Community Wellness Outreach Programme

A collaborative programme across Berkshire West

Reading specific Model

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Community Outreach Delivery Method

Through Health Inequalities funding from the BOB ICB for Berkshire West Place, a programme of NHS Health Checks delivered within community settings was agreed. Each of the three areas within Berkshire West; Reading, West Berkshire and Wokingham, have taken a slightly different approach to how these checks would be delivered, alongside some wrap around social prescribing, advice and wellbeing support from community sector providers, such as debt advice and mental health support and much more. This update report will provide information about the delivery of the programme in Reading, and the outcomes for our residents who have been supported.

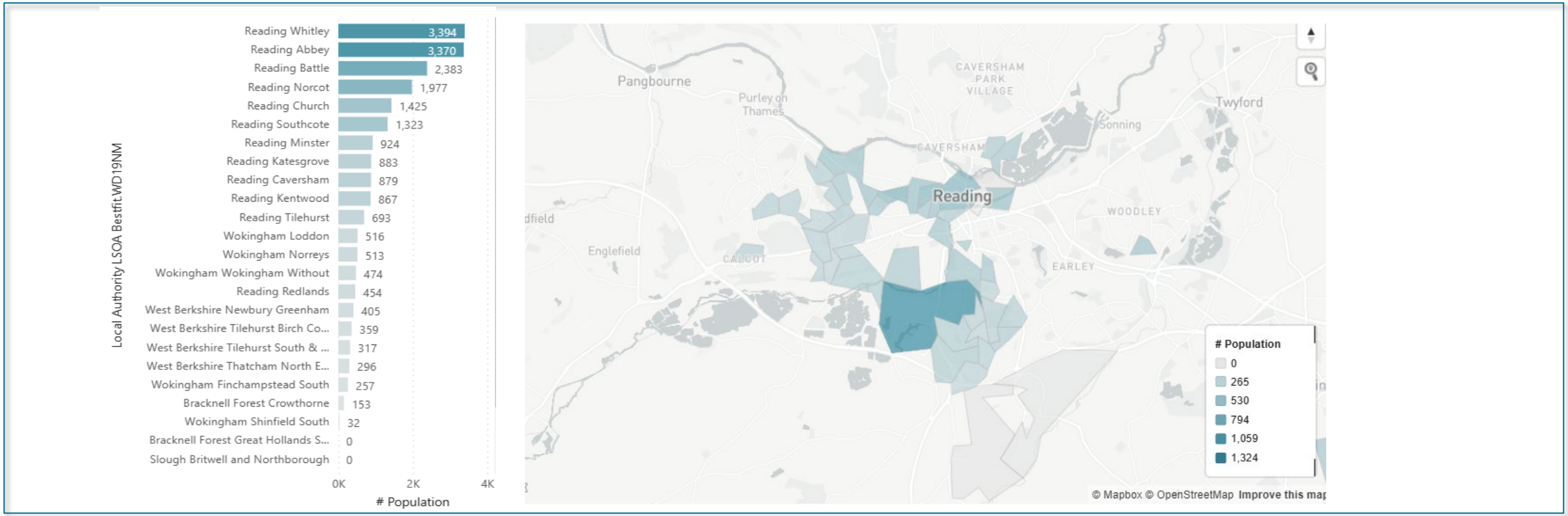
The collaboration with our Primary Care, Voluntary and Community Sector led by Reading Voluntary Action (RVA), and the Royal Berkshire Hospital's Patient Experience and Engagement Team (Meet PEET) service, *(who had a team of Nurses delivering a programme of mini-health checks, working with RVA, and upon which we developed the service model)* has been absolutely vital, and it is noted that there is a clear alignment of this project delivery model with the current review of the NHS 10 year plan which is proposing three key shifts to underpin future reform:

- Shift 1: moving more care from hospitals to communities
- Shift 2: making better use of technology in health and care
- Shift 3: focussing on preventing sickness, not just treating it

We have focused on priority groups (aligned with the Core20Plus5 model for addressing inequalities) in areas of deprivation and included other priority groups who may be more at risk of poor health outcomes.

Buckinghamshire, Oxfordshire and Berkshire West Integrated Care Board

READING: Eligible for NHSHC and NOT completed (Areas of Deprivation) as at the start of the project (2023/24). *(Ages 40 to 74)*



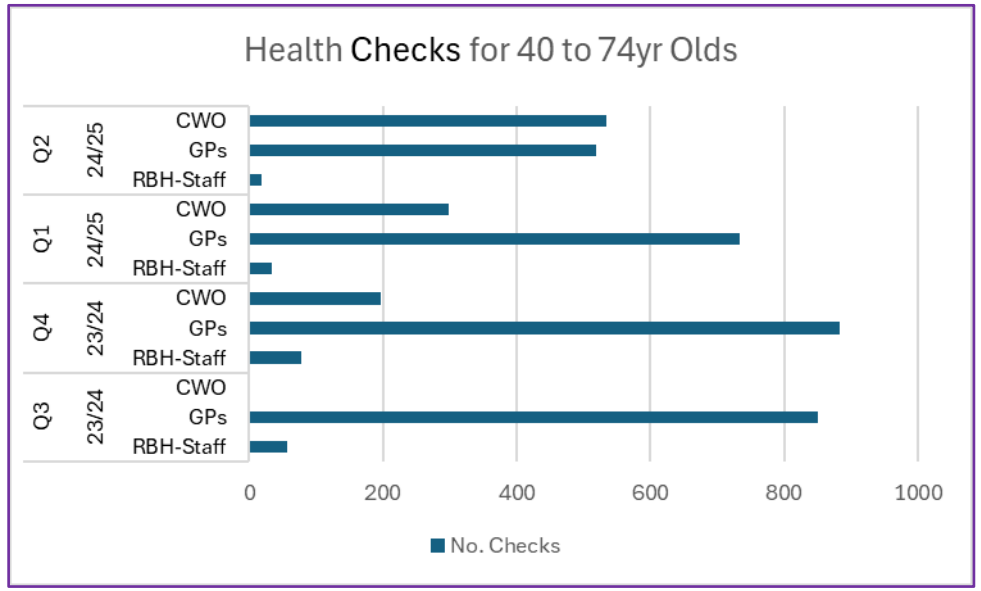
Key insights

- Whitley and Abbey Wards have a greater number of residents eligible for an NHSHC but have not completed it living in Deprivation deciles 1-4.

Data for Berkshire West

CONNECTED CARE

Health Check Data (Reading)



- In 2022/23 the number of NHS Health Checks was low, and this was a driver for taking a different approach through the investment from the Health Inequalities funding, which started in 2023/24. The Universal NHS Health Check is delivered to people aged between 40 and 74 years of age, who have not had a check within the previous 5 years.
- We have extended the age group range that we see for the Community Wellness Outreach (CWO) sessions to anyone over the age of 18 in Reading *(Note: of the checks completed in the community, only data on 40-74 yr olds is reported to the Office for Health Improvement and Disparities as part of the quarterly reporting to OHID]).*
- We also knew that there were people in our communities that did not attend a GP for a variety of reasons and may also be within the focused "Core 20 Plus 5" group i.e. "Those identified in System Insights as being on any of the following lists; Homeless, learning disability, left military service, refugee or asylum seeker, released from prison, requires support to communicate, social isolation", we have also included people who are unpaid carers for the CWO sessions.

Data for 2023/24, shows that 4,526 NHS Health Checks were provided to eligible people in Reading, which represents just over 10% of the total eligible population. This compares favourably with the previous year, when only 2,502 Checks were provided, representing 6.0% of the eligible population.

In addition to the long-standing provision of NHS Health Checks in GP surgeries, the Community Wellness Outreach pilot has been raising awareness of cardiovascular disease in local communities and providing even more NHS Health Checks since December 2023 (1,172 to 40-74 yr old age group, as at the end of October 2024), and represents 25% of the total checks that were delivered in 2023/24 for this age group. **At the end of Q1 2024/25, and for the first time in any financial year since 2013-14, Reading have performed significantly better than the England average.**

Web page for calendar of events

ACRE, 344 Oxford Road, RG30 1AF
- How to find us: on Oxford Road, go through the blue gates underneath the old Battle Hospital sign.
- This hub is on the sky blue 15, sky blue 16 and purple 17 bus routes, bus stops Beresford Road and West
- Small car park on site.

The Atrium, Friar Street, RG1 1EH
- How to find us: enter the glass door to the café next to Greyfriars Church.
- Closest bus stops in town to walk to The Atrium are on Cheapside (Oxford Road) and Friar Street.
- Car parking: Broad Street Mall, Chatham Place

Coley Park Community Centre, 140 Wensley Road, RG1 6DW
- How to find us: enter through the double doors.
- This community centre is on the bronze 11 bus route, bus stop Coley Park House.
- A few car parking spaces are available on site, or park in nearby streets.

Hexham Road Community Centre, 1A Bamburgh Close, RG2 7UD
- This community centre is on the emerald 5 bus route, bus stop Corbridge Road.
- Limited parking available on nearby streets.

Reading Central Library, Abbey Square, RG1 3BQ
- How to find us: the library is on Kings Road. Use the stairs or the lift to the third floor, Community Place.
- Buses: closest bus stops in town to walk to the library are on Market Place and Kings Road.
- Car parking: Queens Road Car park, The Oracle.

Southcote Community Hub, Coronation Square, RG30 3BA
- How to find us: enter through the doors to Southcote Library.
- This hub is on the yellow 26 bus route, bus stop Coronation Square.
- There is parking available on nearby streets.

Call 0118 304 8841 if you have any questions.

Spoken translation is available when you call.

A video has been created to talk through the health check process: https://www.youtube.com/watch?v=Ap3HslN_B7U

Book a health check

- You can also walk in for an appointment. Waiting times may vary.
- New appointments become available all the time, so please check back soon if you would prefer to book in advance.
- Call 0118 304 8841 if you have any questions – spoken translation is available when you call.
- What's involved in the NHS Health Check
- Community Wellness Outreach main page

December 2024

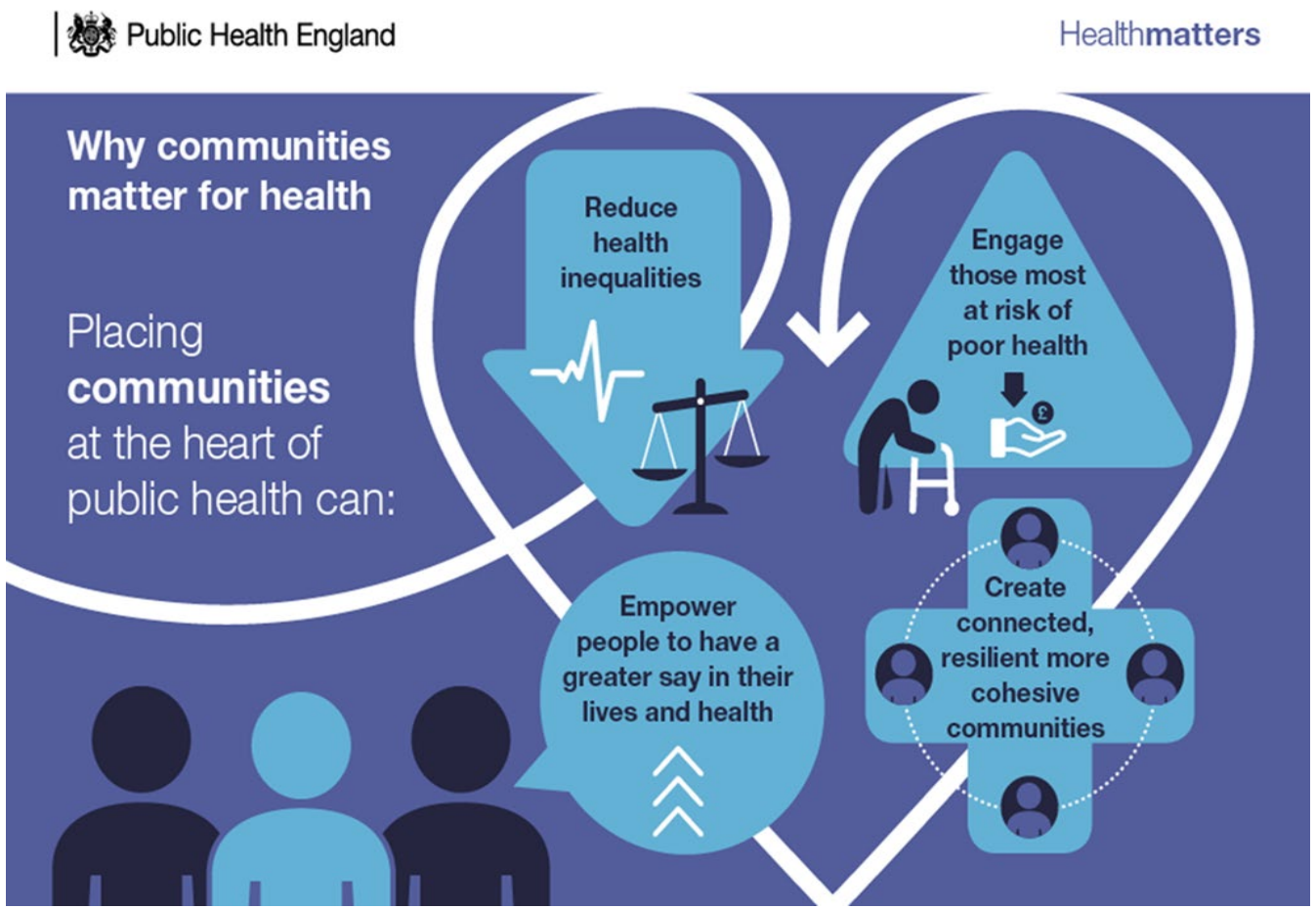
Mon	Tue	Wed	Thu	Fri	Sat
2	3 Reading Central Library, 3rd Floor, RG1 3BQ	4 The Weller Centre	5 Reading Central Library, 3rd Floor	6 The Atrium	7
9	10 Coley Park Community Centre Reading Central Library, 3rd Floor, RG1 3BQ	11 Whitley Wood Community Centre	12 ACRE Reading Central Library, 3rd Floor	13	14 Indian Community Centre 10am to 4pm

As well as the drop in option, letters / messages are being sent to eligible patients with a link to enable them to book an appointment at one of the regular sessions: https://booking.appointy.com/healthchecks

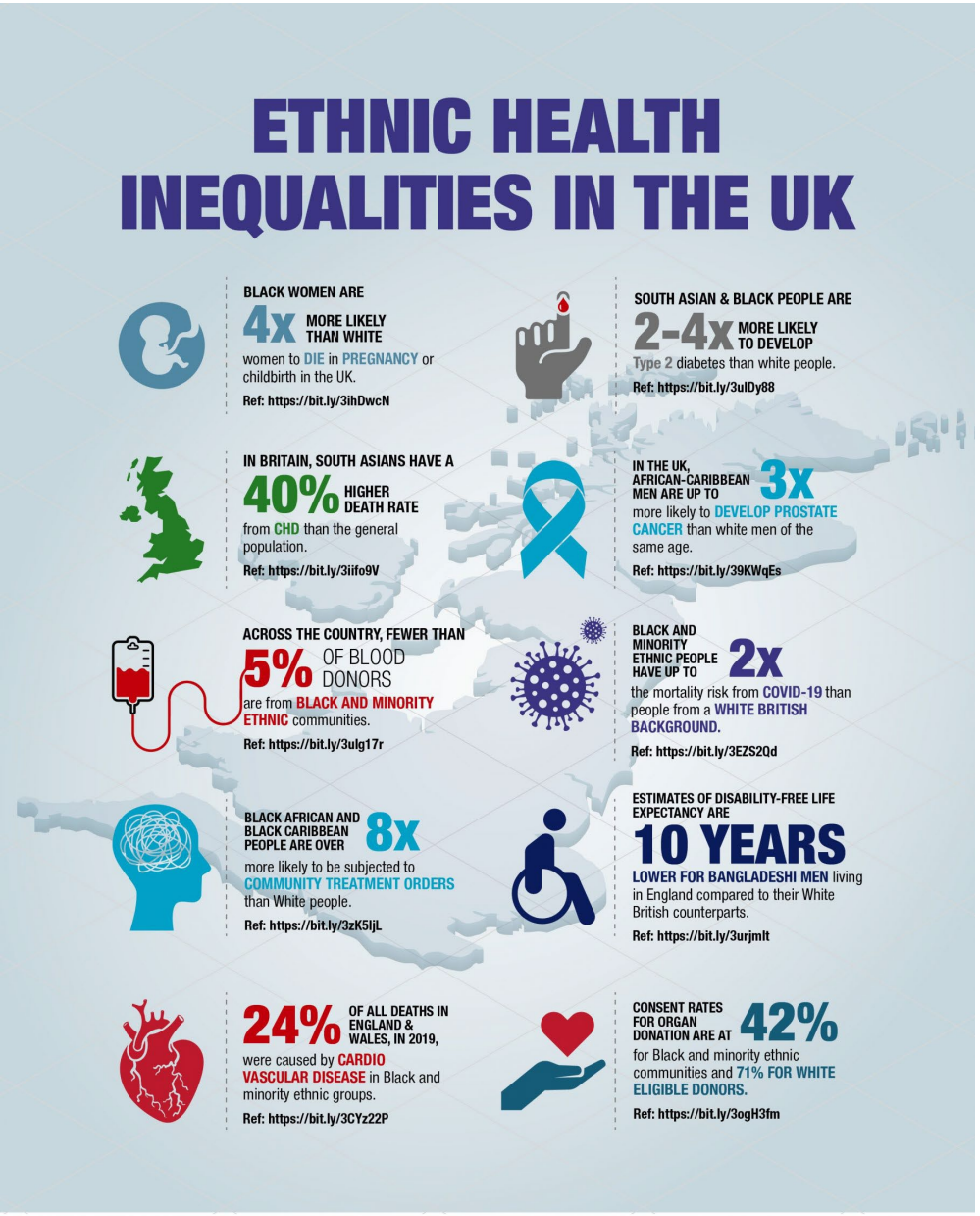
Info and clinic list: https://rva.org.uk/community-wellness-outreach/
Details of the health check: https://rva.org.uk/nhs-health-check/
Calendar of the clinics: Events in Reading – Community Wellness Outreach calendar – Reading Voluntary Action

Adopting the Public Health approach

It is all about improving access, experience and the health outcomes.



- The NHS Health Check data will be automatically fed into the GP records system, which will enable risk stratification through Connected Care on a person-centred basis, as well as a Population Health Management basis.
- Where someone is not registered with a GP, the programme team supports them to register.
- They will also be able to take away the outcomes of their check and this can either be delivered via a digital transfer or on a “results” card, whichever suits their needs best.



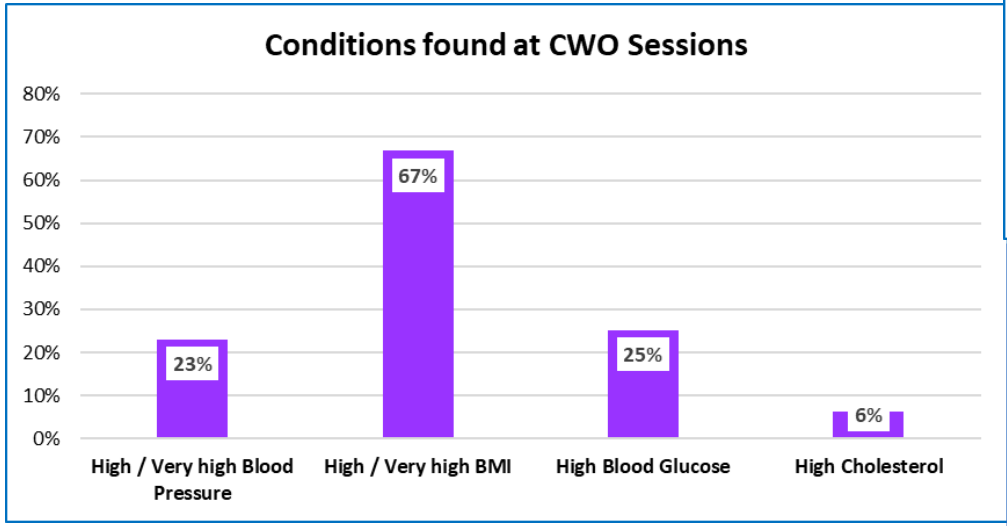
Data from the Race & Health Observatory (2021) indicated that:

- South Asian and Black people are 2 to 4 times more likely to develop Type 2 Diabetes than White people
- 40% of South Asians have a higher death rate from Coronary Heart Disease than the general population
- 24% of all Deaths in England and Wales in 2019 were caused by Cardiovascular Disease in Black and minority ethnic groups.

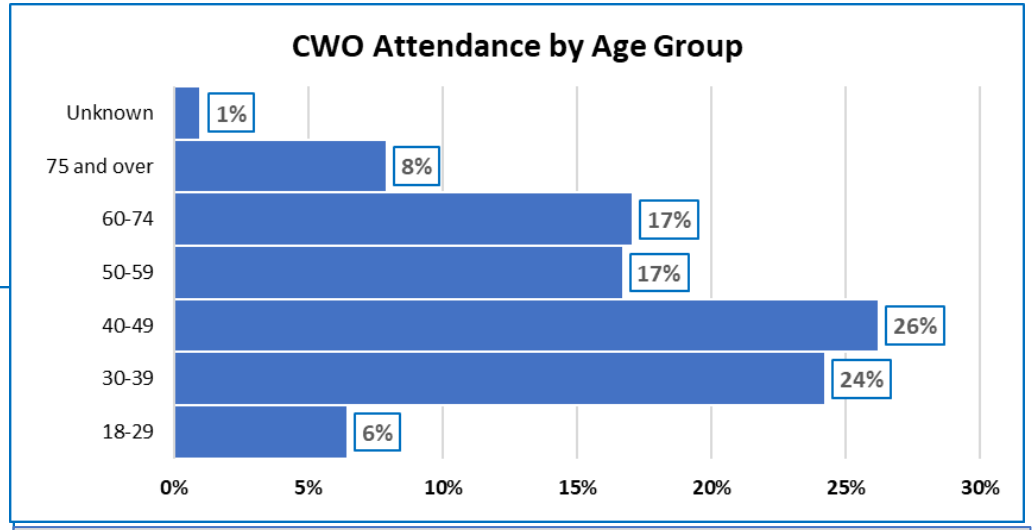
Reading's Progress so far...

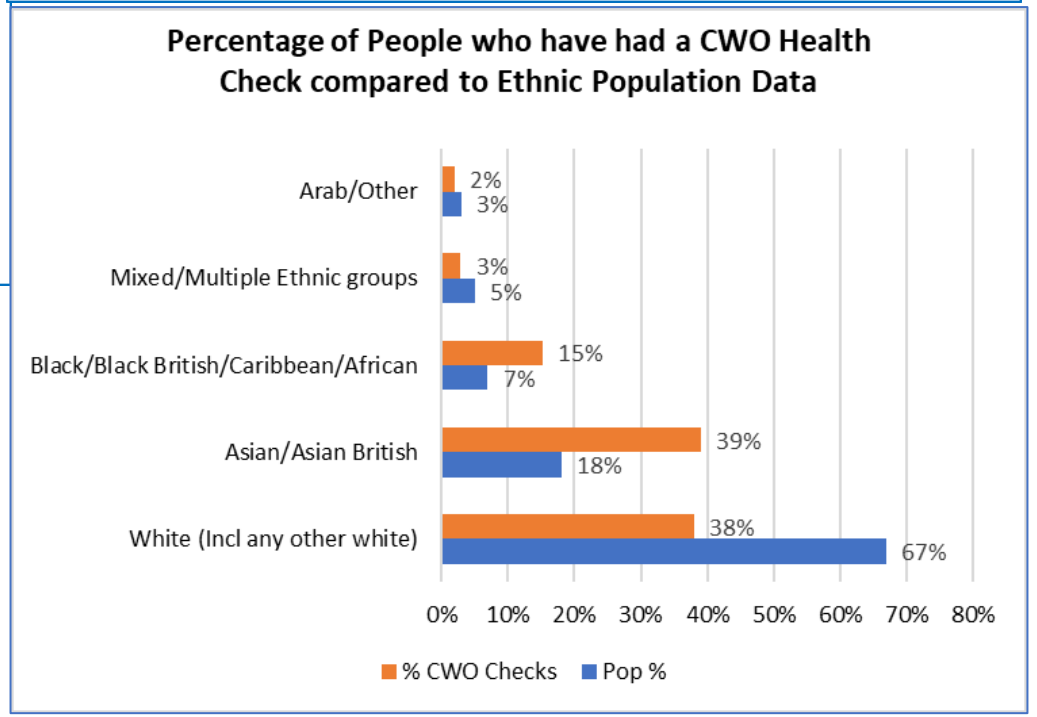
- 23% of people had High or Very high Blood Pressure
- 67% had High or Very high BMI.

Note: Percentages do not total to 100% because some people had more than one health risk identified.



- **2,214 people seen (over age 18) in Reading as at the end of November 2024 out of a Target of 5,200 by end of June 2025 (42%).**
- **Approx. 38% of bookings following GP messaging, remaining bookings as a result of community engagement and word of mouth.**
- There was a significant increase in October in appointments booked by people from RG1 area



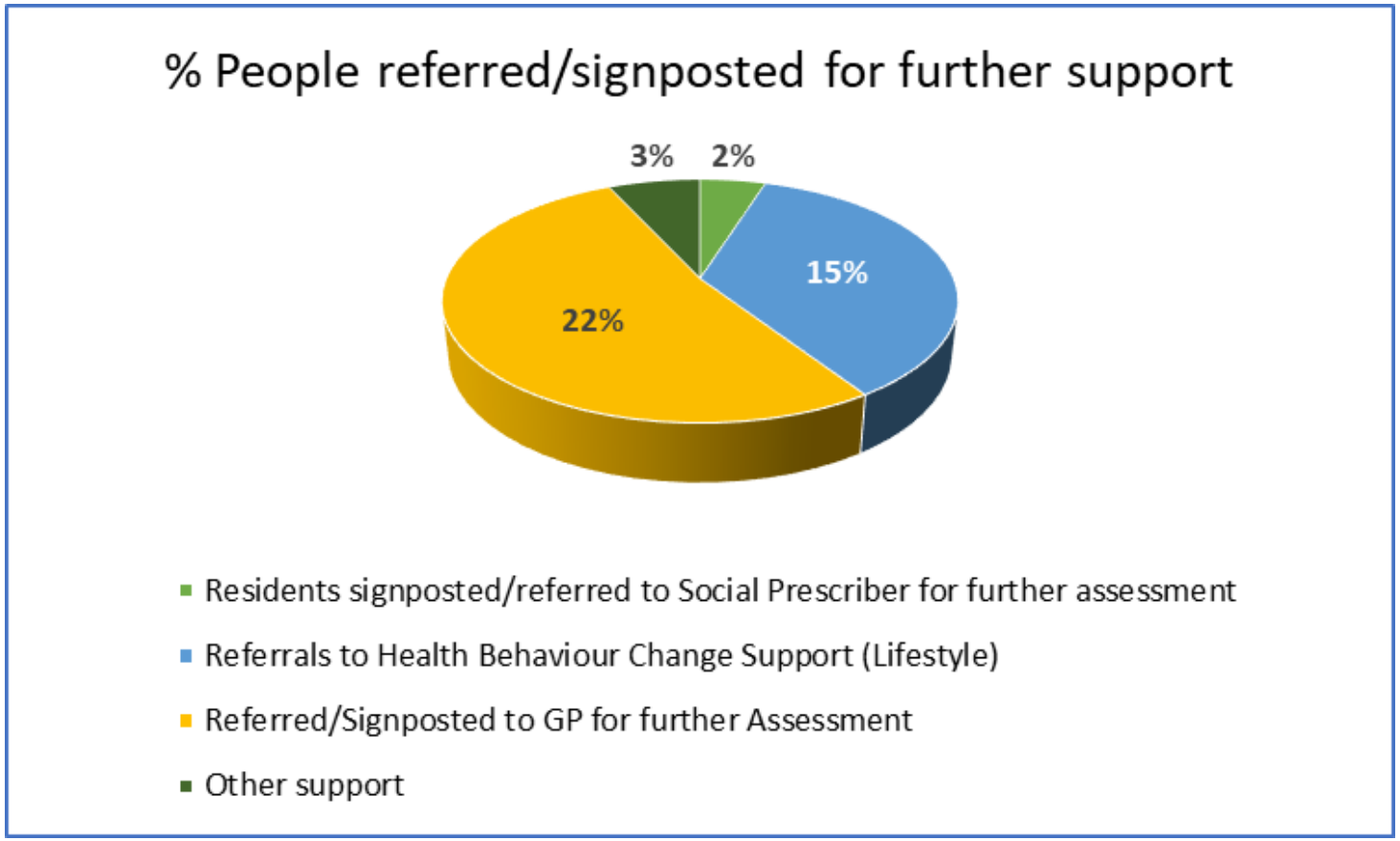


38% were outside the usual age range (40-74) for NHS Health Checks

- 8% aged 75+
- 30% below aged 40

- 59% of people attending sessions are from ethnically diverse backgrounds and 54% of people were from an Asian or Black ethnic background, and higher than the population % of those groups in Reading as a whole.

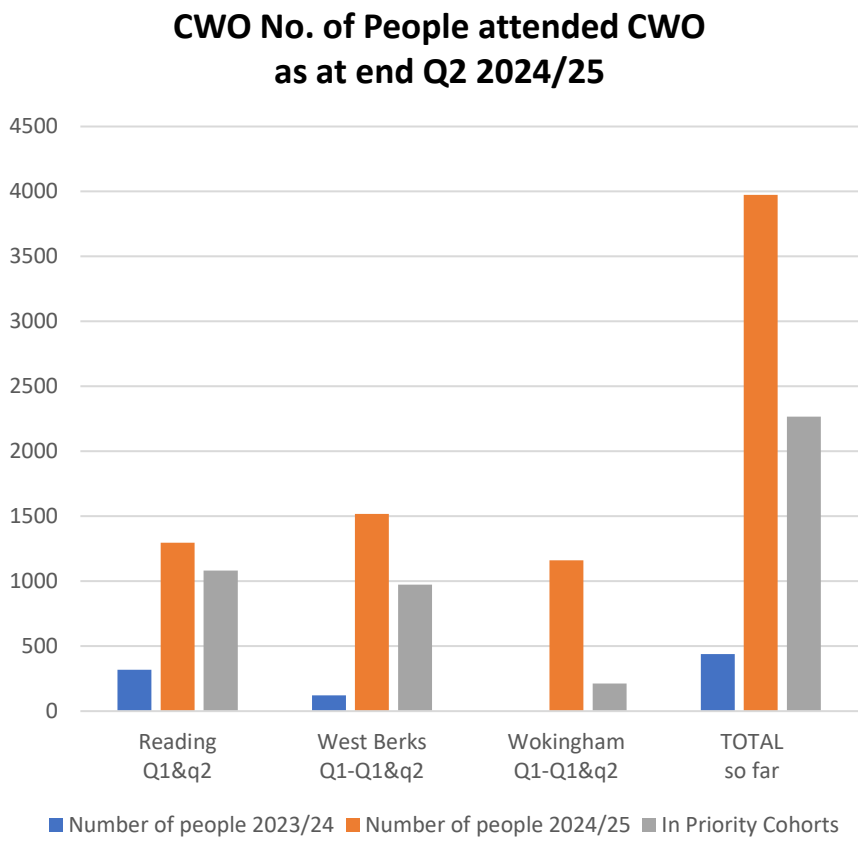
Onward referrals



22% of people are referred back to their GP for follow-up, and where required support is provided to register with a GP or to book an appointment, including urgent on the day requirements.

Other referrals: Carer's Partnership and Carers Monthly drop in. Refugee support and Food provision, Communicare, Art and Craft, ADHD and Autism services, Bereavement counselling, Samaritans, Reading Community Learning Centre (RCLC) classes, English learning classes, Volunteering appointments and queries with RVA.

Berkshire West Activity – Number of people who attended the Community Wellness Outreach sessions as at end Q2 2024/25



26 people who are registered within a non-Berkshire West GP practice (out of area) attended Community Wellness Outreach sessions.

20 people who attended Community Wellness Outreach sessions are not registered with a GP practice; of these 20 were supported to register with a GP.

36% of people have accessed the health checks by booking in and the remainder by drop-in sessions.

Total number of people attending: 3610 (4048 since the programme started); of these 2267 are in the **priority cohorts, 83% of Reading's activity**, 72% of West Berks activity and 22% of Wokingham's activity.

In Berkshire West, 41% of attendees are male (5% more than Q1 2024/25, and 52% are female. **In Reading this is 53% Female, 45% Male and 2% Other.**

Case Studies and Feedback

Case Studies:

- A Pakistani female was provided with further support and has since joined the active exercise class provided by Cumberland Road Mosque. She also called for support when speaking to the receptionist at her GP surgery and an appointment was made with the receptionist by RVA on her behalf.
- A non- English speaker had his check and needed to be referred to Social prescribing. He was sure he was registered with a GP but was unable to remember which practice he was registered with. RVA worked with different agencies to find out his GP practice so that he could be referred to them and supported by a Social prescriber.
- We also had someone who was referred to CWO via their case worker, on talking to them it was discovered they had had the check 3 months ago but needed an appointment as they had been suffering from temporary blackouts. The person was homeless, vulnerable and found it difficult to understand the health system. The team worked with staff at his surgery to organise an appointment which he attended and is now being followed up accordingly.
- An ex-military veteran needed an on the day appointment following their Health Check. The community leader, RVA and Meet PEET worked together to make a GP appointment that day. The community leader was able to report that the person had attended their appointment and were being monitored for the reason that had been brought up in the check.

Feedback received via the monitoring and evaluation forms:

- Calm, serene, peaceful, harmonious vibe and atmosphere the moment you step inside the venue.
- Great initiative! I had the best healthcare appointment in the last 10 years. Everybody very patient and explanation received on my understanding.
- This is an exceptional example of taking services to the communities you serve! Very easy to sign up to; very lovely staff. Quick checks done and you go with your result. Thank you, NHS and RVA. Well done to all involved!

Outcomes

Client sounded much happier and more confident, has joined Slimming World with a friend. We discussed Healthwise programmes - Client advised to look at PARS which requires GP referral or Adult Weight Management course plus activity i.e. food and nutrition behaviour changes plus £25 per month access to activity which can be self-referral. Client will choose self-referral and has agreed to be contacted again later in the year to check progress.

Client emphasised the difference that the health check followed by a face-to-face meeting with the social prescriber has made to their home/life balance. They have already introduced an element of healthier eating and will go for the Healthwise adult weight management in the autumn.

Four men attended after hearing about the project from their wives. Two Asian Pakistani, two Black Caribbean. One White British male came with support from a female community leader – the man **had not visited his doctor in 6 years**. All were advised to increase physical activity and attend GP for high cholesterol/bp and/or blood sugar.

Thank you so much for your help with our Ukrainian client who came in for a health check with you. The lady saw her doctor that same day, they took her blood pressure and arranged for her to have a phone translator and explained the risk of elevated blood pressure again. She was given a prescription for some tablets and a follow up appointment was arranged for her, too. I saw her again a few times and she was so grateful for your help and concern. She would never have gone to see her doctor about it without your advice.
(Resettlement/Outreach worker - Ukraine).

"I've just got back to the centre, and a lady has just thanked me for the health check as Angina, cholesterol and high blood pressure were picked up and she is now under the care of a consultant."

Community Health Champion

My client had shoulders slumped and was sad before coming to see you. After he had spoken to you and had his health check, his face looked a lot brighter, and he said he felt much better as he was being heard.

Job Centre Case Worker

I wanted to give you some positive feedback from our session at the Forgotten British Gurkhas. One person needed a phone call to the surgery due to high blood pressure. When we got through to the receptionist, she was very helpful in taking down the details from the nurse and said she would speak to the doctor. The doctor called back, and the person was able to go to the pharmacy and receive some medication today as the doctor had sent the prescription through and gave an appointment for the following day. This also happens to be with a Nepalese doctor and the person is Nepalese and without any English, which was a great bonus.

We have had some positive experiences of calling surgeries and experiences like this during the project.

Our team engagement

Our delivery partners have continued to be actively engaged from the start, very much with a co-production focus, working with our voluntary and community providers and our primary care clinical/health specialists to design a delivery model, with the ability to adapt and flex as the programme develops. We have scaled up delivery and increased bookings through messaging via our Primary Care partners to core groups using the Core 20 Plus 5 datasets, to draw lists from our Shared Care Record "Connected Care", alongside wider communications through newsletters, leaflet drops and word of mouth. Those invited can book onto an available session, a function that has been available from April 2024 in Reading. One of the key workers on the project and the Meet PEET team, achieved Grass Roots Community Awards for Communication and Education in Health and Wellbeing in October 2024:

"Individuals dedicated to advancing educational opportunities within the community. Honourees demonstrate exceptional commitment to improving access to learning, fostering education equity, and empowering individuals through knowledge and skill-building."

Questions