

Salford Together Development of a network of Well-being Champions



Lessons Learnt Report February 2015 – December 2015

Salford Together is a partnership between Salford City Council, NHS Salford Clinical Commissioning Group, Salford Royal NHS Foundation Trust and Greater Manchester West Mental Health NHS Foundation Trust.

Introduction

Salford is working on an integrated care approach to supporting older people to live health, active lives. <http://www.salfordtogether.com/>

Salford Integrated Care for Older People

To work towards achieving the aims of the ICfOP (delivering better care outcomes, improving the experience of service users and carers and reduce care costs). There are three component parts of the programme to deliver:

- Promotion and increased use of **Local Community Assets** to support increased independence and resilience for older people
- Establishment of an integrated **Centre of Contact** to support navigation, monitoring and support
- Establishment of **Multi-Disciplinary Groups** supporting older people who are most at risk, as well as a providing a broader focus on prevention and signposting to community support

Community asset model:

- An Age Friendly City – ***the commitment of the city to support older people to stay healthy and well.***
- Age Friendly Standards and well-being plans- ***the commitment by older people to support their own health and well-being.***
- A set of tools developed by and for older people based in local neighbourhoods – ***the commitment of community and deliverers to support older people to stay healthy and well***

Background

In 2014 The Community Asset element of the ICfOP established a Community Asset Work Stream Project Group (CAWSPG) to develop, implement and oversee this integrated model of working. The group meets monthly and monitors the work plan developed along-side looking at new approaches to supporting an asset based approach to supporting older people live health, happy and independent lives.

Community asset work stream project group membership

The work stream includes a wide range of partners including older people, Salford City Council, Salford University, Housing providers, Local Businesses, Charities, Social Enterprises, and Third Sector organisations, all working across a number of areas including housing, volunteering, befriending and Leisure and Health Improvement connections.

This report provides details of the work carried out through the CAWSPG to develop a community asset approach to one element of the Community Asset Model:

Age Friendly Standards and well-being plans- the commitment by older people to support their own health and well-being.



During 2014 the CAWSPG worked with older people to develop a set of standards and a well-being plan which could be used by older people to help them better manage their own health and well-being. The plans follow the five ways to well-being and can be completed by individuals either on their own, in conversation with others or in a

group. It is hoped that by completing a well-being plan individuals will focus on what is important to them – looking at what they would like to do or use to do and start to take part in activity within their neighbourhoods. This could range from meeting friends for a cup of tea, to learning a new skill or getting involved in some volunteering.

Five ways to well-being

Connect: with the people around you. With family, friends, colleagues and neighbours. At home, work, school or in your local community. Think of these as the cornerstones of your life and invest time in developing them. Building these connections will support and enrich you every day

Be active: go for a walk or run, step outside, cycle, play a game, garden, dance. Exercise makes you feel good. Most importantly discover a physical activity you enjoy and that suits your level of mobility and fitness.

Take notice: Be curious, catch sight of the beautiful. Remark on the unusual, notice the change in seasons, savour the moment, whether you are walking or working, eating lunch or talking to friends. Be aware of the world around you and what you are feeling. Reflecting on your experiences will help you appreciate what matters to you to.

Keep learning: Try something new, rediscover old interest, sign up for a new course, take on a different responsibility at work. Learning new things will make you more confident as well as being fun

Give: Do something nice for a friend, or a stranger, thank someone, smile, volunteer your time. Linking to the wider community can be incredibly rewarding and create connections with the people around you.

Project delivery

Between February and December 2015 work was carried out to build on the well-being plans which had previously been developed through a community engagement process working with older people.

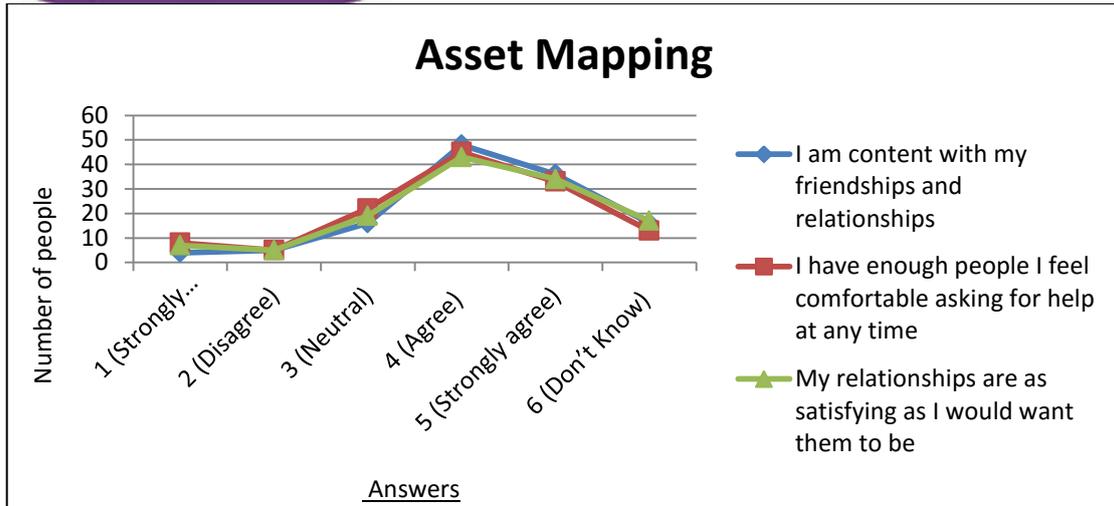
Role of Salford Together Community Asset Development Worker



In January 2015 a Salford Together Development Worker was recruited to go out into the eight neighbourhoods of Salford, **East Salford, Eccles, Ordsall and Langworthy, Swinton, Worsley and Boothtown, Claremont and Weaste, Irlam and Cadishead, and Little Hulton** to map out what local community assets there were for individuals to engage with, for instance, bowling clubs, arts and

craft groups, sewing groups. The development worker initially started visiting community groups and talking to individuals who accessed these local assets about why they attended the groups and how they felt whilst they were there.

The development worker found out that you have to build a relationship with the group and therefore had to visit on a number of occasions to build up relationships with people and understand what was important to them.



To ensure these visits started to help to build up a picture of how and why people attended the development worker used a set of three tools:

- Loneliness and isolation questionnaire
- Malnutrition Quiz
- My Wellbeing Plan.

Between February 2015 and December 2015

- *Wellbeing Plans Distributed (435)*
- *Malnutrition Quizzes completed (133)*
- *Eat Well booklets distributed (500)*
- *Loneliness and isolation Questionnaire's completed (178)*

- **43%** of older people asked thought it was natural for older people to lose their appetite
- **41%** of older people asked thought malnutrition is all about the starving children in Africa

Loneliness and Isolation Questionnaire

This questionnaire is aimed at making older people think about how connected they are to their communities. There are 3 questions asked and the results are listed below.

Questions	Collective Results
<ul style="list-style-type: none"> • What motivates you to get up in the morning? • What makes you feel good? • How do you find out about things? 	<ul style="list-style-type: none"> • like to be involved in activity and events to help their well being • like to find out about things by talking to other people and being social connected



The development worker would have conversations with people explaining what the well-being plan was about, at this stage it was found that some people would take an interest in the plan and others were not interested at all.

Over time, individuals and groups got to know the development worker and began to open up and talk about their life experiences which included their work history, what they used to do when they were younger, they talked about family and friends, and generally started to be

quite open about their lives. At this point the development worker would introduce the well-being plan again either through 1-1 sessions or small group work.



Case studies

The development worker had been doing some work in a sheltered housing scheme with a group where some individuals had completed the Wellbeing Plans, but Mrs X really wasn't interested so the development worker politely said that perhaps this wasn't the right time and left it at that.

Mrs X is 86 and partially sighted. She came to the small group session that the development worker was facilitating; the group were discussing the wellbeing plans. Mrs X sat and listened while the other residents were filling in their wellbeing plans. The development worker asked Mrs X if she wanted to fill one in and Mrs X was adamant that it wasn't for her and she wasn't at all interested.

Recently, the development worker returned to the sheltered scheme where Mrs X completed a wellbeing plan. The outcome from the successful session was that Mrs X had always wanted to learn to play the piano or organ since she had been a teenager; during the session the development worker and Mrs X put a plan together in regard to Mrs X possibly buying a small table top organ in the New Year. Mrs X informed the development worker that it had been the right time for her to complete a plan as she felt more confident because someone was talking to her on a more 1-1 basis rather than within a group.

Mrs B attended an IT class at a local housing scheme. Mrs B explained that she had been anxious about attending the group but soon became confident and began to enjoy the sessions. During the course the development worker started to speak to the group about the Wellbeing Plans and explained what they meant. As the course progressed the development worker had a 1:1 with Mrs B about the Plan and she needed guidance on how to complete it. Mrs B completed her Plan and during the course she also met the Salford Together Volunteer Co-ordinator who asked her about volunteering. Mrs B explained that she had only recently started volunteering for Salix for their Customer Performance Panel and had been asked to be a judge for their Broughton In Bloom competition. She said she was enjoying the new experiences that volunteering and the Tech and Tea course were giving her. Mrs B was asked whether she would consider volunteering as a Wellbeing Champion to help promote the Wellbeing Plans. Mrs B said she thought the Plans were a good idea and she would be interested in becoming a Wellbeing Champion. When Mrs B was later asked whether she had completed the Plan she explained that she had and had also taken it to show her GP when she had her annual MOT! Mrs B has said that she thinks the Wellbeing Plan has been very important for her as she cares for husband but now realises that she has to think about her own wellbeing and staying connected. Mrs B has become a Wellbeing Champion in her local area of Broughton.

What have we learnt?

Focus Groups

In November 2015 we invited a group of 5 older people who had been part of the initial well-being plan work to come along to a focus group. This would help us to understand how people felt about well-being plans and if they could really make a difference to people's health and well-being.



Of the 5 older people who attended the session:

- 1 person had not filled in their plan - *Because she had mislaid the one that had been given at an event she had attended early in the year. She said that she was definitely going to fill the plan in because she was going to learn to swim so needed to write it in her plan.*
- 4 had completed the plan

What people told us?

Q. How did you hear about the wellbeing plan?

- Through a CVS/Volunteer Centre Salford event.
- Through attending a computer class.
- Attending one of the Charlestown forums.

Q. How did you completing your well-being plan?

- With my group –was easy, made me think
- With Andrea 1-1 - was easy/simple
- At an event guide wasn't easy to use was confusing, the questions made me think about learning something new, ways of becoming more mobile

What did you like about the well-being plan?	What did you not like about the well-being plan?
<ul style="list-style-type: none"> • The colour, • That it had shelf appeal • Language was appropriate • Fit for purpose • Bold font • Straight forward • Concise • No Jargon 	<p>There weren't many points to make about this question</p> <ul style="list-style-type: none"> • The guide was very confusing but could be helpful to use the guide when wellbeing champion or appropriate person delivers the plan.

Q. How you used the plan?

- It has made me recognise that I need to do more for myself/wellbeing
- I took the plan to my GP found no point in taking it there couldn't get passed the gate keeper practise manager/receptionist.
- Made me think about getting things done just do it.

Q. Have you done anything different?

- I now go to the gym
- I now eat more fruit
- I now make more time for myself
- I now walk more
- I now take time to learn new things such as being creative/computers

Q. Have you shared your wellbeing plan with anyone?

GP	Family	Friend	Health Improvement Team	Salford Community Leisure
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Q. How would you rate the Well-being plan.

Very good	Good	OK
3	2	0

Developing a network of well-being champions

In order to build on the initial work carried out by the development worker in raising the awareness of well-being plans and the role they can play in helping people think about what they could do for themselves to stay health and well there was a need to increase the capacity of people who could go out into their own neighbourhoods and promote the role of the well-being plans.

Initial training took place with key delivery services across the city to raise awareness and encourage use of the plans as a conversation tool when talking to people about their health and well-being. Tests of change were also arranged within sheltered housing schemes and talks were given to housing managers. Whilst this initial work raised the awareness of the plans it did not have the positive impact of more older people completing plans.

Through work with the now recruited volunteer coordinator and the development worker there was an opportunity to work with the initial older people who had completed well-being plans and test out the development of a network of well-being champions (people who would have the skills and knowledge to talk with others and help them complete their own well-being plan either in their own group, neighbourhood or at community events)



Wellbeing Champion Volunteer recruitment

Areas where we have recruited current volunteers are:	Areas where we have not recruited volunteers yet are:
<ul style="list-style-type: none"> ➤ Little Hulton, Winton, East Salford – we currently have small teams in these areas. ➤ Worsley, Wardley, Walkden, Langworthy, Eccles, Broughton, Ordsall, Swinton, Pendleton – we have small numbers of volunteers in these areas and need to expand and develop teams 	<ul style="list-style-type: none"> ➤ Irlam, Cadishead, Boothstown, Pendlebury, Claremont /Weaste
<p>We have recruited a volunteer from outside Salford who spends a great deal of time with family in Salford and is a very active volunteer. We plan to recruit a larger team in Langworthy in January when we are inviting potential and interested volunteers to training at Langworthy Cornerstone. This will be replicated in other areas of Salford as we develop greater networks within those areas.</p>	

The volunteer co-ordinator and development worker recruited volunteers as wellbeing champions via the Volunteer Centre Salford, University of Salford, Salford Royal, and by direct community engagement. It was important to recruit a variety of ages and backgrounds to ensure a broad and diverse spectrum of volunteers.

Direct community engagement was very successful in terms of recruiting older people. It is necessary to take the time to build relationships with older people in communities in order to motivate, support, and nurture their journey into formal volunteering. The volunteer co-ordinator and development worker visited older people`s community groups, sheltered housing schemes, and events which attracted older people, for example, Salford Royal Open Day, and the Citizen and Patient Panel event.



Once recruited, volunteers were invited to an initial training workshop which explained the well-being plan and the wider context of Salford Together. If volunteers were interested in becoming wellbeing champions they were then invited to a further training workshop which discussed the volunteering role in greater depth and prepared volunteers for managing difficult conversations that the well-being Plan may produce.

After completing both training sessions, volunteers were asked to sign up and state where and how often they wished to volunteer and within what kind of environment, for example, within their local community or across Salford; at Gateways or at local community groups or large events.

It was important that people were supported to volunteer at a level at which they felt confident, and sometimes this initially involved buddying them up with other volunteers. For example, a 64 year old volunteer initially felt more comfortable volunteering alongside her 50 year old friend; they volunteered as well-being champions at a Salford Community Leisure postural



stability exercise class. However, the older volunteer soon felt more confident to volunteer at a public event at Salford Royal Hospital without her friend.

With older people it was particularly important, in terms of successful recruitment and retention, to ensure they were not being asked to take too much on, for example, suggesting that they start as wellbeing champions within the groups they already attended. Successful recruitment involved explaining that being a wellbeing champion was a role that could be undertaken alongside, and in addition to, their current volunteering. For example, an 83 year old volunteer felt she would prefer to be a well-being champion at her local church and at the curling group she attended, but would consider hospital events if she was well and available.

Case Study:

The volunteer co-ordinator visited a coffee morning event at Swithun Wells Court in Little Hulton. Swithun Wells is a retirement/sheltered housing scheme managed by St. Vincent's Housing Association. The warden of the scheme had initially contacted Volunteer Centre Salford in regard to recruiting volunteers for the scheme's garden. The warden was also keen to develop the communal lounge as a community hub.

During the coffee morning, the volunteer co-ordinator discussed volunteering with a group of older women who lived near the scheme. The women were in their seventies and were interested in finding out more about the well-being plans and about becoming well-being champions, and they agreed to attend a training workshop.

The group of 3 women attended the initial training workshop which was held in the communal lounge of Swithun Wells. The initial training workshop with the Salford Together development worker and volunteer co-ordinator involved explaining the aims of Salford Together and introducing the Wellbeing Plan. One of the women was very motivated and immediately understood the plan and the volunteer role; the second woman understood some of the plan and the role but was not confident; the third woman seemed confused about the plan and the role. We spent some time clarifying why the plan and the champions were important to local Salford communities. We agreed that the women would think about where in their local community they would like to volunteer. We agreed to meet for the second training session which would involve an introduction to volunteering and how to manage difficult conversations.

All 3 women attended the second training workshop which was very successful and which highlighted the wellbeing needs of the volunteers. The very motivated volunteer had thought about her own wellbeing as a result of the first training workshop and felt that she needed to make more time for herself; the second woman seemed a lot more confident in herself; but the third woman was still a little confused about the plan and how it would help very isolated older people. The woman gave her neighbour as an example and it transpired that she was volunteering a lot of her time as a good neighbour but this was having an impact on her own wellbeing. The group discussed the issues which gave good examples of managing difficult conversations and planning better wellbeing.

At the end of the second workshop the women felt that the session, including their own experiences, had given them greater insight into the effectiveness of the well-being plan as a tool. They also felt more confident about volunteering and managing issues that may arise when talking to people about the Plans.

The women wanted to volunteer together as a group and thought that if one of them could not volunteer then there would still be 2 volunteers to take the tasks forward. Staff felt it was important that the women were involved in the planning of where they would volunteer as this gave them ownership of the tasks and would develop them as a team.

Case Study – Bev aged 65 years

Bev cares full-time for her husband who has dementia and is also a full-time Carer for her grandson who has mental health problems. Bev used to work as a Carer and was a team leader with experience of palliative care, and she was also a Dementia Champion and finds her knowledge and skills are useful when she is volunteering as a Wellbeing Champion. Bev says: **“My skills are good for having conversations with people about their wellbeing.”** Bev retired 3 years ago and explains that volunteering is beneficial to her own knowledge as she can learn about changes to the health service:

“Things have changed since I retired but when I volunteer at events, such as at the hospital, I can stay up to date with what’s going on in the care sector.”

Bev became a volunteer for Salford Together after hearing about the well-being plans through a friend. Bev wanted to find out more and agreed to attend an initial training workshop which explained the purpose of Salford Together and the well-being plan. Following this, Bev attended a further training workshop and completed a well-being plan for herself which she found useful for thinking about her own wellbeing as a Carer.



Although Bev is actually helping other people through being a well-being champion, she views her role as an activity which helps her by giving her time away from caring, but remaining active doing something she enjoys: **“It gives me me-time where I can continue to do the kind of task I enjoy. It’s given me my purpose back after retiring. I’ve got knowledge and am putting it back into use again. I feel useful and have a smile on my face when I go out the front door. I can step forward and do my bit.”**

As well as volunteering as a Wellbeing Champion at Salford Royal events, Bev also volunteers as a wellbeing champion once a week for 2 hours at a Postural Stability class.

Postural Stability: The classes are run by Salford Community Leisure and provide seated exercises for older people who have suffered a fall.

Bev meets and greets the older people who attend the class and during the refreshment break she helps them understand and complete their well-being plans. Bev especially enjoys talking to older people, and now that she is older she feels that peer support is very important. During the class, Bev joins in with the exercises as she finds this benefits her own health.

Through volunteering as a well-being champion, Bev is convinced about the importance of the well-being plan. Bev uses the well-being plan to map out the next 6 months which she thinks is more manageable as someone caring for a loved one with dementia; she has also supported her husband to complete his own well-being plan and says: **“It’s a good way to see what we’ve already achieved. We can go back and check what we said we’d do.”**

Training

Through the tests of change it has been possible to define the role of the well-being champion and develop a bespoke training package which includes the introduction to well-being plans and the volunteering as a well-being champion. The 2 sessions are delivered by the development worker and volunteer co-ordinator. Between November and December 2015, training numbers include:

- 17 Salford Together volunteers fully trained; 4 further volunteers require the second session to be fully trained.
- 15 volunteers are over 65 years.
- 5 introductory training workshops and 3 volunteer training sessions completed.
- 10 organisations received introductory workshop training, these include: Age UK Salford, Unlimited Potential, The Fed, Action on Hearing Loss, Langworthy Cornerstone, Bright Road community Centre, Winton TARA, Agnes Hopkins Centre, Salford Veterans Club, and Box of Tricks.

Volunteer placement

- 3 well-being champion volunteers currently attending Salford Community Leisure Postural Stability and Step Up exercise classes on a regular basis



- 8 volunteers have completed 38 hours volunteering as Wellbeing Champions since September 2015. These are a mixture of events including SCL exercise classes, hospital and citizen engagement events, neighbourhood funded events, and presence at local community groups.

Planning for 2016

The plan for 2016 is to:

Conduct 2 initial training sessions in January which should attract 10 more organisations; 5 organisations have already booked on one of the training sessions in January, these include the Gaddum Centre, Aspire, Social adVentures, Dementia Carers` Group, and Friends of Ordsall Park.

- Training at Langworthy Cornerstone on 22/1/16 which will include organisations and volunteers (max 15 people).
- Training at Innovation Forum on 28/1/16 which will include organisations and volunteers (max 15 people).

Plan dates for further training sessions for volunteers in February 2016 and to research areas elsewhere in Salford where can conduct training to recruit volunteers in targeted areas, for example, Irlam and Cadishead.

Plan recruitment events and/or open days for volunteers where they can meet existing volunteers from other areas.

Identify placement opportunities for volunteers including Gateways/Libraries, GP surgeries and within more local community groups. Plan with volunteers to attend local events in their communities and organise their own events if desired.

Facilitate further wellbeing plan focus groups to continue to learn what works and what we can improve on

Continual well-being champion recruitment and training throughout the year.

Start liaising with neighbourhood managers, and local groups to develop volunteer networks. Plan to develop a couple of areas simultaneously and then progress to other areas. In January 2016, will begin with Langworthy and Ordsall; develop network with Langworthy Cornerstone/GP surgeries/shops/Emmanuel Centre/St Lukes/Sheltered Housing schemes/Ordsall Library/New Barracks/St Clements/Community café.

Start work with Salford Health Matters to locate well-being champions in GP surgeries and deliver well-being training to receptionists in GP's

Start work on supporting the tech and tea programme by providing well-being champions/digital champions to help people complete their own well-being plans