



Champs
Public Health
Collaborative

Looking Back

2022/23

End of Year Highlights Brief

1st April 2022 – 31st March 2023



Chair's introduction

On behalf of the Champs Directors of Public Health. I am delighted to introduce the Champs Public Health Collaborative's end of year report highlights for 2022-23.

This year marks the 20th anniversary of the Collaborative, led jointly by Cheshire and Merseyside's 10 Directors of Public Health (DsPH) supported by their Local Authority teams and facilitated by the Champs Support Team hosted by Wirral Council.

What has been achieved together over the past two decades has only been possible because of the amazing public health family, past and present, and our excellent system partners. This highlights brief will focus on 2022-23 and includes a selection of our key achievements together.

Dr Matt Tyrer

Chair of the Cheshire and Merseyside Directors of Public Health Executive Board (2022-2023)
and Director of Public Health for Cheshire East

End of year key highlights

2022/2023

Champs DsPH leads a number of key public health programmes across Cheshire and Merseyside.

In 2022-23, an impressive £1.7m of external income was generated that has enabled the development of innovative solutions that aim to improve health and reduce health inequalities.

Highlights over the year include:

1

Tackling Alcohol Harm with hard-to-reach communities

We have worked with system partners to deliver special liver scans with some of our most hard to reach communities in a variety of settings including hostels.

A non-invasive imaging test called Fibroscan was used to detect potential liver damage and across the year 810 scans were performed and 18 frontline staff received special training in the use of the scanner.

Across these settings, detection of disease was in the region of 12% of all those screened (almost 100 individuals), with referrals to specialist services made, as appropriate.

810
Liver scans performed across the year



2

Policy into practice as Marmot recommendations included in key NHS system plans

Following the launch event of the All Together Fairer (ATF) landmark report in May 2022, the subregion's Integrated Care Board (ICB) and Integrated Care Partnership (ICP) have adopted the key recommendations made by Sir Michael Marmot's team into new policy documents, including the ICB and ICP Plans.

ICB and ICP adopt key recommendations



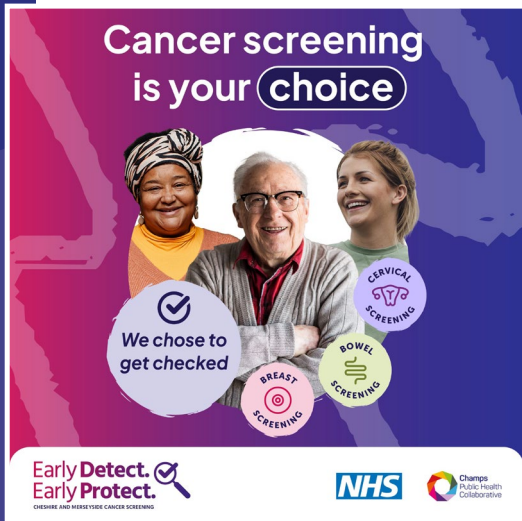
3

Improving Cancer Screening uptake

Eight special cancer screening coordinators worked in local places to help encourage uptake of screening for breast and bowel cancer.

This included text message reminders and telephone calls. There was an estimated 5.9% increase in participation by women invited to book an appointment for breast screening who hadn't responded.

A digital toolkit to support frontline community healthcare staff was also launched in January 2023 with the aim to empower everyone from GPs to community nurses, community professionals and volunteers so they can start more early conversations about screening with the people they see every day. The toolkit received 1,833 page views from its launch on 31st January 2023 until 31st March 2023.



5.9%

increase in women booking breast screening

4

Award-winning winter health campaign

With partners, we delivered an award-winning winter health protection campaign which aimed to lower the spread of infectious disease.

It encouraged people to carry out simple behaviours, such as, washing hands, sanitising surfaces, covering faces when coughing or sneezing, and keeping your distance from others when unwell.

The campaign called Simple Things was based on insight from local people. It gained 42 pieces of national and international coverage including a feature on This Morning and reached a total audience of 752 million people. The project evaluation showed evidence of changes in behaviour as four out of five people from a research group of 500 people who had seen the campaign are now washing their hands more and sanitising surfaces.



Simple Things campaign reached a total audience of

752M

5

Health kiosks in supermarkets

Thanks to funding secured in 2021 through the national NHS England, Cheshire and Merseyside Wellpoint Kiosks have featured in accessible public places like supermarkets and have been well liked by communities.

The kiosks have been freely available to the public to measure blood pressure, weight, body mass index and other metrics. The kiosks also provide an estimate of risk of developing cardiovascular disease, including heart attack and stroke in the next 10 years.

They have made a real difference across the subregion engaging more than 12,000 people and carrying out over 5,600 tests of which 29% (1,624 individuals had high blood pressure) and nearly 4% (212 individuals) had very high blood pressure. More than 80% of users who engaged in feedback also reported that they were 'very likely' or 'likely' to modify their lifestyle following their results.



Kiosks engaged more than
12,000
people with 5,600 tests carried out

6

Innovative COVID-19 Pilot brings extra resources to Cheshire and Merseyside

We were able to secure investment from the Department of Health and Social Care (DHSC) to help improve contact tracing and tackle the COVID-19 pandemic.

The innovative pilot was commenced across Cheshire and Merseyside in August 2021 and completed in the summer of 2022. This provided additional capacity collectively and locally, funded communications campaigns and training for staff.

Ipsos Mori evaluated the national pilots and concluded that 'The programme can be considered to have generated value for the Cheshire and Merseyside'.



The pilot provided additional capacity collectively and locally, funded communications campaigns and training for staff

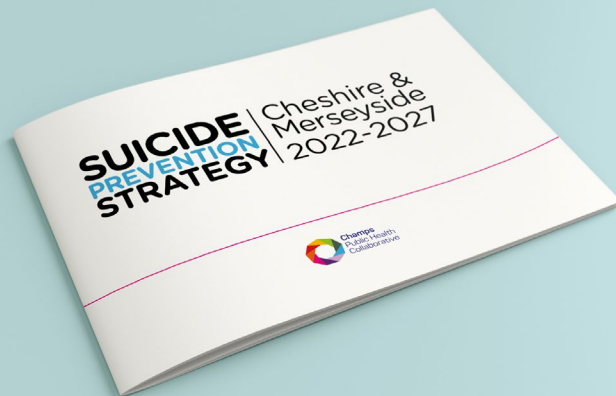
7

Lived Experience Network help to create a new Cheshire and Merseyside Suicide Prevention Strategy

Preventing suicides and supporting those with mental health issues is a key priority for Champs Directors of Public Health.

We launched the new five-year (2022 – 2027) Cheshire and Merseyside Suicide Prevention Strategy in November 2022 following extensive engagement and consultation, involving listening to those with lived experience, stakeholders and partners, to ensure that the priorities for action reflect their needs.

In addition, we are continuing to commission the Cheshire and Merseyside support service for those bereaved by suicide, offering one-to-one support from an Amparo Liaison worker.



We launched the new five-year (2022 – 2027) Cheshire and Merseyside Suicide Prevention Strategy in November 2022

8

NHS pledges to focus on prevention

We have commissioned the development and implementation of an NHS Prevention Pledge for all 18 provider Trusts in the subregion, in partnership with the Population Health Board.

At the end of March 2023, the NHS Prevention Pledge had been adopted by seven Trusts with the remaining 11 working towards adoption of the Pledge.



NHS Prevention Pledge for all

18

provider Trusts in the subregion

9

Collaboration with the King's Fund

On 6th October, Champs DsPH and senior public health leaders from local teams together with representatives from the Office for Health Improvement and Disparities, the UK Health Security Agency and NHS England were joined by colleagues from The King's Fund for a strategic leadership session to reconnect as a public health family and look at strengthening sub-regional public health system working.

Following significant organisational change and the COVID-19 pandemic, the workshop gave an opportunity to learn from national examples presented by The King's Fund and consider current challenges and opportunities for the local system.



The King's Fund join senior leaders to strengthen public health system working

10

Skilling up our workforce

We continue to develop and deliver high quality Continuing Professional Development (CPD)/learning events that provide enhanced learning for public health colleagues as part of their ongoing CPD and support public health learning for the wider workforce.

Over the year, the CPD programme events were attended by a total of 1,907 delegates and covered a wide range of public health topics.

In addition, a wide variety of training was delivered across the year including the Introduction to Health Protection CPD four-week course with 68 candidates taking part, Self-harm Prevention training (169 trained), Suicide Bereavement Training (24 trained), Suicide First Aid sessions (200 trained), Living Works START suicide prevention training (31 trained), Alcohol: IBA Training with 16 Housing Association frontline staff trained. Training was also delivered to Alcohol Care Teams and Clinical Networks through a series of events with a 156 individuals attending.



1,907

delegates attended CPD events



Champs
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Looking forward to the future

We have agreed key priorities for the Collaborative across 2023/24 and you can read more about these [HERE](#)

For more information about the Collaborative and what we do, visit our website:

[🌐 champspublichealth.com](https://champspublichealth.com)