRU  | 13                             |
| Portsmouth                               | 3 Secondary schools  | 409                            |
|  | 2 PRUs   | 18                             |

# Planning Delivery of NHS LifeCheck

**Roy Lambley**  
**Programme Manager**  
**NHS LifeCheck**



\* Business case not yet approved

Royal National Institute of the Blind  
 Terrence Higgins Trust  
 Disability Alliance  
 Action on Smoking and Health

## LifeCheck; Stakeholder Management

Alcohol Concern

Association of Social Services Directors

Br

Co

Co

Healthcare Commission

Help the Aged

Local Government Association

London Health Commission

Men's Health Forum

Royal Mail

T

U

U

Local Government Association

Men's Health Forum

MIND

British Armed Forces Federation

Weight Watchers or Slimming World

BT

Food Standards Agency

Royal College of Occupational Therapists

Royal College of Physiotherapists

RADAR

R

R

The Stroke Association

### National Stakeholder Group

National Clinical Director for Diabetes

National Director for Primary Care & Medical Adviser

National Clinical Director for Kidney Care

National Clinical Director for Children, Young People and Maternity Services

National Director for Older People

### Regional/Govt Office Stakeholder Group

Royal College of General Practitioners

Royal Institute of Public Health

The King's Fund

### Front Line

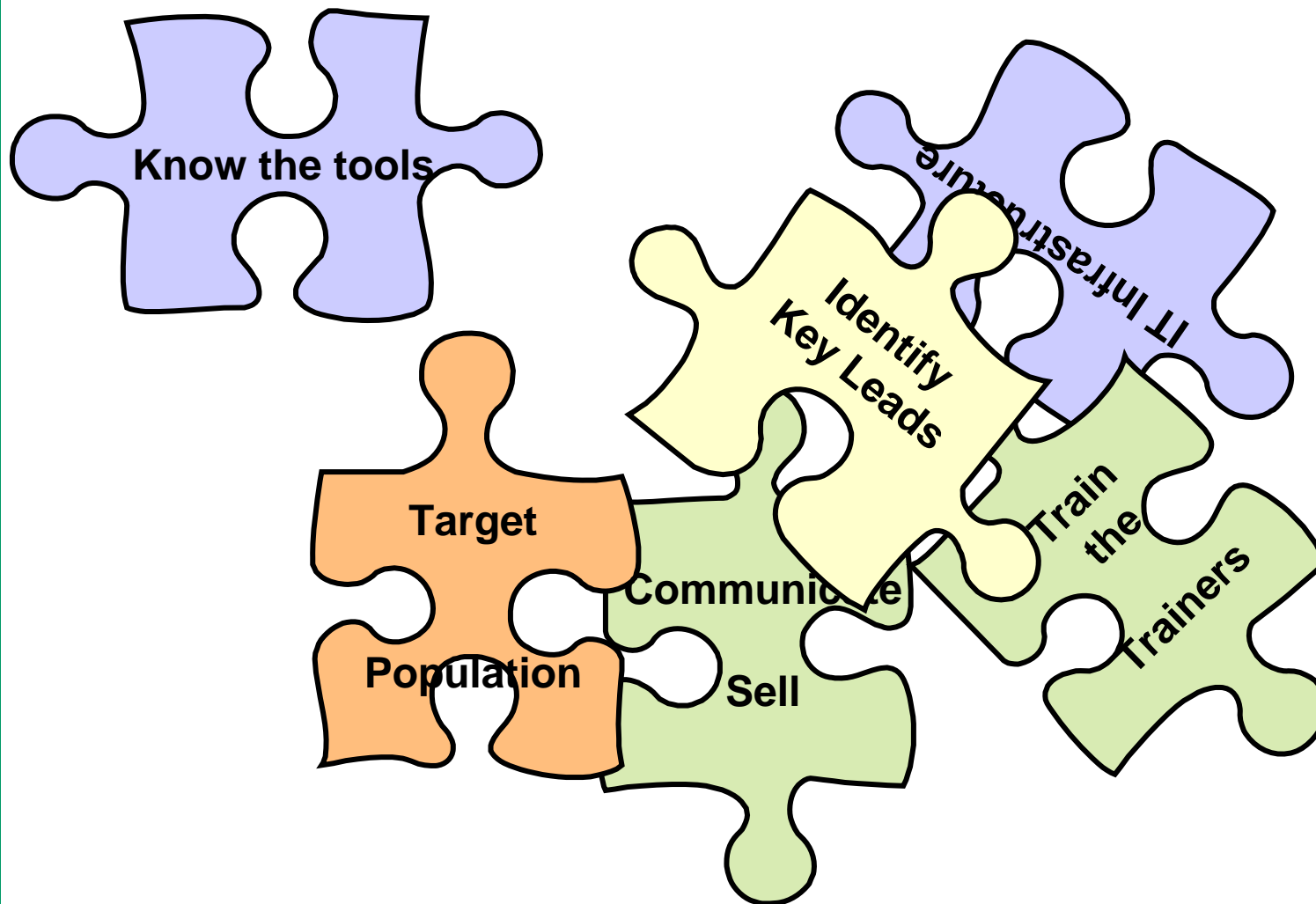


## Support pack lite: NHS LifeCheck

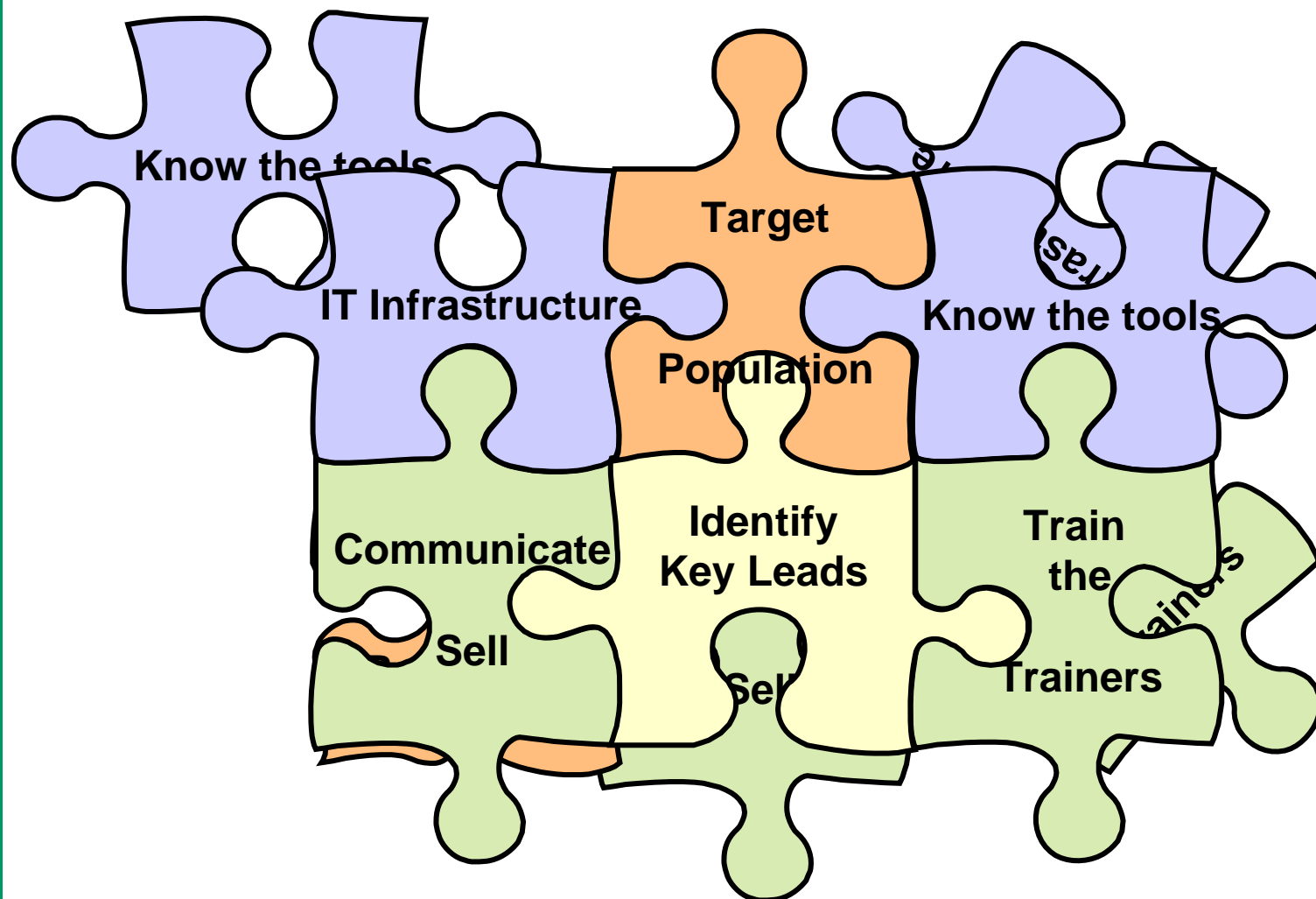
### Contents (electronic):

- Story of LifeCheck evidence base
- Summary document: Story of LifeCheck
- Frequently Asked Questions for NHS LifeCheck
- Guidance on handling media enquiries
- Instructions on clearing copy for local publicity
- A4 poster – NHS Teen LifeCheck
- A4 poster – NHS Early Years LifeCheck
- Leaflet: NHS Teen LifeCheck for Health Professionals
- Leaflet: NHS Teen LifeCheck for End Users
- Leaflet: NHS Early Years LifeCheck for End Users
- Postcard – NHS Teen LifeCheck
- Postcard – NHS Early Years LifeCheck
- Document illustrating PSA targets mapped to NHS LifeCheck
- NHS LifeCheck planning form for completion by C4H lead

# Starting a local implementation



# Starting a local implementation



# NHS Mid-life LifeCheck



**Lunch!**



# **NHS LifeCheck Round Table Next steps**

**Roy Lambley  
Programme Manager – NHS LifeCheck  
Department of Health**