

Behaviour Change

Cheshire and Merseyside

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Behaviour change training

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National Updates

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 - [Prevention and lifestyle behaviour change](#)
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Behaviour change interventions have the potential to produce a significant impact on major causes of mortality and morbidity.

In order to navigate to the relevant information regarding behaviour change updates/policy documents/publications the topic area has been divided into five subsets: Cheshire & Merseyside, North West, e-Learning, Behaviour change training and National Updates.

Cheshire and Merseyside

The research in the report '[Behaviour change training delivered across Cheshire and Merseyside](#)' maps the programmes and explores processes whilst focusing on behaviour change training programmes which aim to develop the knowledge and skills of staff so that they are better equipped to help people change health-related attitudes and behaviour.

This research has resulted in the development of the document outlining [top tips for commissioners](#) and [practical pointers for training providers](#), as well as a best practice checklist for [behaviour change training programmes](#).

- [Smoking Behaviour - pledge scheme](#) - Central & Eastern Cheshire PCT
- [Breastfeeding](#) - Central & Eastern Cheshire PCT
- [Info Links Champions](#) - Central & Eastern Cheshire PCT
- [Next Steps Bag](#) - Central & Eastern Cheshire PCT
- [Stop smoking services for Polish migrants](#) - Central & Eastern Cheshire PCT
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[Wellness Services – Evidence based review and examples of good practice](#) The aim of this report is to bring together the available evidence base on models of provision that take a bio-psychosocial/holistic approach to health. Assessing mental wellbeing is also considered as part of the overall intervention. The report gathers the evidence regarding if and how this has been achieved in other areas

North West

[A review of the cost-effectiveness of individual level behaviour change interventions](#) This report focuses on interventions conducted at an individual level including brief advice, brief intervention and motivational interviewing, across different lifestyle areas, and considers the economic case for embedding behaviour change training into staff training across the health economy in the North West.

[“Utilising a Health literacy approach to health improvement in Ashton, Leigh and Wigan – Evaluation Report by the North West Public Health Observatory 2012”](#)

Workforce Legacy

E-Learning

The purpose of the programme is to support the ambition of making health everyone's business. The programme supports learning and development in behaviour change competence at level one and is designed to be used as part of a blended approach to learning and development in behaviour change. For a full brief on the E learning programme [click here](#).



How Can I Access Making Every Contact Count?

There are several ways in which access is being enabled:

- Open Internet Access: [is available here](#).
- Scorm Package for Internal LMS Delivery: For those organisations with their own e-learning platform and which can accommodate Scorm Objects, can request the package for internal delivery.
- In seeking to use this package for internal delivery organisations will be expected to periodically report key usage statistics.
- Access via the OLM – E-learning Functionality (NLMS): For North West NHS organisations the package has been placed on the regional server and can be linked for delivery through the OLM – E-learning Functionality (NLMS). Please contact vleadadmin@liverpoolch.nhs.uk for access to the URL.

Behaviour change training

[Summary report: Brief Intervention training or undergraduate nurses in Cheshire & Merseyside – A Three year evaluation report 2009–2012](#) The final evaluation report to assess the impact of a ChaMPs led project to embed brief intervention training into the undergraduate nursing curricula across Cheshire and Merseyside is now completed. The vision for the project was to ensure that newly qualified nurses deliver health messages as part of routine health care which were standardised and consistent and ultimately help to reduce the burden of ill health. [Click here to read the full report](#).

Project to add Brief Intervention Training into Undergraduate Nursing Curricula in Cheshire and Merseyside (2009-2012).

Outlined in key policy documents* the increasing level of unhealthy behaviours and the illnesses they cause represent a clear disease burden to the NHS and are estimated to cost the NHS in excess of £6billion a year.

The aim of the initiative was to add brief intervention training into the undergraduate nursing curricula to ensure newly qualified nurses deliver public health messages which are standardised, consistent and ultimately help in reducing the burden of ill health. Training will ensure that the nursing workforce of the future are empowered to support healthy lifestyles, around smoking, alcohol, sexual health, physical activity and healthy eating.

Workforce Legacy

This is a partnership between ChaMPs and four Higher Education Institutions (HEIs) and forms part of a wider programme of work lead by the health and wellbeing Alliance. The four participating universities are Chester University, Liverpool University, Edgehill University and Liverpool John Moores University. HEIs put aside intellectual property claims in order to produce a comprehensive standardised course. The collaborative planned, and is now delivering, public health brief intervention training as part of the undergraduate curricula of student nurses. All universities that train student nurses in Cheshire & Merseyside are delivering the additional training. A longitudinal evaluation of the project is being carried over three years and initial results from nearly 500 students indicate that student nurses at the end of their first year of training feel confident to undertake health promotion interventions on a range of lifestyle issues and understand the relevance of public health in their work.

The evaluation also showed that the students felt that training content and timing was right and 50% stated that a formal assessment should also be included.

The work has been presented and well received at an International nurse education conference (2010) in Sydney, Australia and there are already plans to expand the work across other universities in the Northwest.

National Updates

A Newly formed National Community of Practice group has been formed with support from the Health Inequalities National Support Team. The group is made of regional leads on Public Health workforce development / Behaviour Change and the purpose of the group is to lead a programmed approach for health gain through behaviour change. The group will use current learning and theories e.g. Mindspace to underpin work programmes including Quality Improvement Productivity and Prevention (QIPP) linked activity. Priority areas for shared work were agreed as: competences, training, evaluation and outcomes. Click for presentations held at the first meeting Jan 2011. Behaviour change interventions have the potential to produce a significant impact on major causes of mortality and morbidity. Several National policy documents, reports, reviews etc have been produced, see links below...

The House of Lords Science and Technology Committee report on Behaviour Change was published on 19th July. The report is the culmination of a yearlong investigation into the way the Government tries to influence people's behaviour using behaviour change interventions and concludes that a whole range of measures; including some regulatory measures; will be needed to change behaviour in a way that will make a real difference to society's biggest problems. The report concludes that using techniques alone are not likely to be effective.

Yorkshire and Humber

- [Yorkshire and Humber MECC Prevention and Lifestyle Behaviour Change: a Competence Framework](#)
- [Making Every Contact Count - Mapping against The Public Health Outcomes Framework 2012](#)
- [Prevention and Lifestyle Behaviour Change: A Competence Framework Mapped to the Public Health Responsibility Deal](#)

National Updates cont.

The new Behavioural Insights team in the cabinet office recently published a discussion paper that draws on insights from behavioural science and behavioural economics and shows ways in which health improvements can be made without resorting to legislation or costly programmes, applying behavioural insight to health. A number of new initiatives led by the Behavioural Insights Team have been announced in collaboration with other partners – including High Street chain Boots the chemist that rewards smoking quitters and a DVLA scheme aimed at increasing numbers of organ donors through a new prompted choice scheme.

[Kings Fund - Clustering of unhealthy behaviours over time Implications for policy and practice](#)

People's lifestyles – whether they smoke, how much they drink, what they eat, whether they take regular exercise – affect their health and mortality. It is well known that each of these lifestyle risk factors is unequally distributed in the population.

Less is known about how these behaviours co-occur or cluster in the population and about how these patterns of multiple lifestyle risk have been evolving over time. This paper considers this in the context of the English population and sets out the implications for public health policy and practice that flow from the findings.

It reviews the current evidence on multiple lifestyle risks and analyses data from the Health Survey for England on the distribution of these risks in the adult population and how this is changing over time.